



## **North Liberty Communications Advisory Commission**

Meeting Agenda

Monday, Oct. 1, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.
2. Roll call.
3. Public comment for items not on the agenda.
4. Staff report.
5. Reaching underserved populations.
6. Approval of minutes.
7. Old business.
8. New business.
9. Adjourn.

# **Communications Department Report**

Submitted to the North Liberty City Council

Sept. 28, 2018, for the month of September 2018

## **Beat the Bitter**

Meetings for planning, sponsorship and marketing continued this month, with the goal of unveiling plans in early November and opening registration the week of Thanksgiving. The committee is looking for ways to build affiliated programming for seniors and teens, in addition to family and adult offerings. Organizations and businesses interested in hosting affiliated events can find details at [beatthebitter.com/affiliated-events](http://beatthebitter.com/affiliated-events). The festival will run from Sunday, Jan. 27, 2019, through Saturday, Feb. 2.

## **Staffing**

Evan, our communications specialist, left the position in mid-September. We're in the process of interviewing and hiring a replacement. We hope to have the hire completed by mid-October.

## **3CMA Conference**

Jillian and Nick attended the annual City-County Communications and Marketing Association conference in Milwaukee in early September. The conference inspired staff to initiate a few projects, including using Nextdoor as a communications tool and exploring the building of better public input systems, as well as with ideas for future implementation

## **Public Input**

Staff began internal discussions of building a system for better, regular feedback from the community, exploring possible tools for doing so and how such a system might benefit decision making. We're looking at models from other cities, and we'll continue to discuss possibilities in the coming weeks.

## **Other items**

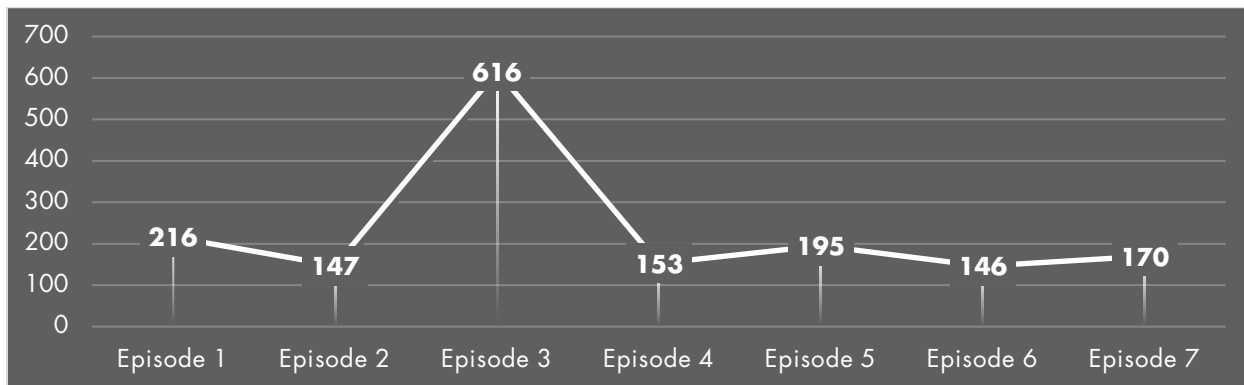
Staff represented the city at the Iowa City Area Chamber of Commerce's North Liberty roundtable and the United Way of Johnson & Washington Counties annual campaign kickoff.

We had an update segment on KCJJ.

We submitted produced City Council meetings to the Iowa City government channel. We submitted the produced MPOJC Urbanized Area Policy Board meeting to the Iowa City and Coralville government channels.

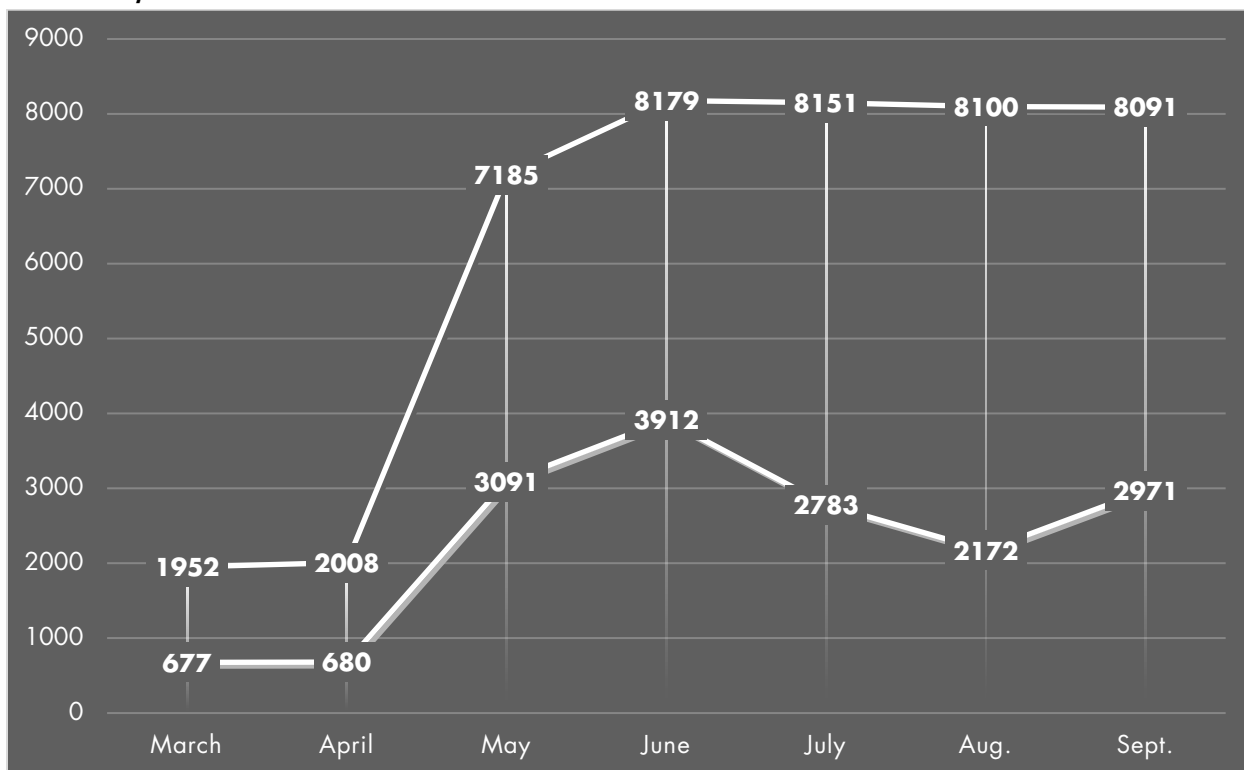
We sent news releases about recreation rate changes, waste bags, some library programming, a good-neighbor meeting, coming projects and more.

## 52317 Podcast



**Downloads** is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device. Numbers are as reported by service provider LibSyn.

## North Liberty Bulletin Email Newsletters



**Recipients** is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider MailChimp.

## Social Media

Month	Facebook new likes	Facebook reach (28 days)	Twitter new follows	Twitter impressions	Instagram new follows
September 2018	51	22,594	34	42,200	38 (1292)
August 2018	74	37,607	16	47,900	64 (1254)
July 2018	66	37,754	38	38,900	41 (1190)
June 2018	187	45,976	37	52,800	28 (1149)
May 2018	93	34,878	43	35,800	15 (1121)
April 2018	378	45,215	51	33,300	17 (1106)
March 2018	134	33,026	35	29,000	19 (1089)
February 2018	71	20,416	48	48,400	6 (1070)
January 2018	87	32,521	30	28,600	10 (1064)
December 2017	224	86,779	24	28,700	17 (1054)
November 2017	57	25,611	24	20,500	2 (1037)
October 2017	57	44,372	29	38,400	19 (1035)
September 2017	107	65,887	36	33,400	21 (1016)

**Facebook new likes** is the net number of new users liking the city's Facebook page; it does not include new *followers*. **Facebook reach** is the number of unique users who saw any of the city's Facebook content. **Twitter new follows** is the net number of new users following the city on Twitter. **Twitter impressions** is the total number of times a tweet from the city was shown. **Instagram new follows** is the net number of new users liking the city's Instagram account.

## Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
September 2018	18,665	12,756	40,576	2.17	1:24
August 2018	20,367	14,238	47,348	2.31	1:37
July 2018	25,344	17,206	57,350	2.26	1:33
June 2018	28,979	18,652	69,385	2.39	1:41
May 2018	27,326	18,336	53,837	1.97	1:30
April 2018	25,779	17,159	49,636	1.93	1:34
March 2018	13,074	8,620	37,250	2.03	1:34
February 2018	15,930	11,181	33,857	2.13	1:34
January 2018	21,025	15,098	42,369	2.02	1:19
December 2017	18,941	13,550	37,510	1.98	1:17
November 2017	16,921	11,883	33,819	2.00	1:26
October 2017	18,630	13,044	36,558	1.96	1:24
September 2017	14,559	10,929	29,604	2.03	1:24

**Sessions** is the number of time-bound user interactions with the website. **Users** is the number of unique devices loading the site in that month. **Pageviews** is the total number of pages loaded or reloaded. **Pages/Session** is the number of pages loaded per session. **Avg. Session** is the average length, in minutes and seconds, of user interactions. All stats are monthly.

## Completed Videos

Title	Requested By	Date Completed	Duration
<b>Back to School PSA</b>	Police	Sept. 4	0:01
<b>Eye on North Liberty: City Attorney</b>	Communication	Sept. 4	0:23
<b>Planning and Zoning Commission</b>	City Administration	Sept. 4	0:24
<b>Social: City Attorney Retirement</b>	Communication	Sept. 5	0:02
<b>Fall Construction Update</b>	Communications	Sept. 5	0:03
<b>Parks and Recreation</b>	City Administration	Sept. 6	0:40
<b>Social: DOT Kiosk</b>	Communications	Sept. 11	0:01
<b>City Council</b>	City Administration	Sept. 11	1:40
<b>Board of Adjustment</b>	City Administration	Sept. 12	0:10
<b>Social: Liberty Wins</b>	Communications	Sept. 17	0:01
<b>Library Board of Trustees</b>	City Administration	Sept. 17	1:01
<b>Social: Eastern Iowa Circus Collective</b>	Communications	Sept. 18	0:01
<b>MPOJC: Urbanized Area Policy Board</b>	City Administration	Sept. 19	0:53
<b>Social: Taste &amp; Tour</b>	Communications	Sept. 24	0:02
<b>Social: TAKO Moon Walk and Star Party</b>	Communications	Sept. 24	0:01
<b>Communications Advisory Commission</b>	City Administration	Sept. 24	0:55
<b>City Council</b>	City Administration	Sept. 25	1:45
<b>Transit Task Force</b>	City Administration	Sept. 27	1:10
<b>Total shoots: 18</b>	<b>Duration of new video: 9.2 hours</b>		



## **North Liberty Communications Advisory Commission**

Meeting Agenda

Monday, Sept. 24, 2018

6:00 p.m. Work Session

City Council Chambers, 1 Quail Creek Circle

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1. Call to order.

The meeting was called to order at 6:00 p.m. In attendance were Commissioners Fields, Wells, Hoffman, Bevins and Moore. Also in attendance were Nick Bergus, Jillian Miller and Derek Blackman.

2. Discussion of serving underserved populations and possible key performance indicators.

The commission discussed populations city communications were potentially not reaching. These included the elderly living alone, college and graduate students, the unemployed or underemployed, single parents and non-English speakers.

Staff will provide copies of available demographic data, the previous community satisfaction survey, current communication avenues and put together profiles of these populations for the next commission meeting.

3. Adjourn.

At 6:55 p.m., Hoffman moved, and Moore seconded, to adjourn, and it passed with all in favor.

# Memo

**To** Communications Advisory Commission  
**From** Communication Director Nick Bergus  
**Date** September 28, 2018  
**Re** Underserved Population Profiles

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At our meeting in September, we identified a few populations who our regular modes of communication might not regularly reach. Below, we list these populations and well as some of the hurdles they face connecting with our communications.

We believe our goal should be to find ways to better serve these populations with city communications, help them feel connected to and welcome in the community, and know where to go for city-related questions or problems in a way staff can sustain.

## Populations

### Elderly Living Alone

- Potentially homebound or with limited mobility, relying on delivered services
- Not a heavy user of email or other digital communications, but may use social media, particularly Facebook, to stay connected to family
- May engage in social opportunities geared towards their age group, but may be limited by income or transportation
- Makes up about a third of our over-65 population (on par with national average)
- Reads printed materials, but may need accommodations such as larger print
- May not have home internet access

### Undergraduate or Graduate Student

- Doesn't see North Liberty as "home," and may not change address on voter registration or other key documents
- Rents their home (likely a townhome, condo or apartment), and may not receive utility bills or trash service from the city
- Spends time most waking hours outside of North Liberty, much at the university (in class, studying, teaching or researching)
- Lives on the westside, doesn't travel through North Liberty
- Heavy user of digital communications and social media

## **Unemployed or Underemployed**

- Low or no income which limits participation in paid programs or leisure activities
- May not have access to the internet or other media at home, or rely only on a smartphone
- May rely on services from the North Liberty Community Pantry or other local agencies
- Likely a renter, more transient or potentially homeless, even if not living outdoors

## **Single Parent**

- Priorities for time and attention limit reception of city-related messages through regular channels
- Relies on social circle, both in person and online, to filter and prioritize messages
- Relies heavily on smartphone for communication and connection
- Uses social media, email and other digital communication, and is used to receiving school information about

## **Non-English Speaker**

- Connected to communities with whom they share a cultural background and language
- Relies on others, including children, to serve as translators of English-language materials
- City information is available only in English or in often-poor automatic translations
- In-person and phone interactions with English-only speaking city staff can be frustrating and confusing
- Uses social networks popular in their native language



**Table DP-1. Profile of General Demographic Characteristics for North Liberty city (full), Iowa**  
Special Census of North Liberty city, Iowa: October 1, 2015

[For information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/doc/sf1.pdf>.]

Subject	Special Census	
	Number	Percent
<b>SEX AND AGE</b>		
<b>Total population</b>	<b>18,299</b>	<b>100.0</b>
Under 5 years	1,917	10.5
5 to 9 years	1,623	8.9
10 to 14 years	1,276	7.0
15 to 19 years	725	4.0
20 to 24 years	1,270	6.9
25 to 29 years	2,241	12.2
30 to 34 years	2,223	12.1
35 to 39 years	1,798	9.8
40 to 44 years	1,241	6.8
45 to 49 years	956	5.2
50 to 54 years	763	4.2
55 to 59 years	694	3.8
60 to 64 years	591	3.2
65 to 69 years	446	2.4
70 to 74 years	246	1.3
75 to 79 years	126	0.7
80 to 84 years	89	0.5
85 years and over	74	0.4
Median age (years)	30.2	(X)
16 years and over	13,284	72.6
18 years and over	12,942	70.7
21 years and over	12,632	69.0
62 years and over	1,332	7.3
65 years and over	981	5.4
<b>Male population</b>	<b>8,950</b>	<b>48.9</b>
Under 5 years	990	5.4
5 to 9 years	837	4.6
10 to 14 years	649	3.5
15 to 19 years	379	2.1
20 to 24 years	533	2.9
25 to 29 years	1,102	6.0

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Subject	Special Census	
	Number	Percent
30 to 34 years	1,089	6.0
35 to 39 years	890	4.9
40 to 44 years	654	3.6
45 to 49 years	468	2.6
50 to 54 years	360	2.0
55 to 59 years	325	1.8
60 to 64 years	250	1.4
65 to 69 years	197	1.1
70 to 74 years	102	0.6
75 to 79 years	57	0.3
80 to 84 years	37	0.2
85 years and over	31	0.2
Median age (years)	29.9	(X)
16 years and over	6,375	34.8
18 years and over	6,188	33.8
21 years and over	6,055	33.1
62 years and over	571	3.1
65 years and over	424	2.3
<b>Female population</b>	<b>9,349</b>	<b>51.1</b>
Under 5 years	927	5.1
5 to 9 years	786	4.3
10 to 14 years	627	3.4
15 to 19 years	346	1.9
20 to 24 years	737	4.0
25 to 29 years	1,139	6.2
30 to 34 years	1,134	6.2
35 to 39 years	908	5.0
40 to 44 years	587	3.2
45 to 49 years	488	2.7
50 to 54 years	403	2.2
55 to 59 years	369	2.0
60 to 64 years	341	1.9
65 to 69 years	249	1.4

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Subject	Special Census	
	Number	Percent
70 to 74 years	144	0.8
75 to 79 years	69	0.4
80 to 84 years	52	0.3
85 years and over	43	0.2
Median age (years)	30.5	(X)
16 years and over	6,909	37.8
18 years and over	6,754	36.9
21 years and over	6,577	35.9
62 years and over	761	4.2
65 years and over	557	3.0
<b>RACE</b>		
<b>Total population</b>	<b>18,299</b>	<b>100.0</b>
One Race	17,708	96.8
White	16,134	88.2
Black or African American	867	4.7
American Indian and Alaska Native	45	0.2
Asian	418	2.3
Asian Indian	151	0.8
Chinese	60	0.3
Filipino	28	0.2
Japanese	10	0.1
Korean	62	0.3
Vietnamese	28	0.2
Other Asian <sup>1</sup>	79	0.4
Native Hawaiian and Other Pacific Islander	9	0.0
Native Hawaiian	0	0.0
Guamanian or Chamorro	2	0.0
Samoan	5	0.0
Other Pacific Islander <sup>2</sup>	2	0.0
Some Other Race	235	1.3
Two or More Races	591	3.2
White, American Indian and Alaska Native <sup>3</sup>	30	0.2
White, Asian <sup>3</sup>	112	0.6

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Subject	Special Census	
	Number	Percent
White, Black or African American <sup>3</sup>	271	1.5
White, Some Other Race <sup>3</sup>	76	0.4
<i>Race alone or in combination with one or more races<sup>4</sup></i>		
White	16,672	91.1
Black or African American	1,219	6.7
American Indian and Alaska Native	120	0.7
Asian	559	3.1
Native Hawaiian and Other Pacific Islander	19	0.1
Some Other Race	342	1.9
<b>HISPANIC OR LATINO</b>		
<b>Total population</b>	<b>18,299</b>	<b>100.0</b>
Hispanic or Latino (of any race)	806	4.4
Mexican	559	3.1
Puerto Rican	54	0.3
Cuban	19	0.1
Other Hispanic or Latino <sup>5</sup>	174	1.0
Not Hispanic or Latino	17,493	95.6
<b>HISPANIC OR LATINO AND RACE</b>		
<b>Total population</b>	<b>18,299</b>	<b>100.0</b>
Hispanic or Latino (of any race)	806	4.4
White alone	460	2.5
Black or African American alone	14	0.1
American Indian and Alaska Native alone	6	0.0
Asian alone	5	0.0
Native Hawaiian and Other Pacific Islander alone	0	0.0
Some Other Race alone	206	1.1
Two or More Races	115	0.6
Not Hispanic or Latino	17,493	95.6
White alone	15,674	85.7
Black or African American alone	853	4.7
American Indian and Alaska Native alone	39	0.2
Asian alone	413	2.3
Native Hawaiian and Other Pacific Islander alone	9	0.0

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Subject	Special Census	
	Number	Percent
Some Other Race alone	29	0.2
Two or More Races	476	2.6
<b>HOUSEHOLDS AND GROUP QUARTERS</b>		
<b>Total population</b>	<b>18,299</b>	<b>100.0</b>
In households	18,294	100.0
In group quarters	5	0.0
Institutionalized population	5	0.0
Male	0	0.0
Female	5	0.0
Noninstitutionalized population	0	0.0
Male	0	0.0
Female	0	0.0
<b>Total households</b>	<b>7,228</b>	<b>100.0</b>
Householder living alone	1,775	24.6
Male	755	10.4
65 years and over	92	1.3
Female	1,020	14.1
65 years and over	233	3.2
Households with individuals under 18 years	2,848	39.4
Households with individuals 65 years and over	743	10.3
Average household size	2.53	(X)
<b>HOUSING OCCUPANCY</b>		
<b>Total housing units</b>	<b>7,551</b>	<b>100.0</b>
Occupied housing units	7,228	95.7
Vacant housing units	323	4.3
For rent	104	1.4
Rented, not occupied	4	0.1
For sale only	118	1.6
Sold, not occupied	16	0.2
For seasonal, recreational, or occasional use	22	0.3
All other vacants	59	0.8

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Special Census of North Liberty city, Iowa: October 1, 2015

[For information on confidentiality protection, nonsampling error, and definitions, see <http://www.census.gov/prod/cen2010/doc/sf1.pdf>.]

Subject	Special Census	
	Number	Percent
Homeowner vacancy rate (percent) <sup>6</sup>	2.3	(X)
Rental vacancy rate (percent) <sup>7</sup>	4.5	(X)
<b>HOUSING TENURE</b>		
<b>Occupied housing units</b>	<b>7,228</b>	<b>100.0</b>
Owner-occupied housing units	5,019	69.4
Population in owner-occupied housing units	13,517	(X)
Average household size of owner-occupied housing units	2.69	(X)
Renter-occupied housing units	2,209	30.6
Population in renter-occupied housing units	4,777	(X)
Average household size of renter-occupied units	2.16	(X)

X Not applicable

<sup>1</sup>Other Asian alone, or two or more Asian categories.

<sup>2</sup>Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories.

<sup>3</sup>One of the four most commonly reported multiple-race combinations nationwide in Census 2010.

<sup>4</sup>In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race.

<sup>5</sup>This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as 'Latino' or 'Hispanic.'

<sup>6</sup>The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant 'for sale.' It is computed by dividing the total number of vacant units 'for sale only' by the sum of owner-occupied units, vacant units that are 'for sale only', and vacant units that have been sold but not yet occupied; and then multiplying by 100.

<sup>7</sup>The rental vacancy rate is the proportion of the rental inventory that is vacant 'for rent.' It is computed by dividing the total number of vacant units 'for rent' by the sum of the renter-occupied units, vacant units that are 'for rent,' and vacant units that have been rented but not yet occupied; and then multiplying by 100.

Source: U.S. Census Bureau

## Communications Channels

We have a variety of communications channels at our disposal. List highlights how we use each and provides a menu of sorts.

### Website

Our website is our information hub. Everything we do should be reflected here.

### News post

Press-release-style announcements and information of a timely nature. Each post should be accompanied by a feature graphic 1920 pixels wide by 1080 pixels tall. These posts are automatically sent via *Email* to the press and interested community members and appear on *Carousel*.

### Slide

High-visibility, homepage placement for items with a shelf life of at least a month. These can have a background element of 1920 pixels wide by 1080 pixels tall, and an additional graphic element that is not cropped on mobile devices.

### Page

For static information that rarely changes of public value. New pages should usually be accompanied by a *News Post* announcing the existence of the initiative, project or event.

### Alert

A text-only announcement appearing at the top of every page to highlight key time-sensitive information, such as critical road closures, major schedule changes, emergencies or similar. The headline should be informative and the copy should be limited to a paragraph. These posts are automatically sent to *Twitter*.

### Calendar

For events, meetings and other time-bound events. The five next events automatically appear on *Carousel* and the homepage.

### Email

We own a list of some 8,000 email addresses collected online and from the Recreation Department. It's a direct connection to those, but we should avoid overuse, or we'll lose otherwise interested people.

### Newsletter

The *North Liberty Bulletin*, or No Bull, is sent midday of the first Thursday of each month. It is forward-looking, actionable news you can use. Regular segments include a personable note from a communications department member, a short "to do" list for subscribers, an Eye on North Liberty video segment and community event highlights.

### **One-off**

Announcements of large community events and community-wide alerts.

### **Automated**

Subscribers can receive daily emails of news posts or agendas.

### **Vimeo**

This is a full archive of all video produced by the department, including meetings, social shorts and long-form programming.

### **YouTube**

This is a collection of video better suited to social sharing, including social shorts.

### **Facebook**

Daily posts allow us to get news and information in front of our community where they are. We post in the morning (6:30 to 8:30 a.m.), midday (11:30 a.m. to 12:30 p.m.) and/or evening (6 to 7:30 p.m.), but also at other times as needed.

### **Post**

Includes a square or landscape graphic and tags appropriate organizations/events.

### **Link**

Links to news stories, pages and posts on our website, and third parties. Add a preview image if one doesn't automatically populate (and use [developers.facebook.com/tools/debug](https://developers.facebook.com/tools/debug) to resrape if needed).

### **Video**

Fun, shareable and ideally 90 seconds or less. These should end with our social accounts slate.

### **Event**

Many of our residents use Facebook as their calendar, so creating events helps promote community events. These should be added about four weeks before the event.

### **Twitter**

At least one tweet a day, including repeats and retweets. We avoid so-called "tweetstorms". We do not live tweet meetings.

### **Post**

Best for alerts, breaking and other realtime information. Include an image, GIF or emoji if possible and appropriate, link to details. Repeats, with a rewritten tweet or labeled "ICYMI" (in case you missed it) are OK and generally good practice.



## Retweets

We retweet confirmed information from authorities and news sources as an additional way to highlight and convey information.

## Quote Retweets

We quote retweet when we can use it to answer a common questions and respond to common sentiments.

## Instagram

Beautiful and behind-the-scenes photos of life in North Liberty. Our goal is to post weekly.

## NLTV

### Shows

Meetings, presentations, performances and other longer programing of community interest, cable cast on South Slope and Mediacom in North Liberty

### Carousel

Announcements, news and events. This appears between programming on NLTV and during operating hours at City Hall and the Community Center.

## Print

### Posters

Offers off-site visibility at local, high-traffic public spaces for larger initiatives.

### Activity Guide

Connects to all local households with full-color. Needs to have a longer shelf life and planned several months in advance.

### NoJoCo newsletter

Monthly inside space, that can be easy to overlook.

## In-person/One-on-one

### Presentations

These opportunities include regular chamber lunches, senior dining, Whip Poor Wills and others.

### Commercial Radio/Television

These include regular appearance on KXIC and KCJJ, but also available with other outlets on an as-needed basis.

## Staff

Keeping staff informed allows them to advocate for us, easiest using [nlall@northlibertyiowa.org](mailto:nlall@northlibertyiowa.org).

# **North Liberty Community Survey**



## **2017 Report**

## About the Survey

At the request of city administration, the Communications Advisory Commission and the Communications Department staff constructed and conducted a survey of North Liberty residents about a variety of the services the city provides.

This survey had two goals:

1. Set quantitative benchmarks against which the city could compare satisfaction over time
2. Solicit qualitative input from respondents

To achieve the first goal, we asked participants to score statements, listed at the end of this document, on a scale of 0 (poor) to 10 (excellent). Because this is the first time we've conducted this survey, we have very limited data with which to compare these benchmarks. We do not have the data that would allow us to make comparisons to other communities.

Additionally, we're hesitant to draw conclusions about the satisfaction with specific services relative to each other. For example, we can expect lower satisfaction levels with paid utilities than with free library programming.

While the survey conducted this year was composed mostly of quantitative questions for which we did not already have a benchmark, it also included eight that had been asked on a survey conducted in 2011. This survey, conducted for the City of North Liberty by Dan Wiese Marketing Research of Cedar Rapids, focused on transportation but included other questions to obscure that focus. These questions, and the mean response for each, are below. The remainder of the quantitative questions, and the mean responses, are also below in a separate table.

The qualitative question offers some results that are useful in the short-term by offering insight into the concerns, frustrations and thoughts. These responses, summarized below, were solicited through a simple "additional comments" field after the quantitative section and before demographic questions.

This survey was conducted between May 16 and June 20, 2017. A postcard was mailed to 9,090 North Liberty addresses, inviting the recipients to visit a website and respond to the survey. The survey and postcard were in English, Spanish, French and Mandarin. In all, 387 responses were gathered.

When comparing the 2011 and 2017 means, it is important to keep in mind the different methodologies of these two surveys. These vast differences in the methodology (e.g., differences in wording, number, and ordering of the questions and response categories, sampling procedures and mode of survey) preclude the ability to directly compare findings.

In addition to asking survey respondents to rank these statements between 0 and 10, we asked for qualitative responses with a simple “additional comments” open field. In the end, we received nearly two dozen pages’ worth of comments. These comments are summarized below.

## Demographics

Below compares the demographics of this survey's sample and the 2015 special census. Our sample overrepresented females and households with individuals under 18 years. Our sample underrepresented Hispanic and Latino and non-white populations.

	<b>2015 Special Census</b>	<b>2017 Survey</b>
<b>Age (median)</b>	36.5 years	38 years
<b>Sex</b>		
Male	48.9%	40.3%
Female	51.1%	58.7%
No response		(1.0%) <sup>1</sup>
<b>Ethnicity</b>		
Hispanic or Latino	4.4%	2.2%
No response		(3.1%) <sup>2</sup>
<b>Race</b>		
White	88.2%	92.6%
Black or African American	4.7%	0.8%
American Indian or Alaskan Native	0.2%	0.3%
Asian	2.3%	2.2%
Native Hawaiian or other Pacific Islander	0.0%	0.0%
Some other race	1.3%	1.3%
Two or more races	3.2%	2.7%
No response		(3.7%) <sup>3</sup>

## Households

Household size	The average respondent reported living in a household of 2.9 people
Length of residency	The average respondent reported living in North Liberty for 9.2 years
Homeownership	81.9% of respondents were homeowners, 16% were not.

<sup>1</sup> An additional 1% of the survey respondents chose not to respond. The survey percentages presented are among North Liberty respondents who chose either "Male" or "Female".

<sup>2</sup> An additional 12 (3.1%) survey respondents chose not to respond. The survey percentages presented are among survey respondents who chose one of the other ethnicity categories.

<sup>3</sup> An additional 14 (3.7%) survey respondents chose not to respond. The survey percentages presented are among survey respondents who chose one of the other race categories.

Primary language      93.3% of respondents reported English as the primary language in their home. 0.5% reported Chinese. 6.2% did not respond.

	<b>2015 Special Census</b>	<b>2017 Survey</b>
<b>With individuals under 18 years</b>	39.4%	51.7%
<b>With individuals over 65 years</b>	10.3%	8.8%

## Questions for which we have historical data

Below are questions that appeared on both the 2011 and 2017 surveys. As noted, when comparing these means, the different methodologies of these two surveys preclude the ability to directly compare findings.

	2011 mean <sup>4</sup>	2017 mean
<b>How would you rate the accessibility of...</b>		
North Liberty's Mayor and City Council members?	6.3	6.7
North Liberty department heads and other officials?	7.5	6.8
<b>How would you rate the quality of...</b>		
your water in North Liberty?	5.4	5.3
the general condition of North Liberty's streets?	5.9	7.2
recreation programs (e.g. swimming lessons and fitness classes)? <sup>5</sup>	6.7	7.6
park amenities (e.g. trails, play structures, shelters and sports fields)? <sup>6</sup>	5.9	7.8
recreation facilities (e.g. pools, indoor track, weight equipment and gyms)? <sup>7</sup>	7.1	7.7
<b>How would you rate the value of...</b>		
water and sewer services?	4.5	6.5

<sup>4</sup> The 2011 survey offered respondents only four choices (excellent, good, fair and poor). We assigned a value of 3, 2, 1 or 0 and adjusted the mean to a 0- to 10-point scale.

<sup>5</sup> The 2011 survey question did not offer examples of recreation programs.

<sup>6</sup> The question of the 2011 survey differed, instead asking "How do you rate current North Liberty park facilities?"

<sup>7</sup> 2011 survey question did not offer examples of recreation facilities.

## Questions for which we do not have historical data

Below are questions that appeared only on 2017. As noted, variables in services make preclude comparing scores between departments. Resident interactions with police, fire, library, recreation and city hall personnel can all be under vastly different circumstances, for example.

	2017 mean
<b>How would you rate your trust in North Liberty's city officials to make informed decisions that most benefit the community?</b>	6.8
<b>How would you rate the accessibility of...</b>	
information on the city's website	7.0
<b>How would you rate the quality of...</b>	
snow removal on North Liberty's main streets?	7.4
snow removal on North Liberty's residential streets?	6.3
library programs (e.g. storytimes, tech help, and author readings)?	8.1
<b>How would you rate interactions with city staff...</b>	
at the recreation center?	7.7
at the community library?	8.3
at city hall?	7.3
in the field?	7.4
at the police department?	7.8
at the fire department?	8.1
in the building inspection department?	7.1
online through social media, such as Facebook and Twitter?	7.5
through email?	7.4
on the phone?	7.3
<b>How would you rate the value of...</b>	
trash, recycling and yard-waste collection?	7.2
annual spring cleanup day trash drop off?	7.3



North Liberty's fixed-route commuter and midday loop buses?	6.2
the city's social media (e.g. Facebook and Twitter)?	7.2
the city's video services (e.g. public meetings and informational segments)?	7.0
<b>How would you rate your satisfaction with...</b>	
community events and activities (e.g. Blues & BBQ, and free fishing weekend)?	8.0
the variety of things to do in North Liberty?	6.7

## **Additional Comments**

Staff categorized the comments into general topics and, in what follows, summarized those impressions, comments and sentiments that were relevant to city operations (for example, feedback concerning school overcrowding, youth sports not operated by the city and state election law have been left out).

The topics are presented in order of the general volume of feedback concerning it, with the most common topics presented first.

### **Traffic/streets**

The most common topic raised was traffic concerns. Many respondents complained about congestion and mentioned the need for road upgrades and additional traffic lights to meet our growing population. The traffic on our major arterials, Ranshaw Way (Highway 965) and Penn Street, were mentioned often as would be expected, as was traffic on some of our collector streets. Many of these streets are currently in the Capital Improvement Plan.

Some respondents expressed an impression that the city was wasting effort on beautification elements instead of practical improvements.

Respondents also expressed a willingness to accept — and the appropriateness of — roundabouts and additional traffic lights to improve traffic flow.

Many respondents expressed negative sentiments about infrastructure failing to be in place before development took place.

### **Water**

Many respondents expressed negative impressions of the price of city utilities, the taste of our water or both.

### **Trash/recycling**

Many respondents requested elimination of trash stickers and expressed the desire to include the cost of the service in city utility bills. Respondents expressed a desire to have city-provided wheeled trash and recycling bins. Some felt the cost outstripped the service.

Recycling, on the other hand, was viewed positively, though some residents noted the difficulty of recycling for those living in apartments, since North Liberty neither requires the service for multifamily housing nor has a recycling dropoff point.

### **Land Use**

Some respondents expressed frustration with the amount of multifamily, duplex and townhome construction. Several respondents noted the lack of a central commercial district and negative sentiments about the number of mini-malls. Several respondents expressed concerns about the rapid rate of growth.

## **Parks**

The feedback about parks was overwhelmingly positive, but many respondents expressed the desire for a dog park in North Liberty, which is currently included in the Parks plan.

## **Recreation**

Many respondents noted the inadequate size of our aquatics center for both outdoor leisure activity and to provide additional swimming lesson times, the later making it difficult to register children for classes.

## **Leisure activities**

There was some feedback that expressed the desire to see the opening of the proposed family entertainment center and the need for additional leisure opportunities in North Liberty.

## **Lack of enforcement**

Several respondents expressed frustration with certain ordinances going unenforced. Specifically mentioned issues included: no parking during snow emergencies, unmaintained lawn and illegally parked trailers.

## **Police**

Some respondent expressed a negative impression of the police department and expressed concerns with racially disproportionate stops or police contact.

## **Transportation**

Several respondents expressed frustration with the lack of transit opportunities outside of personal vehicles, including a dearth of public transit options and incomplete sidewalks.

## **Library**

Feedback on the library was overwhelmingly positive.

## **Customer service**

Comments concerning customer service ran the spectrum from positive to neutral to negative with no clear consensus.

## Survey Questions

**How would you rate your trust in North Liberty's city officials to make informed decisions that most benefit the community?**

**How would you rate the *accessibility* of...**

North Liberty's Mayor and City Council members?

North Liberty department heads and other officials?

information on the city's website?

**How would you rate the *quality* of...**

your water in North Liberty?

snow removal on North Liberty's main streets?

snow removal on North Liberty's residential streets?

the general condition of North Liberty's streets?

library programs (e.g. storytimes, tech help, and author readings)?

recreation programs (e.g. swimming lessons and fitness classes)?

park amenities (e.g. trails, play structures, shelters and sports fields)?

recreation facilities (e.g. pools, indoor track, weight equipment and gyms)?

**How would you rate interactions with city staff...**

at the recreation center?

at the community library?

at city hall?

in the field?

at the police department?

at the fire department?

in the building inspection department?

online through social media, such as Facebook and Twitter?

through email?

on the phone?

**How would you rate the value of...**

trash, recycling and yard-waste collection services?

annual spring cleanup day trash drop off?

North Liberty's fixed-route commuter and midday loop buses?

water and sewer services?

the city's social media (e.g. Facebook and Twitter)?

the city's video services (e.g. public meetings and informational segments)?

**How would you rate your satisfaction with...**

community events and activities (e.g. Blues & BBQ, and free fishing weekend)?

the variety of things to do in North Liberty?