



## **North Liberty Communications Advisory Commission**

Meeting Agenda

Monday, Nov. 5, 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. Approval of minutes.
5. Staff report.
6. Draft Budget Request.
7. Old business.
8. New business.
9. Adjourn.



## **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.

The meeting was called to order at 6 p.m.

2. Roll call.

Commissioners Fields, Moore, Bevins and Well were present. Commissioner Hoffman Also present was Nick Bergus, Jillian Miller and Derek Blackman.

3. Public comment for items not on the agenda.

There was none.

4. Staff report.

Bergus updated the commission on staffing changes, upcoming projects as well as additions to the department's report. Miller updated the commission on progress on Beat the Bitter.

5. Reaching underserved populations.

Staff discussed the outlines of a plan to produce welcome packets and other initiatives to help make North Liberty approachable and welcoming. The commission encouraged focusing on renters moving into North Liberty, as well as exploring adding a way to invite new comers to use city facilities.

6. Approval of minutes.

Moore moved, and Wells seconded, to approve the minutes from Sept. 24, 2018.

7. Old business.

There was none.

8. New business.

Bergus mentioned the upcoming budget request.

9. Adjourn.

Moore moved, Bevin seconded, to adjourn the meeting at 6:40. It was approved with all in favor.

# **Communications Department Report**

Submitted to the North Liberty City Council

Nov. 2, 2018, for the month of October 2018

## **Beat the Bitter**

The team spent time finalizing marketing and details to get them ready for the public push, including videos to help get folks excited for the event and an unexpected overhaul of the website. The schedule of core events and the first round of affiliated events is slated for release in early November and includes offerings for families with kids, adults in their 20s and 30s, and retirees and seniors. We'll have some of the successful repeats from last year along with some fun new options. The festival will run from Sunday, Jan. 27, 2019, through Saturday, Feb. 2, and details are available at [beatthebitter.com](http://beatthebitter.com).

## **Staffing**

We hired Joel Miller to fill our communications specialist position in mid-October. Joel lives in North Liberty, is currently attending Kirkwood, and plans to transfer to the University of Iowa's cinema department next year. He comes in with enthusiasm and a solid foundation, and he has been picking up the work quickly.

## **Public Input**

Working with city administration, we put together a plan that will allow officials to regularly solicit feedback from folks who take ownership in North Liberty. In the past, we've had to push one-off surveys, used disparate platforms and collect the same demographic data each time. This effort will encourage folks to sign up for the Public Opinion Panel, for which we're using Qualtrics. This will allow us to collect some basic data once up front, allowing us to send shorter surveys later (we're currently thinking no-more-than-10-question surveys about once a month). Each survey would be focused on a topic and use quantitative questions for fast turnaround. We're planning to launch the POP with the November email newsletter. One problem that we'll work to address is that the tool will be email- and web-based (it's what will allow us to prevent ballot box stuffing, track its representation of North Liberty's population, and more). We'll initially address this by marking the panel in non-digital ways to targeted audiences.

## **Other items**

Staff represented the city at the Iowa City Area Chamber of Commerce's joint fall roundtable and First Friday Coffee Connection, Iowa Department of Transportation I-380 open house, ICR Iowa Creative Team meeting and at the North Liberty Library's Trunk or Treat.

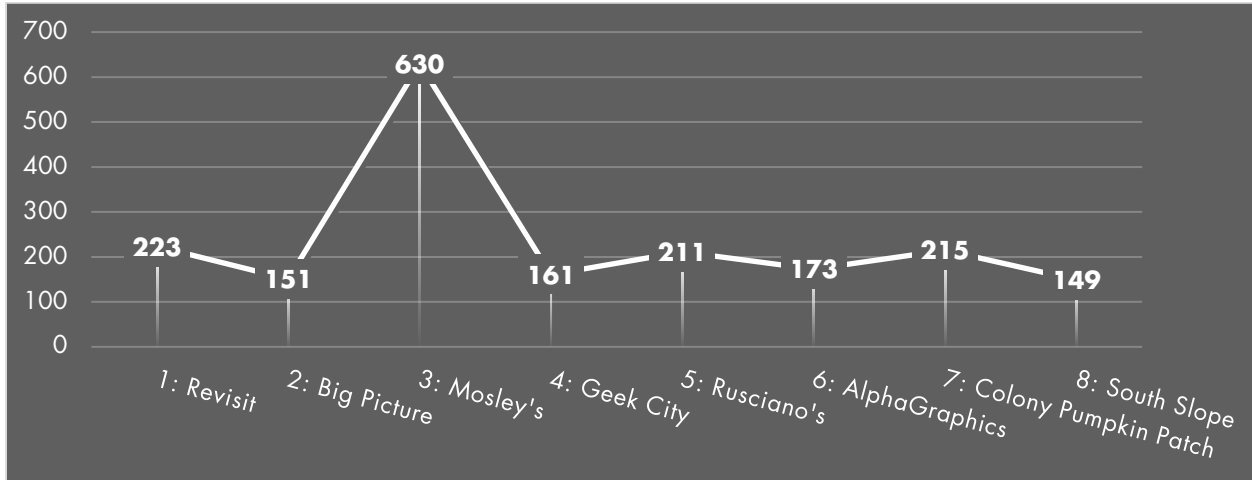
We hosted an open house at the expanded Waste Water Treatment Plant, with attendance of about 80 people, with tours, lemonade and chocolate cupcakes.

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 social service funding, No Shave November, 24-hour phone access to utility billing, the Business & BBQ event, voting and more.

## 52317 Podcast

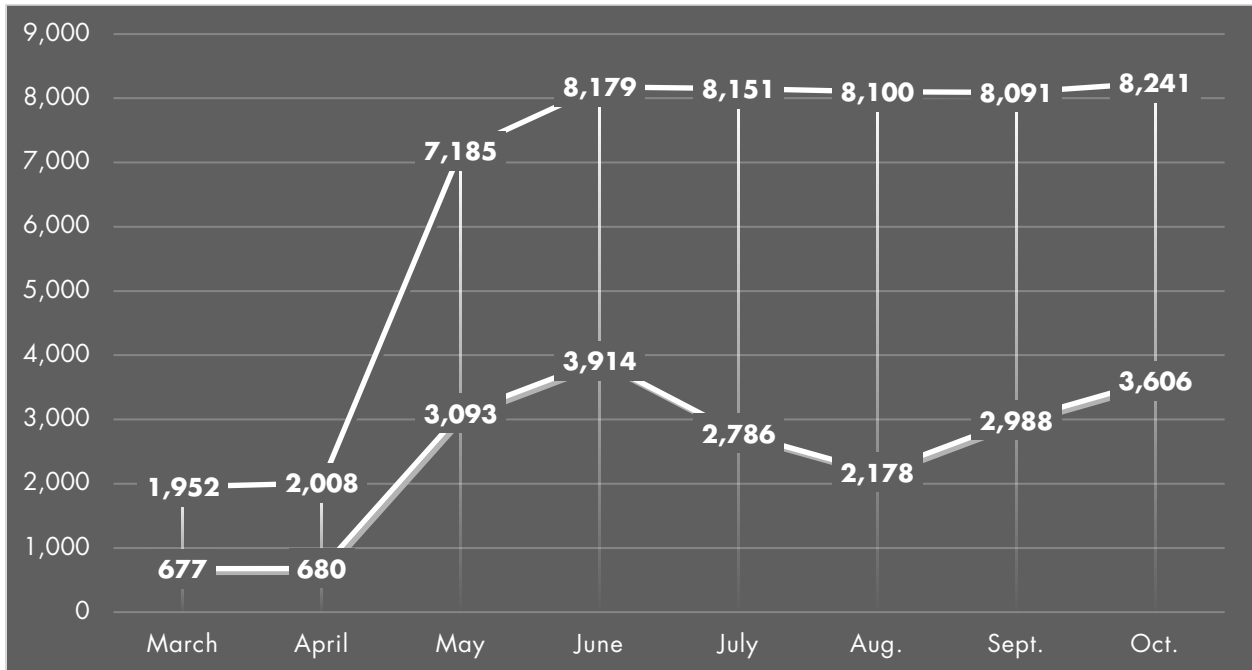
Release schedule is every three weeks; episodes can be found at [northlibertyiowa.org/52317](http://northlibertyiowa.org/52317).



**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 as of the date of this report.

## North Liberty Bulletin Email Newsletters

Release schedule is first Thursday of the month; subscribe at [northlibertyiowa.org/subscribe](http://northlibertyiowa.org/subscribe).



**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	Twitter new follows	Twitter impressions	Instagram new follows	Nextdoor members
Oct 2018	108	29,171	42	48,200	44 (1336)	3,294
Sept 2018	51	22,594	34	42,200	38 (1292)	
Aug 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)	
Feb 2018	71	20,416	48	48,400	6 (1070)	
Jan 2018	87	32,521	30	28,600	10 (1064)	
Dec 2017	224	86,779	24	28,700	17 (1054)	
Nov 2017	57	25,611	24	20,500	2 (1037)	
Oct 2017	57	44,372	29	38,400	19 (1035)	

**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, reported on a 28-day period. **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. **Nextdoor members** is the number of verified North Liberty residents who are users and received our agency messages.

## Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
October 2018	17,086	11,993	39,449	2.31	1:31
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

<b>Title</b>	<b>Requested By</b>	<b>Date Completed</b>	<b>Duration</b>
<b>Eye on North Liberty: City Planner</b>	Communication	Oct. 1	0:04
<b>Communications Advisory Commission</b>	City Administration	Oct. 1	0:40
<b>Planning and Zoning Commission</b>	City Administration	Oct. 2	0:25
<b>City Council</b>	City Administration	Oct. 9	1:06
<b>Tree and Stromwater</b>	City Administration	Oct. 10	0:12
<b>Library Board of Trustees</b>	City Administration	Oct. 15	0:28
<b>Social: Halloween Moonlight Walk</b>	Communications	Oct. 17	0:01
<b>Social: Library Waffle Breakfast</b>	Communications	Oct. 18	0:01
<b>Social: Pumpkin Carving at the Recreation Center</b>	Communications	Oct. 18	0:01
<b>City Council</b>	City Administration	Oct. 23	1:20
<b>Eye on North Liberty: Police Department</b>	Communication	Oct. 25	0:02
<b>Social: Poop Party</b>	Communications	Oct. 29	0:01
<b>Beat the Bitter Promo: Fire &amp; Ice Friday</b>	Communications	Oct. 30	0:01
<b>Beat the Bitter Promo: Winter Games</b>	Communications	Oct. 30	0:01
<b>Beat the Bitter Promo: Snuggie Crawl</b>	Communications	Oct. 30	0:01
<b>Beat the Bitter Promo: 5K-ish</b>	Communications	Oct. 31	0:01
<b>Beat the Bitter Promo: Curling</b>	Communications	Oct. 31	0:01
<b>Beat the Bitter Promo: Broomball</b>	Communications	Oct. 31	0:01
<b>Beat the Bitter Promo: Kickball</b>	Communications	Oct. 31	0:01
<b>Beat the Bitter Promo: Hype</b>	Communications	Oct. 31	0:01
<b>Total shoots: 20</b>	<b>Duration of new video: 4.5 hours</b>		



# Memo

**To** Communications Advisory Commission  
**From** Communication Director Nick Bergus  
**Date** November 2, 2018  
**Re** FY 2019 Budget Proposal

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Below are proposed budget requests for the for the Communications Department for the Fiscal Year 2020, beginning July 1, 2019. Included in these proposals are annual and one-time expenditures to help us accomplish outreach to the identified underserved populations in North Liberty, fund smaller-scale community events, continue our public input initiative, consider new branding for the city and perform a and well as maintain

## Proposed Initiatives

- \$1,500**     **Laptop Replacement:** replaces a laptop and docking station. (one-time)
- \$3,000**     **Community Outreach Services:** pay for supplies to produce welcome and outreach packets, professional translation services and other outreach and engagement initiatives. (annual)
- \$5,000**     **Community Events:** a programming budget to produce free, one-off programming throughout the year. A limiting factor on our ability to produce community events is the need to find fiscal sponsors since we don't have a budget line for these expenditures, even small-scale events. Fundraising requires staff time and business buy in, which prevents hosting events niche and underserved audiences. (annual)
- \$7,000**     **Public Input:** funding to continue with the Qualtrics platform we're using for our Public Opinion Panel past October 2019. (annual)
- \$10,000**    **Network Attached Storage:** an additional 24 terabytes of media storage and off-site redundancy for the communications shared media archive for raw video, photos and other files. (one-time)
- \$20,000**    **Vision & Branding:** hire a firm for discovery, including community discussions, design and deliverables to identify a community brand.
- \$28,000**    **Information Technology Risk Assessment:** funding to perform a city-wide technology inventory, audit and assessment, and provide action steps to secure data and technology, as well as establish best-practice policy. (one-time)