



North Liberty Communications Advisory Commission

Meeting Agenda

Monday, Jan. 7, 2019

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

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

Communications Department Report

Submitted to the North Liberty City Council
Jan 3, 2019, for the month of December 2018

Year in Review

At the end of 2018, I compiled some numbers to share with staff, and I thought it would be good to include those here.

We saw growth on established social media, Facebook likes increased 27% to 6,228 likes, Twitter follows increased 13% to 3788 follows and Instagram likes increased 32% to 1389 likes, and we added Nextdoor, which has 3,313 neighbors.

The staff produced 214 videos with more than 10,000 views on Vimeo and 100,968 minutes viewed on Facebook, an 82.2% increase over the previous year, with *The Trashelor* deserving special notice. We began publishing a selection of our video to YouTube in the fall.

We launched a podcast and produced 10 episodes, garnering 2,312 downloads. We relaunched a monthly email newsletter, produced 10 editions of it and saw an open rate of 36 percent.

We relaunched our website with a modern, responsive design and additional functionality. We rethought and relaunched NLTV's cable programming.

Beat the Bitter revenue (sponsorship and paid attendance) grew nearly 50 percent in 2018, was recognized by the International Festivals & Events Association and is on track to grow again in 2019. Blues & BBQ's budget grew to six figures and hosted its first Grammy-nominated headliner and 17,000 guests. Our cheer zone for the inaugural Run CRANDIC was recognized by runners as the race's best.

We launched the Public Opinion Panel to better collect feedback and opinions from our community. We organized a storm drain art project by bringing together public art advocates, stormwater improvement advocates, local students and educators and our business community. And we worked with every other city department to produce programming, unveil new facilities, rebrand initiatives, ease concerns about projects and help the community better understand what our people do.

Beat the Bitter

Beat the Bitter is less than a month away, and final preparations are underway. Registration is still available for much of the festival, which has grown to include five core events planned by staff and committee (Wintry Warm Up, Fire & Ice, Igloo Jam, Winter Games, Snuggie Crawl) and an additional couple dozen affiliated events, planned by local businesses and organizations. Staff

continued to market the festival, encourage registration and solidify details. New additions from partners include Rusciano's teaching kids how to make pizza, Reds Alehouse's Luau, FilmScene's skate-in showing of Mighty Ducks, Keystone Place at Forevergreen hosting Deb Carneol's talk about running seven marathons in seven days on seven continents plus more new and returning favorites. The festival will run from Sunday, Jan. 27, 2019, through Saturday, Feb. 2, and details are available at beatthebitter.com.

Public Input Panel

We hosted our first POP survey, which focused on service level preferences (the results are attached). We'll be prepping the next survey for distribution in January. The panel is open to any stakeholder, who can register at northlibertyiowa.org/pop.

Blues & BBQ

The team spent time working on additional sponsorship asks to fill out our budget for the festival's 13th year. We spent some time talking with a potential programming partner, and will work through details early in the year. The festival will return on July 13, 2019, with Pig & Pint slated for the night before.

Infrastructure Projects

We preparing to rebrand our road construction projects under the umbrella of "Road Therapy,"

Other items

We worked with fire, police, library and the public to bring attention to the youth impact initiative (since named #LIT or Learning Impact Team) and set up registration.

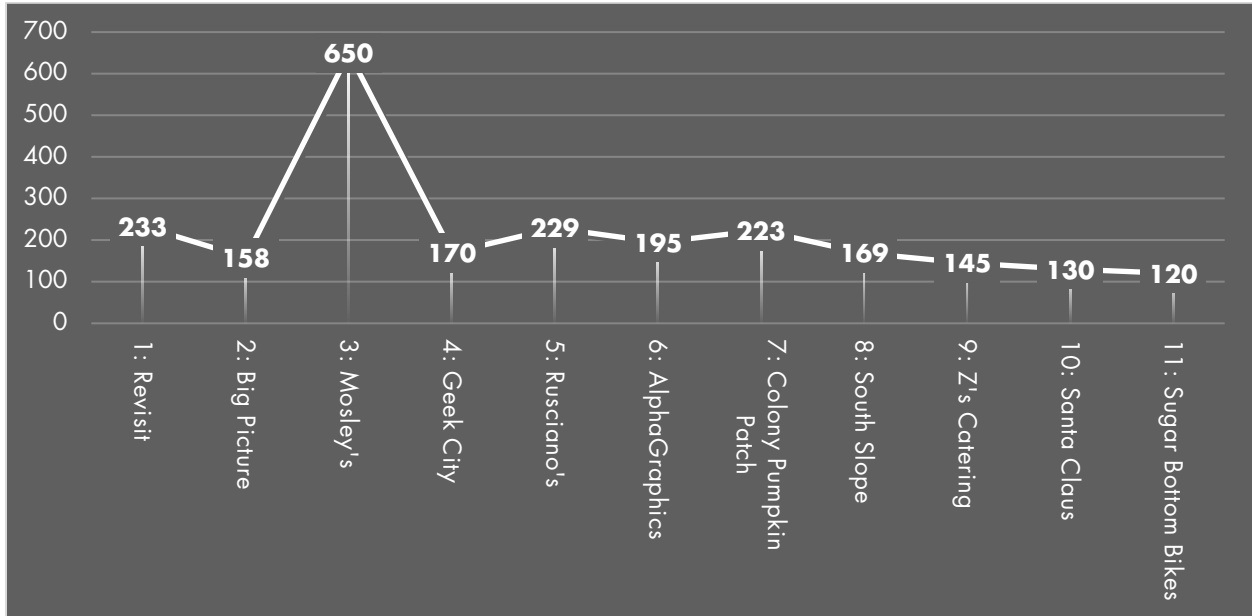
We submitted produced City Council meetings to the Iowa City government channel.

We're working to shoot headshots of all city staff, department by department.

We sent news releases about the holiday hours, trash changes, tree collection, employee recognition, Beat the Bitter and more.

52317 Podcast

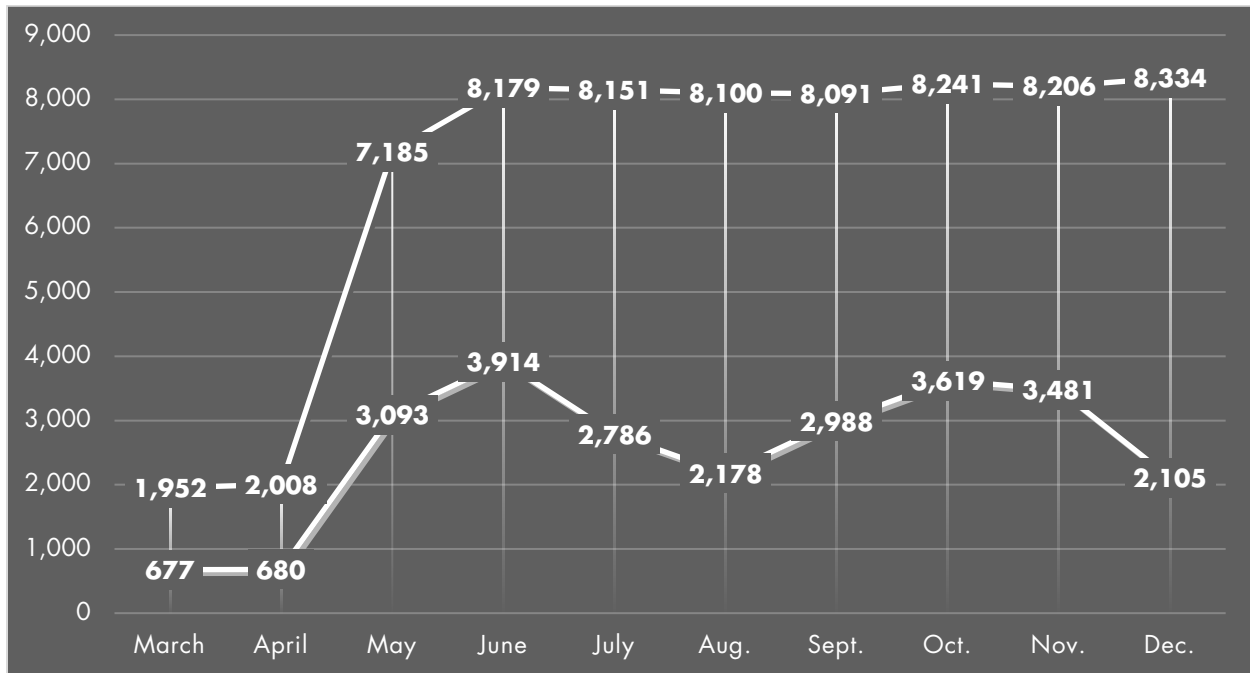
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



Downloads is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. 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.



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
Dec 2018	65	40,942	31	36,700	47 (1413)	3,344
Nov 2018	105	24,841	25	131,000	30 (1366)	3,308
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)	

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 to a user. **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 able to receive our agency messages.

Website Statistics (Current month and preceding 12)

Month	Sessions	Users	Pageviews	Pages/Session	Avg. Session
Dec 2018	18,985	13,284	44,524	2.35	1:26
Nov 2018	14,768	10,616	34,895	2.36	1:30
Oct 2018	17,086	11,993	39,449	2.31	1:31
Sept 2018	18,665	12,756	40,576	2.17	1:24
Aug 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
Feb 2018	15,930	11,181	33,857	2.13	1:34
Jan 2018	21,025	15,098	42,369	2.02	1:19
Dec 2017	18,941	13,550	37,510	1.98	1:17

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
Beat the Bitter Promo: Wintry Warm UP	Communications	Dec. 3	0:01
Communications Advisory Commission	City Administration	Dec. 3	0:28
Economic Development Luncheon	Communications	Dec. 3	0:46
A Perfectly Good Guitar with Kevin BF Burt	Library	Dec. 4	1:34
Social: Matt and the Community Christmas Tree	Communications	Dec. 6	0:02
Social: Storytime Beauty and the Beast	Communications	Dec. 6	0:01
Social: Kevin Burt and the Perfectly Good Guitar	Library	Dec. 6	0:02
Advance in 60	EDC, Inc	Dec. 11	1:00
Social: Cookie Walk	Communications	Dec. 11	0:01
Social: Vendor Fair	Communications	Dec. 11	0:01
Social: Breakfast with Santa	Communications	Dec. 11	0:01
City Council	City Administration	Dec. 11	1:46
Library Board of Trustees	City Administration	Dec. 17	0:28
Transit	City Administration	Dec. 20	1:24
North Liberty 2018 Highlight Reel	Communications	Dec. 28	0:03
Social: Noon Year's Eve	Recreation	Dec. 28	0:01
Total completed productions: 16	Duration of new video: 7.7 hours		



City of North Liberty, Iowa

This survey represents results from our Public Opinion Panel, which members of the public sign up for by replying to a short demographic survey and giving us their email address. To join, individuals can visit northlibertyiowa.org/pop.

The results aren't scientific. Rather, they are meant to offer insights into stakeholder opinions in a way that is quick to complete for the public and easy to compile for staff.

For this survey, respondents were asked to consider 19 general service categories in five groups of currently provided by the City of North Liberty and to provide some guidance on their level of need for those services.

For each category, they were asked to select from three options:

- **trim** if the level of service currently provided is higher than they needed
- **maintain** if the level of service currently provided meets their needs
- **increase** if the level of service currently provided is less than they needed

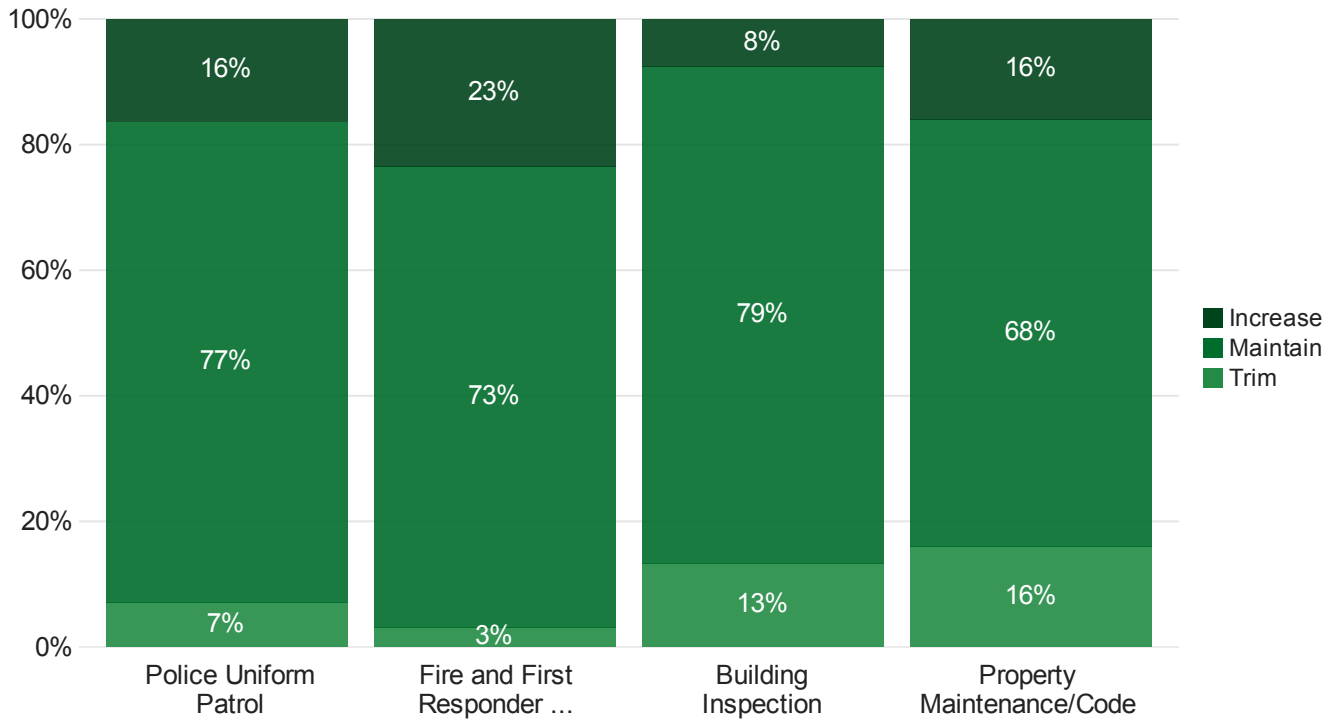
Respondents were required to provide an answer to each of the 19 categories.

We invited the 290 members of the panel to take the survey. They had a week to take the survey and received a reminder email 36 hours in advance of its close. 236 panel members replied.

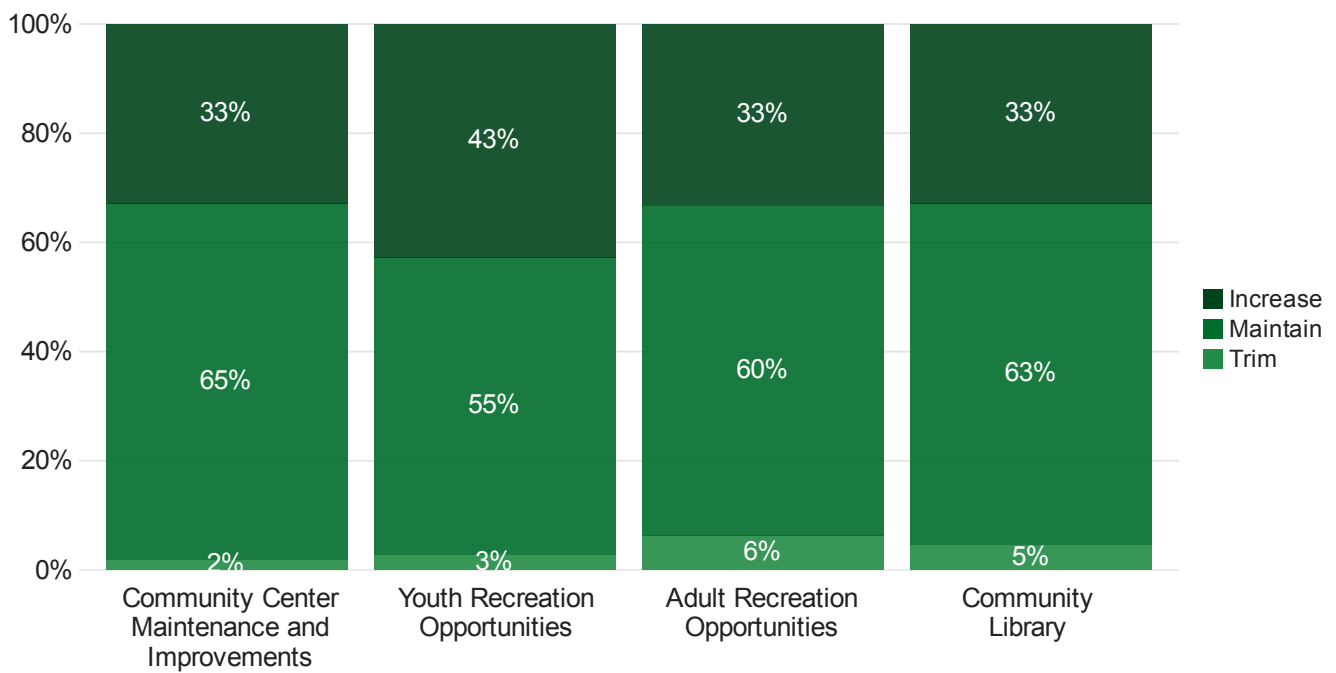
Comparing respondent demographics with 2015 Special Census demographics, results **significantly overrepresents** households with children (53.0% of respondents vs. 39.4% per Census data), **slightly overrepresents** households with seniors (12.6% vs. 10.3%), **significantly overrepresents** owner-occupied households (90.4% vs. 69.4%), and **significantly underrepresents** non-whites (1.3% vs. 9.9%). We will continue to do outreach and investigate way to increase the representation of North Liberty's population.



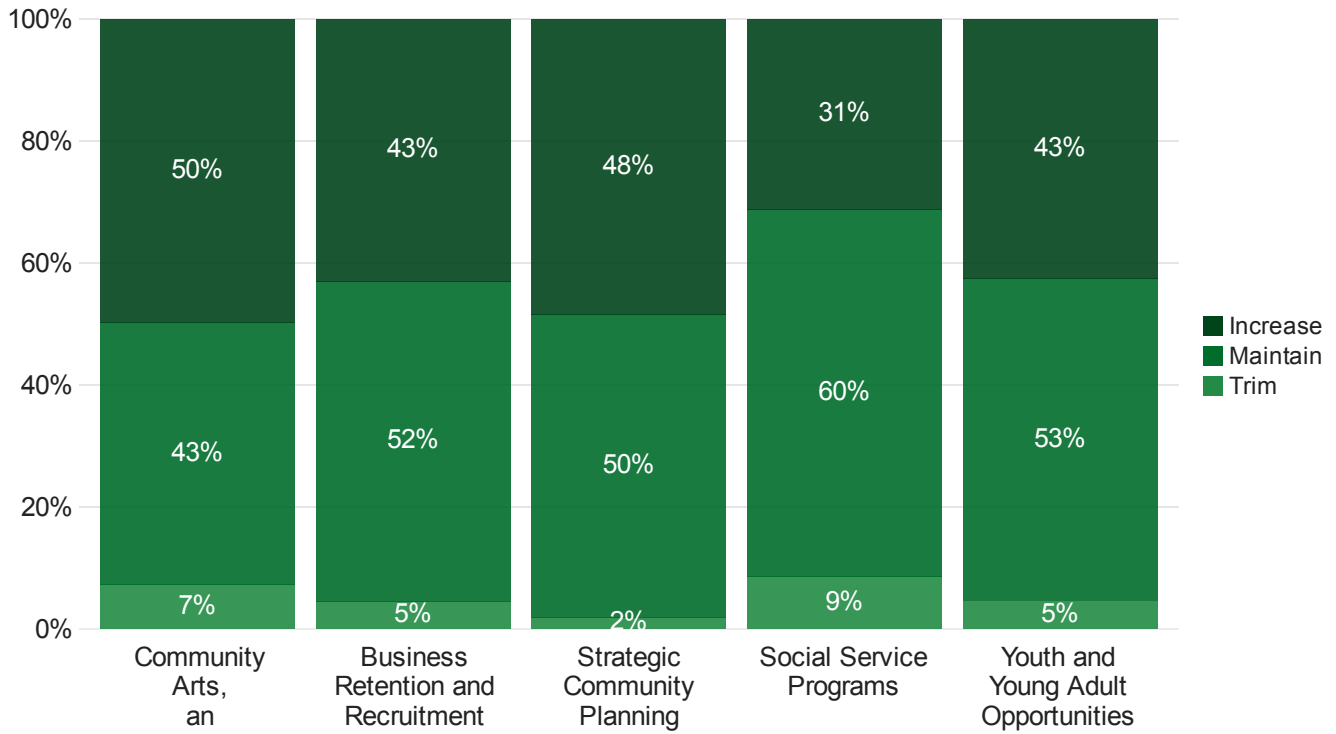
Q1 - Public Safety



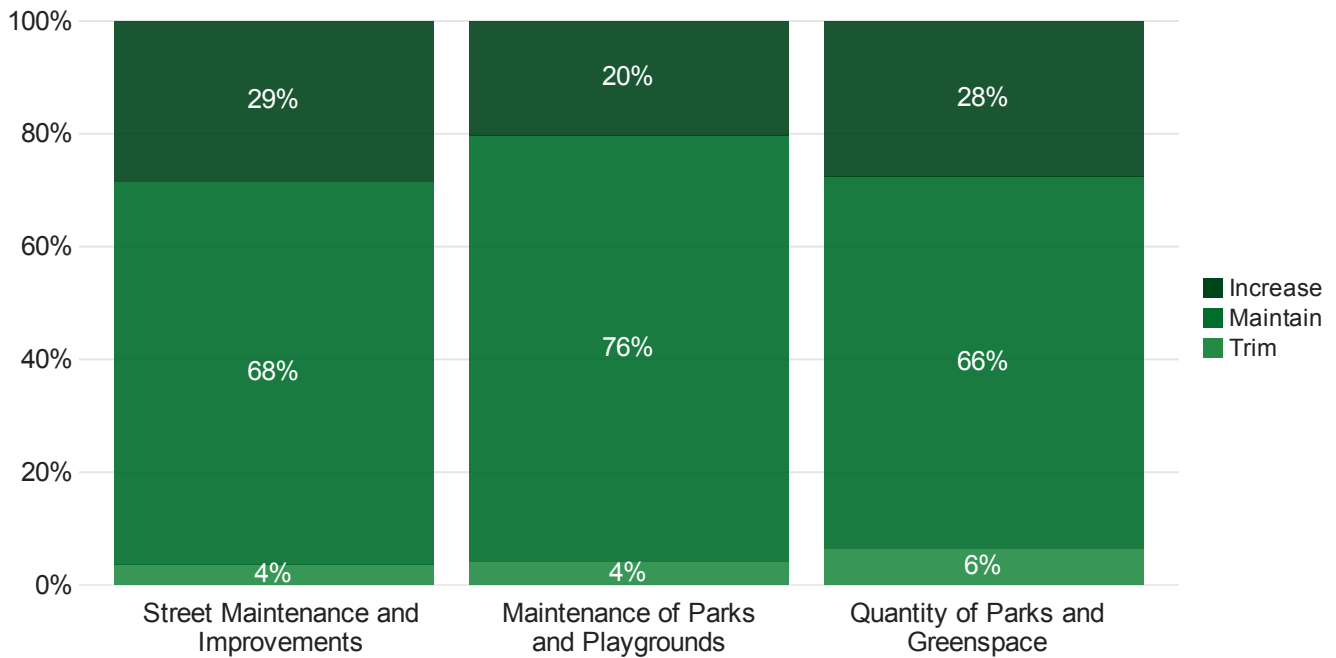
Q2 - Community Center



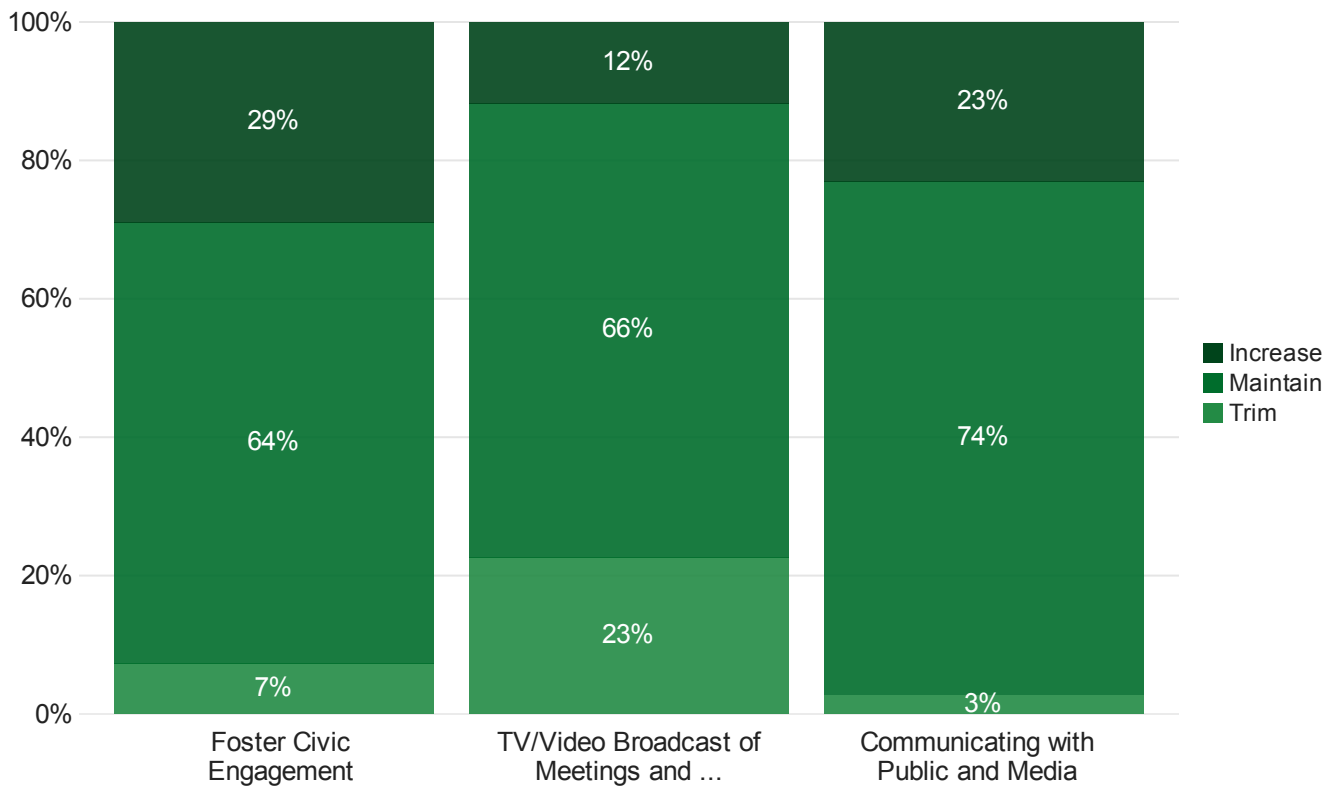
Q3 - Community & Economic Development



Q4 - Infrastructure



Q5 - Community Engagement





North Liberty Communications Advisory Commission

Meeting Minutes

Monday, Dec. 3, 2018

6:00 p.m. Regular Session

City Council Chambers, 1 Quail Creek Circle

1. Call to order.

The meeting was called to order at 6:00 p.m.

2. Roll call.

Commissioners Fields, Bevins, Wells and Hoffman were present. Commissioner Moore was absent. Also present were Nick Bergus, Jillian Miller and Joel Miller.

3. Public comment for items not on the agenda.

There was none.

4. Approval of minutes.

Wells moved, and Hoffman seconded, to approve the minutes from Nov. 5, 2018.

5. Staff report.

Bergus and Miller reported on what the department worked on during the month of November including video productions, Beat the Bitter updates, the success of Business & BBQ event and upcoming infrastructure projects.

6. Public Opinion Panel

Bergus talked about the progress on building the POP listserv and learning the reporting tools. The first survey was sent to 325 people last week and staff will examine the data later this week and share results with city council.

7. Old business.

There was none.

8. New business.

There was none.

9. Adjourn

Wells moved, Hoffman seconded, to adjourn the meeting at 6:27 p.m. It was approved with all in favor. The next meeting will be Jan. 7, 2019, at 6 p.m. The commission agreed to not meet in February.