



Communications Advisory Commission  
January 6, 2020, 6 p.m.  
Regular Session  
City Council Chambers, 1 Quail Creek Circle, North Liberty, Iowa

1. Call to Order
2. Roll Call
3. Public Comment
4. Staff Report
5. Old Business
6. New Business
7. Adjournment



To **Mayor, City Council, Communications Advisory Commission**  
CC **City Administrator Ryan Heiar**  
From **Communications Director Nick Bergus**  
Date **Jan. 3, 2020**  
Re **Communications Staff Report for December**

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### Beat the Bitter

We revamped the event guide, produced in association with the North Liberty Leader/NoJoCo, providing more space and arriving in homes earlier than previous years. Registration for the events, held Jan. 25 through Feb. 1, 2020, are on pace, with three sold-out events (Snuggie Crawl, Igloo Jam and kickball tournament) and others selling as expected. These registrations pay the costs of the events and pay for free programming, most notably Fire & Ice, a free family day which we have moved to Sunday to make it more accessible. Registration and more information are available at [beatthebitter.com](http://beatthebitter.com).

### Community Visioning/Branding

We began implementing the new logo with updates to the city's digital assets, including website and social media, as well as producing standardized templates for email signatures, letters, agenda, memos and other documents. The city's vehicle fleet will be rebranded over winter with new decals as parks, streets, water, waste water and other department staff have availability.

Work with Shive-Hattry and de Novo regarding some of the planning and physical design that was part of this project is ongoing, with meetings and feedback coming during the month and another round scheduled for January. Our hope is to have deliverables from Shive-Hattry for the council during the budget discussion timeline.

### Information Technology Risk Assessment

We've engaged ProCircular to perform a risk assessment, provide analysis and offer suggestions for how we can improve our IT security and vulnerability. Our initial meeting, including city administration, with the ProCircular team was in December with on-site work coming in January. A final report is expected to follow shortly. This assessment is a critical first step to better protecting our infrastructure to bad actors who target local governments for both data and ransoms.

### Girls on the Run

Derek has completed a mini-documentary of Girls on the Run of Eastern Iowa, a non-profit that "inspire[s] girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running," focusing on the organization's Coach of the Year and North Liberty resident Valerie Hoffman. Girls on the Run will host a premiere of the video for the girls and to recruit coaches in January, and we'll then release the video to the public online.

## Library Book Talks

Derek is working with the library's youth and teen services librarian to produce "book talk" videos for local elementary schools. The goal is reduce the overall staff time required the while allowing the talks to be more visually engaging.

## Embody | Embrace

We're working with staff across departments to plan and promote a new event that celebrates and honors black history and culture, called "Embody | Embrace". This year's focus is on black hair – the history, significance and beauty of it. Under the guidance of local black owned businesses, black artists, area non-profits, and dedicated volunteers, we'll host conversations, workshops and events on Jan. 25.

## Other Items

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

Staff attended "Stop the Bleed" training.

Staff represented the city in meetings and events with the Iowa City Area Chamber of Commerce, the area Complete Count Committee, and at Think Iowa City's Annual Luncheon.

Staff assisted with the Senior Connections lunches.

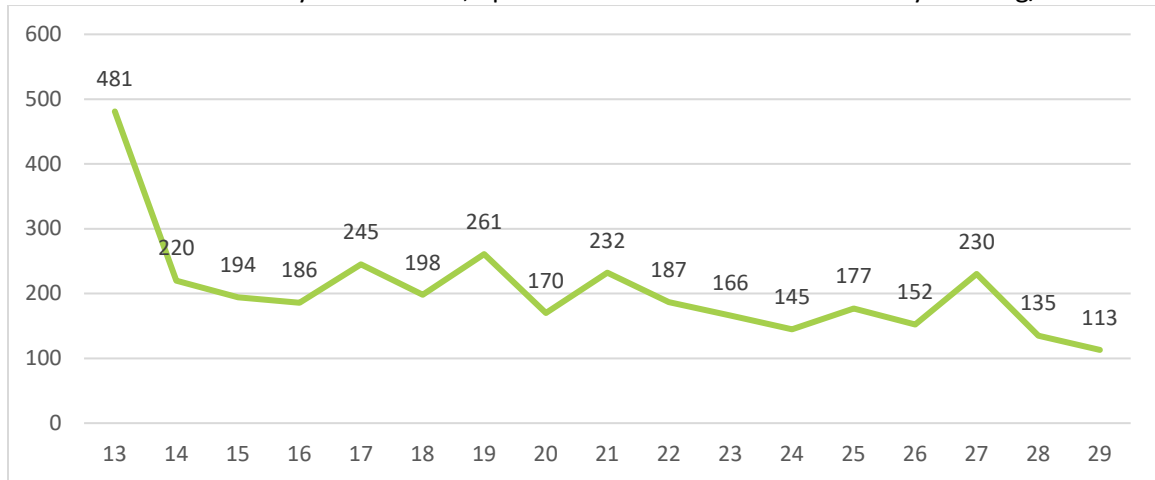
We sent news releases about holiday hours and service adjustments, the dangers of thin ice, Beat the Bitter, library AIM cards, employee and resident recognitions, and more.

## Completed Videos

Title	Requested By	Completed	Duration
<b>Eye on North Liberty: Recreation</b>	Communications	Dec. 2	0:02
<b>Parks and Recreation Commission</b>	City Administration	Dec. 5	0:24
<b>(Un)official Minutes</b>	Communications	Dec. 13	0:01
<b>City Council</b>	City Administration	Dec. 13	1:07
<b>NLFD: Leadership Training</b>	Fire	Dec. 13	1:41
<b>NLFD: Hazmat Training</b>	Fire	Dec. 16	1:53
<b>Social: Holidays at the Community Center</b>	Communications	Dec. 16	0:01
<b>Library Board of Trustees</b>	City Administration	Dec. 16	0:41
<b>Social: Beat the Bitter</b>	Communications	Dec. 17	0:01
<b>Girls on the Run</b>	Communications	Dec. 18	0:15
<b>Social: Ebenezer Duke</b>	Communications	Dec. 20	0:02
<b>Social: 2019 year in review</b>	Communications	Dec. 20	0:03
<b>Total completed productions: 13</b>	<b>Duration of new video: 4.3 hours</b>		

## 52317 Podcast

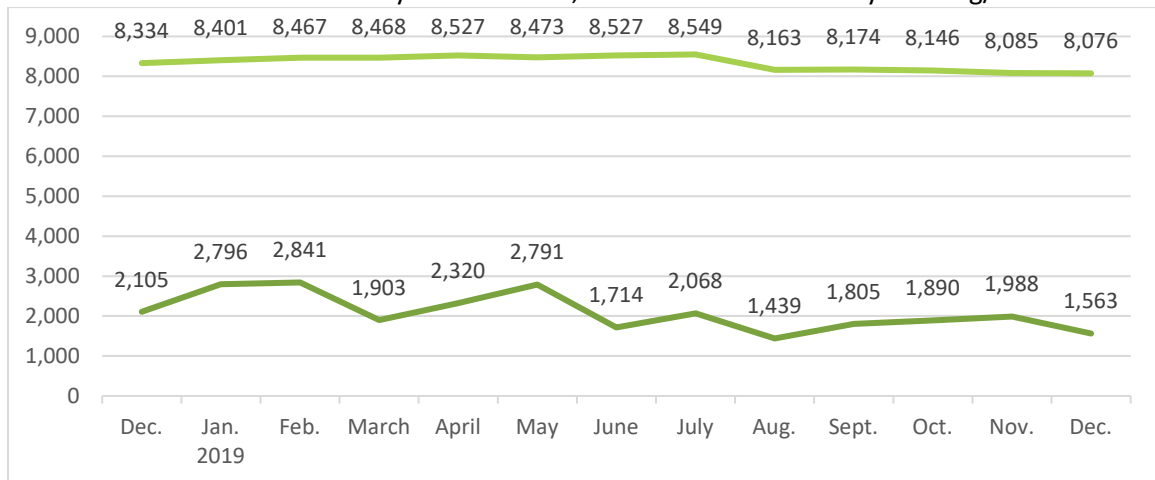
Release schedule is every three weeks; episodes can be found at [northlibertyiowa.org/52317](http://northlibertyiowa.org/52317).



**Downloads** is the number times the podcast file was downloaded to a player, including a podcast client, webpage-embedded player or other device since its publication. Numbers are as reported by service provider LibSyn as of the date of this report. **Episodes** 1: Revisit; 2: Big Picture; 3: Mosley's; 4: Geek City; 5: Rusciano's; 6: AlphaGraphics; 7: Colony Pumpkin Patch; 8: South Slope; 9: Z's Catering; 10: Santa Claus; 11: Sugar Bottom Bikes; 12: Diventures; 13: NLXF; 14: Sugapeach; 15: Champaign Dance 16: Black Diamond Limosine; 17: Moxie Solar ; 18: Flyover Productions; 19: Citywide Garage Sales; 20: North Liberty Aquatics; 21: Heyn's Ice Cream 22: Café Muse 23: Frontier Co-op 24: The Leaderboard 25: Stoakes & Fell 26: All the Way Up Studio; 27: Smash Juice Bar 28: GEICO; 29: Bluebird Cafe

## 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.

**Subject lines** Dec: Dreaming of a non-polar vortex winter; Nov: Pretty sure you didn't listen/Let's try this again; Oct: Between a rock and a soft place; Sept: Live your best lawn; Aug: 🍷 🍷 Let's show 'em what we've got; July: Decade-long forecast; June: What about jetpacks?; May: No, you're a faceless bureaucracy; April: We're not big timing you; March: Does it spark joy?; Feb: I'm so done; Jan: It's not all babies and balloons; Dec: Thanks for being great

## Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Follows	Members
Dec 2019	34	11,762	12	34,100	1,868	4,280
Nov 2019	73	42,067	24	46,400	1,840	4,240
Oct 2019	104	36,908	23	49,700	1,820	4,219
Sept 2019	81	42,951	7	36,800	1,780	4,143
Aug 2019	72	18,317	8	40,000	1,760	3,993
July 2019	59	32,810	21	47,100	1,732	3,946
June 2019	97	36,203	27	31,500	1,691	3,845
May 2019	51	24,463	28	39,500	1,668	3,793
April 2019	81	30,549	16	47,400	1,597	3,746
March 2019	44	29,403	35	37,600	1,503	3,571
Feb 2019	138	47,462	26	42,500	1,503	3,443
Jan 2019	139	51,797	35	59,800	1,469	3,391
Dec 2018	65	40,942	31	36,700	1,413	3,344

**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

Month	Sessions	Users	Pageviews	Pgs/Session	Avg Session
Dec 2019	17,879	12,571	38,918	2.18	1:23
Nov 2019	17,947	12,622	35,334	2.14	1:25
Oct 2019	20,233	14,122	43,473	2.15	1:24
Sept 2019	17,656	12,738	37,830	2.14	1:23
Aug 2019	20,191	13,891	44,800	2.22	1:30
July 2019	27,821	18,649	58,879	2.12	1:27
June 2019	30,713	20,378	65,434	2.13	1:19
May 2019	22,546	15,171	50,184	2.27	1:27
April 2019	21,682	9,835	50,265	2.32	1:34
March 2019	18,133	8,395	43,353	2.39	1:40
Feb 2019	19,034	13,083	45,011	2.36	1:36
Jan 2019	25,585	16,481	58,191	2.27	1:26
Dec 2018	18,985	13,284	44,524	2.35	1:26

**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. **Pgs/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.