



Communications Advisory Commission
March 2, 2020, 6 p.m.
Regular Session
City Council Chambers, 1 Quail Creek Circle, North Liberty, Iowa

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Public Comment
5. Staff Report
6. Snow Emergency Declaration Procedure Update
7. Old Business
8. New Business
9. Adjournment



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **Feb. 28, 2020**
Re **Communications Staff Report for February**

Charlotte

Jillian is on leave with her brand-new baby, Charlotte, and plans to return in May. We're excited for the new North Libertarian. While we'll of course miss her energy and creativity while Jillian's on leave, we're in a good place having wrapped Beat the Bitter and with early Blues & BBQ planning taken care of in large part.

Information Technology Risk Assessment

Following consultant ProCircular's presented cyber risk assessment and recommendations, staff began working on the road map to implement the recommendations to better protect city infrastructure and data.

Activity Guide

We completed the summer guide that primarily lists Recreation Department programming, including transitioning the guide to our new branding, including colors and fonts. It will arrive in mailboxes in late February for April 6 registration. Looking ahead to the fall guide, which will enter production in the summer, our goal is to expand the guide to include North Liberty Library programming and well as updating the timeline to allow for more collaboration between department and programs.

Media Management

We've begun initial investigation into options to better manage our growing media library. While our data is protected from a single failed hard disk and we will implement redundancy in the coming fiscal year, our current system relies on careful folder hierarchies and is not easily searched, is very event-centric, doesn't offer any tagging or rating, and depends heavily on institutional knowledge. Our ideal solution is a digital media management software installed locally, allows multiple users, protect from accidental deletion, allows tagging and rating, eases sharing with external partners and internal needs, at a cost-effective price.

Other Items

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

Nick attended the city management team's strategic planning session.

Staff represented the city in meetings and events with the Iowa City Area Chamber of Commerce, the area Complete Count Committee, and a collaborative soil quality restoration marketing committee.

We sent news releases about the activity guide, good neighbor meetings, new yoga programming, social service funding application, commission vacancies, and more.

We met with the NLFD to discuss reuse of older NLTV equipment to produce video of its trainings without concern for our staff's availability.

Our annual open house covering large public projects that are coming, has been scheduled for March 30, from 4:30 to 6 p.m. in the North Liberty Library, and prep and planning has begun.

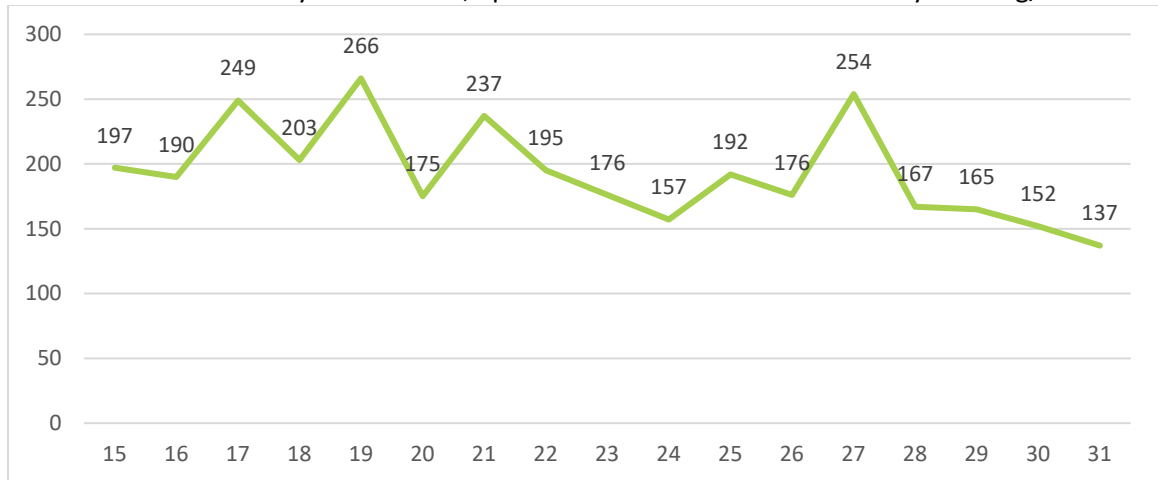
We've continued to implement the new branding throughout the city, producing a PowerPoint template and Word template for policies and procedures.

Completed Videos

| Title | Requested By | Completed | Duration |
|--|---|-----------|----------|
| Social: Beat the Bitter Highlights | Communications | Feb. 5 | 0:01 |
| Parks and Recreation Commission | City Administration | Feb. 6 | 0:23 |
| City Council | City Administration | Feb. 6 | 1:37 |
| Social: Beat the Bitter 5K | Communications | Feb. 7 | 0:01 |
| Social: Beat the Bitter Snuggie Crawl | Communications | Feb. 7 | 0:01 |
| Social: Beat the Bitter Winter Games | Communications | Feb. 7 | 0:01 |
| Social: Indoor Triathlon | Communications | Feb. 11 | 0:01 |
| Social: embody embrace | Communications | Feb. 21 | 0:02 |
| City Council | City Administration | Feb. 25 | 1:05 |
| Total completed productions: 9 | Duration of new video: 3.2 hours | | |

52317 Podcast

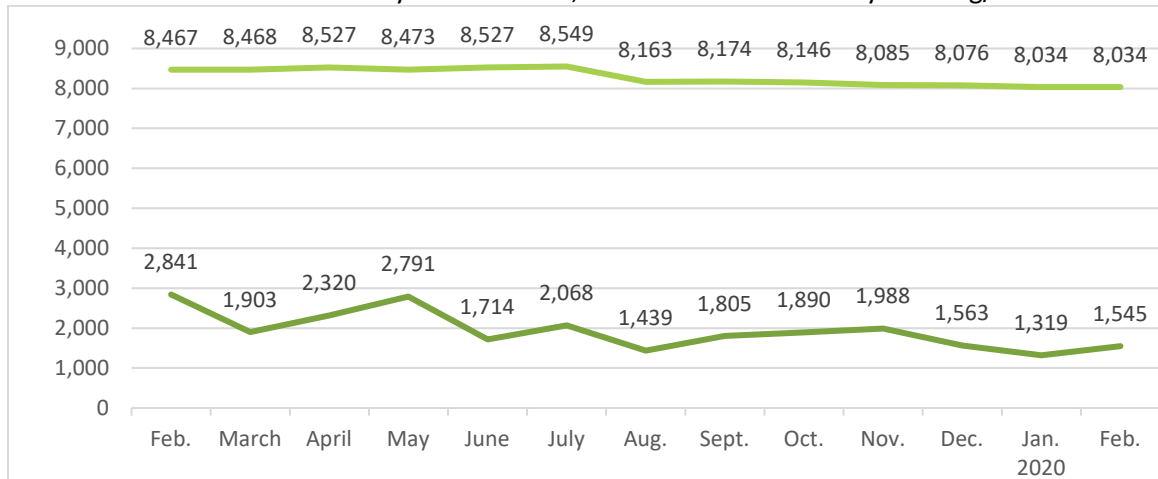
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



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. **Episodes** 31: New Pioneer Co-op; 30: Learning Begins; 29: Bluebird Café; 28: GEICO; 27: Smash Juice Bar; 26: All the Way Up Studio; 25: Stoakes & Fell; 24: The Leaderboard; 23: Frontier Co-op; 22: Café Muse; 21: Heyn's Ice Cream; 20: North Liberty Aquatics; 19: Citywide Garage Sales; 18: Flyover Productions; 17: Moxie Solar; 16: Black Diamond Limousine; 15: Champaign Dance;

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.

Subject lines Jan: Mythbuster; 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

Social Media

| Month | Facebook | | Twitter | | Instagram | Nextdoor |
|-------------------|-----------|--------|-------------|-------------|-----------|----------|
| | New likes | Reach | New follows | Impressions | Followers | Members |
| Feb. 2020 | 31 | 16,868 | 17 | 23,800 | 1,911 | 4,340 |
| Jan. 2020 | 72 | 25,797 | 34 | 42,100 | 1,901 | 4,321 |
| 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 |

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 |
|-------------------|----------|--------|-----------|-------------|-------------|
| Feb 2020 | 14,211 | 10,558 | 29,875 | 2.10 | 1:18 |
| Jan 2020 | 21,993 | 15,082 | 47,300 | 2.15 | 1:46 |
| 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 |

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.



Snow Emergency Declaration Procedure

When a snow emergency is declared as provided in city code, the Communications Director is required to “ensure that all notices concerning snow emergencies are published in a timely manner to the public by all appropriate means.” This procedure enumerates those means.

Whenever possible, the city will provide both the start and end times for the declaration in public communications. Other winter weather reminders, such as clearing sidewalks and around fire hydrants, will be included as appropriate and practicable.

1 A dated news release, following the below template, will be updated and sent to the current local news contact list maintained by the department.

North Liberty Prohibits On-street Parking Beginning [Day], [Date], at [Time] Due to Snow

With a winter storm warning and the expectation of heavy snow, North Liberty will prohibit on-street parking beginning [Day], [Date], at [Time]. The prohibition is set to expire on [Day], [Date], at [Time].

Parking on streets is not permitted until the snow emergency declaration has expired. Forecasts predict heavy winter weather, and crews will be working to clear roads through the snowfall. During the storm, roads may be slick or impassable; drivers are urged to avoid travel if possible.

Prohibiting on-street parking during snow emergencies ensures city streets are clear for effective snow removal. Any vehicles in violation of the ordinance may be ticketed and towed without notice. Each 12-hour period that a vehicle is parked or remains on any public street in violation of this ordinance constitutes a separate and distinct offense.

Off-street parking for those without an available garage, driveway or other paved parking space is available in the south lot at the North Liberty Community Center, 520 W. Cherry St., closest to the building; Quail Ridge Park, 931 W. Zeller St.; Penn Meadows Park, 310 N. Dubuque St., in the south parking lot; and Centennial Park, 1565 St. Andrews Drive.

Additionally, residents are reminded they are required to clear their sidewalks within 48 hours of a snowfall, and asked to consider clearing around storm drains, to help prevent ice dams, and fire hydrants, to allow critical unimpeded access in the event of a fire.

For more information about the snow emergency ordinance or parking, please contact City Hall at (319) 626-5700 or visit northlibertyiowa.org/snow.

- 2** The text of this news release will be posted to the city's website as a news item.
- 3** The text of this news release will be sent by email to those who have subscribed to the city's alerts list.
- 4** A link to the news release posted on the website will be posted to the city's social media accounts.
- 5** An alert will be posted on the city's website using the copy, "North Liberty Prohibits On-street Parking Beginning [Day], [Date], at [Time] Due to Snow" with a link to this news item post.
- 6** An alert will be posted on the city's cable channel using the copy, "North Liberty Prohibits On-street Parking Beginning [Day], [Date], at [Time] Due to Snow".
- 7** The declaration will be published as possible and practicable on local news outlets that provide credentials to do so directly.