



To **Mayor, City Council, Communications Advisory Commission**
CC **City Administrator Ryan Heiar**
From **Communications Director Nick Bergus**
Date **May 4, 2020**
Re **Communications Staff Report for April**

COVID-19

The global pandemic remained a major concern for the department. While the pace of new developments slowed (building closures and programming changes mostly remained in place), we spent time talking through next steps, including remote delivery of summer programming. We continue to move from imminent-crisis mode to thinking long-term: What does reopening look like? What services are most critical? How do we protect our staff and serve the public? I continue to believe that we will be dealing with COVID-19 for months and we will best serve the public by adapting to this reality for the future.

Blues & BBQ

On April 13, we canceled our signature summer festival. This announcement followed internal discussions among the committee, with sponsors and others. The decision came from a few places. Festival planning for a large, safe gathering takes months under normal circumstances, and the pandemic simply added too many variables, and projections also called into question whether any large gathering would be achievable this summer. Since that decision, summer events through the area and state (Iowa Arts Festival, Downtown Block Party, The Big Splash and RAGBRAI to name a few) have announced cancelations. We still have loose ends to tie up, and we hope that we can find some opportunities for smaller arts-focused events.

Cyber Security

We've started implementing some of the recommendations that came out of our cyber risk assessment earlier this year, including first steps for an IT ticketing system to help with change management, and hardware and software inventories.

Remote Production

The team has gotten pretty good at figuring out how to produce media remotely, including using Zoom, offering direction to others to shoot B-roll, heavy use of archival footage and other techniques to produce promos, podcasts and more. (Derek's promo for the North Liberty Library's flamingo flocking fundraisers is an excellent example.)

Other Items

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

Nick conducted remote interviews with KCRG and KGAN about trail etiquette signage, programs adjustments and more.

Nick represented the city in the We're in This Together webinar about local arts and the pandemic and at the Business Partnership's Monday virtual lunch.

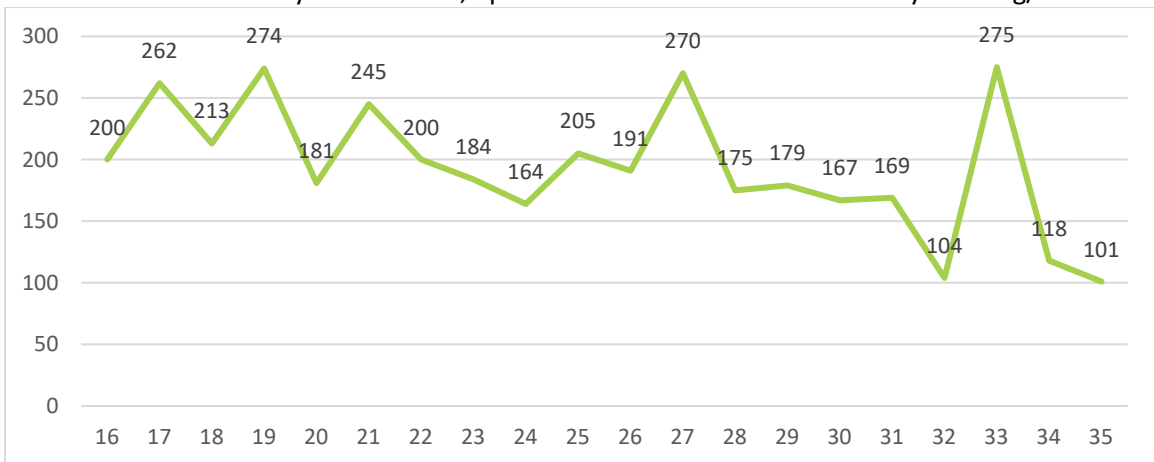
We sent news releases about city programming and service changes, commission openings, Test Iowa and other COVID-19 issues, Spring Cleanup Day alternatives and more.

Completed Videos

Title	Requested By	Completed	Duration
Social: FaceNick Answers Mail	Communications	April 3	0:02
City Council	City Administration	April 14	0:43
Miss Emily Storytime	Library	April 12	0:17
Library Board of Trustees	City Administration	April 20	0:56
Flamingo Flocking	Library	April 24	0:01
Eye on North Liberty: Library	Communications	April 30	0:05
City Council	City Administration	April 28	0:55
Total completed productions: 7	Duration of new video: 3.0 hours		

52317 Podcast

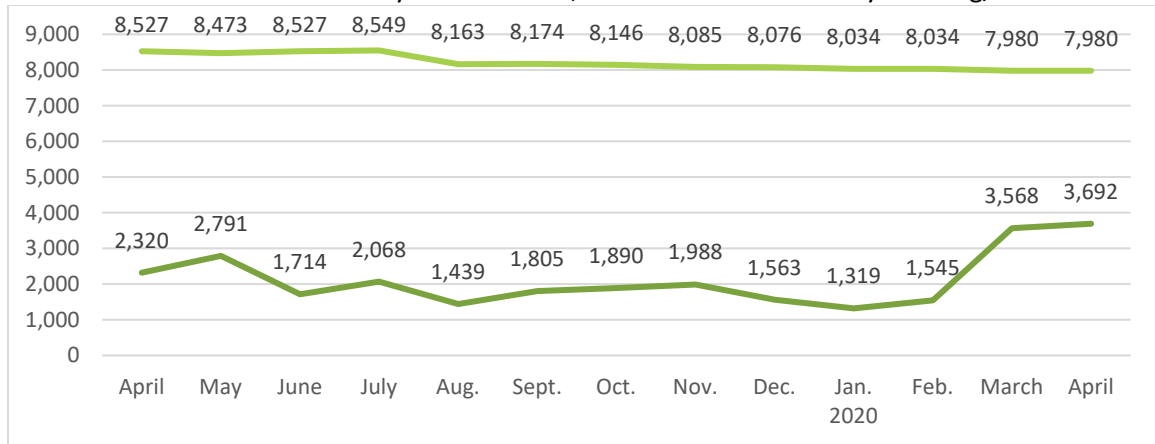
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317.



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** 35: Realtor Ashley Bermel; 34: We Run; 33: South Slope (archive); 32: Heat Yoga Studio & Spa; 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

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 April: This is something else; March: Smell that smell; Feb: Mythbuster; Jan: New decade, new us.; 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;

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
April 2020	43	15,703	25	73,500	1,996	4,455
March 2020	84	25,857	26	47,500	1,961	4,404
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

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
April 2020	18,727	13,796	34,990	1.36	1:10
March 2020	26,268	18,454	46,350	1.76	1:01
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

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.