



Communications Advisory Commission
Aug. 2, 2021, 6 p.m.
Regular Session
City Council Chambers, 1 Quail Creek Circle, North Liberty, Iowa

This meeting may be accessed live by the public on the internet at northlibertyiowa.org/live, on Facebook at facebook.com/northliberty or on YouTube at youtube.com/northliberty. Meetings are rebroadcast on cable and available on-demand on northlibertyiowa.org.

1. Call to Order
2. Approval of the Agenda
3. Approval of Minutes
4. Public Comment
5. Election of Chair and Vice Chair, terms through June 2022
6. Staff Report
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 **Aug. 1, 2021**
Re **Communications Staff Report**

COVID-19

We are now at back, almost, to regular operations, though delta variant concerns remain. We continue to include our “masked until you’re vaxxed” messaging in events and other appropriate places, as well as to share and amplify Johnson County public health’s vaccination messaging. The return to in-person meetings has been relatively smooth, though we had a couple of hiccups as we shook off the rust.

Summer Slate

We hosted our third month of Summer Slate events, including a concert at Centennial Park, drive-in movies at the Colony Pumpkin Patch, a movie at Ranshaw House, a day of inflatables, and more. Key events received a “Know Before You Go” event email in advance to heighten awareness and promote other events in the series. We produced a video of the month’s highlights and photographs from the events. Additionally, we prepared details for August events, including announcements planned for start of the month, which will wrap up the biggest parts of the summer.

Great Neighborhoods

We had good opportunities to work with Neighborhood Ambassadors to promote the Summer Reading Program, get information out about events of neighborhood interest. Jillian and other department staff met with ambassadors for lunches and breakfasts, and prepared and hosted the first in-person quarterly meeting at Penn Meadows Park on July 15. We continue to have some neighborhoods without ambassadors and are working through recruitment plans for those areas; details, directory and application are at northlibertyiowa.org/BeGreat.

Activity Guide

We worked with Recreation and Library staff to publish the first Community Activity Guide since February 2020. We reworked the guide to focus on the Community Center more holistically, grouping programs and activities by age rather than by department. We also simplified the guide, removing pages of policies and other information that is readily accessible in other places. The guide is available online and printed at the Community Center.

Other Items

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

We sent news releases about city programming and service changes, Summer Slate events and programs, commission openings, park investments, and more.

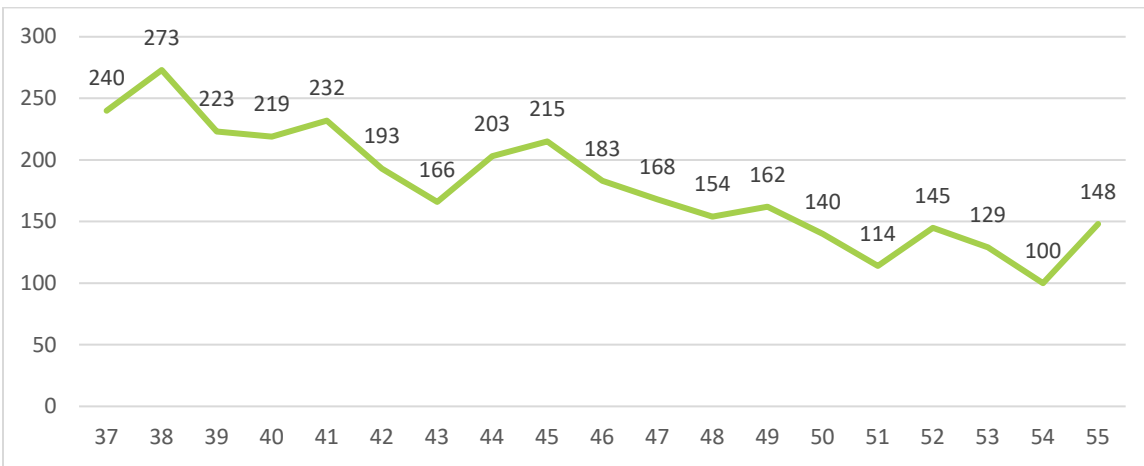
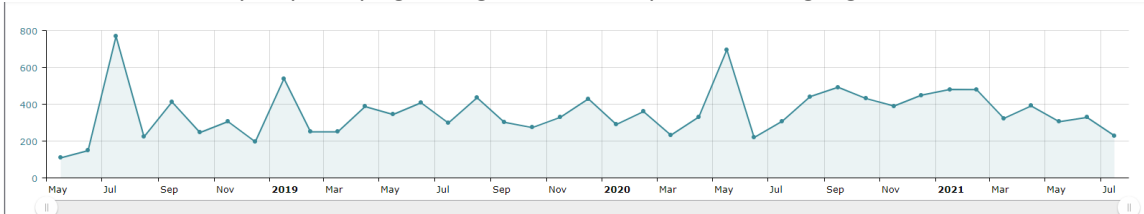
Staff represented the city at various meetings, including with Solar Johnson Count and other community organizations.

Completed Videos

Title	Requested By	Completed	Duration
Parks and Recreation Commission	Administration	July 1	0:36
Planning and Zoning Commission	Administration	July 6	0:25
Ranshaw Walking Tour	Communications	July 9	0:10
City Council	Administration	July 13	0:36
Tree and Stormwater Advisory Board	Administration	July 14	0:21
SRP: JC Dog PAC pitch	Library	July 19	0:01
SRP: Journey Above Poverty pitch	Library	July 19	0:01
SRP: NLCP pitch	Library	July 19	0:01
Eye on North Liberty: Tina Humston	Fire	July 19	0:06
Senior Connections: Heritage AAA	Library	July 23	0:24
Social: Summer Slate July	Communications	July 30	0:02
City Council	Administration	July 27	1:00
Total completed productions: 12	Duration of new video: 3.27 hours		

52317 Podcast

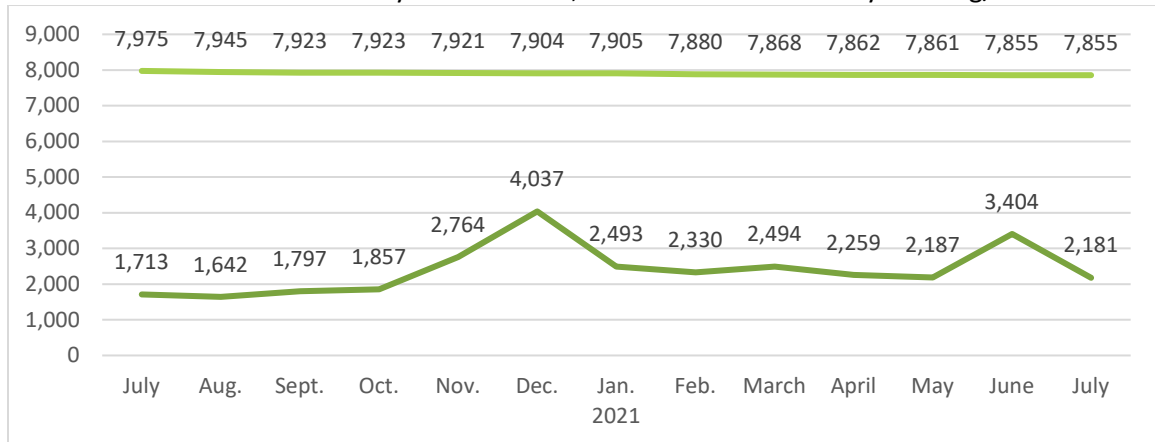
Release schedule is every three weeks; episodes can be found at northlibertyiowa.org/52317. Despite downloads-per-episode seeming to trend down, the number of downloads per month has remained steady or perhaps growing, with some episode driving higher numbers.



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** 55: Silver Rooster Tattoo; 54: Aero Performance and Physical Therapy; 53: Beathe; 52: Meadowlark Psychiatric Services; 51: Psychiatric Associates; 50: Letter B; 49: Fryvecind Voice Studio; 48: A Chocolate Studio; 47: Corridor Rentals; 46: MixHomeMercantile; 45: The Lounge; 44: Debut Dance; 43: Ice Cube Press; 42: Brown's School of Martial Arts; 41: Salon Ludic; 40: Tamarack 39: Table; 38: Vanilla Beans & Daydreams; 37: NLFD;

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 July: My dog hates fireworks; June: Magical world of normal-ism; May: It's no walk in the park; April: Anything dirty or dingy or dusty; March: A really weird lion; Feb: Hi, neighbor 🐾; Jan: Storms ☁️; Dec: To new traditions 🍷; Nov: Kindness Matters; Oct: Get your trebuchet ready; Sept: A perfect storm; Aug: It's back? to school season; July: Summer summer summertime;

Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
July 2021	80	21,523	3	34,600	2,471	5,114
June 2021	72	25,066	-4	45,400	2,456	5,076
May 2021	73	23,940	-19	42,200	2,418	5,018
April 2021	33	24,980	19	49,800	2,381	4,959
March 2021	72	100,455	18	61,600	2,342	4,900
Feb 2021	96	24,756	22	48,700	2,305	4,818
Jan 2021	55	19,163	-4	32,500	2,276	4,760
Dec 2020	43	10,064	0	23,000	2,266	4,712
Nov 2020	37	9,978	20	50,600	2,242	4,684
Oct 2020	75	28,920	6	35,000	2,216	4,657
Sept 2020	66	21,472	11	33,500	2,195	4,624
Aug 2020	35	13,370	18	39,500	2,118	4,568
July 2020	35	13,370	18	39,500	2,118	4,568

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
July 2021	32,559	24,967	63,686	1.96	1:11
June 2021	22,840	19,955	64,284	2.03	1:28
May 2021	24,221	17,537	49,636	2.05	1:24
April 2021	22,452	13,855	44,847	1.37	1:24
March 2021	23,993	14,861	46,159	1.92	1:15
Feb 2021	27,228	20,540	47,047	1.73	1:06
Jan 2021	20,264	13,628	39,600	1.95	1:11
Dec 2020	16,287	12,267	32,867	2.02	1:18
Nov 2020	19,249	11,438	36,266	1.88	1:07
Oct 2020	26,779	19,448	47,929	1.79	1:10
Sept 2020	23,476	17,070	42,626	1.82	1:12
Aug 2020	19,804	14,379	36,863	1.86	1:16
July 2020	17,231	10,213	35,578	2.06	1:29

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.