



**Communications Advisory Commission**  
**Nov. 1, 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](http://northlibertyiowa.org/live), on Facebook at [facebook.com/northliberty](https://facebook.com/northliberty) or on YouTube at [youtube.com/northliberty](https://youtube.com/northliberty). Meetings are rebroadcast on cable and available on-demand on [northlibertyiowa.org](http://northlibertyiowa.org).

1. Call to Order
2. Approval of the Agenda
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 **Oct. 29, 2021**  
Re **Communications Staff Report**

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## COVID-19

The pandemic continues to be part of our messaging and planning, though we're planning to bring back some more regular programs and events in the coming year. We continue to amplify messaging from our public health partners and to reiterate our current policies around masking.

## Outreach & Equity Coordinator

We have hired Micah Ariel James as our new — and first — Outreach & Equity Coordinator. She was most recently the associate director of education and community engagement at Hancher Auditorium, has a long work history of community engagement and outreach while working with diverse populations. She starts on Nov. 1.

We had more than 60 applicants for this position. A committee of eight staff, from Communications, Recreation, Library and Administration, reviewed and scored materials blindly, and a committee of four, including Communications, Recreation and Library staff, interviewed six candidates.

This position will work in close collaboration with Community Center staff to develop, execute, and support engagement and programs for targeted populations such as seniors, low-income households, non-native English speakers and communities of color; perform outreach to these populations; and develop and implement equity initiatives here at the Community Center. Further, the Outreach & Equity Coordinator will coordinate outreach across Community Center departments and develop and implement ways to make Community Center access more equitable and inclusive. This position helps social service agencies better serve residents in and of North Liberty through support and partnerships, works with other Communications Department staff to prioritize and produce communication originating from the Community Center, and helps with general functions of the Communications Department.

## Communications Assistant

We have extended a conditional offer to hire a Communications Assistant, with a tentative start date of Nov. 1. Our plan is to keep this position very focused on producing public meetings and, if that goes well and there is mutual interest, to offer additional production opportunities as they arise. The role will still be limited in hours each week, but being able to take back some of Derek's time for other projects will be welcome.

## Blues & BBQ, Beat the Bitter and a Slate of Events

This fall, at the urging of Administration, we've been looking at how we produce, support and market community events, incorporating lessons learned from the Summer Slate of 2021. And so, Jillian is working on sponsorships for next year's Blues & BBQ, Beat the Bitter and other City-produced events in a different way and all at once. Sponsorship opportunities are available for Blues & BBQ and Beat the Bitter, of course, but we're also asking sponsors to consider a slate opportunity, which will help support larger, free, quality-of-life community programs throughout the year and incorporate the types of events we hosted this past summer while also helping to support our tent-pole destination events of Blues & BBQ and Beat the Bitter. The response has been positive both internally, with programmers thinking about what this support can add to existing events as well as new possibilities, and with partners, some who sponsored the Summer Slate and some who are brand new. The Communications team liked how the Slate umbrella offered a rhythm for marketing events and would adapt the playbook for this year. This umbrella also offers increased incentive and reason to collaborate across departments. The goal is to raise \$175,000 in total sponsor dollars for 2022 community events.

## Great Neighborhoods

We hosted the Neighborhood Ambassadors for the Quarter 4 meeting at the fire station. We were joined by Planning Technician Sara Doermann who took them through an activity related to the Comp Plan revision to get Ambassadors thinking about the future of North Liberty. The Ambassadors offered up ideas encompassing increasing access through public transit, community event spaces, pedestrian and bicycle connectivity and more. We also recapped the year and solicited and discussed ideas for the program's coming year. We plan to do a survey before the end of the year and will share feedback after its completion.

## Social Service Highlights

Derek has been working closely with library staff to produce a series of videos with local social service agencies. This videos will be used in a variety of ways, including highlighting an agency-of-the-month and on social media.

## Other Items

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

Staff represented the city at the Business Partnership's City Connection coffee, at the UIHC's groundbreaking, at the Iowa League of Cities bike tour in Coralville and North Liberty and at Better Together's Big Sort strategic planning workshop.

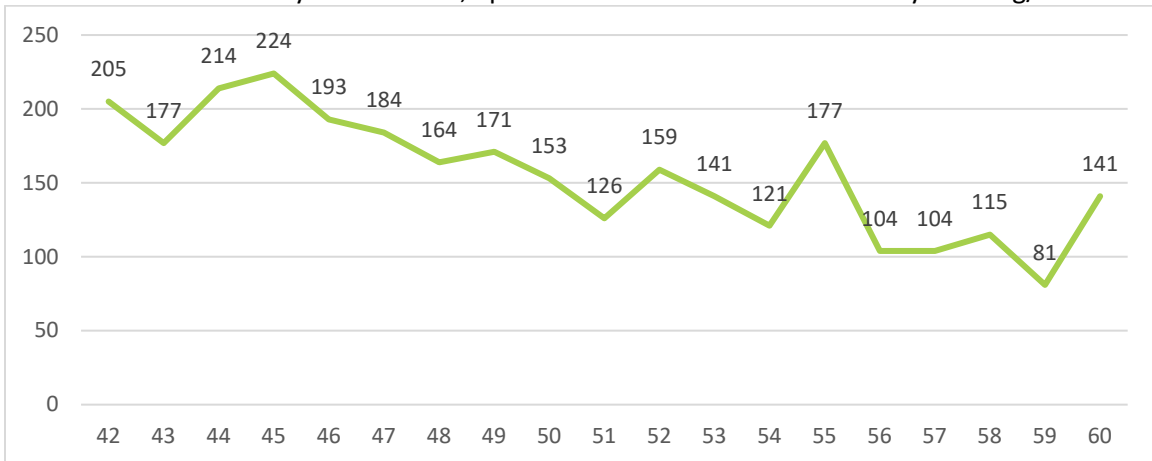
We posted news releases about upcoming programs, Halloween events, pool closures, hate crime ordinance and voting.

## Completed Videos

Title	Requested By	Completed	Duration
<b>Social: Derecho Tree Planting</b>	Parks	Oct. 6	0:02
<b>Candidate: Ereik Sittig</b>	Communications	Oct. 7	0:03
<b>Candidate: Chris Hoffman</b>	Communications	Oct. 7	0:04
<b>Candidate: Mike Mbanza</b>	Communications	Oct. 7	0:004
<b>Candidate: Brian Wayson</b>	Communications	Oct. 7	0:03
<b>Good Neighbor Meeting</b>	Planning	Oct. 7	0:31
<b>Parks and Recreation Commission</b>	Administration	Oct. 7	0:36
<b>City Council</b>	Administration	Oct. 12	0:51
<b>Library Board of Trustees</b>	Administration	Oct. 18	0:42
<b>Eye on North Liberty: Brian Platz</b>	Communications	Oct. 25	0:18
<b>City Council</b>	Administration	Oct. 26	0:26
<b>Total completed productions: 11</b>	<b>Duration of new video: 3.5 hours</b>		

## 52317 Podcast

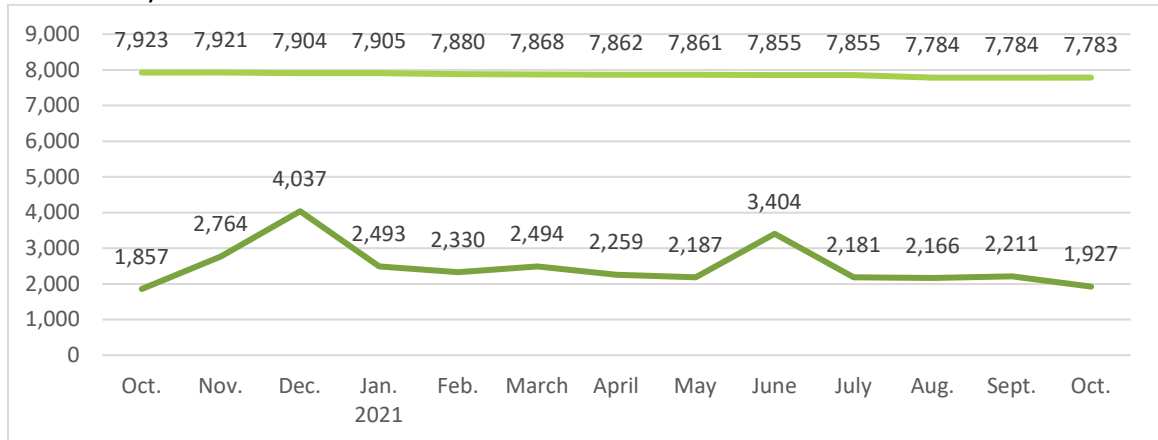
Release schedule is every three weeks; episodes can be found at [northlibertyiowa.org/52317](http://northlibertyiowa.org/52317).



**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** 60: Flip Salon & Spa; 59: Rock Valley Physical Therapy; 58: NASA; 57: Animal Kingdom; 56: Concha Audiology; 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

## North Liberty Bulletin Email Newsletters

In October, an update to Apple's Mail app made measuring opens more difficult and may impact the accuracy in the future.

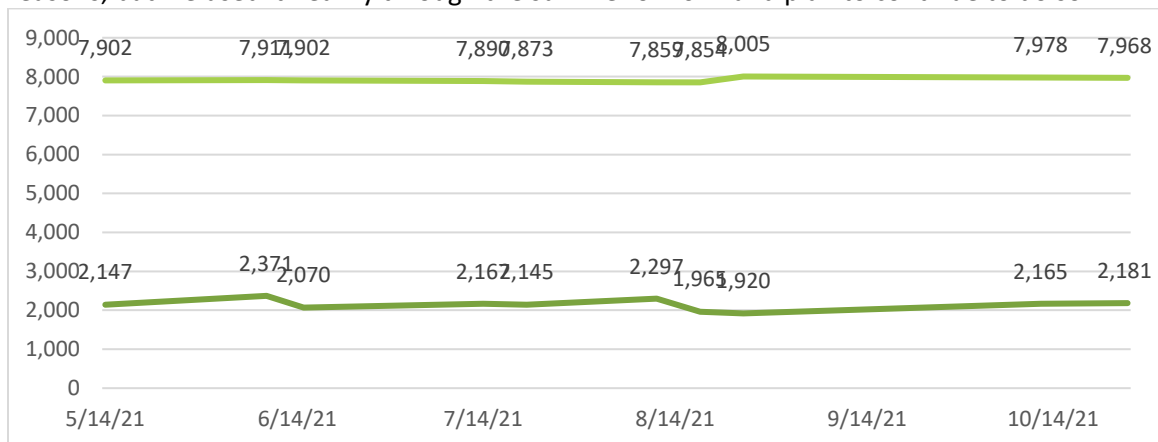


**Recipients** is the number of email addresses to which an issue of the Bulletin was sent and is represented by the top line. **Opens** is the number of unique recipients who opened the Bulletin and is represented by the bottom line; the standard open rate for government is 25.4%. Numbers are as reported by service provider Mailchimp.

**Subject lines** Oct: Pumpkin spice spooky decorative gourd season; Sept: My fall plans vs; Aug: Summer send-off 🌸  
 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.

## Know Before You Go Emails

We developed and began sending "Know Before You Go" emails at the end of 2019 for community events that could accommodate large numbers of attendees without registration as a way to leverage the city's email list. The format didn't get a lot of use in 2020 for obvious reasons, but we used it heavily through the summer of 2021 and plan to continue to do so.



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**Events:** Mega Kites; Concert in the Park (June); Drive-in Movies (June); Drive-in Movies (July); Inflatables Day; Eastern Iowa Circus; Concert in the Park and fireworks; Playground Crawl; Moonlight Walk; Haunted Happenings

## Social Media

Month	Facebook		Twitter		Instagram	Nextdoor
	New likes	Reach	New follows	Impressions	Followers	Members
Oct 2021	50	35,617	2	20,600	2,537	5,279
Sept 2021	60	26,516	11	21,900	2,521	5,237
Aug 2021	59	26,710	15	40,100	2,497	5,178
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

**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
Oct 2021	17,041	13,190	32,858	1.93	1:10
Sept 2021	22,849	14,800	44,285	1.94	1:16
Aug 2021	29,557	21,990	54,762	1.85	1:12
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

**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.