

**University Heights eGovernment Report  
2013 Comprehensive Summary**

**U-Heights Meetings**

- Council Meeting replay is now available weekly on Iowa City Cable Channel 4 at 9 PM Thursdays
- “On Demand” viewing available on Iowa City Cable Channel 5
- Regular monthly meetings are also available for on demand webcast via City of Iowa City EarthChannel link

**Viewing Statistics From EarthChannel**

<b>Meeting</b>	<b>OD Sessions</b>	<b>OD Hits</b>	<b>Podcasts</b>	<b>Total Media</b>
Jan council	13	46	12	71
Feb council	13	38	11	62
Mar council	19	57	10	86
Apr council	--	--	--	--
May council	12	132	11	155
Jun council	3	23	14	40
Jul council	58	313	26	397
Aug council	78	505	60	643
Sep council	32	160	7	208
Oct council	35	110	13	158
Nov council	15	72	8	95
Dec council	--	--	--	--
Focus Group	12	64	9	85
Candidate Forum	94	722	8	824

Statistics for council meetings above refer to a roughly 6 week window from when the meeting is first posted through the following month. (The April meeting was not taped, December was not posted until January)

An ‘On Demand Session’ is an interaction or group of interactions with a particular video, and reflects the number of times any user watched a video.

An ‘On Demand Hit’ is the number of times that the player was actually clicked on.

For instance, if you sit down to watch a council meeting, that is one session. If, during that session, you click once on the ‘Mayor’s Report’ index point, and once on the ‘e-government index point, that’s 2 on-demand hits. If you click back on the timeline to rewind a portion to watch it again, that’s another on-demand hit.

Podcasts are the number of times that the audio podcast version of the meeting was downloaded. This number is also included in the number of total media, since each download entails one interaction with the player.

Total Media is the summary of all the on demand sessions and hits as well as podcasts.

The most watched Meeting of 2013 was the Council Candidate Forum. The numbers reflected above are from a two week window from 10/17/13 through 10/31/13. The Focus Group meeting numbers are from 10/1/31 to 10/31/13.

## U-Heights Website

### Website Updates per Month

Jan	Feb	Mar`	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012 TOTAL
11	12	6	9	16	13	12	7	13	11	10	4	124

“Updates” refers to new or revised information that is placed on the city’s website. Changes that are routine or “housekeeping” in nature are not counted. In 2012 the city website recorded 114 updates.

### Average Monthly Website Visits per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
webalyzer	139	151	152	164	153	170	153	187	179	249	175	159
statcounter	19 14/5	19 14/5	16 12/4	24 18/6	21 14/7	25 18/7	20 14/6	21 14/7	34 22/12	41 27/14	39 27/12	20 14/6

“Webalyzer” is the statistics package that comes as a part of our web services suite. The number above refers to the number of visits to the U-Heights webpage each day. Webalyzer does not distinguish between human and robotic visitors.

“Statcounter” is a free web service that U-Heights subscribes to for web statistics. The top numbers above refer to the average number of unique daily visitors based on a “cookie” that is left on a computer when visiting. The bottom numbers are the *first time visitors/returning visitors*

In 2012 according to Webalyzer the U-Heights municipal site averaged 140 visits per day, in 2013 the average was 169. In 2012 according to Statcounter the U-Heights municipal site averaged 19 visitors per day, in 2013 the average was 25.