University Heights eGovernment Report
2014 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

Meeting	EVENTS	OD Sessions	OD Hits	Podcasts	Total Media
Jan council	33	10	324	8	342
Feb council	36	8	440	5	453
Mar council	41	13	207	0	220
Apr council	17	3	106	3	112
May council	39	12	110	6	130
Jun council	39	21	103	20	183
Jul council	**Not**	**Recorded**			
Aug council	76	29	250	39	394
Sep council	83	57	1451	16	1607
Oct council	63	31	327	11	432
Nov council	72	36	298	17	423
Dec council	**Not**	**Recorded**			

Statistics for council meetings above refer to a roughly 6 week window from when the meeting is first posted through the following month. (The July and December meetings were not taped.)

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, hits and podcasts.

The most watched meeting of 2014 was September 9th. On the agenda that evening was a kid's council session, discussion of the Local Option Sales Tax ballot initiative, and a presentation from the GG Land Group regarding a development proposal.

U-Heights Website

Website Updates per Month

Jan	Feb	Mar`	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
12	8	6	12	10	11	7	6	6	9	9	8	104

"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 2013 the city website recorded 124 updates.

Average Monthly Website Visits per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yr AVG
webalyzer	168	142	151	179	180	188	189	196	221	235	232	180	188
Stat counter	26 18/8	7 4/3	20 18/6	29 20/9	25 18/7	33 22/11	31 21/10	29 20/9	29 20/9	41 28/13	35 24/11	26 17/9	28 19/9

"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 2013 according to Webalyzer the U-Heights municipal site averaged 169 visits per day, in 2014 the average was 188. In 2013 according to Statcounter the U-Heights municipal site averaged 25 visitors per day, in 2014 the average was 28.

U-Heights Twitter

In January 2014 University Heights created a city Twitter account. **@UHeightsIA**

This year the City has broadcast 84 tweets ranging from road closures and water main breaks to highlighting the achievements of residents.

The City account currently has 53 followers.