

**University Heights eGovernment Report
2015 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	15	13	113	11	137
Feb council	49	23	1035	12	1070
Mar council	64	48	1351	9	1408
Apr council	35	17	880	7	904
May council	69	62	796	4	862
Jun council	47	20	550	7	577
Jul council	18	10	73	3	86
Aug council	26	17	614	4	635
Sep council	Not	Published			
Oct council	37	21	1244	4	1269
Nov council	56	29	1066	7	1102
Dec council	Not	Published			

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

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 2015 was May 12th. On the agenda that evening was a presentation by MPOjc regarding One University Place, and discussion of a public hearing on May 27 to consider PUD plan and economic assistance for One University Place.

U-Heights Website

Website Updates per Month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
10	11	15	9	17	13	9	11	8	8	7	5	123

“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 2014 the city website recorded 104 updates.

Average Monthly Website Visits per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yr AVG
webalyzer	205	206	220	221	223	212	206	223	227	232	245	238	222
Stat counter	28 20/8	30 21/10	35 25/10	33 24/10	35 24/11	38 27/12	29 19/10	37 25/13	29 19/10	39 28/11	45 33/12	25 19/7	34 24/10

“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 2015 according to Webalyzer the U-Heights municipal site averaged 222 visits per day, in 2014 the average was 188. In 2015 according to Statcounter the U-Heights municipal site averaged 34 visitors per day, in 2014 the average was 28.

U-Heights Twitter

In January 2014 University Heights created a city Twitter account. [@UHeightsIA](https://twitter.com/UHeightsIA)

This year the City has broadcast 69 tweets ranging from road closures, highlighting the achievements of residents, to election results.

The City account currently has 77 followers.