



City Administrator & Staff Update

2022.08.12

Joint Meeting: For the joint meeting with the school board please plan of 9/21 following the City Council meeting. Lisa is tentatively scheduling a facility tour for the board on the 6th at 5:30pm for those interested in attending.

- **South Lift:** Staff and Snyder & Associates have coordinated with the City Attorney for an initial response regarding disincentives for the project.
- **Luers:** IDNR has conducted a final review of the project and is happy with the results. This project will be closed out at the next meeting. Below are additional follow up items/information.
- **Goals:** Attached are the goals (city-wide) for review and consideration next week. Version one is a newer, more succinct model that provides a clear and more standardized form for each of us to measure our successes. Behind this one-page document are the previously reviewed style – both a clean version and a tracked changes version. Please keep in mind that these are goals being adopted this year but are not necessarily goals that will be accomplished in a year. That said, we want to at least be able to measure our progress. Goals or priorities may change each year or throughout the year as things come about or funding takes shape.
- **Trail, Mall and Outlots:** I have spoken with mall ownership on the trail and after discussing a few items with our engineer and SEIRPC as well as a couple quick items with the City Attorney, I drafted a written response to the mall as requested and asked for a prompt response. I plan to follow up next week.
- **PDA:** We have completed week two of eight of the ICMA High Performance Leadership program through the Professional Development Academy. It has been a rather intense couple weeks and I do not see it slowing down. It is a fresh approach from my normal ICMA continuing education with an obvious focus on leading high-performance organizations.
- **Housing Meeting:** We had a brief zoom committee meeting this week and discussed housing rehab for the most part and I noted some of our new programs and opportunities.
- **CVB Meeting:** Kelly and I met with the CVB Director this week to discuss the Welcome Center, West Burlington needs, and some opportunities for improved tourist focused information or needs. One thing that became clear and perhaps it is worth a session – what are we known for or what do we want to be known for (from a tourism perspective or perhaps in general as well).
- **Manager Meeting:** Chad Bird and I met this work to keep up to date, review current issues, continue discussions on cooperative opportunities, and we some easy wins might be. Still think the pool is an opportunity for both of us to save and provide a better experience for our residents.
- **Water main:** The water tower contractor has been making steady progress with this new construction crew, but still need to identify and correct some issues from the prior crew. They had leak at the Gear Ave/Deery Brothers corner and need to determine what is causing the tracer wire (first crew) to not work.

- **Mt. Pleasant:** No new information with the start of this project, but we are going to ensure we track additional city staff costs – time, materials, equipment, delays from day one given that they are condiment that liquidated damages will kick in with this project.
- **Water Tower:** There is the potential for disincentives or liquidated damages here and we are going back to see what costs we may have had related to this project to support any potential for disincentives.
- **Audit:** The auditors were in this week (Wednesday and Thursday) but did not need to stay Friday and felt they could easily work from their office. Great experience with Sarah and her staff. Sarah and her team provide recommendations (new), know Tyler, and seem to be getting through things rather well given this is there first year (it is a smaller budget for them with a less complicated grants). I had several good discussions with them including on the topic of training. I want to ensure that staff can attend any training Sarah puts on through ISU’s extension office and municipal programs. Glad to have them on board!
- **Senator Grassley’s office:** I am meeting with Senator Grassley’s Legislative Director on August 26th as I recently connected with him, and he will be in the area. I try to take advantage of any and all visits from our federal legislators and staff anytime they are in the area.

IT (Newberry)

This week I had to order a new laptop for Squad 08 as the screen was leaking a gooey fluid and the laptop is well past its life. It is the last of the old type of laptops in the squad cars. Jesse did have this budgeted but with price increases we will go over budget a small amount. We are working on updating the website as fast as possible as well. This week the main banner picture was replaced on the site, a few categories have been added for sign up on notify me as well. The videos of the council meeting have been added to the agenda sections as well. I also have been taking the classes for the website to make sure I am not missing anything. It seems to be pretty straight forward and very basic. I will be out of town this weekend so if any issues come about, they will have to be resolved remotely. At this time 35% of people have completed this month’s Knowbe4 training. I have also attached a report of the clickers. Please note that the front desk did not click the link my phone did in my pocket after she sent it to me. That is a false positive. See attachments.

Police (Logan)

- We worked with the Burlington Police Department, Des Moines County Sheriff’s Office, Iowa State Patrol on an GTSB Saturation Patrol on Tuesday Evening. I should have the stats this weekend when Sgt Melssen comes back from day’s off and I will provide them upon receipt.
- Last Saturday I held a Police Officer Testing; I had 7 Applicants that turned in the proper paperwork with only 3 showing up to the test. I did not have anyone past both the physical and written portion of the test, so we had to cancel our Academy spot. We will try again this fall to get someone into the January Academy.
- Statistics:
 - July 1, 2021, thru Dec 31, 2021
 - 359 Total Incidents with 138 Adult arrests and 8 Juvenile arrests.
 - Jan 1, 2022, thru June 30, 2022
 - 358 Total Incidents with 164 Adult arrests and 7 Juvenile arrests.

Building/Fire (Ryan)

Week Activity for July 28-Aug 10, 2022

- Nuisances – Lawn complaints are coming in. Have message into lawn care company to take care of problem lawns.
- Building Permits and Licenses – Issued several building permits for fences and a garage after speaking with the property owner.
- Code Review – Finalized code review on a sprinkler question for potential new business. Rental Inspections – Two walk-throughs for potential buyers. Found several issues and pointed them out with suggestions/recommendations to remedy.
- Alcohol – None scheduled
- Fire Dept –
 - Been a couple fires in Burlington that we were called to. The weather has been extremely hot and humid, so all the departments are working safely to keep heat illnesses at a minimum.
 - Did a walk-around of the training site for Burlington Fire and City representatives. Explained our site, it's capabilities and future.
 - New engine is here – we picked it up on Monday, August 1. Presently getting equipment mounted and located. Doing this work ourselves saves thousands of taxpayer dollars. Once everything is mounted, we'll do training with it to get acquainted with its operation. Hoping to have it in-service around the beginning of September.



Finance (Moore)

I have been preparing for the audit this week. I am also working on doing an internal IPERS audit.

Public Works (Brissey)

- Water lab
- Sewer lab
- Lift station rounds
- Parks and Broadway trash and recycling
- Locates
- Service trucks
- Mowing Parks and city properties
- Maintenance and clean up at sewer plant
- Patching
- Working on pool maintenance and testing
- Watering all trees that have been planted in town, sewer plant and potted seedling and
- Preconstruction meeting Thursday 8-4-22 on Mt Pleasant Street overlay
- Rain Monday stopped boomerang for getting storm line under Washington RD
- Boomerang opened water valve to fill new main and water came to surface at the start of project at Gear and Mt Pleasant St. They will be digging that corner back up will keep you posted.
- A new control board is needed for the west lift station transfer switch. This control board allows us to set parameters to control the generator for its weekly run times. The original board is not made any more, so Bessine ordered a control board to replace a program.
- Luers Park past final walk throw we should be able to close this project out.

Luers: Amy Bouska (IDNR)

I greatly appreciate all the work that has been done and the perseverance it took to see it through to completion. I am pleased with how the project turned out. The project meets design standards and specifications.

Here are a few things that we discussed in terms of next steps and future items to pay attention too.

Permeable pavers:

- Later this week, the city will be replacing joint material between the pavers.
- The city will continue to vacuum the pavers with their new equipment. Mike will be working on fabricating attachments to the vacuum to update it based on things the city has learned.
- The city will also continue to use leaf blowers.
- The city did not plow snow this past year. The area was left unplowed as the park is not typically used in the winter. The city may look into a rubber blade if they decide to plow snow.

Stream project:

- The city will continue to monitor and maintain the vegetation along the creek. The city will focus on weed management in areas along the stream as needed. The city will also continue to experiment with different mowers and different mowing heights to reflect the needs of the site and feedback they receive from the public.
- The city will continue to monitor the armor mat especially at the point of overlap.

- The city will also plan to monitor the sediment deposition in the channel that is immediately downstream of the bridge. The city may contact the Army Corps of Engineers to discuss removal of the sediment. Tyler Shipley provided a contact for the Army Corps--Kirsten Brown-Phone Number (309) 794-5191-Email Address: Kirsten.L.Brown@usace.army.mil. Tyler also provided a general number for the Army Corps at (309) 794-4200.

Native vegetation for the armor mat:

- We are starting to see some wetland vegetation fill in over the mat. Vegetation helps to make the stream channel look more natural.
- Mike asked about ideas for native flowering plants that might like wetter areas for the armor mat.
- Attached is a plant guide that might be helpful. Look for the plants that are labeled wet to wet-mesic.
- I have also included a few web sites where you can research other native plants.

[Buy Native Wildflower Seeds | Plants | Grasses | Rushes | Sedges | Savannas | Prairies | Perennials | Wetlands | Woodlands \(ionxchange.com\)](#)
[Prairie Moon Nursery](#)

Please feel free to reach out if there are any questions/comments/concerns.

Thanks again for all the efforts on this project!

Amy

City of West Burlington
City Council and Management Agenda and Goals
Adopted DATE

Economic Development

Title: Create a positive environment to attract and retain business.
What: Increased the City's assessed value by \$50M.
Why: To support and create a thriving and growing business community.
How: Identify and create partnerships, ensure cooperative municipal processes, utilize TIF, tax abatement, and economic development programs, and improving housing conditions and quality of life.

Housing

Title: Construct new housing developments and rehabilitate existing housing stock.
What: Add 200 new doors and rehabilitate 100 properties over ten years.
Why: Increase the city's tax base and satisfy resident and employer demand.
How: Utilize TIF, tax abatement, housing programs, ordinance review or trial programs, and other programs/tools or alternative funding to partner with and incent developers and residents to build new homes and rehabilitate the existing housing stock.

Quality of Life

Title: Create an attractive and inviting community that then helps to create a sense of place.
What: Create a quality-of-life survey or other tool to determine the community's baseline needs and wants and then subsequently set targeted increases or improvements.
Why: Attract and retain residents, businesses, and industry.
How: Identify funding, needed features and facilities for placemaking and the creation and maintenance of public amenities. Improve internal codes and process improvements to facilitate the city's efforts to create a sense of place.

Communications, Marketing, and Engagement

Title: Improve residential knowledge, awareness and engagement.
What: Create at least one meaningful piece of content weekly that is published through all major mediums and add four in person forums or opportunities for elected officials and staff to engage the community.
Why: Allows the city to confirm that we are meeting residential and business needs, that we are telling our story and recognizing community achievements.
How: Improve, expand, and utilize electronic communication that generates more opportunities for in person and electronic engagement and promotes community achievements.

Organizational Goals & Key Projects or Programs (Need and to what degree?)

- Capital Improvement Plan.
- Comprehensive Plan.
- Discuss and identify potential areas of cooperation with the School District, City of Burlington, and County (or other potential partners).
- Sewer force main study

City of West Burlington
Adopted DATE

Ongoing Opportunities or Long-term Goals

- Position the City to address shortfalls in revenue, state and federal mandates, and work to leverage local funds with grants and outside funding
- Create and maintain a strong general fund fund balance
- Work to retain and increase the economic development tools available to the city (TIF)
- Increase communication with the community, community awareness and engagement
- Attract residents and employment opportunities to WB

Council and Management Agenda FY 23 - FY24

Community and Economic Development

- Track new tax abatement programs to determine effectiveness
- Develop economic development webpage that identifies local, (state and federal) resources such as TIF and Tax Abatement
- Develop business friendly community development webpage for code requirements, review and permitting
- Drive the discussion and identify partnerships for redevelopment of the mall and surrounding area
- Downtown façade program and identify other potential improvements and programming, farmer's market
- Support more cultural and recreational opportunities for residents

Housing

- Drive or help lead the efforts to drive housing development and rehabilitation
 - New housing developments
 - Housing Rehab programs – review and amend program using LMI to expand program and continue to have SEIRPC manage new WB Housing Trust Fund, and work with SCC to maximize program dollars
 - Consider updates to the zoning ordinance to modernize opportunities for new residential and multi-residential development (lot size, zero lot lines, codes, etc.)

Communication, Marketing and Engagement

- Develop new City website and continue to improve each sections content
 - Community email and text notifications
 - Electronic Newsletter in addition to paper
 - Drive residents and businesses to the website (but it must be a useful tool)
- Increase public engagement and participation opportunities
 - Coffee with a Cop/Mayor/Councilmember/City Administrator/Departments
 - Comprehensive Plan (or other planning opportunities)
 - Promote boards and commissions
 - Consider a phone in time or chat function for City Council meetings

- Increase engagement with the business community
 - Annual West Burlington Business Awards Program (Business After Hours Style program)
 - Highlight a business each month on Facebook
- Increase communication output (electronically and through multiple channels)
 - Celebrate WB, Tell our story, more thorough yet clear summaries of city efforts and projects, including project signage/boards at DPW or project site

Quality of Life

- Placemaking – introduce concepts, develop ideas and plans, and create a sense of place
 - Examples: Mixed used development, trails, parks/pocket parks, walkability, lighting, safety, connectivity and items unique to West Burlington
 - Cleanliness (look and feel of the city): All districts, nuisances, zoning issues, hard surfacing, city facilities, etc. (firm, consistent, follow through and support, the little things matter)
 - Continue programs that provide benefits to the community, environment, and city – trees, pollinator parks, etc.
 - Review the need, potential opportunities, and funding sources for a community center

City Internal & Department Goals

- Capital Improvement Plan (CIP)
- Capital Equipment and Facilities Plan (v. CIP and Budget 5-year outlook)
- Evaluate water, sewer, and stormwater rate structures
- Consider ending the current agenda and working with Beaverdale and Rural Water to see if they can be better serviced via Rural Water, Evaluate ability to address illegal sewer connections at the time a home sells or the property transfers (require sewer and stormwater separation)
- Comprehensive Plan (or some form thereof – strategic or master plan for area/s, lean comp plan, etc.)
- Identify and discuss potential areas of cooperation with the School District, City of Burlington, and County (or other potential partners) – across the board, leave nothing off the table to start
- Review City Hall and exempt wage schedules

Key Projects (Need and how many? Top 3, critical?)

- Trails and/or sidewalks – Gear Avenue, Agency, and Broadway (Hwy 34, crossing Gear)
- Stormwater Master Plan, Stormwater projects
- Sewer force main study
- Residential I&I program or project based? Funding dependent?
- Continue street maintenance program
- Sidewalk maintenance, ADA, and connectivity
- Evaluate need for round-a-bout at Division Street and Gear Avenue Intersection

Comments/Discussion: (Consider answers, provide guidance to staff, and adding appropriate sections to goals)

- Think big, be aggressive, think outside the box, offer incentives (but it must be a win-win) identify partners, be open to new ideas (OK to try and fail and learn)
- Development and Projects - Funding – how aggressive are we willing to go to get things done sooner rather than later or at a quicker pace?
- We need to be thinking long term, do more planning and see what actions we can take now to move the needle forward
- Are we willing to take the heat/grief if it is in the city's overall best interests? Council support of staff in efforts to clean up areas consistently

City of West Burlington
Adopted DATE
Goal Session 2022.04.27
Update 2022.05.15

~~How do we prioritize goals? Need to leave normal work functions out unless something key.~~
~~Document needs to be usable, not sit on shelf~~
~~Goals Annual and long term~~
~~Mission/Vision now, bring sample forward, or following Comp Plan~~

Ongoing Opportunities or Long-term Goals

- Position the City to address shortfalls in revenue, state and federal mandates, and work to leverage local funds with grants and outside funding
- Create and maintain a strong general fund fund balance
- Work to retain and increase the economic development tools available to the city (TIF)
- Increase communication with the community, community awareness and engagement
- Attract residents and employment opportunities to WB

Council and Management Agenda FY 23 - FY24

Community and Economic Development

- Track new tax abatement programs to determine effectiveness
- Develop economic development webpage that identifies local, (state and federal) resources such as TIF and Tax Abatement
- Develop business friendly community development webpage for code requirements, review and permitting
- ~~Think outside the box on economic development opportunities, identify partners, and plan for potential funding programs (strategic plan, targeted strategic plan/s)~~
- ~~Downtown façade, rehab and identify other potential improvements, farmer's market~~
- ~~Drive the discussion and identify partnerships for redevelopment of the mall and surrounding area, mixed development (restaurant, office, shops, recreation, etc.), gathering place, the "mall district," (see Ankeny), trails, placemaking,~~
- ~~Ankeny's the District at Prairie Trail, <https://www.prairietrailankeny.com/b2b/the-district/>~~
- ~~Coralville Iowa River Landing Development <https://iowariverlanding.com/>~~
- ~~Mason City Mall Redevelopment, 38 million dollar River City Renaissance Project (IRD Project), <https://www.facebook.com/rivercityrenaissanceproject/>~~
- ~~Downtown façade program and identify other potential improvements and programming, farmer's market~~
- ~~Support more cultural and recreational opportunities for residents~~
-

Formatted

Formatted: No underline, Font color: Auto

Formatted: Space After: 8 pt

Formatted: List Paragraph, Bulleted + Level: 1 + Aligned at: 0.25" + Indent at: 0.5"

Housing

- Drive or help lead the efforts to drive housing development and rehabilitation
 - New housing developments

- Housing Rehab programs – review and amend program using LMI to expand program and continue to have SEIRPC manage new WB Housing Trust Fund, and work with SCC to maximize program dollars
- Consider updates to the zoning ordinance to modernize opportunities for new residential and multi-residential development (lot size, zero lot lines, codes, etc.)
- Develop housing master plan or goals (map) for developers

Communication, Marketing and Engagement

- Develop new City website and continue to improve each sections content
 - Community email and text notifications
 - Electronic Newsletter in addition to paper
 - Drive residents and businesses to the website (but it must be a useful tool)
- Increase public engagement and participation opportunities
 - Coffee with a Cop/Mayor/Councilmember/City Administrator/Departments
 - Comprehensive Plan (or other planning opportunities)
 - Promote boards and commissions
 - Promote online transparency and engagement tools Consider a phone in time or chat function for City Council meetings
- Financial transparency (budget, graphs, charts, Opengov, Cleargov) Increase engagement with the business community
 - Annual West Burlington Business Awards Program (Business After Hours Style program)
 - Highlight a business each month on Facebook
- ~~Create a marketing plan~~
 - ~~○ Community wide?~~
 - ~~○ Area Specific?~~
 - ~~○ Promote goals, as ongoing and as goals accomplished or will it help to achieve?~~
- Increase communication output (electronically and through multiple channels)
 - ~~Celebrate WB, Tell our story,~~
 - ~~Tell our story~~
 - mMore thorough yet clear summaries of city efforts and projects, including project signage/boards at DPW or project site

Formatted: Indent: Left: 1", No bullets or numbering

- ~~Create a marketing plan~~
- ~~Community wide?~~
- ~~Area Specific?~~
- ~~Promote goals, as ongoing and as goals accomplished or will it help to achieve?~~

Formatted

Formatted: Indent: Left: 1", No bullets or numbering

Quality of Life

- Placemaking – introduce concepts, develop ideas and plans, and create a sense of place, ~~or build upon~~
 - Examples: Mixed used development, trails, parks/pocket parks, walkability, lighting, safety, ~~and~~ connectivity and items unique to West Burlington

- Cleanliness (look and feel of the city): All districts, nuisances, zoning issues, hard surfacing, city facilities, etc. (firm, consistent, follow through and support, the little things matter)
- Little things matter
- Create some unique WB areas, etc. (When you think of WB, you think of...), create some WOW factor
- Continue programs that provide benefits to the community, environment, and city – trees, pollinator parks, etc.
- Review the need, potential opportunities, and funding sources for a community center

City Internal & Department Goals

- Capital Improvement Plan (CIP)
- Capital Equipment and Facilities Plan (v. CIP and Budget 5-year outlook)
- Evaluate/Review water, sewer, and stormwater rate structures
- Consider ending the current agenda and working with Beaverdale and Rural Water to see if they can be better serviced via Rural Water,
- Evaluate ability to address illegal sewer connections at the time a home sells or the property transfers (require sewer and stormwater separation)
- Comprehensive Plan (or some form thereof – strategic or master plan for area/s, lean comp plan, etc.)
- Identify and discuss potential areas of cooperation with the School District, City of Burlington, and County (or other potential partners) – across the board, leave nothing off the table to start
- Review City Hall and exempt wage schedules Policies and organization that attracts and retains quality employees
- Review water/sewer/stormwater rate structure
- Operational Goals (Include? No?) – do we need to state these things until they become ingrained?
 - Create or update financial policies
 - Review personnel policies
 - Constantly looking for grants and outside resources
 - Continue to improve budget process
 - In general, and ongoing... a number of internal processes and other improvements
 - (General goal?): Continue to review all plans and policies

Formatted: Left, Space After: 8 pt

Formatted: Left, Indent: Left: 0.5", Space After: 8 pt, No bullets or numbering

Commented [GM1]: Do we need to include this section (Department and CA goals)

Formatted: Underline, Highlight

Formatted: List Paragraph, Bulleted + Level: 1 + Aligned at: 0.25" + Indent at: 0.5"

Key Projects (Need and how many? Top 3, critical?)

- Trails and/or sidewalks – Gear Avenue, Agency, and Broadway (Hwy 34, crossing Gear)
- Stormwater Master Plan, Stormwater projects
- Sewer force main study
- Residential I&I program or project based? Funding dependent?
- Continue street maintenance program
- Sidewalk maintenance, ADA, and connectivity

Formatted: Font: Bold

- Evaluate need for round-a-bout at Division Street and Gear Avenue Intersection

Comments/Discussion: (Consider answers, provide guidance to staff, and adding appropriate sections to goals)

Formatted: Font: Not Bold

- ~~Attitude — how to we get things done, how do we help get things done — but within code and maintaining quality of life and cleanup efforts~~
- Think big, be aggressive, think outside the box, offer incentives (but it must be a win-win) identify partners, be open to new ideas (OK to try and fail and learn)
- Development and Projects - Funding — how aggressive are we willing to go to get things done sooner rather than later or at a quicker pace?
- We need to be thinking long term, do more planning and see what actions we can take now to move the needle forward
- Are we willing to take the heat/grief if it is in the city's overall best interests? Council support of staff in efforts to clean up areas consistently

~~Internal work or needs versus other priorities~~

~~How do we prioritize goals? Need to? Leave normal work functions out unless something key.~~

~~Document needs to be usable, not sit on shelf~~

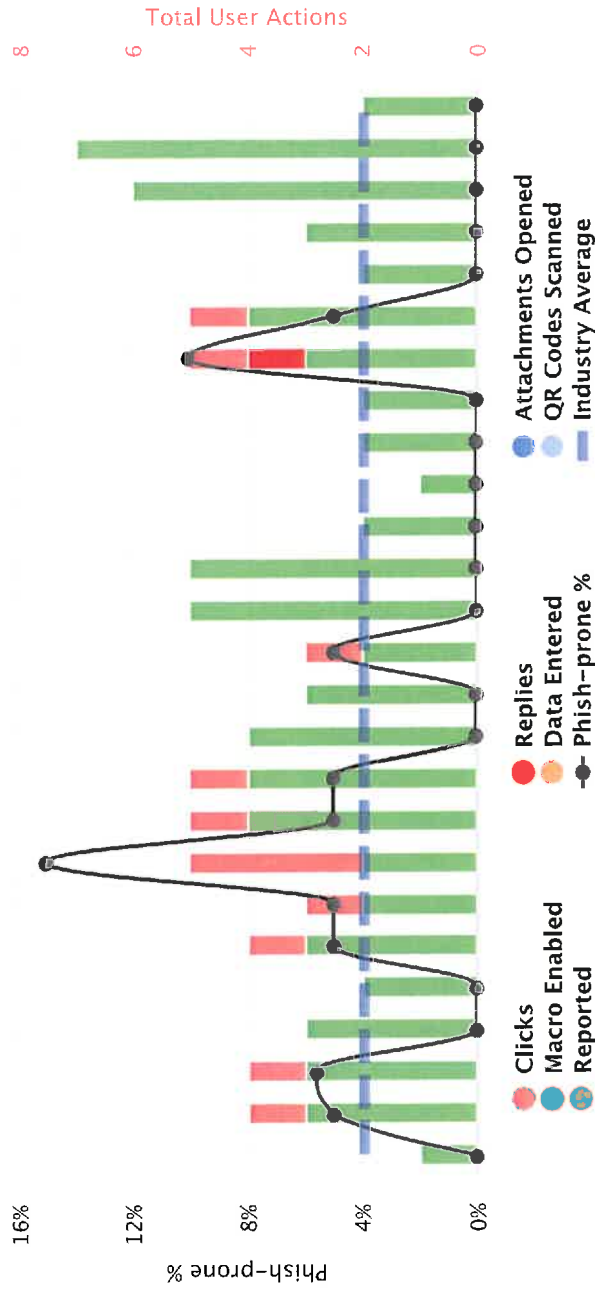
~~Goals — Annual and long term~~

- ~~Mission/Vision — now, bring sample forward, or following Comp Plan~~

Formatted: Indent: Left: 0.5", No bullets or numbering

Phishing Security Tests 02/11/2022 – 08/11/2022

12 Clicks, 1 Replies, 0 Attachments Opened, 0 Macro Enabled, 0 Data Entered, 0 QR Codes Scanned, 80 Reported



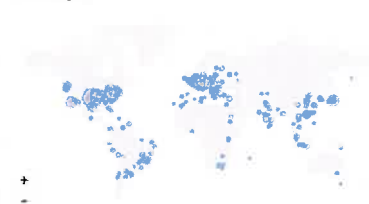
Email Address	Phish-prone %	Phish-prone							QR Codes			
		Delivered	Failures	Clicks	Replies	Attachments	Macros	Data	Reported	Scanned	Reported	Reported
MandsagerG@WestBurlington.org	7.7	26	2	1	1	0	0	0	16	0	0	0
dunhamn@westburlington.org	7.7	26	2	2	0	0	0	0	0	0	0	0
BillingsB@WestBurlington.org	7.7	26	2	2	0	0	0	0	0	0	0	0
ThuleenT@WestBurlington.org	4.0	25	1	1	0	0	0	0	0	0	0	0
moorea@WestBurlington.org	3.8	26	1	1	0	0	0	0	4	0	0	0

Email Address	Phish-prone %	Phish-prone					QR Codes				
		Delivered	Failures	Clicks	Replies	Scanned	Attachments	Macros	Data	Reported	
fryk@westburlington.org	3.8	26	1	1	0	0	0	0	0	5	
melssene@westburlington.org	3.8	26	1	1	0	0	0	0	0	0	
willefordk@westburlington.org	3.8	26	1	1	0	0	0	0	0	16	
metttert@WestBurlington.org	3.8	26	1	1	0	0	0	0	0	0	
loganj@WestBurlington.org	3.8	26	1	1	0	0	0	0	0	5	

Dashboard

Select domain: **All** Time: **Last 30 Days**

Threat Origins



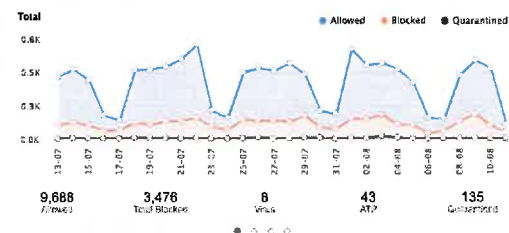
Top Recipient Domains: Volume -

Rank	Domain	Volume	Recipients
1	westburlington.org	14,507	36

Subscriptions

✔ Email Protection	
Purchased	(35 users)
Active	36
Expires	2023-07-30
✔ ATP	
Expires	2023-07-30

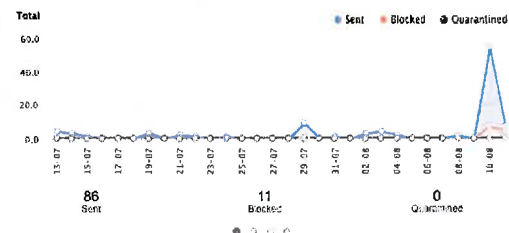
Inbound Email Statistics: Overview



Inbound: Top Recipients Blocked ▾

Rank	Reopen	Blocker
1	d.gifford@westburlington.org	535
2	dunham@westburlington.org	526
3	nyen@westburlington.org	224
4	lry@westburlington.org	219
5	satter@westburlington.org	209
6	newberry@westburlington.org	155
7	newberry@westburlington.org	140
8	haim@westburlington.org	131
9	logan@westburlington.org	106
10	trush@westburlington.org	78

Outbound Email Statistics: Overview



Outbound: Top Senders Blocked ▾

Rank	Sender	Blocked
------	--------	---------

big data for n1

Total Threats / Viruses: Overview ▾



Threats / Viruses Detected

Category	Total	Percentage
Viruses	8	16%
Advanced Threats	43	84%

Last Blocked: ATP-

Filename	Filetype	Last Seen
Shipping Document.zip	EXE	2022-08-05 15:54:59
Shipping Document.zip	EXE	2022-08-05 15:45:38
TELEX Swift.html	HTML	2022-08-05 06:29:34
	HTML	2022-08-03 02:21:43
0089-PCM2GO-J-53-6...	DOCX	2022-08-01 17:12:46
423010601849-Draft L...	DOCX	2022-08-01 13:06:48
423010601849-Draft L...	DOCX	2022-08-01 12:57:42
FOLLOW UP PAYME...	EXE	2022-07-31 13:50:12
Offer for sale zip	EXE	2022-07-31 11:10:10
Offer for sale zip	EXE	2022-07-31 10:44:49



Insights

Review performance results and more.



City of West Burlington



Last 28 days Jul 14, 2022 - Aug 10, 2022

Goals

New goal



Set goals

Set a goal, track progress and learn helpful tips for your professional success.

Get started

Results

Paid reach

0

+ 100%



Facebook Page reach

2,988

+ 91.1%



Instagram reach

4

+ 100%



See results report

Overview

Overview

Results

Audience

Benchmarking

Content

Overview

Content

Content

Sort by: Reach



Thu Aug 4, 10:45am
City of West Burlington ...
Post
Reach 926



Thu Aug 4, 11:00am
Deadline Is approaching...
Post
Reach 497



Fri Aug 26, 12:00pm
Looking for seasonal help!
Post
Reach 812



Wed Aug 3, 4:00pm
West Burlington Council...
Post
Reach 700



Wed Aug 3, 4:00pm
West Burlington Council...
Post
Reach 200

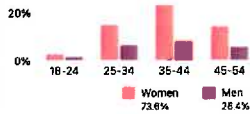
See content report

Audience

Facebook Page likes

2,446

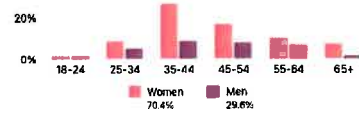
Age & gender



Instagram followers

294

Age & gender



See audience report

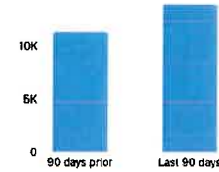
Content overview
Explore noteworthy trends from the content you recently created and shared.

Facebook posts Facebook stories Instagram posts Instagram stories

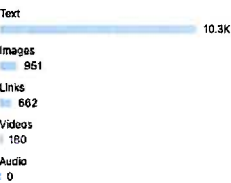
Organic reach

Post reach
13.9K ↑ 22.8%

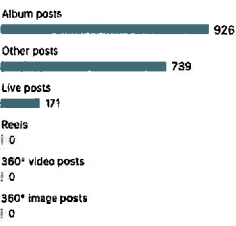
Total from last 90 days vs 90 days prior



Median post reach per media type
For posts created in the last 90 days



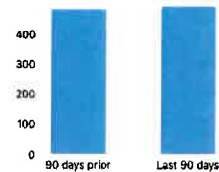
Median post reach per content format
For posts created in the last 90 days



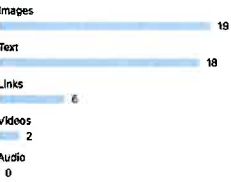
Organic engagement

Post reactions, comments and shares
493 ↑ 1.9%

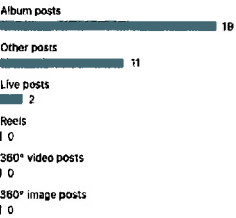
Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type
For posts created in the last 90 days



Median post reactions, comments and shares per content format
For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post

Facebook post
West Burlington Fourth of July Celebration
Jun 7, 2022, 9:28 AM
This post reached 2,761% more people (19,633 people) than your median post (679 people) on Facebook.

Highest reactions on a post

Facebook post
Thank you for attending
Jul 4, 2022, 9:04 PM
This post received 2,540% more reactions (132 reactions) than your median post (5 reactions) on Facebook.

Highest comments on a post

Facebook post
Thank you for attending
Jul 4, 2022, 9:04 PM
This post received 8 comments compared to your median post (0 comments) on Facebook.

- Overview
- Overview
- Results
- Audience
- Benchmarking

- Content
- Overview
- Content

Audience

Export

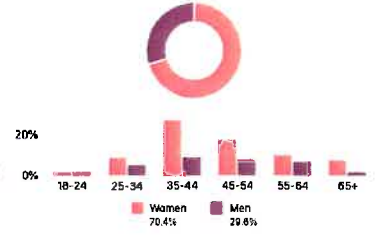
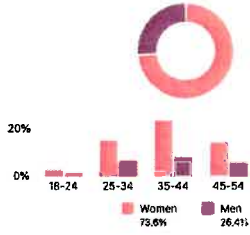
Current audience Potential audience

Facebook Page likes
2,446

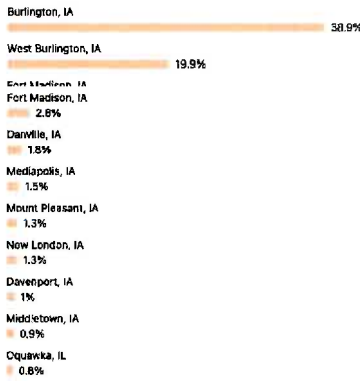
Instagram followers
294

Age & gender

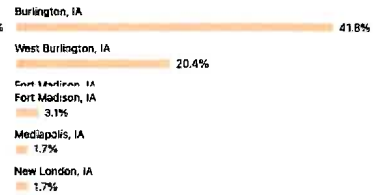
Age & gender



Top cities



Top cities



Top countries



Top countries



- Overview
- Results
- Audience**
- Benchmarking
- Comments
- Overview
- Content



Reporting period 4 Aug 2022 00:00 - 11 Aug 2022 08:17

Managed endpoints

56

+2%

Active endpoints

50

Blocked threats

14

-26%

Company risk score

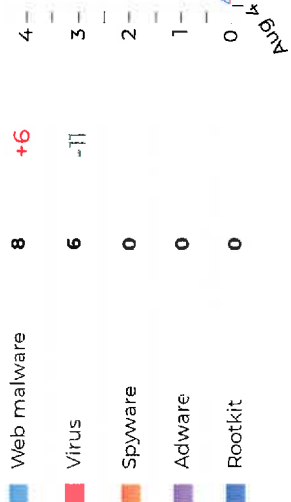
81%

+9%

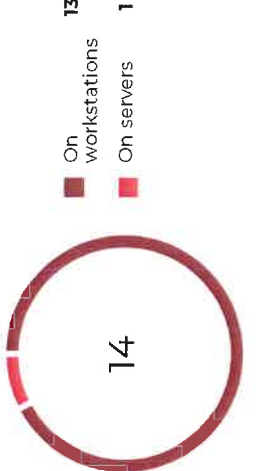
Inventory:

Windows workstations	35	Windows servers	18	macOS	2
Linux	1	Physical endpoints	37	Virtual machines	19

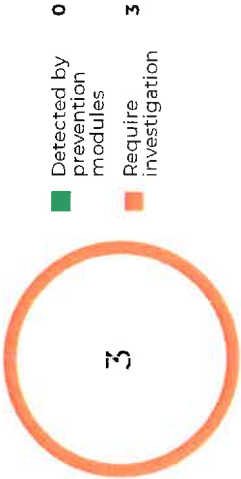
Top 5 types of blocked threats



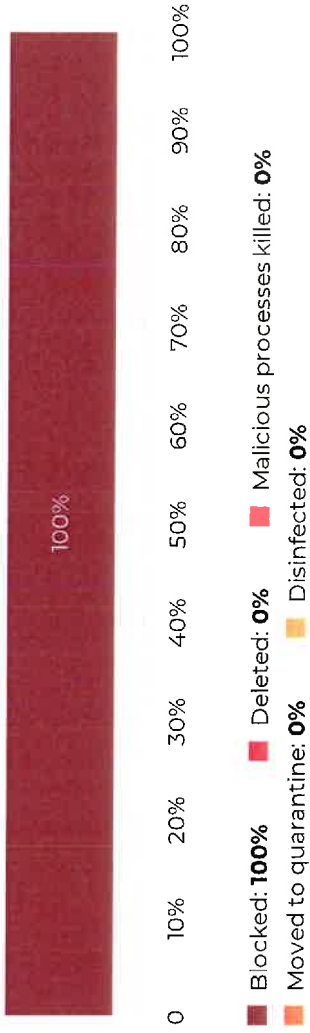
Threats breakdown by endpoint type



Incidents status



Remediation actions



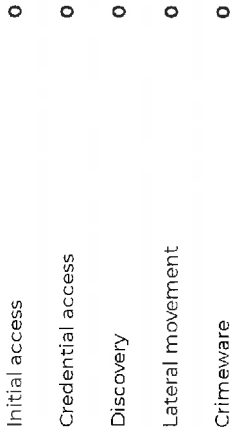
Policy rule-based detections



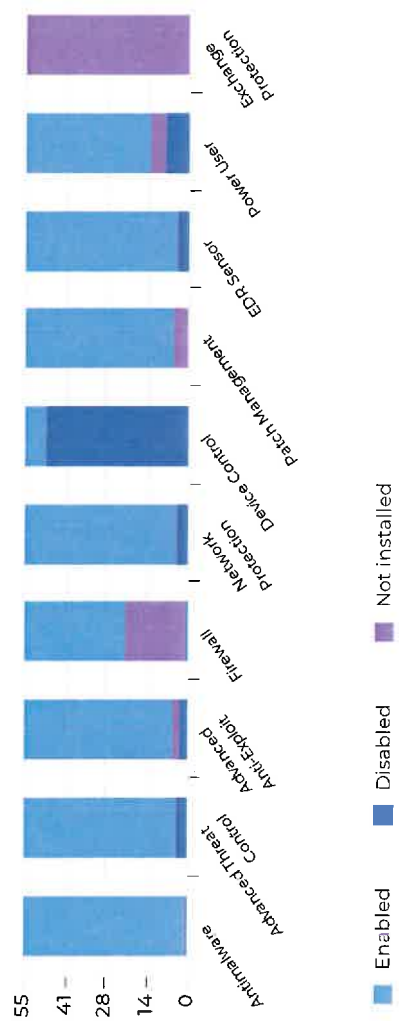
Blocked websites



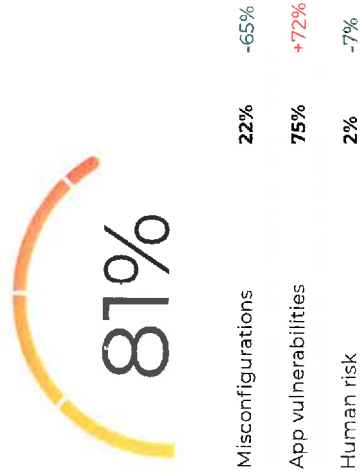
Blocked network attack techniques



Endpoint modules status



Company risk score



Endpoint modules status details

Module	Enabled	Disabled	Not installed
Antimalware	54	1	0
Advanced Threat Control	51	4	0
Advanced Anti-Exploit	50	3	2
Firewall	34	1	20
Network Protection	51	4	0
Device Control	7	48	0
Patch Management	50	0	5
EDR Sensor	51	4	0
Power User	42	8	5
Exchange Protection	0	0	55