



## City Administrator & Staff Update

2022.08.26

- **Joint & Special Meetings:** Reminder that we have a joint meeting with the West Burlington School District on **9/21** and a Special Session on **9/14** (Snow and Drop Off Site).
- **Visioning:** *I am coming along with the application, but could use a few more residents, local organization, or business community volunteers.*
- **IISC:** I hope you are doing well! Thanks for submitting the letter of interest for IISC through our online form. Of course, I remember meeting you when you joined an Iowa League of Cities panel discussion about community partnerships and shared some information about IISC's partnership with Muscatine. I was glad to see a submission from Southeast Iowa. I worked for SEIRPC after grad school and then became the economic development and chamber director in Mount Pleasant, where we lived for 3 years. We're partnering with the City of Clinton this year, and it's never too early to start thinking about future partnerships. Perhaps we could setup a Zoom call in the next few weeks to discuss needs/opportunities in West Burlington, and how IISC works these days? Thursdays and Friday mornings are best for me. Travis Kraus, Associate Professor, School of Planning & Public Affairs, Director, Iowa Initiative for Sustainable Communities, The University of Iowa
- **Grassley:** I met with James Rice who is Senator Grassley's Legislative Director today. He was back in Iowa and in the area. I noted some of our key projects and needs. I shared with Jim the needs we have related to stormwater. He is putting me in touch with the local staffer that deals with several State and Federal departments and is keenly aware of funding opportunities.
- **Trail:** The Mall has indicated that we can proceed as planned with the trail. Next steps include obtaining a legal description of the area for transfer/dedication documents.
- **Housing Development:** I discussed a potential voluntary annexation and housing project with a local developer yesterday. He is weighing the options for stay in the County versus annexing. We are going to start with some information on the process for voluntary annexation (one property owner) and some estimated TIF rebate numbers.
- **ICMA:** Kelly is attending the ICMA session entitled "You are registered for How to Work Smarter (Not Harder) with Permitting, Licensing, and Code Enforcement". Hopefully this has some good ideas that we can bring forward.
- **IMCA PDA:** We just completed our 4<sup>th</sup> week of the ICMA Leadership Academy. This last week really brought the previous three weeks together and now we are onto the next session entitled "Leading Effective Change! A primary function of leadership is navigating change. Whether it is small, incremental change that delivers greater operational efficiency, or a large change endeavor focused on cultural transformation, as a leader you must be able to plan, execute and sustain positive change. This 4-week guided learning journey is focused on exactly that and is aimed to equip you with proven tools used to effectively lead breakthrough change within your organization. It provides multiple models, perspectives, and approaches for handling the change initiative that you are currently working on and those that you will encounter at some point in the future. The research,

insights and experience provided in this course will position you as an agent of change for your company.”

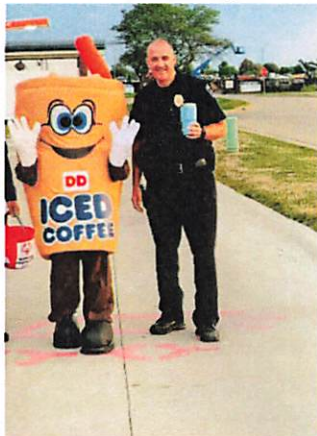
- **Pool list:** A list for year end repairs is being put together in prep for the next season.
- **Housing Conference:** I have been asked to attend and speak at the housing conference in Des Moines. I'll be attending 9/7-9/9 and speaking on the 8th. This is a good opportunity to get the issues out there and drill down on a few priorities. Conference is for cities, developers, and really anyone involved in housing.
- **Goals:** The goals have been added to the City's website. Attached is a copy with letterhead prepared by the City Clerk as a handout.
- **Airport Zoning:** We are returning to the Airport Zoning topic and meeting with Zach with SEIRPC prior to bringing things to council for consideration.
- **Mall:** We are asking the County Board of Supervisors to abate or waive any taxes due on the stormwater detention pond.

#### IT (Newberry)

This week I got my new computer installed. We also received the computer needed for squad 05 that we had to purchase and are just waiting on the dock for installation. It seems everything is running smoothly this week after replacing the router last week. Phones seem to be working well again after putting them on a separate network. Patch Management needs to be run today. I am also working on implementing CISA recommendations which will involve installing a proxy server for Bomgar. This will allow me to remove the administrator component from Bomgar so that it won't be accessible from the outside but allowed on the inside of our network. I will still be able to remote in from outside it will just require an additional step of VPN into the network. A VPN is a secure way of accessing internal resources from the outside. I will also be submitting a memo to buy my old computer from 2016. Apple was going to give us 250.00 for it and I would like to purchase it. If you have any questions, please let me know. Google analytics attached.

#### Police (Logan)

- Special Olympics fundraiser last Friday at Dunkin went over very well, we raised over \$2,400 dollars.
- Stopped by the High School today and spoke with Administration, looking at starting ALICE Training in September.
- We had an attempted Burglary last Friday at Pleasant Grove Bank on S. Gear, they tried to get into the ATM. Several ATM's have been hit over Eastern Iowa, Western Illinois. Following up with Burlington Detectives in reference to some leads that they might have.



### **Building/Fire (Ryan)**

- Nuisances – Sign from Agency ROW was returned to individual, and rules explained to him. 212 Cottage Grove shouldn't be a problem anymore. Took call concerning blocked hydrants at GRMC. Spoke with loan company about 506 Swan issues. Rock at Yamaha shop.
- Building Permits and Licenses: CO issued for AT&T. Siding and fencing permits issued.
- Code Review – Reviewing plans for future development. Reply to email regarding cellular tower additions. Met with Klinger & Associates on plan review for four upcoming projects. Contacted contractor for a septic system locate that came in – no permit has been applied for.
- Rental Inspections – None scheduled at present time
- Alcohol – None scheduled
- Fire Dept –
  - Aerial Ladder testing will be done on Monday, August 29th. This is a 5-year test and will take all day.
  - Provided Child Safety Council with numbers provided from the elementary for program materials for Fire Safety Week.
  - Had call to Borghi about a new "spill". Was primarily rinse water. They took precautions based on lessons learned.
  - Working with High School for football unity night events. We will be hosting two events this fall.
  - Realtor called about a fire report. Gave information was able to.
  - Train-the-trainer on new engine set up for next week.

### **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
- Working on sidewalk repairs
- Water main break in Beaverdale Monday after noon 8-22-22 Didn't get finished till Tuesday night 8-23-22.
- We have a number of remaining issues/problems with the work that Boomerang has and is doing. Penalties will be an issue in this case as well. In summary:
  - Working on leaks in water tower and found that all three pumps were plumbed in backwards.
  - Working to address tracer wires that don't work and that were installed wrong, valve boxes that we can't get on.

- Boomerang is working on back tee testing for the water main, putting in storm sewer and dirt work and pressure testing.
- Working to get pool leak fixed.
- North Gear Street repairs are done.

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Publisher

Experiments

Conversions

Attribution

Discover

Admin

Behavior Flow

Automatically Grouped Pages Level of Detail Expert

All Users 100.00% Sessions

+ Add Segment



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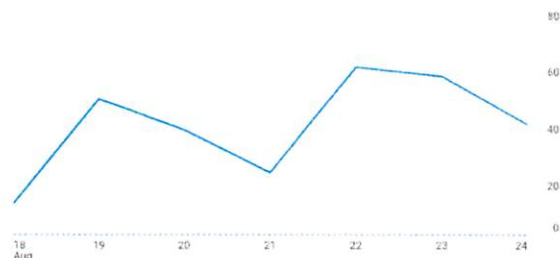
Home

- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
- Behavior
- Conversions

- Attribution BETA
- Discover
- Admin

Google Analytics Home

Users: 255 Sessions: 299 Bounce Rate: 53.51% Session Duration: 0m 49s



Last 7 days

AUDIENCE OVERVIEW



REAL TIME REPORT

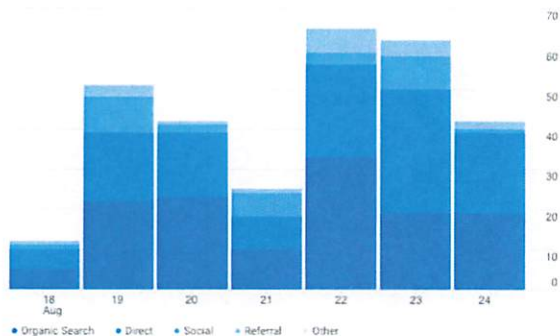
Ask Analytics Intelligence

- UNDERSTANDING TRENDS  
Why did my users change last week?
- UNDERSTANDING USER BEHAVIOR  
What browsers do my users use the most?
- BASIC PERFORMANCE  
Show me a breakdown of my users by device type

MORE INSIGHTS

How do you acquire users?

Traffic Channel Source / Medium Referrals



Last 7 days

ACQUISITION REPORT

Where are your users?

Sessions by country



Last 7 days

LOCATION OVERVIEW

When do your users visit?

Users by time of day



Last 30 days

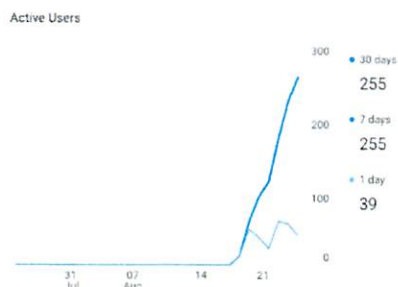
What pages do your users visit?

| Page                                       | Pageviews | Page Value |
|--|-----------|------------|
| /  | 209       | \$0.00     |
| /404.html?page=/inde...s://www.google.com/ | 43        | \$0.00     |
| /mayor-council                             | 21        | \$0.00     |
| /departments                               | 20        | \$0.00     |
| /police                                    | 18        | \$0.00     |
| /residents/pages/parks-recreation          | 16        | \$0.00     |
| /public-works                              | 15        | \$0.00     |
| /contacts-directory                        | 13        | \$0.00     |
| /404.html?page=/index.php/arrests&from=    | 11        | \$0.00     |
| /boards                                    | 11        | \$0.00     |

Last 7 days

PAGES REPORT

How are your active users trending over time?

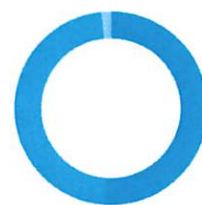


Last 30 days

ACTIVE USERS REPORT

What are your top devices?

Sessions by device



Mobile: 51.2%, Desktop: 47.2%, Tablet: 1.7%

Last 7 days

MOBILE OVERVIEW

How well do you retain users?

User retention



Last 5 weeks

COHORT ANALYSIS REPORT

Active Users

All Users  
100.00% Users

+ Add Segment

SAVE

EXPORT

SHARE

INSIGHTS

Aug 18, 2022 - Aug 24, 2022

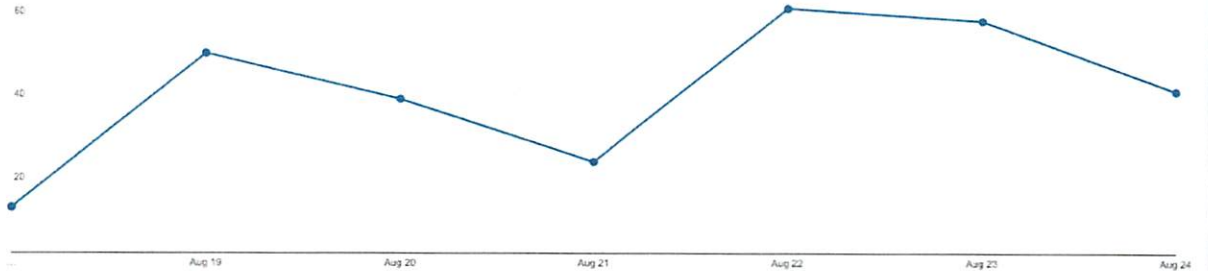
Active Users

1 Day Active Users

7 Day Active Users

14 Day Active Users

28 Day Active Users



1 Day Active Users

39

% of Total: 100.00% (39)

7 Day Active Users

255

% of Total: 100.00% (255)

14 Day Active Users

255

% of Total: 100.00% (255)

28 Day Active Users

255

% of Total: 100.00% (255)

This report was generated on 8/25/22 at 8:50:41 AM. [Refresh Report](#)

## Audience Overview

SAVE EXPORT SHARE INSIGHTS

Aug 18, 2022 - Aug 24, 2022

All Users  
100.00% Users

+ Add Segment

### Overview

Users vs. Select a metric

Hourly Day Week Month

#### Users



#### Users

255

#### New Users

255

#### Sessions

299

#### Number of Sessions per User

1.17

#### Pageviews

631

#### Pages / Session

2.11

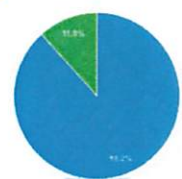
#### Avg. Session Duration

00:00:50

#### Bounce Rate

53.51%

New Visitor Returning Visitor



### Demographics

#### Language

#### Country

#### City

#### System

#### Browser

#### Operating System

#### Service Provider

#### Mobile

#### Operating System

#### Service Provider

#### Screen Resolution

### Language

#### 1. en-us

#### 2. c

#### 3. en

#### 4. bn-BA

#### 5. de

#### 6. en-ca

#### 7. es-us

#### 8. ja

#### 9. ru

#### 10. zh

Users % Users

|          |     |        |
|----------|-----|--------|
| 1. en-us | 243 | 95.29% |
| 2. c     | 3   | 1.18%  |
| 3. en    | 2   | 0.78%  |
| 4. bn-BA | 1   | 0.39%  |
| 5. de    | 1   | 0.39%  |
| 6. en-ca | 1   | 0.39%  |
| 7. es-us | 1   | 0.39%  |
| 8. ja    | 1   | 0.39%  |
| 9. ru    | 1   | 0.39%  |
| 10. zh   | 1   | 0.39%  |

view full report

This report was generated on 8/25/22 at 8:50:02 AM. Refresh Report



User Explorer

Demographics

Interests

Geo

Behavior

Technology

Browser & OS

Network

Mobile

Cross Device BETA

Custom

Benchmarking

Users Flow

Acquisition

Behavior

Conversions

Attribution BETA

Discover

Admin

Browser & OS

All Users  
100.00% Users

+ Add Segment

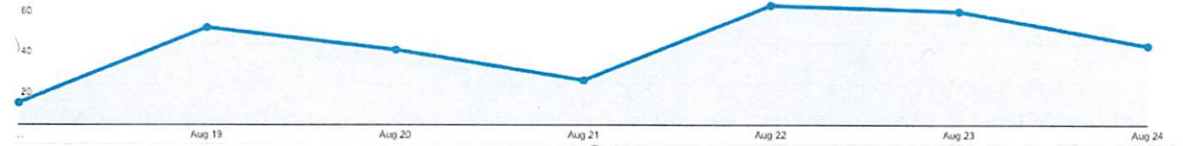
Explorer

Summary Site Usage Ecommerce

Users VS. Select a metric

Day Week Month

Users



Primary Dimension: Browser Operating System Screen Resolution Screen Colors Flash Version Other

Secondary dimension: Sort Type: Default

advanced

| Browser             | Acquisition                        |                                    |                                    | Behavior                               |                                    |  | Conversions                          |                              |   |
|---------------------|------------------------------------|------------------------------------|------------------------------------|--|------------------------------------|--|--------------------------------------|------------------------------|---|
|                     | Users                              | New Users                          | Sessions                           | Bounce Rate                            | Pages / Session                    | Avg. Session Duration                      | Goal Conversion Rate                 | Goal Completions             | Goal Value                              |
|                     | 255<br>(% of Total: 100.00% (255)) | 255<br>(% of Total: 100.00% (255)) | 299<br>(% of Total: 100.00% (299)) | 53.51%<br>Avg for View: 53.51% (0.00%) | 2.11<br>Avg for View: 2.11 (0.00%) | 00:00:50<br>Avg for View: 00:00:50 (0.00%) | 0.00%<br>Avg for View: 0.00% (0.00%) | 0<br>(% of Total: 0.00% (0)) | \$0.00<br>(% of Total: \$0.00 (\$0.00)) |
| 1. Chrome           | 139 (54.51%)                       | 139 (54.51%)                       | 155 (51.84%)                       | 53.55%                                 | 2.12                               | 00:00:52                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 2. Safari           | 75 (29.41%)                        | 75 (29.41%)                        | 99 (33.11%)                        | 55.56%                                 | 1.75                               | 00:00:47                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 3. Edge             | 17 (6.67%)                         | 17 (6.67%)                         | 18 (6.02%)                         | 38.89%                                 | 3.72                               | 00:01:09                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 4. Safari (in-app)  | 14 (5.49%)                         | 14 (5.49%)                         | 15 (5.02%)                         | 53.33%                                 | 2.33                               | 00:00:22                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 5. Firefox          | 6 (2.35%)                          | 6 (2.35%)                          | 7 (2.34%)                          | 42.86%                                 | 2.57                               | 00:00:59                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 6. Android Webview  | 2 (0.78%)                          | 2 (0.78%)                          | 2 (0.67%)                          | 100.00%                                | 1.00                               | 00:00:00                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 7. Amazon Silk      | 1 (0.39%)                          | 1 (0.39%)                          | 1 (0.33%)                          | 0.00%                                  | 5.00                               | 00:02:53                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |
| 8. Samsung Internet | 1 (0.39%)                          | 1 (0.39%)                          | 2 (0.67%)                          | 100.00%                                | 1.00                               | 00:00:00                                   | 0.00%                                | 0 (0.00%)                    | \$0.00 (0.00%)                          |

Show rows: 10 Go to: 1 1 - 8 of 8

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## PERMIT ISSUANCE SUMMARY (07/01/2022 TO 08/24/2022)

| Permit Type                              | Permit Work Class * | Permits Issued | Square Feet  | Valuation             | Fees Paid         |
|--|---------------------|----------------|--------------|-----------------------|-------------------|
| Building (Non-Residential)               | Alteration          | 1              | 2,700        | \$15,000.00           | \$128.00          |
|  | Parking Lot         | 3              | 0            | \$1,747,200.00        | \$8,979.00        |
| <b>BUILDING (NON-RESIDENTIAL) TOTAL:</b> |                     | <b>4</b>       | <b>2,700</b> | <b>\$1,762,200.00</b> | <b>\$9,107.00</b> |
| Building (Residential)                   | Fence               | 5              | 0            | \$21,168.00           | \$75.00           |
|  | Garage              | 2              | 1,024        | \$40,703.52           | \$310.00          |
| <b>BUILDING (RESIDENTIAL) TOTAL:</b>     |                     | <b>7</b>       | <b>1,024</b> | <b>\$61,871.52</b>    | <b>\$385.00</b>   |
| Demolition                               | Demolition          | 1              | 0            | \$0.00                | \$0.00            |
| <b>DEMOLITION TOTAL:</b>                 |                     | <b>1</b>       | <b>0</b>     | <b>\$0.00</b>         | <b>\$0.00</b>     |
| <b>GRAND TOTAL:</b>                      |                     | <b>12</b>      | <b>3,724</b> | <b>\$1,824,071.52</b> | <b>\$9,492.00</b> |

\* Double-click the Permit Work Class Name while in the browser to see Permit details for that Work Class.



## City of West Burlington Goals and Agenda for City Council and Management *Adopted August 17, 2022*

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### Economic Development

- Title: Create a positive environment to attract and retain business.
- What: Increase 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, improve housing conditions and quality of life, and recognize and highlight local businesses.

### 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 tools 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 personal and electronic engagement and promotes community achievements.

### Organizational Goals & Key Projects or Programs

- Capital Improvement Plan.
- Comprehensive Plan.
- Cooperation with the School District, City of Burlington, and County (or other potential partners).
- Sewer Force Main Study
- Agency & Broadway Sidewalks/Trails
- Stormwater Master Plan



# West Burlington Fire Department

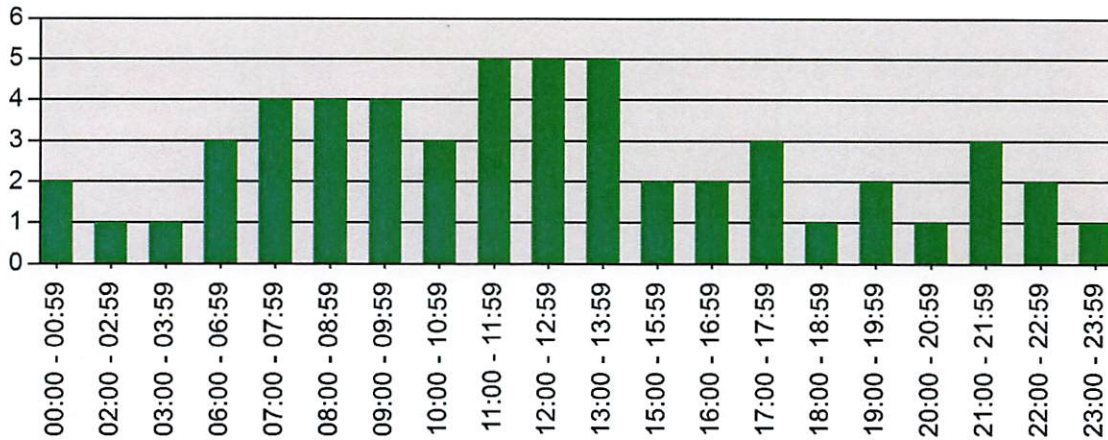
West Burlington, IA

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## Incidents by Hour for Apparatus for Date Range

Apparatus: All Apparatus | Start Date: 07/01/2022 | End Date: 07/31/2022



| TIME          | # INCIDENTS |
|---------------|-------------|
| 00:00 - 00:59 | 2           |
| 02:00 - 02:59 | 1           |
| 03:00 - 03:59 | 1           |
| 06:00 - 06:59 | 3           |
| 07:00 - 07:59 | 4           |
| 08:00 - 08:59 | 4           |
| 09:00 - 09:59 | 4           |
| 10:00 - 10:59 | 3           |
| 11:00 - 11:59 | 5           |
| 12:00 - 12:59 | 5           |
| 13:00 - 13:59 | 5           |
| 15:00 - 15:59 | 2           |
| 16:00 - 16:59 | 2           |
| 17:00 - 17:59 | 3           |
| 18:00 - 18:59 | 1           |
| 19:00 - 19:59 | 2           |
| 20:00 - 20:59 | 1           |
| 21:00 - 21:59 | 3           |
| 22:00 - 22:59 | 2           |
| 23:00 - 23:59 | 1           |

Only REVIEWED incidents included



emergencyreporting.com

Doc Id: 4

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# West Burlington Fire Department

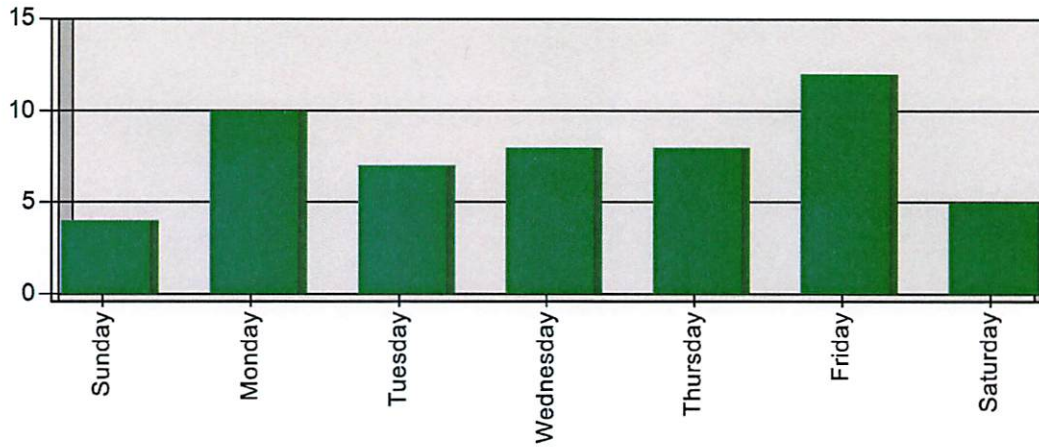
West Burlington, IA

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## Incidents by Day of the Week for Date Range

Start Date: 07/01/2022 | End Date: 07/31/2022



| DAY OF THE WEEK | # INCIDENTS |
|-----------------|-------------|
| Sunday          | 4           |
| Monday          | 10          |
| Tuesday         | 7           |
| Wednesday       | 8           |
| Thursday        | 8           |
| Friday          | 12          |
| Saturday        | 5           |
| TOTAL           | 54          |

Only REVIEWED incidents included



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