



City Administrator & Staff Update

2024.02.02

- **Iowa League: Local Leaders Day:** Join us on March 6, 2024, for Local Leaders Day to connect with legislators, hear from key speakers, and share your experience on the impacts of recent legislation. We'll meet in Des Moines for the event and then move to the Capitol together for meetings, tours, and more.
 - **Date:** Local Leaders Day
Empowering Cities for Local Democracy
March 6, 2024
Embassy Suites by Hilton Des Moines Downtown
101 E Locust St, Des Moines, IA 50309
 - **Registration Link** (or See City Clerk Fry): <https://iowaleague.org/local-leader-day-2024/>
- **Mall:** Just to be clear, the mall ownership changed, but our main point of contact other than the mall manager is now the principal owner of the mall. Additionally, the mall has worked out a 2-year lease with the coffee shop and we are coordinating the utility work and move of the coffee shop back 20 feet or so towards the mall and out of the city's right-of-way.
- **Burlington Meeting:** City staff and Burlington staff met to discuss potential ideas for cooperation. One key item that came about was the ability to use the Burlington Public Works fueling location and participate in the same savings for gas and diesel that they receive as part of a larger purchase arrangement. The January prices were \$1.89 for gas and \$2.59 for diesel. We hope to get started with this savings ASAP.
- **City Manager Meeting:** Area managers got together this week to discuss budgets, activities in our respective communities, ideas, etc. We hope to see this revived and done on a monthly basis as it was useful several years back.
- **DC:** The Chamber - Checking in to see who among you will be joining me in Washington DC this spring to Lobby our Senators and Congress people. That trip will be April 29 (travel day) through May 2nd. If you plan to attend - I need to be able to provide a list of names of those who might wish to participate in a private White House Tour. You can sign up for the trip later, but the Whitehouse needs the names of tour participants by February 2nd. (I was going to make a joke about cocaine here, but I won't). Our D.C. trips have been key in the past for various issues (Hwy61, the Airport, Infrastructure projects, etc.) - and it is a great experience if you have not been. Please let me know via email if you intend to go and would like to be included on the Whitehouse tour. Thank you all for serving our community!

- WB used to attend the “SE Iowa Days” in DC each year and support regional (4-5 counties, representing around 230,000 residents). Some years we are there to support regional efforts and other we are able to put forth city issues or projects for potential funding. I am planning to attend at this point. Please let me know if you are interested.

IT (Newberry)

- This week we had one of the front desk computers crashes that had to be redone. We assume it was from the power spike with Alliant Energy.
- We also placed a call in to get the back automatic door fixed they should hopefully be out today to fix it. I replaced the batteries on the button that goes from city hall side into the hall so that button works to open the door again.
- Still working on the tv channel software when time permits and look forward to moving forward with the new website.
- I unracked the Dark Trace appliance this week and have it boxed back up and ready to ship back to Dark Trace. Maybe we will have a chance to acquire this in the future if the budget settles down a little bit.
- I have also included the reports from the website, buffer, our spam filter, and Bitdefender. If there are any other stats you would like to see monthly, please let me know.

Police/Fire (Logan)

- We held Trivia Night over at the Eagles Club last Saturday night. We had a total of 8 teams and raised over \$3,100.00. We have about \$3,200 to raise and with the handgun raffle and UTV event we should more than reach our goal. We will begin our next fundraiser on February 15, and it will run through the end of March. We are raffling off a handgun this time.
- Working on the new reporting system with the fire department. That will be ongoing next few months.
- Office McCampbell will be on week 7 for DARE this week, so when I get a date for DARE Graduation, I will pass that along. I know it will be on a Friday in early March I believe.
- Sgt Melssen and I have been looking at some Training for Flex Software. Great networking, and Sgt Melssen has really stepped up with being responsible in getting some issues resolved with this program.

Building (Crooks)

Weekly updates from the Building Department

1. iWorQ
 - a. Researched online building permit, code enforcement, and rental processes from area communities in preparation for moving our processes online. This would include moving the applications, and payment of any fees, and being able to search properties. I am looking to keep the process simple.

- b. Attended zoom meeting, along with Kelly, with our iWorQ representative to review information sent to her. We are making progress!!
2. Building - Six permits were issued in January, two commercial and four residential totaling \$3,171 in fees. Two additional permits have been submitted and are being processed.
3. Code Enforcement – Seven new nuisance violations were mailed out in January. Three have been closed and one is Inactive as the owner has contacted me with a plan. Three remain active. I am still following up on outstanding nuisances as the winter weather has made it difficult.
4. Have been working to compile items to move forward with The Compliance Engine software.
5. Attended a meeting at Burlington city hall.
6. Completed an inspection on a new rental at 406 Prairie St.
7. Attended a meeting with US Cellular to wrap up W. Agency Road Tower Project.
8. Completing a code review for possible campground

Finance (Moore)

- This week I worked on getting the budget work session books together and finalizing any outstanding issues that arose such as two different changes from Ted with the Department of Management and an amendment to the tax valuations.
- I also made sure that the W-2's and 1099's was sent out and filed.

Public Works (Brissey)

- Water lab
- Sewer lab
- Lift station rounds.
- Parks and Broadway trash and recycling
- Locates.
- Service trucks and squad cars
- Sign maintenance
- OSHA training
- Working on storm water plan.
- Snow removal snow removal snow removal and ice
- Mixing salt and sand
- Snowplow repairs
- Cleaning intakes so rain can get throw snow and ice.
- Building maintenance and clean up.
- Working on budget and plan to have additional staff attend and learn about the budget process.



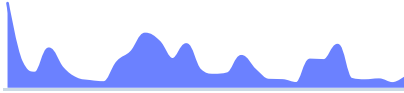
COUNCIL

January 1 - 30, 2024

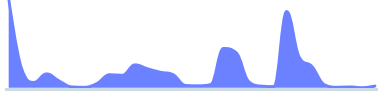
Totals



Total Audience
15,932 ↗ 4%



Total Impressions
60,630 ↘ 70%



Total Engagement
4,102 ↘ 91%

Recent posts

city-of-west...



Reach
0

Eng. Rate
0.00%

🕒 2 days ago

westburlingt...



Reach
27

Eng. Rate
11.11%

🕒 2 days ago

City of West...



Reach
728

Eng. Rate
2.47%

🕒 3 days ago

WestBurlingt...



Reach
7

Eng. Rate
0.00%

🕒 3 days ago

West Burling...

Alliant Energy
is currently
working on a
natural gas
main break....

Reach
2,997

Eng. Rate
4.78%

🕒 8 days ago

Performance



City of West Burlington

Engaged Users
1,016 ↘ 77%

Post Impressions
27,295 ↘ 18%

Reactions
190 ↘ 69%

Post Reach
21,394 ↘ 26%

Page & Post Engagements
1,407 ↘ 78%

Link Clicks
84 ↗ 48%

New Fans
21 ↘ 34%

Posts
18 ↘ 5%

Performance



Posts

9 ↗ 900%

Impressions

805 ↗ 1,265%

Post Reach

579 ↗ 11,480%

Likes

14 ↗ 1,400%

Comments

0

New Followers

7 ↗ 700%

Performance



Tweets

6 ↗ 600%

Retweets

1 ↗ 100%

Impressions

113 ↗ 11,300%

Engagements

2 ↗ 200%

Replies

0

Clicks

0

Likes

1 ↗ 100%

New Followers

1 ↗ 100%

Performance



Followers

145 ↗ 14,500%

New Followers

-1 ↘ 100%

Posts

8 ↗ 800%

Impressions

117 ↗ 11,700%

Clicks

4 ↗ 400%

Engagement Rate

3.27% ↗ 327%

All Users

Add comparison

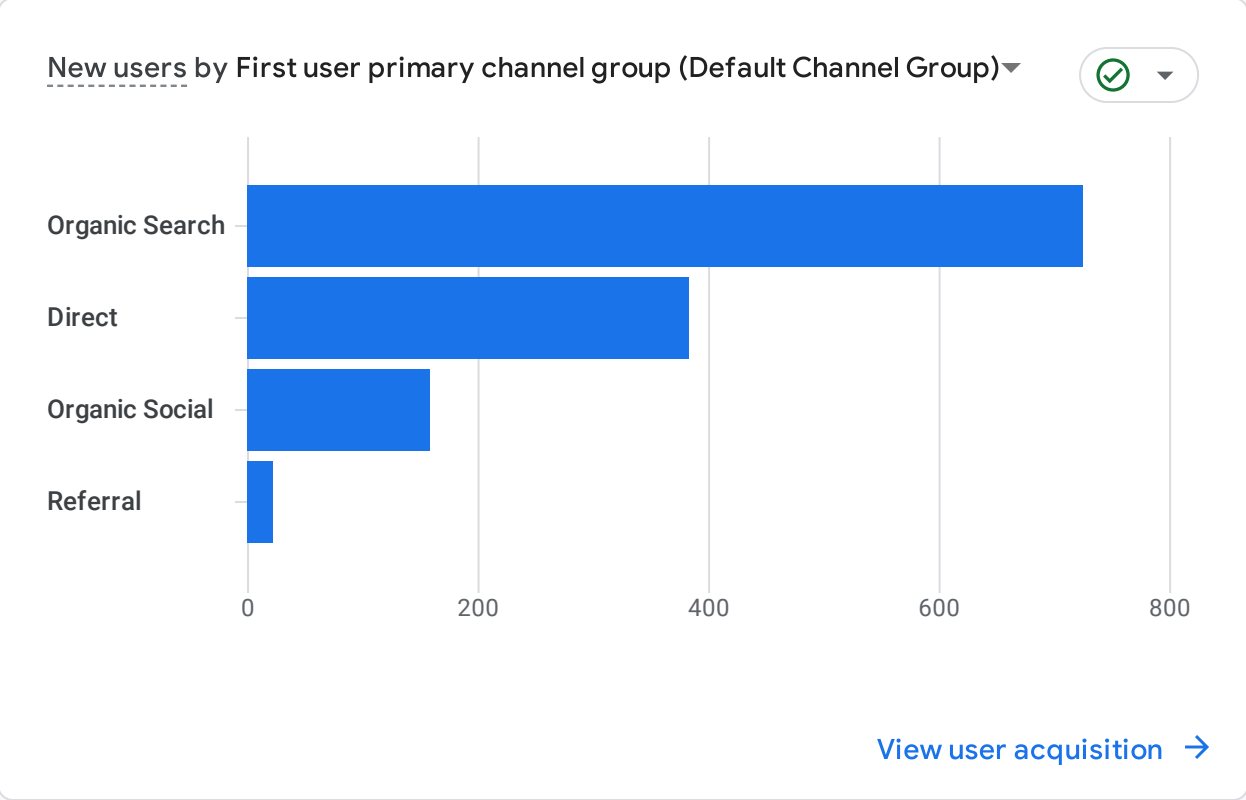
Last 28 days

Jan 3 - Jan 30, 2024

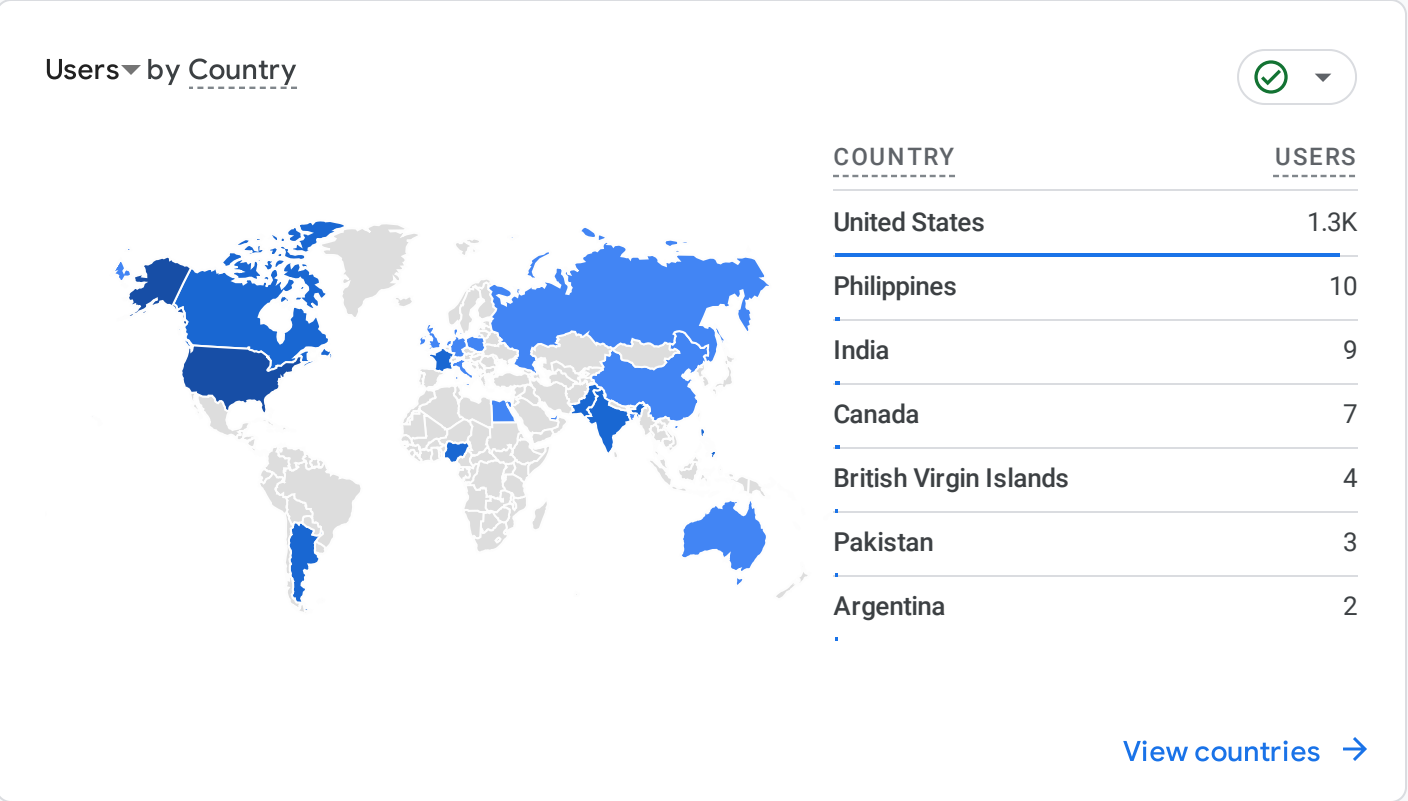
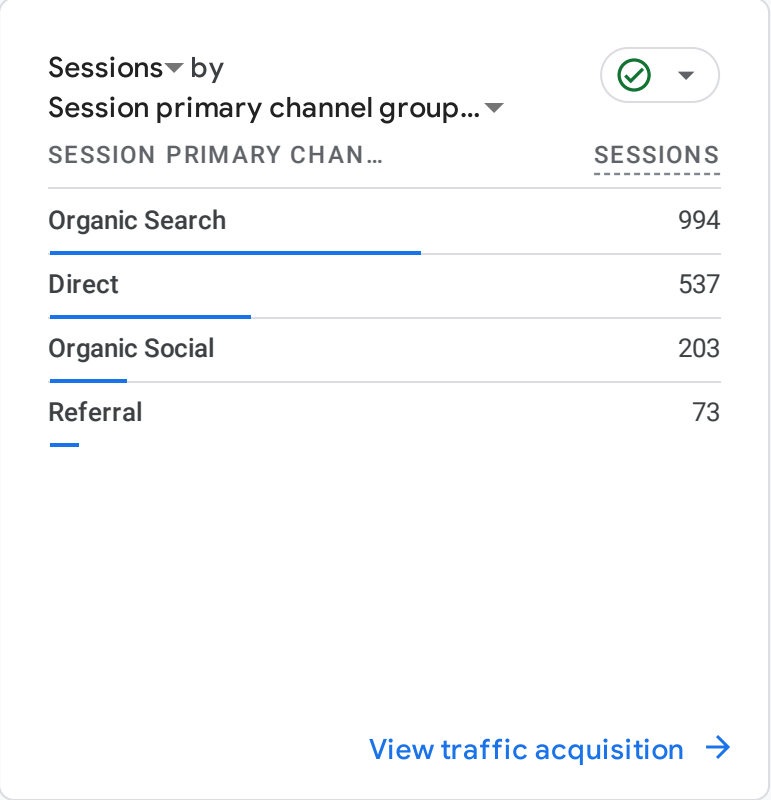
Reports snapshot



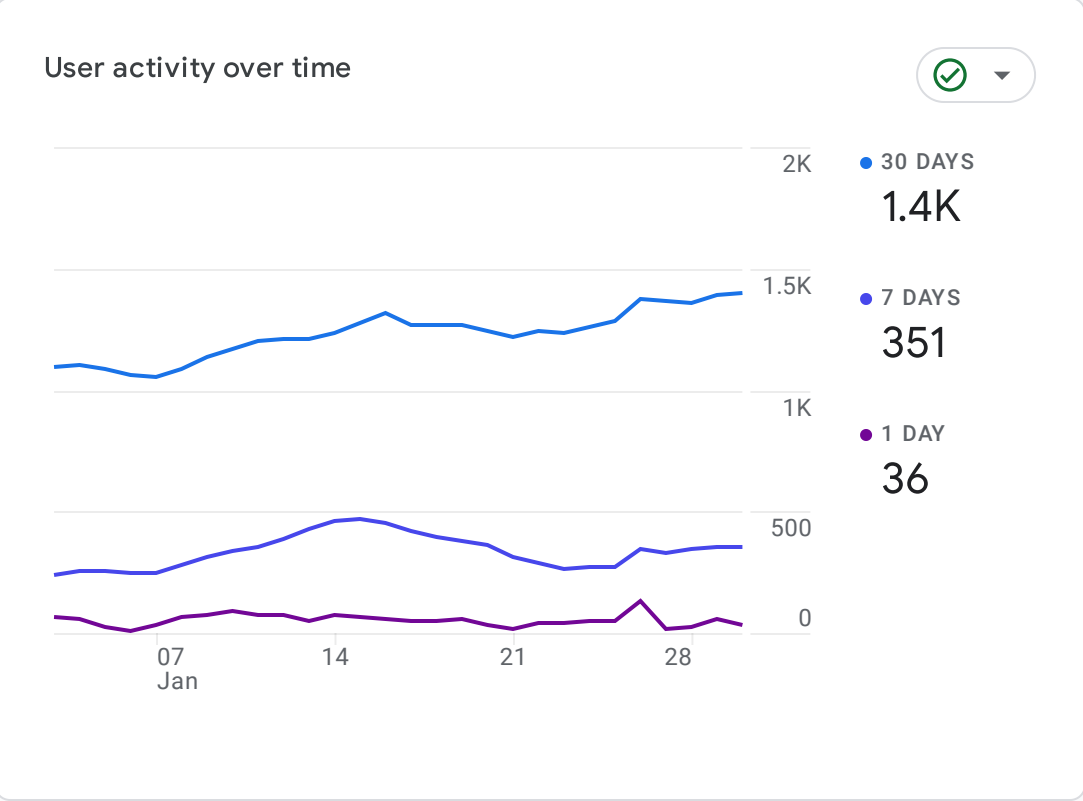
WHERE DO YOUR NEW USERS COME FROM?



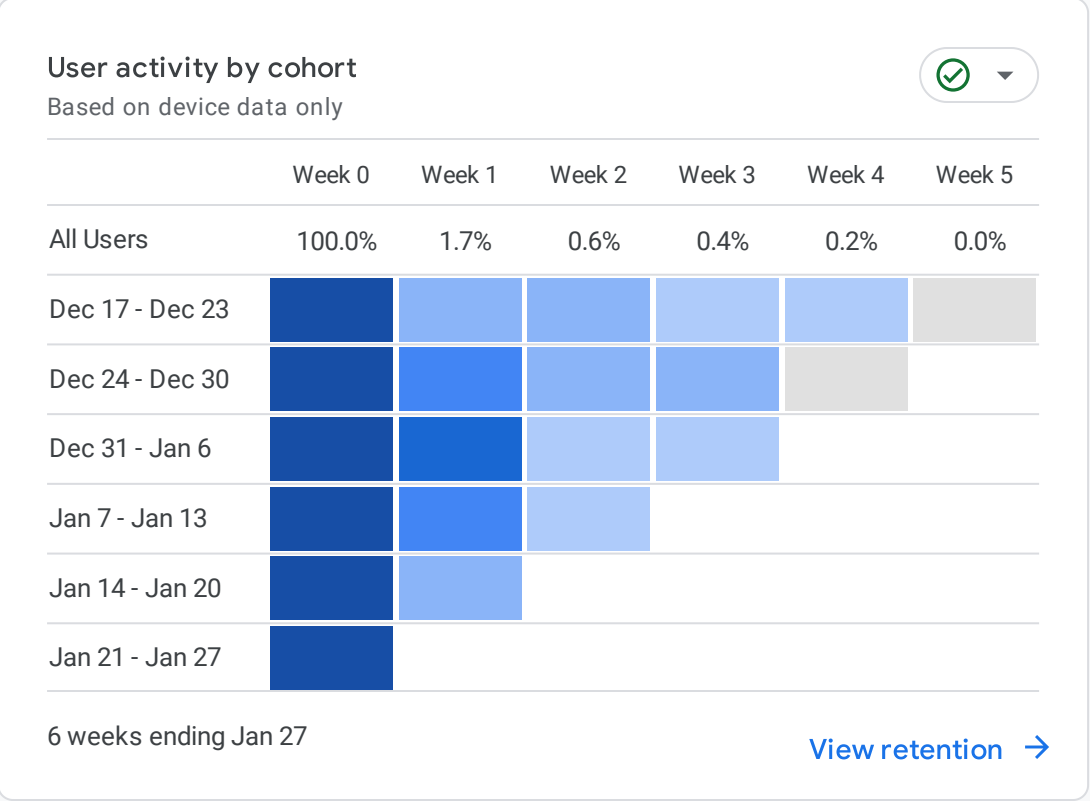
WHAT ARE YOUR TOP CAMPAIGNS?



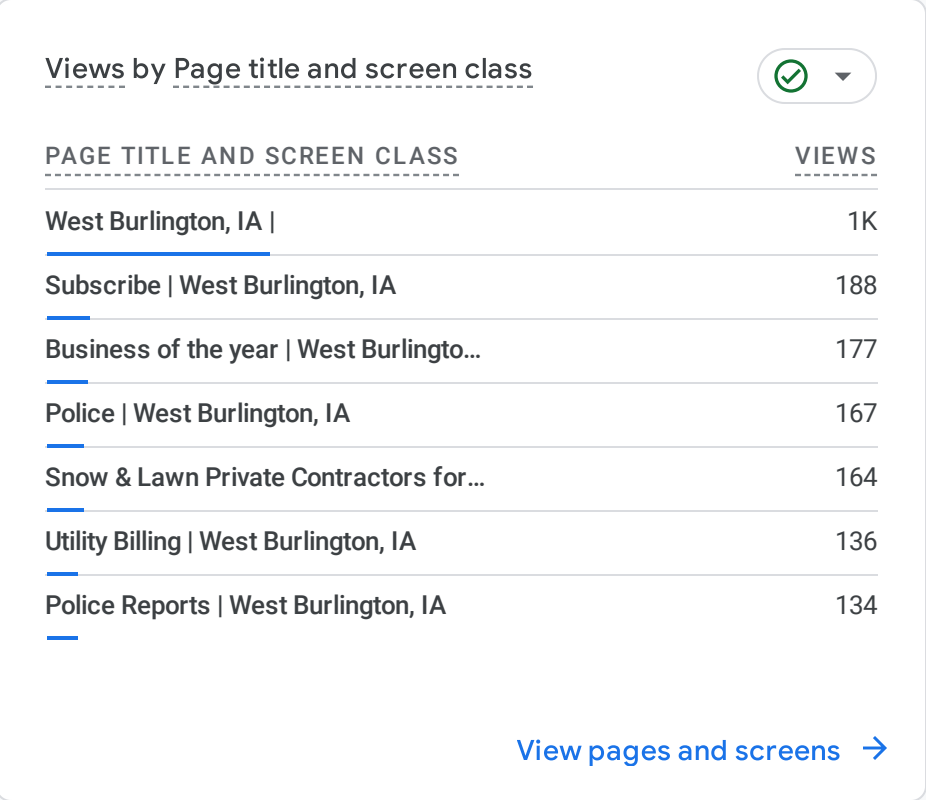
HOW ARE ACTIVE USERS TRENDING?



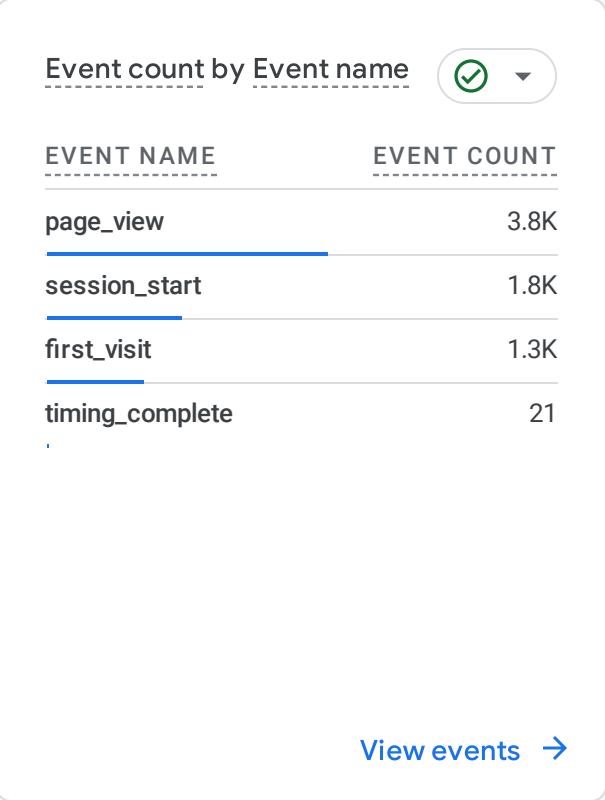
HOW WELL DO YOU RETAIN YOUR USERS?



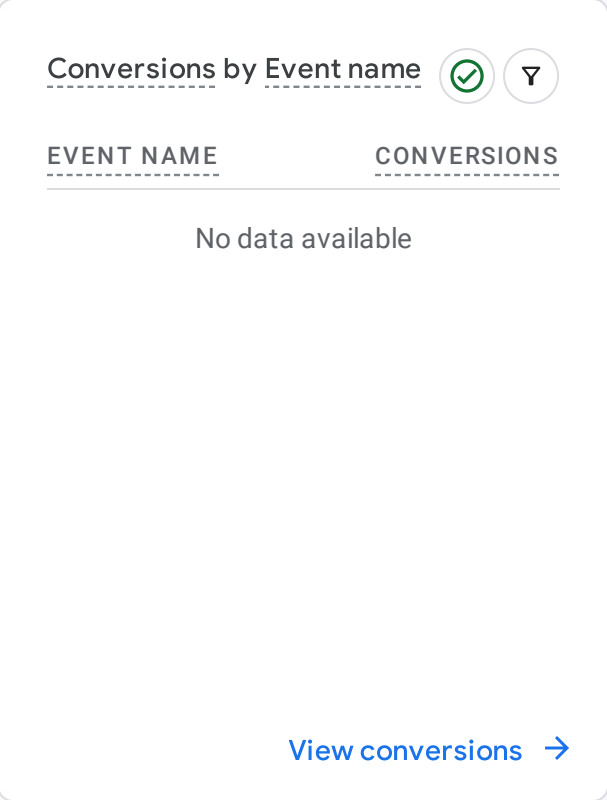
WHICH PAGES AND SCREENS GET THE MOST VIEWS?



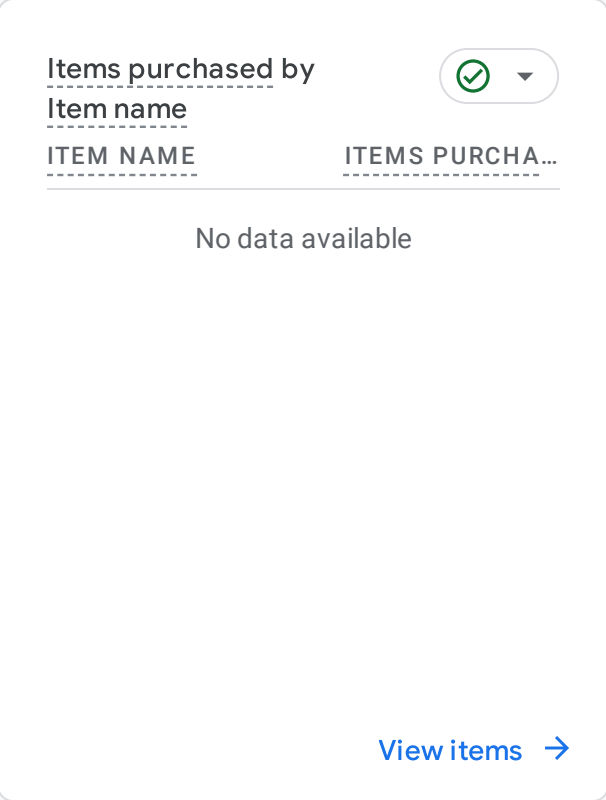
WHAT ARE YOUR TOP EVENTS?



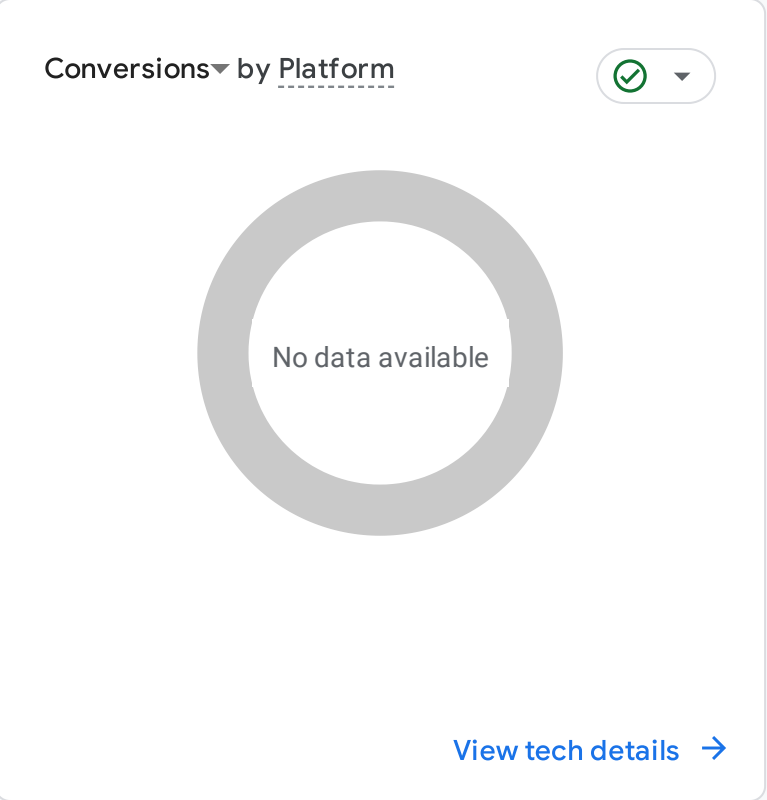
WHAT ARE YOUR TOP CONVERSIONS?



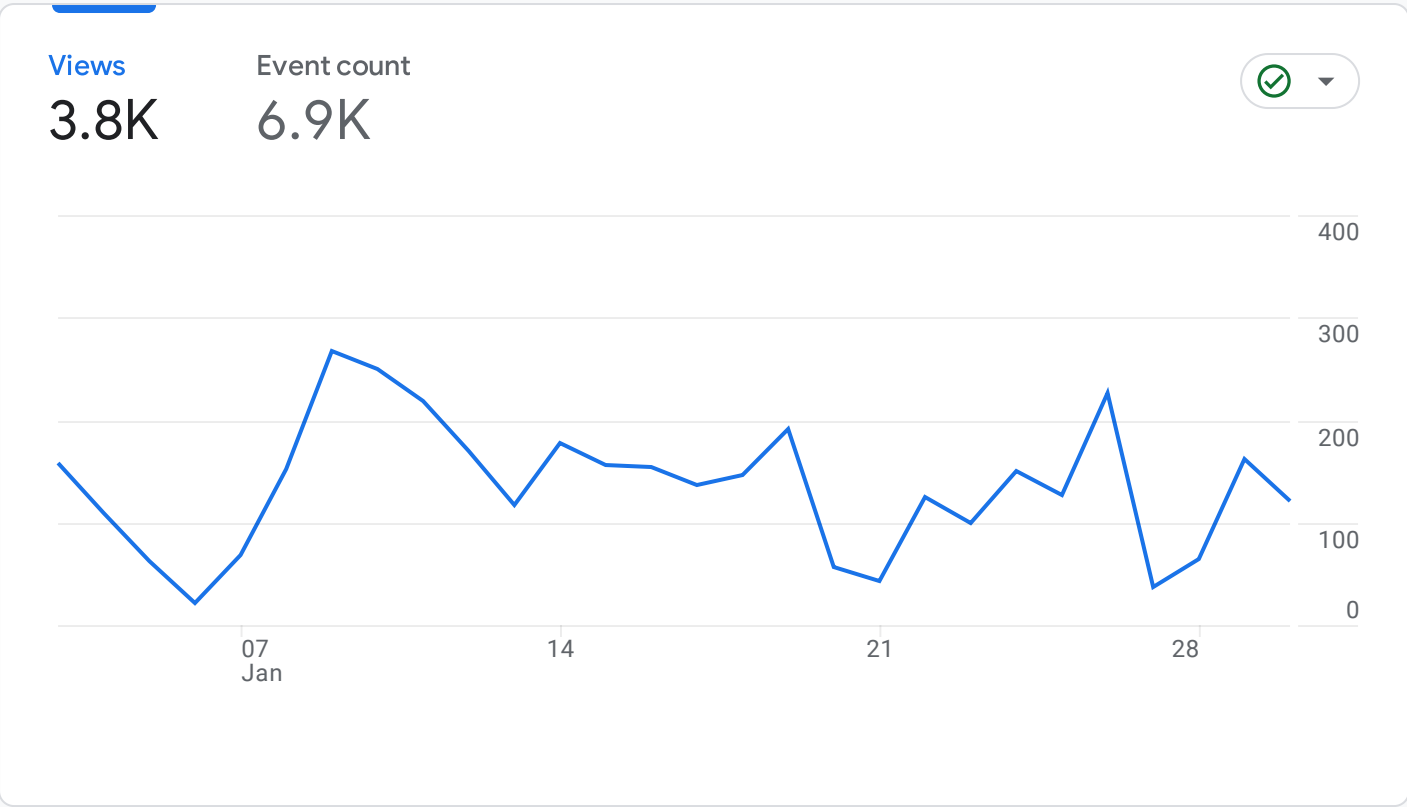
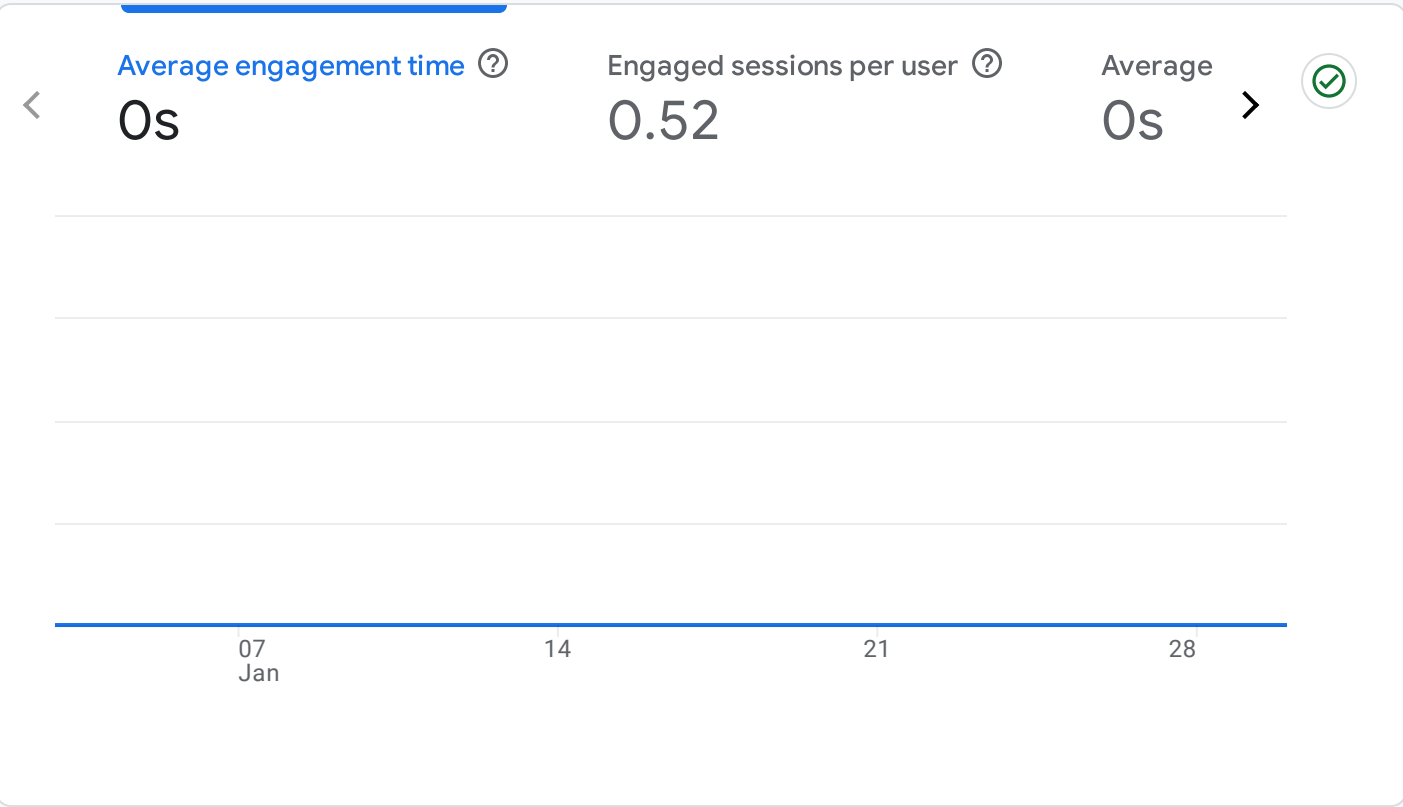
WHAT ARE YOUR TOP SELLING PRODUCTS?



HOW DOES ACTIVITY ON YOUR PLATFORMS COMPARE?



Engagement overview



Event count by Event name

EVENT NAME	EVENT COUNT
page_view	3.8K
session_start	1.8K
first_visit	1.3K
timing_complete	21

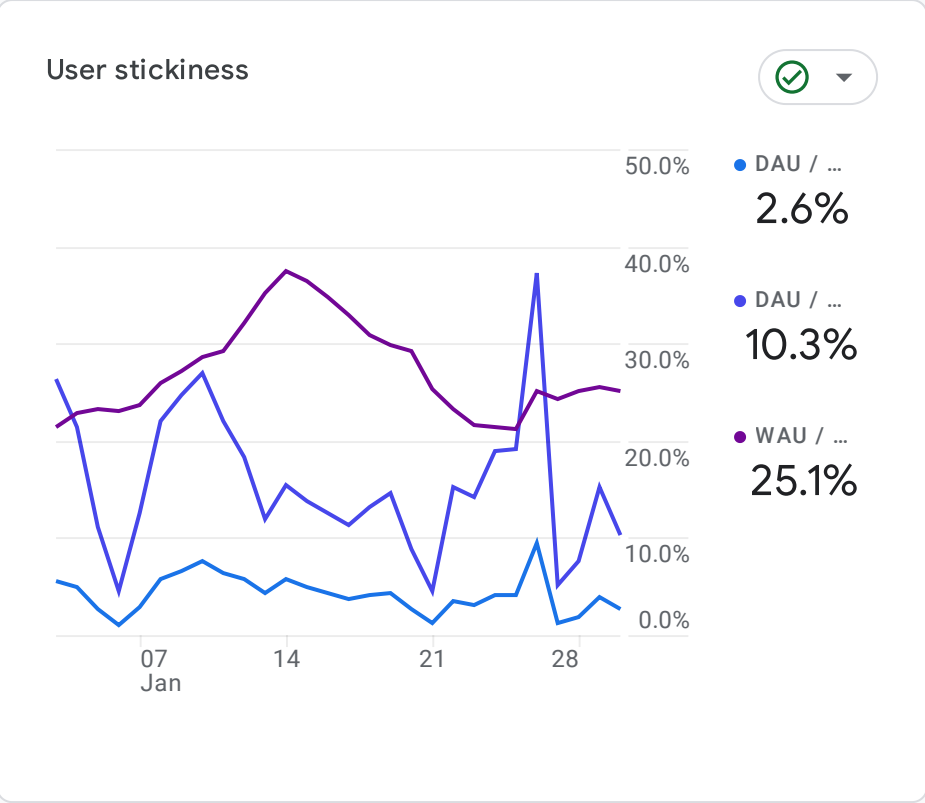
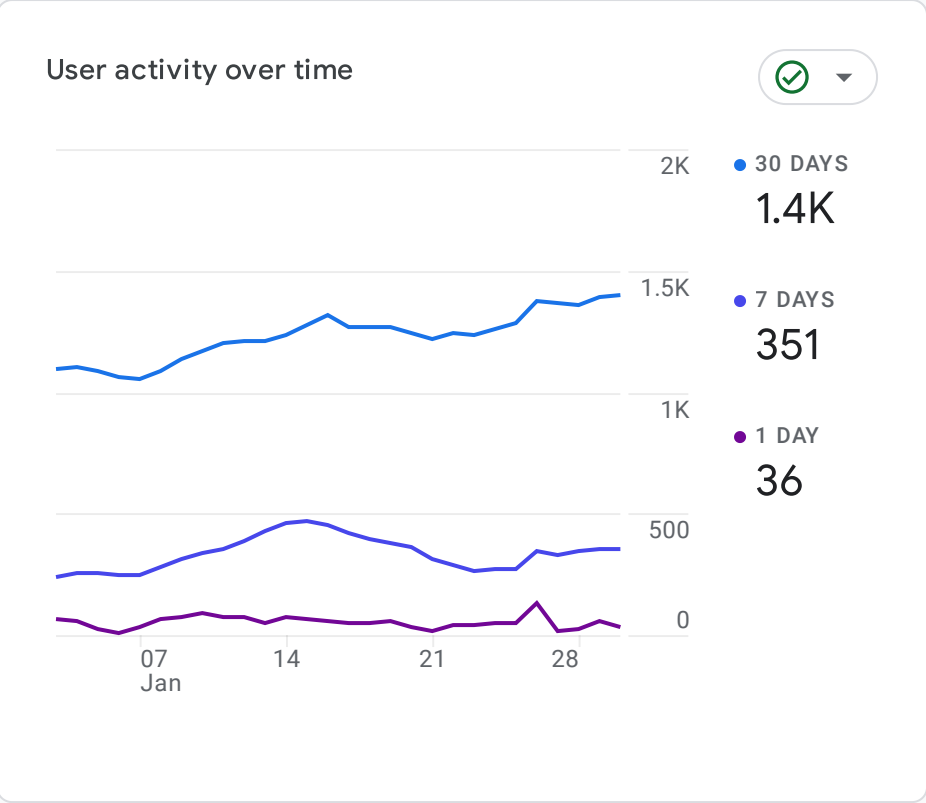
View events

Views by

Page title and screen

PAGE TITLE AND SCREEN	VIEWS
West Burlington, IA	1K
Subscribe West Burl...	188
Business of the year ...	177
Police West Burlingt...	167
Snow & Lawn Private ...	164
Utility Billing West B...	136
Police Reports West...	134

View pages and screens



All Users

Add comparison

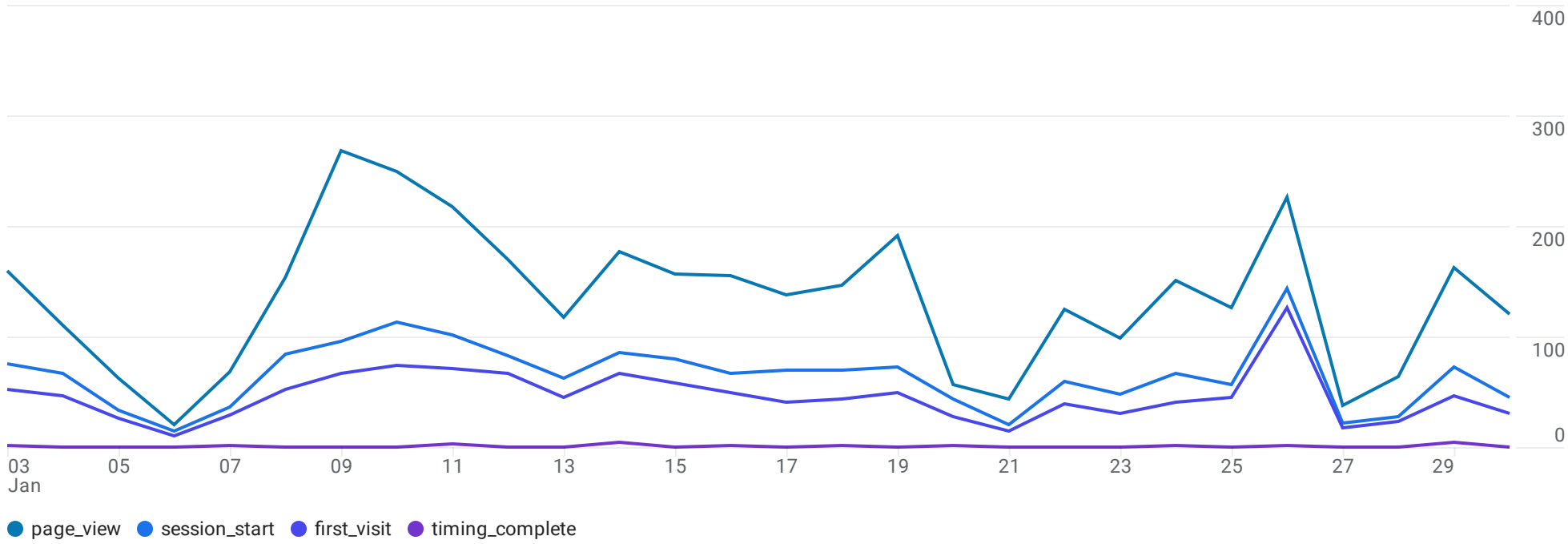
Last 28 days

Jan 3 - Jan 30, 2024

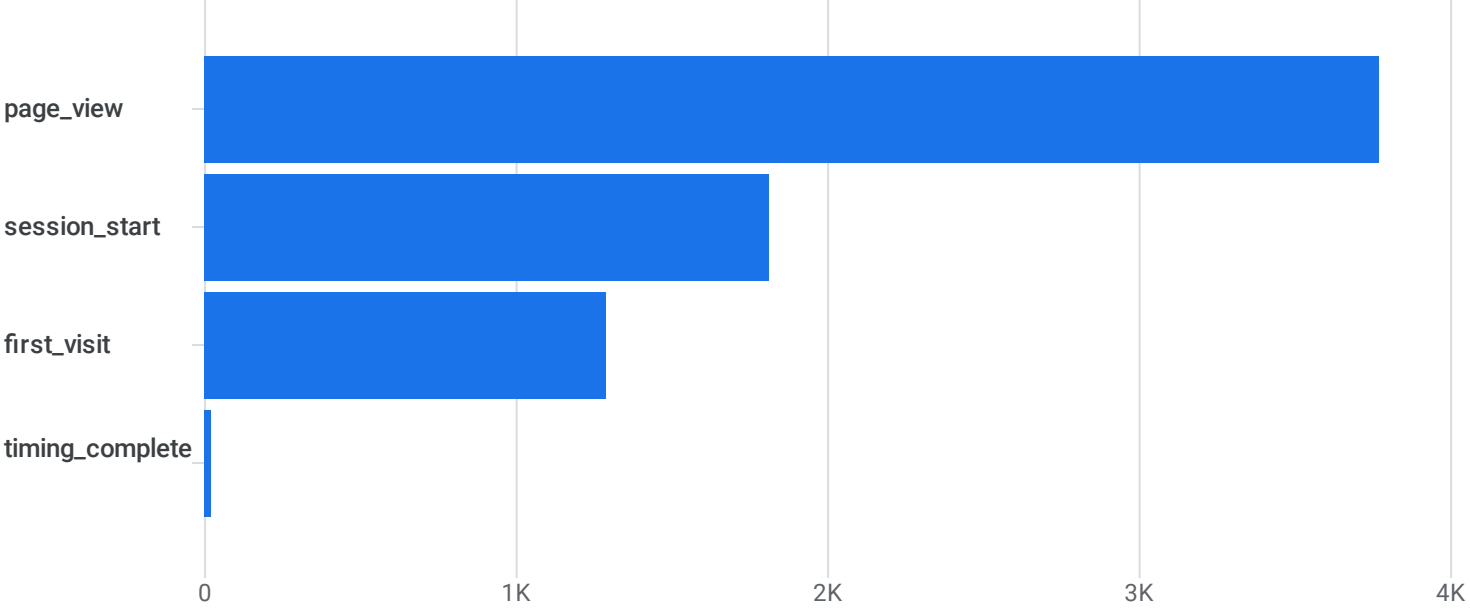
Events: Event name

Add filter

Event count by Event name over time



Event count by Event name



Search...

Rows per page: 10

1-4 of 4

Event name		↓ Event count	Total users	Event count per user	Total revenue
		6,891 100% of total	1,384 100% of total	5.17 Avg 0%	\$0.00
1	page_view	3,769	1,384	2.83	\$0.00
2	session_start	1,813	1,384	1.36	\$0.00
3	first_visit	1,288	1,286	1.00	\$0.00
4	timing_complete	21	12	1.75	\$0.00

A

All Users

Add comparison +

Last 28 days

Jan 3 - Jan 30, 2024

▼

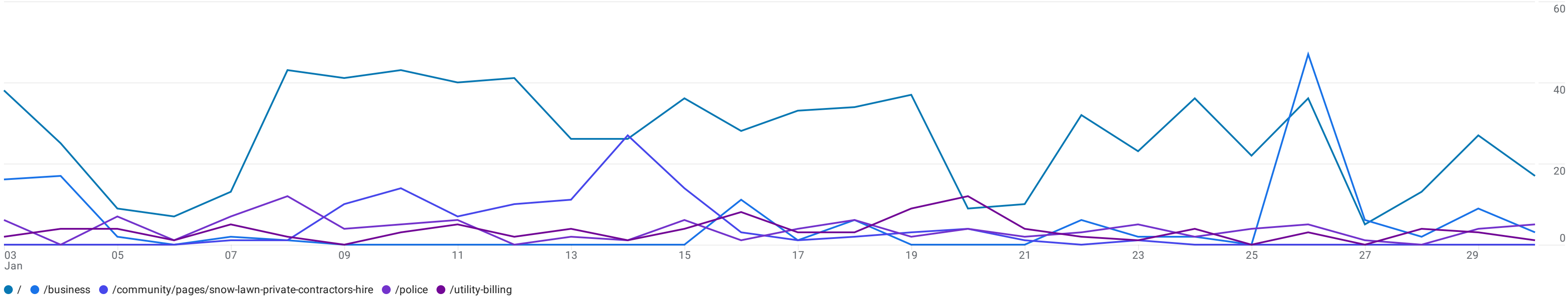
Landing page: Landing page

✔

▼

Add filter +

Sessions by Landing page over time



🔍 Search...

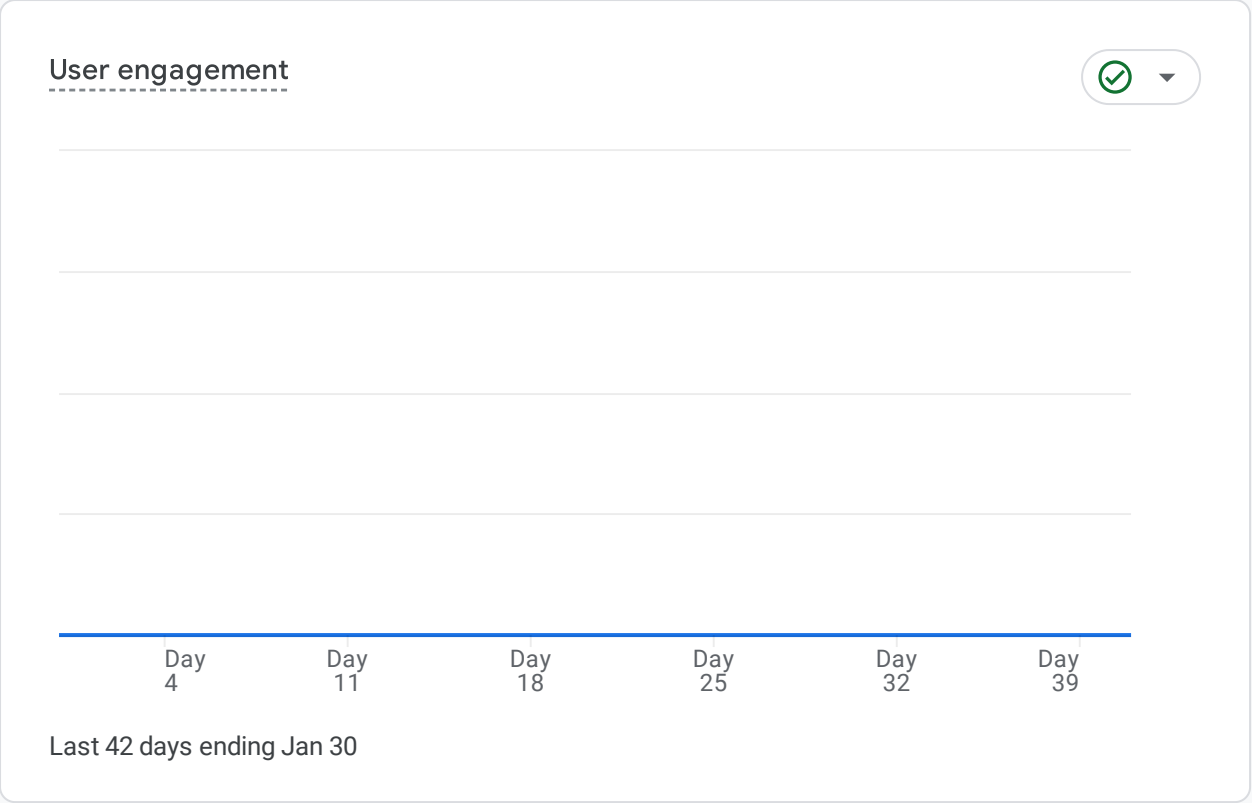
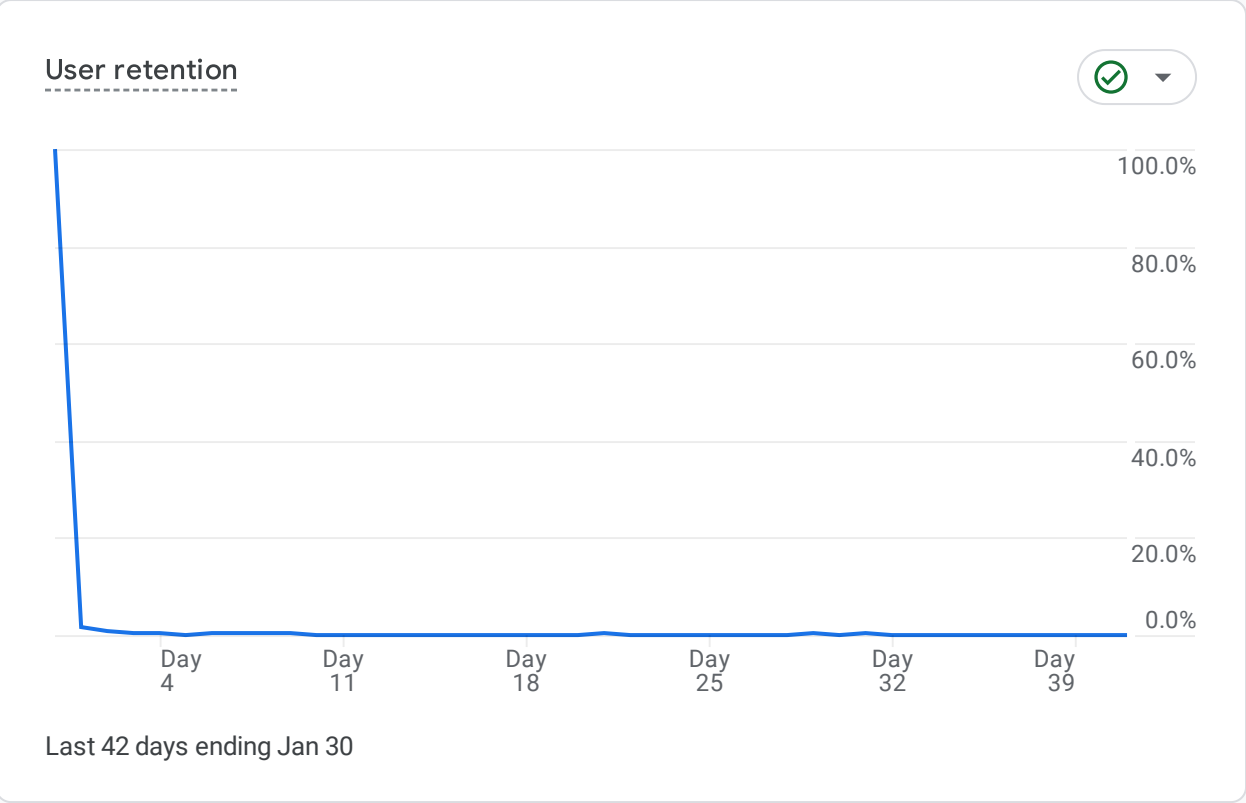
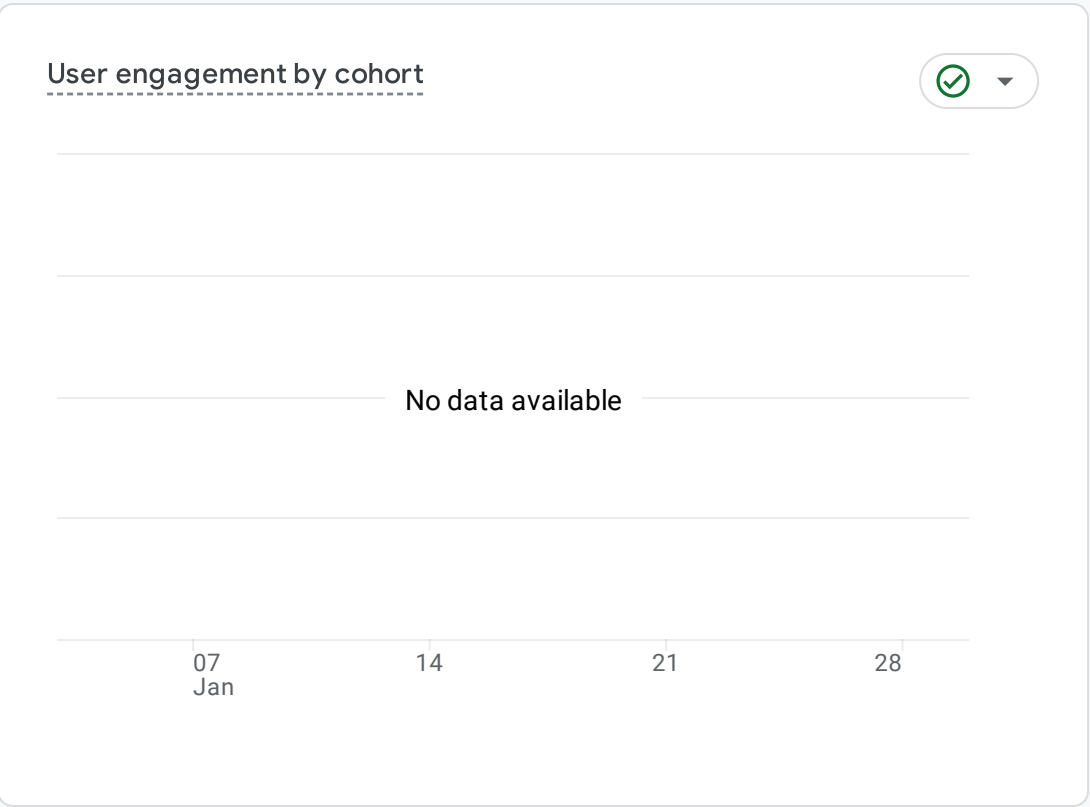
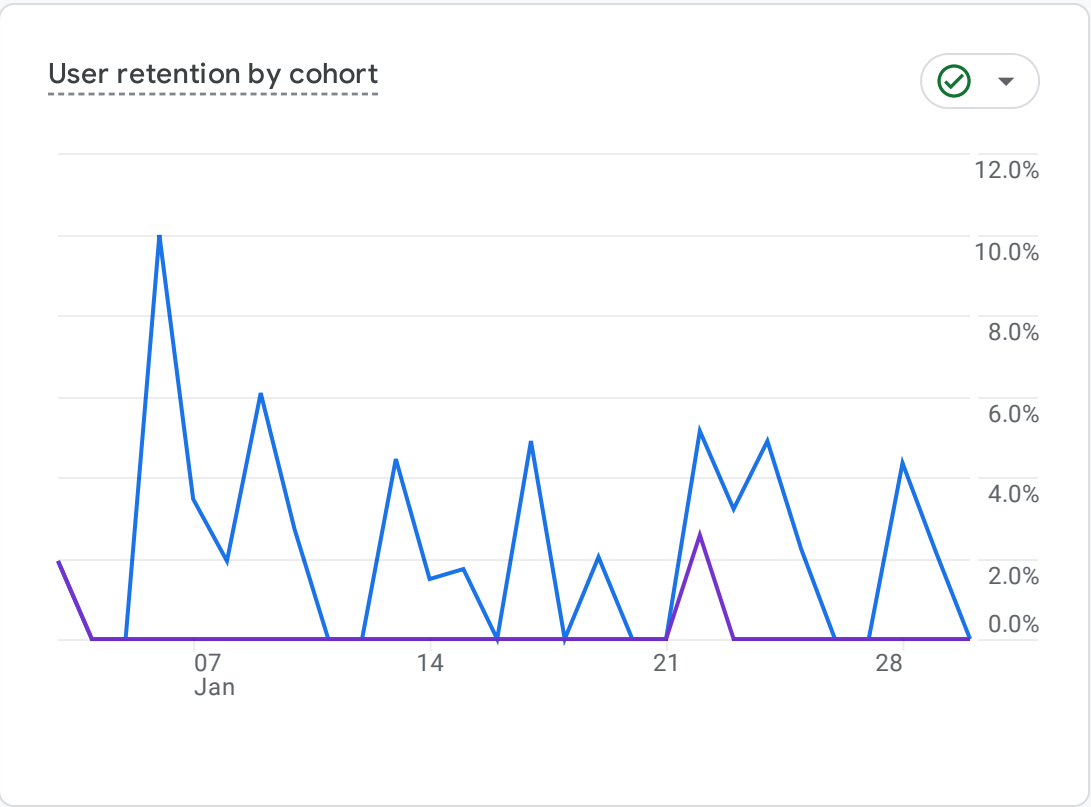
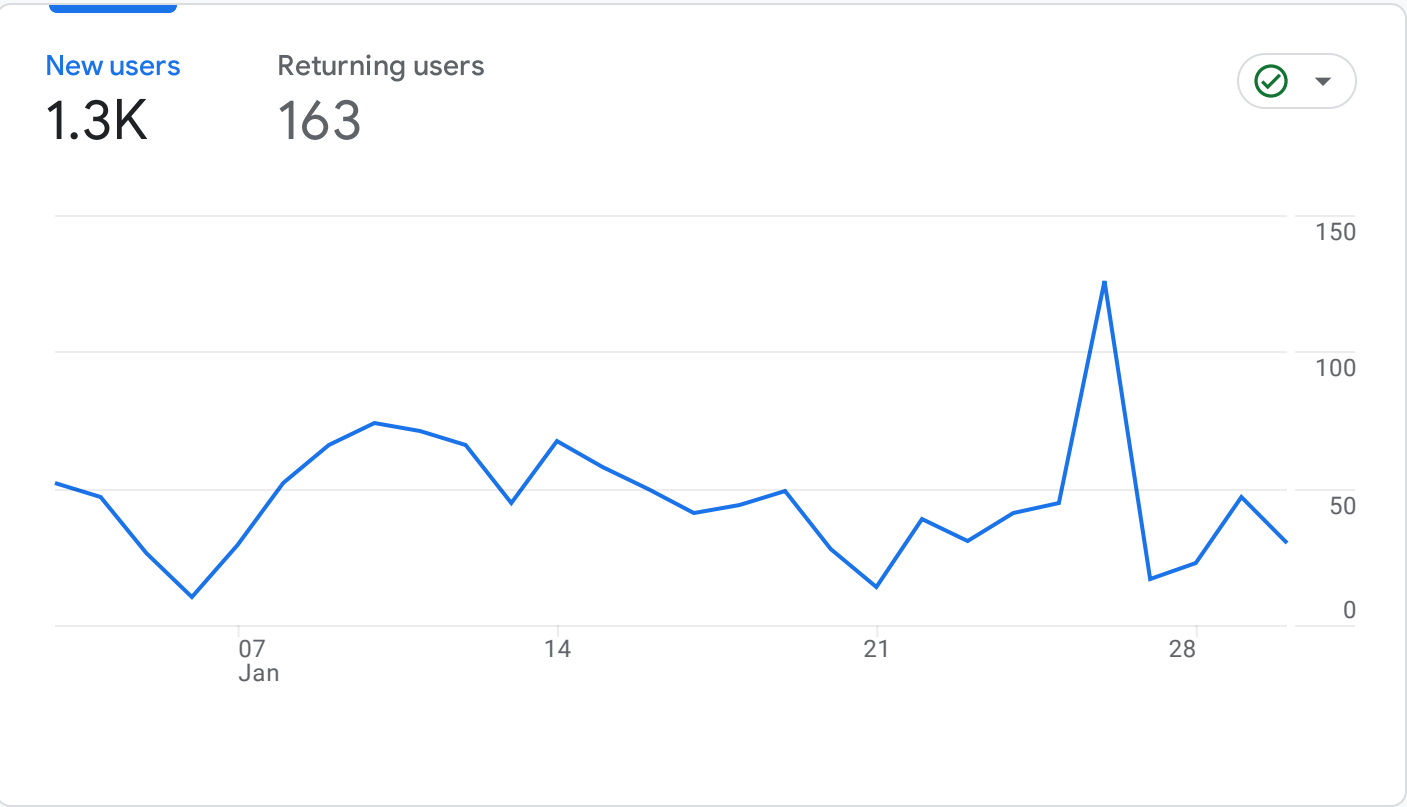
Rows per page: 10

Go to: 1

< 1-10 of 92 >

Landing page		↓ Sessions	Users	New users	Average engagement time per session	Conversions All events	Total revenue
		1,807 100% of total	1,332 100% of total	1,288 100% of total	0s	0.00	\$0.00
1	/	751	516	472	0s	0.00	\$0.00
2	/business	133	115	112	0s	0.00	\$0.00
3	/community/pages/snow-lawn-private-contractors-hire	110	86	86	0s	0.00	\$0.00
4	/police	105	85	80	0s	0.00	\$0.00
5	/utility-billing	94	66	58	0s	0.00	\$0.00
6	/subscribe	61	58	55	0s	0.00	\$0.00
7	/police/pages/police-reports	50	44	41	0s	0.00	\$0.00
8	/site-home/pages/job-opportunities	36	33	32	0s	0.00	\$0.00
9	/community/pages/garbage-collection	34	34	33	0s	0.00	\$0.00
10	/mayor-council	23	14	10	0s	0.00	\$0.00

Retention overview



A

All Users

Add comparison

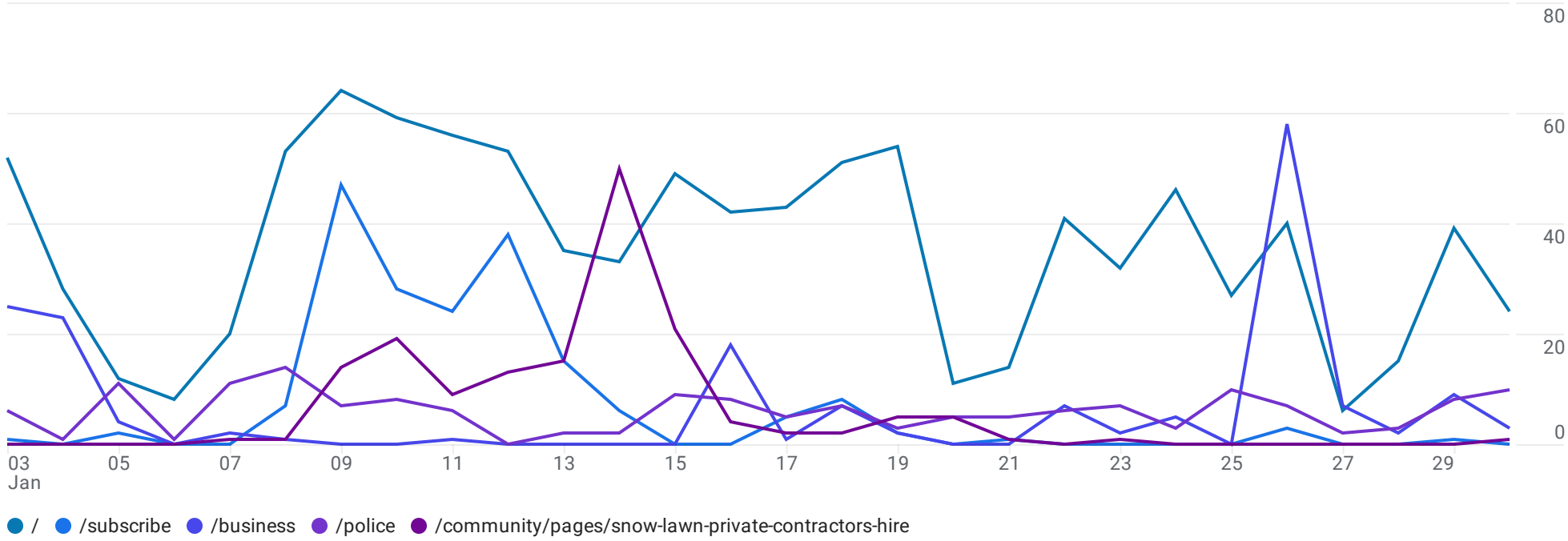
Last 28 days

Jan 3 - Jan 30, 2024

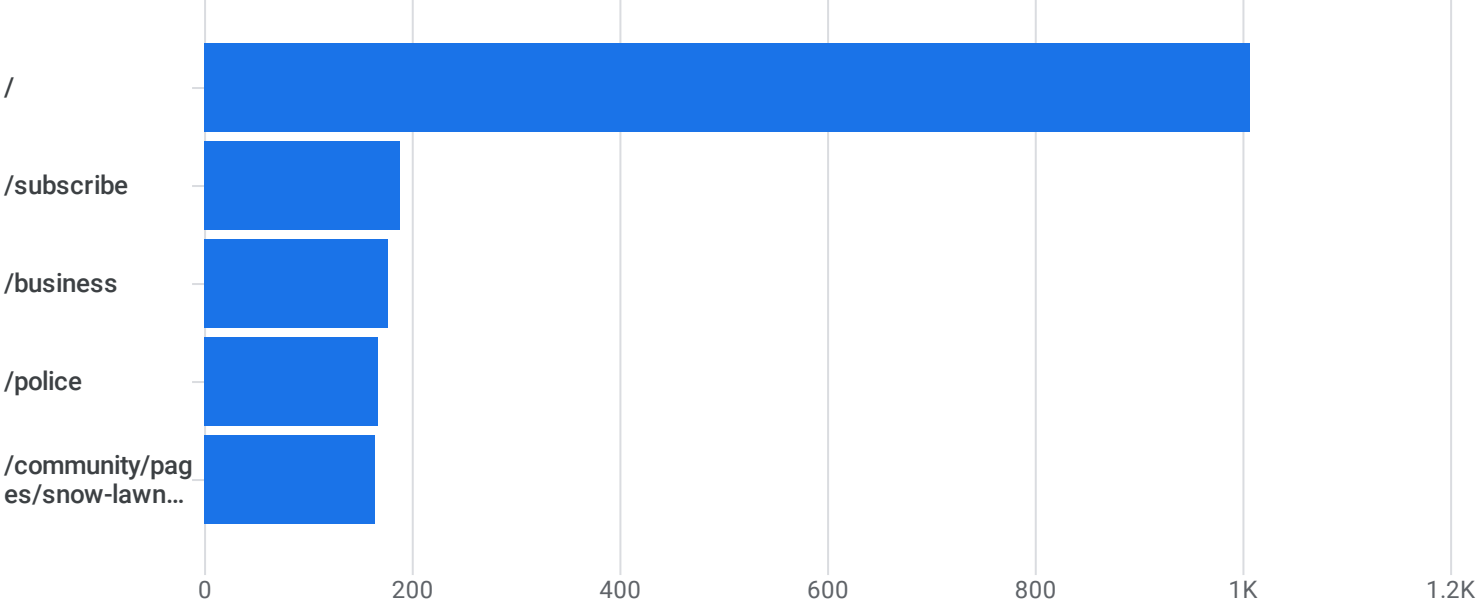
Pages and screens: Page path and screen class

Add filter

Views by Page path and screen class over time



Views by Page path and screen class



Search...

Rows per page: 10

Go to: 1

1-10 of 132

Page path and screen class		Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
		100% of total	100% of total	Avg 0%	0s	100% of total	0.00	\$0.00
1	/	1,007	556	1.81	0s	2,234	0.00	\$0.00
2	/subscribe	188	109	1.72	0s	304	0.00	\$0.00
3	/business	177	128	1.38	0s	425	0.00	\$0.00
4	/police	167	113	1.48	0s	352	0.00	\$0.00
5	/community/pages/snow-lawn-private-contractors-hire	164	92	1.78	0s	364	0.00	\$0.00
6	/utility-billing	136	83	1.64	0s	289	0.00	\$0.00
7	/police/pages/police-reports	134	68	1.97	0s	225	0.00	\$0.00
8	/advanced-search	118	47	2.51	0s	121	0.00	\$0.00
9	/departments	112	66	1.70	0s	151	0.00	\$0.00
10	/subscribe-text	97	38	2.55	0s	104	0.00	\$0.00

Barracuda

Email Protection[™]

EMAIL GATEWAY DEFENSE
Formerly Barracuda Essentials

DownloadsCommunitySupportnewberryb@westburlington.org

OverviewDomainsInbound SettingsOutbound SettingsATP SettingsUsersReportsAccount ManagementSupport

DashboardMessage LogATP LogOutbound QuarantineAudit Log

Google and Yahoo have recently announced more stringent sender requirements starting February 2024 to protect their customers from email attacks, including SPF, DKIM, and DMARC. [Learn more](#) [Register Now](#)

Dismiss

Introducing the Enhanced User Interface with Advanced Authentication

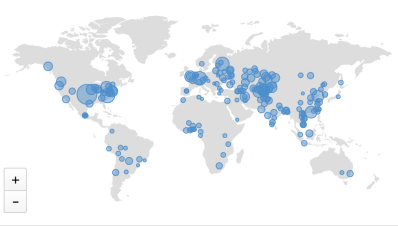
We're gradually rolling out the [new user interface](#) for your end users. To fully embrace the enhanced security features of our new user interface, we kindly request you to review and accept app permissions from Microsoft when prompted. [Learn more](#)

Dismiss

Dashboard ⓘWhat's New ⓘ

Select domainAllTimeLast 30 Days

Threat Origins



+
-
Dismiss

Top Recipient Domains: Volume

Rank	Domain	Volume	Recipients
1	westburlington.org	20,008	38

Subscriptions

✔ Email Protection

Purchased (38 users)

Active 38

Expires 2026-07-07

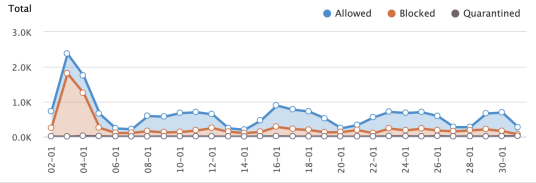
✔ ATP

Expires 2026-07-07

Inbound Email Statistics: Overview

Total

AllowedBlockedQuarantined



11,276 Allowed7,700 Total Blocked0 Virus1 ATP141 Quarantined

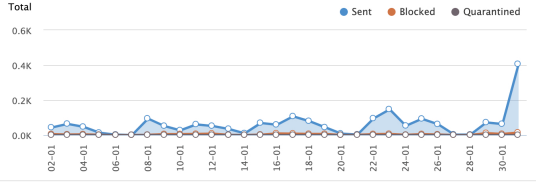
Inbound: Top Recipients Blocked

Rank	Recipient	Blocked
1	fryk@westburlington.org	550
2	sattleri@westburlington.org	445
3	gifford@westburlington.org	381
4	trousih@westburlington.org	303
5	d.gifford@westburlington.org	301
6	newberryf@westburlington.org	288
7	eagenk@westburlington.org	284
8	newberryb@westburlington.org	273
9	ryans@westburlington.org	253
10	dunhamm@westburlington.org	249

Outbound Email Statistics: Overview

Total

SentBlockedQuarantined



1,745 Sent123 Blocked0 Quarantined

Outbound: Top Senders Blocked

Rank	Sender	Blocked
1	-	102
2	chiprezc@westburlington.org	4
3	willefordk@westburlington.org	3
4	crooksm@westburlington.org	1

Total Threats / Viruses: Overview

Threats / Viruses Detected

1
Total

VirusesAdvanced Threats

00%1100%

Category	Total	Percentage
Viruses	0	0%
Advanced Threats	1	100%

Last Blocked: ATP

Filename	Filetype	Last Seen
Recording_37seco...	HTML	2024-01-25 20:06:25

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Account ID: 1837689 (ESS: 0016000000MBear)
Serial Number: BAR-EOE-1379459
Version: 2019.1

Reporting period1 Jan 2024 00:00 - 31 Jan 2024 10:59

Managed endpoints

71

Active endpoints

65

Blocked threats


9


-40%


Company risk score


66%


Inventory:


41

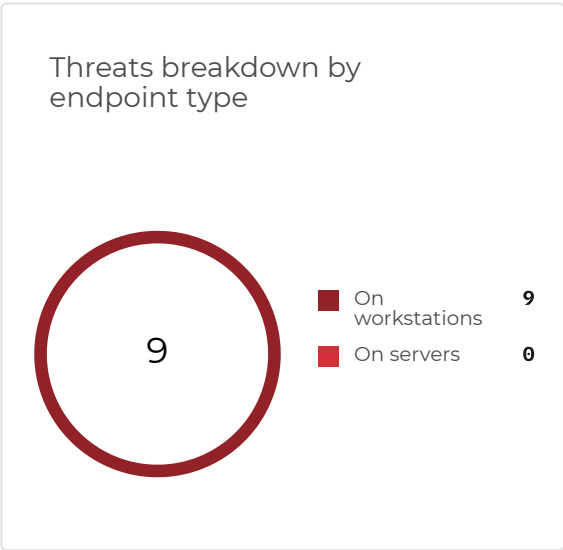
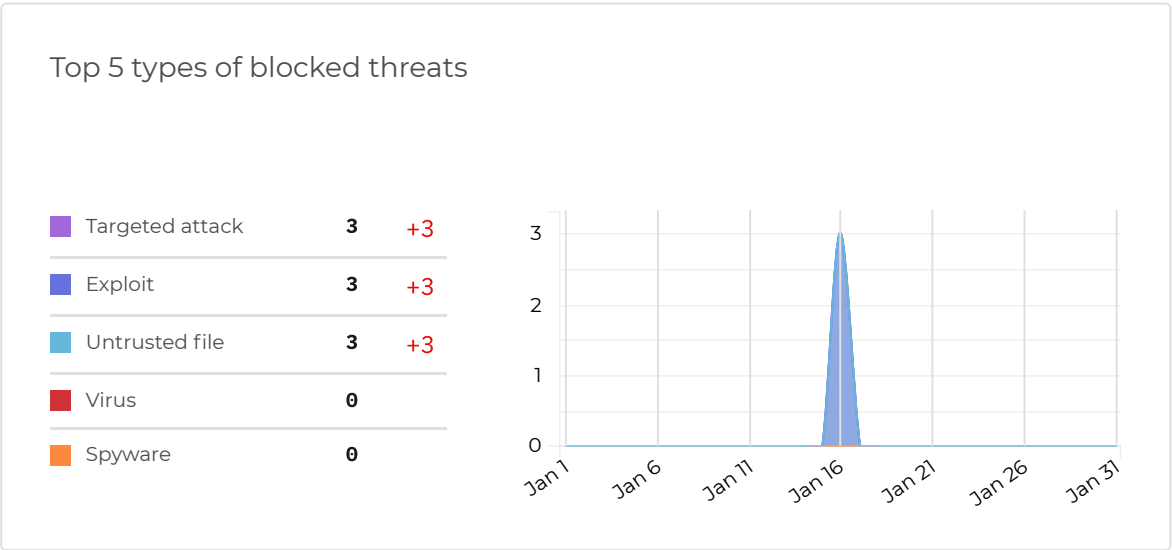
5

23

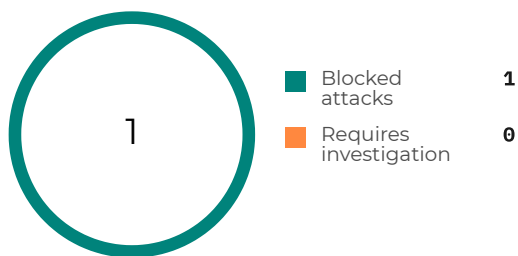
43

2

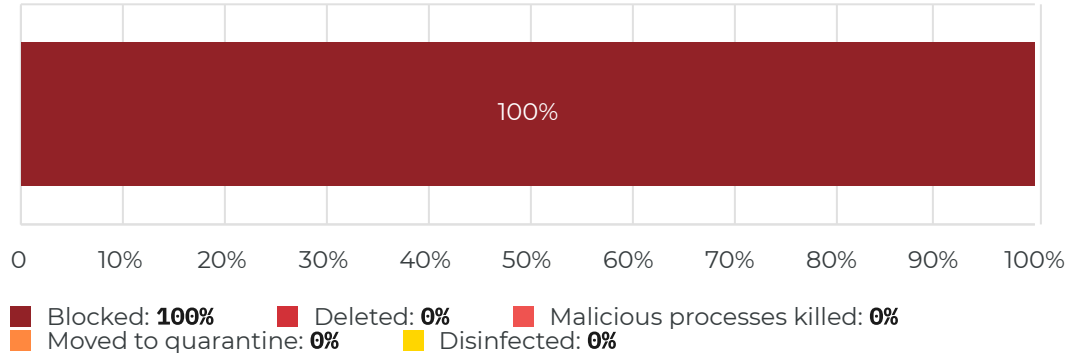
28



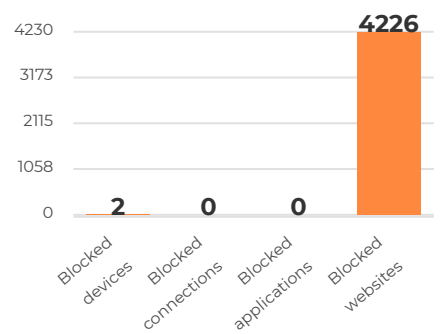
Incidents status



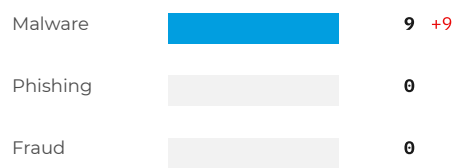
Remediation actions



Policy rule-based detections



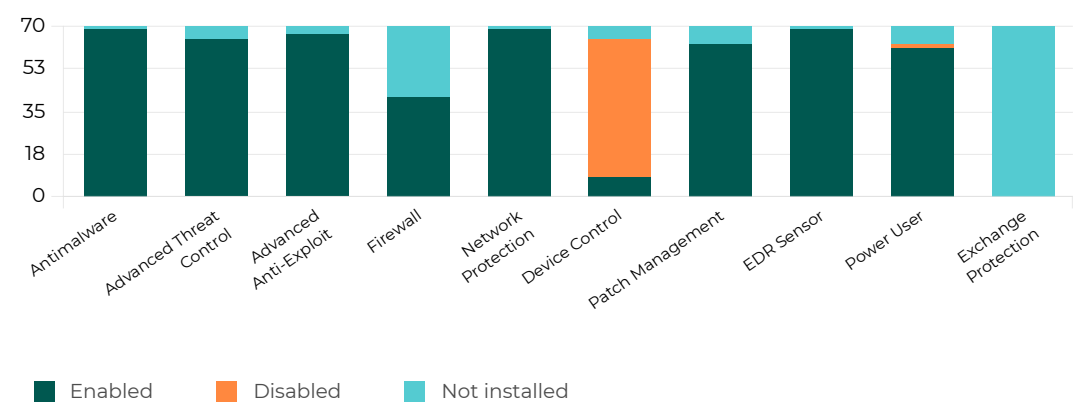
Blocked websites



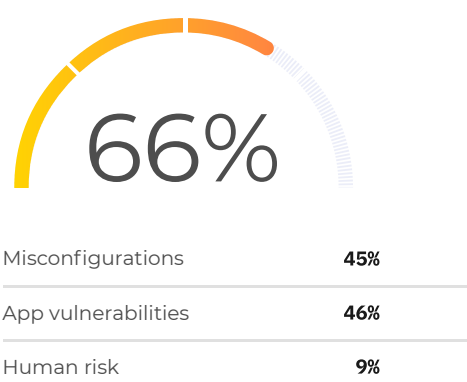
Blocked network attack techniques

Initial access	0
Credential access	0
Discovery	0
Lateral movement	0
Crimeware	0

Endpoint modules status



Company risk score



Endpoint modules status details

	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Antimalware	69	0	1
Advanced Threat Control	65	0	5
Advanced Anti-Exploit	67	0	3
Firewall	41	0	29
Network Protection	69	0	1

	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Device Control	8	57	5
Patch Management	63	0	7
EDR Sensor	69	0	1
Power User	61	2	7
Exchange Protection	0	0	70