

To: City Council
From: Matt Muckler, City Administrator
Date: April 8, 2016 Weekly Council Update

Sewer Repairs at 4th & College to Start on Monday April 11th: The City of West Branch will be beginning the second phase of sanitary sewer point repairs to portions of North 4th Street on April 11, 2016. These repairs will take place in the intersection of North 4th Street and East College Street. During this repair there will be a partial street closure which will result in only one lane of travel being open for the entirety of the project and may result in short term temporary road closures for traffic on North 4th Street. No traffic will be permitted to enter North 4th Street from the east on East College Street, the intersection will remain open to the west. Public Works is requesting that all heavy truck traffic enter North 4th Street from 280th Street.

This project will also involve repairs to a water main. In order to make the repairs to the water system, water service to a portion of town will have to be temporarily depressurized. This will result in a boil order for that area. The Public Works Department will deliver a brightly colored notice after repairs are made to those residences that were affected during the shutdown. If you do not receive notice on your door you are not under the boil order. At this time we anticipate the shutdown will affect residents in the 400 block of East College Street and boil order may remain in effect until Friday, April 15. Public Works will deliver a notice to the affected residences when the boil order is lifted.

This entire project is expected to be completed by Friday, April 15 with the street reopening on Monday, April 18. Please direct any questions or concerns you may have about this project to Public Works Director Matt Goodale at (319) 325-8213 or to the City Office at (319) 643-5888.

March City Website Stats: Library/IT Director Nick Shimmin has produced two documents which provide some information on the people that are using the City Website and how they access the site. The Audience Overview gives a general overview for March on how many people visited the site (1,452 visitors for a total of 2,495 visits). It also has some info on what people are using when they visit the site. Most are on regular computer, but about 35% of people are visiting the site on a mobile device (iOS and Android) which seems to underline the point that our effort to provide a mobile theme for our site is not a futile one.

The second document provides some information on how people go to the site. Most people search for the site in a search engine like Google or Yahoo and get to the site that way (1,499) and a lot come from a direct entry of westbranchiowa.org (717). We did have 189 referrals (7.5%) which came from Main Street West Branch, The Times, the NPS, and the Hoover Archives. 3.6% came from our social media efforts. Both documents are attached to this week's *Update* for your review.

New Report on Flood Avoidance through Stormwater BMP's: ISWEP has brought to the attention of City Staff a modeling study from the EPA which shows that green infrastructure can save hundreds of millions of dollars in flood losses. The report is available on the City Website on the Projects webpage which can be found at: <http://www.westbranchiowa.org/departments/projects>.

Iowa League Report on TIF Bill: [HF2435](#), a bill that would negatively impact Iowa's urban renewal law, is on the House Debate Calendar and eligible for debate at any time. The League is registered against HF2435 as it would make significant changes to TIF that would hinder its use.

We recommend that you continue to contact your Representatives to tell them the reason you oppose these changes. In addition, share with them the positive ways that your community uses tax increment financing (TIF) to address blighted areas and stimulate economic development. Last week we sent out an action call with more details about the bill, and key talking points are:

- The bill terminates the Urban Renewal Area (URA) rather than just individual TIF districts within the URA. This would include termination of all included TIF districts and amended areas on the same sunset, which starts in the fiscal year after a debt is first certified in the URA. There are important reasons to maintain the URA outside of the TIF district.
- The bill does not include protection for existing obligations and could impact cities that have outstanding debt in one of these types of TIF districts. The Legislative Service Agency (LSA) report shows 12.8 percent of current existing debt that was reported in December matures after 2036.
- The bill prohibits the construction of public buildings with all future TIF revenues. Public buildings can lead to economic growth or stabilization in a slum or blighted area. Businesses often request infrastructure to serve their economic development projects, and some public improvements can act as the key anchor to a valuation increase. Cities report that public safety buildings, such as police and fire facilities, as well as public buildings that serve economic development areas, such as parking garages, are often necessary to incentivize and service quality TIF projects. Public buildings that are not paid through TIF revenues will likely be paid for through property taxes.

Iowa League Report on Water Quality: [HF2451](#) was voted out of the House Appropriations Committee on Tuesday and is eligible for floor debate next week. The bill converts the 6 percent sales tax on water to a 6 percent excise tax and removes local option sales tax from sales on metered water. Water service tax revenues will be deposited in the general fund of the state, and the bill requires an increasing portion of the water service tax revenues collected each year to be transferred to the wastewater and drinking water treatment financial assistance fund.

This fund will provide revenues for three separate functions that benefit cities. First, it gives 40 percent of the funding to the wastewater treatment financial assistance program administered by the Iowa Finance Authority (IFA) to provide up to \$5 million grants for drinking water and wastewater upgrades. Second, the fund would provide 45 percent of the revenues to a new revolving loan fund that will be administered by IFA. This state-money only revolving fund will be able to offer extremely low interest rates and incentivize watershed projects that have multiple benefits, including flood mitigation and nutrient reduction. Finally, 15 percent of the funds would be administered by the Iowa Department of Agriculture and Land Stewardship in an urban infrastructure program. These funds will be operated similar to their existing water quality initiative and also provide cooperative agreements for sponsored projects that operate outside of city limits. The League is registered in support of this legislation and will continue to be supportive of the Legislature finding solutions to address the cost of water and wastewater treatment to municipalities as well as improving water quality in Iowa. The Senate has also indicated that they will have a water quality plan which the League is monitoring, because impacting water and wastewater costs was identified as a 2016 Legislative Priority.

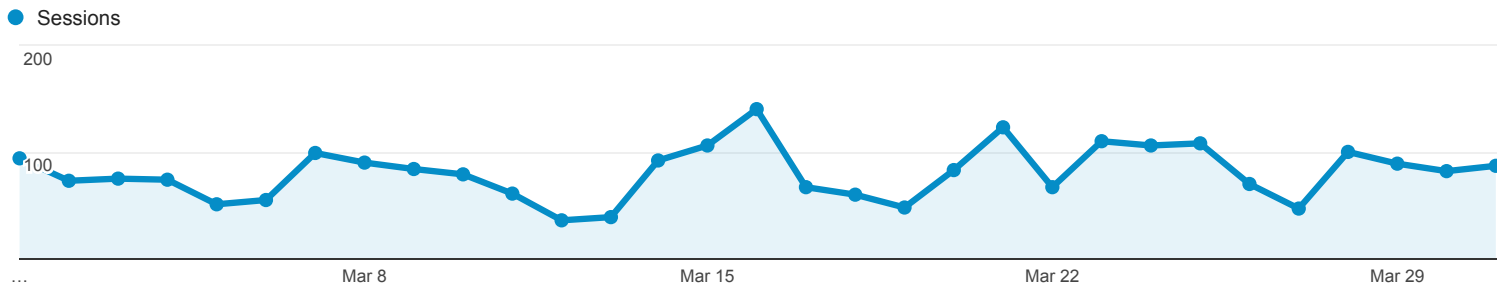
The information provided is one-way communication and should not be discussed among you as this could be a violation of the open meeting law.

Mar 1, 2016 - Mar 31, 2016

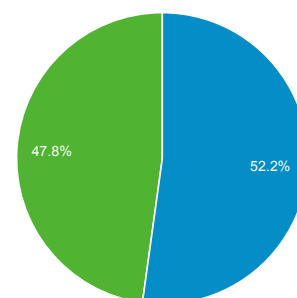
Audience Overview

All Users
100.00% Sessions

Overview



■ Returning Visitor ■ New Visitor



Operating System	Sessions	% Sessions
1. Windows	1,352	54.19%
2. iOS	482	19.32%
3. Android	387	15.51%
4. Macintosh	228	9.14%
5. Linux	28	1.12%
6. Chrome OS	12	0.48%
7. (not set)	5	0.20%
8. BlackBerry	1	0.04%

Mar 1, 2016 - Mar 31, 2016

Acquisition Overview

All Users
100.00% Sessions

Primary Dimension:

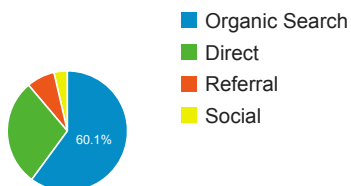
Conversion:

Top Channels

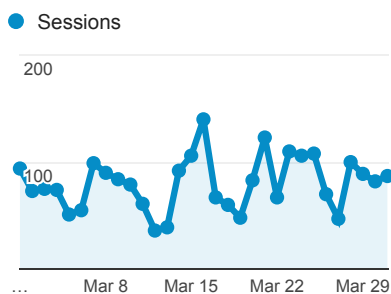
All Goals

[Edit Channel Grouping](#)

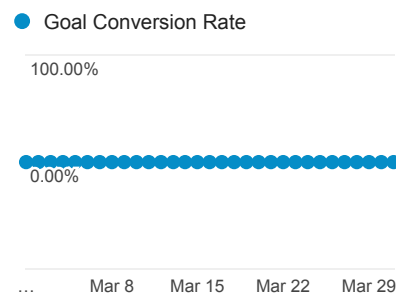
Top Channels



Sessions



Conversions



	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	2,495	47.82%	1,193	45.09%	2.73	00:02:41
1 Organic Search	1,499	<div style="width: 47.82%;"></div>		38.09%	<div style="width: 47.82%;"></div>	
2 Direct	717	<div style="width: 28.73%;"></div>		53.97%	<div style="width: 28.73%;"></div>	
3 Referral	189	<div style="width: 7.57%;"></div>		60.32%	<div style="width: 7.57%;"></div>	
4 Social	90	<div style="width: 3.61%;"></div>		58.89%	<div style="width: 3.61%;"></div>	

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 4 Channels click [here](#).