



City Administrator Report to Mayor & City Council

2019.07.19, Edition No. 350

WEEKLY UPDATE:

- CSO: Attached please find the June 2019 program progress report for West Hill Sewer Separation Project.
- CVB Reports: Please see the attached CVB report for April through June.
- Meetings: Reminder that there is a 7/23 Closed Session Re: City Administrator Evaluation Process and Form.
- Economic Development: Shive-Hattery has started a series of articles on the Retail Evolution and bringing back properties from the dead. Link - <https://www.shive-hattery.com/publication/back-dead-breathing-life-large-empty-retail-spaces?fbclid=IwAR3WHVAKCw8nGqyLBODPWJINqe2EbDe4EY059f1IziJAW-ZzNLuHBrPkI2o>
- Bi-State: Attached is the July 24, 2019 Bi-State Regional Commission meeting packet.

Projects

The following are the notes from the Project Management Meeting on July 17th.

1. Phase IV - West Hill Sewer Separation:
 - a. Upcoming Work:
 - 1) Core, Rock & Trim 8th from Cedar to Chestnut
 - 2) July 24th-25th - Paving Iowa from Cedar to Chestnut
 - 3) July 29th - KMA returns for continued sewer/water installation
2. Mississippi Dr. Corridor Project:
 - a. Remaining punch list work:
 - 1) Order replacement plants
 - 2) Finish clean up of debris at bluff by Contrary Brewing
 - 3) Place and anchor parking block in the Sycamore St. parking lot
 - 4) Clean out sanitary sewer line at the old Hotel
 - 5) Clean, televise and record sewer
 - 6) Palm Dr. - dispose of debris piles
 - 7) Place beehive intake at Cedar and RR crossing
 - 8) Finish Mad Creek Channel Armoring
 - 9) Locust St. sidewalk/W.2nd - remove & replace expansion joint material
 - b. Resolve landscaping maintenance responsibilities with 1st National Bank
 - c. Award nomination for this project submitted to various organizations

3. Riverside Park Master Plan:
 - a. Plan to be displayed at "Almost Friday Fest" July 25th
 - b. Facilitate Master Plan Development
 - 1) Beer Garden
 - 2) Truck Vendors
 - 3) Entertainment Area
 - 4) Riverview Center/Papoose Pump Station
 - 5) Tiered Amphitheater
 - 6) Other

4. Grandview Ave. Reconstruction Project:
 - a. Plans Completed
 - b. Property Acquisition Underway (4 remaining)
 - c. Century Link and Alliant relocating utilities at this time
 - d. Schedule:
 - 1) December 5, 2019: Set Public Hearing
 - 2) December 19th: Public Hearing
 - 3) December 19th: Resolution Approving Plans & Specs
 - 4) January 21, 2020: DOT Bid Letting
 - 5) February 6th: Award Contract
 - 6) February 20th: Approve Contract & Bond

5. 2nd Street Streetscape Project:
 - a. July 23rd: Library/Bolton-Menk meeting
 - b. July 23rd: City/Bolton-Menk meeting
 - c. Reconstruct Iowa/Sycamore/Cedar intersections
 - d. Focus on sidewalk design
 - e. Keep street repairs to a minimum
 - f. Make street parking adjustments
 - g. Basement/chutes locations and construction options underway
 - h. Set up schedule to meet with CBD merchants and property owners
 - i. Schedule:
 - 1) November 7th: Set Public Hearing
 - 2) November 21st: Public Hearing
 - 3) November 21st: Approve Plans & Specs
 - 4) December 12th: Bid Opening
 - 5) December 19th: Award Contract
 - 6) January 2nd: Approve Contract and Bond

6. 2nd & Mulberry Roundabout:
 - a. Plans Completed
 - b. Set meeting with Merchants after July 25th Bid Opening
 - c. Schedule - Building(s) removal:
 - 1) July 18th-August 1st: Building Asbestos testing completed
 - 2) July 24th: Building demo proposals due
 - 3) July 26th: Request PO for building demo
 - 4) August 1st-15th: Begin demolition
 - d. Schedule - 2nd/Mulberry Construction:
 - 1) July 25th: Bid Opening

- 2) August 1st: Award Contract
 - 3) August 15th: Approve Contract & Bond
 - 4) September 1st: Roundabout Construction begins
7. Westside Trail:
 - a. Final Plans need DOT approval
 - b. Schedule:
 - 1) August 20th: DOT Bid Letting
 - 2) September 5th: Award Contract
 - 3) September 19th: Approve Contract & Bond
 - 4) April 1, 2020: Late Start Date
 - c. First use of Doc Express
 8. DOT Lake Park Blvd. Site:
 - a. Council Authorization needed to move forward
 - b. 2019 Design
 - c. 2020 Construction
 9. Carver Corner Development:
 - a. Goals:
 - 1) Promote goals of the CBD and Riverfront Area
 - i. Urban, walkable neighborhoods
 - ii. High quality architectural and site design
 - 2) A variety of commercial and residential uses to be considered
 - 3) Residential uses
 - i. Designed and marketed for quality/high amenity building(s)
 - b. Objectives:
 - 1) Redevelop vacant property
 - 2) Achieve high quality architectural and site design
 - 3) Establish land uses consistent with redevelopment plans
 - 4) Promote in-fill opportunities
 - 5) Create high quality employment opportunities
 - 6) Encourage destination points to draw people
 - 7) Provide opportunities to live, work and recreate near the river
 - 8) Enhance visitor experience along an important corridor in the community
 - 9) Establish an outdoor recreational or green space
 - 10) Improve long-term economic benefit
 - c. July 30th: RFP Pre-Proposal meeting
 - d. August 14th: RFP's due
 - e. Tag Sale: Proposed dates - August 1st - August 15th
 10. Old Library Site:
 - a. City to consider development options
 11. 2019 Full Depth Program:
 - a. Streets: Fulliam, Houser, Lake Park Blvd. University Dr., Musser
 - b. Houser: work underway
 - c. Spring 2020: Construction completed

12. City Hall Security:
 - a. Recommended doors identified
 - b. Final list of doors under review

13. Phase V - West Hill Sewer Separation Design:
 - a. Next scheduled meeting with Stanley's - September 2019
 - b. Survey work to be completed by October 2019
 - c. Paving profile and street configuration under review by staff

14. Park Ave. Three Lane Configuration Project:
 - a. Costs to be divided between City/DOT/MPW
 - b. Schedule:
 - 1) December 5th: Set Public Hearing
 - 2) December 19th: Public Hearing
 - 3) December 19th: Approve Plans and Specs
 - 4) January 21st: DOT Bid Letting
 - 5) February 6th: Award Contract
 - 6) February 20th: Approve Contract & Bond

15. High Strength Waste Receiving Station Project:
 - a. Project Team assisting with Construction Management

16. Arbor Commons:
 - a. Project Team assisting with Construction Management

2019 Projects:

- a. Mad Creek Channel Armoring
- b. Westside Trail
- c. West Hill Sewer Separation Project - IVB
- d. 2019 Full Depth Patch Program and Asphalt Overlay (alleys)
- e. DOT Lake Park Facility Design
- f. Study of Briar's Ditch design for future improvements
- g. City Hall Security
- h. Carver Corner Development
- i. 2nd/Mulberry Roundabout
- j. High Strength Waste Receiving Station
- k. Arbor Commons Development

2020 Projects:

- a. 2nd Street Streetscape Project
- b. West Hill Sewer Separation Project - IVC
- c. West Hill Sewer Separation Phase V Design
- d. Park Ave. 3 lane configuration
- e. Riverside Park Development and Master Plan Implementation
- f. Grandview Ave. Reconstruction Project

Trails

The following are the notes from the Trails meeting held on Tuesday, July 9th:

A. Trail Update:

1. Westside Trail
 - Project Schedule
 - a) July 18th: Public Hearing
 - b) July 18th: Approving Plans & Specs
 - c) August 20th: DOT Bid Opening
 - d) September 5th & 19th: Award & Approve Contract
 - e) April 1, 2020: Late Start Date
2. High School Trail Segment
 - Send Letter to MPW requesting permission to use their R-O-W

B. Muscatine County Trail Plan:

1. Send draft to other members of the Trail Committee
2. Set meeting with Curt Weiss and Keith White to discuss:
 - Sign inventory
 - "Share the Road" signs on Fruitland Blacktop
3. Discuss at September 10th Trail meeting

C. Almost Friday Fest

1. Plan to participate in Almost Friday Fest - July 25th
 - Trail Plans
 - Riverfront Master Plan

Muscatine CVB Quarterly Report (April, May & June)

1. Develop targeted promotional and informational material for media (i.e. brochures, Internet, radio, television, newspapers) directed to individuals, groups, networks of hospitality professionals, sports groups, tour companies, local attractions, and event coordinators.

1. The 2019 Visitors Guide is complete. To date 2,100 guides (out of 5,000) have been distributed. We recently sent 176 guides to people who had requested information about Muscatine after seeing a CVB ad in Martha Stewart Living and Midwest Living. New guides have also been delivered to local lodging sites and 11 Visitor Centers around Iowa.
2. E-newsletter is sent to Muscatine hospitality staff and those who have subscribed via the website. The list is now at 374. The intent is to communicate events and sporting activities in Muscatine. A link was added to visitmuscatine.com so people can request an e-newsletter. A current e-newsletter is uploaded to visitmuscatine.com.
3. A Walking Tour Book of Historic Houses of West Hill from 1984 was revised in concert with Mary Wildermuth. The book is complete. This book is available at the CVB office for \$1.00. Other locations will also have the books available in the future.
4. The CVB directs the marketing efforts of McDaniel's Marketing. This consists of the Director providing events and attractions to promote in our market, approving the content of the ads and ensuring the website landing page for the event is up-to-date. Please see attached reports from April and May.
5. CVB Director, Jodi Hansen appeared on Paula Sands Live on May 21 to promote upcoming events and local attractions. Link to video:
https://www.kwqc.com/content/misc/Muscatine-Attractions-510338781.html?jwsourc=cl&fbclid=IwAR0gOXY7tJZ37jk-nRM8AMrZ3Rwchzz5UoGrp5tLfZdxJOpN_ybXlgQNxyY
6. Marketing videos are complete. The Muscatine CVB received a grant for these videos. 16 in total.
7. The Muscatine CVB will be starting a re-design of their website early July.
8. The CVB Received a list of tour bus contacts through IGTA (Iowa Group Travel Association). Letters and packets will be sent.

2. Cultivate and maintain relationships with visiting sports teams to ensure they have a quality visit and hopefully return.

1. The CVB Director will work with the President of the USBC Muscatine chapter to create materials for the State Women's Tournament here next year. This may include restaurant lists and maps.

2. The CVB had lodging information, as well as our website link added to the State Bowling tournament's website:
http://www.iowabowl.com/merged/tournaments/iausbc_open.html.
3. The CVB is working with Muscatine Parks and Rec on the upcoming Soccer event- College Search Kick-Off. CVB contact information was added to the CSK website in hopes of getting as many hotel rooms booked in Muscatine.
4. The CVB was present at The Melon City Criterium and was interviewed by announcer during the race.
5. The CVB was at the soccer complex June 7 for the Christmas in June Soccer tournament handing out Visitor Guides.

3. Disseminate information by personal visits, correspondence, media pieces, and phone calls about facilities and amenities available in the Muscatine area.

1. Since the revised Visitor Guide was released GMCCI has received request for information via online requests or telephone calls. Phone calls and drop in visits by visitors are common at the current location of the CVB.
2. Working on a list of venue spaces for our website for political candidates looking to hold meetings in Muscatine. (In progress)

4. Develop and supervise plans to promote the Muscatine area as a tournament, meeting, tourist and convention destination.

1. Ads placed in Midwest Living Best of the Midwest, May Martha Stewart Living, Our Iowa and The Iowan. These have yielded over 250 leads.
2. The CVB Director is working with City of Muscatine Community Development Director and City Planner to bring the 2021 APA Iowa Chapter Annual Conference to Muscatine.
3. Working with an ECO Bus trip on a visit to Muscatine in August.

5. Ensure maintenance of current and accurate information on the CVB related website pages—especially area calendar of events that relate to the Muscatine area, tourism, conventions, and trade shows.

1. The site is regularly and routinely updated with upcoming events, things to do, dining, lodging.
2. The Muscatine CVB is planning a re-design of our current website. This will most likely begin the 2nd week of July

6. Serve as public relations leader to promote all CVB activities and community events at the local, regional, and state level.

1. Member of Eastern Iowa Tourism Association
2. Member of Iowa Group Travel Association
3. Member of Iowa Destination Marketing Alliance representing Muscatine

7. Develop and maintain tracking instruments to measure results of marketing efforts.

Currently we are measuring:

Visitor Guide distribution

Website traffic,

Marketing Campaign results from McDaniels contract,

Facebook & Twitter likes

e-newsletter subscriptions

Hotel/Motel tax

Overall tourism dollars spent

8. Prepare and administer budget for CVB.

Budget cycle for 2019/20 in progress.

9. Actively seek grant and other funding sources to help finance the activities of the CVB.

The CVB received a tourism grant from Iowa Economic Development Authority in the amount of \$1,592. This grant will pay for promotion videos to be made. Video pre-production wrapping up.

10. Provide supervisory role to CVB staff, interns, and volunteers.

No activity currently

11. Capitalize on visitors while they are here (weddings, soccer tournaments, baseball/softball tournaments, business conferences).

1. It has been standard practice for the CVB to be present at several sporting events to answer any questions about Muscatine and disseminate brochures and Visitor Guides. Present at Melon City Criterium and June Soccer Tournament handing out Visitor Guides and answering questions.
2. Recent past and upcoming visitors: Geneseo Bus Trip (April) Eco Bus Trip (August) Iowa County Conservation Conference (September) Corporate Safety Training Con (October)
3. The CVB Director completed a Guide Training Workshop to become a certified tour guide. Instructor will determine certification after tour given in August.

12. Form a hospitality committee (hotels, event venues etc.).

Working on scheduling a hospitality meeting at The Merrill. July date pending.

• Grow Chinese tourism and capitalize on current momentum.

1. The Muscatine CVB is an active member of the Muscatine China Initiatives committee.
2. Filmed video at the Friendship House with a translator to market to potential Chinese tourists.

3. The US Embassy Beijing is planning a yearlong campaign to highlight the 40th anniversary of US – China diplomatic relations. The campaign will be social media, so the ideal are photos with short stories/captions. A photo and write-up of The Sino-US Friendship House was sent.

Data Reports

Facebook Likes (current)

2,282

Twitter Followers

649

Instagram Followers

459

Website Report-Visitmuscatine.com-April 1, 2019-June 27, 2019

28,665 visits

54s average visit duration

40,109 pageviews, **34,097** unique pageviews

265 total searches on your website, **197** unique keywords

485 downloads, **432** unique downloads

67 max actions in one visit

Top Website Visitor Locations April 1, 2019-June 27, 2019

CITY	VISITS
 Chicago, Illinois, United States	16.9%4,844
 Unknown	9.8%2,809
 Muscatine, Iowa, United States	5.6%1,592
 Omaha, Nebraska, United States	2.3%671

CITY	VISITS
  Saint Paul, Minnesota, United States	2.1%597
 Saint Louis, Missouri, United States	1.9%548
 Minneapolis, Minnesota, United States	1.6%471
 Kansas City, Missouri, United States	1.5%439
 Davenport, Iowa, United States	1.3%373
 Mundelein, Illinois, United States	1.2%341
 North Freedom, Wisconsin, United States	1.1%311
 Des Moines, Iowa, United States	1%281



MUSCATINE

[April PPC Report]

McD DIGITAL



Facebook Ad Creative

Visit Muscatine
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The Muscatine Symphony Orchestra brings great music to Muscatine. See our site for the performance schedule!



VISITMUSCATINE.COM
Symphonic Music For All
Season now underway! [LEARN MORE](#)

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Bring a picnic and enjoy some music and wine with us. Check out our events calendar for dates & times!



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Music in the Vineyard
Ardon Creek Winery [LEARN MORE](#)

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Ardon Creek Winery [LEARN MORE](#)

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The 41st Melon City Criterium race features a hilly 1-mile circuit with a 90-degree turn and crowd-pleasing speed hump.



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Biking in the Melon City
Sunday, May 28th [LEARN MORE](#)

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With locally grown produce, fresh-baked goods, soaps, crafts and more, there is something for everyone at The Muscatine Area Farmers Market!



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Facebook Performance

Click Through Rate & Impressions by Clicks, CTR, and Impressions

Clicks (All)

1,450

↓ -38.2%

CTR (All)

2.43%

↓ -34.0%

Impressions

59,769

↓ -6.3%

Cost Per Click

by Amount Spent, CPC (All), and CPC (Link)

Amount spent

\$472.55

↓ -1.7%

CPC (All) FB

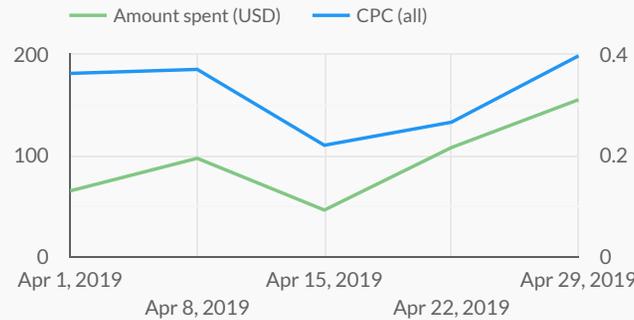
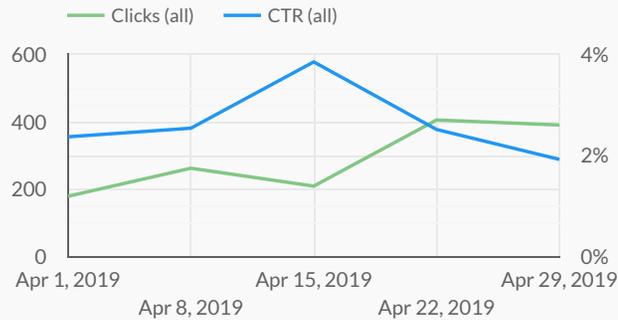
\$0.33

↑ 59.0%

CPC (Link) FB

\$0.47

↑ 62.2%



Quick Definitions

- **Impressions:** The number of times your ads were on screen.
- **Clicks (All):** The total number of clicks produced by your ads. This includes all interactions including Link Clicks, Reactions, Comments, Shares, etc.
- **CTR (All):** The percentage of times people saw your ad and then interacted with it.
- **CPC (All):** Average cost for each Click (All).
- **Cost:** The estimated total amount spent on this ad during the reporting period.
- **Page Likes:** The number of new Likes of your Facebook Page attributed to your ads.
- **Post Reactions:** The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content.
- **Post Comments:** The number of comments generated by your ads during the reporting period.
- **Post Shares:** The number of shares of your ads. People can share your ads (or posts) on their own or friends' Timelines, in groups and on their own Pages. This expands the reach of your ad beyond its initial targeting.
- **Link Clicks:** The number of clicks on your ad to select destinations on or off Facebook-owned properties.
- **CPC (Cost per Link Click):** The average cost for each Link Click

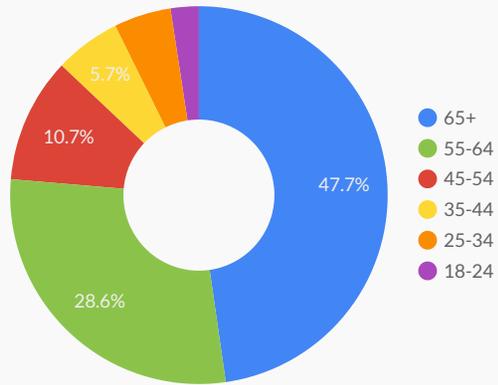
Social Engagement

Ad set name	Page likes ▾	Post reactions	Post comments	Post shares
Ardon Creek	null	27	1	8
Melon City	null	42	1	9
Symphony Orchestra	null	32	1	6
Farmers Market	null	34	null	3

Facebook Demographics

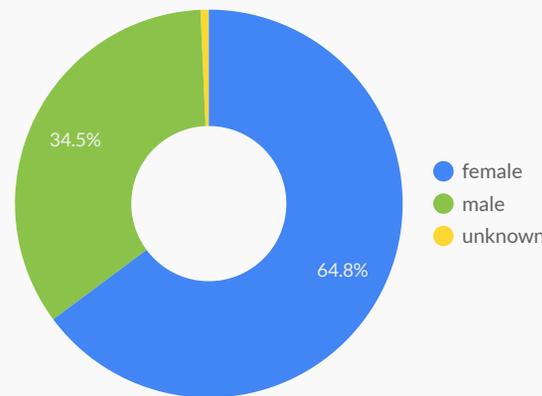
Age Breakdown

by Clicks



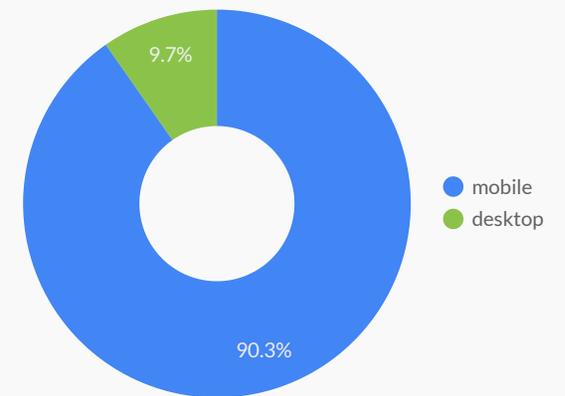
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	DMA	Clicks (all) ▾
1.	Davenport-R.Island-Moline	466
2.	Chicago	339
3.	Cedar Rapids-Wtrlo-lwc&Dub	194
4.	Minneapolis-St. Paul	125
5.	St. Louis	81
6.	Champaign&Sprngfld-Decatur	63
7.	Milwaukee	47
8.	Rockford	40
9.	Des Moines-Ames	32
10.	Peoria-Bloomington	25

Recommendations/Observations:

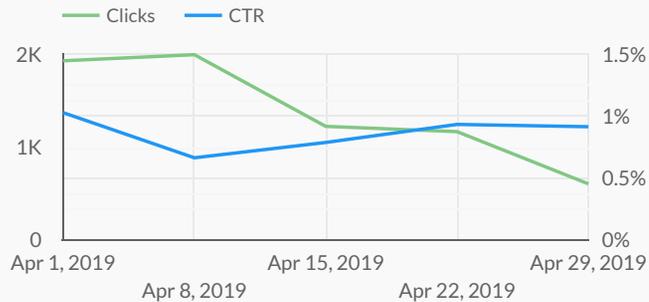
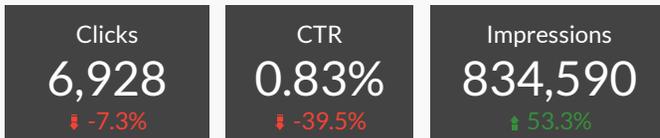
- We saw lower performance this month, but mainly due to only having a few ads running for a bit while we did a big refresh to the new upcoming ads. Overall still great performance with a very high CTR and low CPC.
- Social engagement has been very high as well with the new ads!

Google Ad Creative

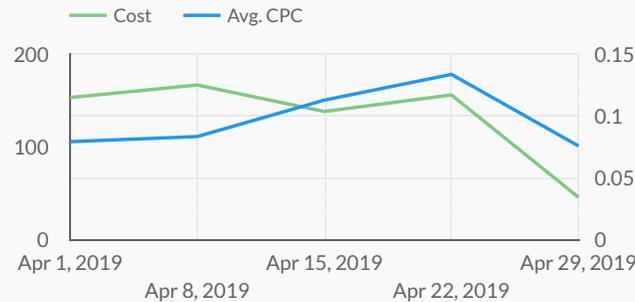
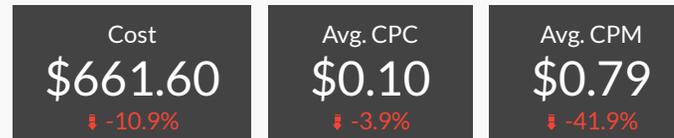


Google Display Performance

Click Through Rate & Impressions by Clicks, CTR, and Impressions



Cost Per Click by Cost, CPC, and CPM



Quick Definitions

- **Impressions:** An impression (ad view) is counted each time your ad is served on Google's ad networks, such as Google.com, YouTube, or other publisher websites. This is a measurement of how often your ads are being seen.

- **Clicks:** This is a measurement of how many times someone interacted with your ad and was redirected to your website.

- **CTR:** Click-through Rate measures how often people click on your ad after it's shown to them, which you understand the effectiveness of your ad.

- **Average CPC:** Average cost-per-click is the amount you've paid for your ad divided by its total clicks.

- **Cost:** The total amount spent on this ad during the previous month.

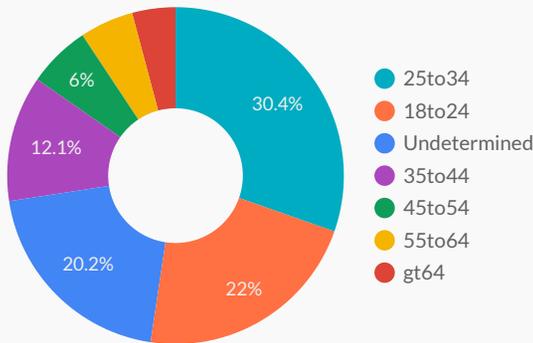
- **Average CPM:** Average cost per one thousand impressions is the amount you've paid for your ad divided by total impressions.

Top Campaigns

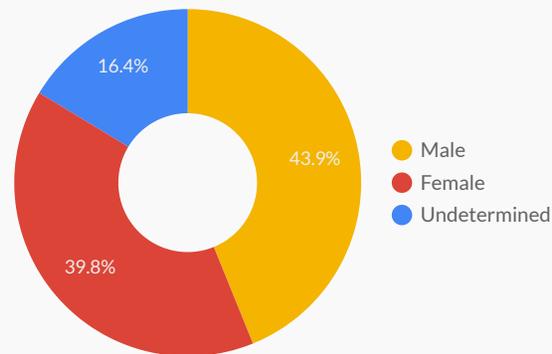
Campaign	Impressions	Clicks	CTR	Avg. CPC
Contrary Brewing	589,477	3,629	0.62%	\$0.07
Environmental Learning Center	177,872	2,833	1.59%	\$0.1
Ardon Creek	38,235	231	0.6%	\$0.26
Farmers Markets	29,006	235	0.81%	\$0.29

Google Demographics

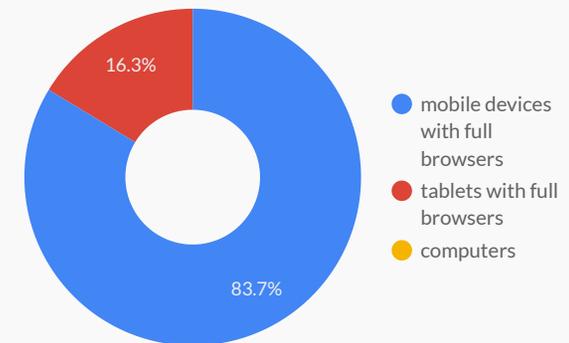
Age Breakdown by Clicks



Gender Breakdown by Clicks



Device Breakdown by Clicks



Geographic Breakdown by City and Clicks

City	Clicks
1. Chicago	1,513
2. Omaha	299
3. Minneapolis	237
4. Kansas City	216
5. St. Louis	191
6. Indianapolis	113
7. Saint Paul	77
8. Des Moines	74
9. Aurora	62
10. Oak Lawn	52

Recommendations/Observations:

- Your CTR got brought down by the Ardon Creek ad this month. Impressions increased as we added the ads but clicks went down. We will switch up the targeting for Ardon Creek to try to gain more interest and increase CTR!

Industry Benchmarks

	Facebook	Google Display
CTR (All Industries)	0.90%	0.46%
CTR (Travel)	0.90%	0.47%
Avg. CPC (All Industries)	\$1.72	\$0.63
Avg. CPC (Travel)	\$0.63	\$0.44



[June PPC Report]

McD DIGITAL



Facebook Ad Creative

Visit Muscatine
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Join us for shopping, dining, music and fun at the Muscatine Second Saturday street fest! Takes place every second Saturday, May to October!



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Muscatine Second Saturday [LEARN MORE](#)

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Bring a picnic and enjoy some music and wine with us. Check out our events calendar for dates & times!



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Ardon Creek Winery [LEARN MORE](#)

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National treasures aren't just found in Washington D.C., there's one right here in Muscatine, IA. Come polish your knowledge on the pearl button!



VISIT MUSCATINE

VISITMUSCATINE.COM
Explore a National Treasure
National Pearl Button Museum [LEARN MORE](#)

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Come learn the history of the pearl button and how Muscatine has grown to be a flourishing hub for entrepreneurship and manufacturing.



VISIT MUSCATINE

VISITMUSCATINE.COM
American Treasure Story
National Pearl Button Museum [LEARN MORE](#)

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National treasures aren't just found in Washington D.C., there's one right here in Muscatine, IA. Come polish your knowledge on the pearl button!



VISIT MUSCATINE

VISITMUSCATINE.COM
Explore a National Treasure
National Pearl Button Museum [LEARN MORE](#)

Facebook Performance

Click Through Rate & Impressions by Clicks, CTR, and Impressions

Clicks (All)

4,143

↑ 16.3%

CTR (all)

2.57%

↑ 23.8%

Impressions

161,295

↓ -6.1%

Cost Per Click

by Amount Spent, CPC (All), and CPC (Link)

Amount spent

\$849.45

↓ -14.2%

CPC (All) FB

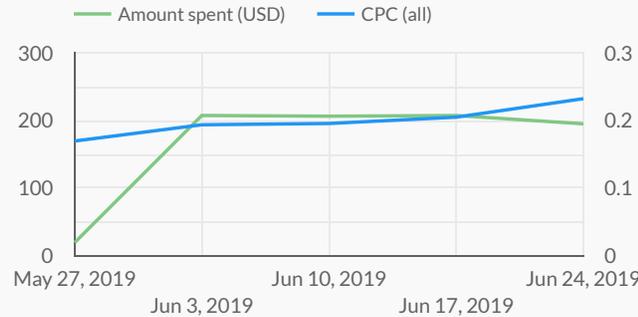
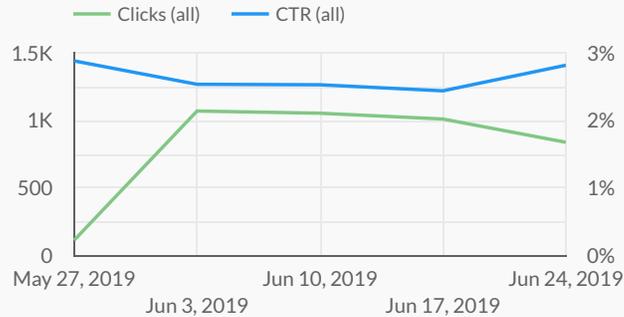
\$0.21

↓ -26.3%

CPC (Link) FB

\$0.34

↓ -15.7%



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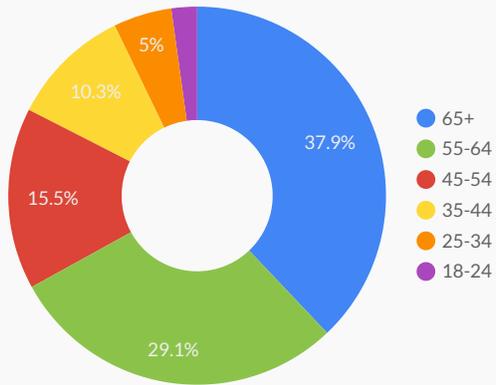
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Almost Friday	null	8	1	5
Farmers Market	null	69	1	10

Facebook Demographics

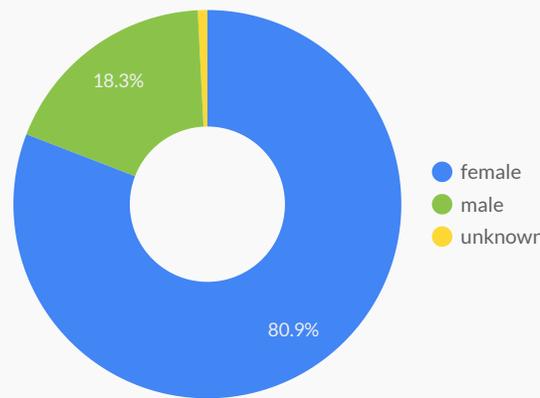
Age Breakdown

by Clicks



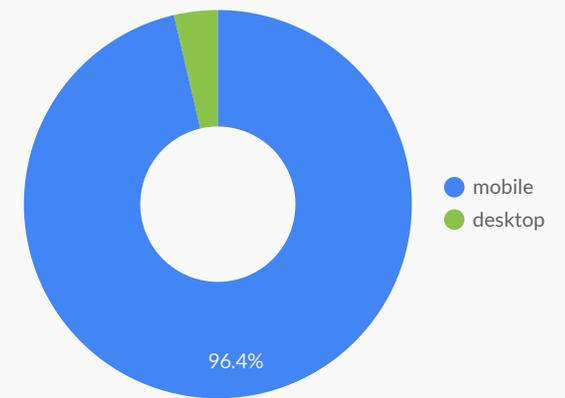
Gender Breakdown

by Clicks



Device Breakdown

by Clicks



Geographic Breakdown

by DMA and Clicks

	DMA	Clicks (all)
1.	Davenport-R.Island-Moline	1,150
2.	Chicago	1,085
3.	St. Louis	436
4.	Champaign&Sprngfld-Decatur	254
5.	Cedar Rapids-Wtrlo-lwc&Dub	243
6.	Rockford	172
7.	Des Moines-Ames	153
8.	Peoria-Bloomington	115
9.	Indianapolis	101
10.	Kansas City	98

Recommendations/Observations:

- Clicks and CTR increased significantly this month, even with a lower ad spend!
- We also saw CPC go down!
- Your program ended 06/30

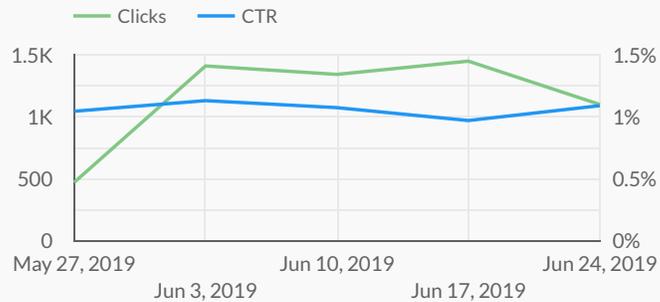


Google Ad Creative

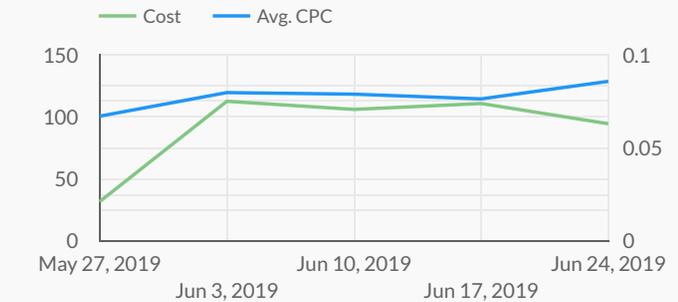
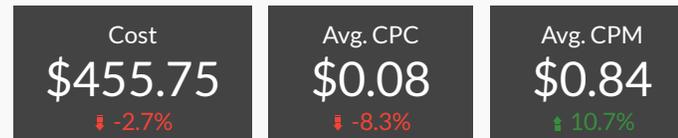


Google Display Performance

Click Through Rate & Impressions by Clicks, CTR, and Impressions



Cost Per Click by Cost, CPC, and CPM



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- **Cost:** The total amount spent on this ad during the previous month.

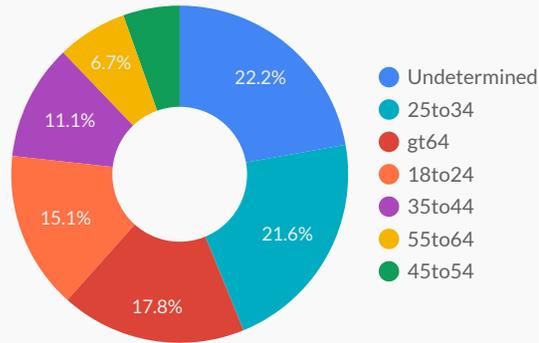
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Top Campaigns

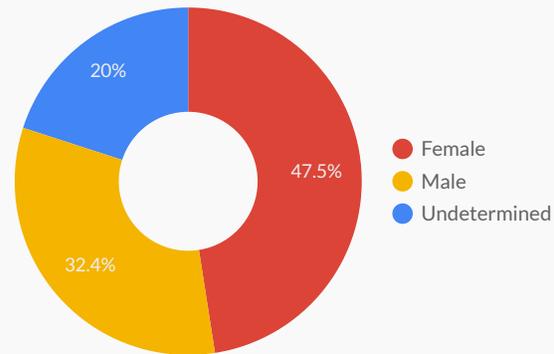
Campaign	Impressions	Clicks	CTR	Avg. CPC
Contrary Brewing	129,370	954	0.74%	\$0.07
Farmers Markets	124,085	1,177	0.95%	\$0.07
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Ardon Creek	46,906	871	1.86%	\$0.08

Google Demographics

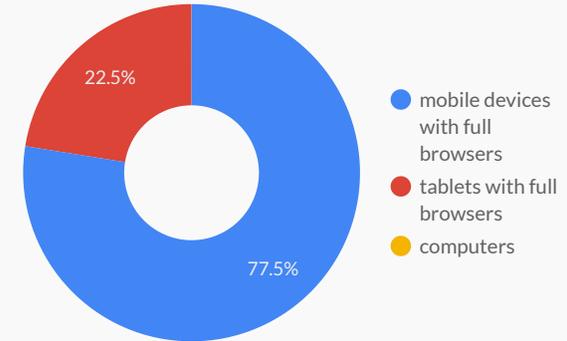
Age Breakdown by Clicks



Gender Breakdown by Clicks



Device Breakdown by Clicks



Geographic Breakdown by City and Clicks

City	Clicks
1. Chicago	823
2. Davenport	196
3. Omaha	123
4. St. Louis	123
5. Moline	118
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7. Muscatine	98
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Recommendations/Observations:

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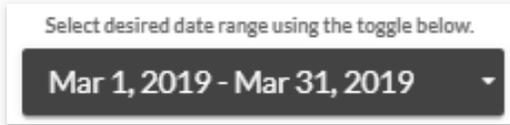
Industry Benchmarks

	Facebook	Google Display
CTR (All Industries)	0.90%	0.46%
CTR (Travel)	0.90%	0.47%
Avg. CPC (All Industries)	\$1.72	\$0.63
Avg. CPC (Travel)	\$0.63	\$0.44

Tips & Tricks

Changing Report Date Range:

An exciting feature we've added to your report is the ability to check past analytic data. This can be accessed by toggling the date range button in the upper right hand corner of each page (see image below for example):



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This is an interactive report, so don't worry, there's no way you can break it or mess it up. Feel free to click around and run your mouse over different elements and charts!

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[June PPC Report]

McD DIGITAL



Facebook Ad Creative

Visit Muscatine
Sponsored · 🌐

Join us for shopping, dining, music and fun at the Muscatine Second Saturday street fest! Takes place every second Saturday, May to October!



VISIT MUSCATINE

VISITMUSCATINE.COM
Muscatine Second Saturday [LEARN MORE](#)

Visit Muscatine
Sponsored · 🌐

Bring a picnic and enjoy some music and wine with us. Check out our events calendar for dates & times!



VISIT MUSCATINE

VISITMUSCATINE.COM
Music in the Vineyard
Ardon Creek Winery [LEARN MORE](#)

Visit Muscatine
Sponsored · 🌐

National treasures aren't just found in Washington D.C., there's one right here in Muscatine, IA. Come polish your knowledge on the pearl button!



VISIT MUSCATINE

VISITMUSCATINE.COM
Explore a National Treasure
National Pearl Button Museum [LEARN MORE](#)

Visit Muscatine
Sponsored · 🌐

Come learn the history of the pearl button and how Muscatine has grown to be a flourishing hub for entrepreneurship and manufacturing.



VISIT MUSCATINE

VISITMUSCATINE.COM
American Treasure Story
National Pearl Button Museum [LEARN MORE](#)

Visit Muscatine
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With locally grown produce, fresh-baked goods, soaps, crafts and more, there is something for everyone at The Muscatine Area Farmers Market!



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Facebook Performance

Click Through Rate & Impressions by Clicks, CTR, and Impressions

Clicks (All)

4,143

↑ 16.3%

CTR (all)

2.57%

↑ 23.8%

Impressions

161,295

↓ -6.1%

Cost Per Click

by Amount Spent, CPC (All), and CPC (Link)

Amount spent

\$849.45

↓ -14.2%

CPC (All) FB

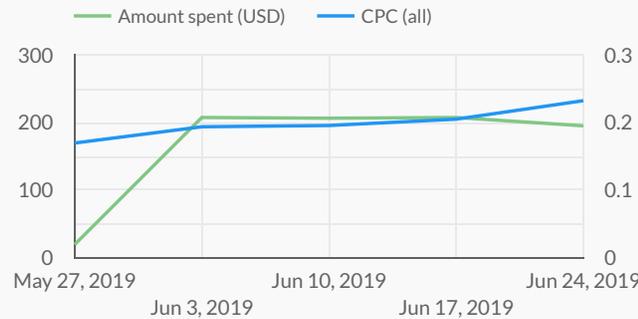
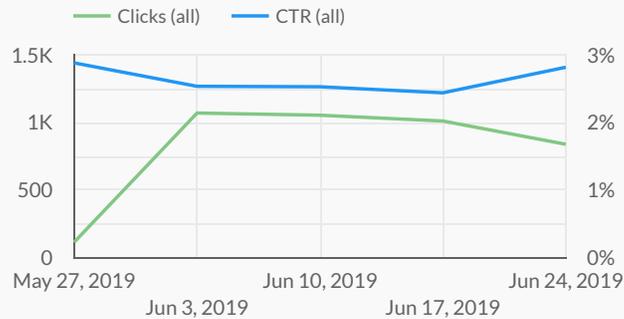
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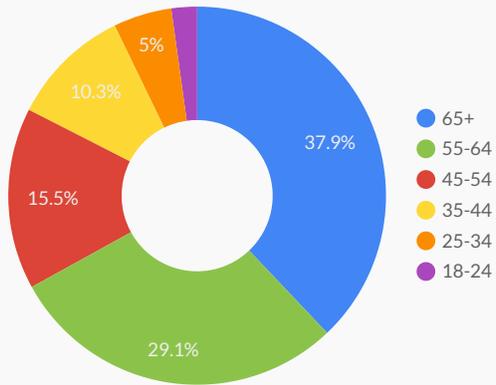
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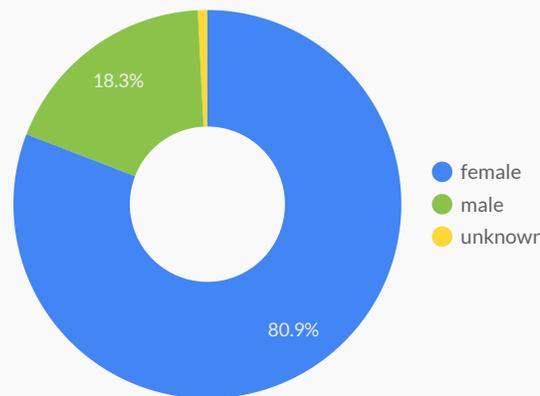
Age Breakdown

by Clicks



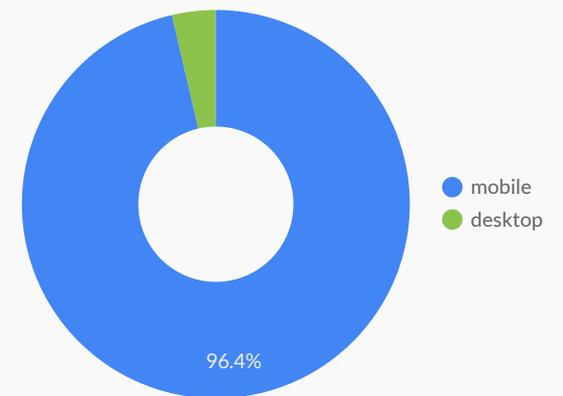
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Device Breakdown

by Clicks



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by DMA and Clicks

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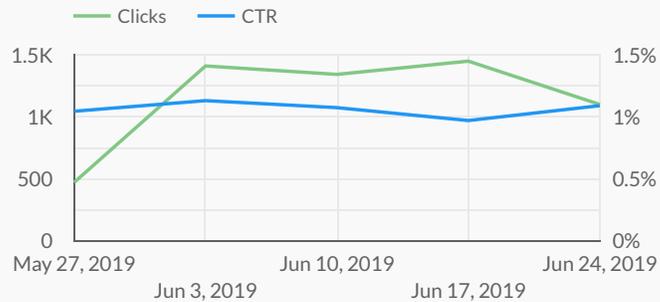


Google Ad Creative

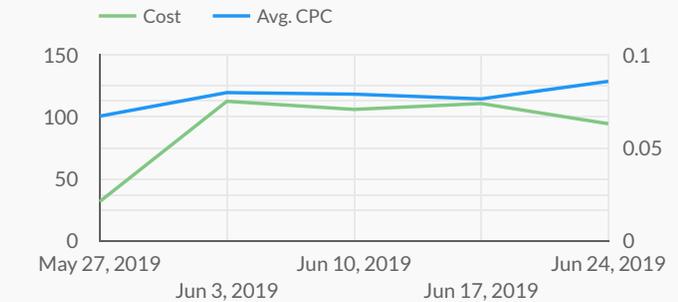
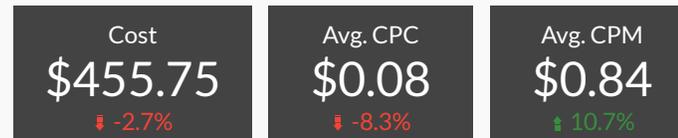


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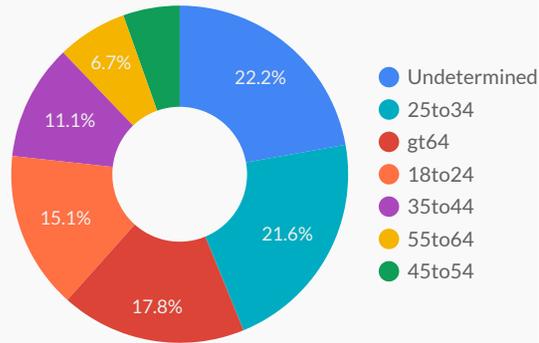
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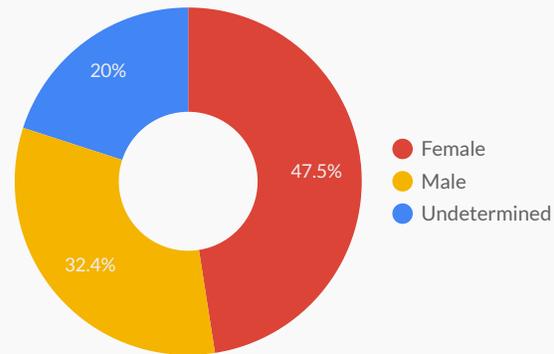
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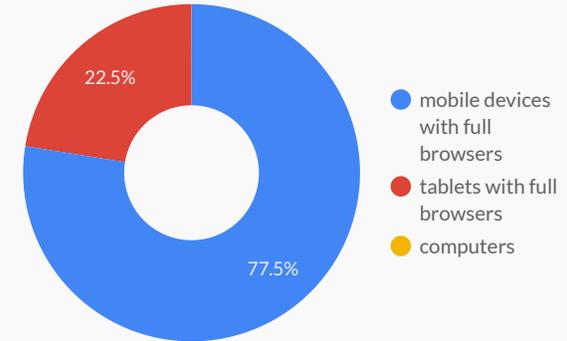
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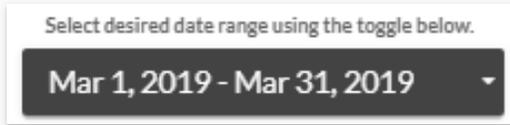
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PROJECT STATUS REPORT

Project Name: City of Muscatine - West Hill Sewer Separation **Month:** June 2019
Prepared By: Stanley Consultants **Project Number:** SCI: 17660: 30.02, 42.00; 43.00
"PHASE" refers to Design Package/Construction Contract

Progress for Last Month (June 2019):

Phase 4 – Construction:

- Attend contractor progress meetings
- Review City/Contractor proposed street grades
- Retrieve info of existing manhole at Iowa and 8th for City.
- Review of potential changes to storm sewer elevations due to as-installed elevation of water main. Generated ITC 09 to establish changes for inlet leg to inlet C1

Phase 5 – Planning:

- Project reporting and program maintenance
- Review cost estimate from Martin and Whitacre to perform survey.
- Review survey budget and prepare letter to City on survey and pothole budgeting for the program.
- Execute amendment with Martin and Whitacre to perform the remaining survey for Phase 5
- Prepare and send annual July report to EPA. Submitted 07-02-19.

Work Items for Coming Month (July 2019):

Phase 4 – Construction:

- Provide construction services as needed
- Answer questions during construction
- Attend construction progress meetings
- Assist with shop drawings – awaiting storm structure shop drawings to review.

Phase 5 – Planning:

- Program Maintenance & Planning.
 - Continue to review televising data/report. Write summary memo.
 - Review sanitary services data and info collected by City staff when available.
 - July 2019 EPA annual report – submitted 07-02-19
 - Review survey data from ravine survey
- Survey – Martin and Whitacre survey of the remaining part of the Phase 5 area.

Key Issues & Information Required / Critical Information:

- none

MEETING ANNOUNCEMENT AND AGENDA BI-STATE REGIONAL COMMISSION

Wednesday, July 24, 2019, 3:30 p.m.
Scott County Administrative Center
Sixth Floor Conference Room
600 West Fourth Street
Davenport, IA

FINANCIAL
(green)

ACTION NEEDED
(yellow)

INFORMATIONAL
(white)

- | | | | | |
|---|---|---|--|--|
| X | X | | | 1. <u>Approval of the June 26, 2019 Minutes (See enclosed)</u> – Ken Maranda, Chair |
| X | X | | | 2. <u>Treasurer’s Report (See enclosed)</u> – Kathy Carroll-Duda, Treasurer |
| | | | | 3. <u>Finance and Personnel Committee/Financial Matters</u> – Marty O’Boyle, Finance and Personnel Committee Chair |
| X | X | | | a. <u>Bills</u> (See enclosed) |
| X | | X | | b. <u>Report on Progress on Commission’s FY 2018-19 Program Budget as of 6/30/2019</u>
(See enclosed) |
| X | X | | | c. <u>Contracts/Grants for Consideration</u> |
| | | | | I. Iowa Department of Public Health |
| | | | | Physical Activity Access FY20 |
| | | | | \$20,000 |
| | | | | 10/01/2019-09/30/2020 |
| | | | | II. Other Contracts/Grants |
| | | X | | 4. <u>Quad City Health Initiative</u> – Nicole Carkner, Quad City Health Initiative |
| | | | | 5. <u>Questions or Comments by Commissioners</u> |
| | | | | 6. <u>Other Business</u> |
| | | | | 7. <u>Adjournment</u> |

NEXT MEETING: **Wednesday, August 28, 2019 – 3:30 p.m.**
 Scott County Administrative Center
 Sixth Floor Conference Room
 600 West Fourth Street
 Davenport, IA

**MINUTES OF THE
BI-STATE REGIONAL COMMISSION**

Wednesday, June 26, 2019, 3:30 p.m.
Scott County Administrative Center
Sixth Floor Conference Room
600 West Fourth Street
Davenport, IA

MEMBERS PRESENT: Maranda – Chair, Acri, Beck, Broderson, Brunk, Carroll-Duda, Clewell, Dawson, Deppe, Freeman, Gallagher, Gradert, Heninger, Jones, Kinzer, Kiser, Klipsch, Knobbe, Lack, Lawrence, O’Boyle, Schloemer, Sherwin, Sorensen, Tank, Waldron

MEMBERS ABSENT: Condon, Mather, Mendenhall, Moore, Moore, Newton-Butt, Parker, Stoermer, Thoms

OTHERS PRESENT: Sergeant Major Brian Heffernan, Rock Island Arsenal; Ray Wolf, Science and Operations Officer, NOAA/National Weather Service

STAFF PRESENT: Bulat, Gardner, Grabowski, McCullough, Moritz

Chair Maranda called the meeting to order at 3:30 p.m. and asked for introductions.

1. **Approval of the May 22, 2019 Minutes.** Mayor Klipsch moved to approve the minutes of the May 22, 2019 meeting as presented. Mayor Gallagher seconded the motion, and it passed unanimously.
2. **Treasurer’s Report.** Mayor Carroll-Duda presented the Treasurer’s Report for the month ending May 31, 2019, noting an ending total bank and book balance of \$909,775.60. Mayor O’Boyle moved the report be accepted as written and mailed. Mr. Knobbe seconded the motion, and it passed unanimously.
3. **Finance and Personnel Committee.**

- a. **Bills.** Mayor O’Boyle presented the bills totaling \$65,697.40, as listed on the following bills listing:

Bills List

RK Dixon, regular and remote maintenance support, license and maintenance renewals	\$ 2,013.97
Thomas A. Skorepa, P.C., Administrator Hearing Officer May 2019 services (cost reimbursed by participating member governments)	2,940.00
The Doris and Victor Day Foundation, work completed in May 2019 for Census 2020 related activities (cost funded by RDA grant)	3,333.33
The Roosevelt Group LLC, May 2019 Legislative Technical Services (cost reimbursed by participating member governments)	20,000.00

- d. Consideration of Recommended FY2020 Commission Planning Budget. Mayor Klipsch moved approval of the recommended FY2020 Commission budget plan as presented at the May 22, 2019 meeting. Mr. Jones seconded the motion, and it passed unanimously.
4. Presentation on Weather and Climate Resilience. Mr. Wolf provided an overview on weather and climate resilience. With a mission of a “Weather-Ready Nation,” the National Weather Service provides weather, water, and climate forecasts and warnings for the protection of life and property, and for the enhancement of the national economy. Hazards planning and preparedness are core to this mission.

Mr. Wolf explained that climate is what you expect while weather is what you get. Weather records demonstrate variability and extremes, while climate is a trend over time. He showed the precipitation trend increasing between 1900 and 2010 from 28 inches to 32 inches annually. This change represents an increase of ½ per inch over a decade, and has contributed to a 28% increase in flow of the Mississippi River. Understanding that climate change is occurring and the science behind these trends is critical for planning and preparedness as part of community resilience strategies.

In 2018, there were 14 separate billion-dollar weather and climate disasters in the United States. Between 1980 and 2019, the average trend has escalated from less than one to more than six per year on average. In 2011, there were 16 disasters. Resilience has significant economic importance as well as a social component of affected citizens. Urban areas with their redundant facilities tend to be more resilient than rural areas where there are fewer roads and resources. As well-demonstrated this past winter and spring, winter storms interrupted travel, and resulted in higher costs for snow removal. Increased frequency of freeze-thaw cycles affecting road surfaces are evidenced by potholes and poor pavement conditions. Record flooding affected bridges and culverts and closed roads. Mr. Wolf noted that Bi-State staff are working on a metropolitan extreme weather transportation resilience pilot that will help bring attention to these issues.

The future climate for the State of Illinois is predicted to be similar to the climate of our most southern states using lower emission and higher emission scenarios. As an example of best practices, the NWS office in Davenport is powered by 40% renewable energy. Other national and local air emission reduction efforts will help to contribute to the slowing of climate trends.
5. Questions or Comments by Commissioners. There were no further questions or comments by Commissioners.
6. Other Business. Ms. Bulat mentioned a Census training on July 26 at 11:00 a.m. at the J.B. Young Center in Davenport. She also said that Bi-State has flyers regarding promoting a complete count for the upcoming Census that will be available at each meeting. Mayor Klipsch stressed the importance of accurate population counts in order for communities to fund projects.
7. Adjournment. The meeting adjourned at 4:18 p.m.

Respectfully submitted,



Jeff Sorensen
Secretary

**BI-STATE REGIONAL COMMISSION
TREASURER'S REPORT
FOR THE MONTH ENDING JUNE 30, 2019**

	<u>Balance June 1</u>	<u>Deposits</u>	<u>Withdrawals</u>	<u>Balance June 30</u>
GENERAL SAVINGS ACCOUNT BANK & BOOK BALANCE:				
Balance – June 1, 2019	\$ 766,816.15			
Add Deposits		\$ 203,158.60		
Less Transfers			\$ 243,221.99	
Balance – June 30, 2019				\$ 726,752.76
RLF SAVINGS ACCOUNT BANK & BOOK BALANCE:				
Balance – June 1, 2019	\$ 1,179.64			
Add Deposits		\$ 0.14		
Less Transfers			\$ 0.00	
Balance – June 30, 2019				\$ 1,179.78
CHECKING ACCOUNT BANK AND BOOK BALANCE:				
Balance – June 1, 2019	\$ 40,190.44			
Add Deposits		\$ 144,981.98		
Less Checks Written			\$ 161,107.42	
Balance – June 30, 2019				\$ 24,065.00
PAYROLL ACCOUNT BANK & BOOK BALANCE:				
Balance – June 1, 2019	\$ 1,589.37			
Add Deposits		\$ 98,240.01		
Less Checks Written			\$ 98,326.23	
Balance – June 30, 2019				\$ 1,503.15
INVESTMENT ACCOUNTS BANK & BOOK BALANCE:				
Balance – June 1, 2019	<u>\$ 100,000.00</u>			
State Bank of Orion 12/25/18 – 6/25/19 (.90%)				
Add Investments Made State Bank of Orion 6/25/19 - 12/25/19		<u>\$ 100,000.00</u>		
Less Investments Matured State Bank of Orion 12/25/18 – 6/25/19 (.90%)			<u>\$ 100,000.00</u>	
Balance – June 30, 2019				<u>\$ 100,000.00</u>
TOTAL BANK & BOOK BALANCE:				
Balance – June 1, 2019	<u>\$ 909,775.60</u>			
Deposits in June		<u>\$ 546,380.73</u>		
Withdrawals in June			<u>\$ 602,655.64</u>	
Balance – June 30, 2019				<u>\$ 853,500.69</u>
<u>PASS THROUGH FUNDS</u>				
BI-STATE RLF ACCOUNTS:				
Balance – June 1, 2019	<u>\$1,042,945.57</u>			
Add Deposits		<u>\$ 12,775.42</u>		
Less Withdrawals			<u>\$ 8,254.42</u>	
Balance – June 30, 2019				<u>\$1,047,466.57</u>
MERCER-MUSCATINE RLF ACCOUNTS:				
Balance – June 1, 2019	<u>\$ 382,771.57</u>			
Add Deposits		<u>\$ 583.81</u>		
Less Withdrawals			<u>\$ 3,507.28</u>	
Balance – June 30, 2019				<u>\$ 379,848.10</u>

**BILLS TO BE CONSIDERED FOR APPROVAL
AT THE JULY 24, 2019
BI-STATE REGIONAL COMMISSION MEETING**

Illinois Association of Regional Councils, membership dues July 1, 2019 June 30, 2020	\$ 2,000.00
The Doris and Victor Day Foundation, work completed in June 2019 for Census 2020 related activities (cost funded by RDA grant)	3,333.33
The Roosevelt Group LLC, June 2019 Legislative Technical Services (cost reimbursed by participating member governments)	20,000.00
	<hr/>
TOTAL	<u>\$25,333.33</u>

Additional bills for which invoices have not yet been received and will be listed on an addendum to be distributed separately.

**BI-STATE REGIONAL COMMISSION
FY 2018-19 Program Budget Status Report
Through Month of June – 100% of Year**

ADOPTED BUDGET:	\$1,966,425.00	EXPLANATION:
EXPENDED THROUGH JUNE:	\$1,779,583.88 (90.5%)	
STAFF LEVEL BUDGETED:	22.0 F.T.E.	
STAFF LEVEL MAINTAINED:	19.0 F.T.E.	

MEMBER GOVERNMENTS SERVED DIRECTLY AND ACTIVITIES DURING JUNE:

ALEDO – MMRLF Coord.; Transit Mobility/HSTP Planning; OSLAD Grant Appl.
 ALPHA – HCEDP Participation; Transit Mobility/HSTP Planning.
 ANDALUSIA – RICWMA Staffing; MPO Trans. Coord.; Riverfront Council; Website Support; BAAD Grant Inquiry.
 ANDOVER – HCEDP Participation; Transit Mobility/HSTP Planning; Website Support.
 ANNAWAN – Joint Purchasing Council; Transit Mobility/HSTP Planning; Trails and Greenway Planning; HCEDP; Grants Admin. Asst.
 ATKINSON – HCEDP; Transit Mobility/HSTP Planning; Trails and Greenway Planning; Website Support; Mapping Asst.; Municipal Code Asst.; Grant Asst.
 BETTENDORF – Air Quality; Drug & Alcohol Consort.; I-74 Bridge Coord.; Transit Planning & Title VI Plan Update; Joint Purchasing; Riverfront Council; RLF Loan Admin.; Scott Co. Housing Council; Solid Waste Coord.; Trail Coord.; MPO Trans. Coord.; Aerial Photo Coord.
 BLUE GRASS – Reg. 9 Transp. Coord.; Solid Waste Coord.; Website Support.
 BUFFALO – Riverfront Council; Solid Waste Coord.; MPO Trans. Coord.; Trail Planning Coordination – MRT Ribbon Cutting; Community Survey.
 CAMBRIDGE – HCEDP; Transit Mobility/HSTP Planning; Aerial Photo Coord.
 CARBON CLIFF – Joint Purchasing; RICWMA Staffing; MPO Trans. Coord.; Trail Planning, GIT Coord.; Aerial Photo Coord.
 COAL VALLEY – Joint Purchasing; MPO Trans. Coord. & STBG Evaluation Process; MUNICES Coord.; RICWMA Staffing; Mapping Asst.
 COLONA – HCEDP Participation; Joint Purchasing; Trails and Greenway Planning; GIT and Hennepin Parkway Coord.; MPO Coord.; OSLAD Inquiry.
 CORDOVA – RICWMA Staffing; Riverfront Council; Transit Mobility/HSTP Planning.
 DAVENPORT – Air Quality Asst.; Transit Planning & Title VI Plan Update; FTA 5339 Grant Admin.; Joint Purchasing; Riverfront Council; RLF Loan Admin.; Scott Co. Housing Council; Solid Waste Coord.; Trails Planning; IADOT/City Qtrly Mtg.; MPO Trans. Coord., STBG & TASA Evaluation Processes; QCTrails.org; QC TELL; Aerial Photo Coord.
 EAST MOLINE – Air Quality Asst.; E9-1-1 Coord.; Joint Purchasing; MUNICES Coord.; RICWMA Staffing; Riverfront Council; RLF Admin.; RMS Coord.; MPO Trans. Coord.; Trail Planning & GIT Coord.; Aerial Photo Coord.; IL92 Corridor Study.
 ELDRIDGE – Drug & Alcohol Consort.; Solid Waste Coord.; Website Support; Trails Planning; MPO Trans. Coord., STBG & TASA Evaluation Processes; Strategic Plan.
 FRUITLAND – Reg.9 Transp. Coord.; Solid Waste Coord.; Municipal Code Update.
 GALVA – HCEDP; Transit Mobility/HSTP Planning; Trails and Greenway Planning.
 GENESEO – HCEDP Part.; Transit Mobility/HSTP Planning; Trail Planning and Hennepin Parkway Coord.; Aerial Photo Coord.; Mapping Asst.; Grant Admin. Asst.
 HAMPTON – MUNICES Coord.; RICWMA Staffing; MPO Trans. Coord.; Riverfront Council; Aerial Photo Coord.
 HENRY COUNTY – HCEDP Part.; Joint Purchasing; Transit Mobility/HSTP Plan.; Trails & Greenway Planning/Hennepin Parkway Coord.; MPO Trans. Coord.; LESA/Zoning Reviews.
 HILLSDALE – Transit Mobility/HSTP Planning.
 KEITHSBURG – CDBG Grant Admin.; OSLAD Inquiry.
 KEWANEE – HCEDP; Transit Mobility/HSTP Planning; Trails and Greenway Planning; Joint Purchasing Information; IDHA Grant Appl.; Traffic Study Inquiry.
 LECLAIRE – Joint Purchasing; Riverfront Council; Solid Waste Coord.; Marina District Input; MPO Trans. Coord.
 LONG GROVE – Reg. 9 Trans. Coord. & STBG/TASA evaluation process; Solid Waste Coord.; Website Support.
 McCAUSLAND – Reg. 9 Trans. Coord.; Solid Waste Coord.
 MILAN – E9-1-1 Coord.; Joint Purchasing; MUNICES Coord.; RICWMA Staffing; MPO Trans. Coord.; RLF Admin.; RMS Coord.; Trails and Greenway Planning; QCTrails.org; Aerial Photo Coord.; Strategic Planning Workshop.
 MOLINE – Air Quality Asst.; E9-1-1 Coord.; Joint Purchasing; I-74 Bridge Coord.; MUNICES Coord.; RICWMA Staffing; Riverfront Cnd; RLF Adm.; RMS Coord.; Trails Planning/Coord.; MPO Trans. Coord.; STBG & TASA Evaluation Processes; IL92 Corridor Study, QCTrails.org; Aerial Photo Coord.
 MUSCATINE CITY – Air Quality Asst.; Joint Purchasing; Reg. 9 Transportation Coord. & STBG & TASA Evaluation Processes; MMRLF Coord.; Solid Waste Coord.; Trails Planning/ADT Coord.; Aerial Photo Coord.; Transit Mapping; Fact Sheet Inquiry.
 MUSCATINE COUNTY – Air Quality Asst.; Joint Purchasing; Reg. 9 Coord. & STBG & TASA Evaluation Processes; Trails Plan Update/ADT Coord.; Transit Mobility Coord.; MMRLF Coord.; Cedar River Watershed Planning; 2019 Aerial Photo Coord.; Hazard Mitigation Plan Updates Coord.
 NEW BOSTON – Transit Mobility Coord./HSTP Planning.
 NICHOLS – USDA Wastewater Funding Grant Asst. & RFQ; CDBG Info.; Reg. 9 Transportation Coord.
 OAK GROVE – E9-1-1 Coord.; MPO Trans. Coord.
 ORION – HCEDP; Website Support; Transit Mobility/HSTP Planning; OSLAD Admin. Inquiry.
 PORT BYRON – RICWMA Staffing; MPO Trans. Coord.; Riverfront Council; Trails Coord.; Zoning Inquiry.
 PRINCETON – Riverfront Council; Solid Waste Coord.; MPO Trans. Coord.; Trail Planning.
 RAPIDS CITY – RICWMA Staffing; Riverfront Council; MPO Trans. Coord.; Zoning Map.
 RIVERDALE – Riverfront Council; MPO Trans. Coord.; Solid Waste Coord.; Trails Coord.; Website Support.
 ROCK ISLAND CITY – Air Quality Asst.; E9-1-1 Coord.; Joint Purchasing; MUNICES Coord.; Riverfront Cnd.; RICWMA Stg.; RLF Loan Admin.; RMS Coord.; Trails Coordination; MPO Trans. Coord. & STBG Evaluation Process; IL92 Corridor Study; QCTrails.org; Aerial Photo Coord.; Strategic Planning.
 ROCK ISLAND COUNTY – Air Quality Asst.; E9-1-1 Coord.; Joint Purchasing; QCEPC Committee; MUNICES Coord.; RICWMA Stg. & Website Support; RMS Coord.; Trail Coord.; Transit Mobility/HSTP Planning & QC Rideshare; Passenger Rail; Floodplain Coord. Efforts; QC Health Initiative; MPO Trans. Coord. & STBG Evaluation Process; Business Cards; Comp. Plan Update; Aerial Photo Coord.; Forest Preserve Maps; Hazard Mitigation Plan Updates Coord; NW Illinois Water Study.
 SCOTT COUNTY – Financial Mgmt – Scott Co. KIDS and Scott Co. Hsg. Cnd.; Air Quality Coord.; I-74 Bridge Coord.; Joint Purch.; QCICNet, Reg. 9 Transportation Coord. + STBG Evaluation Process & MPO Trans. Coord.; RLF Admin.; Trail Planning/ADT Coord.; Transit Mobility/HSTP Planning & IA/QC Rideshare; Interop. Project; QC Health Initiative; Countywide IT Services/Equipment Coord.; QC EPC Meeting; 2019 Aerial Photo Coord.; Hazard Mitigation Plan Updates Coord.; IDPH Walkability Grant; Zoning Review.
 SHERRARD – Joint Purchasing; Transit Mobility/HSTP Planning; Website Support.
 SILVIS – E9-1-1 Coord.; IL Intergov. Comm. Coord.; Joint Purch.; MUNICES Coord.; RICWMA Stg.; RMS Coord.; MPO Trans. Coord.; IL92 Corridor Study; Trails Planning & GIT Coord.; RLF Loan Admin; Mapping Asst.; Aerial Photo Coord.
 VIOLA – Transit Mobility/HSTP Planning; Mapping Asst.
 WALCOTT – Reg. 9 Transportation Coord.; RLF Admin; Solid Waste Coord.; Trail Coord.
 WEST LIBERTY – Air Qual. Coord.; Reg. 9 Transportation Coord.; Trails Plan/ADT Coord. Solid Waste Coord.; MMRLF.
 WILTON – Air Qual. Coord.; Reg. 9 Transp. Coord.; Solid Waste Coord.; MMRLF.
 WINDSOR – Transit Mobility/HSTP Planning; CDBG Grant Admin.
 WOODHULL – HCEDP; Transit Mobility/HSTP Planning; Liaison.

Bi-State Report – June

COMMUNITY/ECONOMIC DEVELOPMENT: Provided information to Henry County Economic Development Partnership (HCEDP) board. Attended Iowa Regional Council of Governments meeting, CDBG training, and national CEDS summit. Continued data warehouse www.greaterqcregiondata.org website maintenance. Continued comparing economic development software. Participated in foreign labor housing inspections.

DATA/GRAPHICS/MAPPING/ON-LINE SERVICES

Data Center: Staff responded to 5 data and map requests including 2 from local governments, 1 from a non-profit, 1 from a business, and 1 from a private citizen. The data section of the Bi-State website had 45 page views. The data portal (www.greaterqcregiondata.org) had 38 sessions and 199 page views. Staff continued to assist with and monitor the 2020 Census participation programs, including the BAS and PSAP programs and Complete Count Committee training opportunities.

Graphics/GIS/Mapping: QC Street Map (Folded & Wall Versions) Distribution; QC Trails.org Website Maintenance-trail safety alerts; Region-wide 2019 Aerial Photo Update Coordination; Region 9 Transportation Improvement Plan Mapping; Transit Development Plan Mapping; Updated/Maintained GIS Data for Street Centerlines, Traffic Counts, MPA Boundary, Federal Functional Class Routes, Urban Areas, Corporate Limits, Landmarks, Rail, Trails, Zoning, and Utilities.

www.bistateonline.org: Total pages viewed for June 2019 was 2,246, and top pages viewed included: Home Page: (578); Search (98); Our Staff (121); Average Daily Traffic Counts (140); Traffic Count Maps (82); Quad Cities MPO Home (48); Documents (51); Contact Us (54); Transportation Improvement Program (45); Project Programming Process (41).

ENVIRONMENTAL, RECREATION, RIVERFRONT SERVICES: Responded to inquiries and assisted with trail/recreation project funding assistance/grants and trail use counting. Served Rock Island County Waste Management Agency (RICWMA) with oversight and management of waste disposal and recycling programs, drop-off recycling program, reporting, and overall agency administration. Responded to RICWMA telephone inquiries from general public and media concerning solid waste and recycling issues. Continued coordination of issues related to Bi-State Region Clean Air Partnership and strategies for emission reduction. Facilitated multi-jurisdictional hazard mitigation planning. Attended northwestern Illinois Water Study, River Action meeting, and Cedar River watershed meeting. Participated in Hennepin Canal coordination. Monitored flood-related coordination efforts.

INTERGOVERNMENTAL FORUMS AND REGIONAL SERVICES: Continued assistance to the Joint Purchasing Council (JPC). Worked on the following bids: copier paper, calendars, water chemicals, and printer supplies. Staffed Quad Cities Area intergovernmental forums and meetings of managers, administrators, and chief elected officials. Assisted with Rock Island Arsenal issues. Participated in emergency planning and preparedness meetings.

REVOLVING LOAN FUND (RLF): Administered Bi-State RLF Program: Prepared meeting cancellation notice and financial summary report. Provided information to potential applicants. Continued receiving job creation information from active companies. **Administered Mercer/Muscatine RLF Program (MMRLF):** Prepared financial summary report. Provided information to potential applicants. Worked with Aledo, Muscatine City and County, West Liberty, and Wilton to identify potential projects for gap financing.

TRANSPORTATION PLANNING, PROGRAMMING, AND PROJECT DEVELOPMENT: Attended related meetings, presented information, and continued staff coordination of river crossing issues. Served transportation inquiries on projects, funding, and rail crossings. Held interdisciplinary traffic safety meeting. Continued preparing strategic traffic safety plan. Prepared monthly reports of federal transportation programs and coordinated related funding/reporting. Monitored air quality emission issues and exceedances. Continued extreme weather resilience pilot. Facilitated data needs for Illinois 92 corridor study, and initiated QC Mississippi River Rail Bridges study. Worked on connections of American Discovery Trail (ADT)/Grand Illinois Trail and Mississippi River Trail and attended related meetings, as well as other trails planning and grant assistance. Facilitated QC Transit.com, QC Trails.org, and QC Rideshare sites maintenance. Facilitated issues related to Bi-State Regional Trails Committee, including trail counter data review. Finalized Muscatine County trails plan update. Coordinated Bi-State Drug and Alcohol Testing Consortium random testing program. Monitored MPO and Iowa Region 9 FY19 Transportation Planning Work Programs (TPWPs). Monitored MPO & Region 9 Federal Fiscal Year (FFY) 2019-22 Transportation Improvement Programs (TIP), including facilitating TIP revisions, and maintenance of data entry in Iowa Transportation Project Management System (TPMS) as part of transportation improvement programming; prepared FFY 2020-2023 TIPs. Facilitated Transportation Alternatives and Surface Transportation Block Grant (STBG) evaluation processes for MPO and Region 9. Continued 2050 model development and household travel survey processing, and MPO Long Range Transportation Plan demographic projections. Administered Illinois Region 2 transit Human Services Transportation Program (HSTP) coordinator position. Administered Federal Transit Administration (FTA) 5339 grant. Prepared Title VI Program updates for CitiBus and Bettendorf Transit. Prepared FTA 5307, 5310, and 5339 supplemental agreements. Monitored status of implementation of passenger rail service to Chicago. Participated in training, webinars, workshops, and conferences on various general and transportation topics related to NADO Regional Transportation conference, travel demand modeling, performance management, art on trails, resilience, walking, and bicycling.