NAPA VALLEY TRANSPORTATION AUTHORITY-TAX AGENCY
ITOC Agenda Letter

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TO: Independent Taxpayer Oversight Committee

FROM: Kate Miller, Executive Director

REPORT BY: Robin Crain, Communications Officer
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SUBJECT: Measure T Website Usage Analytics

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RECOMMENDATION

Information only

EXECUTIVE SUMMARY

Measure T website usage data is provided on Attachment 1.

FISCAL IMPACT

Is there a Fiscal Impact?   No

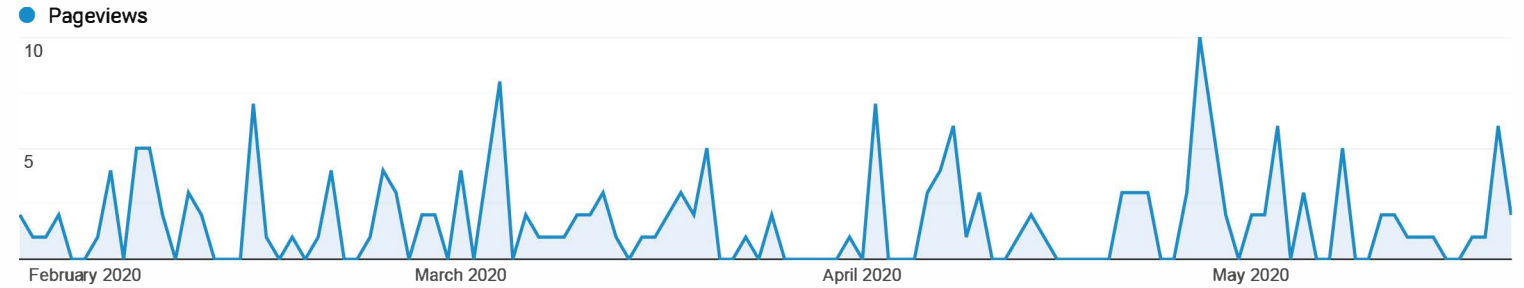## SUPPORTING DOCUMENTS

Attachment: (1) Measure T Website Analytics

Measure T Report 2

All Users
1.54% Pageviews

Jan 27, 2020 - May 21, 2020

Go to report

Report Tab

● Pageviews

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	194 % of Total: 1.54% (12,635)	**128** % of Total: 1.26% (10,153)	**00:00:59** Avg for View: 00:01:44 (-43.43%)	**43** % of Total: 0.71% (6,074)	**44.19%** Avg for View: 58.40% (-24.34%)	**25.77%** Avg for View: 48.07% (-46.39%)	**$0.00** % of Total: 0.00% ($0.00)
1. /measure-t	**194** **(100.00%)**	**128** **(100.00%)**	00:00:59	**43** **(100.00%)**	44.19%	25.77%	**$0.00** (0.00%)

Rows 1 - 1 of 1

DEFINITIONS

PAGEVIEWS: A view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview.

UNIQUE PAGEVIEWS: A unique pageview represents the number of sessions during which that page was viewed one or more times.

AVERAGE TIME ON PAGE: Average time on page is simply the average amount of time all users spend on a single page.

ENTRANCES: Entrances means the total number of visitors who entered your website on a specific page.

BOUNCE RATE: Bounce rate is the percentage of single page visits (or web sessions). It is the percentage of visits in which a person leaves your website from the landing page without browsing any further.

% EXIT: The Exit Pages section of Google Analytics allows you to see which pages people most frequently end their sessions on or leave the site after viewing.

PAGE VALUE: Page Value is the average value for a page that a user visited before landing on the goal page or completing an Ecommerce transaction (or both). This value is intended to give you an idea of which page in your site contributed more to your site's revenue.