



NAPA VALLEY TRANSPORTATION AUTHORITY-TAX AGENCY ITOC Agenda Letter

TO: Independent Taxpayer Oversight Committee
FROM: Kate Miller, Executive Director
REPORT BY: Christina Lee, Marketing and Communications Officer
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SUBJECT: Measure T Website Usage Analytics

RECOMMENDATION

Information only

EXECUTIVE SUMMARY

At the December 4, 2019 meeting, the ITOC requested information on the Measure T website usage. Staff will review the usage data provided in Attachment 1.

FISCAL IMPACT

Is there a Fiscal Impact? No

SUPPORTING DOCUMENTS

Attachment: (1) Measure T Website Analytics

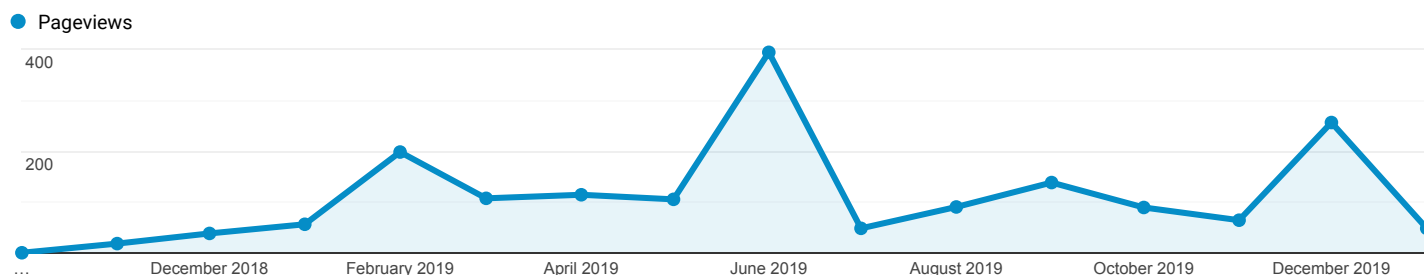
Measure T

ALL » PAGE: /measure-t

Oct 1, 2018 - Jan 26, 2020

All Users
 3.02% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1,763 % of Total: 3.02% (58,448)	859 % of Total: 1.91% (44,935)	00:01:22 Avg for View: 00:02:00 (-31.44%)	387 % of Total: 1.34% (28,835)	47.44% Avg for View: 46.19% (2.69%)	23.26% Avg for View: 49.33% (-52.86%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /measure-t	1,763 (100.00%)	859 (100.00%)	00:01:22	387 (100.00%)	47.44%	23.26%	\$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.