



## **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 Craig, Marketing and 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. For the period of April 30, 2021 - August 17, 2021, the website had 240 page views with users spending an average of 1 minute, 3 seconds on each page viewed. Most visitors (61.97%) visited only the Measure T Projects page ([nvta.ca.gov/measure-t](http://nvta.ca.gov/measure-t)) and did not explore any other pages on the NVRTA website before leaving. This indicates that most users arrived on the Measure T page from our outreach materials, which link to the Projects page, and that the majority of users were more interested in project details than administrative details.

### **FISCAL IMPACT**

Is there a Fiscal Impact? No

### **ATTACHMENT(S)**

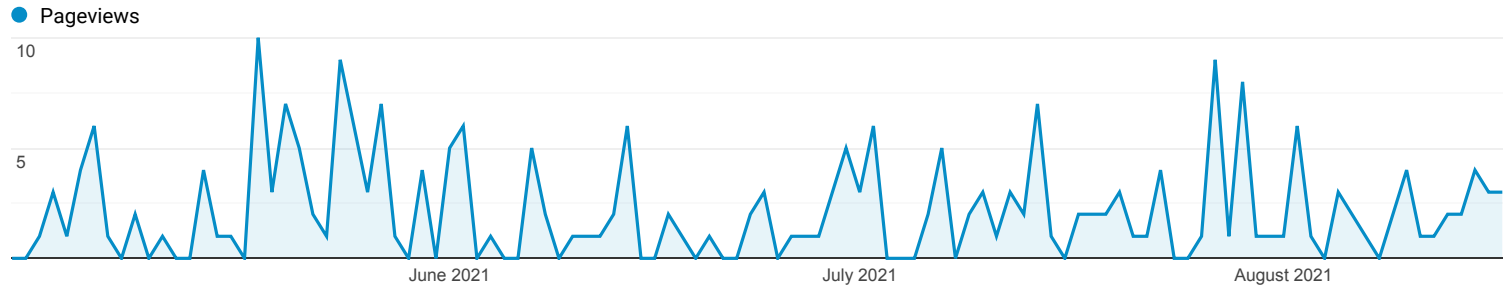
(1) Measure T Website Analytics

## Measure T Report 2

All Users  
1.06% Pageviews

Apr 30, 2021 - Aug 17, 2021

### Report Tab



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	<b>240</b> % of Total: 1.06% (22,600)	<b>189</b> % of Total: 1.00% (18,947)	<b>00:01:03</b> Avg for View: 00:01:59 (-46.93%)	<b>71</b> % of Total: 0.52% (13,608)	<b>61.97%</b> Avg for View: 64.65% (-4.15%)	<b>35.83%</b> Avg for View: 60.21% (-40.49%)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. /measure-t	<b>240</b> (100.00%)	<b>189</b> (100.00%)	<b>00:01:03</b>	<b>71</b> (100.00%)	<b>61.97%</b>	<b>35.83%</b>	<b>\$0.00</b> (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.