



Local Agency Formation Commission of Napa County
Subdivision of the State of California

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We Manage Local Government Boundaries, Evaluate Municipal Services, and Protect Agriculture

December 3, 2012

Agenda Item No. 5h (Consent/Information)

November 26, 2012

TO: Local Agency Formation Commission

FROM: Brendon Freeman, Analyst

SUBJECT: Report on Website Visits

The Commission will receive a report summarizing visitor traffic to the agency's website. The report identifies trends in audience characteristics over the last two years and is being presented for information only.

The Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000 requires Local Agency Formation Commissions (LAFCOs) to establish and maintain websites. Government Code Section 56300 specifies LAFCO websites must provide notices of meetings and hearings as well as other pertinent information for public review.

A. Background

In July 2009, LAFCO of Napa County ("Commission") launched a new website. The website was designed and implemented by Planeteria out of Santa Rosa, California after a formal bid process. The website replaced the Commission's previous version, which had been developed and maintained by staff using Adobe GoLive. The purpose in budgeting for the new website was threefold: (a) improve visual setting; (b) enhance content management; and (c) increase interactivity through user-friendly navigation.

B. Information

Visitor usage has increased in each of the three years since the Commission's new website was launched. Overall visits to the website have expanded during this period by one-fifth and increased the average daily visits from approximately four to five. Other notable statistics or trends with respect to website visits follow.

Categories	November 1, 2009 to October 31, 2010	November 1, 2010 to October 31, 2011	November 1, 2011 to October 31, 2012	Trends
Total Visits	1,452	1,562	1,724	+18.7%
Avg. Daily Visits	3.9	4.3	4.7	+18.7%
Unique Visits	695	901	962	+38.4%
% New Visitors	47.5	51.7	51.5	+8.4%
Traffic Sources	---	---	---	---
- Search	58.5	54.3	61.7	+5.5%
- Referral	21.8	24.1	19.8	-9.2%
- Direct	19.4	21.6	18.5	-4.6%

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C. Commission Review

The Commission is invited to review and discuss the report and direct staff to follow up with any additional information as needed.