

To: Marketing, Planning & Legislative Committee

Date: 7/27/2020

From: Melody Reeb, Manager of Planning

Reviewed by: *Ref*

SUBJECT: Website and Social Media Report for April – June 2020

Below are key metrics used in evaluating website and social media activity:

	Apr	May	Jun	FYTD Avg.
Web Sessions				
Main website	14,416	13,059	15,724	33,915
Bus Tracker website	1,541	1,470	1,749	6,545
Transit App				
Average Users per Day	242	235	305	613
Social Media Engagements per Post				
Facebook	18.2	16.7	10.6	13.3
Twitter	13.9	10.6	12.3	9.8
Instagram	40.0	34.5	27.5	30.4
NextDoor	-	3.8	7.0	12.6

Analysis:

During the period of April through June, overall web activity dropped about 50% compared to the prior quarter, while social media activity remained relatively stable (see Attachment 1). These were the first full three months of the shelter-in-place order that took effect in March in response to COVID-19. Website visits and Transit app usage dropped significantly as fewer people were taking transit, while staff continued using social media to provide updates on service changes.

In late February, staff created a dedicated page on the website with information related to COVID-19 with regular updates. This page has been used to post notices related to service disruptions, as well as health and safety guidelines for riding transit. During the period of April through June, this webpage was the third most visited page on the website, with over 3,600 pageviews.

Staff implemented reduced schedules in April that remained in place until mid-May, when the majority of service was then restored. This eliminated the need to provide daily service updates as was done in March immediately following the shelter-in-place order.

There were also several protests in June, which resulted in service disruptions due to street closures and curfews. Staff used a similar approach in disseminating information about these service disruptions, which included creating a dedicated page on the website with regular updates.

Financial Implications:

None.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: FY 2020 Website and Social Media Report

Attachment 1:

FY 2020 Website and Social Media Report

	July	August	September	October	November	December	January	February	March	April	May	June
Website												
Total sessions	43,228	51,797	45,493	45,689	39,391	37,159	39,098	37,365	24,563	14,416	13,059	15,724
Total users	20,958	24,018	20,589	21,456	18,370	17,225	18,427	18,044	11,920	6,559	6,048	6,987
News posts	8	5	8	11	2	1	0	7	10	6	6	1
Bus Tracker												
Outgoing SMS	3,952	4,628	5,048	5,787	4,279	3,970	4,827	4,561	3,681	2,261	2,213	2,279
Web sessions	8,112	9,666	9,668	9,887	7,932	7,660	8,420	7,740	4,696	1,541	1,470	1,749
Web users	2,267	2,701	2,471	2,604	2,176	2,060	2,108	1,894	1,351	364	408	394
Transit App												
Downloads	715	1,063	915	845	715	729	797	645	332	164	172	233
Users per day	641	737	771	839	766	724	768	826	499	242	235	305
Facebook												
Page likes	1,353	1,365	1,368	1,374	1,376	1,383	1,390	1,393	1,408	1,415	1,419	1,421
Posts	20	24	19	21	17	19	15	22	27	21	13	24
Impressions	4,423	6,230	3,234	3,579	2,618	2,662	4,302	6,280	5,472	4,577	2,905	4,765
Engagements	224	375	165	208	132	140	262	467	392	382	217	254
Twitter												
Followers	746	749	756	764	768	771	783	792	815	820	824	839
Posts	44	53	36	30	30	27	32	41	50	28	20	53
Impressions	41,778	29,239	30,962	28,582	22,161	28,994	31,386	27,018	63,471	18,130	13,730	41,692
Engagements	173	181	106	164	113	116	217	165	1,849	390	211	653
Mentions	26	36	20	20	13	11	174	12	25	22	19	38
Instagram												
Followers	236	242	253	257	273	287	296	317	341	360	389	405
Posts	2	2	2	2	1	4	3	3	1	3	2	2
Impressions	506	530	448	457	200	648	655	589	288	774	391	375
Engagements	52	40	50	44	29	101	116	100	45	120	69	55
NextDoor												
Posts	3	3	2	2	0	2	2	4	0	0	4	5
Impressions	36,419	40,459	19,891	30,684	0	15,980	27,182	23,619	0	0	42,206	61,909
Engagements	73	46	14	26	0	13	102	16	0	0	15	35