

**To:** Marketing, Planning & Legislative Committee

**Date:** 10/22/2020

**From:** Melody Reeb, Manager of Planning

**Reviewed by:** *Ref*

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**SUBJECT: Website and Social Media Report for July – September 2020**

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

	Jul	Aug	Sep	FYTD Avg.
<b>Web Sessions</b>				
Main website	16,245	16,985	16,477	16,569
Bus Tracker website	1,920	1,979	1,845	1,915
<b>Transit App</b>				
Average Users per Day	293	301	311	302
<b>Social Media Engagements per Post</b>				
Facebook	20.7	9.4	9.0	12.0
Twitter	7.3	7.0	11.1	8.1
Instagram	25.0	30.5	16.0	24.0
NextDoor	16.3	10.0	26.0	16.7

### Analysis:

During the period of July through September, overall web activity grew slightly compared to the prior quarter, while social media activity remained relatively stable (see Attachment 1). Three months into the COVID-19 pandemic and as businesses have begun to reopen, ridership has been slowly climbing back up as riders start to return to transit. As a result, a growing number of people are using the website and the Transit app to get information on the latest schedules and real-time arrivals, as well as on health and safety guidelines. Service disruptions have also tapered off since last quarter, so there has been less reliance on social media channels to broadcast service-related information. Instead, staff has focused on communicating the various protocols that are in place to protect the health and safety of riders, as well as reminders about physical distancing and face covering requirements.

In late February, staff created a webpage with regular updates related to the pandemic, most of which were regarding service impacts. In September, staff developed a new webpage with more

comprehensive information on County Connection's response to COVID-19, including passenger and employee safety measures, ridership trends, and partnerships with meal delivery and other social service agencies to provide transportation assistance. The page also includes information about regional collaboration efforts, including links to the Bay Area Healthy Transit Plan and metrics dashboard, and it will be continually updated with any new information.

**Financial Implications:**

None.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

Attachment 1: FY 2021 Website and Social Media Report

Attachment 1:

## FY 2021 Website and Social Media Report

	July	August	September	October	November	December	January	February	March	April	May	June
<b>Website</b>												
Total sessions	16,245	16,985	16,477									
Total users	7,516	7,312	7,549									
News posts	2	5	4									
<b>Bus Tracker</b>												
Outgoing SMS	2,606	1,677	1,240									
Web sessions	1,920	1,979	1,845									
Web users	500	486	404									
<b>Transit App</b>												
Downloads	221	227	242									
Users per day	293	301	311									
<b>Facebook</b>												
Page likes	1,420	1,423	1,422									
Posts	11	18	16									
Impressions	2,118	2,233	2,252									
Engagements	228	170	144									
<b>Twitter</b>												
Followers	849	849	852									
Posts	24	40	21									
Impressions	13,526	21,973	23,076									
Engagements	176	281	234									
Mentions												
<b>Instagram</b>												
Followers	418	428	436									
Posts	3	2	2									
Impressions	521	369	269									
Engagements	75	61	32									
<b>NextDoor</b>												
Posts	3	4	3									
Impressions	86,670	60,763	95,973									
Engagements	49	40	78									