

AGENDA ITEM 3 B  
Information Item

**MEMORANDUM**

**DATE:** August 3, 2017

**TO:** El Dorado County Transit Authority

**FROM:** Brian James, Planning and Marketing Manager

**SUBJECT:** Website Usage Statistics

**REQUESTED ACTION:**

**BY MOTION,**

**None. Item is for information only.**

**BACKGROUND**

The El Dorado County Transit Authority (El Dorado Transit) currently maintains an agency website at [www.eldoradotransit.com](http://www.eldoradotransit.com) for the dissemination of pertinent information regarding the transit system and general agency administrative functions. The website was updated and launched on July 5, 2015. The website provides users with a sleek, clean efficient information depot which is scalable across all electronic formats (desktop, laptop, tablet and phone). The website is Americans with Disabilities Act (ADA) compliant, and includes a Google trip planning tool and the addition of zoomable route maps with specific stop information and links to real-time traveler information portal RouteShout (where passengers can get real-time bus arrival information).

**DISCUSSION**

The goal of the new website was to increase customer usage of the website by redesigning, simplifying and improving the current website in order to deliver clear concise information in an easy to navigate customer friendly manner.

The average number of sessions per month in Fiscal Year 2014-15 using the previous website was 4,448 sessions. In Fiscal Year 2016-17 using the new website, the average number of sessions per month was 8,770 for an increase of 4,282 or ninety-seven percent (97%). This indicates that the goal of the new website is being fulfilled.



**EL DORADO  
TRANSIT**

- COMMUTER
- LOCAL
- DIAL-A-RIDE
- HOW TO RIDE
- BUY PASSES

TRIP PLANNER

ENTER A LOCATION



SEE FULL INTERACTIVE MAP ▶

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## NEWS

- July - September 2017 Newsletter is now available!
  - NEW Local Route changes coming July 31, 2017
  - Draft Park-and-Ride Master Plan Public Workshop
- See all News >>



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### RIDER INFORMATION

- How to ride
- Interactive Map
- Trip Planner Information
- Title VI and other policies

- Fares & Passes
- Holiday Service
- Rider apps
- Juror Transportation

### EL DORADO COUNTY TRANSIT AUTHORITY

- About us
- Contact us
- Related organizations
- Board of Directors

- Meetings agendas and minutes
- Document Library
- Procurement / RFPs
- Careers

The El Dorado County Transit Authority (El Dorado Transit) provides public transportation on the western slope of El Dorado County under authority of a Joint Powers Agreement (JPA) with the County of El Dorado and the City of Placerville. Our fixed route and dial-a-ride services provide mobility for the communities of Placerville, Diamond Springs, Cameron Park, Pollock Pines, and El Dorado Hills, and commute trips into Sacramento and Folsom.

[Read More About El Dorado Transit >>](#)