

AGENDA ITEM 3 A
Information Item

MEMORANDUM

DATE: August 2, 2018
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 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 2017-18 using the new website, the average number of sessions per month was 10,689 for an increase of 6,241 or 140.3%. This indicates that the goal of the new website is being fulfilled.