

TOWN WEBSITE UPDATE

TOWN COUNCIL

APRIL 28, 2021

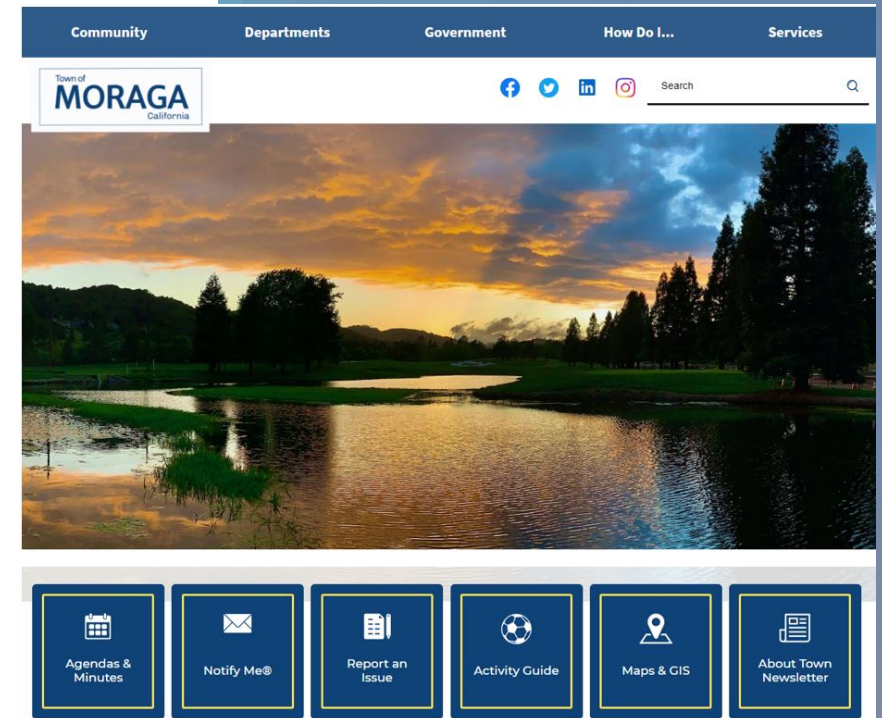


TOWN COUNCIL GOALS

2021 Town Council and Community Goals and Priorities aim to “**Enhance Communication and Transparency.**”

The implementation of the new Town website has increased the Town’s ability to:

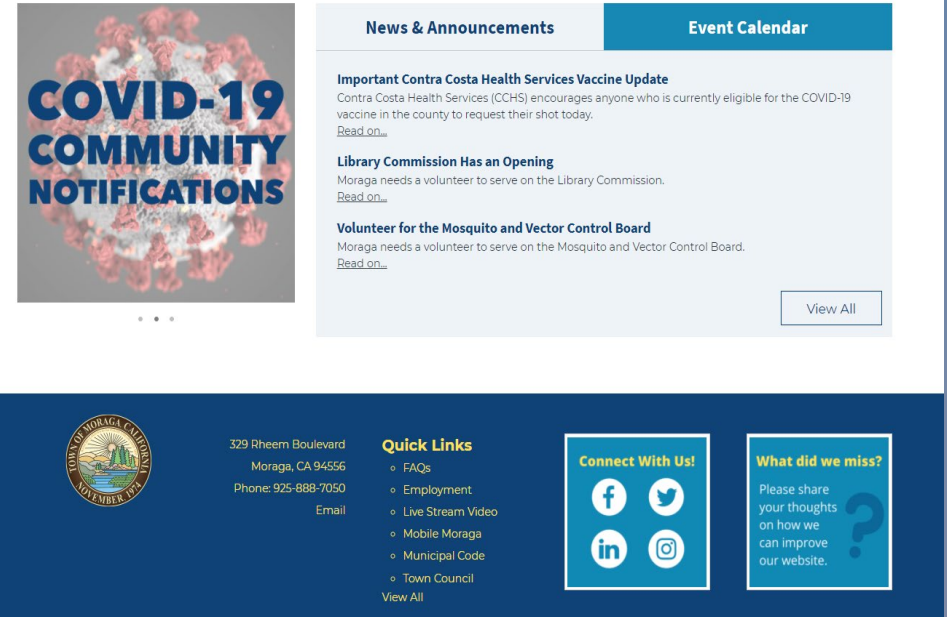
- Increase Communication and Transparency
- Gain Insight into How Residents Access Information and Utilize Resources
- Improve Information Sharing



KEY FEATURES

The new Town website provides numerous benefits to residents including the following:

- Mobile Responsive
- Meets all Standards for Accessibility
- Use of News Flashes and Website Agenda Distribution – Customizable by Users
- Updated Design and Improved Search Functions
- Robust Analytics – Usage, Data Metrics, Top Performing Web pages



WEBSITE STATISTICS – USAGE

The new Town of Moraga website launched on June 15, 2020. Data collected over this ten-month period provides insight into how residents access information.



96.6k

Total Visits



10.9k

Avg. / Month



397

Avg. / Day



64.5k

Desktop



28k

Mobile

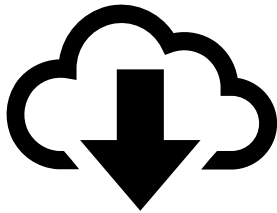


2.5k

Tablet

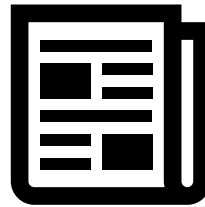
WEBSITE STATISTICS-FUNCTION

The following reflects data collected over this ten-month period and provides insight into how residents utilize resources and website features.



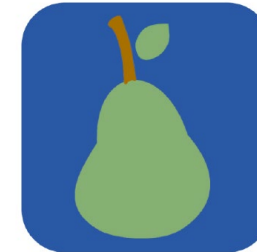
29.4k

Agenda
Downloads



615

Agenda
Subscribers



30%

Mobile Moraga
Requests

TOP PERFORMING WEB PAGES

The top performing Town web pages over the previous 10-Month Period are as follows:



Rank	Town Web Page
1	Town of Moraga Homepage
2	Hacienda de las Flores
3	Agenda Center
4	Town Council
5	Parks and Recreation
6	Town Departments
7	Planning Department
8	COVID-19 Resources
9	GIS Portal
10	Recreation Activity Guide

SEASONAL TRENDS

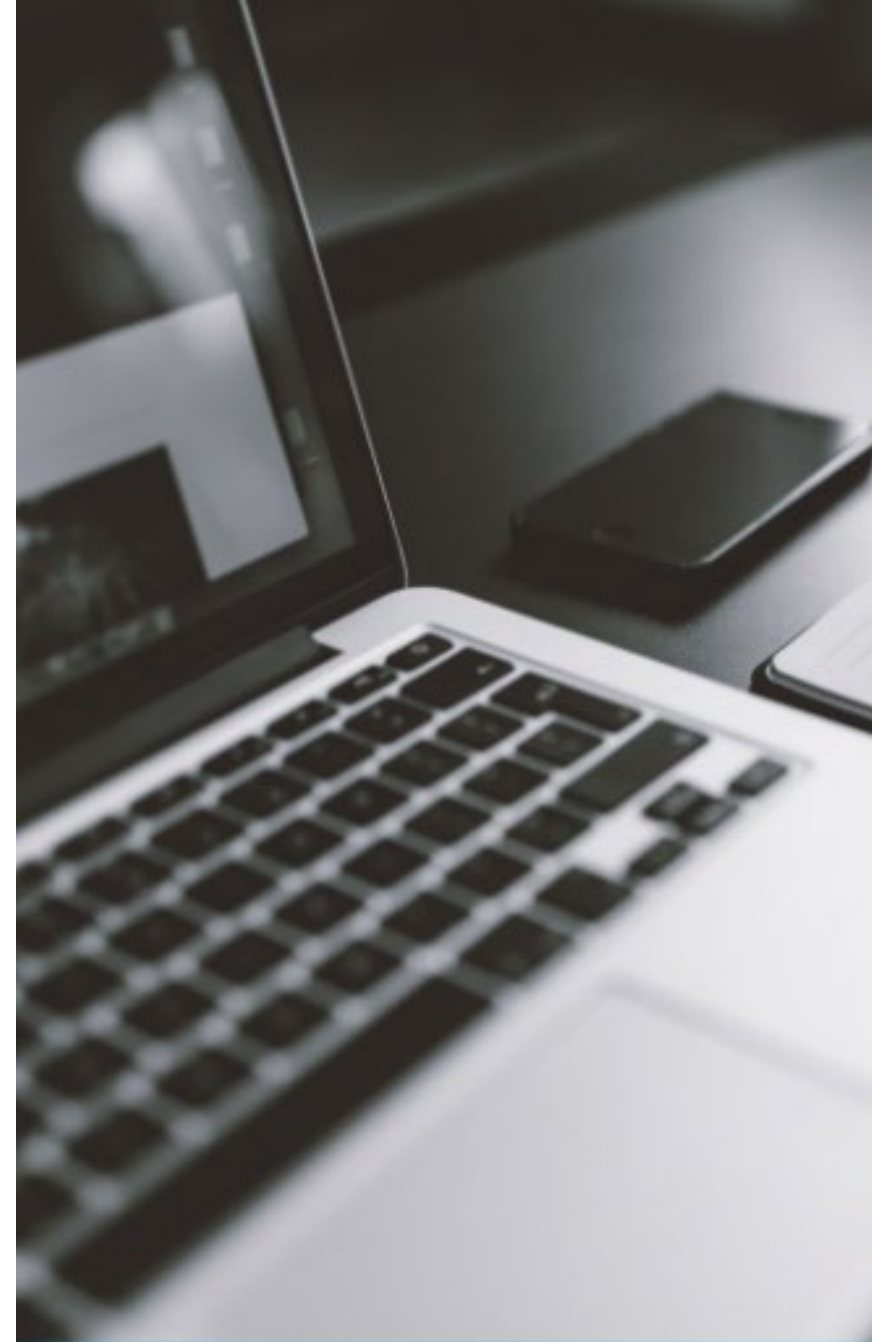
The top performing Town web pages vary when analyzed on a monthly basis – alerting the Town to short term trends in the news cycle.

Month	Top Web Pages
April 2021	Recreation Activity Guide • Moraga Commons • Summer Camps
March 2021	Parks and Recreation • Town Council • Recreation Activity Guide
February 2021	Planning Dept. • Town Council • Recreation Activity Guide
January 2021	Town Council • Planning Dept. • COVID-19 Community Notices
December 2020	COVID-19 Community Notices • Town Council • Agenda Center
November 2020	COVID-19 Community Notices • Town Council Elections • Canyon Road Bridge

NEWS FLASHES

A new feature utilized in the Town Website is the addition of News Flashes. News Flashes are utilized to push out important and timely non-emergency information to the public.


- Customizable – allows residents to sign up for News Flash notifications based upon preferences and areas of interest
- 577 News Flash Subscribers – 54% of the About Town Subscriptions
- Over 132 News Flashes Released
- News Flashes post to the applicable Town webpage and can also be sent as an email notification



ABOUT TOWN

About Town continues to be a critical component of the Town’s information sharing strategy.

- 1,056 About Town Subscribers
- 52% Open Rate – Above Industry Standard



ABOUT TOWN
UPDATE FROM MORAGA TOWN STAFF
MARCH 26, 2021

CANYON ROAD BRIDGE PHASE 2 WORK BEGINS APRIL 15

Canyon Rd Bridge Project Update April 14 - 6:30 pm Town Council Meeting

Construction is scheduled to begin April 15 on Phase 2 of the project that includes the new outbound traffic lane, bike lanes, pedestrian walkway, street lighting, street pavement restoration, and traffic striping work. Motorists should expect average 15-minute traffic delays due to construction. For the most up-to-date project information, including planned traffic delays, refer to posted electronic message boards near the bridge and the [project's website](#).

Date	Top Performing Articles in 2021			
April 15	1	RecycleSmart – Compost Giveaway	2	Town Website – Register for “Notify Me”
March 26	1	Moraga Presents: The Arts! (Video)	2	EBMUD Moraga Creek Project Update
March 12	1	Skatepark Fence	2	EBMUD Moraga Creek Community Meeting
February 26	1	Coyotes in Moraga	2	Moraga Rotary Fundraiser
February 12	1	COVID-19 Vaccine Appointment Info	2	Sustainable Moraga Challenge
January 29	1	Moraga for Monarchs Pollinator Garden	2	Love Letters to Our Town
January 15	1	COVID-19 Vaccine Appointment Info	2	MOFD Community Meeting

QUESTIONS/ COMMENTS

