

**City of Piedmont**  
**COUNCIL AGENDA REPORT**

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Date: October 4, 2004

From: Ann Swift, City Clerk/IS Manager

Subject: **Report on the City's Web Site**

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In March 1999, the city council discussed the creation of a city web site and authorized the first steps towards that goal. By May 2001, the city's web site was operational. Originally, the site had a front page, departmental pages and city directory. Almost from the beginning, the site was a success. By October 2001 the site was receiving 71,000 hits per day and had over 1,000 unique visitors.

Since that time, the site has been modified continually. The municipal code and charter were made available. The navigation bar was rearranged and simplified to allow easy access to the city council agendas, Municipal Code, city forms, and an employee directory.. The Recreation Department catalog was made a focal point of the front page and a link was created for on-line registration. With a constantly changing "front page" which displayed information about the budget, special events, and city services, use of the site continued to grow. In October 2002, there were 204,000 hits per day and 2,500 unique visitors to the site. In October 2003, the numbers were 242,000 hits and 2,600 unique visitors.

After three years, it was time to conduct a complete update of the site. Each department was asked to review its page and make changes for programs or services that were new or discontinued. A Community Resource page with links and/or phone numbers for local organizations and agencies has been created. The front page, which every visitor sees, was given a facelift. A brief description or headline now "teases" visitors to read more about current events.

Web statistics show that residents are taking greater advantage of the site to do their business with the city, despite the fact that the number of hits and visitors remains about the same. As you will see from the attached Web Site Use Comparison, the number of documents which are downloaded each month has risen from 695 in August 2002 to more than 3,700 in August 2004. The city saved more than \$2,000 but, more importantly, residents and other visitors were able to help themselves to forms, agendas, staff reports, city code sections, etc. I believe that the city can take pride in this demonstration of the efficiency of our web site and its usefulness to our residents.

## WEB SITE USE COMPARISON SEPTEMBER 2004

### Most Downloaded Files

**Users are now downloading more than five times as many forms and/or documents as they did in 2002.** In the list of most popular documents, the Recreation Dept. Catalog, Chapter 17 of the Municipal Code and the city job application are still in the top ten, but Planning Dept. forms, a notice about a Congestion Management meeting and a council staff report on second story additions appeared in the list as well in August 2004.

### August 2002

|                                  | File  | No. of Downloads | % of Total Downloads | Session Downloads |
|----------------------------------|---|------------------|----------------------|-------------------|
| 1                                | <a href="http://www.ci.piedmont.ca.us/html/whatsnew/fallrec/fall02.pdf">http://www.ci.piedmont.ca.us/html/whatsnew/fallrec/fall02.pdf</a>   | 274              | 16.55%               | 94                |
| 2                                | <a href="http://www.ci.piedmont.ca.us/html/whatsnew/fallrec/fallregform.pdf">http://www.ci.piedmont.ca.us/html/whatsnew/fallrec/fallregform.pdf</a>                                 | 61               | 3.68%                | 40                |
| 3                                | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter17.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter17.pdf</a>   | 86               | 5.19%                | 28                |
| 4                                | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter27.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter27.pdf</a>   | 42               | 2.53%                | 27                |
| 5                                | <a href="http://www.ci.piedmont.ca.us/html/finance/jobapp.pdf">http://www.ci.piedmont.ca.us/html/finance/jobapp.pdf</a>   | 61               | 3.68%                | 23                |
| 6                                | <a href="http://www.ci.piedmont.ca.us/html/govern/staffreports/08_19_02/CivicCenterPark.pdf">http://www.ci.piedmont.ca.us/html/govern/staffreports/08_19_02/CivicCenterPark.pdf</a> | 41               | 2.47%                | 19                |
| 7                                | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter3.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter3.pdf</a>   | 38               | 2.29%                | 19                |
| 8                                | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter6.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter6.pdf</a>   | 34               | 2.05%                | 17                |
| 9                                | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter17B.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter17B.pdf</a>   | 28               | 1.69%                | 16                |
| 10                               | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter12.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter12.pdf</a>   | 30               | 1.81%                | 16                |
| <b>Total For the Files Above</b> |   | <b>695</b>       | <b>41.99%</b>        | <b>N/A</b>        |



### August 2004

|                                  | File  | No. of Downloads | % of Total Downloads | Session Downloads |
|----------------------------------|---|------------------|----------------------|-------------------|
| 1                                | <a href="http://www.ci.piedmont.ca.us/html/recreation/fall04/fallbroch04.pdf">http://www.ci.piedmont.ca.us/html/recreation/fall04/fallbroch04.pdf</a>                                   | 1,662            | 14.98%               | 226               |
| 2                                | <a href="http://www.ci.piedmont.ca.us/html/recreation/summer04/summer04.pdf">http://www.ci.piedmont.ca.us/html/recreation/summer04/summer04.pdf</a>                                     | 302              | 2.72%                | 130               |
| 3                                | <a href="http://www.ci.piedmont.ca.us/html/recreation/fall04/fallreg04.pdf">http://www.ci.piedmont.ca.us/html/recreation/fall04/fallreg04.pdf</a>                                       | 140              | 1.26%                | 89                |
| 4                                | <a href="http://www.ci.piedmont.ca.us/html/recreation/summer04/summer_regform1.pdf">http://www.ci.piedmont.ca.us/html/recreation/summer04/summer_regform1.pdf</a>                       | 104              | 0.93%                | 79                |
| 5                                | <a href="http://www.ci.piedmont.ca.us/html/forms/adminapd.pdf">http://www.ci.piedmont.ca.us/html/forms/adminapd.pdf</a>   | 146              | 1.31%                | 73                |
| 6                                | <a href="http://www.ci.piedmont.ca.us/html/forms/pcappldo.pdf">http://www.ci.piedmont.ca.us/html/forms/pcappldo.pdf</a>   | 174              | 1.56%                | 64                |
| 7                                | <a href="http://www.ci.piedmont.ca.us/html/whatsnew/CWTP_mtg.pdf">http://www.ci.piedmont.ca.us/html/whatsnew/CWTP_mtg.pdf</a>   | 106              | 0.95%                | 63                |
| 8                                | <a href="http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter17.pdf">http://www.ci.piedmont.ca.us/html/city_code/pdf/chapter17.pdf</a>   | 933              | 8.41%                | 63                |
| 9                                | <a href="http://www.ci.piedmont.ca.us/html/finance/jobapp.pdf">http://www.ci.piedmont.ca.us/html/finance/jobapp.pdf</a>   | 84               | 0.75%                | 61                |
| 10                               | <a href="http://www.ci.piedmont.ca.us/html/govern/staffreports/7_19_04/2nd_storyadditions.pdf">http://www.ci.piedmont.ca.us/html/govern/staffreports/7_19_04/2nd_storyadditions.pdf</a> | 98               | 0.88%                | 59                |
| <b>Total For the Files Above</b> |   | <b>3,749</b>     | <b>33.8%</b>         | <b>N/A</b>        |

