

# County of Albemarle 2006 Website Annual Report

This report provides a brief summary and comparison of the 2005 and 2006 Albemarle County website usage statistics.

The report was prepared by the Community Relations Division of the County Executive's Office.

Please contact the Community Relations Division at (434)296-5841 with any questions or for more information.



## **Website Mission Statement:**

**To create and maintain a dynamic, interactive online government presence that educates and informs citizens and allows people to conduct business with the county in ways that increase our accessibility and customer service and improve our operational efficiency.**

## ▲ General Statistics

General statistics provide the best overall picture of website usage. Albemarle County's website usage continues to climb in all major categories.

	2005	2006	Percent Change
<b>Average Page Views Per Day*</b>	16,171	25,859	+60%
<b>Average Page Visits Per Day**</b>	2,449	3,830	+56%
<b>Total Number of Files Downloaded</b>	1,070,802	1,299,831	+21%

\* Page views are hits, or single actions on the Web server, to files designated as pages.

\*\* Visits are the number of times a user comes to your site.

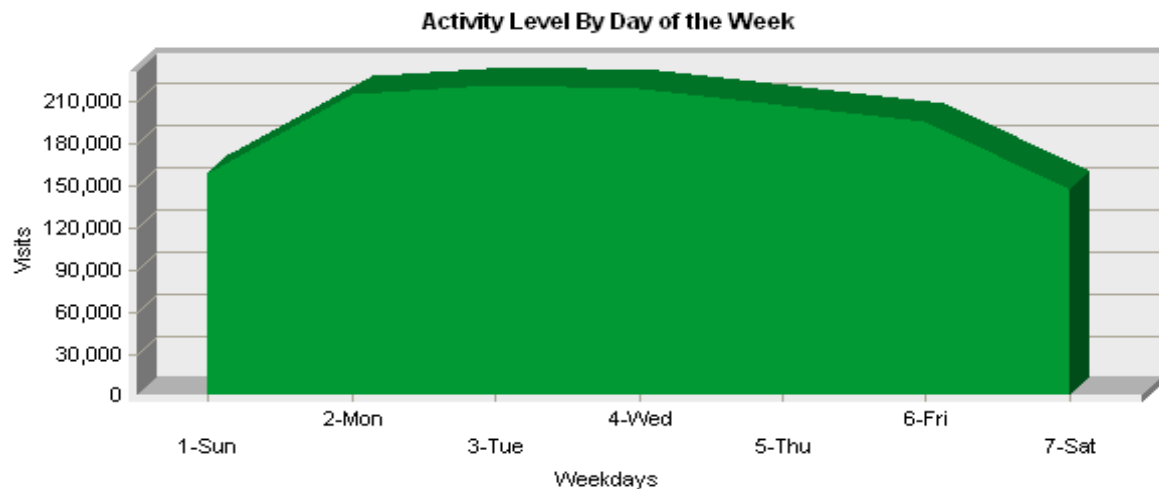
## ▲ Customer Usage Patterns

This data allows us to see when customers are using the website to interact with Albemarle County. An analysis of the data indicates that the website clearly is meeting its primary goal of providing 24 hour a day, 7 day a week service – providing a true “self-service” opportunity for users.

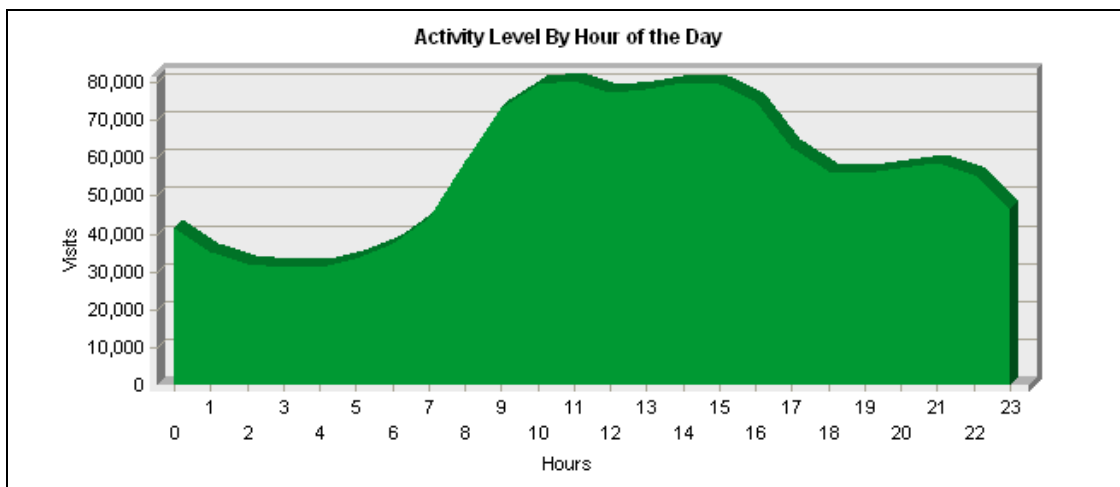
### Customer Usage Highlights:

- Weekend days average about 72% of the traffic as weekdays
- More visits occur between 5:00 pm and 8:00 am than during regular working hours

Day of the Week Activity	2005	2006	Percent Change
<b>Average Number of Visits Per Day on Weekdays</b>	2,717	4,157	53.00%
<b>Average Number of Visits Per Weekend (Sat. and Sun. combined)</b>	3,585	5,988	67.03%



Time of Day Activity	# of Hits	% of Total Hits	# of Visits
<b>During Work Hours (8:00 AM-5:00 PM)</b>	4,545,607	42.24%	680,957
<b>During After Hours (5:01 PM-7:59 AM)</b>	6,213,258	57.75%	681,162



## ▲ Top Pages

In this section, we compare the most visited pages on the County Website during 2005 and 2006.

### Top Page Highlights:

- Total number of visits to Human Resources – 177,000
- Total number of visits to Finance – 90,000
- Fire/Rescue visits have increased 145%
- 17,710 visits to online tax payments

2005		2006	
Page	Visits	Page	Visits
Human Resources Job Openings	101,381	Human Resources Job Openings	114,069
Finance-Real Estate Taxes	36,160	Fire & Rescue Home	77,005
Parks & Recreation Home	35,478	Finance-Real Estate Taxes	42,595
Fire & Rescue Home	31,413	Parks & Recreation Home	38,652
Human Resources Job Details	25,059	Human Resources Job Details	27,329
Community Development (Planning) – Real Estate Tax Maps	20,640	Community Development (Planning) – Real Estate Tax Maps	23,208
Human Resources Home	18,713	Human Resources – How to Fill Out Job Application	19,812
Human Resources – How to Fill Out Job Application	16,584	Police Home	19,173
Police Home	15,543	On-line Tax Payments	17,710
Finance Home	14,326	Human Resources Home	17,239
Finance-Personal Property Taxes	13,063	Finance-Personal Property Taxes	16,365

Human Resources- Pay scales	12,228	Finance Home	15,501
Citizens Information	11,827	County Contacts List	13,827
All Departments	11,822	Procurement of Services	13,385

## ▲ Most Downloaded Files

This section gives the top 20 downloaded files from the Albemarle County Website and the number of times they were downloaded. The importance of downloads is that they reflect the level of productivity that is occurring on the website – the downloads reflect visits or phone calls that did not have to be made to a county facility, and copying and mailing time and expense that staff did not have to incur as a result of citizens using these download opportunities.

### Download highlights:

- *A total of 5000 unique documents were downloaded at least once*
- *Approximately 200 unique documents were downloaded at least 1000 times*
- *60 documents were downloaded at least 2500 times*
- *Master plan documents are getting significant downloads*
  - *Crozet – 7,785*
  - *Places29 – 5,101*
  - *Pantops – 2,345*

2005		2006	
File	Downloads	File	Downloads
Albemarle County Code Ch18 Zoning 4 General Regulations	28,500	Albemarle County Code Ch18 Zoning 4 General Regulations	27,470
Albemarle County Code Ch14 Subdivision of Land	26,467	Albemarle County Code Ch14 Subdivision of Land	25,367
Albemarle County Code A1 General Index	15,278	Albemarle County Code A1 General Index	13,921
Land Use Plan	14,093	Albemarle County Code Ch17 Water Protection	10,800
Albemarle County Code Ch17 Water Protection	10,062	Albemarle County Historic Preservation Plan	9,843
Albemarle County Historic Preservation Plan	9,162	Design Standards Manual Chapter 5 – Water Resources	9,345
Albemarle County Code Ch18 Zoning 05 Supplement Regulations	7,551	Land Use Plan	8,475
Human Resources – Maternity Leave Packet	7,334	Parks & Recreation – Trail Map	7,405
Albemarle County Code Ch18 Zoning 32 Site Plan	6,775	Albemarle County Code Ch18 Zoning 05 Supplement Regulations	7,288
VA Landlord Tenant Act	6,701	Albemarle County Code Ch18 Zoning 32 Site Plan	6,336
Parks & Recreation –Trail Map	6,542	Base Map	5,984
Design Standards Manual Chapter 5 – Water Resources	6,221	Architectural Review Board Design Guidelines	5,896
Crozet Master Plan – Place Type Map	6,212	2006-2007 Teacher Pay Scale	5,609

Crozet Master Plan – Narrative – Sections I thru III	6,201	Fire and Rescue-Volunteer Information Guide	5,508
Base Map	6,199	Design Standards Manual Chapter 6 – Transportation	5,276
2005-2006 Teacher Pay Scale	6,183	Land Use Plan	5,184
Design Standards Manual Chapter 2 – Water & Sewer	5,637	Natural Resources and Cultural Assets	4,743
Substitute Teacher Employment Application	5,497	Comprehensive Plan Map	4,725
Parks & Rec. Parks Amenities Matrix	5,350	2006 Citizen Satisfaction Survey Results	4,490

## ▲ A-Mail

A-mail is a service of Albemarle County's Community Relations Office to notify the public about the services, programs, and events important to residents, visitors, businesses and the greater community. Users of this service receive meeting notices, announcements and periodic updates on major events related to the topics they are most interested in. Subscribers can choose from several interest groups and only receive A-mails for topics that they are interested in.

	2005	2006	Percent Change
<b>Average messages sent per month</b>	6	8	+33.33%
<b>Average number of subscribers per message</b>	606	800	+32.01%
<b>Total number of subscribers for all lists</b>	1136	2181	+91.99%

## ▲ Podcasting

A podcast is an audio file that is distributed over the Internet for playback on mobile devices and personal computers. Citizens can podcast the Board of Supervisors meetings from the Albemarle County website. The audio files are separated by discussion topic, so if subscribers wish to only listen to a specific part of the Board or Supervisors meeting, they can do so.

Month	Visits	Page Views	Avg. Visit Length	Unique Visitors	mp3 downloads
Jul-06	179	150	9:14	71	156
Aug-06	206	170	1:10	67	132
Sep-06	202	152	2:20	62	212
Oct-06	249	159	2:11	72	226
Nov-06	221	157	1:03	50	163
December 2006*	297	187	4:27	107	301

\*Marks the beginning of "chunking". Site now contains numerous topic files, thus the significant increase in mp3 downloads.