

Report No:	RFN12-02-02
File No:	C797
Date:	28 February 2012
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 28 February 2012
Subject: **Website Report**
Report Author: Richard Liddicoat – Online Communications Advisor

EXECUTIVE SUMMARY

The website is a growing medium for the Council with the ongoing development of social media and the development of the submission capability.

The site was tested throughout the December rain event as the home for the region's rain and river monitoring information. The event also gave us the opportunity to test our Social Media capability and gain a gauge on the audience in the region.

As mentioned in the communications report, the website will also play a fundamental support role in the rationalisation of Newsline.

While we build the capability of the website it is still strong in our minds that a relatively large percentage of our population are either not web-enabled or have inadequate coverage which limits their choice and experience.

RECOMMENDATION

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Online Communications Advisor's Report RFN12-02-02.

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Report to: Communications Subcommittee
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1. COMMENTARY

- 1.1 The website is a growing medium for the Council with the ongoing development of social media and the development of the submission capability.
- 1.2 The site was tested throughout the December rain event as the home for the region's rain and river monitoring information. The event also gave us the opportunity to test our Social Media capability and gain a gauge on the audience in the region.
- 1.3 As mentioned in the communications report, the website will also play a fundamental support role in the rationalisation of Newsline.
- 1.4 While we build the capability of the website it is still strong in our minds that a relatively large percentage of our population are either not web enabled or have inadequate coverage which limits their choice and experience.

2. VISIT SUMMARY

2.1 November

There were strong gains in all indicators during November. Visits peaked between 21 and 24 November caused by a combination of factors – weather events, consultation and news releases. There was a flood warning for the lower Motueka River, the Takaka Flood Modelling information went out and news around the Chief Executive appointment was released. The library also installed its new system in late November, and the McKee Recreation Reserve brochure was a popular download following coverage on the New Zealand Herald website.

2.2 December

Traffic nearly doubled in the month of December. The flood event shows how valuable the website is in times of emergency. River and rainfall data was in demand, and our public health, roading and other emergency-related information was eagerly viewed. The heaviest demand was recorded on 14 and 15 December with 7487 and 6019 page views respectively. The website and servers performed flawlessly under the demand.

2.3 January

The website returned to normal in January with more regular usage patterns.

3. KEY ANALYTICS

3.1 The table below provides more detail on the key analytics:

	November (includes % increase compared with October)		December (includes % increase compared with November)		January (includes % increase compared with December)	
Visits	25,654	+12.67%	49,300	+92.1%	28,704	-41.78%
Page Views	112,177	+13.68%	205,870	+83.5%	114,906	-44.19%
Unique (Different) Visitors	12,201	+7.4%	21,222	+73.9%	14,521	-31.58%
Hours spent online	1631	+16%	4039	+147%	1626	- 60%
Average time on site	03:49		04:55		03:24	

4. POPULAR CONTENT PAGES

4.1 Popular content pages for the months of October, November, December and January are noted in the table below.

	October 2011	November 2011	December 2011	January 2012
1	Rates record	Rates record	River flow	Rates Record
2	Cemetery Records Search	Cemetery records search	Rates record search	Cemetery Record Search
3	River Flow	Rates	Rainfall	St Arnaud webcam
4	St Arnaud webcam	St Arnaud webcam	St Arnaud webcam	Rates
5	Rates	River Flow	Rates	Golden Bay Webcam
6	Property Information	Construction webcam	Golden Bay webcam	River Flow
7	Golden Bay webcam	Golden Bay webcam	Construction webcam	Property information
8	Job Vacancies	Property information	Boil water notice Richmond	Richmond webcam

9	Rainfall	Webcams	Aorere at Devils Boots river flow	Webcams
10	Tasman Resource Management Plan	Job Vacancies	Woodstock webcam	Buller at Longford

5. POPULAR SEARCH TERMS

5.1 Popular search terms for the months of October, November, December and January are noted in the table below.

	October 2011	November 2011	December 2011	January 2012
1	Rates	Rates	Rates	Rates
2	River Flow	Webcam(s)	Webcam	Form
3	District Plan	Library	River Flow(s)	Tenders
4	Webcam(s)	GIS	Rabbit Island	Annual report
5	Tenders	LIM	Rainfall	District plan
6	Noise	Mapua	Road closures	Rabbit Island
7	Chickens	Annual report	Webcam	Forms
8	Maps	District plan	broadband	Weather buoy
9	River flows	Jobs	Tenders	Dog
10	Library	Maps	James bridge	LIM

6. DOWNLOADS REPORTED FROM GOOGLE ANALYTICS

6.1 Google Analytics reports for November, December and January are noted below.

November	No of downloads	December	No of downloads
Application for Building Consent and/or Application for Project Information Memorandum (PIM)	81	Application for Building Consent and/or Application for Project Information Memorandum (PIM)	58
Guidance Notes and Building Consent Procedures Information	22	RESC11-12-04 Transportation Report	25
Zone Map 19 - Motueka - Scale 1:50,000	22	2010/2011 Annual Report	20
TRMP Guide II- 6 - Rules for Building Construction or Alteration: Residential Zone	21	TRMP Planning Maps - Special Maps Legend (1/10/2011)	20
Agenda ACN11-11-24	19	2010/2011 Annual Report Summary	18
Agenda ACN11-11-03	18	AESC11-12-08 Agenda	16
Area Map 1 - Patarau - Scale 1:100,000 (1/11/2008) - Operative 16/7/2011	18	Guidance Notes and Building Consent Procedures Information for Applicants	16
Zone Map 22 - Waimea - Scale 1:50,000	18	RESC11-12-02 Port Motueka Groyne-Jackett Island Erosion	16

Report RCN11-11-07 Representation Review	17	RESC11-12-03 Solid Waste Contract Extensions	14
A High Resolution Map Showing the Framework for Native Plant Restoration in Tasman Bay	16	RESC11-12-06 Utilities Report	16

January	
Application for Building Consent and/or Application for Project Information Memorandum (PIM)	55
2010/2011 Annual Report - Tasman District Council	39
Guidance Notes and Building Consent Procedures Information for Applicants	21
Annual Report Summary - Tasman District Council	17
Newsletter 14 - Waimea Water Augmentation Project	16
WWAC brochure	16
C22 – A3 Map – Zones – re ZM87 – Modified 28/2/2011	14
AESC2012-0202 Engineering services committee agenda	13
Application for an amendment to a Building Consent	13
Application for Building Consent for Solid Fuels Heating Appliance	13

7. DOCUMENT DOWNLOADS

7.1 Document downloads for November, December and January are noted below.

November 2011		December 2011	
Subject	No of downloads	Subject	No. of downloads
TRMP Planning Maps - Area/Zone Legend (28/8/2010)	190	McKee Recreation Reserve Brochure	152
McKee Recreation Reserve Brochure	171	TRMP Planning Maps - Area/Zone Legend	138
Section 17.1: Residential Zone Rule	138	Freedom Camping Brochure	107
Application for Building Consent and/or Application for Project Information Memorandum (PIM)	127	Application for Building Consent and/or Application for Project Information Memorandum	84
TRMP Planning Maps - Index (Location Map) - (26/09/2009)	123	TRMP Planning Maps - Index (Location Map) - (26/09/2009)	81
Engineering Standards & Policies 2008	99	Section 17.1: Residential Zone Rules	79
Section 16.3: Subdivision	87	Section 16.2: Transport (Access, Parking and Traffic)	79
TRMP Planning Maps - Index (Alphabetical) - (26/9/2009)	81	Guide to Boating and Water Sports in Tasman District	77

Guide to Boating and Water Sports in Tasman District	80	Guidance Notes and Building Consent Procedures Information for Applicants	54
Richmond Walking and Cycling Map	75	Freedom Camping Bylaw	50
January 2012			
Subject			No of downloads
TRMP Planning Maps - Area/Zone Legend (28/8/2010)			134
Guide to Boating and Water Sports in Tasman District			125
Richmond Walking and Cycling Map			121
Freedom Camping Brochure			109
Application for Building Consent and/or Application for Project Information Memorandum (PIM)			85
McKee Recreation Reserve Brochure			83
TRMP Planning Maps - Index (Location Map) - (26/09/2009)			76
Ten Year Plan 2009-2019 - Volume I			74
Section 16.2: Transport (Access, Parking and Traffic)			74
Guidance Notes and Building Consent Procedures Information for Applicants			68
Section 16.3: Subdivision			67

8. CIVIL DEFENCE EMERGENCY MANAGEMENT SITE

8.1 Specific statistics for the Civil Defence Emergency Management site for the rain event make very interesting reading with valuable information that will be used in future decision-making. The Council co-manages the site with Nelson-Tasman Civil Defence and Nelson City Council,

Date	Number of visits
Monday 12 December	14
Tuesday 13 December	70
Wednesday 14 December	11,891
Thursday 15 December	22,438
Friday 16 December	6,790
Saturday 17 December	3,549

8.2 The total page visits from 1 December 2011 to 31 January 2012 were 79,924 and total page views for the same period 142,415. A further spike occurred on Friday 30 December when 5,277 visits were recorded.

8.3 Of the page visits 25.72% came from a search engine, 12.82% came to the site directly and **61.46%** came from another site.

8.4 The top referring sites were:

Tasman.govt.nz	16,380	nelsoncitycouncil.co.nz	7,017
stuff.co.nz	5,109	tvnz.co.nz	5,107

civildefence.govt.nz	4,845	facebook.com	3,259
nzherald.co.nz	2,770		

- 8.5 Unsurprisingly most visits came from within New Zealand with **1,370** from Australia, **599** from the UK, **497** from Germany and **378** from the United States.
- 8.6 Nearly 10% of visitors viewed the site on a mobile device (iPad, iPhone, Android etc). Most of the visits came to the homepage with **5,533** for the roads page, **3,049** for public health and **2,483** slip affected properties and assessments.

9. SOCIAL MEDIA

- 9.1 We began using Facebook and Twitter, two of the most well-known social media sites, in January 2012.
- 9.2 Already we have seen some traction with small numbers of people sharing and 'talking about' our content on both Facebook and Twitter. This is one main goal of social media – getting your message seen and shared.
- 9.3 The full range of Council activities is being promoted including grants, meetings, library events and so on. We are also monitoring progress with built-in analytic and click-measuring tools.
- 9.4 We are trialling hootsuite.com to manage our social media channels. Widely used by local government, hootsuite enables you to see incoming and outgoing messages on different social media channels. It also enables us to connect RSS feeds so that content (news releases, public notices etc) can be automatically re-directed to different audiences.
- 9.5 The base account version of hootsuite is free, the more capable version is approximately US\$6 per month.

10. RECOMMENDATION

That the report be received.

11. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Online Communications Advisor's Report RFN12-02-02.

Appendices

Appendix 1 includes graphs showing:
Daily Visits to the Council Website - November 2011