



COMMUNICATIONS SUBCOMMITTEE AGENDA REPORT

Meeting Date: September 9, 2025

From: Caroline Cheung, Assistant to the City Manager

Subject: Website Analytics & Design, Expanded STAR

Website Analytics & Design

A website analytics report was introduced to their Subcommittee at their meeting last month, which detailed the website's Top 25 Page Views and Search Terms, Mobile/Tablet vs. Desktop, and a breakdown of Organic Search, Social Media, and Direct Traffic. Since then, an additional category has been added to the report, Top Operating System by Users (see Attachment 1). Staff have been delving more into understanding this report so that we can use its data to determine the design of the new website, i.e., ensuring information that residents are seeking is easy to find; a current design concept will be shown electronically during the meeting. This report will be updated and can be sent to the Subcommittee on a monthly basis, mid-month. This timing was determined in attempts to capture website visits from residents and community members after receiving the STAR newsletter, which drops in mailboxes the first week of each month.

Expanded STAR

Also since last month's meeting, staff have been reviewing templates for the expanded STAR, where two templates using information from the cover of the September STAR will be shown electronically during the meeting. In speaking with a member of the Age-Friendly Task Force, who reviewed the Age-Friendly Spotlight from the cover, it was noted that a calendar for older adults to view weekly activities would be extremely helpful, as not all residents in that age demographic visit the Sunrise Room. Thus, the Subcommittee will be shown a hardcopy of what staff is proposing for the October STAR that integrates events taking place in the Sunrise Room on what is being explored on a larger, month-view City Calendar.

Attachments:

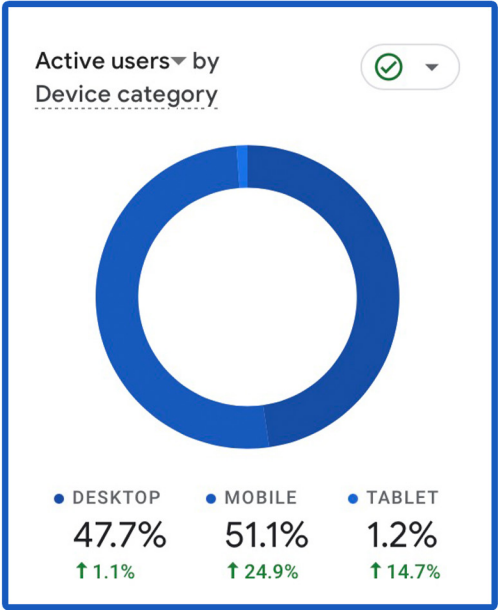
1. August 3 – September 3, 2025 Website Analytics Report

Caroline Cheung

Caroline Cheung, Assistant to the City Manager

August 3rd - September 3rd, 2025 Website Analytics

Mobile/Tablet vs. Desktop Last 30 Days:



Top Operating System by Users, Last 30 Days:

Operating system		Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%
Total		10,200	9,202	10,993	58.89%	1.08
1	Fuchsia	1 (<0.01%)	1 (0.01%)	1 (<0.01%)	100%	1.00
2	Chrome OS	39 (0.38%)	36 (0.39%)	45 (0.41%)	78.95%	1.15
3	Windows	3,102 (30.41%)	2,682 (29.15%)	4,416 (40.17%)	68.8%	1.42
4	Macintosh	1,536 (15.06%)	1,296 (14.08%)	1,901 (17.29%)	66.73%	1.24
5	Linux	222 (2.18%)	220 (2.39%)	148 (1.35%)	60.41%	0.67
6	iOS	4,015 (39.36%)	3,644 (39.6%)	3,665 (33.34%)	51.35%	0.91
7	Android	1,396 (13.69%)	1,298 (14.11%)	926 (8.42%)	47.76%	0.66
8	(not set)	24 (0.24%)	24 (0.26%)	6 (0.05%)	25%	0.25

Top 25 Page Views and Search Terms, Last 30 Days:

Pages and screens: Page title and screen class				Custom Aug 3 - Sep 3, 2025		
Page title and screen class		Views	Active users	Views per active user	Average engagement time per active user	Event count All events
Total		37,721 100% of total	10,184 100% of total	3.70 Avg 0%	1m 09s Avg 0%	117,957 100% of total
1	Community Pool Brisbane, CA	4,212 (11.17%)	1,791 (17.59%)	2.35	50s	12,111 (10.27%)
2	Home Page Brisbane, CA	3,578 (9.49%)	1,885 (18.51%)	1.90	16s	12,612 (10.69%)
3	(not set)	1,756 (4.66%)	75 (0.74%)	23.41	0s	3,514 (2.98%)
4	Parks and Recreation Brisbane, CA	1,090 (2.89%)	591 (5.8%)	1.84	31s	3,343 (2.83%)
5	Search Filters Brisbane, CA	916 (2.43%)	394 (3.87%)	2.32	46s	2,510 (2.13%)
6	About the Brisbane Baylands Brisbane, CA	744 (1.97%)	676 (6.64%)	1.10	12s	2,764 (2.34%)
7	Recent Meetings Brisbane, CA	724 (1.92%)	153 (1.5%)	4.73	1m 29s	2,909 (2.47%)
8	Utility Billing Brisbane, CA	690 (1.83%)	364 (3.57%)	1.90	31s	2,725 (2.31%)
9	Swim Lessons Brisbane, CA	561 (1.49%)	322 (3.16%)	1.74	49s	2,114 (1.79%)
10	Planning Commission Meeting Brisbane, CA	527 (1.4%)	189 (1.86%)	2.79	11s	1,113 (0.94%)
11	Mission Blue Center Brisbane, CA	518 (1.37%)	320 (3.14%)	1.62	49s	1,707 (1.45%)
12	Concerts in the Park Brisbane, CA	489 (1.3%)	300 (2.95%)	1.63	28s	1,471 (1.25%)
13	2025 Draft EIR Brisbane, CA	474 (1.26%)	189 (1.86%)	2.51	1m 13s	1,482 (1.26%)
14	City Council Meeting Brisbane, CA	449 (1.19%)	110 (1.08%)	4.08	28s	837 (0.71%)
15	Upcoming Meetings Brisbane, CA	430 (1.14%)	159 (1.56%)	2.70	38s	1,583 (1.34%)
16	Calendar Brisbane, CA	428 (1.13%)	278 (2.73%)	1.54	45s	1,227 (1.04%)
17	Day in the Park & Derby Brisbane, CA	422 (1.12%)	242 (2.38%)	1.74	41s	1,538 (1.3%)
18	Marina Brisbane, CA	379 (1%)	281 (2.76%)	1.35	22s	1,452 (1.23%)
19	Building Permits Brisbane, CA	370 (0.98%)	165 (1.62%)	2.24	45s	1,566 (1.33%)
20	Bids and RFPs Brisbane, CA	314 (0.83%)	241 (2.37%)	1.30	5s	1,337 (1.13%)
21	Brisbane Garden Tour Brisbane, CA	297 (0.79%)	197 (1.93%)	1.51	36s	1,092 (0.93%)
22	Staff Directory Brisbane, CA	296 (0.78%)	210 (2.06%)	1.41	43s	849 (0.72%)
23	Career Opportunities Brisbane, CA	273 (0.72%)	211 (2.07%)	1.29	11s	900 (0.76%)
24	Police Brisbane, CA	265 (0.7%)	169 (1.66%)	1.57	34s	986 (0.84%)
25	Berth Information Brisbane, CA	259 (0.69%)	180 (1.77%)	1.44	1m 06s	753 (0.64%)

Organic Search, Social Media, and Direct Traffic, Last 30 Days:

Session primary...Channel Group) +		Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events
Total		18,643 100% of total	10,973 100% of total	58.86% Avg 0%	37s Avg 0%	6.32 Avg 0%	117,867 100% of total
1	Organic Search	11,205 (60.1%)	7,069 (64.42%)	63.09%	41s	6.27	70,278 (59.62%)
2	Direct	5,455 (29.26%)	2,578 (23.49%)	47.26%	20s	4.72	25,770 (21.86%)
3	Referral	1,347 (7.23%)	969 (8.83%)	71.94%	1m 16s	13.45	18,112 (15.37%)
4	Organic Social	520 (2.79%)	310 (2.83%)	59.62%	18s	4.82	2,506 (2.13%)
5	Unassigned	218 (1.17%)	16 (0.15%)	7.34%	40s	4.86	1,059 (0.9%)
6	Organic Video	23 (0.12%)	15 (0.14%)	65.22%	31s	5.83	134 (0.11%)
7	Cross-network	2 (0.01%)	1 (<0.01%)	50%	2s	4.00	8 (<0.01%)

Shortcut for Mobile Tablet vs desktop:

1. On the home page click "Reports"
2. Scroll down to "User"
3. Click "Tech"
4. Click "Overview"

Shortcut for Top Page Views and Terms:

1. On the home page click "Reports"
2. Under Life cycle click "Engagement"
3. Click "Overview"

Shortcut for Top Operating Systems:

1. On the home page click "Reports"
2. Scroll down to "User"
3. Click "Tech"
4. Click "Tech Details"

Shortcut for Referral Sources:

1. On the home page click "Reports"
2. Under Life cycle click "Acquisition"
3. Click "Traffic Acquisition"