



Integrated Climate Adaptation and Resiliency Program Adaptation Clearinghouse Site Analytics and Resource Updates, May 2019

User Analytics

Top 5 most visited pages, by user:

1. Search Page (568 users)
2. Compass (181 users)
3. Case Studies (123 users)
4. Topics (79 users)
5. Topic: compass (72 users)

Acquisition (the way visitors find the Adaptation Clearinghouse):

- **Organic Search (48%):** Visitors who come to the site after searching google.com or other search engines.
- **Direct search (35.9%):** Visitors without a traceable referral source, such as typing a URL into their address bar or using a bookmark on their browser.
- **Referral (14.9%):** Visitors who come to the Adaptation Clearinghouse from another website by clicking on a link on another site.

Analysis:

- Most people drop off after entering the landing page. There is a slower drop off rate when users enter the search page.
- Since launching the Coastal Plan Alignment Compass in February, many users seem to gravitate towards the plan alignment page.
- Very few searches come through referrals.

Summary Table 1: Site Analytics, May 2019

METRIC	NUMBER/AMOUNT	DEFINITION
Number of Sessions	953	The number of times a particular user is actively engaged with the website.
Number of Users	702	Users who have initiated at least one session between April and May
Bounce Rate	67% (up 3% from March)	The percentage of single-page sessions in which there was no interaction with the page
Drop-offs from landing page	52%	The percentage of visitors who left the identified "Visitors Flow" - the intended flow of your traffic
Session Duration	2m 28 s (up 11% from march)	The average length of a session.



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Outreach

ICARP staff, in partnership with regional collaborative organizations and local governments, are in the process of holding 11 regionally-specific webinars focused on raising awareness of, and soliciting resources for, the Adaptation Clearinghouse. The series targets local government practitioners but are open to any interested stakeholder.

Analysis:

- Seven webinars are completed, with four more are scheduled through summer 2019.
- As of June 13, 2019, over 80 people have attended a clearinghouse webinar, and over 220 have registered. At the time of the TAC meeting, one more webinar (the Bay Area webinar) will have taken place. Over 55 people have registered for the Bay Area webinar as of June 13th 2019.

Summary Table 2: Adaptation Clearinghouse Regional Webinars, Spring-Summer 2019

REGION	COUNTIES	DATE
North Sierra	<i>Counties: Amador, El Dorado, Placer, Nevada, Sierra, Plumas</i>	<i>May 16</i>
South Sierra	<i>Counties: Inyo, Mono, Alpine, Mariposa, Tuolumne, Calaveras</i>	<i>May 21</i>
Sacramento Valley	<i>Counties: Tehama, Glenn, Butte, Yuba, Colusa, Sutter, Yolo, Sacramento</i>	<i>June 6</i>
Central Coast	<i>Counties: Santa Cruz, Monterey, San Luis Obispo, Santa Barbara, San Benito</i>	<i>May 30</i>
Inland South	<i>Counties: San Bernardino, Riverside, Imperial</i>	<i>June 4</i>
Los Angeles	<i>Counties: Los Angeles, Orange, Ventura</i>	<i>June 13</i>
Bay Area	<i>Counties: Santa Clara, San Mateo, Alameda, Contra Costa, Solano, Napa, Sonoma, Marin, San Francisco</i>	<i>June 27</i>
San Diego	<i>Counties: San Diego</i>	<i>August 7</i>
North Coast	<i>North Coast Counties: Del Norte, Humboldt, Mendocino, Lake</i>	<i>July 23</i>
Inland North	<i>Inland North Counties: Siskiyou, Modoc, Trinity, Shasta, Lassen</i>	<i>July 23</i>
San Joaquin Valley	<i>Counties: Fresno, Kings, Tulare, Kern, San Joaquin, Stanislaus, Merced, Madera</i>	<i>August 1</i>



Integrated Climate Adaptation and Resiliency Program Resource Additions: April – May

One hundred and thirty-seven discrete resources were added to the Adaptation Clearinghouse between April-May, 2019. For the months of April and May, the majority of new resources added into the Adaptation Clearinghouse primarily consisted of studies from the Third and Fourth California Climate Change Assessments. In addition, a few federal resources were added, including *FEMA’s Local Mitigation Planning Handbook*, *FEMA Mitigation Ideas: A Resource for Reducing Risk to Natural Hazards*, and *Plan Integration: Linking Local Planning Efforts*. Additionally, two case studies were added, California Energy Commission’s *Gateway Cities Climate Action Program* and Sonoma County Water District’s *FireSmart Lake Sonoma*.

The next batch of uploads to the Adaptation Clearinghouse (June 2019) will focus on wildfire (including the *2018 Strategic Fire Plan for California*, the *Community Wildfire Prevention and Mitigation Report*, the *Wildfires and Climate Change: California’s Energy Future report*, and the *Final Report of the Commission on Catastrophic Wildfire Cost and Recovery*). Upcoming uploads will also focus on specific geographic areas based on feedback from webinar partners, including: Inland North, Sonoma County, and Inland South.

The following summary tables provide additional detail on the types of resources that were added by (1) resource type, and (2) region.

Summary Table 3: Resources Added, by Type

TYPE	DEFINITIONS	APRIL	MAY	TOTAL TAGS
Assessment	<i>“Assessment” includes vulnerability assessments. An assessment generally includes a sensitivity analysis with quantitative or qualitative analysis of potential impacts. An assessment <u>uses</u> data, tools, and research.</i>	90	202	112
Case Study	<i>“Case Study” includes only case studies that follow the OPR template. These include case studies written by OPR or those that come from grants that use the OPR template.</i>	31	43	12
Climate Story	<i>“Climate Story” should only be used for stories being entered that are connected to the ESRI Story Map (originally through a 2016-2017 contract with UC ANR).</i>	28	28	28
Communication or Educational Material	<i>“Communication or educational material” includes fact sheets. This tag should be used for resources that are geared more toward the general public.</i>	15	62	47
Data, Tools, and Research	<i>“Data, tools and research” includes model ordinance, policy or code, Technical Guidance, reports, and Research</i>	38	140	102



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	<i>Documents. This tag should be used for resources that are more technical and geared towards a local official. Tools use data but also provide resources for you to wield that data. Data goes <u>into</u> the tool.</i>			
Plan or Strategy	“Plan or strategy” refers to literal plans and strategies. To date, most of these are Adaptation Plans or Climate Action Plans with an adaptation component.	24	101	77
Planning and Policy Guide	“Planning and Policy Guidance” refers to guidance documents geared towards decision and policy makers. For example, OPC’s Sea Level Rise Guidance”.	16	88	72
Project or Example	“Project or Example” includes resources that include an explanation of a planning or implementation process, not a plan itself. This will include any ‘case study’ that does not follow OPR’s template or something very similar.	18	60	42

NOTE: The totals above do not reflect the total number of *discrete* resources added into the Adaptation Clearinghouse (137 discrete resources). Many resources are tagged with multiple resource types. For example, a resource may be tagged as both an assessment and a project or example, in which case, it was included in both of those categories in this chart.



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Summary Table 4: Resources Added, by Region and Type*

	NORTH COAST	INLAND NORTH	SIERRA	SACRAMENTO VALLEY	SAN JOAQUIN VALLEY	CENTRAL COAST	INLAND SOUTH	LOS ANGELES	SAN DIEGO	BAY AREA	TOTAL REGIONAL RESOURCES
Total**	19	13	33	36	34	34	8	33	17	91	333
Assessment	9	11	15	18	17	14	3	7	5	39	138
Case study	3	1	5	3	1	5	2	10	4	12	46
Climate story	2	0	2	2	2	2	0	1	1	1	28
Communication/education	2	0	0	2	1	6	0	5	1	12	29
Data, tools, research	2	4	6	13	13	5	1	5	4	24	77
Plan or strategy	1	2	0	3	0	3	1	2	3	9	24
Planning and policy guidance	0	0	4	6	5	2	1	2	0	9	29
Project or example	2	0	5	2	7	1	1	2	0	10	30

* Table includes only geographically specific resources, does *not* include resources that are statewide or not geographically specific.

** Only the TOTAL row reflects the sum of discrete resources in the Adaptation Clearinghouse. All other rows and columns do not sum as they represent the number of tags applied to resources (not the number of discrete resources by region or type).