



Adaptation Clearinghouse

Site Analytics and Resource Updates, July-August 2019

User Analytics

Top 10 most visited pages, by user:

1. Title Page (716)
2. Case Studies via "Search" page (435)
3. Search (253)
4. Case Studies via "Challenges" Page (160)
5. Topics (147)
6. Tools (84)
7. FireSmart Lake Sonoma (78)
8. Climate Stories (61)
9. Investing in Adaptation (56)
10. Projects (53)

Acquisition (the way visitors find the Adaptation Clearinghouse):

- **Organic Search (39.2%):** Visitors who come to the site after searching on search engines.
- **Direct search (37%):** Visitors without a traceable referral source, such as typing a URL into their address bar or using a bookmark on their browser.
- **Referral (23%):** Visitors who come to the Adaptation Clearinghouse from another website by clicking on a link on another site.

Analysis:

- Forty six percent of people drop off after entering the landing page, but 33% drop off when they enter the search page.
- We have a 53% drop off rate from the case study page

Summary Table 1: Site Analytics, July-August 2019

METRIC	NUMBER/AMOUNT	DEFINITION
Number of Sessions	1,281	The number of times a particular user is actively engaged with the website.
Number of Users	907	Users who have initiated at least one session during July
Bounce Rate	58.94%	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	3 minutes, 16 seconds	The average length of a session.



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Outreach

Between May and August, Integrated Climate Adaptation and Resiliency Program (ICARP) staff held 10 regional Adaptation Clearinghouse webinars in partnership with regional partners. While more than 300 people registered for an Adaptation Clearinghouse webinar, staff do not have precise information on the total number of attendees. The table below provides an estimated breakdown of attendees by webinar, but it's important to note that this is likely an undercount since participants who joined by phone, and not through the tracked webinar software, are not counted. Similarly, attendees who joined as a group were counted as a single individual.

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

REGION	COUNTIES	DATE	REGISTRANTS	ATTENDEES
North Sierra	Counties: Amador, El Dorado, Placer, Nevada, Sierra, Plumas	May 16	28	16
South Sierra	Counties: Inyo, Mono, Alpine, Mariposa, Tuolumne, Calaveras	May 21	15	6
Sacramento Valley	Counties: Tehama, Glenn, Butte, Yuba, Colusa, Sutter, Yolo, Sacramento	June 6	N/A	39
Central Coast	Counties: Santa Cruz, Monterey, San Luis Obispo, Santa Barbara, San Benito	May 30	27	15
Inland South	Counties: San Bernardino, Riverside, Imperial	June 4	29	17
Los Angeles	Counties: Los Angeles, Orange, Ventura	June 13	70	27
Bay Area	Counties: Santa Clara, San Mateo, Alameda, Contra Costa, Solano, Napa, Sonoma, Marin, San Francisco	June 27	70	33
San Diego	Counties: San Diego	August 7	58	23
North Coast	North Coast Counties: Del Norte, Humboldt, Mendocino, Lake	July 23	12	8



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Inland North	Inland North Counties: Siskiyou, Modoc, Trinity, Shasta, Lassen			
San Joaquin Valley	Counties: Fresno, Kings, Tulare, Kern, San Joaquin, Stanislaus, Merced, Madera	August 1	20	11

Resource Additions: July-August

Fifty discreet resources were added to the Clearinghouse between July and August. The majority of those resources (31) were suggestions made by participants during the Adaptation Clearinghouse Webinars. These are mostly local and regional communication and educational materials for the general public (9), data, tools, and research (8), and plans and strategies (7). The remainder (19) are case studies, which had previously been on the Adaptation Clearinghouse and have been updated, tagged, and made searchable. The following summary tables provide additional detail on the types of resources that were added by resource type. Featured resources from this month include the Southern California Association of Governments' (SCAG) Transit-Climate Adaptation Resources. Notable case studies include FireSmart Lake Sonoma, Restoring Forest and Soil Health Using Biochar, and Gateway Cities Council of Governments Climate Action Planning Framework.

The next batch of uploads will include more suggested resources from the webinar, focused on Southern California.

Summary Table 3: Resources Added, by Type

TYPE	DEFINITIONS	Added in July-Aug	Total by August
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>	0	205
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>	19	61
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>	0	28
Communication or Education	<i>“Communication or educational material” includes fact sheets. This tag should be used for resources that are geared more toward the general public.</i>	7	69



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Data, Tools, and Research	<i>“Data, tools and research” includes model ordinance, policy or code, Technical Guidance, reports, and Research 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>	8	148
Plan or Strategy	<i>“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.</i>	7	110
Planning and Policy Guide	<i>“Planning and Policy Guidance” refers to guidance documents geared towards decision and policy makers. For example, OPC’s Sea Level Rise Guidance”.</i>	6	94
Project or Example	<i>“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.</i>	2	64

NOTE: The totals above do not reflect the total number of *discrete* resources added into the Adaptation Clearinghouse (50 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 table.