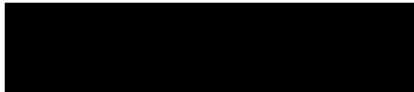


16 May 2019



I am writing to you to follow up on the official information request we received from you on 4 April 2019, and your subsequent enquiry on 2 May 2019, regarding the kapiticoastnz.com website.

You will recall that we were unable to answer the second question in your request. We have recently been in touch with our website provider to ask about the visitor traffic figures you have requested.

We can now advise the following:

- From the date the website was launched on 1 July 2018 until 30 April 2019, there have been 9,541 users, of which 9,490 were new to the site – a percentage of 89.7 new users;
- October, January, March and April have been our most successful months for new users; March giving the highest with approximately 1,500 new users and April following closely with approximately 1,350 new users;
- In February a number of technical issues resulted in a drop in usage but even so the site still recorded approximately 750 new users.

We also note that the site was only launched in July 2018 and therefore statistics for a full year are not yet available.

The report from our website provider is attached.

Yours sincerely



James Jefferson
Group Manager Place and Space
Te Kaihatū Takiwā, Waahi hoki

15 April 2019



Request for Official Information responded to under the Local Government and Official Information and Meetings Act 1987 (LGOIMA).

I refer to your official information request we received on 4 April 2019 regarding the kapiticoastnz.com website.

Council response regarding your request

- *What was the total cost to develop the kapiticoastnz.com website?*

The total cost incurred by the Council to develop the website was \$35,000.

- *How many unique visitors have visited the site, ideally broken down by each month since the site launched one year ago?*

This information is currently being compiled by the website hosting provider and will be made available in the next economic update. For this reason, I am declining to supply this information as the information requested will soon be publically available, section 17(d) of the Act refers.

We are aiming to have the update available late April and will forward the information to you at that time. It will also be available via the following link:

<https://www.kapiticoastnz.com/business/stats-and-insights/>

You have the right to request the Ombudsman to review this decision. Complaints can be sent by email to info@ombudsman.parliament.nz, by fax to (04) 471 2254, or by post to The Ombudsman, PO Box 10152, Wellington 6143.

Yours sincerely



Alison Law
Acting Group Manager Place and Space
Te Kaihautū Takiwā, Waahi hoki