

Police Accountability Board – Website Utilization Annual Report

Reporting Period: July 1, 2024 – June 30, 2025

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Executive Summary

The Police Accountability Board's (PAB) website served as a vital tool for transparency, community engagement, and public access throughout the 2024–2025 fiscal year. During this time, the site maintained consistent engagement with a total of 25,263 page views, 7,102 users, and 9,178 sessions. There were clear correlations between website traffic surges and public-facing events such as agency announcements, court rulings, and restructuring efforts.

Notably, in April 2025, the PAB's Webmaster position transitioned from part-time to full-time, resulting in improved content management, more timely updates, and enhanced tracking capabilities. These changes, along with a mid-year refinement of analytics tools, allowed for better alignment between public communications and web-based access points.

This report offers a comprehensive look at key usage patterns and trends across each quarter, with specific attention to top-performing content, device access, and traffic sources. It concludes with division-specific recommendations, visualization strategies, and suggested next steps to maximize reach and transparency going forward.

Key Metrics

Metric	Annual Total
Page Views	25,263
Sessions	9,178
Unique Users	7,102
First-Time Visits	3,967
File Downloads	488
Top Device Used	Mobile (61.5%)

Traffic Insights

- Top Pages Visited: "Submit a Complaint," "Reports & Data," "Accountability & Transparency," and "Board Members."

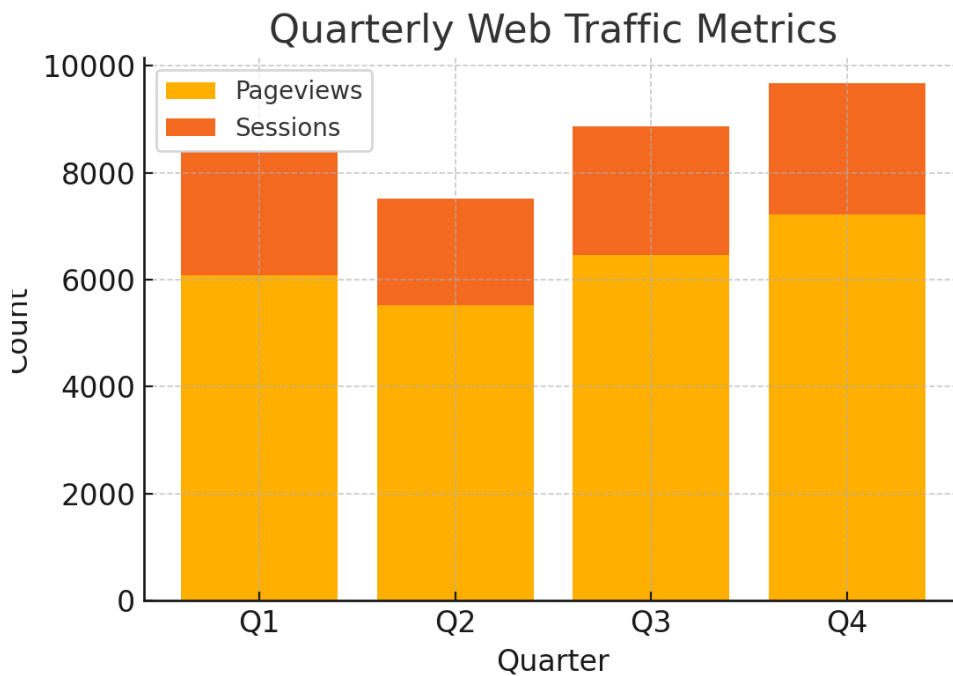
- Top Traffic Sources: Direct, Organic Search, Referral, and Organic Social.
- User Geography: Primarily from Rochester, NY.
- Devices: Mobile (61.5%), Desktop (31%), Tablet (7.5%)

Definitions:

- *Direct: Visitors who typed the URL directly or used a bookmark.*
- *Organic Search: Visitors who found the site via search engines (e.g., Google).*
- *Referral: Visitors referred from another website via a link.*
- *Organic Social: Visitors who arrived through unpaid social media posts.*

Quarterly Breakdown

Quarter	Pageviews	Sessions	Users
Q1	6078	2314	1832
Q2	5522	1998	1547
Q3	6453	2408	1881
Q4	7210	2458	1842



Recommendations by Division

- Executive Director:
 - Align major updates with web releases.
 - Review traffic strategy quarterly with Communications and IT.
- Accountability & Transparency:
 - Add report summaries and visual infographics.

- Add complaint walkthroughs and ensure timely board meeting updates. (Note: A *complaint walkthrough* is an easy-to-follow page or visual guide that outlines the full complaint process, from submission to resolution, including what to expect, average timelines, and available support services.
- Policy & Oversight:
 - Launch a Policy Updates section and link research to reports.
- Public Affairs and Community Engagement Division:
 - Promote events with RSVP tools and accessible feedback forms.
 - Publish quarterly Board Chair updates and member Q&A spotlights.
 - Develop a formal communications calendar aligning outreach with known traffic surges.
 - Incorporate a homepage content carousel to highlight major updates and reports.
- Webmaster:
 - Use homepage banners and increase social cross-posting.
- Schedule quarterly staff training on website updates and analytics tools.
- Utilize accessible formats (e.g., alt text, readable fonts) to improve usability.
- Track engagement on individual reports to assess impact and refine public content strategy.

Visual Display Recommendations

To enhance transparency and inform data-driven decisions, dashboards should be posted quarterly and include a range of visualizations. Bar graphs can illustrate traffic growth over time, while pie charts will help compare device types used to access the site. Heatmaps will reveal the most-clicked areas of the homepage and key pages, offering insight into user behavior and guiding layout improvements. Additionally, year-over-year visuals will highlight long-term engagement trends, helping to pinpoint peak activity periods and areas of underperformance—valuable for planning future outreach and optimizing resource allocation.

Conclusion

The Police Accountability Board’s website has demonstrated its value as an essential resource for public information, transparency, and community engagement throughout the 2024–2025 fiscal year. With over 25,000 page views and a steadily increasing number of sessions across all quarters, it is clear that residents are consistently turning to the site for critical updates, complaint submissions, and oversight materials.

The transition of the Webmaster role from part-time to full-time in April 2025 has already resulted in measurable improvements in data collection, technical functionality, and content responsiveness—laying a solid foundation for expanded digital outreach in the year ahead.

To continue advancing our public mission, targeted enhancements are needed across divisions, including more accessible policy summaries, better visibility of governance content, and enhanced mobile navigation. Implementing these recommendations will ensure the website remains a trusted, inclusive, and user-friendly platform that reflects the integrity, responsiveness, and evolving goals of the Police Accountability Board.

By remaining proactive in strategy, transparent in content, and responsive to public interest, the PAB can continue leveraging its website as a vital bridge between community voices and institutional accountability.

Notes

Beginning in June 2025, new metrics include session duration, bounce rate by device, and click-through rates for file downloads. These additions enhance our ability to analyze user behavior and optimize site content accordingly.