

# Website Replacement Project

Citizens Advisory Committee

October 20, 2021

Agenda Item 9

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# Website Replacement Project

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## Background

- Project will replace outdated, 12-year-old websites for SamTrans, Caltrain, TA and SMCTD

## Contract Terms

- Effective Date of Agreement: July, 2020
- 5-year Contract, +5 year option (10)
- Year 1: Development. Years 2-10: Maintenance
- Compensation: Not to exceed \$982,000 (5 year)

# The Vendor

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## FivePaths

- Experienced transit web developer
  - SFMTA Website Redesign
  - Vine (Napa) Rebrand and Web Redesign
- Subcontractor: Inke Design
  - Visual design work



**FivePaths**

# Research

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## User Experience Research

- Conducted online outreach via social media, online UI test, user interview, internal staff and partners
- \$25 Gift Card for Participants, COVID challenges
- 15 External Customer Interviews
- 27 Internal Interviews
- 214 Online Surveys
- 2 Presentations each to JPB CAC, SamTrans CAC, BAC

# Research

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## User Research Results

- Important: Real Time Info, Trip Planner, Schedule
- 140+ “Wishlist” Items and Features
- Identified Top Tasks: Where is my bus? Do I get Discounts?
- 70% access sites by mobile device

## Internal: Are you proud of SMCTD websites?

- No - 92%

# ADA Compliance

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## Background

- 9,000 non-compliant documents on our websites are not ADA accessible.

## Plan

- Prioritize Content, Create Retention Policy, Convert Docs

# Translations

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## Overview

- Two-Tier System: Critical Content & the Rest
- Critical Content: Manual Translation Service
  - Translations through Office of Civil Rights
  - Fare & Route Changes
  - Major policy & Planning Changes
- The Rest: Google Translate

# Next Steps

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## Training

- We have identified key contributors for training
- Will conduct training in October

## Migration & Audit

- Content has been migrated, will begin page by page audit in Oct

## Department Sign Off on Content

## Launch New Sites

- Internal Launch - November 2021
- Board Presentation – November meeting
- Website Launch Campaign – Jan 2022



# Summary of Improvements

## **Customer Experience Benefits**

- Deep GTFS Integration for real-time data
- Live Maps and Trip Planning
- Mobile-first design for the modern user experience
- Browser version supported as well
- Improved Search Functionality
- Improved Forms
- Improved Subscription support
- Improved Media functionality (video, images, presentations, slideshows)
- Better integrations with 3<sup>rd</sup> party software, social media
- Less websites (CalMod, blog integrated)
- Improved Calendar management/experience

## **Internal Staff Improvements**

- Drupal CMS upgrades to modern, reliable content platform
- Improved security
- Improved publishing experience for internal staff
- Mobile first design to match our user profile
- Server level admin access & control
- Improved Admin controls, tools for basic maintenance
- Improved versatility for future development
- Improved data import and backup

# Homepage

AA smctd.com

LOGO Search Languages

Trip Planner Live Map Service Alerts Routes/Stops

Welcome to SMCTD  
Learn More

TRAIN BUS ADA BIKE LAST M

What We're Up To View All

1 FREQUENCY  
2 CONNECTIONS  
3 COVERAGE  
We Need Your Feedback!

Instagram News & PR

Give us Feedback  
Customer Service 1-800-660-4287

How to Ride Prices & Discounts

Places to Explore

COOL Shopping

5 Things for this summer

Special Events Services

Who We Are

Your Transit Family

Projects

25th Avenue Grade Separation  
Lorem Ipsum lorem ipsum lorem ipsum di se lorel ipsum

Project Two  
Lorem Ipsum lorem ipsum lorem ipsum di se lorel ipsum

Project Three  
Lorem Ipsum lorem ipsum lorem ipsum di se lorel ipsum

Project Four  
Lorem Ipsum lorem ipsum lorem ipsum di se lorel ipsum

See All

Get service updates by email or SMS  
Sign up for service updates and rider news, or manage your existing account or unsubscribe.

Email or phone # Go

Need Help?  
Caltrain  
Services  
Projects  
Getting Around  
511 Regional Info

Stay Connected  
Discrimination Complaints  
Customer Service Center  
SMCTD Offices  
Contact Us

News & Blog  
SMCTD Mission  
Board of Directors  
Careers  
Opportunities (RFPs/RFQs)  
Terms of Use/Privacy  
Archives

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# Projects

AA smctd.com

LOGO Search Languages

Trip Planner Live Map Service Alerts Routes/Stops

## 25th Avenue Grade Separation

**Updates** Updated: 12:38pm

**Upcoming Meetings**

Upcoming Changes / Get Involved / Feedback

**Progress**

COMPLETED

85%

- Station Improvements
- Community Impacts in Construction
- Rider Closure Impact - Medigation
- Time Line
- Project Background
- Construction Challenges & Risks
- Project Cost
- Funding

**Project Photos**

### Overall Project - Benefits

#### Project Benefits - Detail

- Improvement 1**  
Tazza D'Amore (M-F 6a-7p; Sat 8a-3p)  
Subway sandwich  
Bow-K Flowers [Learn More](#)
- Improvement 2**  
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium.  
[Learn More](#)
- Improvement 3**  
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque.  
[Learn More](#)
- Improvement 4**  
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque.  
[Learn More](#)
- Name | 20**  
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque.  
[Learn More](#)

- Station Improvements
- Community Impacts in Construction
- Rider Closure Impact - Medigation

# Maps

