

New Caltrain Website Update

Citizens Advisory Committee
July 20, 2022
Agenda Item 8



Timeline: New Website

Dec 2020

Contractors Onboard ---- Expert Transit Website Developer

2021

Staff and External Input (such as CAC, user feedback)

Built site, migrated and updated content

2022

Training: Internal Staff new system

Final Theming/Design Updates

April 26: New Caltrain.com launched



FivePaths



User Feedback

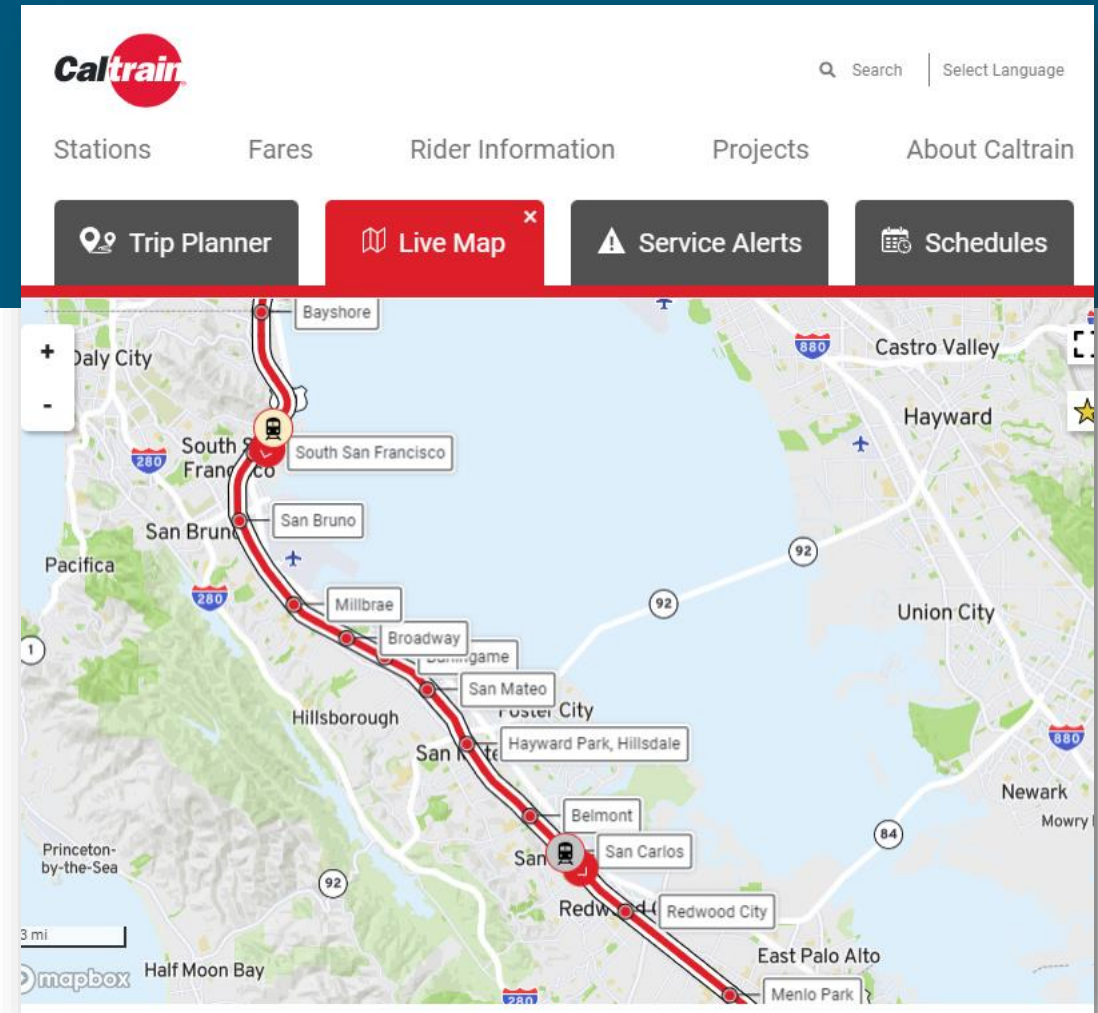
Largely Positive

- Live map
- Mobile friendly

Plenty of Negative Too

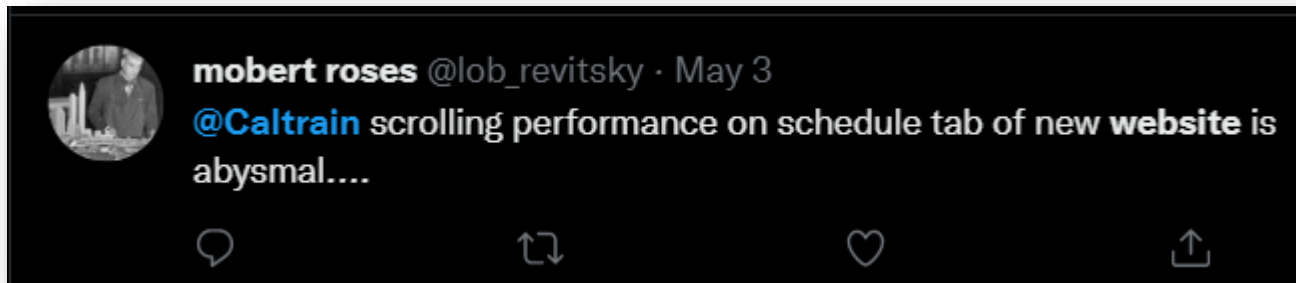
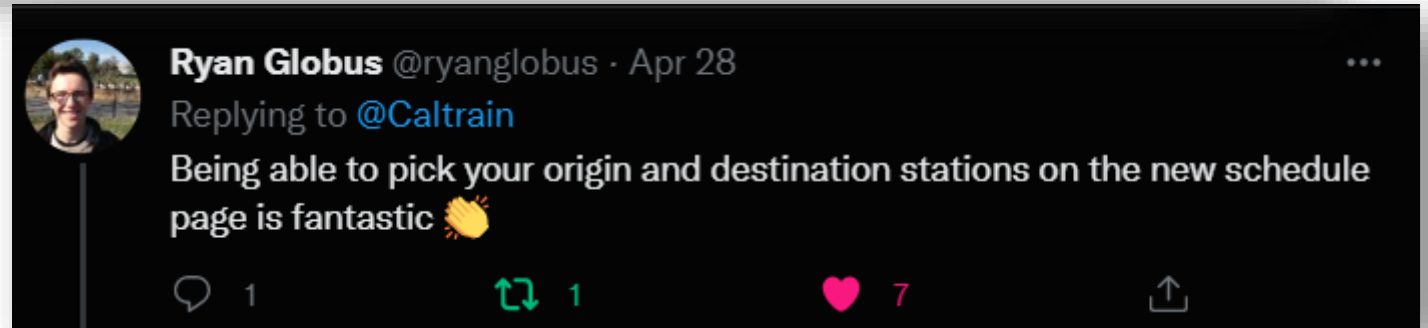
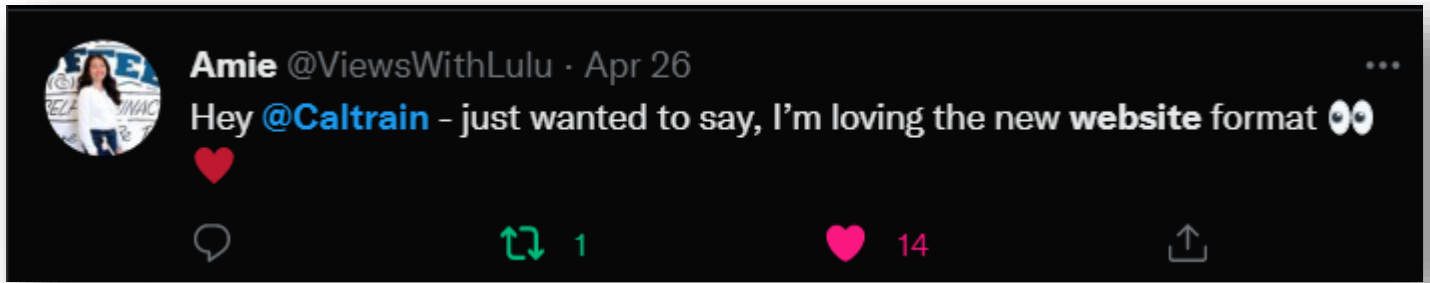
- Missing train info
- Can't find my stuff
- Trip Planner bugs
- Meetings info

Work in Progress



Feedback

Social Media
Customer Service
CAC Members
Staff



New Website Survey

Desire for feedback

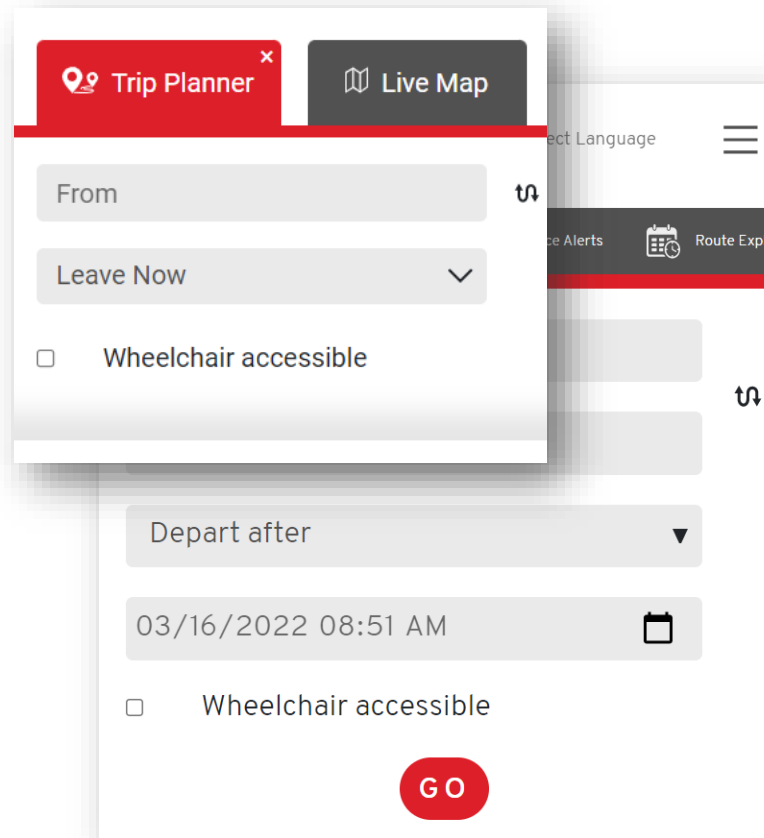
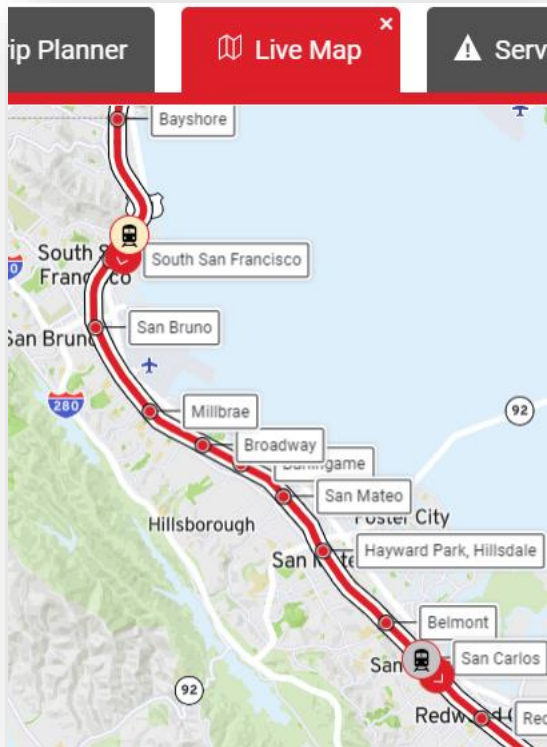
- Improve user experience
- Find bugs we may not see

Work with Market Research (J. Jest)

- Develop survey
- Review results

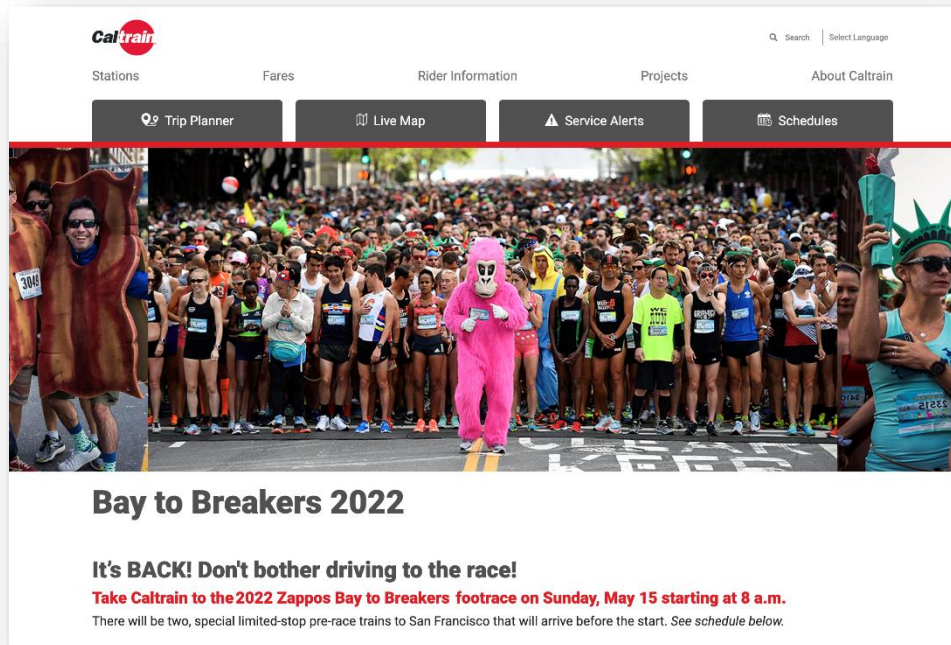
Implement potential improvements

Examples of Improvements



Passenger/staff feedback
Direction Indicator
Trip Date Selector

New Content: Bay to Breakers



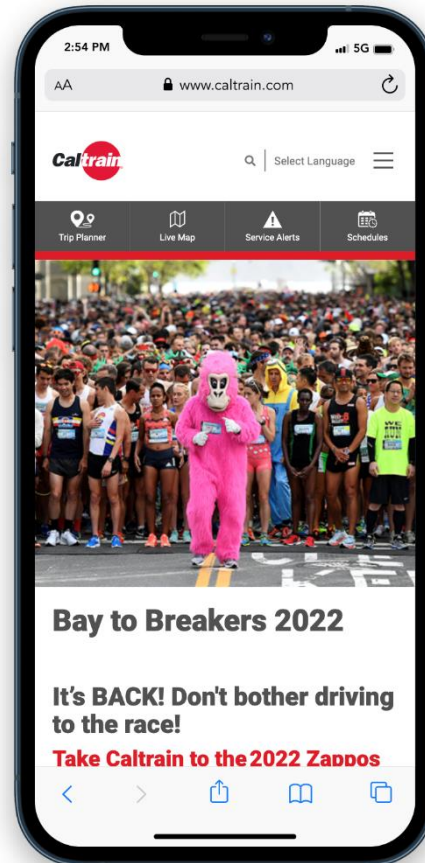
The screenshot shows the Caltrain website with a navigation bar at the top containing 'Stations', 'Fares', 'Rider Information', 'Projects', and 'About Caltrain'. Below the navigation are buttons for 'Trip Planner', 'Live Map', 'Service Alerts', and 'Schedules'. The main content area features a large photograph of a massive crowd of runners at the starting line of the Bay to Breakers footrace. In the foreground, several runners are wearing costumes, including a brown bear, a pink bunny, and a Statue of Liberty. Below the photo, the text reads: 'Bay to Breakers 2022', 'It's BACK! Don't bother driving to the race!', and 'Take Caltrain to the 2022 Zappos Bay to Breakers footrace on Sunday, May 15 starting at 8 a.m.' It also mentions two special limited-stop pre-race trains to San Francisco.

Bay to Breakers 2022

It's BACK! Don't bother driving to the race!

Take Caltrain to the 2022 Zappos Bay to Breakers footrace on Sunday, May 15 starting at 8 a.m.

There will be two, special limited-stop pre-race trains to San Francisco that will arrive before the start. See [schedule](#) below.



The screenshot shows the Caltrain mobile app interface. At the top, it displays the time '2:54 PM', signal strength, and battery level. The browser address bar shows 'www.caltrain.com'. The app's navigation bar includes 'Caltrain', a search icon, and a language selection menu. Below the navigation are buttons for 'Trip Planner', 'Live Map', 'Service Alerts', and 'Schedules'. The main content area features the same large photograph of the Bay to Breakers footrace crowd as seen in the website screenshot. Below the photo, the text reads: 'Bay to Breakers 2022', 'It's BACK! Don't bother driving to the race!', and 'Take Caltrain to the 2022 Zappos'.

Bay to Breakers 2022

It's BACK! Don't bother driving to the race!

Take Caltrain to the 2022 Zappos



The screenshot shows a tweet from Caltrain (@Caltrain) dated May 15. The tweet text reads: 'Just a few hours away! [caltrain.com/news/caltrain-...](#)' and 'Caltrain will run two NB special event trains with limited stops to the race. Two trains will depart from SJ Diridon Station at 5:50 a.m. and 6:02 a.m., and arrive at the San Francisco Caltrain Station at 7:17 a.m. and 7:30 a.m.' Below the text is a photograph of a runner in a black outfit and a blue wig with antennae, running in the Bay to Breakers footrace. The background shows a city street with buildings and other runners. Below the photo, the text reads: 'caltrain.com', 'Caltrain Offers Additional Service for Bay to Breakers | Caltrain', and 'Bay to Breakers, the beloved San Francisco tradition celebrated by revelers from throughout the Bay Area, returns this year and Caltrain ...'.

Caltrain @Caltrain · May 15

Just a few hours away! [caltrain.com/news/caltrain-...](#)

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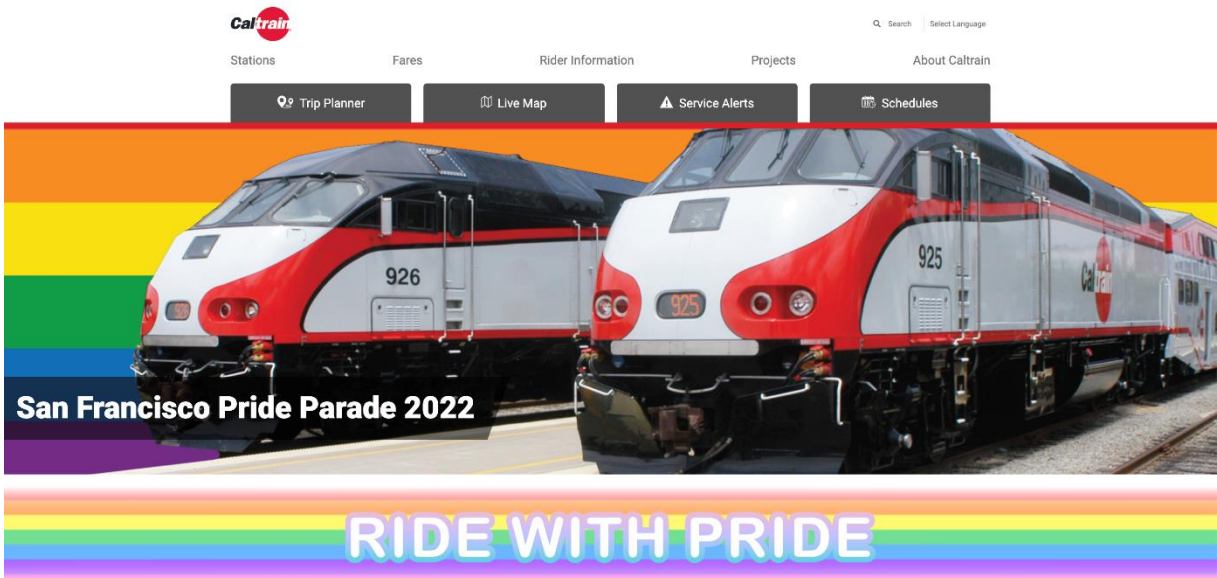
caltrain.com

Caltrain Offers Additional Service for Bay to Breakers | Caltrain

Bay to Breakers, the beloved San Francisco tradition celebrated by revelers from throughout the Bay Area, returns this year and Caltrain ...



New Content: Pride

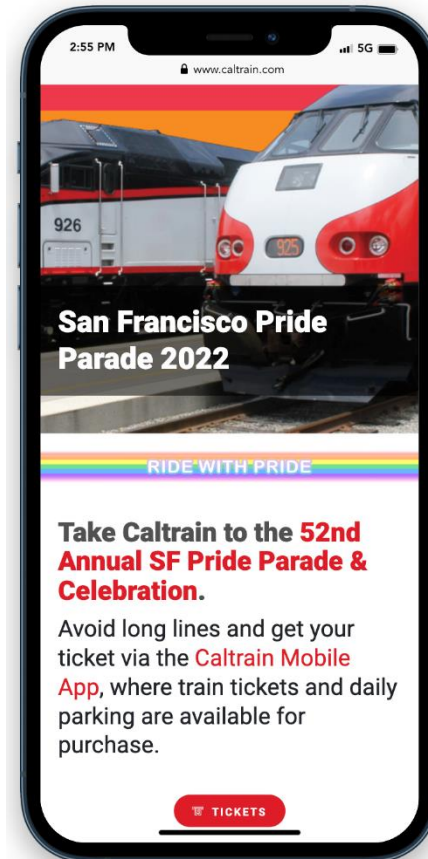


San Francisco Pride Parade 2022

RIDE WITH PRIDE

Take Caltrain to the 52nd Annual SF Pride Parade & Celebration.

Skip traffic, gas prices and lines; get your ride to Pride now via the [Caltrain Mobile App](#), where train tickets (group and individual) and daily parking are available for purchase.



San Francisco Pride
Parade 2022

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Avoid long lines and get your
ticket via the [Caltrain Mobile
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parking are available for
purchase.

TICKETS



New Website Improvements

- Trip Planning, Maps
- Improved Customer Experience
- Dynamic Events and Meetings Calendar
- Mobile Optimized
- Modern Content System (Drupal)
- Improved User Interface (staff)
- Increased 3rd Party Integration Flexibility (Bonfire, Social Media, etc.)
- Increased Security and Stability

Questions?

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FOR MORE INFORMATION

WWW.CALTRAIN.COM

