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Website Replacement Project

November 18, 2021

Website Replacement Project

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- Project will replace outdated, 12-year-old websites for SamTrans, Caltrain, TA and SMCTD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

FivePaths

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

FivePaths

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Research

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

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Research

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%

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ADA Compliance

Background

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

Plan

- Prioritize Content, Create Retention Policy, Convert Docs

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Translations

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

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Next Steps

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 n Oct

Department Sign Off on Content

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

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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 3rd 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

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Live Site Demo

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