

New SamTrans Website Launch

SamTrans Board, March 2, 2022
CRC Item #7

Digital Communications Manager
Jeremy Lipps

Current Website

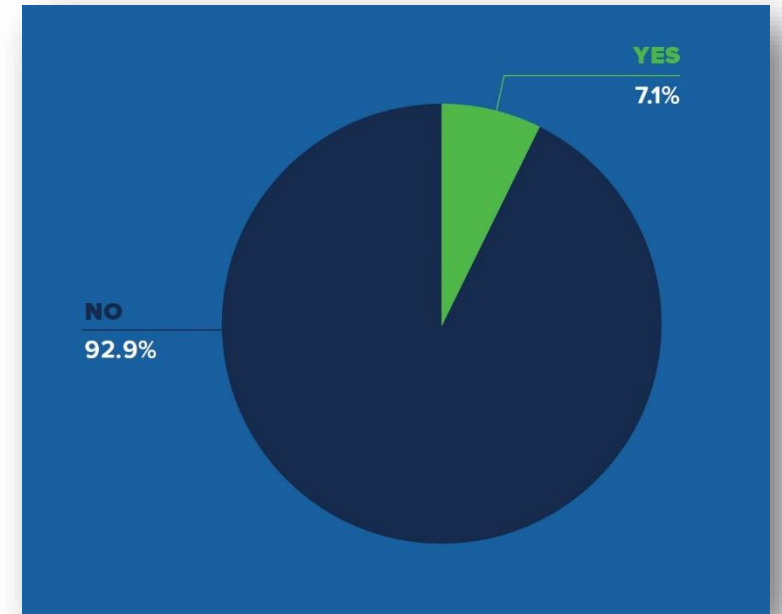
Current site launched in 2010
(ancient in technology time)

Partially mobile optimized

Content Management System for
Staff (bugs, customized, obsolete)

Obsolete & Outdated security
(outdated infrastructure/hosting)

Are you proud of the District websites?



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
 - End of March: Launch

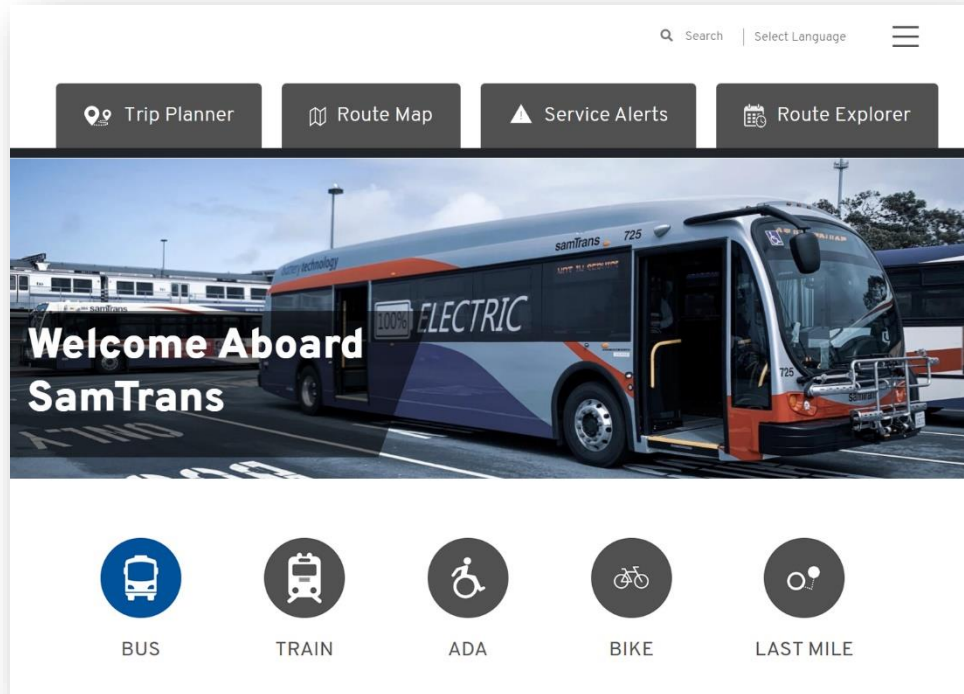


FivePaths

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

Improvements – Customer Experience



Additional Rider-Facing Improvements

- Mobile First Design
- Improved Info Architecture
- Route finding
- Live bus maps
- Improved customer alerts

Improvements – Trip Planning

The screenshot shows the 'Route Map' interface. At the top, there are three tabs: 'Route Map' (highlighted in red), 'Service Alerts', and 'Route Explorer'. The main area is a map of the San Francisco Bay Area, showing major highways (280, 84, 92) and cities (Union City, Hillsborough, San Mateo, Redwood City, Newark, Mowry Landing, San Carlos, Redwood City, Moon Bay, Lobitos, Woods). A legend in the bottom right corner lists transit lines with color-coded squares:

- 397 San Francisco - Palo Alto Transit Ctr
- 398 Redwood City Transit Center to SF Transbay Terminal
- ECR Daly City BART - Palo Alto Transit Ctr
- 95 Redwood City Caltrain - Ralston/Alameda
- L3 LTD 3
- L5 LTD 5
- B7 Bullet

The screenshot shows the 'Trip Planner' interface. At the top, there are four tabs: 'Trip Planner' (highlighted in blue), 'Route Map', 'Service Alerts', and 'Route Explorer'. The main area contains the following input fields:

- 'From' field with a location pin icon on the right.
- 'To' field with a swap icon on the right.
- 'Depart after' dropdown menu.
- Date and time field: '02/28/2022 11:09 AM' with a calendar icon on the right.
- Checkbox: Wheelchair accessible
- A red 'GO' button at the bottom.

Improvements

2022 Meeting Dates - PDF File

2022	Agenda	Minutes
February 11	SMC Express Lanes JPA Agenda	
February 4	SMC Express Lanes JPA Special Meeting Agenda	
February 3	TA Board Agenda	#9 202: #8 202: #11a P #11b P
January 25		Comple Presen
January 14	SMC Express Lanes JPA Agenda	
January 6	TA Board Agenda cover -	#7b Mi

SMCTA Meetings (past)

Title

APPLY

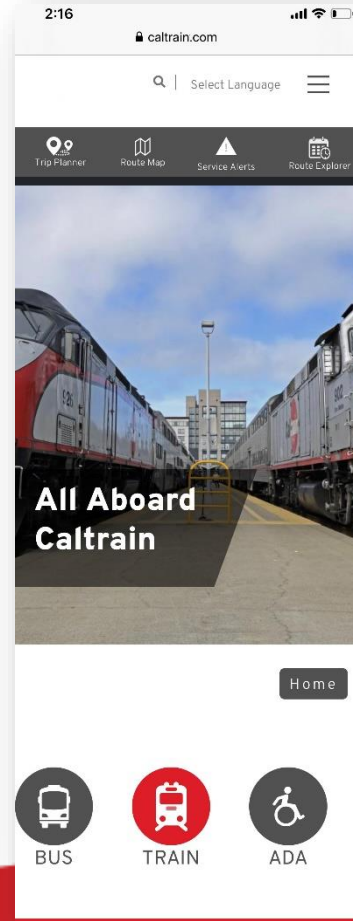
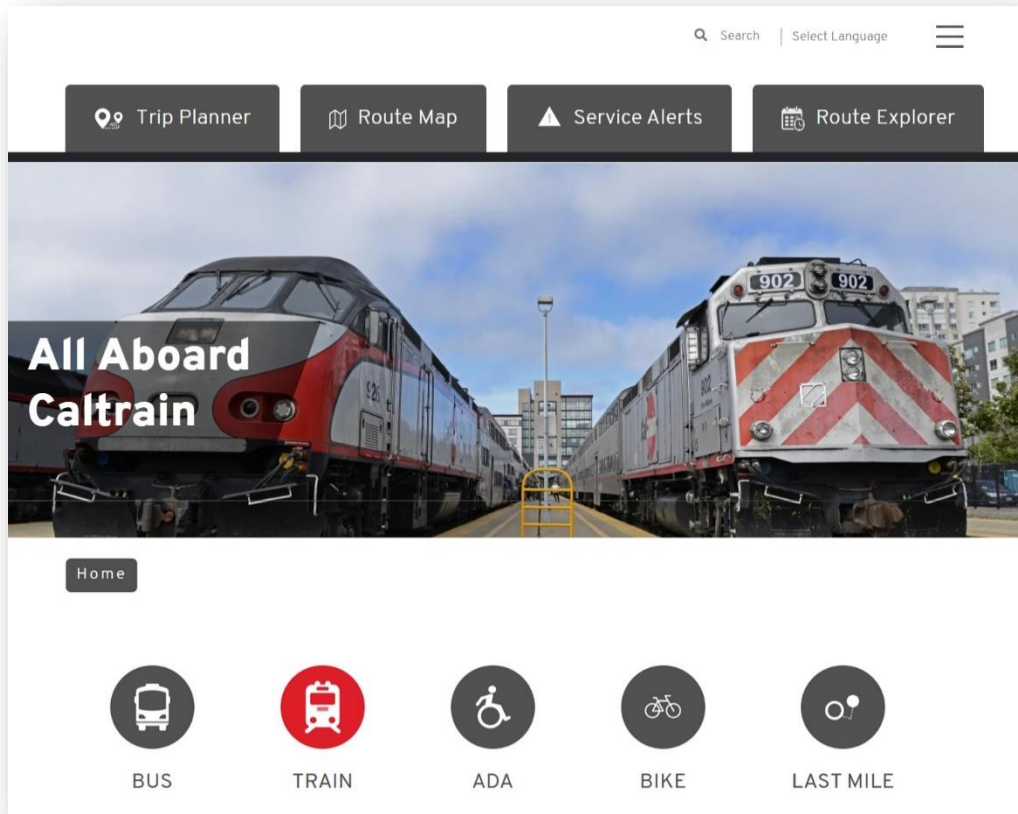
RESET

- FEB 3 9:02 am TA Board of Directors
- FEB 1 8:02 am TA Citizens Advisory Com...
- JAN 25 8:01 am Complete Streets Webinar
- JAN 6 9:01 am TA Board of Directors

OLD
Small text
Not mobile formatted
“pinch” to resize
Difficult to select links

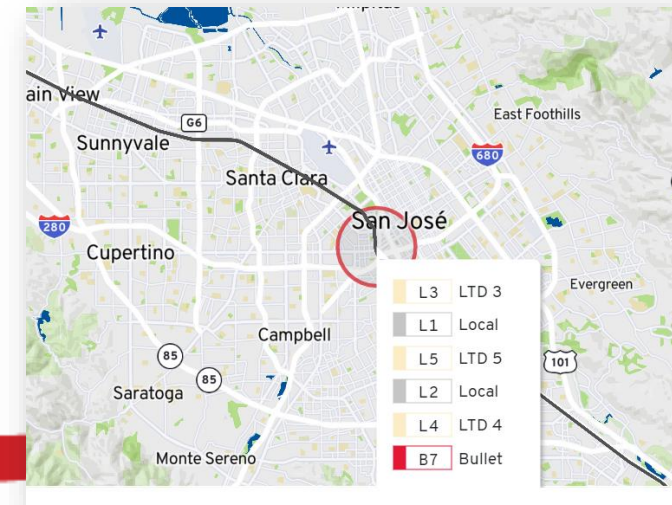
NEW
Clear Events and Dates
Unique Events Pages
Finger-touch Links
Simplified Event Management

New Caltrain Site

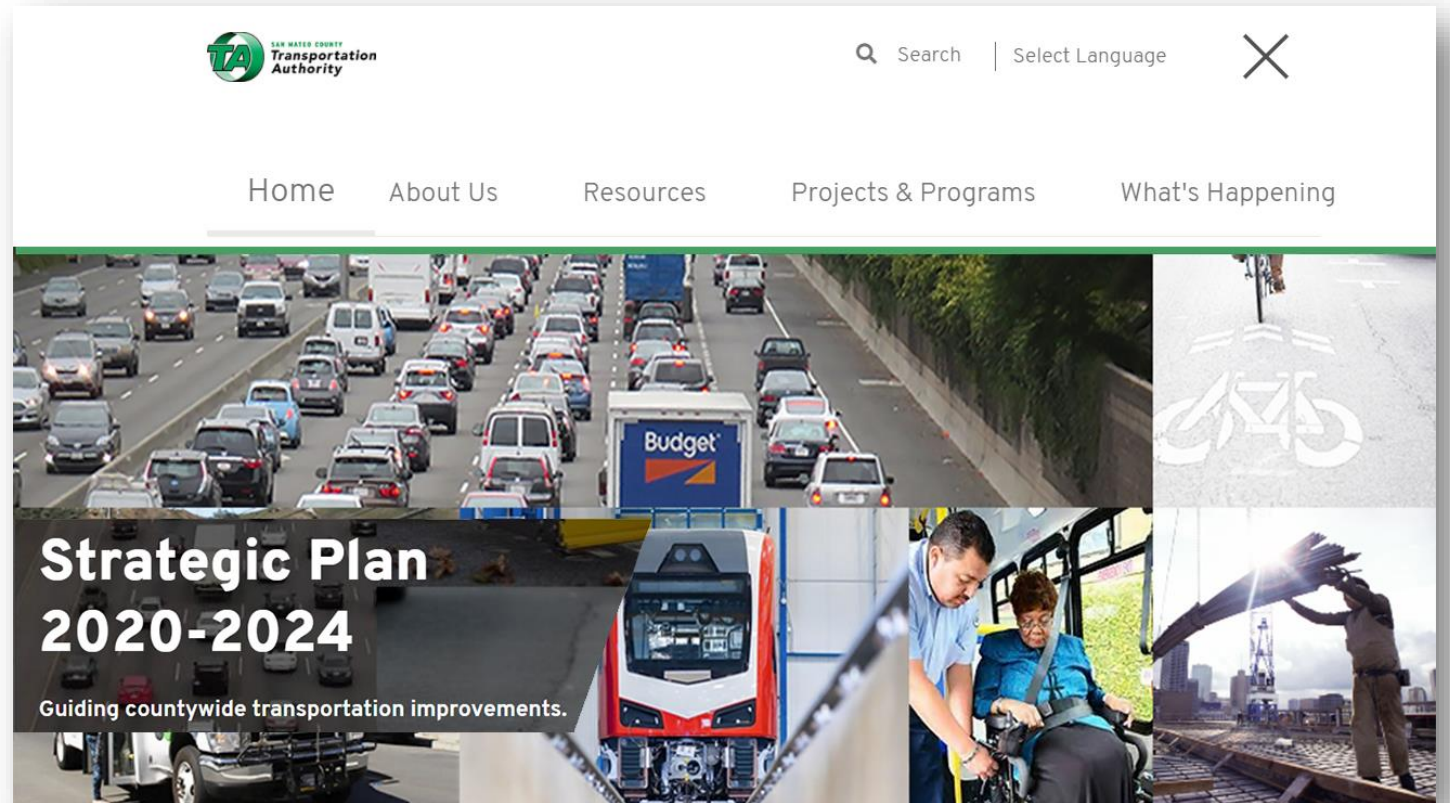


Additional Rider-Facing Improvements

- Deeply Integrated GTFS
- Live train maps
- Route Finding
- Improved customer alerts



New TA Site



Questions