

# The County Connection

## Inter Office Memo

**To:** Board of Directors

**Date:** October 13, 2010

**From:** Mary Burdick, Sr. Manager of Marketing

**Reviewed By:** *AMB*

**SUBJECT:** CCCTA Website Introduction

**SUMMARY OF ISSUES:**

In late Spring the marketing and planning staff began work on redesigning the CCCTA web site. The objective was to create a dynamic site that is more user friendly, will allow greater access to staff for adding, deleting and editing content, and allows the ability to incorporate a trip planner, and links to facebook and twitter accounts.

**New Features**

- Fresh look and feel
- Change from a static to a dynamic site
- GTFS driven schedules for easy downloads
- Monthly use statistics readily available
- Feature Items - rolling feature items allow CCCTA to post short messages which cycle through. Messages can be turned off and on, allowing seasonal promotions (Pavilion service) or regularly occurring messages to be updated as needed
- News Feature - up to four news or upcoming items are cleanly organized with links to detailed releases
- Service Advisories - detours, road closures, or service disruptions can be posted quickly
- Employee Login - allows operators to view extra work assignments, employees to learn of upcoming internal events, view employee newsletters, or any all-employee information needing to be distributed
- Subject tool bar with drop down menu for easier navigation

**RECOMMENDATIONS:**

The MP&L Committee would like to display the new web site to the Board of Directors.

**OPTIONS:**

NA

**ACTION REQUESTED:**

No action is required, but the MP&L Committee welcomes Board comment.