

**To:** MP&L Committee

**Date:** December 16, 2011

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

**Reviewed By:**

**SUBJECT:** Development Of Mobile Web Pages

**SUMMARY OF ISSUES:**

With the increasing number of people getting information from smart phones and other internet enabled devices, interest has been expressed in developing our own mobile application for easier user access.

Staff asked the consultant who works with us on the technical aspects of our website for guidance in this pursuit. He cautioned that it requires a considerable effort to not only design and build an application for each platform (iPhone, Android, Blackberry), but that the application(s) needs to be updated to conform with device layouts and form factors that change frequently.

He suggests that we build a mobile web page that will work with all platforms. The mobile web pages will be hosted on the same account, created as a sub-domain <http://m.cccta.org>. The majority of the information would be pulled from our current web pages then reconfigured for mobile viewing. The landing page is typically a simplified version of the CCCTA home page designed for mobile viewing. Mobile pages will include system map, schedules, trip planner, fare information, service advisories, and news items.

When real time schedule information is available the schedule pages will be revised on both domains.

The Committee can review several mobile sites at the meeting.

**FINANCIAL IMPLICATION:**

Development of a simplified mobile site can be achieved for approximately \$5,000. This expense can be managed within the existing marketing budgets.

**STAFF RECOMMENDATION:**

Consider the benefits of moving forward at this time.