

To: Marketing, Planning & Legislative Committee

Date: 10/23/18

From: Jim Brown, Director of Information Technology

Reviewed by: *WC.*

SUBJECT: Website Redesign Status and Preview

Background:

County Connection's website was last redesigned in 2010. Since then, only minor updates and small feature additions have been implemented. It was recognized last year that the website requires a more thorough update with a possible complete redesign with a focus on improving the mobile experience. The redesign has been in progress since late FY18 and is nearing completion with the following new features:

Public-facing Features:

- Streamlined and modernized theme and layout applied to the entire website to create consistency and more intuitive navigation.
- Enhanced mobile layout with increased functions to accommodate our ~70% mobile users.
- Custom-built widgets on the front page to enable quick access to the three most commonly used passenger functions: Trip Planner, Bus Tracker and Service Alerts.
- Upgraded route pages to provide map and schedule information in a cleaner, more consistent format.
- Updated page formats to include easier navigation and user friendliness for Public Meeting Agendas, Job Listings and Procurements / Bidding.

Back-end / Internal Improvements

- More than half of the development has been put into the underlying structure and mechanism of the website to ensure that future updates and upgrades can be accomplished with relative ease and less development time, resulting in a lower cost. All schedules have been switched to dynamically generated tables, which work in conjunction with our scheduling software. When the bid changes, the website will update schedules automatically.
- Reengineered back-end to provide individual departments the ability to manage their own public meeting postings, news posts, and other information in a way that is secure and compartmentalized while being easier to use. This will give departments more control and quicker posting ability rather than having all posts done by IT or outside consultant.

- Re-imagined framework to support an upcoming employee portal which will provide employees with company forms, benefits information, newsletters, operator work schedules, etc. This section will be password protected and compartmentalized.
- The overall theme of the website will be centrally controlled, this will allow for tweaks to colors, fonts, logos, etc. in one place, and then it will propagate to the entire site. This not only makes design changes easier, it provides much better consistency.
- This redesign will also benefit from full documentation from the developer so employees will have full reference on how to update and post information to their sections.

Action Requested:

For discussion and review. Staff will provide a demonstration of the website that is still under development at the meeting.