



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 10

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Memorandum

TO: Elderly and Disabled Advisory Committee DATE: April 30, 2009
FR: Shauna Callow & Carol Kuester, MTC Staff
RE: 511.org Redesign Update

The 511.org home page serves as the portal to 511's suite of multimodal information – transit, traffic, rideshare, and bicycling. In fall 2008, MTC staff began a Web redesign effort that includes both redesign of, and content changes to, the 511.org home page, as well as a new style for the entire 511.org Web site.

The redesign has been guided by the following principles:

- Provide more cohesiveness to the overall 511.org Web site;
- Simplify, de-clutter, and organize the site's home page;
- Provide quick access to key features and information directly on the home page;
- Provide intuitive navigation to the modal pages and their top features;
- Cross promote other 511.org features and the phone service; and
- Ensure flexibility for future changes and the evolution to more multimodal information, including a multimodal trip planner and parking information.

As a result of the redesign process, the most notable change to the 511.org home page is the addition of new text-based features for quick access to information, including an entry form for obtaining data from the transit trip planner, a real-time transit departures tool, and a driving times tool. The redesign will further introduce a new primary navigation bar and series of content pages, as well as an expanded footer improve navigation for existing and new users. Finally, a clean, uniform design has been applied to the home page and will ultimately be applied throughout the 511.org Web site.

Throughout the redesign process, the design contractor, Swirl, maintained a commitment to ensure that the new design follow the existing accessibility principles for 511.org. Swirl followed all Section 508 standards and took the following additional steps to ensure accessibility on the 511.org home page:

- Conducted color contrast analysis;
- Optimized the site for screen readers;
- Created navigation that is not image-based;
- Ensured all images will have text equivalents;
- Developed designs so that content will remain available if users have disabled their style sheets;
- Ensured users will be able to skip to content on every page;
- Optimized data tables for screen readers; and
- Developed forms that will have labels on every field item.

The redesigned 511.org home page is scheduled to launch by the end of June 2009, with implementation on the modal pages expected throughout the next fiscal year. An accessibility evaluation is planned for fall 2009; staff will return during that process to present the study plan and seek feedback from committee members. Based on the results of this evaluation, any necessary modifications will be made to both the home page and modal pages.

As part of the redesign effort, MTC staff will present this information at the May 7th EDAC meeting and obtain input on changes and improvements to 511.org. MTC staff will also provide a 511 project status update, as well as brief updates on other improvements and changes to 511 that have occurred over the last year.