511.org Redesign Update

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Goals of the Redesign

- Provide more cohesiveness to the 511.org Web site
- Simplify, de-clutter, and organize the home page
- Provide quick access to key features
- Provide intuitive navigation to the modal pages (Transit, Traffic, Rideshare, Bicycling)
- Cross promote other 511.org Web features and the phone service
- Ensure flexibility for future changes and 511.org's multimodal evolution

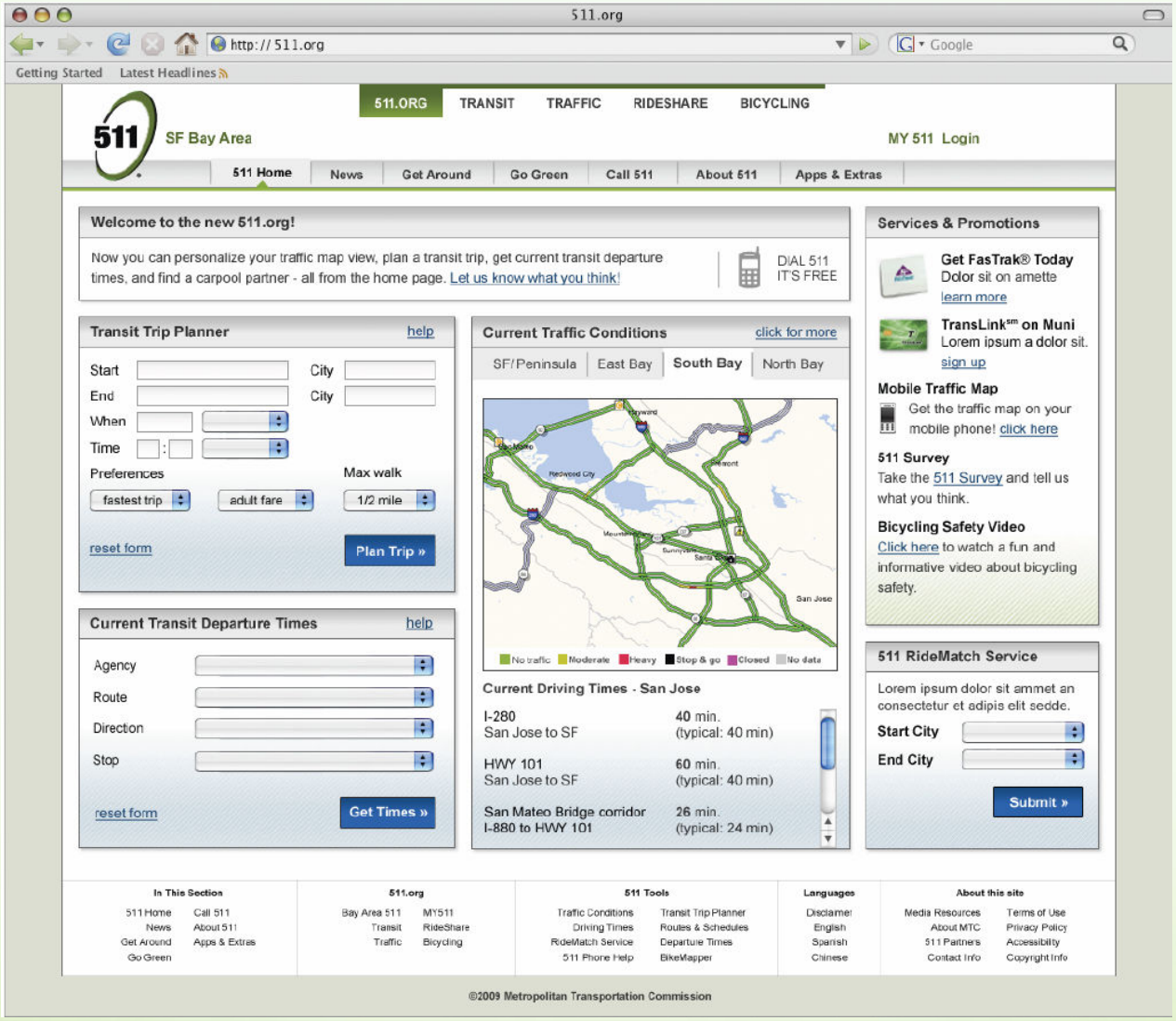
511.org – Pre-December '08

511.org Interim Portal

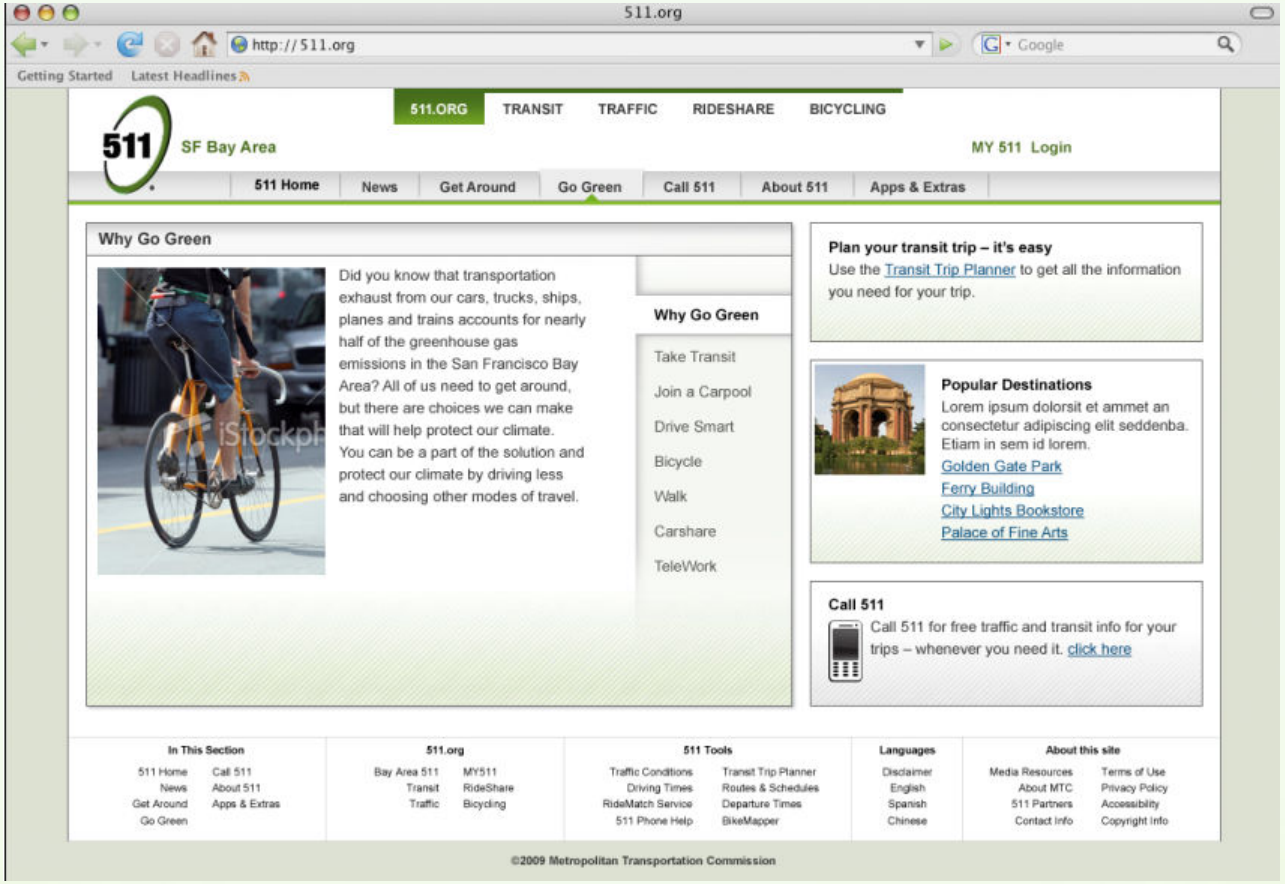
Changes to the home page

- **New features added**
  - Transit Trip Planner
  - Real-Time Transit Departures
  - Driving Times
- **New content pages provide basic information and navigation assistance**
  - Get Around
  - Go Green
  - News
- **Key page and tool links added to footer**
- **Elegant, cleaner color scheme**

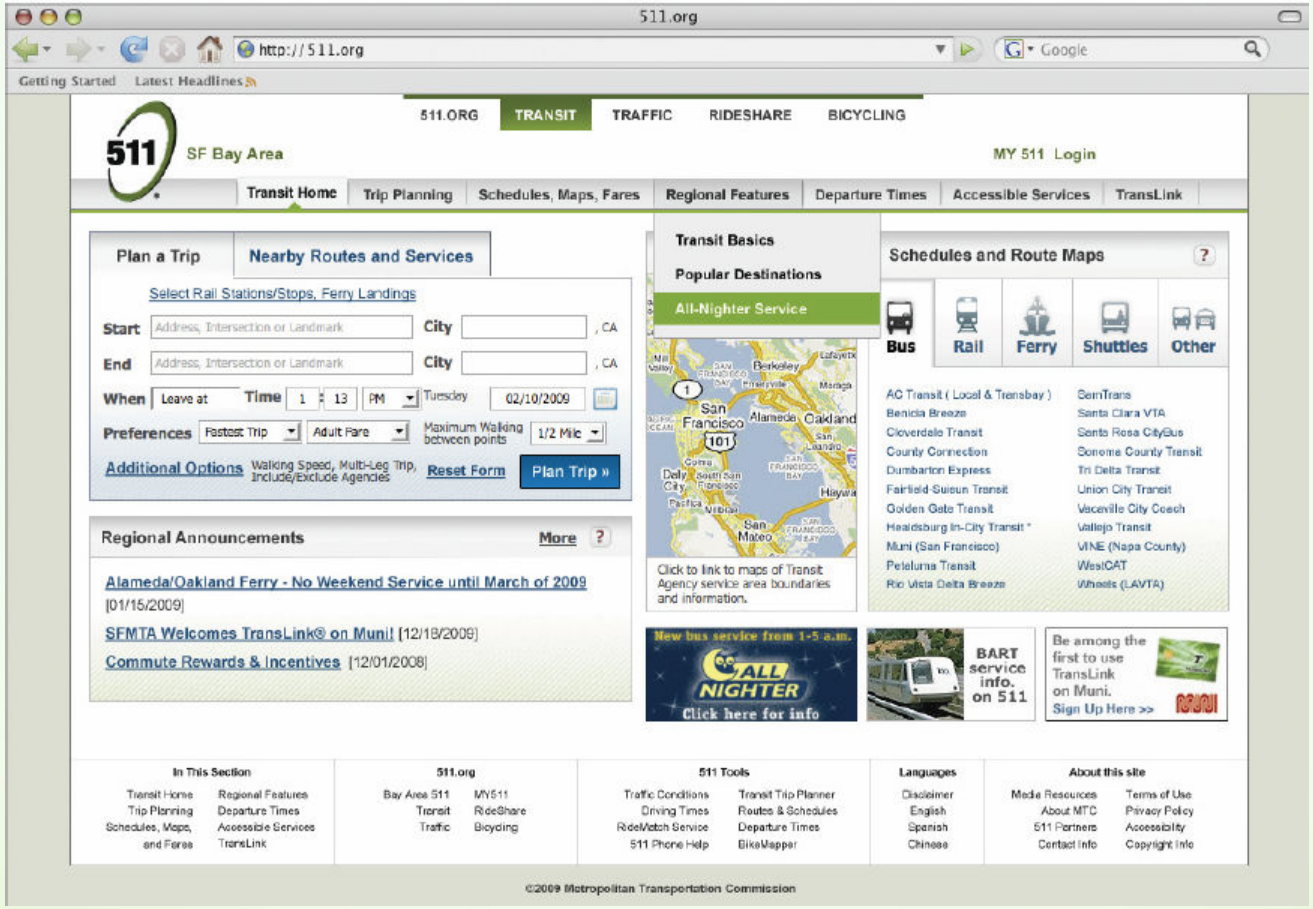
Draft New 511.org Portal



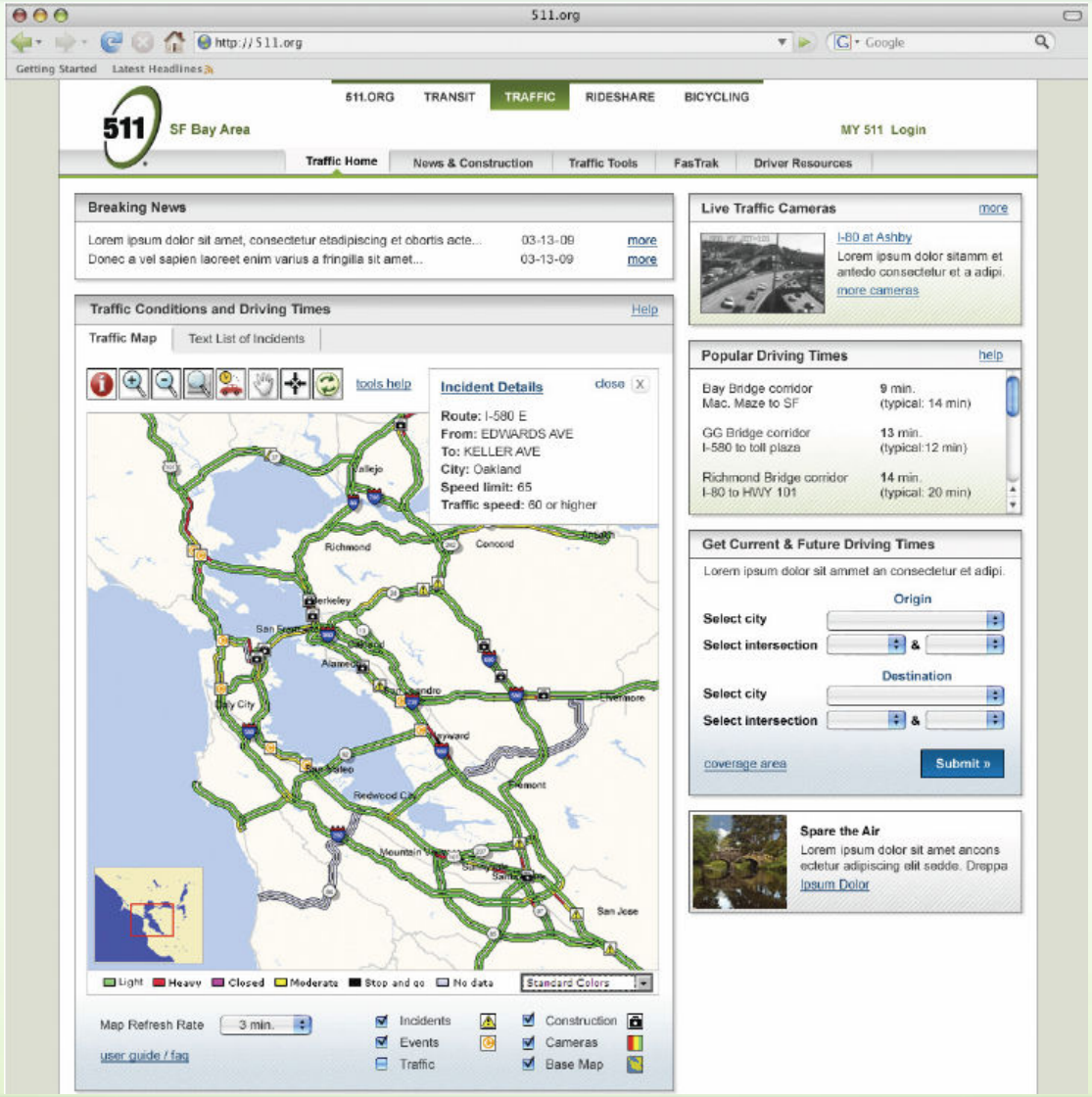
Draft New 'Go Green' Page



Draft New Transit Page



Draft New Traffic Page



Accessibility Considerations

- Changes are mainly cosmetic – reorganization and copy updates
- Process has followed all Section 508 standards
- Accessibility testing planned for Fall 2009 prior to full modal page design rollout

Accessibility Considerations, cont.

- **The design contractor, Swirl, has taken the following steps to ensure accessibility on the 511.org home page and portal:**
  - **Conducted color contrast analysis**
  - **Optimized site for screen readers**
  - **Created navigation that is not image-based**
  - **Ensured that all images will have text equivalents**
  - **Developed designs so that content will still be available if users have disabled their style sheets**
  - **Ensured users will be able to skip to content on every page (i.e. skip navigation)**
  - **Optimized data tables for screen readers**
  - **Developed forms that will have labels on every field item**

Key Dates

- Interim portal launch — Dec 2008
- Redesign process — Jan-Mar 2009
- Usability study — April 15-16 ‘09
- Launch of new home page — June 30 2009
- Accessibility testing — Fall 2009
- Design applied to modal pages — FY 09/10

- ***We’ll return to EDAC in the fall to discuss and obtain feedback on the accessibility evaluation plan.***

MY 511℠

MY 511 Personalized Service

- Service launched in April 2008 – expanding to include real-time transit departures this summer
- Users register on Web
- Save trips with names like "Home to Work"
- Call 511 and automatically hear predictions for saved trips
- Personalized Web page with real-time info for saved trips
- Sign-up for email and/or text notifications

Personalized Home Page

Real-Time Transit Departures

511 Departure Times

- 511 phone provides real-time departure predictions for all of SF Muni and BART
- Feature allows fast access to information – just say "Departure Times" and enter an ID number for your transit stop (called "Stop ID")
- Back-up help system available if you don't know your Stop ID
- 511 provides predictions for all serviced routes
- Press "0" for touchtones – standard to all 511 phone features
- Adding real-time departures to MY 511 shortly

511 Transit Page

511 Transit Web site Accessibility

In 2008:

- Launched new Transit Web site
- Updated coding to accessible version of Transit Web site
- Met with EDAC to discuss working toward a single, accessible Transit Web site
- Preliminary report from accessibility consultant recommended key changes to new Transit Web site

In 2009:

- MTC to begin computer coding changes soon to address accessibility changes to new Transit Web site
- Review and final coding changes to follow
- Launch new accessible Transit Web site and retire old accessible version