



Metro

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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

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CHIEF COMMUNICATIONS OFFICER

SUBJECT: METRO'S NEW BETA WEBSITE

ISSUE

This report is an update to the Board of Directors on Metro's new redesigned and customer-friendly website, which is currently in public beta testing and scheduled for launch in January 2017.

DISCUSSION

Metro's current website, www.metro.net, was designed, developed and launched in 2009. Since then, there have been significant technology improvements in mapping, mobile applications, and websites that afford a better customer experience for Metro riders and the general public seeking information about Metro. For the past year, the Communications Department has been redesigning, re-engineering and updating the website with a customer-focused approach. Technical design and development have been partially done in-house saving the agency considerable outsourcing costs.

The test site, beta.metro.net, has been available for public preview and feedback since October 2016, and will continue to be in public beta view until launch in January 2017.

The new design is data-driven and places customer features at the forefront of the home page – 75 percent of customers use the website for transit information

(Nextrip, trip planning, maps, schedules, how to ride, and fares). The website receives approximately 1.3 million visits per month and 3.5 million pageviews per month, from visitors of numerous languages. Also, 65 percent of all web traffic comes from a mobile device, so the website has been redesigned with mobile-friendly use in mind.

Significant new features include:

- New Trip Planner with transit data from 24 carriers
- New System Alert & Advisories
- Dynamic real-time maps and map data
- Mobile-first design approach
- Integration of video on information pages

In addition, content has been restructured to simplify navigation and make the search for information more intuitive.

Outreach and Feedback

Staff has been actively collecting customer comments/feedback via a feedback form on the beta website; all comments are vetted and prioritized to make technical changes that complement the site and are relevant to serving Metro's vast audience.

Additionally, staff has featured articles on Metro's blog, The Source, about the new website, detailing the new features and changes. Demonstrations have also been held for Metro staff over the past few months and will continue until the launch of the new site. The Communications Team will publicize the launch of the new website through various activities including news releases, the CEO's internal and external newsletters, an outdoor ad campaign, community presentations and a social media campaign.

NEXT STEPS

Staff encourages the Board of Directors to review the new website at beta.metro.net and use the feedback form to provide comments and suggestions. Staff will present and demonstrate the new website at the January 2017 Board meeting.

Staff anticipates launching the new website in late January, and will continue to collect customer comments in order to make improvements. As is the case with any new website launch, technical improvements will continue and new features will be added over time to keep abreast of current technology and customer trends.