



**SFMTA**  
Municipal  
Transportation  
Agency

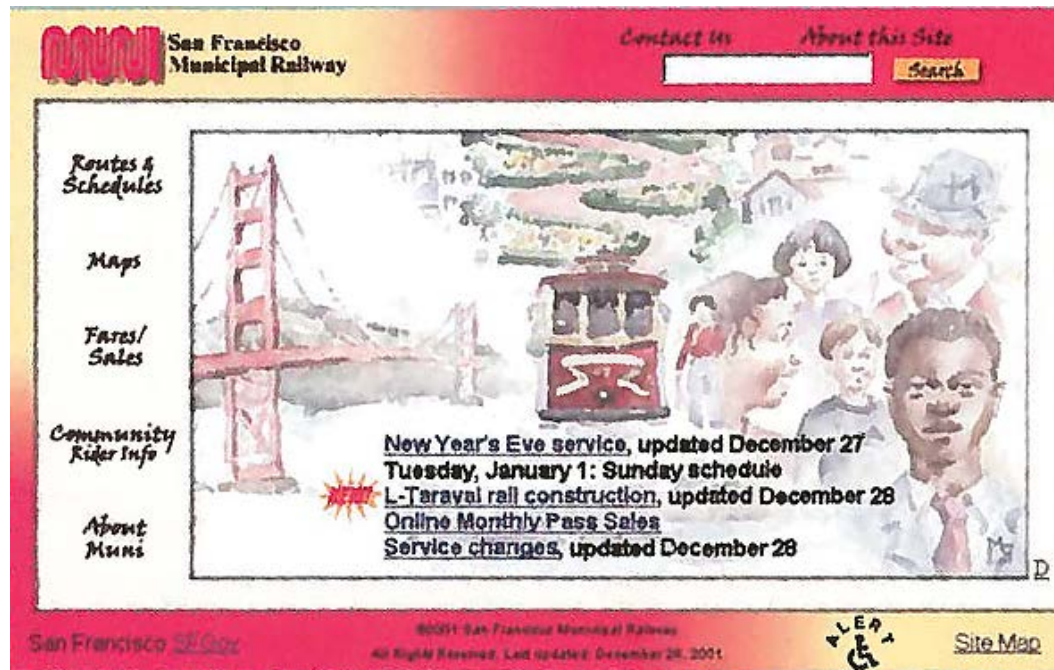
# Phase II Redesign of [sfmta.com](http://sfmta.com)

OCSC

August 11, 2015

# SFMTA Website Design History

- Original website designed in 2002



# 2007 Redesign

**SFMTA** Municipal Transportation Agency

TRANSIT BIKE LIVABLE STREETS TAXI WALK PARKING TRAFFIC ABOUT US

## Nx JUDAH EXPRESS

### Nx Judah Weekday Express Bus Pilot Means Extra Service

Service Starts Monday, June 13

¡X Español

**Featured Updates**

- **Nx Judah Express begins June 13**
- **Transit fare/fee/fine increases effective July 1**
- **Parking/Traffic fee increases effective July 1**
- **June Senior and Youth Clipper® Card events**
- **Seniors and Youth, it's time to switch to Clipper!**
- **Cable car construction**
- **Take Muni to AT&T Park for Giants@ baseball!**
- **Clipper for customers with disabilities**
- **Clipper is here!**
- **Comment on Glen Park Environmental Report**

**Transit Updates**

- **Alert: 511 Transit -AC Transit Re-routes due to Solano Tunnel Closure**
- **Alert: 511 Transit -SF Muni- California Street Cable Car Line Under Construction Until Mid-June**
- **California Cable Car, through June 19, bus substitution, stop changes, updated May 20**
- **Nx Judah Express starts June 13**
- **8X, 8AX, 9, 9L, June 6 to 24, Portola District, construction**
- **July 2011 transit fare, fee and fine increases**

**Most Popular**

- Online Muni comments
  - [Compliments](#)
  - [Complaints](#)
  - [Discrimination complaints](#)
- Online commerce
  - [Buy passes](#)
  - [Buy parking cards](#)
  - [Pay parking tickets](#)
  - [Pay transit violations](#)
- Other information
  - [Accessibility](#)
  - [Business](#)
  - [Cable cars](#)
  - [Careers/Jobs](#)
  - [Clipper®](#)
  - [Contact the SFMTA](#)
  - [Customer Service Center](#)
  - [Find parking](#)
  - [Holiday parking enforcement](#)
  - [Lost and found](#)
  - [Look up ticket](#)
  - [Meetings](#)
  - [New transit customers](#)
  - [Parking permits](#)
  - [Projects and Planning](#)
  - [Public Notices](#)
  - [Reports](#)
  - [Safety](#)
  - [Site map](#)
  - [Tool index](#)

**Search**

**Plan a trip; nearby transit**

Point A: Starting address, intersection, or landmark

**Schedules, maps, real-time, stops**

Line letter or route number  [Get info](#)

[\(System maps\)](#)

**A-Z links**

**Video**

Follow SFMTA on [Twitter](#)

**IT'S TIME TO SWITCH Senior & Youth**

Apply for your Senior or Youth Clipper card

**TEP** Transit Effectiveness Project

# 2013 Website Redesign



News Maps Calendar Languages

Search

Getting Around Services Projects & Planning About the SFMTA

Update: IB #subwaysvc is now clear. Expect rolling delays on all Metro lines until balance is restored. 2 hours

4 more alert(s)

Muni Plan a Trip Arrivals

A e.g. 1 Market St.

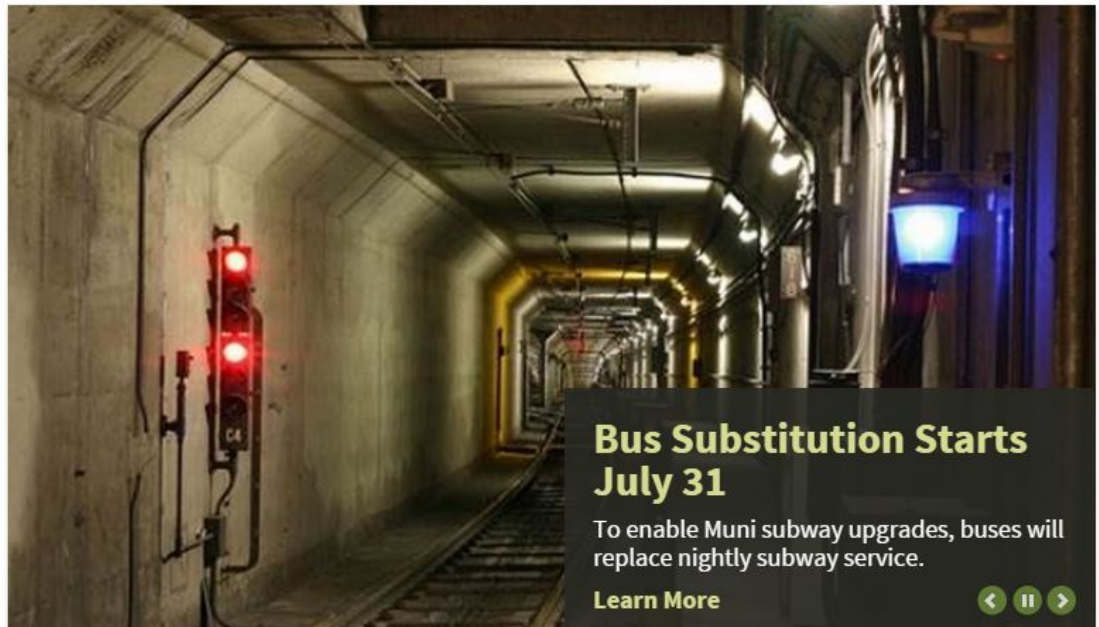
B e.g. Crissy Field

Leave now 12 : 22 PM

511 Transit Google

Plan my trip

Receive alerts



## Bus Substitution Starts July 31

To enable Muni subway upgrades, buses will replace nightly subway service.

Learn More



# Analytics

- 1.3 million page views per month
- 350,000 visitors per month
- Top 5 pages
  - Homepage, 13%
  - Routes and stops 5%
  - Trip planners 4%
  - Fares & Passes 3%
  - Pay Citation 3%
- Mobile visitors 50% of users and growing

# Phase II Priorities

- Improvements for Mobile Users
- Easier actions and signups
- Homepage redesign
- Project page templates
- Streamlined Board and legislation
- Better Feedback options
- More visual

# Next Steps

- Budgeted \$450,000
- Website RFP being finalized
- Proposals in September