

A New Look for mta.net Sharpens Focus on Customer Needs

The MTA is introducing a new look for its web site this week that reflects the authority's diverse range of transportation responsibilities and puts customers just a click away from vital information.

"The new design organizes the site's features in a clear, logical and attractive manner, making it even faster and easier for visitors to locate the information they need," said Warren Morse, Deputy Executive Officer of Marketing and Customer Relations.

Set to launch Sept. 1, the revised home page divides information into several main categories including transit information, regional issues, Pressroom/Stakeholder features and Board information.

Each category gives the user a space-saving "fly-out" menu, providing direct links from the home page to virtually every subject on the site.

The home page also features a scrolling banner of the most current or breaking information, allowing visitors to spot items of interest at a glance and link to them directly from the scrolling banner.

See related story

The site will offer [MTA-themed screensavers](#) that visitors can download free (see related story).

[MTA Screensaver Giveaways Planned](#)

The MTA's web site recorded an all-time high of 4.9 million hits during the month of July, or an average of 158,000 hits per day, and has been recommended in the media several times recently including a July 12 LA Times article listing '30 Internet Essential Bookmarks'.

Webmaster Joe Simpson created the new design for the site along with code development from Assistant Webmaster Brad Balduff.

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