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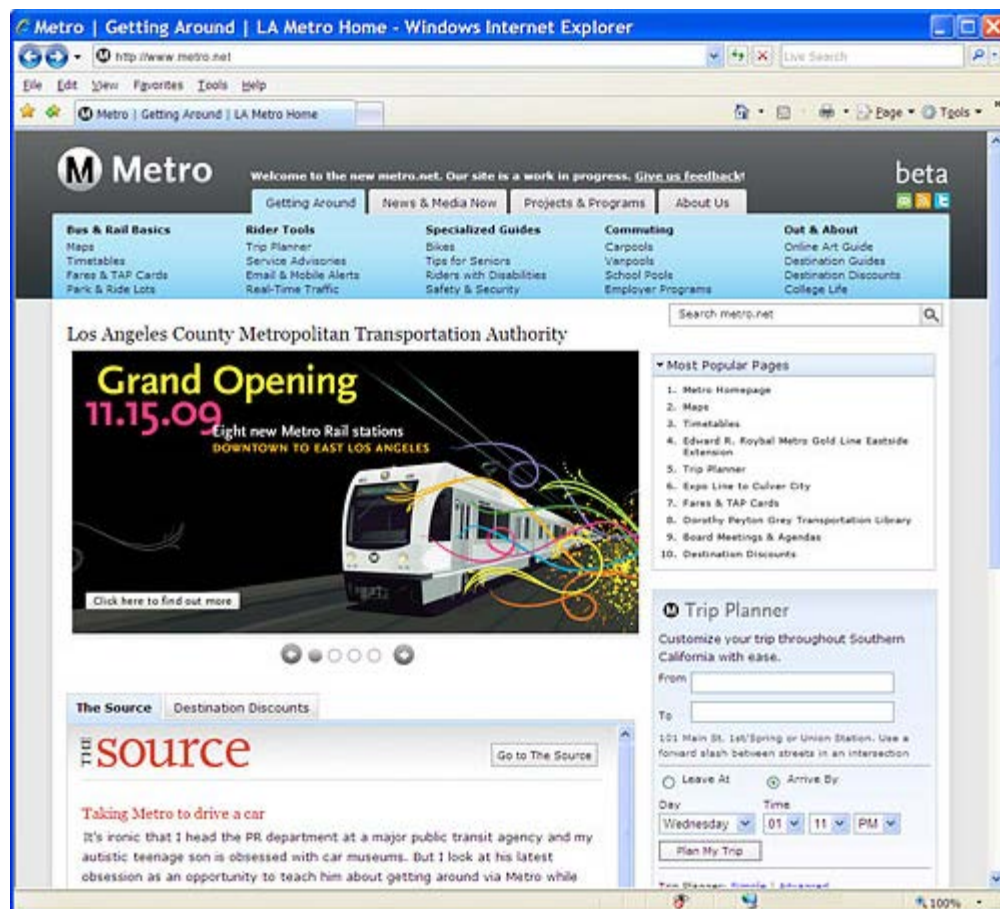
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Need e-Help?

Call the Help Desk
at 2-4357

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UPDATE: Nov. 6, 2009 Technical issues delay launch of new Metro website. Launching the new metro.net website has been postponed, due to serious technical issues with the web server. As we posted yesterday, Metro was planning to have a new version of its website up and running Friday. Instead web traffic is being re-routed back to the agency's old website while the web tech staff is working to fix the problem. We apologize for any inconvenience this has caused.



- Metro's new website makes the technology leap to state-of-the-art design and function

(Nov. 5, 2009) After months of intense rebuilding work by the Communications staff, *metro.net* will have a crisp, fresh design and will offer more access to a broad menu of useful transit information. The redesigned website will replace the existing site, which first launched in 2003. This is the first phase of the website rebuild

project.

Touting the new site, Metro Chief Communications Officer Matt Raymond said, “We want to take the lead with a cutting-edge website that is easy to use and easy to navigate through information.”

Metro’s updated website also features a new online publication called *The Source*, which provides “daily transportation news and views” about Metro.

The website was developed using a unique, open-source content management system that offers more dynamic web pages and a host of new features including:

- Enhanced navigation capabilities
- Interactive maps and multi-media components
- Updated daily news and information posts
- Added links to access *The Source* and a variety of useful transit information
- Improved maintenance tools
- “Most popular” page listings compiled from user metrics

The overall strategy for marketing the new website includes banner advertising on other websites and e-blast announcements to Metro subscribers.

New features will be phased into the new site, such as improved ADA compatibility; enhanced mobile applications that allow



New Features (Phase 1):

Design and Architecture

- New information architecture: Metro information and content organized in a customer-focused (design)
- New global navigation: robust set of menus designed to easily surface core information and quick links to customers
- New look and feel: clean and modern visual design and user interface design to highlight important projects and hierarchy of information.
- Accessibility: website was designed and built to be ADA web compliant for visually impaired customers

Web Technology

- New CMS and web technology: utilizing a powerful web framework and CMS to easily allow site maintenance
- Additional trip planning options: Google Maps
- Improved functionality: container boxes aggregating information from various sources (Metro’s and others)
- Flash interactive maps, photo slideshows, project timelines

Web 2.0 features

- Blogs (*The Source* and developer site)
- RSS integration and syndication
- Pulling in Metro’s Twitter headlines
- Initiated keywords and tagging feature

access to *metro.net* from personal, handheld devices including iPods, Blackberries and iPhones; an easy-to-use regional Trip Planner; HTML and interactive timetables, improved mobile alerts and email advisories, and project tracking (including Measure R, ARRA, and Metro construction projects).

"These improvements are just the beginning of our longer term strategy to provide greater transparency, reporting and accountability for all of Metro's taxpayer-funded transportation projects," said Raymond.

Visitors are encouraged to provide public feedback on the site by completing a customer survey available on the homepage.

"*Metro.net* should be available to anyone who wants to access our information anytime and anywhere they want it," Raymond said.

Metro's existing site has been one of the most widely accessed transportation websites in the entire country. The site currently averages about 500,000 unique visitors per month who hail not only from Southern California, but also from more than a hundred countries including Canada, Japan, Australia, Germany, Spain and Taiwan.

--from staff reports

Customer favorite lists compiled from user metrics

- Customer polls for feedback on site improvements

New Content

- The Source: news & views
- Measure R map and info
- Gold Line Eastside Extension info
- Construction projects (e.g. Orange Line Extension)
- New developer resources site
- New maps, including interactive

Features still to come:

- HTML and interactive timetables
- Improved Search results
- Improved regional Trip Planner
- Deeper integration of Google Maps
- Additional interactive maps
- Additional RSS syndication (more sections and pages of site will be subscribable)
- Useful email, mobile alerts and advisories
- Site available for mobile devices (iPhones, Blackberries, Symbian, etc)
- New visual content and media (photography, photo galleries, video, etc.)
- Documentary photography of construction progress
- Interactive safety education programs
- New editorial content
- New rider offers and contests

And more!

