

New & Improved PRTCTransit.org

POTOMAC AND RAPPAHANNOCK TRANSPORTATION COMMISSION

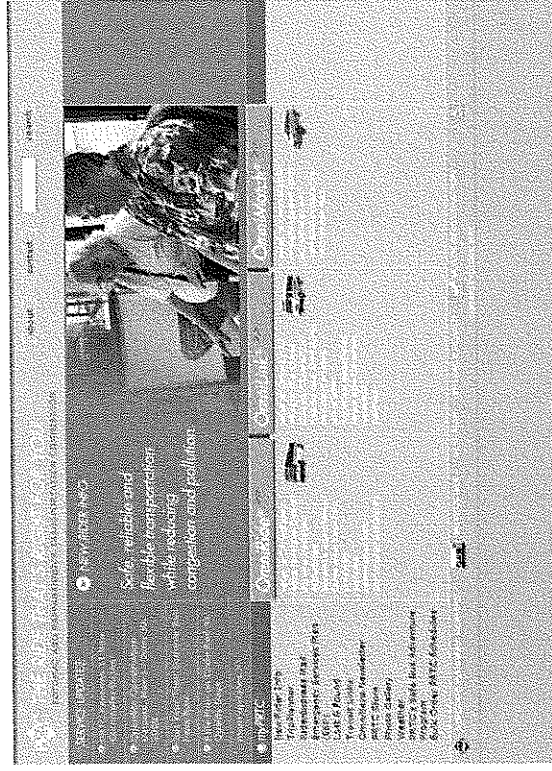
Current Website Launched August 2003



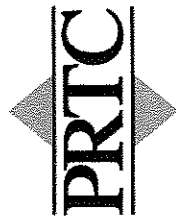
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Transportation Commission

Introduced...

- ▶ Rotating series of flash pictures representative of ridership or potential riders
- ▶ Prominent access to Service Updates from any page within the site
- ▶ Prominent homepage access to New Rider information



- ▶ Sub-menus for the services
- ▶ myPRTC which allows frequent site visitors to customize a page of the links relevant to them



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Over The Years

Determined enhancements needed to:

- ▶ Improve readability – background color does not provide high-contrast



- ▶ Reduce confusion of some newcomers by prominent use of service names on homepage
- ▶ Implement measures to make site more ADA 508 (c) compliant
- ▶ Provide online access to system map
- ▶ Provide Spanish translation in cost effective and timely manner

Redesigned Site Launching August 2008



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Features:

- ▶ Clean, crisp & high-contrast – easily viewed
- ▶ Service types, instead of names for newcomers
- ▶ Easy to navigate using dropdown and flyout menus
- ▶ Prominent link to TripPlanner
- ▶ “Breadcrumbs” to ease site navigation
- ▶ Buttons that “print this page”, “email this page” and change font size
- ▶ Cost of Commute calculator
- ▶ Auto-translator instantly translates to 6 languages
- ▶ RSS Feeds monitor content changes for subscribers
- ▶ Interactive Google Maps based system and route maps
- ▶ Online forum – chat with Executive Director
- ▶ Variety of new content – listing of “Places of Interest” by route, media tool kit, Rider Spotlight and more
- ▶ Improved back-end site management
- ▶ Improved ADA 508 (c) compliance



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Redesigned Site Launching August 2008

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PRTC The Ride That's Right For You

Commuter Bus / Local Bus / Ridesharing

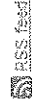


TripPlanner

- [Find Best Trips](#)
- [Find Nearest Stops](#)
- [Stop Information](#)
- [Directions To/From Stops](#)
- [Trip Information](#)

SERVICE UPDATES AND PRTC NEWS

- ◆ [Quantico Construction Detours, May 1 - June 30, 2008](#)
- ◆ [PRTC Receives 11 New Commuter Buses](#)
This is my summary here.
- ◆ [New Alta Manassas OmniRide Trip Starts 5/27](#)
This is my summary here.
- ◆ [Memorial Day - No Bus Service on May 25](#)
This is my summary here.
- ◆ [SINKHOLE FORCES BUSES TO DETOUR ON DALE BOULEVARD](#)
This is my summary here.



	SYSTEM MAP
	MY PRTC
	SPECIAL PROGRAMS
	NEW RIDER INFORMATION
	REGISTER RIDEEXPRESS
	WEATHER
	CURRENT TRAFFIC

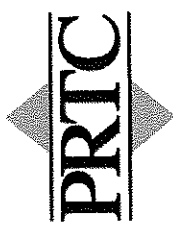
More About The Redesigned Site

- ▶ Launch date August 4, 2008
- ▶ URL unchanged – still www.PRTCtransit.org

Coming Soon...

- ▶ Improved TripPlanner – more data rich to yield better trip results and built on Google Maps platform

**Now for a sneak peak at the
redesigned website**



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