To: Chairman Cook and the VRE Operations Board

From: Doug Allen

Date: September 18, 2015

Re: Website Redesign Update

The redesigned VRE website will launch this fall. Staff will provide a presentation at the September Operations Board meeting on the new website. VRE tasked Pulsar Advertising (VREs marketing and communications firm) and its subcontractor, The Redmon Group, with the following objectives for this effort:

- Provide a creative, intuitive and user-friendly experience for VRE passengers across varying devices (desktop, mobile, tablet) with a responsive design and create the website with a mobile-first strategy with auto-detection capabilities for smartphones, tablets and geo-location services

- Provide easy and efficient access to the most requested service information and create effective, compelling communications for breaking news, real-time alerts and important information

- Simplify way-finding through new visual elements and maps

- Integrate with social media

- Utilize a content management system that will reduce staff time required to update and maintain the website and reduce operations staff time by providing self-service tools for customers and information seekers
• Design to be accessible for people with physical, sensory or cognitive disabilities

• Compatible with major browsers (Internet Explorer, Firefox, Opera, Chrome and Safari) with a load time of less than two seconds

• Integrate a multi-language translator powered by Google Translate to translate pages