



Item #15

**DATE** April 7, 2021  
**TO** GCTD Board of Directors  
**FROM** Cynthia Duque, Marketing & Communications Manager  
**SUBJECT** Receive Update on GCTD's New Website

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### **SUMMARY**

This report provides an update on the development of GCTD's new website.

In 2020, GCTD began work on the design and development of its new website along with Planeteria Media, a website development firm based in Santa Rosa, CA. The website will focus on riders, potential new riders, and the rider experience. The site will offer practical information for trip planning, schedules, fares, and route alerts, along with real-time bus information. The result will be a visually appealing, user friendly and ADA compliant website for the user, especially the mobile user.

The estimated launch for the new website is end of April 2021. The budget for this item is \$60,000.

This presentation will review test pages from the website, highlight key areas, and take comments and questions.

### **RECOMMENDATION**

It is recommended that the Board of Directors receive and file this presentation and provide any feedback to staff on GCTD's new website.

General Manager's Concurrence

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Steven P. Brown

### **GOLD COAST TRANSIT DISTRICT**