

# Intercity Transit Website Enhancement Project Update

Presented by Nicky Upson and Rob Rinehart  
September 15, 2021

# Guiding Principles

1. User-centered design
2. Inclusive design
3. Mobile friendly
4. Create efficiencies for customers and agency

# Developing the Action Plan

1. Interviews with 12 Intercity stakeholders
2. Customer survey
3. Inventory of existing website features and technology
4. Review of web analytics and existing customer data

# Our Users

- Bus riders – largest user group
- Vanpool participants
- Dial-A-Lift riders
- Prospective job applicants

# What Users Said

- Labeling, menu options, and overall website layout is confusing.
- Site needs detailed, well formatted, front and center route schedules and interactive route maps.
- The Trip Planner's functionality needs improving to provide a seamless route-finding experience.
- Should include live updates and bus tracking information.

# What Stakeholders Said

- Website is paramount to achieving our goals and worth investment
- Website should be intuitive
- Website should provide up-to-date information and service alerts
- Website should be usable and useful on any device
- Improving the website will lead to internal efficiencies

# The Action Plan

High priority improvements

User centered website redesign

Build efficiencies and further enhance the customer experience

Seamless integration with other systems

Customer/Stakeholder Feedback

# High Priority Improvements

- Improve main navigation labels (Ride, Learn, Connect)
- Add the trip planner and website top tasks to the homepage
- Improve the usability and content in the Employment section

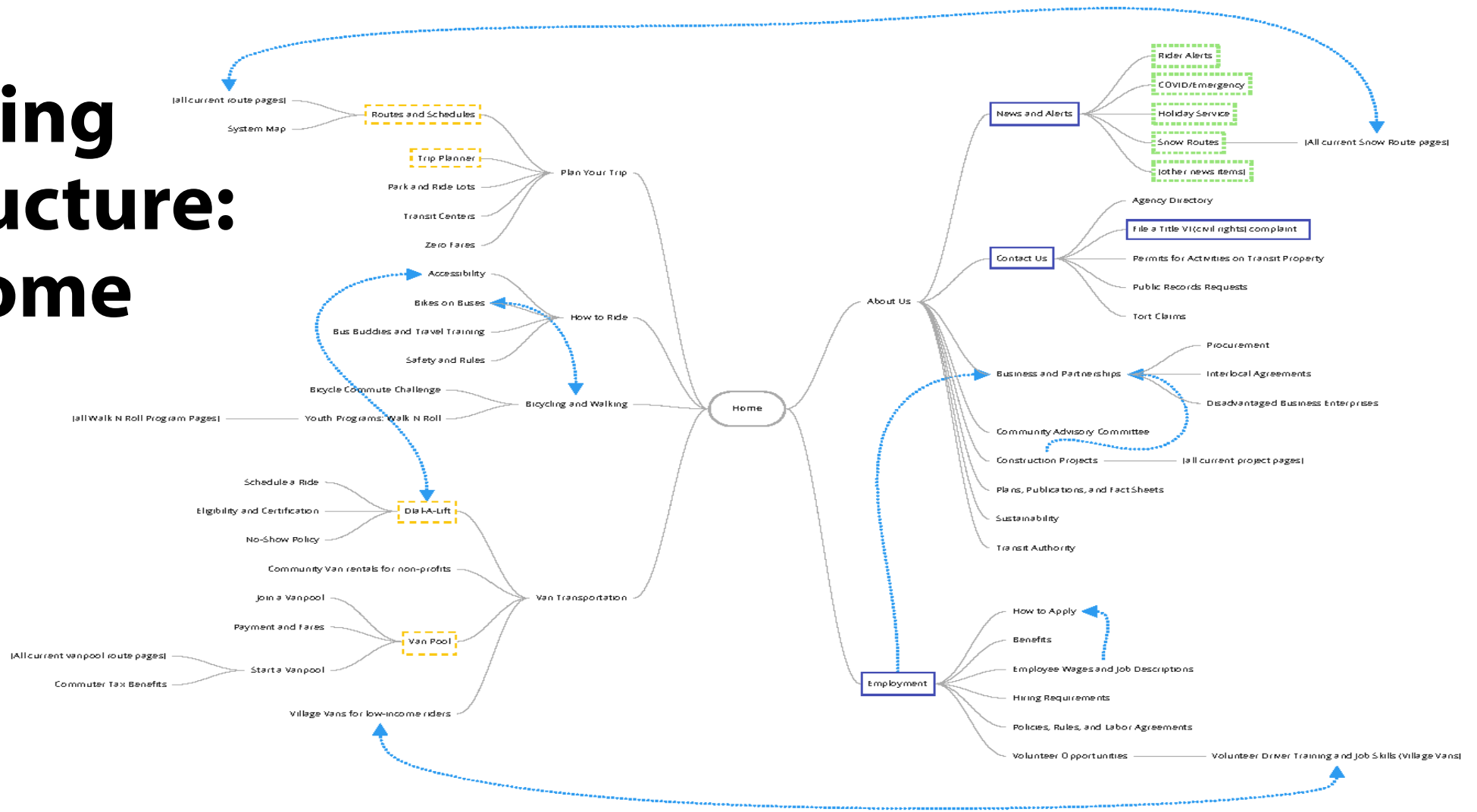


# User centered website redesign

Unique sets of users provided input in three phases of design:

1. Labeling
2. Developing a new structure
3. User testing

# Labeling & Structure: Outcome

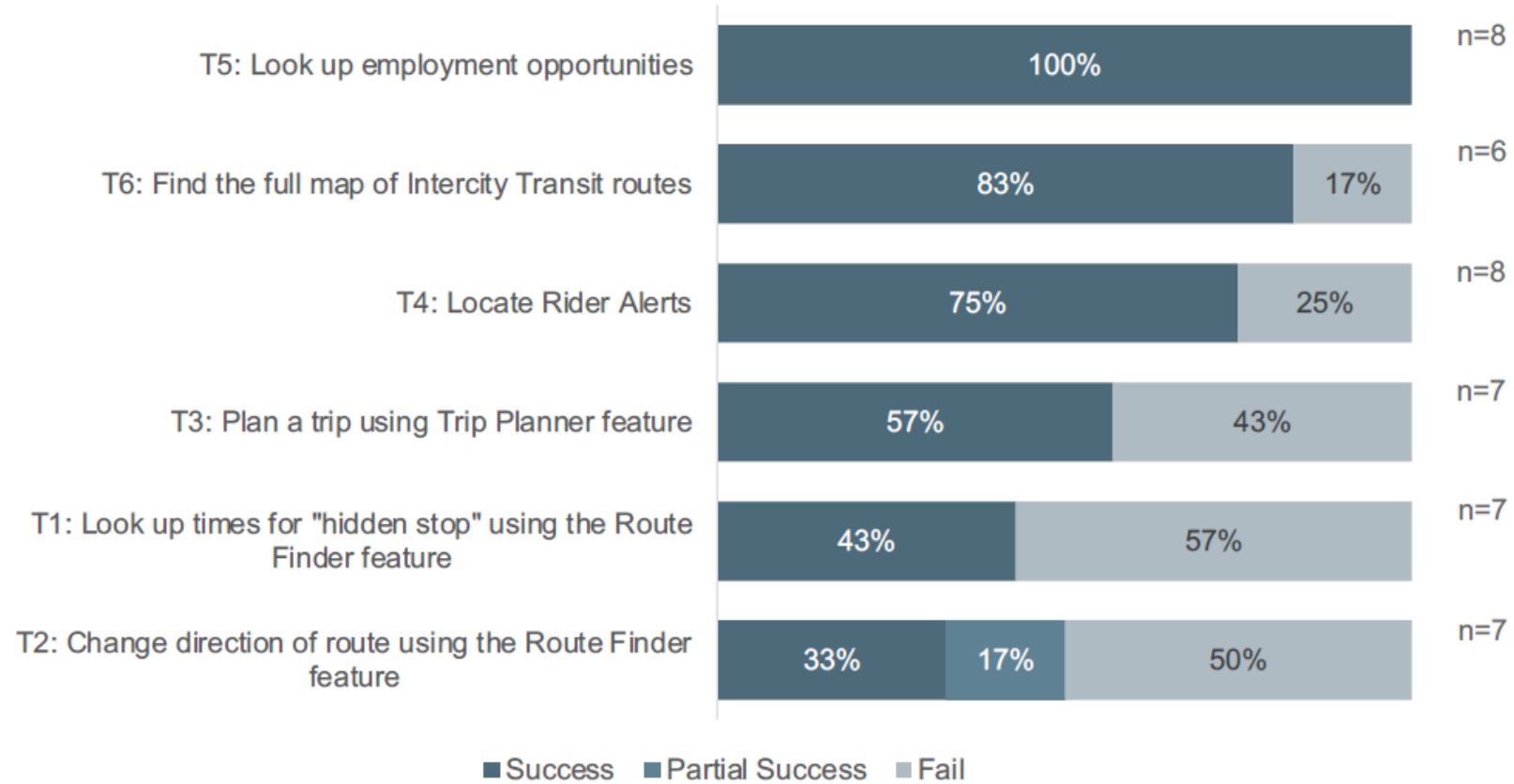


# User testing

## 8 people participated in the study:

- 4 participants who usually browse online on a mobile device
- 2 participants who usually browse online on a desktop
- 2 participants who use assistive technology
- A mix of website visitation in the past
- A mix of public transit ridership in the past

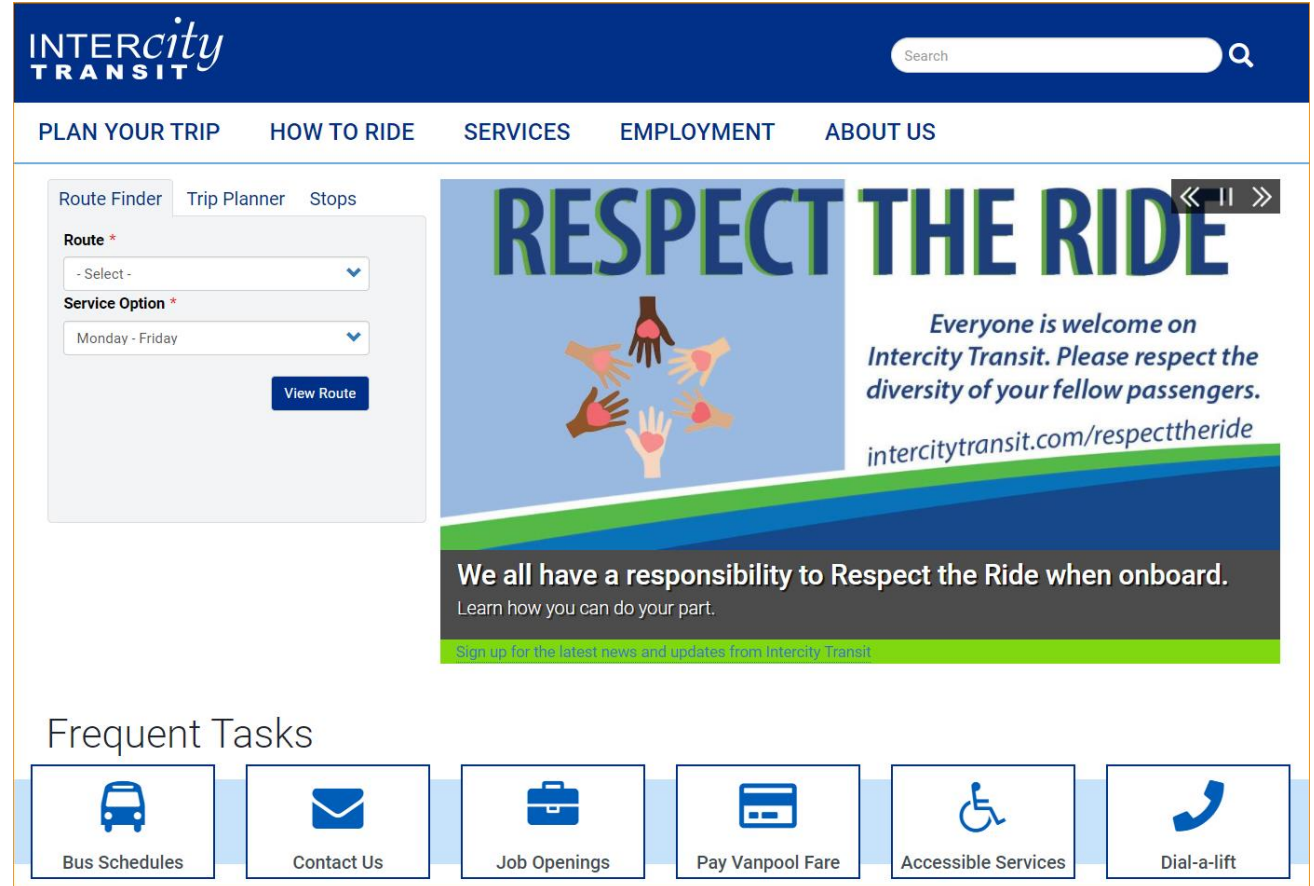
# User Testing: Most and least successful tasks



# Site Overview

# Home Page

- Improved Fixed Routes Tools
  - Route Finder
  - Trip Planner
  - Stop Finder
- Frequent Tasks
  - Shortcuts to the most common tasks
- Updated Rider Alerts & News section



The screenshot shows the Intercity Transit website home page. At the top left is the logo "INTERcity TRANSIT". To the right is a search bar with a magnifying glass icon. Below the logo is a navigation menu with links: "PLAN YOUR TRIP", "HOW TO RIDE", "SERVICES", "EMPLOYMENT", and "ABOUT US".

On the left side, there is a "Route Finder" section with tabs for "Route Finder", "Trip Planner", and "Stops". Under "Route Finder", there are two dropdown menus: "Route \*" with "- Select -" and "Service Option \*" with "Monday - Friday". A "View Route" button is located below these menus.

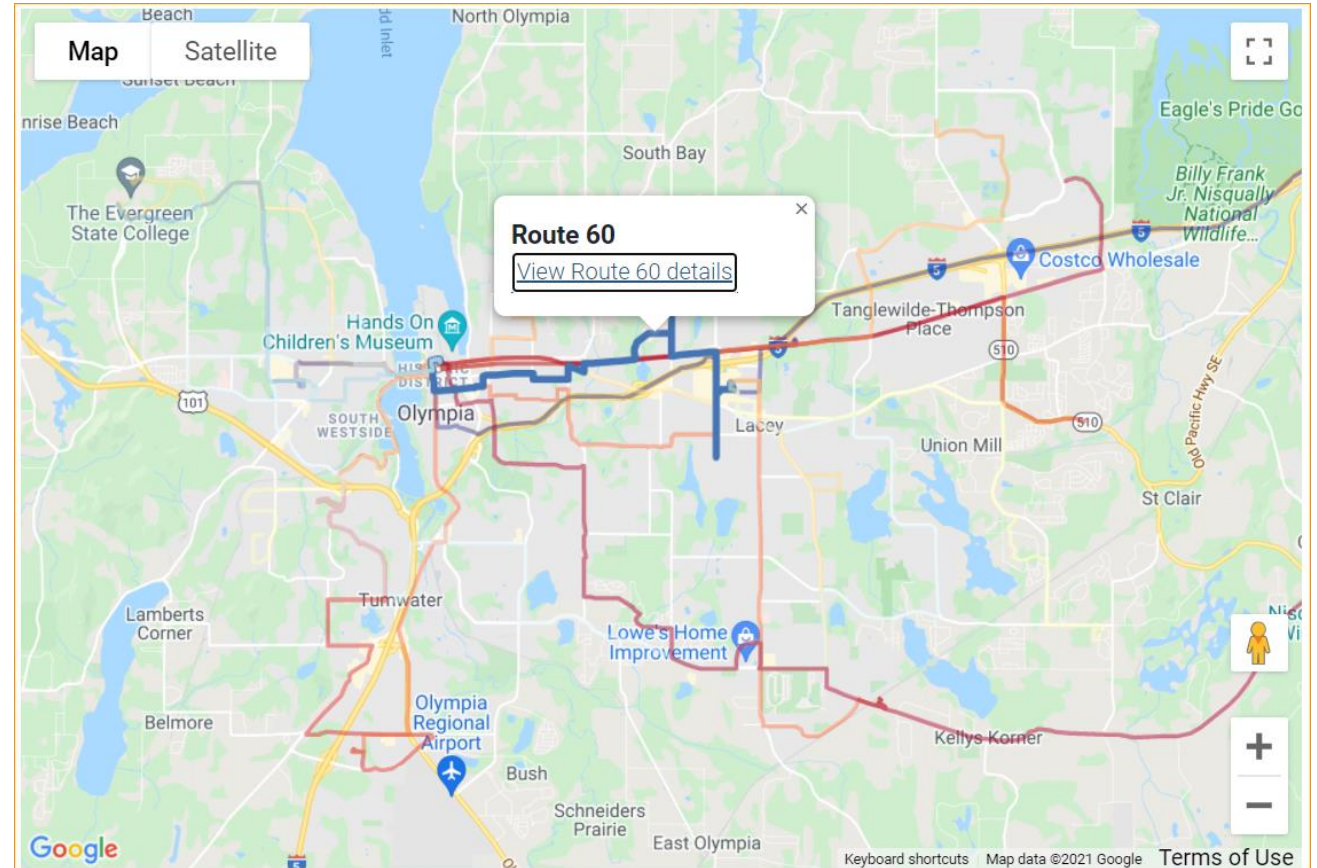
The main content area features a large banner with the text "RESPECT THE RIDE" in large, bold, blue letters. Below the text is an illustration of several hands of different colors (red, orange, yellow, green, blue) holding each other. To the right of the illustration, there is a quote: "Everyone is welcome on Intercity Transit. Please respect the diversity of your fellow passengers." and the website URL "intercitytransit.com/respecttheride".

Below the banner, there is a dark blue box with white text: "We all have a responsibility to Respect the Ride when onboard. Learn how you can do your part." and a link to "Sign up for the latest news and updates from Intercity Transit".

At the bottom, there is a "Frequent Tasks" section with six icons in blue boxes: "Bus Schedules" (bus icon), "Contact Us" (envelope icon), "Job Openings" (briefcase icon), "Pay Vanpool Fare" (credit card icon), "Accessible Services" (wheelchair icon), and "Dial-a-lift" (phone handset icon).

# Fixed Route Pages

- Fixed Route service is now shown dynamically using Google Maps.
- Each route on the [Routes](#) page links to individual route pages.





# Individual Route Pages

- Dynamic Maps show all stops per route
- Times tables are dynamic and time-friendly
- Find information by route, stop, or with a start and an end point very easily.

INTERcity TRANSIT

PLAN YOUR TRIP HOW TO RIDE SERVICES EMPLOYMENT ABOUT US

Home > Plan Your Trip > Routes > 13 - East Tumwater

## 13 - East Tumwater

Effective from 08-10-2021 until 09-18-2021

Route Finder Trip Planner Stops

Route \*  
13 - East Tumwater

Service Option \*  
Monday - Friday

View Route

Switch Directions

Route Files  
No map or route files found

Hide Route Map

Map Satellite

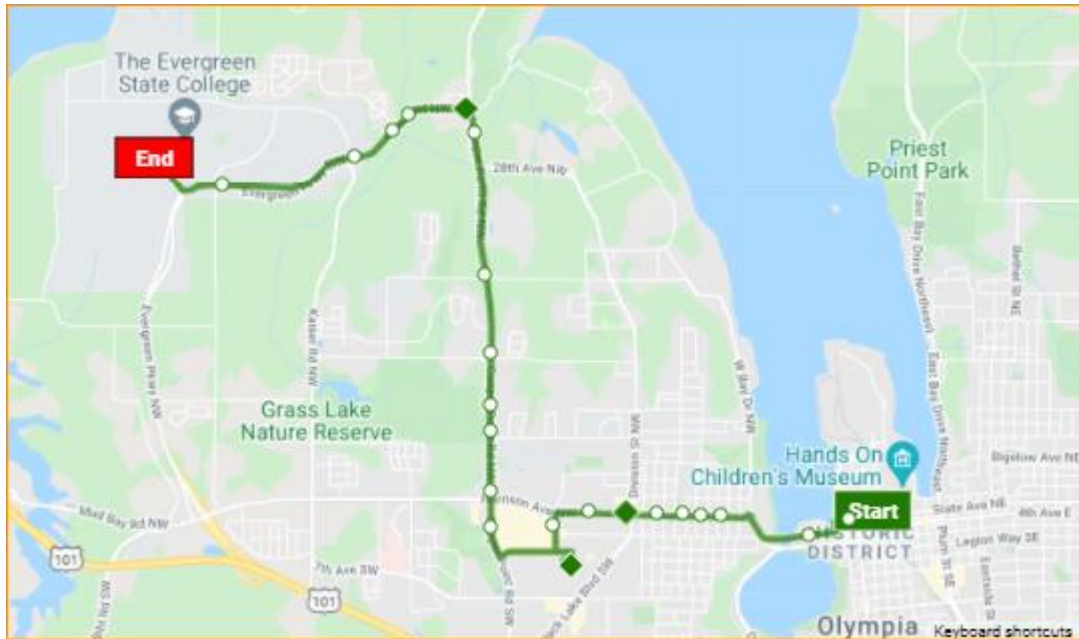
Map showing route 13 - East Tumwater with stops: Olympia Transit Center, Capitol Way at 4th Ave [sb], Capitol Way at Legion, Tumwater, Olympia Regional Airport, and Hands On Children's Museum.

| Outbound Stops              | Time    | Time    | Time    | Time    | Time    | Time     |
|-----------------------------|---------|---------|---------|---------|---------|----------|
| Olympia Transit Center      | 7:45 am | 8:15 am | 8:45 am | 9:15 am | 9:45 am | 10:15 am |
| Capitol Way at 4th Ave [sb] | 7:45 am | 8:15 am | 8:45 am | 9:15 am | 9:45 am | 10:15 am |
| Capitol Way at Legion       | 7:49 am | 8:19 am | 8:49 am | 9:19 am | 9:49 am | 10:19 am |

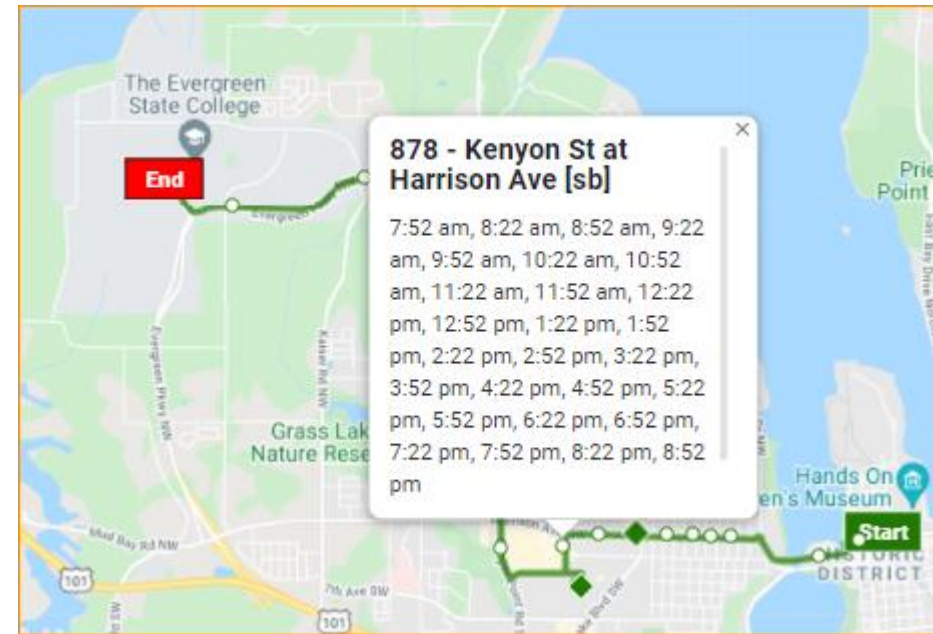


# Dynamic Maps Per Route

All stops and timepoints display on the map



Hovering over a stop displays the timepoints



# Dynamic Times Tables

Stop names are shown vertically and scroll up and down

| Outbound Stops                       | Time    | Time    | Time    | Time     | Time     | Time     | Time |
|--------------------------------------|---------|---------|---------|----------|----------|----------|------|
| ◆ Lacey Transit Center               | 7:00 am | 8:00 am | 9:00 am | 10:00 am | 11:00 am | 12:00 pm | 1:00 |
| ● Golf Club Rd at 10th Ave [sb]      | 7:01 am | 8:01 am | 9:01 am | 10:01 am | 11:01 am | 12:01 pm | 1:01 |
| ● Golf Club Rd at 14th Ave [sb]      | 7:02 am | 8:02 am | 9:02 am | 10:02 am | 11:02 am | 12:02 pm | 1:02 |
| ● Golf Club Rd at 16th Ave [sb]      | 7:03 am | 8:03 am | 9:03 am | 10:03 am | 11:03 am | 12:03 pm | 1:03 |
| ● Golf Club Rd Community Garden [sb] | 7:03 am | 8:03 am | 9:03 am | 10:03 am | 11:03 am | 12:03 pm | 1:03 |
| ● Golf Club Rd at 19th Ave [sb]      | 7:03 am | 8:03 am | 9:03 am | 10:03 am | 11:03 am | 12:03 pm | 1:03 |
| ● Golf Club Rd at 21st Ave [sb]      | 7:04 am | 8:04 am | 9:04 am | 10:04 am | 11:04 am | 12:04 pm | 1:04 |
| ● Sleater Kinney Rd at 21st Ave [nb] | 7:05 am | 8:05 am | 9:05 am | 10:05 am | 11:05 am | 12:05 pm | 1:05 |
| ◆ Panorama [nb]                      | 7:06 am | 8:06 am | 9:06 am | 10:06 am | 11:06 am | 12:06 pm | 1:06 |
| ◆ Olympia Transit Center             | 7:30 am | 8:30 am | 9:30 am | 10:30 am | 11:30 am | 12:30 pm | 1:30 |
| ● Capitol Way at 4th Ave [sb]        | 7:30 am | 8:30 am | 9:30 am | 10:30 am | 11:30 am | 12:30 pm | 1:30 |
| ● Capitol Way at Legion Way [sb]     | 7:35 am | 8:35 am | 9:35 am | 10:35 am | 11:35 am | 12:35 pm | 1:35 |

Stop times are shown horizontally and scroll right to left

| Outbound Stops                   | Time    | Time    |
|----------------------------------|---------|---------|
| ◆ Olympia Transit Center         | 7:30 am | 8:00 am |
| ● Columbia St at State Ave [sb]  | 7:30 am | 8:00 am |
| ● 5th Ave at Sylvester St [wb]   | 7:31 am | 8:01 am |
| ● 5th Ave at Deschutes Pkwy [wb] | 7:31 am | 8:01 am |
| ● Deschutes Pkwy at 5th Ave [sb] | 7:32 am | 8:02 am |
| ● Capitol Lake [sb]              | 7:32 am | 8:02 am |
| ● Marathon Park [sb]             | 7:33 am | 8:03 am |
| ● Percival Cove [sb]             | 7:34 am | 8:04 am |



| Outbound Stops                   | Time    | Time    | Time    |
|----------------------------------|---------|---------|---------|
| ◆ Olympia Transit Center         | 7:30 am | 8:30 am | 9:00 am |
| ● Columbia St at State Ave [sb]  | 7:30 am | 8:30 am | 9:00 am |
| ● 5th Ave at Sylvester St [wb]   | 7:31 am | 8:31 am | 9:01 am |
| ● 5th Ave at Deschutes Pkwy [wb] | 7:31 am | 8:31 am | 9:01 am |
| ● Deschutes Pkwy at 5th Ave [sb] | 7:32 am | 8:32 am | 9:02 am |
| ● Capitol Lake [sb]              | 7:32 am | 8:32 am | 9:02 am |
| ● Marathon Park [sb]             | 7:33 am | 8:33 am | 9:03 am |
| ● Percival Cove [sb]             | 7:34 am | 8:34 am | 9:04 am |

# Individual Stop Pages

- Dynamic Maps show all routes and stop times per stop
- Times tables show
- Find information by route, stop, or with a start and an end point very easily.

## 1 - Capitol Way at 4th Ave [sb]

Route Finder Trip Planner Stops

1 - Capitol Way at 4th Ave [sb]

View Stop

Hide Stops Map

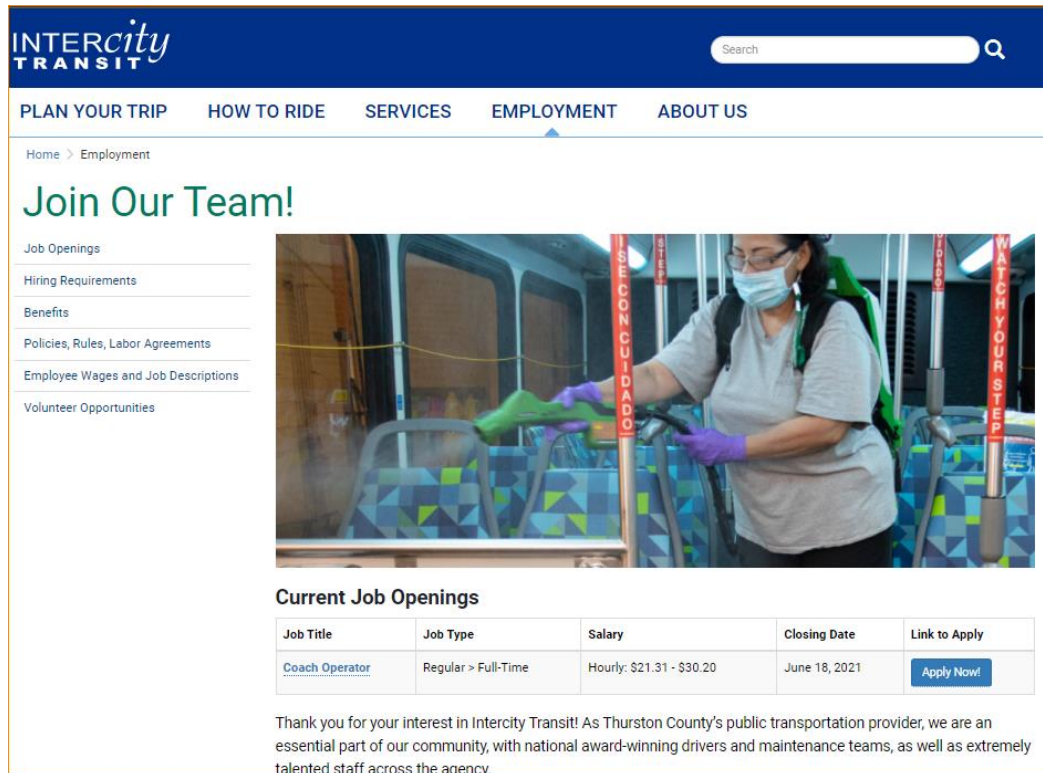
Map Satellite

Olympia

|                 |                 |                 |                  |                  |
|-----------------|-----------------|-----------------|------------------|------------------|
| 13 - Everyday ^ | 60 - Everyday ^ | 64 - Everyday ^ | 620 - Weekdays ^ | 620 - Weekends ^ |
| 7:45 am         | 7:30 am         | 8:15 am         | 6:00 am          | 9:05 am          |

# Employment Landing Page

## Employment Landing Page

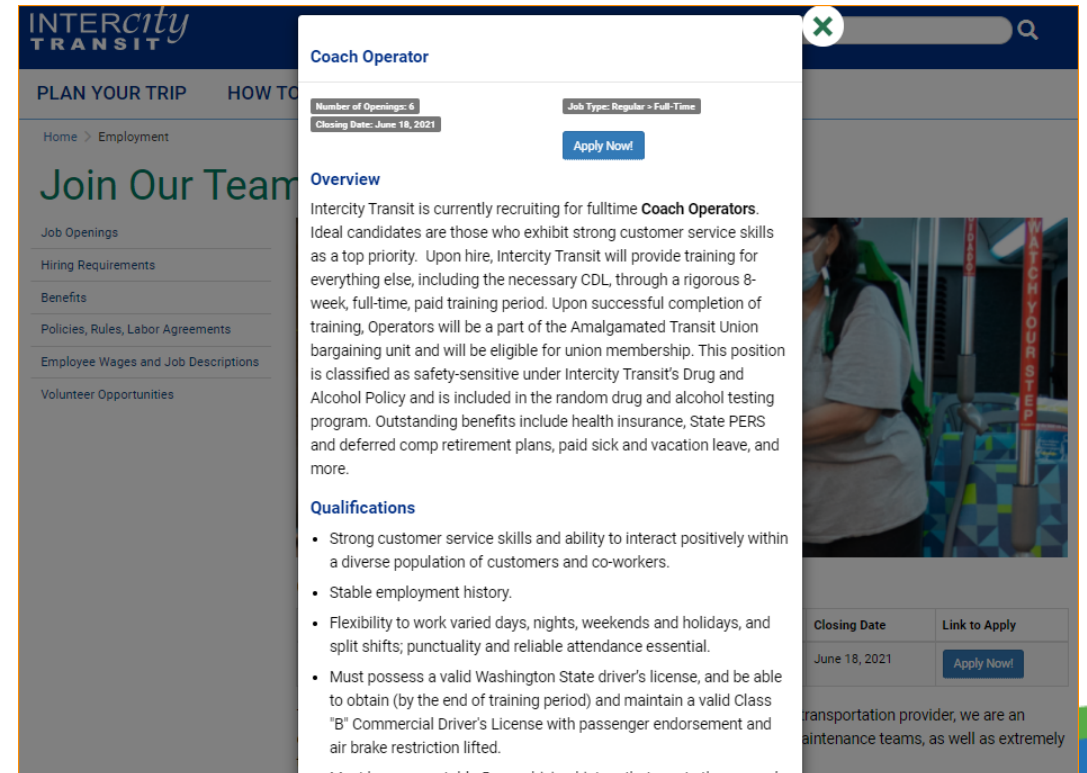


The screenshot shows the Intercity Transit website's employment landing page. The header includes the logo, a search bar, and navigation links: PLAN YOUR TRIP, HOW TO RIDE, SERVICES, EMPLOYMENT, and ABOUT US. Below the header, there's a breadcrumb trail 'Home > Employment' and a large green heading 'Join Our Team!'. A sidebar on the left lists various employment-related links. The main content area features a photo of a coach operator and a 'Current Job Openings' table.

| Job Title                      | Job Type            | Salary                    | Closing Date  | Link to Apply              |
|--------------------------------|---------------------|---------------------------|---------------|----------------------------|
| <a href="#">Coach Operator</a> | Regular > Full-Time | Hourly: \$21.31 - \$30.20 | June 18, 2021 | <a href="#">Apply Now!</a> |

Thank you for your interest in Intercity Transit! As Thurston County's public transportation provider, we are an essential part of our community, with national award-winning drivers and maintenance teams, as well as extremely talented staff across the agency.

## Selecting a Job Posting Shows all the Detail



The screenshot shows the detailed job posting for a Coach Operator position. The page includes a sidebar with navigation links, a main heading 'Join Our Team', and a detailed overview of the role. The overview text describes the responsibilities and benefits of the position. Below the overview, there are sections for 'Qualifications' and 'Closing Date' and 'Link to Apply'.

**Coach Operator**

Number of Openings: 6  
Closing Date: June 18, 2021  
Job Type: Regular > Full-Time  
[Apply Now!](#)

**Overview**

Intercity Transit is currently recruiting for fulltime **Coach Operators**. Ideal candidates are those who exhibit strong customer service skills as a top priority. Upon hire, Intercity Transit will provide training for everything else, including the necessary CDL, through a rigorous 8-week, full-time, paid training period. Upon successful completion of training, Operators will be a part of the Amalgamated Transit Union bargaining unit and will be eligible for union membership. This position is classified as safety-sensitive under Intercity Transit's Drug and Alcohol Policy and is included in the random drug and alcohol testing program. Outstanding benefits include health insurance, State PERS and deferred comp retirement plans, paid sick and vacation leave, and more.

**Qualifications**

- Strong customer service skills and ability to interact positively within a diverse population of customers and co-workers.
- Stable employment history.
- Flexibility to work varied days, nights, weekends and holidays, and split shifts; punctuality and reliable attendance essential.
- Must possess a valid Washington State driver's license, and be able to obtain (by the end of training period) and maintain a valid Class "B" Commercial Driver's License with passenger endorsement and air brake restriction lifted.

Closing Date: June 18, 2021  
Link to Apply: [Apply Now!](#)

# Job Descriptions Page

- Shows a full listing of positions with:
  - Job titles.
  - Department/division.
  - Compensation.

## Job Descriptions

|   | Title  | Department / Division                         | Compensation                      |
|---|--|---|-----------------------------------|
| <a href="#">Job Openings</a>                        | <a href="#">Accounting Specialist</a>  | Administrative Services / Finance             | Hourly: \$26.87-\$36.27           |
| <a href="#">Hiring Requirements</a>                 | <a href="#">Accounting Specialist, Lead (Payroll)</a>                        | Administrative Services / Finance             | Hourly: \$28.23-\$38.12           |
| <a href="#">Benefits</a>                            | <a href="#">Administrative Assistant</a>                                     | Administrative Services / Human Resources     | Hourly: \$25.49-\$34.44           |
| <a href="#">Policies, Rules, Labor Agreements</a>   | <a href="#">Associate Transit Planner</a>                                    | Development / Planning                        | Annual: \$70,220.80-\$94,785.60   |
| <a href="#">Employee Wages and Job Descriptions</a> | <a href="#">Coach Operator</a>   | Operations / Transportation                   | Hourly: \$21.31-\$30.20           |
| <a href="#">Volunteer Opportunities</a>             | <a href="#">Commuter Services Assistant</a>                                  | Operations / Vanpool                          | Hourly: \$25.49-\$34.44           |
|   | <a href="#">Customer Service Representative</a>                              | Operations / Customer Service                 | Hourly: \$20.63-\$26.40           |
|   | <a href="#">Customer Service Supervisor</a>                                  | Operations / Customer Service                 | Hourly: \$33.76-\$45.57           |
|   | <a href="#">Customer Services Manager</a>                                    | Operations / Customer Service                 | Annual: \$81,265.60-\$109,699.20  |
|   | <a href="#">Database Developer</a>   | Administrative Services / Information Systems | Annual: \$70,220.80-\$94,785.60   |
|   | <a href="#">Development Director</a>   | Development                                   | Annual: \$108,451.20-\$145,932.80 |
|   | <a href="#">Dial-A-Lift Dispatch Specialist</a>                              | Operations / Dial-A-Lift                      | Hourly: \$28.53-\$36.41           |
|   | <a href="#">Dial-A-Lift Manager</a>  | Operations / Dial-A-Lift                      | Annual: \$86,569.60-\$116,896.00  |
|   | <a href="#">Dial-A-Lift Supervisor</a>                                       | Operations / Dial-A-Lift                      | Hourly: \$33.76-\$45.57           |
|   | <a href="#">Environmental and Sustainability Coordinator</a>                 | Executive                                     | Annual: \$70,220.80-\$94,785.60   |
|   | <a href="#">Executive Assistant II - Clerk of the Board - Public Records</a> | Executive                                     | Hourly: \$26.87-\$36.27           |



# Job Description Pages

Home > Employment > Employee Wages and Job Descriptions > Accounting Specialist

## Accounting Specialist

Create Content

View | New draft | Delete | Revisions

|                           |   |                                   |                         |
|---------------------------|---|-----------------------------------|-------------------------|
| Create Active Recruitment | <b>Department/Division</b>  | <b>Paygrade</b>                   | <b>FLSA Status</b>      |
| Create Job Description    | Administrative Services / Finance   | B22                               | Non-Exempt              |
| Departments/Divisions     | <b>Supervision Received From</b>  | <b>Supervision Exercised Over</b> | <b>Compensation</b>     |
| FLSA Statuses             | <a href="#">Finance Supervisor</a>  |                                   | Hourly: \$26.87-\$36.27 |
| Job Duty Frequencies      | <b>Summary:</b>   |                                   |                         |
| Pay Grades                | Performs accounting support activities in the Finance Division including payroll, accounts payable, accounts receivable, and cash receipting. |                                   |                         |

**Distinguishing Characteristics:**

Performs specialized tasks in support of payroll, accounts payable, accounts receivable, and cash receipting. As a Specialist, performs specialized and specific activities requiring knowledge of the payroll and accounting field. Individual responsibilities are not inclusive of all finance areas and work performed is within general parameters. *The assignment of specific essential functions to Specialists will vary according to areas of individual expertise and Agency needs.*

**Essential Duties:**

| Duty No. | Description  | Frequency |
|----------|--|-----------|
| 1        | Accounts Payable: Maintains and processes accurate and timely accounts payable in compliance with Agency and State laws; assigns purchase order numbers; audits and reconciles invoices and purchases; responds to AP questions; monitors check printing process | Daily 35% |

# Still in development

Launch date is 27th of September.

# Key 2022 Site Improvements

## Gather feedback

- From External Customers
- From Internal Stakeholders

## Avail system integration

- Improved Dynamic Maps
- Real-Time Information updated once every minute

## Update Vanpool section

- Reflect changes to fare structure
- Overall Improvement



# Questions?