



Maryland Transit Administration

IA Reconstruction

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Chapter 1a: General Purpose

1.1 General Purpose

The primary purpose of the Maryland Transit Administration (MTA) web site (<http://www.mtamaryland.com>) is to act as an informational site for those interested in using one of the six key types of public transportation in Maryland. The MTA does this by providing fare costs, schedules, and maps in PDF or HTML format for all of its modes of transportation. In addition the MTA web site provides alerts and delays on their main page for customers, which pertain to the transit methods. Also the web site also serves as a portal to a number of related organizations and includes information for future employment and potential business partners.

According to the MTA web site, their mission follows: "With dignity and respect, the MTA provides and supports accessible transit networks that are customer focused, safe, appealing, reliable, and efficient throughout Maryland."

Maryland Transit Administration. MTA Mission, Vision and Values. Department of Transportation: Maryland Transit Administration. Retrieved on 15 August 2009 from <<http://www.mtamaryland.com/about/mission/>>.



Chapter 1b: Purpose for IA Reconstruction

Proposal

This proposal highlights some areas of improvement for the MTA web site through content evaluation and information architecture reconstruction.

Layout Modification

While the MTA has a very nice splash page, the remainder of the site is rather dull and very, very link heavy. If elements from the bright and attractive splash page could be applied on subsequent cluster pages, the whole site would be much more visually appealing and it would maintain a more consistent design. In addition, applying a consistent font style and text color to all pages would make the site appear more professional and streamline. Presently, some pages are in a small serif font, which is harder to read on the web, so those pages would be changed to reflect the sans-serif that runs throughout most of the web site.

Reduce Number of Links

Another key disadvantage of the site is the vast number of links. Often upon clicking on one of the navigation links, one just arrives at another page full of links, with little description of why any of these are of importance. The user ought to be able to arrive at their desired information within three clicks and in the next example, it takes five.

Example: First the user clicks *Accessibility*, then *MARC Train*, followed by *MARC Tracker Information*, and then *MARC Tracker Live GPS Locator System*, before finally getting to a map of the train route.



Chapter 1b: Purpose for IA Reconstruction

Number of Links Cont.

Many links are also PDFs or external links to other sites and the user might benefit from knowing when they are leaving the site or what kind of file they are opening – as PDFs take longer on slower internet connections like dial-up. Side navigation could be improved with a drop-down or vertical slide-out menu using JavaScript as opposed to assuming the viewer will know to click the little triangle box, which presently indicates more links.

Content Availability

Perhaps through reorganization of the content, the vast number of links within links can be cut down and some of this information could be put within one-click away from the main page. Alternatively, anchor links could be used to keep all the links on the same page, but also have content available further down the page, which could also be accessible through a scroll-bar.

Chapter 2a: Target Audience

Target Audience

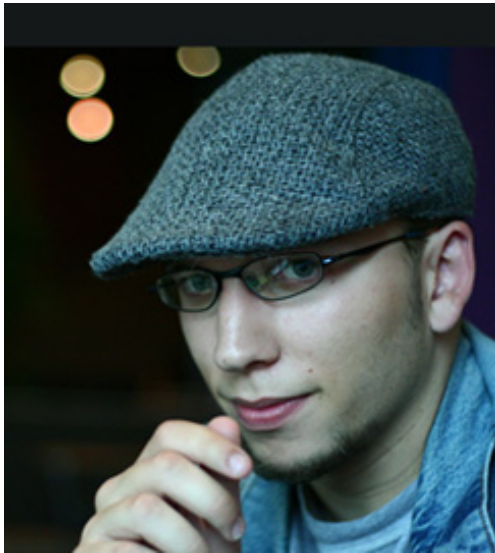
The primary target audience for the Maryland Transit Administration would be residents of Maryland who either don't own a car or use public transportation on a daily basis in order to get to their place of employment. These individuals are most likely Caucasian and between the ages of 18 and 40. They are high school graduates, but they presently work full time, perhaps taking college classes in the evening. They have a household income of between \$25,000 and \$40,000 and if married, or living with a second person, their spouse or partner has a full time job as well. Geographically, they live in a suburban area, commuting into the nearest city for their work.

The secondary target audience would tourists who are visiting the Baltimore Inner Harbor or surrounding areas and live locally (Maryland, Virginia, DC). They may vary in ethnicity, but most likely can read and speak English. Since driving and parking in cities can be a challenge, they may be using the light rail or metro to travel from their more familiar regions into the city.

The random target audience would include K through 12 students and college students who may need to use public transportation to travel to and from their homes and schools. These young people most likely do not own a car and both live and travel on a budget.

Chapter 2b: User Profile

Profile – Primary Target Audience



George works for the Maryland Science Center as a security guard. He lives in Baltimore country, in the Lutherville area with his wife. They've been married for a year and they just moved down here because she got a job teaching English in the Baltimore city schools. They share one car and she takes it to work, since parking around the harbor is expensive and he feels it is safer for her to drive. He would like to find a fastest mode of public transportation to get him into work by 2 o'clock pm and allow him to leave at 9 o'clock pm.

George gets on the MTA web site to compare costs and times of the light rail schedule and the bus schedule. Since there is a light-rail stop in Lutherville, he starts with that first. He clicks the big button on the main web site for schedules & maps and then selects Light Rail. He is brought to a page with the light rail schedules.

He figures he can either get off at the Convention Center stop or the Camden Yards stop. However, the convention center stop isn't listed on the schedules. It's listed on the map, but it doesn't provide arrival-departure times. He checks the time for the Camden Yards stop. It would take about 40 minutes on the light rail, plus another 30 minutes walking in between home, light rail, and job. He then goes on to study buses. He's a bit confused about the difference between local and express buses versus the commuter bus so he goes to the general information on the commuter bus first. The commuter bus does apparently serve Baltimore, but when he clicks on the schedules page it is clearly understandable that it is for people out in the more rural areas of Baltimore County. He then uses the navigation on the left to switch to the local bus page, where he immediately clicks on schedules. He clicks through 3 maps before he finds a couple to take him to the inner harbor, but nothing leaves directly from his area. He decides the light rail is his best bet.

Chapter 2b: User Profile

Profile – Secondary Target Audience



Jenny Yadlyn lives in Towson, Maryland. She's twenty-eight and works as dentist technician at an office about two miles from her apartment. She makes an annual income of \$31,650. While she has a degree from a vocational-training school, Jenny would like to go back to school to study Graphic Design, so she's been trying to save money. Because of her close proximity to her workplace, Jenny decided to pass on owning a car. She does most of her traveling by bike or by foot.

However, her sister has flown out to visit her for the week. Her sister took a taxi from BWI to Jenny's home, so neither one of them has a car. Jenny would like to take her sister out to do something and she's heard ads on the radio for the Maryland State Fair in Timonium. The question is how to get there? While Jenny and her sister could take another taxi, Jenny decides to check MTA web site.

She clicks visitor information link first, but most of the links are for activities occurring in Baltimore and the visitor brochure link is for the same page she's presently on. Jenny switches over to the local bus schedule located at the top of the left-hand navigation. She hasn't used the buses much in the past, since she finds her bike works well for the most part and friends will occasionally pick her up. She finds the Route 11 bus schedule, which goes past Goucher College, which is located in Towson, and a quick search of the web site gives her the Route 48 bus. Jenny knows that the light rail will drop riders right off at the Maryland Fair Grounds, so she is trying to find a bus stop close to a Light rail stop. Finding a Light rail map from the light rail page, she compares stops just north of Cold Spring Lane and concludes that it would be best to get off at the bus stop 3 and board the Light rail at Falls Road.

Chapter 2b: User Profile

Profile – Random Target Audience



Chanda Redding is a college student attending the Art Institute of Washington for her Associates degree in web design. She is eighteen and to save money, she lives at home with her parents in Cherry Hill Maryland. She needs to take public transportation into Rosslyn because she doesn't have a car and traffic around DC can be really bad, hindering her parents' ability to drop her off and then get to their jobs on time.

She gets onto the MTA web site to look up her options. There is a commuter bus, but it's mainly for people more rural than where she lives. She looks up the local bus page - then finds the Route 29 bus to the Cherry Hill light rail stop. She figures her parents could also drop her off at the light rail. She then needs to take the light rail to BWI, where according to the Washington Metropolitan Area Transit Authority (<http://www.wmata.com>), she can take the B30 bus to Greenbelt Station and take the DC metro to Rosslyn.

Chanda tries to find the daily costs of this trip and whether as a student she can get any discounts. She checks the bus first. There isn't a discount unless the student purchases a monthly pass for \$39 from their school. She doesn't know whether the Art Institute of Washington is participating or not. So it's safer to assume the bus would cost her \$1.60 one-way as would the light rail. However, she can purchase a day pass for \$3.50 that would allow her unlimited rides on the light rail and bus, which would save her money if her parents cannot drop her off and pick her up. Unfortunately, this only covers the Maryland end of transportation. The bus from BWI to Greenbelt will cost another \$3.00 and the metro ride will cost between \$2.35 and \$4.50 depending on the time of day. Unfortunately, there doesn't appear to be many student discounts for Chanda.

Chapter 2c: User Analysis

Usability Analyses

In a survey given to three people, emotions in a PAD test were mixed (see fig 2.1). While no one felt great pleasure navigating through the site, one participant was laid back about the structure of the site, another found it moderately easy to use, but felt a bit put-off by the layout, and the last one participant was very frustrated at the whole site after failing a particular task.

Of the two young women, ages 21 and 19, answering the student-directed questions (see fig. 2.2), which included one tourism question, both found the information relatively easy to access, although each participant had at least one task that they found to be difficult. This may differ by personality as well, since the first participant was very annoyed by being unable to find an exact answer for question 2.1 (see fig. 2.3), while the second participant didn't seem to mind estimating the time based on information available. Both found the purchasing-of-tickets information and thought it was relatively understandable, but participant #1 did comment that not all tickets could be purchased easily and "it might get complicated if yours is one [ticket] that can't be purchased."

Another two participants were given the commuter questions (see fig. 2.4); both were men, one 56, and the other, 18. The first participant felt quite comfortable with the site, only being unable to locate an answer for question 4.1 (see fig. 2.5). He did feel that the site felt a little link-heavy, but he was also able to navigate it with relative ease. The second participant who is also familiar with the Washington Metropolitan Area Transit Authority was unable to find a solution for the first question (2.1) of the commuter survey. However from then on, he found answering the questions to be fairly easy. Overall, he felt calm dealing with the Maryland Transit Administration web page.



Chapter 2c: User Analysis

The PAD graph shows four participants' emotional responses towards the overall Maryland Transit Administration web site, after answering a series of questions. In this particular chart colors are associated with the emotions they describe.

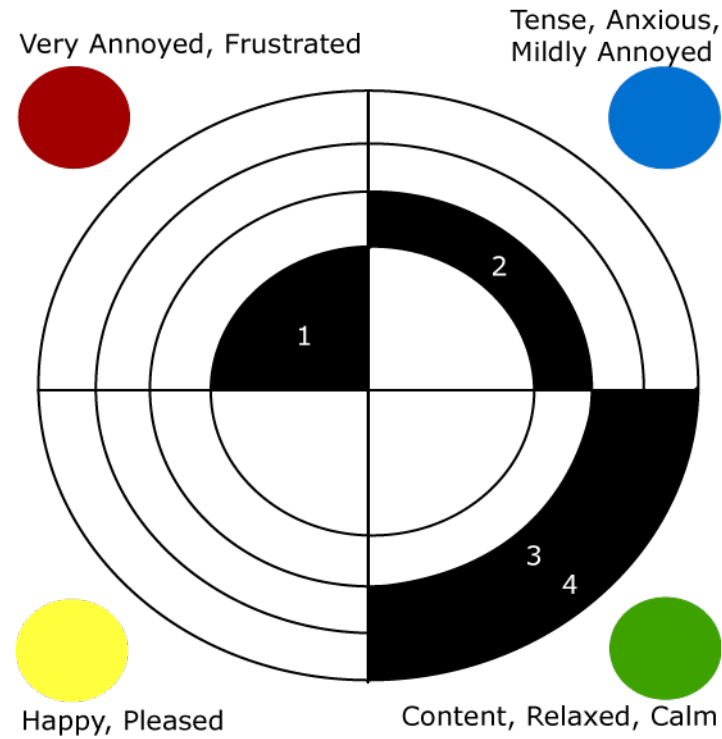


Figure 2.1



Chapter 2c: User Analysis

The following figure is a list of the questions that participants who took the student survey were asked to find answers to using the MTA web site.

STUDENT SURVEY

2.1 You are going to the National Aquarium in Baltimore and you have tickets to get at 11:30am. You need to find a light rail schedule. What time do you need to leave the Lutherville station in order to get to the Convention Center stop by 11:15am?

2.2. Is there a student discount on the light-rail?

2.3 Is it applicable to college students?

3.1 Alternatively, you go to College Park University and live on campus. You want to go home for Thanksgiving, but you don't have a car and your parents aren't psyched to come get you that Wednesday because traffic is miserable. You live in Baltimore. Does the MARC Train run on weekends?

3.2 Can you purchase a ticket online? Is the process understandable? (You don't actually have to buy anything)

3.3. Do students get a discount on the MARC train? How much?

Figure 2.2



Chapter 2c: User Analysis

This figure depicts how easily participants were able to locate the answers to the student survey questions (found in figure 2.2 on the previous page).

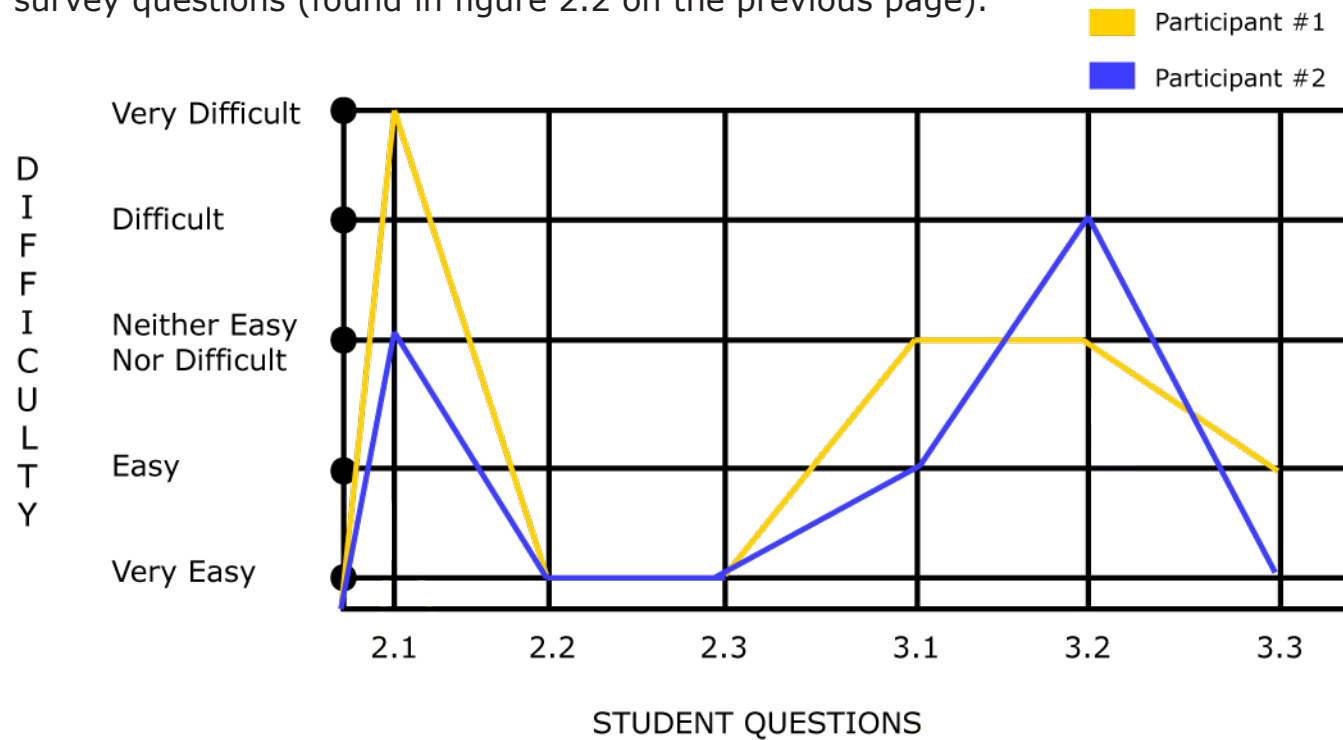


Figure 2.3



Chapter 2c: User Analysis

The following figure is a list of the questions that participants who took the commuter survey were asked to find answers to using the MTA web site.

COMMUTER SURVEY

2.1 You are a college professor. You work at UMBC. You and your spouse/partner only own one car. Your spouse drops you off in the mornings, but you need to take the bus back to your home in White Marsh in the evenings. What bus number travels from UMBC to White Marsh?

2.2. Can you buy a bus pass online? Is the process understandable? (You don't actually have to buy anything).

3.1. Alternatively, you've just moved to the area. You are considering a job with the Maryland Transit Administration. Can you find the current job availability listings?

4.1 You commute to work via MARC train and bus. You lost a USB drive with a major project store on it while you were on the train. Who do you contact or what do you do?

4.2 You also lost a folder with some very important paperwork in it while you were on the commuter bus. Who do you contact or what do you do?

5.1. Is the interface (website/navigation) easy to use?

5.2 Is the content easy to understand?

Figure 2.4



Chapter 2c: User Analysis

This figure depicts how easily participants were able to locate the answers to the commuter survey questions (found in figure 3.1 on the previous page).

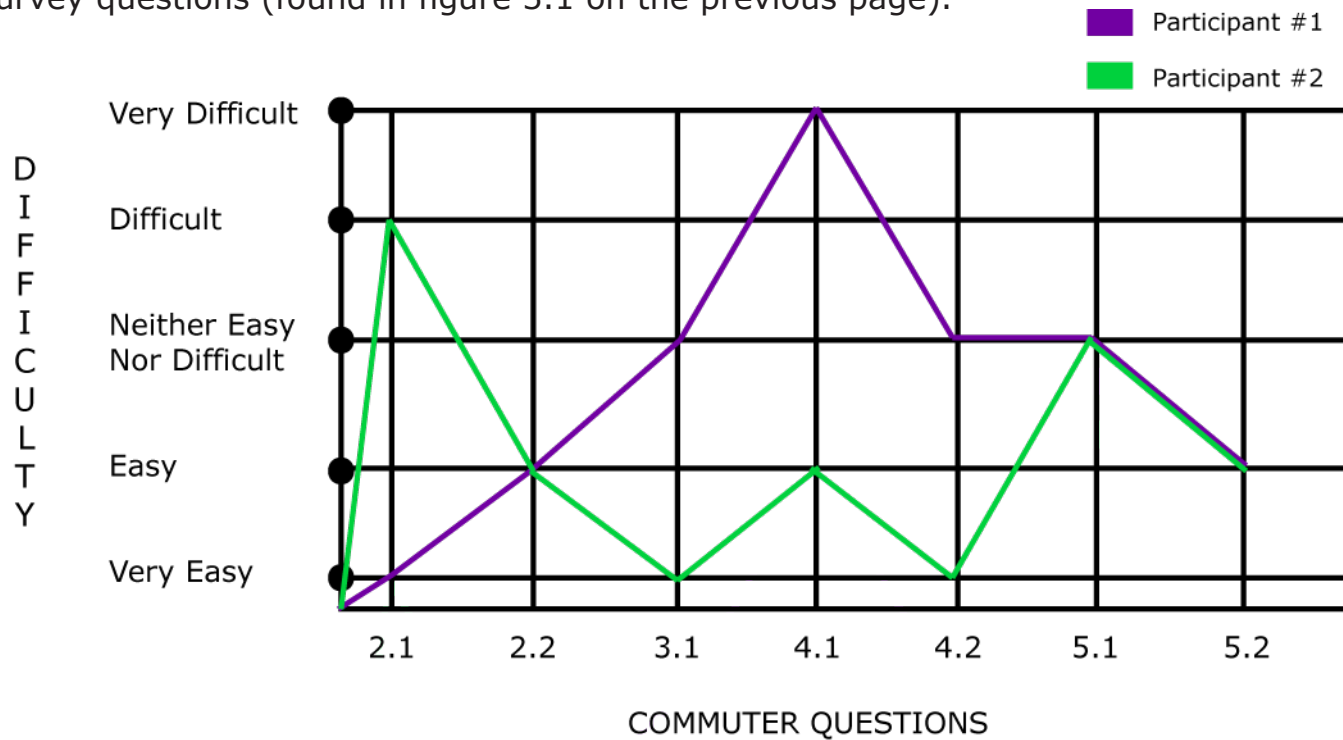


Figure 2.5



Chapter 3: Component Analysis

Key Links of Parent Site, Maryland.gov

Banner

MTA MD Logo

Secondary Navigation

Primary Navigation

Trip Planner

Service Advisories / Alerts

Upper Half Main Page

The screenshot shows the Maryland Transit Administration website interface. At the top is a blue banner with the MTA logo and the text 'DEPARTMENT OF TRANSPORTATION MARYLAND TRANSIT ADMINISTRATION'. Below the banner is a navigation bar with links for HOME, MAPS AND SCHEDULES, FARES, and TRIP PLANNER. A search bar is located in the top right corner. The main content area is divided into several sections: a central service status section for LOCAL BUS, METRO SUBWAY, LIGHT RAIL, MARC TRAIN, COMMUTER BUS, and MOBILITY; a 'SPECIAL ANNOUNCEMENTS' section; a 'NEWS CENTER' section; and a 'MOST REQUESTED PAGES' section. A 'TRIP PLANNER' form is visible at the bottom, featuring input fields for start and end addresses, departure/arrival time, and a 'Get transit directions' button. A vertical menu on the left side contains various utility links.

Problem Solver | Maryland.gov | Online Services | State Agencies | Phone Directory

Search Bar

Tertiary Navigation

MTA PASS STORE | Text Only | Contact Us

Parent Web Site



SPECIAL ANNOUNCEMENTS

Major Bus Service Modifications Effective - Sunday, August 30, 2009

READ MORE >>>

News

NEWS CENTER

MTA TV SHOW

MOST REQUESTED PAGES

- MAPS & SCHEDULES
- FARES
- COMMUTER CHOICE

4th Navigation





Maryland Transit Administration

Chapter 3: Component Analysis

Affiliates (points to the top navigation bar)

Secondary Navigation (points to the left sidebar menu)

Store (points to the MTA Pass Store link)

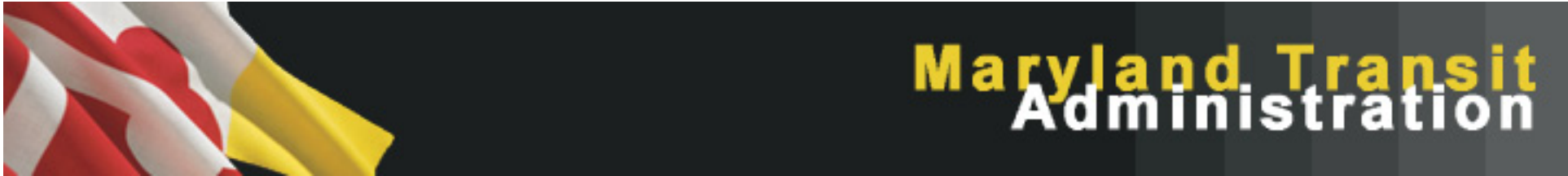
4th Navigation Continued (points to the Most Requested Pages section)

Commercials (points to the MTA PSAS video player)

Contacts / 5th Navigation (points to the footer navigation links)

Lower Half Main (points to the main content area)

The screenshot shows a search bar at the top with fields for departure and arrival locations and times. Below it is a main content area with sections for 'UPCOMING EVENTS & PROJECTS' and 'OTHER MTA SITES'. A left sidebar contains a 'Secondary Navigation' menu and an 'MTA PASS STORE' link. On the right, there is a 'MOST REQUESTED PAGES' list and an 'MTA PSAS' video player. The footer contains contact information and navigation links.



Chapter 3: Component Analysis

Banner

Key Links of Parent Site

Search

Tertiary Navigation

Primary Navigation

Secondary Navigation

Main Content

Cluster Page

Component	Content
Banner	DEPARTMENT OF TRANSPORTATION MARYLAND TRANSIT ADMINISTRATION
Key Links of Parent Site	Problem Solver Maryland.gov Online Services State Agencies Phone Directory
Search	Search bar
Tertiary Navigation	MTA PASS STORE Print Version Text Only Contact Us
Primary Navigation	Home, Maps and Schedules, Fares, About MTA, Accessibility, Commuter Choice, Doing Business with MTA, Employment, E-mail Notification, Lost and Found, Mobility/Paratransit, Press Release Archive
Secondary Navigation	Bus (Local, Express & Neighborhood Shuttles), Metro Subway, Light Rail, MARC Train, Commuter Bus
Main Content	Transportation Services To view Bus (Local, Express & Neighborhood) click here To view Metro Subway click here To view Light Rail click here To view MARC Train click here To view Commuter Bus click here To view Mobility/Paratransit click here To view Sports/Special Event click here To view Services Steps to using MTA Transportation Services click here





Chapter 3: Component Analysis

The index page of the Maryland Transit Administration is very crisp and appealing, while as subsequent pages are not. Therefore the banner element, MTA logo, secondary navigation, and tertiary navigation would be applied to the layout of the cluster pages.

MTA Logo - The logo has a brown background, which is carried down the sidebars underneath the secondary navigation and the links and commercials in the right hand column. This color would be replaced with a green hue that would connect better with the leaves in the banner.

Navigation - In successive pages, the secondary navigation will become the primary navigation as primary navigation disappears. Tertiary navigation will become the new secondary navigation with key links to the parent site, remaining at the top as extra links because they take the user off of the MTA website.



Chapter 4: Page Flow

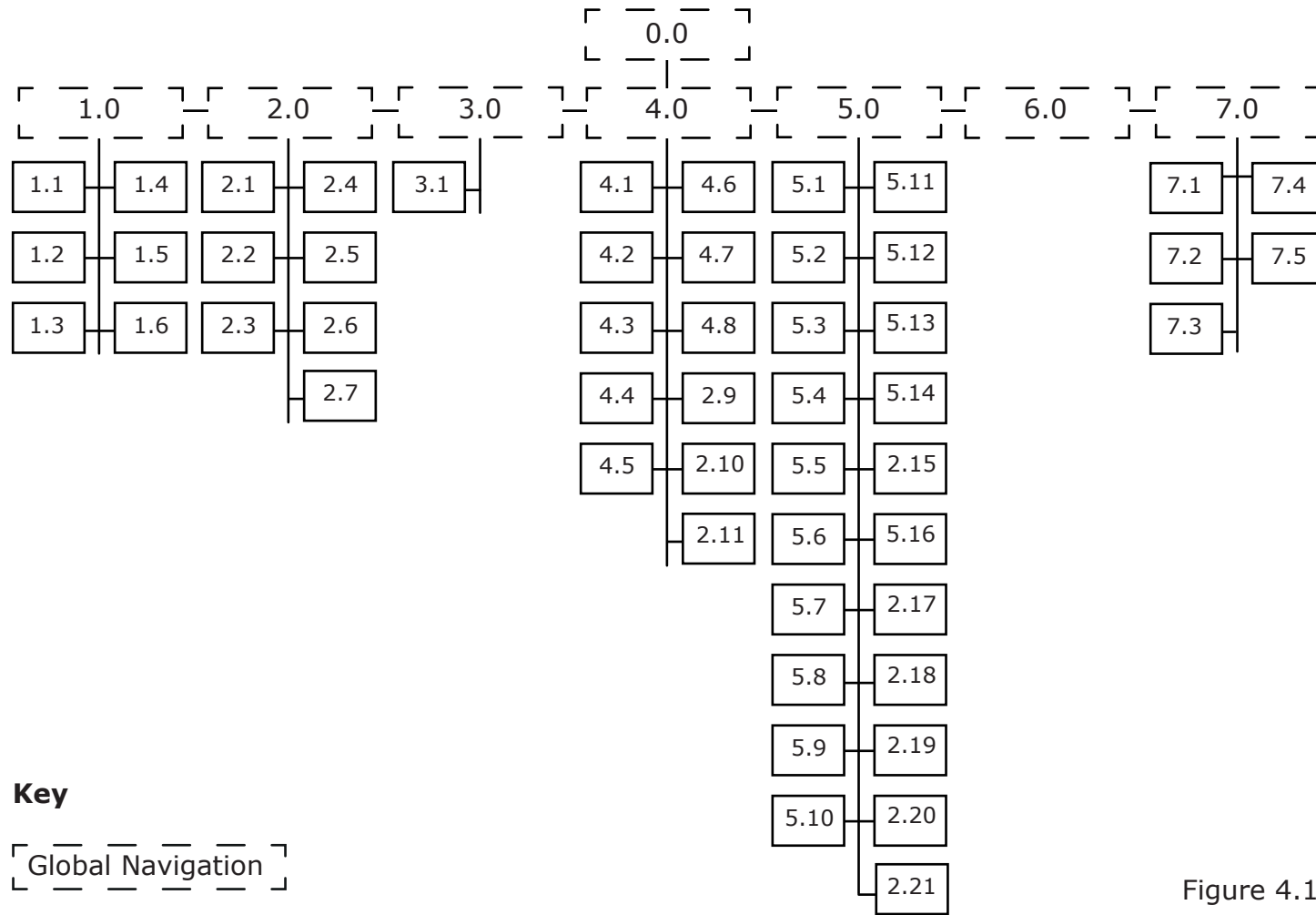


Figure 4.1



Chapter 4: Page Flow

Title of Link - Corresponding with Figure 4.1 (p. 19)

- 1.0 Maps and Schedules
 - 1.1 Bus (Local, Express & Neighborhood Shuttles)
 - 1.2 Metro Subway
 - 1.3 Light Rail
 - 1.4 MARC Train
 - 1.5 Commuter Bus
 - 1.6 Steps to Using MTA Transportation Services
- 2.0 Fares
 - 2.1 Steps to Getting Fares and Passes
 - 2.2 Current Fares
 - 2.3 Buy Passes & Tickets Online
 - 2.4 Pass Sales Outlets
 - 2.5 MARC Train Tickets
 - 2.6 Commuter Choice MD /MD Commuter Tax Credit / Smart Benefits
 - 2.7 Special Fare Programs
- 3.0 Trip Planner
 - 3.1 Get Transit Directions
- 4.0 About the MTA
 - 4.1 Paul J. Wiedefeld, MTA Administrator
 - 4.2 Mission, Vision and Values
 - 4.3 MTA Media 2008-2009
 - 4.4 Local TV Program
 - 4.5 Parking Lot Information and Addresses
 - 4.6 Police Force
 - 4.7 Rail Freight Services
 - 4.8 Railroad Links
 - 4.9 Office of Safety, Quality Assurance & Risk Management
 - 4.10 Office of Fair Practices
 - 4.11 History of MTA and Its Major Modes
- 5.0 Accessibility
 - 5.1 Commitment To Accessibility
 - 5.2 ADA Outreach
 - 5.3 Fares
 - 5.4 Local Bus
 - 5.5 General Information
 - 5.6 Accessible Bus Features
 - 5.7 Steps to Using MTA Bus Service
 - 5.8 Local Bus Text Route Instructions
 - 5.9 Metro/Subway
 - 5.10 General Information
 - 5.11 Accessible Metro Features
 - 5.12 Schedules, Map, and Parking
 - 5.13 Light Rail
 - 5.14 General Information
 - 5.15 Light Rail Accessible Features
 - 5.16 Schedules, Map, and Parking
 - 5.17 MARC Train
 - 5.18 Commuter Bus
 - 5.19 Mobility/Paratransit
 - 5.20 Consumer Advisory Committee for Accessible Transportation
 - 5.21 Related Resources



Chapter 4: Page Flow

Title of Link - Corresponding with Figure 4.1 (p. 19)

6.0 Commuter Choice

7.0 Doing Business with the MTA

7.1 Procurements

7.2 Advertising on MTA Vehicles and in Stations & Stops

7.3 Commuter Choice Maryland

7.4 Office of Fair Practices Minority Business Enterprise Section

7.5 To learn more about Joint Transit-Oriented Development (TOD)



Chapter 4: Page Flow

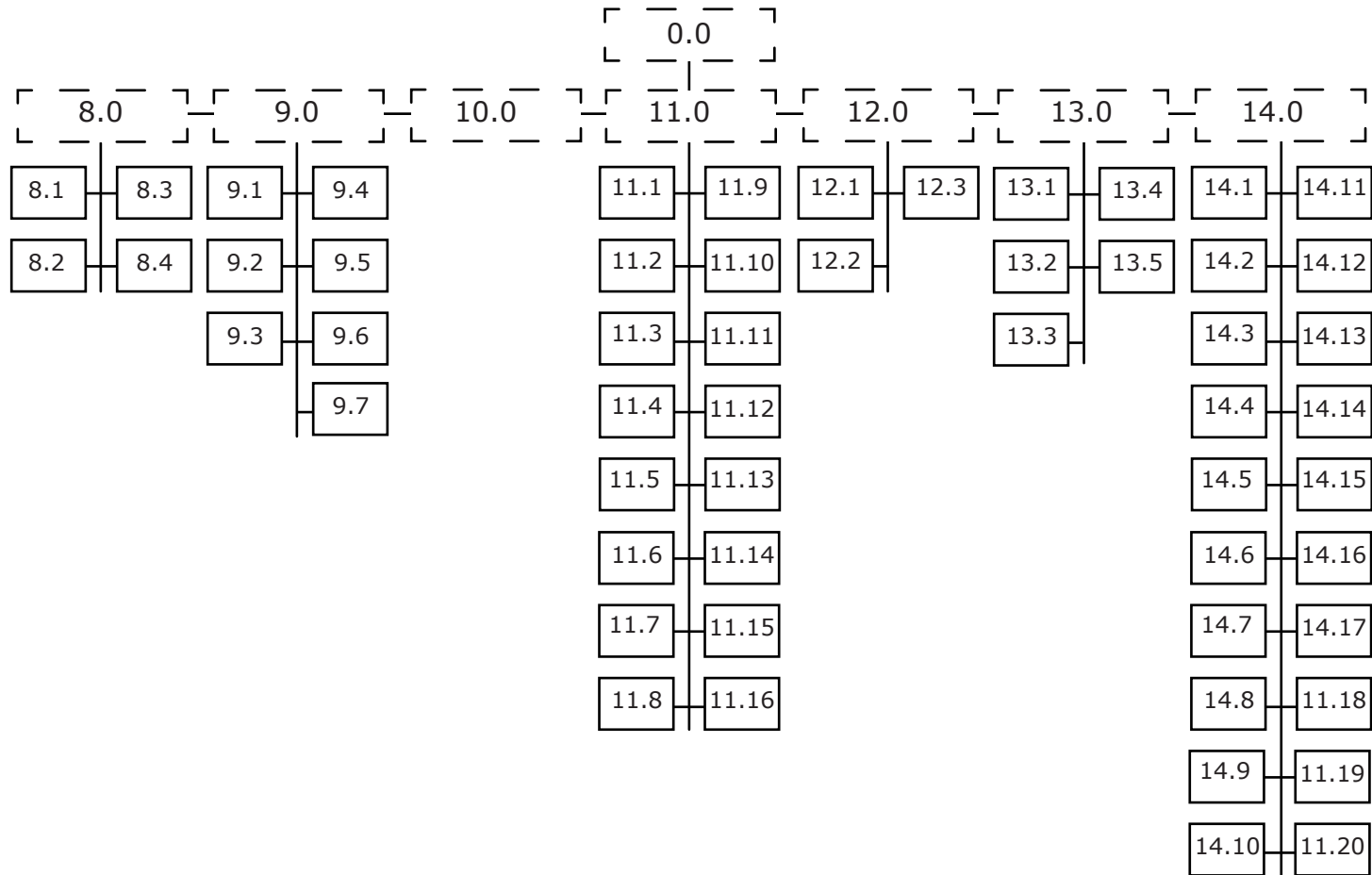


Figure 4.2



Chapter 4: Page Flow

Title of Link - Corresponding with Figure 4.2 (p. 22)

8.0 Employment

- 8.1 Current Job Openings
- 8.2 Career/Executive application
- 8.3 Union application
- 8.4 Americans with Disabilities Act (ADA)

9.0 E-mail Notification

- 9.1 MTA Commuter Bus Service Updates
- 9.2 MARC Train Service Updates
- 9.3 Local Bus, Light Rail, & Metro Subway Updates
- 9.4 MARC RSS Feed Updates
- 9.5 Commuter Bus RSS Feed Updates
- 9.6 Light Rail RSS Feed Updates
- 9.7 Metro RSS Feed Updates

10.0 Lost and Found

11.0 About the MTA

- 11.1 Letter from Administrator
- 11.2 What is Mobility/Paratransit
- 11.3 How to Participate
- 11.4 Reserving a Ride
- 11.5 Standing Rides
- 11.6 Operating Hours/Service Area
- 11.7 Who May Ride with You
- 11.8 Pleasant Trip Tips
- 11.9 Mobility Hot Travel Tips
- 11.10 Cancellations/No Shows
- 11.11 Telephone Numbers

11.12 Application Forms

- 11.13 Wheels Newsletter
- 11.14 Taxi Access
- 11.15 New Mobility Brochure
- 11.16 New Taxi Access Brochure

12.0 Press Release Archives

- 12.1 Click Here [Events]
- 12.2 Click Here [Press Release]
- 12.3 Click Here [Service Changes/Updates]

13.0 Projects

- 13.1 Red Line Corridor Transit Study
- 13.2 The Purple Line
- 13.3 Corridor Cities Transitway (CCT)
- 13.4 Maglev
- 13.5 MARC Growth & Investment Plan

14.0 Resources / Transit Links

- 14.1 Annual Report 2008
- 14.2 Commuter Tax Credit Information
- 14.3 Contact MTA
- 14.4 Español
- 14.5 FAQ
- 14.6 Lost and Found
- 14.7 MTA Media Guide 2009-2010
- 14.8 MTA Pass Sales Store
- 14.9 MTA System Maps
- 14.10 Sign Up for E-mail News & Updates



Chapter 4: Page Flow

Title of Link - Corresponding with Figure 4.2 (p. 22)

- 14.11 Telephone Directory
- 14.12 MTA Snow Guide 2007-2008
- 14.13 Airports
- 14.14 Maryland Locally Operated Transit Systems
- 14.15 Maryland Ridesharing
- 14.16 Maryland State Transportation
- 14.17 Other Baltimore Points of Interest
- 14.18 Other Maryland/DC Agencies
- 14.19 Miscellaneous Transportation Links
- 14.20 Visitors Guide

9.0 E-mail Notification

- 9.1 MTA Commuter Bus Service Updates
- 9.2 MARC Train Service Updates
- 9.3 Local Bus, Light Rail, & Metro Subway Updates
- 9.4 MARC RSS Feed Updates
- 9.5 Commuter Bus RSS Feed Updates
- 9.6 Light Rail RSS Feed Updates
- 9.7 Metro RSS Feed Updates

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- 11.7 Who May Ride with You
- 11.8 Pleasant Trip Tips
- 11.9 Mobility Hot Travel Tips
- 11.10 Cancellations/No Shows
- 11.11 Telephone Numbers



Chapter 4: Page Flow

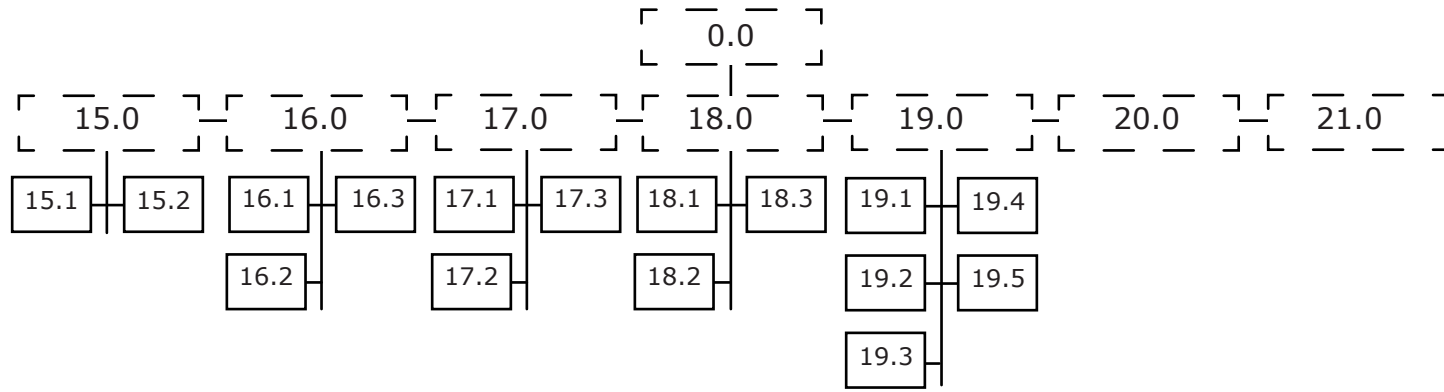


Figure 4.3



Chapter 4: Page Flow

Title of Link - Corresponding with Figure 4.3 (p. 23)

15.0 Seniors

- 15.1 Current List of Locations
- 15.2 Application form for the Reduced Fare Certification Program

16.0 Sports / Special Events Services

- 16.1 Orioles
- 16.2 Ravens
- 16.3 Preakness

17.0 Students / Youth

- 17.1 The Pledge
- 17.2 MTA Student Transit ID Card
- 17.3 MTA Roll the Right Way Skate Tour Entry Form

18.0 Transit Maps

- 18.1 MTA Regional System Map
- 18.2 Downtown Baltimore System Map
- 18.3 Flash Player

19.0 Visitors

- 19.1 MTA's Visitors Ride Guide
- 19.2 Baltimore Area Convention and Visitors Association
- 19.3 Baltimore Office of Promotion & The Arts
- 19.4 Downtown Partnership
- 19.5 Inner Harbor Hotel Guide

20.0 MTA Pass Store

21.0 Get Transit Directions



Chapter 4: Page Flow

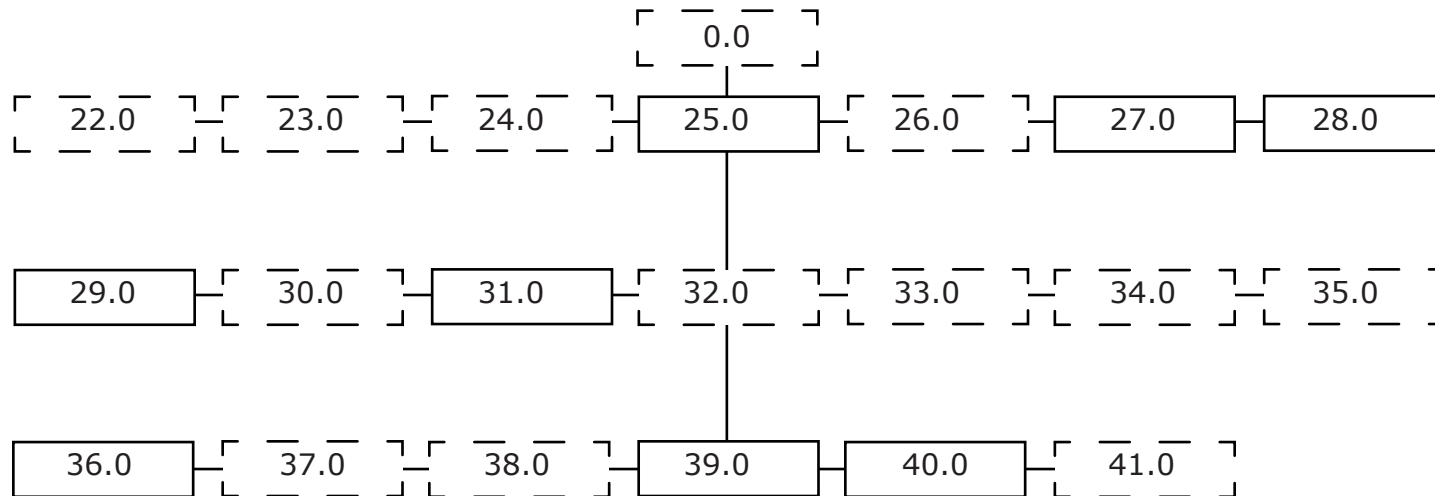


Figure 4.4



Chapter 4: Page Flow

Title of Link - Corresponding with Figure 4.4 (p. 27)

22.0 Red Line Project Information

23.0 Corridor Cities Transitway (CCT),
I-270/US 15 Multi- Modal Corridor Study

24.0 Purple Line Project Information

25.0 Public Hearings, Meetings and Service
Updates

26.0 Commuter Choice Maryland
click here for more information

27.0 Learn About MTA's Green Initiatives
- click here!

28.0 Maryland's Transportation Projects funded
by the American Recovery and Reinvestment
Act (ARRA)

29.0 Ride Respect & Relax Events

30.0 Problem Solver

31.0 Maryland.gov

32.0 Online Services

33.0 State Agencies

34.0 Phone Directory

35.0 Get Transit Directions

36.0 Office of the Governor

37.0 Text Only

38.0 Contact Us

39.0 Special Announcements

40.0 News Center

41.0 MTA TV Show



Chapter 5: Technical Analysis

While a little old-fashioned in layout design, the Maryland Transit Administration does have a few unique technical elements (see fig. 5.1 for breakdown). They use flv or Adobe Flash video for their "Local TV Program" page as well as the commercials on the main screen. In addition, they use interaction Flash for their system maps (located under the "Transit Maps" link in secondary navigation on the main page), which allows the user to click on a section of map and zoom in or out on the map or the viewer can use the interactive controls on the left side of the map.

On their "MTA Commuter Connections" page under "About the MTA" > "Local TV Program" the MTA web site uses MP3 files (also known as Podcasts) for explaining their "student internship program."

Under "E-mail Notification" the user can sign up for RSS feeds for the local bus, MARC train, commuter bus, light rail, and metro rail. This seems like a faster method to get service updates to their customer base than their service alerts, which, while attractive and easily understandable, are actually images that an administrator must change out based on disruptions in any of the routes or forms of public transportation covered by this web site.

The MTA Trip Planner seems to utilize a pre-existing program associated with Google Maps. In this option, Google lets users plan their route using only public transportation. The MTA web site allows users to plug in their current address and destination in input fields located on the MTA web site. But once they click submit, the user is then jumped to an external site within Google that provides the directions.



Chapter 5: Technical Analysis

Forms are used throughout the site on the contact page, although this particular page is in need of styling for their form, "Lost and Found," and the shopping cart. Both the shopping cart and the contact page use Javascript to validate the forms and make sure the user has entered text into the input fields or filled out the correct information. The shopping cart also uses cookies to remember which items the user has put into their basket. Cookies are also present on the "Text-Only" web site, where the user is allowed to change the skin colors of the site and the site will remember this change, should the user close down their browser and re-open it later.

Finally, the layout does use CSS in styling some of the text and table elements and the main page uses CSS roll-overs for the primary navigation drop-down menu running across the top of the screen.



Chapter 5: Technical Analysis

Technical Breakdown for MTA Web Site

- I. Scripting Languages
 - a. HTML
 - b. CSS
 - c. Javascript/Cookies

- II. Applications
 - a. Google Maps
 - b. RSS Feeds

- III. Multimedia
 - a. Flash Video (flv)
 - b. Interactive Flash (swf)
 - c. MP3 Downloads

Figure 5.1



Chapter 6: Accessibility Analysis

508 Compliance

The Maryland Transit Administration web site fails short on a few 508 requirements. While their web site is very table-element heavy in design, it rarely uses "th" tags to denote table header information. Even the non-layout tables that are used to display data charts use bold styles within table data cells as opposed to adding the "th" tag and allowing the information to display as bold automatically.

In addition, while alt tags are included within image elements, most of them are left empty. This may be because the design relies so heavily on images cut into pieces and then reassembled through the tables that design elements such as, 1x1_ltblue.gif, are considered unimportant to those who cannot see the page to begin with. However, logos or larger images pertinent to links do include alt tags with short descriptions. Unfortunately, the Flash videos do not contain any individual identifier other than the short description that accompanies some of them (the initial video on the index page does not contain an identifier or alt tag).

For the most part forms on the MTA web site do include values that describe the input fields, as well as a short text description of what the user should do with these input fields. The only exception seemed to be the shopping cart. Certain values and names were a bit vague. 'Qty1' stood for quantity in the quantity input/adjustment field and there was no text explaining what changes one could make to the field. But both the contact form, under "Questions, Compliments, or Suggestions," and the "Lost and Found" form had very clear ids/names.



Chapter 6: Accessibility Analysis

508 Compliance Continued

The, perhaps, most noticeable weakness of the web site is it's inconsistency in headers. Links often drop you off at pages that have completely different headers or no headers at all. For instance, the "Local TV Program" link brings one to the "MTA Commuter Connections" page and the "E-mail Notification" link arrives at "Welcome to MTA's E-News and Update Service." The latter could be changed to "Service Alerts" on the secondary navigation bar on the main page for clearer understanding. The "Office of Safety, Quality, Assurance, and Risk Management" under "About the MTA" (in secondary navigation on main page) and the "Students/Youth" both have no header to identify the page. The formatting of the headers also varies throughout the site in size, color, and text-decoration.

Finally, the main page has no obvious skip navigation within the HTML, but the MTA does have a "Text Only" site, which has many features that benefit people with disabilities. The text only site is broken down into three sections of links: Page Content, Main Links, and Footer Links. So in essence, this page does include skip navigation. It also has key headers with links listed beneath them and it gives the user the option of increasing or decreasing the font size for the page and changing the readability of it from black text on a white background, to yellow text on a black background, or black text on a cream background.



Chapter 6: Accessibility Analysis

The following table shows rates how well the Maryland Transit Administration does on six key sections of accessibility and 508 compliance.

<i>Poor Use (1) - Good Use (5)</i>	Maryland Transit
Table Header (th) Tags	1
Alt Tags	4
Clear Form	4
Clear Header Hierarchy	2
Text Only Site	5
Skip Navigation	3

Table 6.1



Chapter 7: Competitive Analysis

While the Maryland Transit Administration (<http://www.mtmaryland.com>) is a branch of the state government, it does have a few direct local competitors in moving people to their desired locations. These include Amtrack (<http://www.amtrack.com>), Zipcar (<http://www.zipcar.com>), and Rabbit Transit (<http://www.rabbittransit.org>), the latter lying to the north and working throughout York, Pennsylvania. In addition, the system web site stands against other web sites for large public transportation networks in the Mid-Atlantic region of the East Coast such as the New York Metropolitan Transit Authority (<http://www.mta.info/index.html>) and the Washington Metropolitan Area Transit Authority (<http://www.wmata.com>). (See Table 7.1).

The Maryland Transit Administration (MTA) shares several characteristics with other providers of public transportation by including a trip planner, which is displayed prominently on the main page, a search bar, and service alerts (see table 7.2). However, unlike Rabbit Transit and the Washington Metropolitan Area Transit Authority (WMATA), the MTA alerts are only visible through the web site and are not sent out via text message or email. This is a trait the MTA shares with the New York MTA web site.

All of these transportation providers include search bars, with the exception of Rabbit Transit (table 7.2); however, only Amtrack provides a comprehensive break-down of the topics searched. The MTA and WMATA share the use of a search that stays within the web site (keeping the header in tack) as opposed to the New York MTA with brings the user to a Google search completely off the main web site. But, the MTA web site loses primary navigation both along the top and the side when displaying search results, while the WMATA web site maintains primary navigation across the top. The downside of the Maryland Transit Administration header above the search results is that clicking the icon in the upper left corner does not return the user to the main MTA web page. Rather it jumps the user to the Maryland state government web site (<http://www.maryland.gov>).



Chapter 7: Competitive Analysis

Main navigation is ordered by topic and/or task on all of the web sites for public transportation and the Amtrack web site and is only ordered by audience on Zipcar (see table 7.2). Primary top navigation for the MTA web site is organized by task (main page), while secondary side navigation (main page) seems to be a mix of audience, task, and topic oriented links. It appears to start with links considered of the most importance and then organizes the rest by alphabetical order without regard to audience, task, or topic. For instance, three links from the side navigation include: "About the MTA", "Lost and Found," and "Seniors."

Of the five competitors being analyzed, Zipcar, Amtrack, and two of the public transportation systems allow users to purchase tickets online and only the New York MTA having no way of purchasing fares (table 7.2). All of these companies or organizations have good means for contacting them for help or assistance, although Rabbit Transit has limited hours. While the MTA web site has no specific, visible link for contact information, there is a toll free number with hours listed at the bottom of the web site.

Finally, only the New York MTA and the WMATA have comprehensive web sites in languages other than English (table 7.2). The MTA has a link for Espagnol, but upon clicking this link one gets one sentence in Spanish with a phone number for further assistance. This may be sufficient though because Maryland census data from 2007 states that 63.6% percent of residents are Caucasian and 29.5% are African American. Assuming English is their first language; this leaves a difference of 9.9% of people of Asian, American Indian, Hispanic, or Pacific Islander descent. The two public transportation web sites that do translate into a variety of languages are also for International hubs like DC and New York, so this explains why their web sites are multi-language.



Chapter 7: Competitive Analysis

This table gives the name, URL, and reason for the five competitor web sites that the MTA web site has been compared against in this analysis.

Business / State Government	URL	Why Chosen?
Washington Metropolitan Area Transit Authority	http://www.wmata.com/	The WMATA is the closest, large public transportation system to the MTA. They focus on metro rail and metro bus.
New York Metropolitan Transit Authority	http://www.mta.info/index.html	The New York MTA is well-known on the East Coast and connects 3 different regions by railroad, metro-rail and bus.
Amtrak	http://www.amtrak.com/	Amtrak runs through Maryland, thus a direct competitor with the MARC train.
Rabbit Transit (York, PA)	http://www.rabbittransit.org/	Rabbit Transit is the public transportation system for York, Pennsylvania, which borders Maryland. It relies on buses.
ZipCar	http://www.zipcar.com/	ZipCar is a commercial business providing cars for rent to people in the DC area and to colleges/universities. But it is about connecting people with cars and carpooling is part of the MTA website.

Table 7.1



Chapter 7: Competitive Analysis

This table is a more in depth analysis of how the competitors stand in certain site elements.

		Washington Metropolitan Area Transit Authority	New York Metropolitan Transit Authority	Amtrak	Rabbit Transit (York, PA)	ZipCar
Trip Planner	Available?	Yes	Yes – but not found on main page	Yes	Yes	No
Service Advisory	Available?	Yes – very specific & indicates mode of travel (Uses RSS Feed)	Yes - gives time/date posted too	No	Available by phone	No
eAlerts	Service Advisory alerts through email or text message?	Yes - Both	No	No	Yes - Both	No
Primary Navigation	Targeted to audience, topic, or task?	Task, topic	Task, topic	Task	Topic	Audience
Search	Search bar available? Rate 1-5 5=effective	Yes – 3, uses Google, but stays within WMATA website	Yes – 2, uses Google, but sends users outside website	Yes – 5, organizes results by relevance and stays inside site	No – 0	No complete-site search. But has task specific searches – 4, searches within site
Store	Purchase passes, tickets, etc.?	Yes	No	Yes	Yes	Yes
Language	Multiple languages?	Yes - 7	Yes - 34	Yes - 3	No	No
Contact	Phone, Email, Email-form, LiveChat?	Phone, Mail, Fax – customer service available certain hours	Email/Mail	Email-form, or phone for more immediate service	Email, mail, email-form, during certain hours	Phone, mail for specific regions Phone, email, LiveChat for company during certain hours

Table 7.2





Chapter 8a: Suggested Restructure - Content

The following is a brief discussion of the changes that would be made in the reconstruction of the MTA web site based on previous chapters' analyses.

Content

In subsequent pages outside the homepage, content is often buried beneath layers and layers of links. For instance, the showing and hiding of divs could also be used on pages that give a hint of content and have a link for the user to read "more" such as the series of links on the "History of the MTA and Its Major Modes." On this particular page, each mode of transportation has a one to three sentence description with a link for "more," which looks like it should display additional text on that page when in fact it jumps the user to a whole new page for just one paragraph of text. So on this page the images should be aligned to the left, their descriptions and the "more" link set alongside them on the right.

In some sections, content can be condensed into one page rather than having multiple pages with extra white space. For instance, the "Railroad Links" page can be removed and the icons on this page can run alongside the "Freight Services" page content. Also for content that extends far down the page, such as the "Parking Lot Information and Address" (under "About the MTA & MTA Departments"), anchor links could jump the user to tables (ex. "MARC Brunswick Line Station Access") further down the page without unnecessary scrolling and reading on their parts.



Chapter 8b: Suggested Restructure - Technical Analysis

Technical Suggestions - Layout

First off the number of tables used on the site could be drastically cut down – this could be done through absolute positioning, z-indexes, CSS, and divs. Presently, the service alerts for the six modes of transportation is updated through graphics inserted into yet another table. This could be changed so that an administrator has access to a password protected page, which could run a Javascript function that would use Javascript and CSS to show and hide divs based on the system administrator's preferences.

Additionally, forms found in the content need styling to make them more unified with the whole website and more readable. The shopping cart, in particular, will be adjusted to match the colors and styles of the parent website and will include short instructions on how to fill out the form.

Visually, the Maryland Transit Administration has a very strong main page – lots of vibrant color and pretty good organization of content. To brighten subsequent pages and maintain a consistency throughout the site, elements from the main page would be applied to cluster pages.

Finally, the XHTML would be transitioned in Strict XHTML by removing the target tags and using Javascript to force new windows and links which are PDFs would be described as such so that users with slower connections would know when the file will take time to download.



Chapter 8b: Technical Analysis

Technical Suggestions - Navigation

On the main page the cursor for primary navigation will be changed to a pointer through CSS for all buttons/rollovers, presently the hand occurs on the "Trip Planner." The key change for secondary navigation would be changing the current use of tables and images into a fluid vertical Javascript menu utilizing CSS. Links with subsequent pages would show a small white arrow when hovered over and when clicked upon, would display an extension of available links. With these the hover would change the background color of blue to white and change the white text to blue as the user runs their cursor over the names.

Long content pages will have a "Return to Top" link at the bottom so the user can avoid long scrolling all the way back up the page to the secondary navigation. This would also help with anchor tags, which would be implemented on pages that presently just display a long list of links that each open on a new page. Anchors would allow the links to stay at the top of the page, but could easily move the user down to linked sections.



Chapter 8c: Suggested Restructure - Accessibility Analysis

Accessibility and 508 Compliance

While the Maryland Transit Administration does a good job covering up weaknesses in accessibility on their main site by having a text-only site, in the reconstruction headers on the main site would still be fixed to show a cleaner, more consistent hierarchy of information. Tables would receive table header tags to describe the header column content and table content on the text-only site, which removes the table, would be pushed together rather than having a paragraph space every two sections. As there are four sections per row, this content would clustered together in order to show its relationship to the material.

Form input fields would also receive better identifiers that would indicate what to do with the input field or what is contained within the input field.

Finally, Flash videos would have a slightly longer transcript of their content – presently there is a one sentence description obtained through text-only site that describes the video. There is no way to watch it or read a transcript. This short description would not only exist on the text-only site, but also on the main site.



Chapter 8d: Suggested Restructure - Sample Page Flow

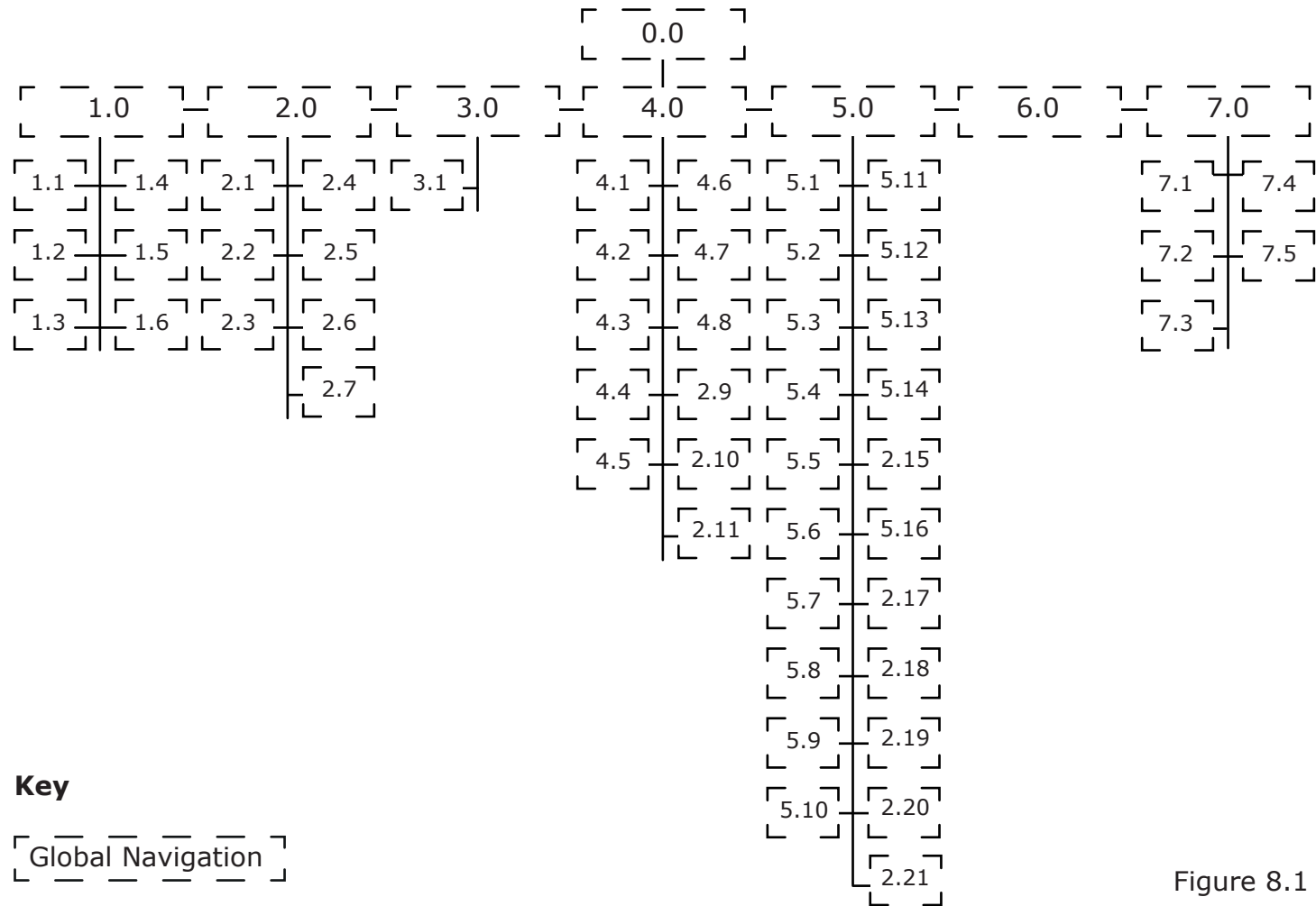


Figure 8.1



Chapter 8d: Sample Page Flow

Title of Link - Corresponding with Figure 8.1 (p. 44)

- 1.0 Maps and Schedules
 - 1.1 Bus (Local, Express & Neighborhood Shuttles)
 - 1.2 Metro Subway
 - 1.3 Light Rail
 - 1.4 MARC Train
 - 1.5 Commuter Bus
 - 1.6 Steps to Using MTA Transportation Services
- 2.0 Fares
 - 2.1 Steps to Getting Fares and Passes
 - 2.2 Current Fares
 - 2.3 Buy Passes & Tickets Online
 - 2.4 Pass Sales Outlets
 - 2.5 MARC Train Tickets
 - 2.6 Commuter Choice MD /MD Commuter Tax Credit / Smart Benefits
 - 2.7 Special Fare Programs
- 3.0 Trip Planner
 - 3.1 Get Transit Directions
- 4.0 About the MTA
 - 4.1 Paul J. Wiedefeld, MTA Administrator
 - 4.2 Mission, Vision and Values
 - 4.3 MTA Media 2008-2009
 - 4.4 Local TV Program
 - 4.5 Parking Lot Information and Addresses
 - 4.6 Police Force
 - 4.7 Rail Freight Services
 - 4.8 Railroad Links
 - 4.9 Office of Safety, Quality Assurance & Risk Management
 - 4.10 Office of Fair Practices
 - 4.11 History of MTA and Its Major Modes
- 5.0 Accessibility
 - 5.1 Commitment To Accessibility
 - 5.2 ADA Outreach
 - 5.3 Fares
 - 5.4 Local Bus
 - 5.5 General Information
 - 5.6 Accessible Bus Features
 - 5.7 Steps to Using MTA Bus Service
 - 5.8 Local Bus Text Route Instructions
 - 5.9 Metro/Subway
 - 5.10 General Information
 - 5.11 Accessible Metro Features
 - 5.12 Schedules, Map, and Parking
 - 5.13 Light Rail
 - 5.14 General Information
 - 5.15 Light Rail Accessible Features
 - 5.16 Schedules, Map, and Parking
 - 5.17 MARC Train
 - 5.18 Commuter Bus
 - 5.19 Mobility/Paratransit
 - 5.20 Consumer Advisory Committee for Accessible Transportation
 - 5.21 Related Resources



Chapter 8d: Sample Page Flow

Title of Link - Corresponding with Figure 8.1 (p. 44)

6.0 Commuter Choice

7.0 Doing Business with the MTA

7.1 Procurements

7.2 Advertising on MTA Vehicles and in Stations & Stops

7.3 Commuter Choice Maryland

7.4 Office of Fair Practices Minority Business Enterprise Section

7.5 To learn more about Joint Transit-Oriented Development (TOD)



Chapter 8e: Suggested Restructure - Wireframes

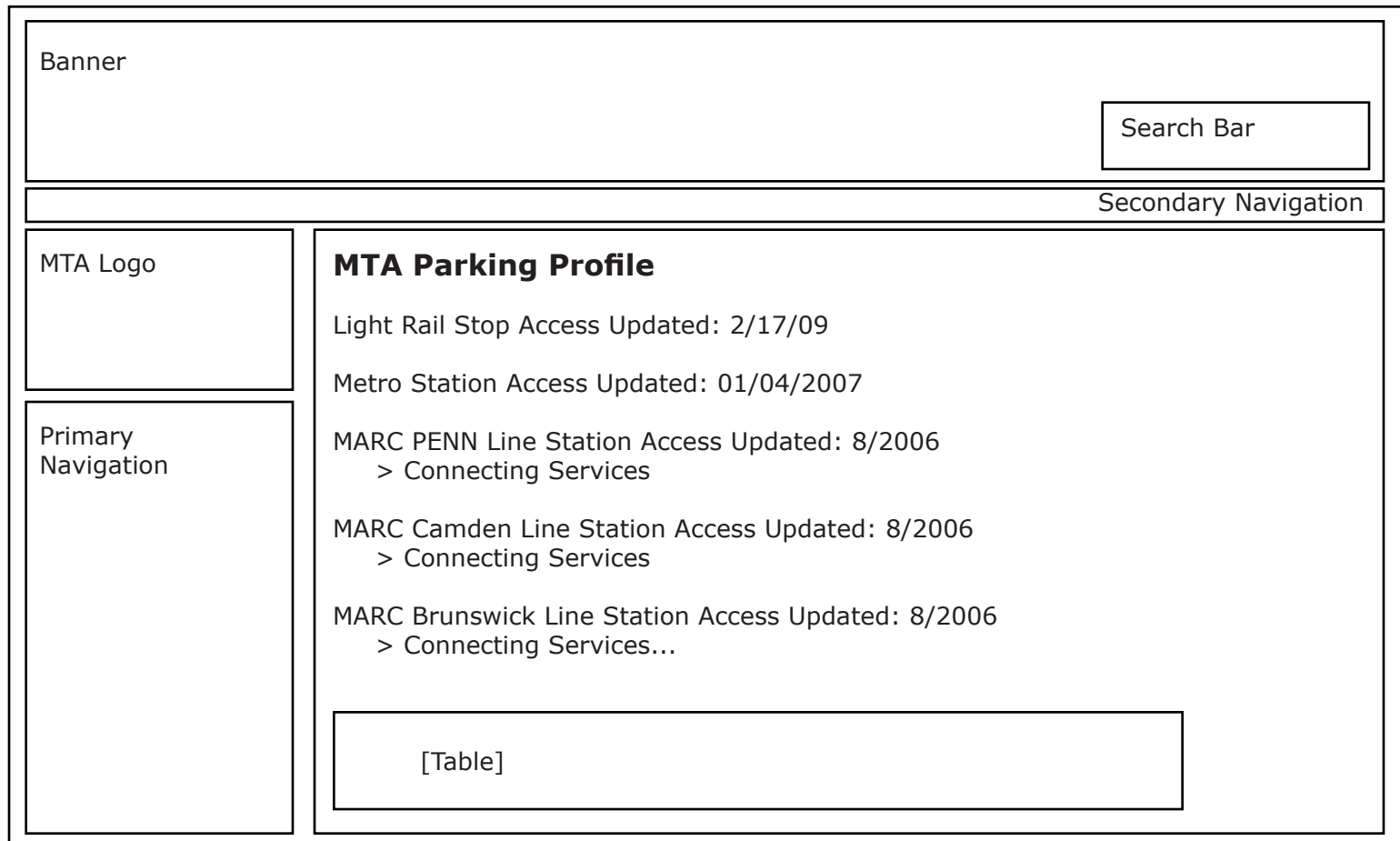
8.4 Wireframes - Rail Freight Services (Cluster Page)

Banner		Search Bar	
		Secondary Navigation	
MTA Logo	Rail Freight Services <p>Rail freight is one of many key elements of a balanced transportation network for the future. The Federal Highway Administration (FHWA) estimates Maryland will experience an 80 percent growth in freight movement by 2020. Maryland's economic competitiveness in the nation depends upon a system that can effectively handle growing volumes of freight, and seamlessly link all modes (highway, rail, marine, and aviation) while coexisting with automobiles, transit bus and rail, and other mass and personal transportation. Unresolved congestion can add significantly to the cost of goods produced and consumed, degrade air quality, increase greenhouse gases, decrease employee productivity, and adversely impact tourism. Maryland is planning now for solutions for the future.</p> <p>Rail freight is overseen by the Office of Freight Logistics (OFL) within the Maryland Department of Transportation. OFL serves multiple functions critical to Maryland's well-being and overall...</p>	Affiliate #1	
Primary Navigation		Affiliate #2	
		Affiliate #3	
		Affiliate #4	



Chapter 8e: Wireframes

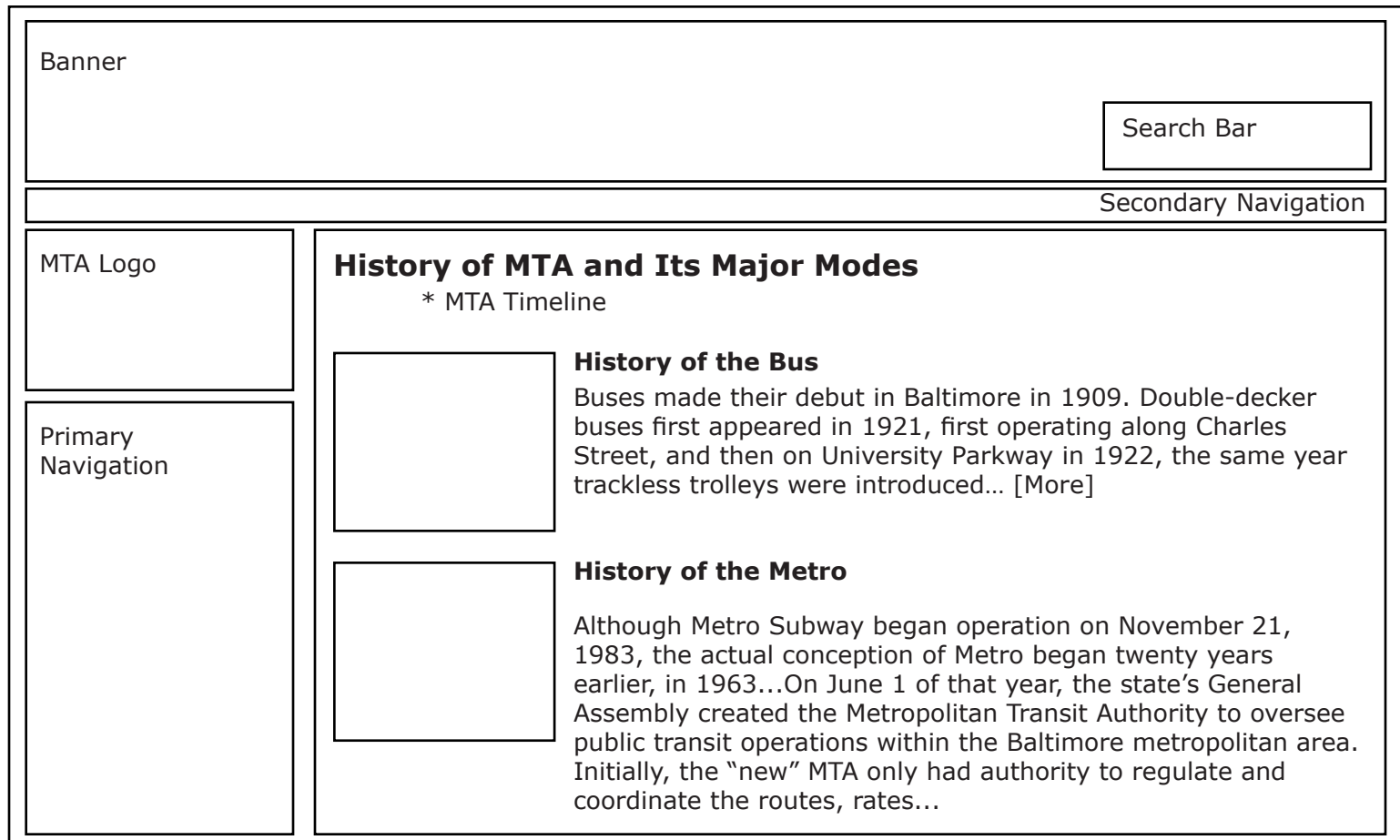
Wireframes - MTA Parking Profile (Cluster Page)





Chapter 8e: Wireframes

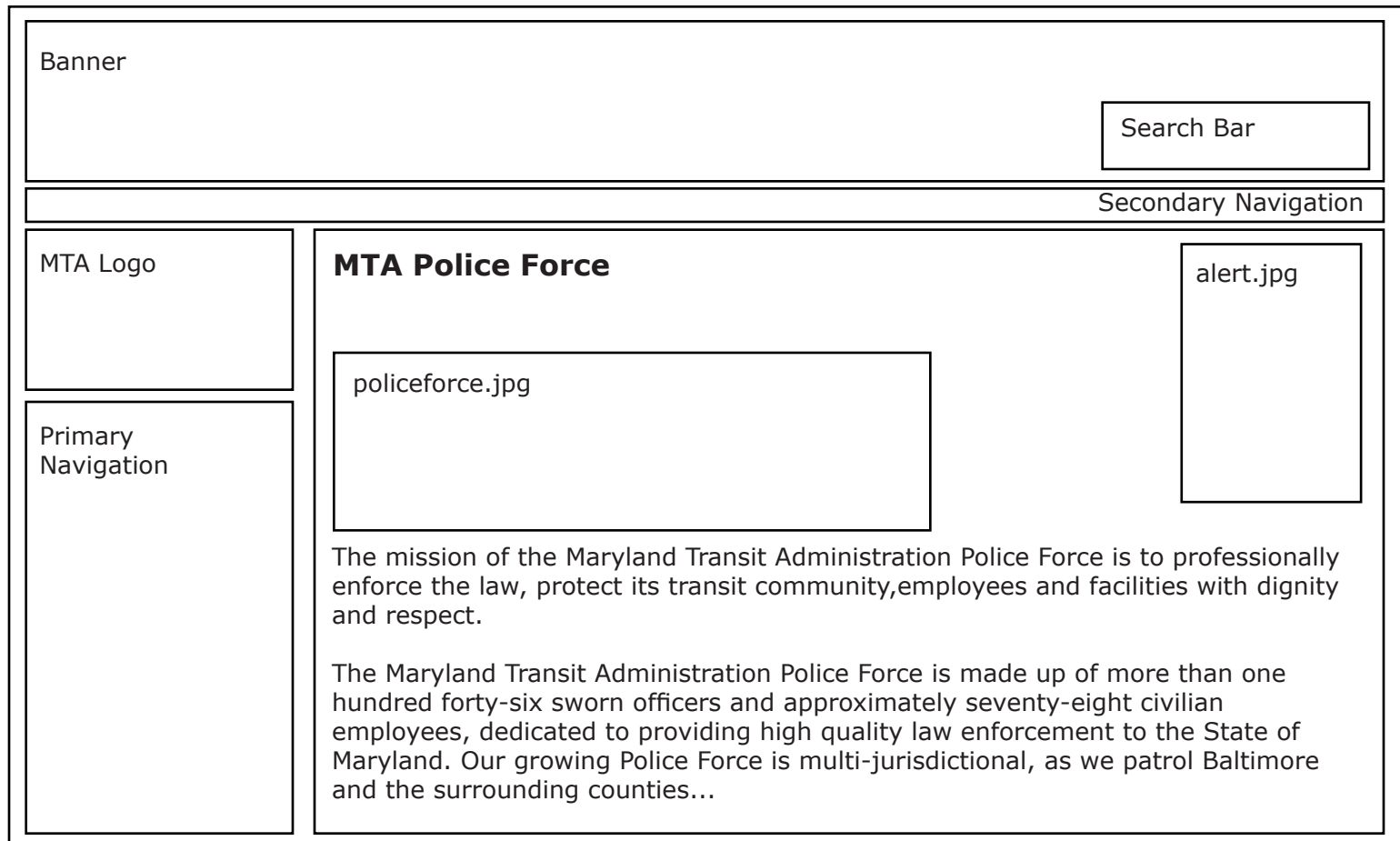
Wireframes - History of MTA and Its Major Modes (Cluster Page)





Chapter 8e: Wireframes

Wireframes - History of MTA and Its Major Modes (Cluster Page)





Maryland Transit Administration

Chapter 8f: Suggested Restructure - Skins

Skins - Freight Train Services

The screenshot shows the MTA Maryland website with the following content:

DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

THINK GREEN. RIDE MTA. MTA PASS STORE | Text Only | Contact Us

Rail Freight Services

Rail freight is one of many key elements of a balanced transportation network for the future. The Federal Highway Administration (FHWA) estimates Maryland will experience an 80 percent growth in freight movement by 2020. Maryland's economic competitiveness in the nation depends upon a system that can effectively handle growing volumes of freight, and seamlessly link all modes (highway, rail, marine, and aviation) while coexisting with automobiles, transit bus and rail, and other mass and personal transportation. Unresolved congestion can add significantly to the cost of goods produced and consumed, degrade air quality, increase greenhouse gases, decrease employee productivity, and adversely impact tourism. Maryland is planning now for solutions for the future.

Rail freight is overseen by the Office of Freight Logistics (OFL) within the Maryland Department of Transportation. OFL serves multiple functions critical to Maryland's well-being and overall economic competitiveness. Working in tandem with Maryland's Department of Business and Economic Development (DBED), interstate, statewide, regional and local rail freight needs are defined, protected, and enhanced. Meaningful programs have been implemented to keep Maryland competitive including a Maryland Railroad Siding initiative, and 286,000 pound line upgrades to key State-owned line segments in rural areas. In addition, OFL supports freight projects in the Port, rural, and metropolitan areas; coexistence of MARC commuter service along rail freight lines owned by major railroads; and balanced use of each mode, which in turn enhances our national and global competitiveness.

OFL also serves as the primary freight consultative resource for the Secretary of Transportation and each modal administration. OFL serves on numerous statewide and national transportation committees, advisory boards, and panels with the objective of protecting and enhancing the benefits of rail freight. The office also maintains strong working relationships and manages statewide issues with CSXT and Norfolk Southern Railroad, several shortline railroads, and the 160 miles of state rail right-of-way. Additionally, we plan to continue our selective rural rail enhancement programs, as funding permits, which are designed to support rail users and keep the rural counties viable and economically competitive. of Baltimore.

Partners:

- Norfolk Southern
- CSX Corporation
- Walkersville Southern
- Conrail

Navigation Menu:

- MAPS & SCHEDULES
- FARES
- TRIP PLANNER
- ABOUT MTA
- ACCESSIBILITY
- COMMUTER CHOICE
- DOING BUSINESS WITH MTA
- EMPLOYMENT
- E-MAIL NOTIFICATION
- LOST AND FOUND
- MOBILITY / PARATRANSIT
- PRESS RELEASE ARCHIVE
- PROJECTS
- RESOURCES / TRANSIT LINKS
- SENIORS
- SPORTS / SPECIAL EVENT



Chapter 8f: Skins

Skins - MTA Parking Profile

Problem Solver | Maryland.gov | Online Services | State Agencies | Phone Directory

DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

THINK GREEN. RIDE MTA. MTA PASS STORE | Text Only | Contact Us

MTA Maryland

- MAPS & SCHEDULES
- FARES
- TRIP PLANNER
- ABOUT MTA
- ACCESSIBILITY
- COMMUTER CHOICE
- DOING BUSINESS WITH MTA
- EMPLOYMENT
- E-MAIL NOTIFICATION
- LOST AND FOUND
- MOBILITY / PARATRAN SIT
- PRESS RELEASE ARCHIVE
- PROJECTS
- RESOURCES / TRANSIT LINKS
- SENIORS
- SPORTS / SPECIAL EVENT

MTA Parking Profile

[Light Rail Stop Access](#) Updated: 2/17/09

[Metro Station Access](#) Updated: 01/04/2007

[MARC PENN Line Station Access](#) Updated: 8/2006
 > [Connecting Services](#)

[MARC Camden Line Station Access](#) Updated: 8/2006
 > [Connecting Services](#)

[MARC Brunswick Line Station Access](#) Updated: 8/2006
 > [Connecting Services](#)

[PARK-AND-RIDE Lots Served by MTA Commuter, Express & Local Buses](#) Updated: 8/2006

Light Rail Stop Access

Light Rail Stop	Location	Parking Spaces	Bus Routes Serving This Station
Hunt Valley	98 Shawan Road Hunt Valley, Md. 21031	85	9
Pepper Road	1101 Schilling Road Hunt Valley, Md. 21030	--	none
McCormick Road	265 Schilling Road	--	none



Chapter 8f: Skins

Skins - History of MTA and Its Major Modes

The screenshot shows the MTA website header with the Maryland state logo and the text 'DEPARTMENT OF TRANSPORTATION MARYLAND TRANSIT ADMINISTRATION'. Below the header is a navigation menu with items like 'MAPS & SCHEDULES', 'FARES', 'TRIP PLANNER', etc. The main content area is titled 'History of MTA and Its Major Modes' and includes a link to 'MTA Timeline'. There are two main sections: 'History of the Bus' and 'History of the Metro'. The 'History of the Bus' section features a photo of a vintage double-decker bus and text stating that buses made their debut in Baltimore in 1909. The 'History of the Metro' section features a photo of a subway train and text stating that Metro Subway began operation on November 21, 1983.

History of the Bus
Buses made their debut in Baltimore in 1909. Double-decker buses first appeared in 1921, first operating along Charles Street, and then on University Parkway in 1922, the same year trackless trolleys were introduced... [\[More\]](#)

History of the Metro
Although Metro Subway began operation on November 21, 1983, the actual conception of Metro began twenty years earlier, in 1963...On June 1 of that year, the state's General Assembly created the Metropolitan Transit Authority to oversee public transit operations within the Baltimore metropolitan area. Initially, the "new" MTA only had authority to regulate and coordinate the routes, rates, and services of the region's private transit companies.

Anticipating the inevitable, however, the state later gave it the power to purchase and actually operate the bus companies whenever necessary. But the new MTA had no jurisdiction over what remained of rail commuter service, which was considered a separate world. In all, it was a limited start, but the creation of a region-wide transit authority marked the beginning of a substantive drive to revive mass transit.

The real dawn came in 1964 when Congress passed the Urban Mass Transportation Act, which for



Maryland Transit Administration

Chapter 8f: Skins

Skins - Primary Navigation

Problem Solver | Maryland.gov | Online Services | State Agencies | Phone Directory

DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

THINK GREEN. RIDE MTA. MTA PASS STORE | Text Only | Contact Us

MTA Maryland

MTA Police Force

MAPS & SCHEDULES
FARES ▶ Getting Fares & Passes
TRIP PLANNER Current Fares
ABOUT MTA Buy Passes & Tickets Online
ACCESSIBILITY Pass Sales Outlets
COMMUTER CHOICE
DOING BUSINESS WITH MTA MARC Train Tickets
EMPLOYMENT Commuter Choice MD
E-MAIL NOTIFICATION Special Fare Programs
LOST AND FOUND
MOBILITY / PARATRANSIT
PRESS RELEASE ARCHIVE
PROJECTS
RESOURCES / TRANSIT LINKS
SENIORS
SPORTS / SPECIAL EVENT

Maryland Transit Administration Police Force is to professionally enforce the law, protect its transit facilities and facilities with dignity and respect.

Maryland Transit Administration Police Force is made up of more than one hundred forty-six sworn officers and approximately seventy-eight civilian employees, dedicated to providing high quality law enforcement to the State of Maryland. Our growing Police Force is multi-jurisdictional, as we patrol Baltimore and the surrounding counties. We have taken a broad based approach to maintaining a safe transit system by utilizing several strategies:

- ▶ Partnerships and Memorandums of Understanding have been established with local, state and federal allied law enforcement agencies
- ▶ Uniform patrol and plain clothes units
- ▶ Weekly Zone Enforced Unified Sweeps
- ▶ Homeland Security Drills

Homeland Security Color Code Status for Transit

SEVERE	Severe Risk of Terrorist Attacks
HIGH	High Risk of Terrorist Attacks
ELEVATED	Significant Risk of Terrorist Attacks
GUARDED	General Risk of Terrorist Attacks
LOW	Low Risk of Terrorist Attacks





Chapter 8g: Suggested Restructure - Styles

Colors (RGB)



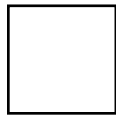
#003366



#000000



#bbcc44



#ffffff



#99cc00



#6688bb

Fonts

20 pt -- Verdana, Bold (Headers)

Ex.

Header

11 pt -- Verdana (Copy)

Ex.

Body Text

10pt -- Verdana (Navigation)

Ex.

Link



Chapter 9: Conclusion

Currently, the Maryland Transit Administration web site is a little outdated in site structure and while containing very important and helpful information on modes of public transportation, this information may be buried under several levels of links.

With the proposed architecture reconstruction outlined in Chapter 8, organization of links and content could be found more readily through more consistent headers, use of anchor links, a return to top function, and a Javascript drop down menu. This would make it easier for commuters, tourists, and other random users to find schedules, maps, costs, and times for their desired type of public transportation. Minor tweaks to the main site and the text only site, such as labeling forms and longer descriptions of video and MP3 files could easily boost accessibility for users who may have some disability.



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Chapter 10: References

Software Used

InDesign
Photoshop
Illustrator