

Client

Federal Transportation Administration

Project:

Content Management System driven Website

Background:

FTA is the arm of the federal government that creates, promulgates and enforces laws related to busses used for public transportation. Their constituents include privately owned companies (Greyhound) and publicly owned operations (city bus lines). They needed a website to distribute information to public and private bus owners and operators. It would contain mission critical and voluntary regulatory information. This was a joint project of Birch Studio and OpenSource Connections (OSC).

Challenge:

The client had only the goal of disseminating information to its constituency and raising the level of compliance with federal regulations. Realizing the vast amount of information FTA had to publish, OSC helped them determine a broader baseline that would help achieve their primary goal. The website needed to be easy to find information in and usable by wide audience with varying levels of web sophistication.

Solution:

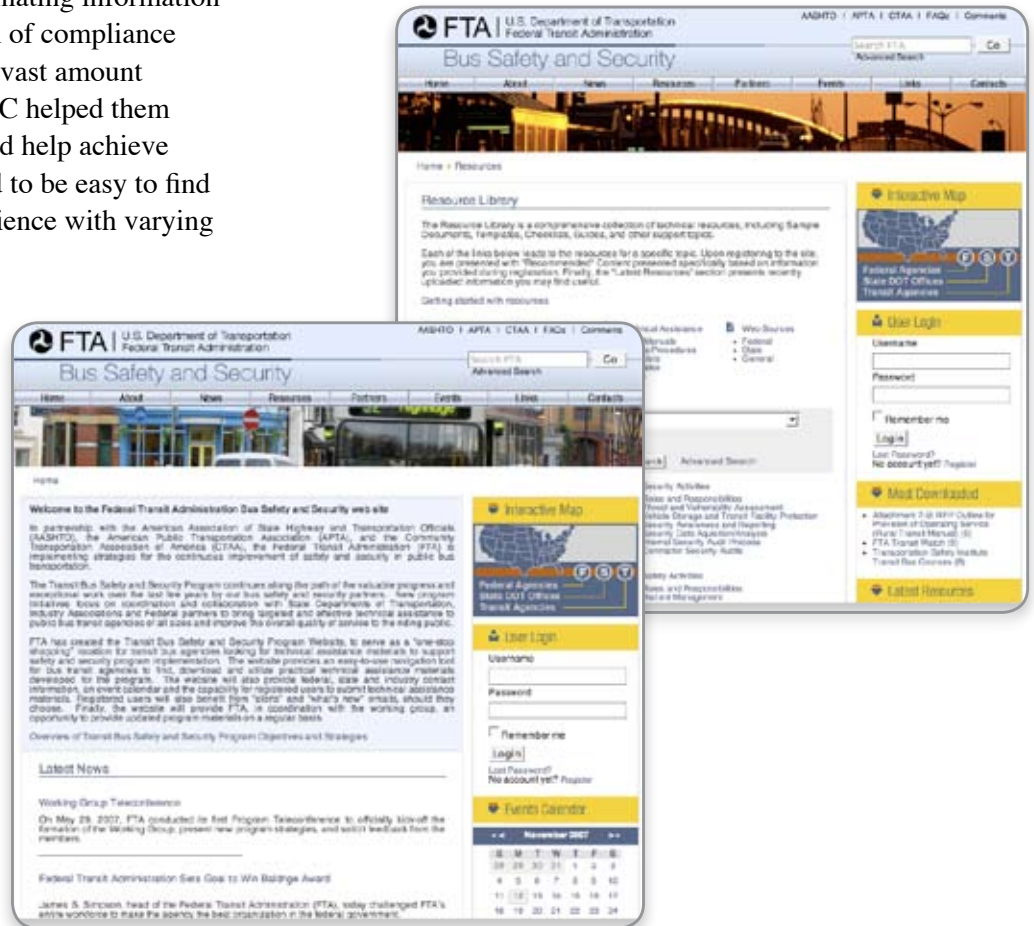
OSC recommended a content management system (Joomla) to address FTA’s need for massive data management and real-time administrative controls. To help users find the data they need quickly, OSC added a full-text search of PDF and Word documents on the system. We constructed site design and architecture to ensure the broadest usability and to comply with Section 508 (handicapped website accessibility).

Birch Studio created several designs for the website and worked

with OSC and the client to review the pros and cons of the different layouts and color schemes. The chosen design placed the most important and frequently sought information in the most prominent locations. Imagery was selected for its appropriateness to the small-city and private, rural bus operators. With the design complete, Birch Studio provided graphic files and placement information to OSC for integration into the code base they had created.

Summary:

The FTA website now serves as a primary distribution method and repository for old information related to federal transportation regulations. FTA is able to maintain the site themselves, enhancing the relevance, accuracy and timeliness of the information presented to the public.



Screenshots of the Home and Resources pages.