MCOTA Website Redesign and Migration

Minnesota Council on Transportation Access
January 27, 2021
• To share information about MCOTA and transportation coordination throughout the state.

• To fulfill MCOTA’s first legislative duty:
  • Compile information on existing transportation alternatives for the transit public, and serve as a clearinghouse for information on services, funding sources, innovations and coordination efforts.
Audiences

• Primary audiences:
  • MCOTA members and agencies
  • Those involved or interested in transportation coordination in the state (many organizations)
  • State legislature
• Secondary audiences:
  • Riders/members of the public
  • Others outside the state interested in transportation coordination
• MCOTA meeting information, reports, newsletter, and other publications
• Events sponsored by MCOTA
• Information about RTCCs and TCAPs
• Regional coordination plans (starting with 2011)
• General coordination resources
• Subscription form
• Public comment form
• Directories of transit and other transportation providers in the state
Goals of website migration

• To migrate to the Drupal Content Management System
• Refresh design
• Update content (remove outdated, add new)
• Offer the ability for RTCCs and TCAPs to manage their pages if desired.
Design Elements

Primary Brand Colors
Below are the four primary brand colors that should be used prominently and frequently in communication pieces.

- Minnesota Blue
- Minnesota Green
- White
- Black

Accent Color Palette (high contrast)
Used sparingly for charts, graphs, infographics, iconography and more - anywhere a variety of colors are needed that are not provided by the primary brand color palette. Choose text colors carefully to ensure high contrast.

- Accent Teal
- Accent Green
- Accent Orange
- Accent Purple
TCAP/RTCC Content

- Opportunity to update RTCC/TCAP presence on MCOTA website
- Unified template
- Consistent information
- Clear graphics – geographic location of each RTCC/TCAP
- Link to TCAP's/RTCC's websites
- Potential consideration – resources page to share among RTCCs/TCAPs
• **Early February:** Meeting with RTCCs/TCAPs members of the MCOTA Communications work team to determine content and graphics recommendations
• **Early March:** Meeting with all TCAPs/RTCCs to review recommendations
• **March:** MCOTA Communications work team review recommendations, structure, and designs
• **March:** recommendations presented to MCOTA for approval
• **March-April:** Site built and content migrated
• **May:** Site reviews
• **June:** Site launch
• **July and beyond:** continued content development and maintenance