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DASH Alexandria Transit Announces Launch of Website Redesign
Launch Includes Inauguration of E-News Subscription List

The Alexandria Transit Company (ATC) today launched the first phase of a comprehensive redesign of its Web site (www.dashbus.com). The redesign offers a new look, simplified navigation, improved usability, updated graphics and layouts, and enhanced interactivity that will help visitors access information more quickly and easily. The site also includes an interactive trip planner powered by Google Transit.

The site is loaded with many new features and offers user-friendly access to all DASH route and schedule information. Visitors can also sign up for electronic DASH Service Alerts and DASH News. The colorful graphics are pleasing to the eyes and a simplified interface makes navigation through the site a breeze.

In the second phase of the redesign, there will be increased interactivity, which will include a real-time bus information component so visitors can find out where their bus is and what time it is expected to be at their stop. DASH is testing a new real time system on seven buses and if the test is successful, the system will be installed on the entire fleet of buses as funding becomes available.

“The primary goal is to offer our visitors a Web site that is easier to navigate and to follow, while giving the site a fresh and dynamic look. We set out to design the site with a simple yet contemporary feel, modernized graphics, and most importantly, enhancing the ease of locating information on the Web site. It is extremely important for both our customers and potential users of the DASH system to find route and schedule information quickly and be able to get from point A to point B in a convenient and easy manner,” said Sandy Modell, ATC General Manager.

With the debut of the new Web page, ATC also announces the launch of the DASH E-News alert notification service to keep riders informed about the latest DASH news and service alerts. These messages can be sent directly to an e-mail account, PDA, pager, cell phone, or BlackBerry. To sign up for E-News, visit <http://enews.alexandriava.gov>