



Commonwealth of Kentucky Kentucky Transportation Cabinet

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New year, fresh look for Kentucky Transportation Cabinet's website

Upgraded mobile-optimized site offers public an enhanced experience

FRANKFORT, Ky. (Jan. 18, 2018) – After a year devoted to designing, developing and refreshing the appearance of its public-facing website, Kentucky Transportation Cabinet (KYTC) officials today unveiled the new look of its now mobile-friendly website, transportation.ky.gov. Established in 2003 and last overhauled in 2011, the website was due for an upgrade to better serve the 2.8 million annual visitors who use it to access information regarding KYTC business and citizen services.

"We are excited to kick off the new year with a new look," said KYTC Secretary Greg Thomas. "Seasoned users of the website, as well as first-time visitors, will appreciate the ease of navigation, visual design and optimized search tools to find the information they seek. Kentuckians depend on our website to address their transportation-related needs, and we're pleased to make their searches and processes easier. I am proud of the KYTC staff who have devoted their time and talents to develop a quality resource."

Providing structural enhancements that align with industry best practices, the new website was redesigned in-house by KYTC Office of Information Technology employees. The site's design team restructured the navigational tools to make searching for content more intuitive and efficient. Pages that were previously 10 clicks deep on the old site are now within a three-click reach.

"In determining the approach we would adopt to complete this important project, we considered the Cabinet's core values, which shape and form our organization's decisions," said KYTC Chief of Staff Asa James Swan. "One of our agency's values – serving the taxpayers – is especially applicable in this undertaking in that we leveraged our internal experts to redesign the new website, increasing the efficiency of state resources without compromising the quality and service Kentucky's citizens expect."

The revamped homepage features a scrolling banner that highlights the Cabinet's core values: connecting the Commonwealth, driving the economy, serving the taxpayers and cultivating a dynamic culture. Another homepage feature that previously existed but warrants recognition is a link to [DataMart](#), a real-time database of county and state transportation information.

"By giving Kentuckians easy access to transportation information related to local road and bridge projects, traffic counts, highway crashes and other transportation data, KYTC's DataMart provides transparency into the Cabinet's resources and financial management," said Thomas. "We encourage our partners, citizens, legislators and businesses to explore answers to common questions about Kentucky's transportation system."

Affiliated resources that offer niche services and information by way of external sites managed by the KYTC – such as [drive.ky.gov](#) – are prominently located on the homepage. As part of the revamp process, the Kentucky Design and Print Services ([KDPS](#)) webpage also experienced a facelift. The print shop page includes a list of offerings exclusive to state government agencies, such as engraving, printing and graphic design, that are now easier to identify and request.

Along with the visual changes of the new landing page, the site's secondary pages offer updated content, including relevant transportation news, information, maps, videos and images.

Upgrades to the new site also support Cabinet efficiencies by making site maintenance easier for staff so content stays current. These efficiencies translate into more time available for KYTC employees to devote to their primary responsibilities, such as designing bridges, maintaining roads and providing world-class customer service.

KYTC encourages the public to explore the updated site [transportation.ky.gov](#) for an enhanced, mobile-friendly user experience.

To connect with KYTC on social media, follow the Cabinet on [Facebook](#), [Twitter](#) and [YouTube](#).

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