

MassDOT & RMV Website Transformation to Mass.gov



Dear Directors,

We are pleased to share that Governor Baker and Lt. Governor Polito have recently announced the launch of the newly redesigned Mass.gov website, www.mass.gov, to the general public.

“People across Massachusetts interact with state government online more and more each day, so redesigning the Commonwealth’s digital front door was a crucial step for improving our ability to effectively communicate with the residents, businesses, and visitors we are here to serve,” said Governor Charlie Baker.

Many MassDOT web pages and services are now on the new Mass.gov site, including the MassDOT Board of Directors, meeting agendas, and CPC and F&A committee pages.

The most critical customer-facing services have also been migrated, such as RMV License and ID services, Park and Ride locations, and E-ZDrive services. The remaining pages are still in the process of being moved to the new site or removed because they are old, outdated, or unused.

The goal of the new Mass.gov website is to make it easy for people to find what they need, whether they are a resident, visitor, or business. The new site will be the home for all of the Commonwealth’s state-level web content, and is organized to reflect this approach.

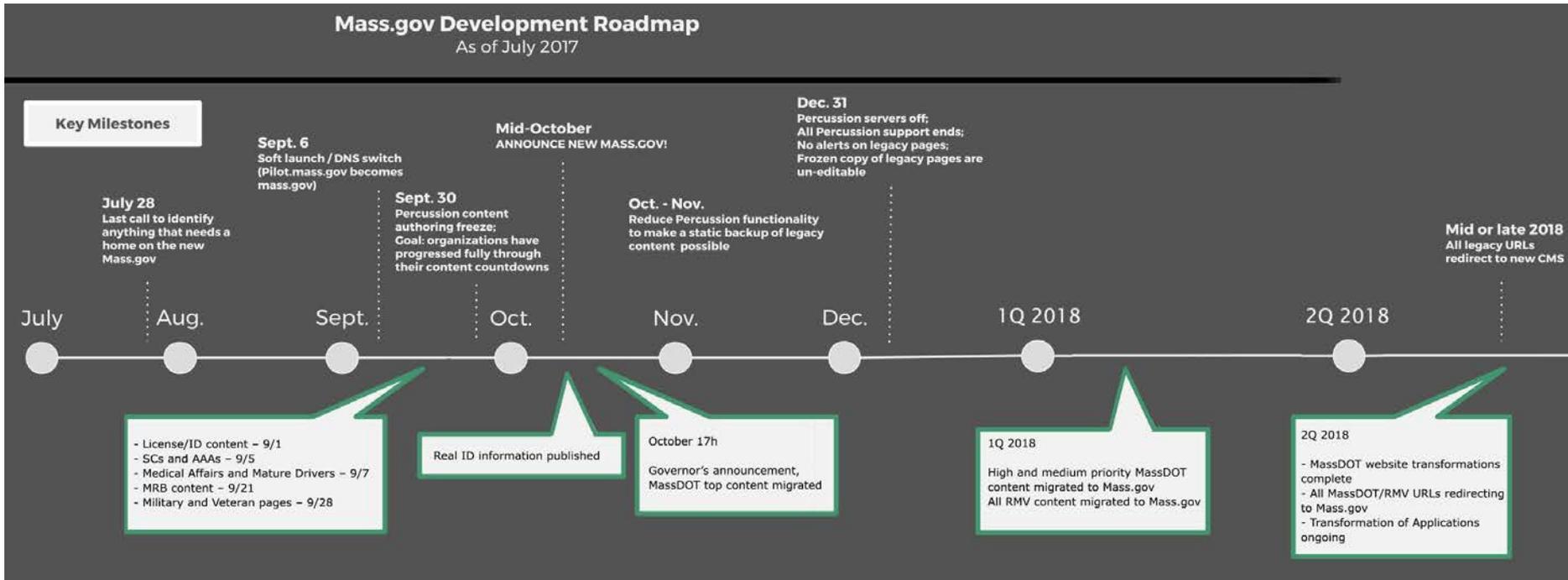
The MBTA has also been hard at work developing and moving content to a new MBTA website, which will be linked to the new Mass.gov site on pages like the Transportation topic page to help direct constituents to MBTA schedules and maps, etc.

As we continue transitioning to the new Mass.gov and MBTA websites, constituents and staff searching the sites will be redirected to the appropriate pages on the new or old sites.

Please let us know if you have any feedback or questions about these website migration projects! We look forward to sharing further updates with the MassDOT Board and FMCB as progress continues on the two new sites.



Mass.gov Project Roadmap



- By June of 2018, all MassDOT and RMV web content should be migrated to the new Mass.gov site

Benefits

- Information will be easy for constituents to find
- MassDOT and RMV information will be streamlined
- 3rd party applications will adopt the new design to reinforce a single face of government

Challenges

- Approximately 50% of the content on MassDOT websites has been ranked low priority and will be reevaluated
- Staffing resources to review and rewrite content and update website are limited

Our Process

- Following the templates and structure developed by EOTSS Digital Services
- Reorganizing content from the perspective of constituents, business partners, and the services they need
- Writing at a 6th-grade reading level so that information is easy to understand

Our Process

- MassDOT and RMV working with EOTSS to leverage the state's content strategy, resources and infrastructure
- Focus on high-priority constituent-facing content identified by EOTSS and MassDOT/RMV website analytics
- MassDOT and RMV sites for business transactions will adopt the new design to create single face of government

Home | About Us | Employment | Contact Us | Site Policies

massDOT
Massachusetts Department of Transportation

Highway Transit RMV Aeronautics

The Official Website of The Massachusetts Department of Transportation

Mass.gov

MassDOT News and Events

On Twitter

Mass. Transportation @MassDOT

#Fitchburg: Rte 2A/Rte 31 Bridge Design Public Hearing, Thurs, Oct 5, 6pm, Youth Library, 15 Newton Place. ow.ly/lqjb30fqSD0

Mass. Transportation @MassDOT

#LongfellowBridge Reminder! Weekend #MAtraffic closures & Buses replace Sat-Sun #MBTA #RedLine Service. ow.ly/RfQo30fBIAz

Municipal Resources Guide For Walkability September 2017

REGIST SERVICE

Developer Resources

The Official Website of the Massachusetts Registry of Motor Vehicles

Home Online Service Center Forms & Manuals License & ID Registration Suspensions & Hearings Title & Salvage Service Center Locations

Please be advised if you are attempting to get your motor vehicle inspected we are experiencing network delays due to the implementatio... [More](#)

Welcome to your Online Service Center, complete these transactions

License

- Renew A Driver's License
- Get A Duplicate Driver's License
- Check My License/Permit Status
- Check License Status
- Request Driving Records
- Retrieve A Saved Transaction

Registration

- Renew A Registration
- Get My Registration Status/Expiration Date
- Check Status of a Registration
- Cancel A Registration
- Get A Duplicate Registration
- Order A Special Plate

Mass ID

- Renew A Mass ID
- Get A Duplicate Mass ID
- Check ID Status
- Retrieve A Saved Transaction

Road Test

- Schedule A Road Test
- Check A Driver's Ed Certificate
- Pay Road Test or License Fees
- View/Cancel A Road Test
- Retrieve A Saved Transaction

Commercial

- Self-Certify a Commercial Driver's License
- Get A Duplicate Commercial Driver's License

Additional Transactions

- Address Change
- Pay a Citation/Court Filing Fee
- Request a Crash Report
- Enroll as an Organ & Tissue Donor

Title

- Get A Duplicate Title
- Get My Title and Lienholder Information
- Check Title and Lienholder Status



Select Language State Organizations Log In...

Mass.gov

LIVING WORKING LEARNING VISITING & EXPLORING YOUR GOVERNMENT

Welcome to Massachusetts

What would you like to do?

Search Mass.gov SEARCH

POPULAR SEARCHES

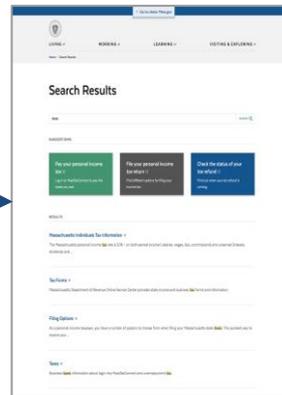
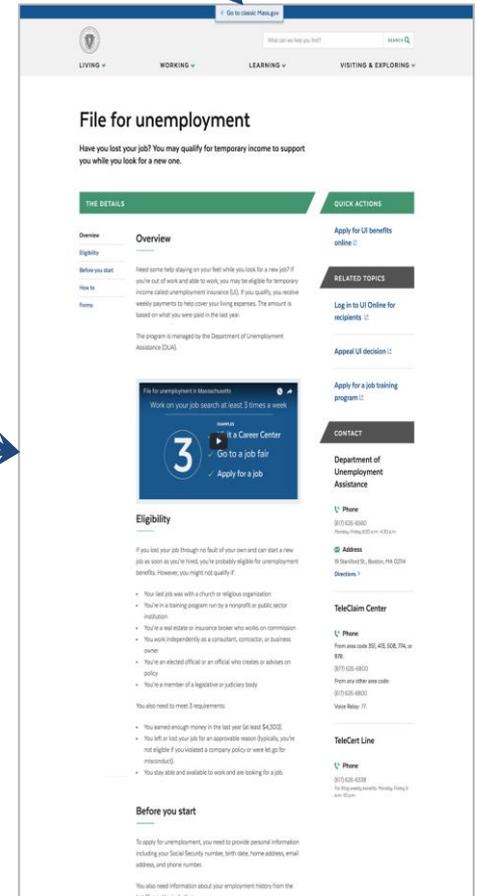
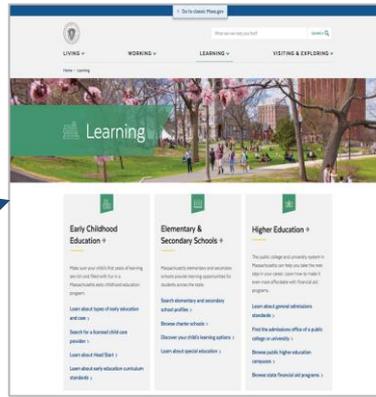
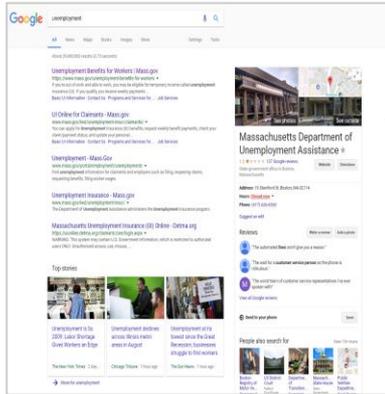
- Renew your driver's license +
- Register your business +
- Plan a visit to Mount Greylock State Reservation +
- Find unclaimed property +
- File for unemployment benefits +
- Report child abuse or neglect +

View from the French King Bridge

TELL US WHAT YOU THINK



User Paths



Example of a Customer Journey

70% of visitors come to our websites from a search engine



Select Language State Organizations Log In to...

Mass.gov Search Mass.gov SEARCH

LIVING WORKING LEARNING VISITING & EXPLORING YOUR GOVERNMENT

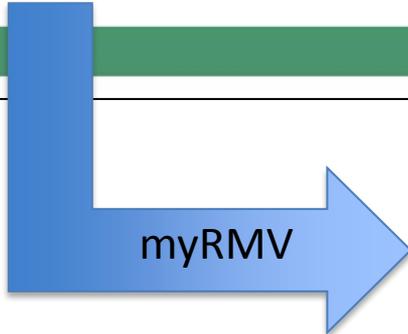
MORE ABOUT: Vehicle Registration & Title Online RMV Service Center

Renew your vehicle registration

All motor vehicles or trailers must maintain a valid registration with the Registry of Motor Vehicles (RMV). Vehicle registrations must be renewed every 1 or 2 years depending on the plate type.

Renew your vehicle registration online →

THE DETAILS CONTACT



myRMV

The Official Website of the Massachusetts Registry of Motor Vehicles

Renew Registration

Welcome to the Massachusetts Registry of Motor Vehicles Renew Registration transaction. Before we get started, we need to know if you're an individual or a company. Please select the appropriate option below to continue your transaction:

Home Page Individual Company

Endpoints

Simple online transaction

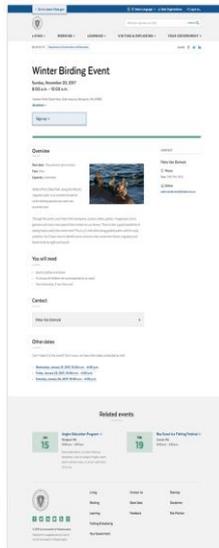
Path to funnel

Contact someone

Information as a service

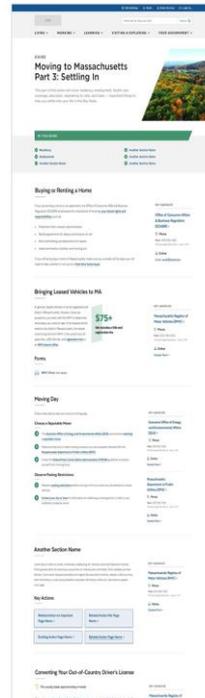
Find a [place]

How-tos



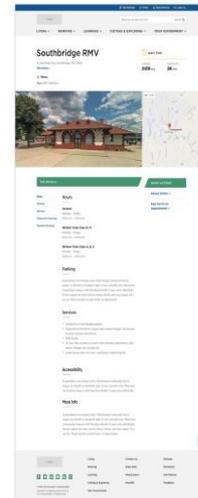
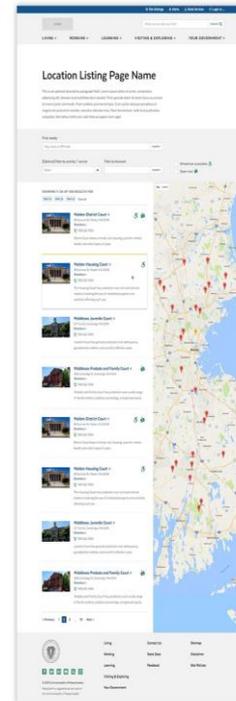
Events

Service Details



Guides

Location Listings



Location Details



Locations





Content vs. Traffic

10%
of Content



Drives
89%
of Traffic