

## Maryland Public Service Commission

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- Situation** The mission of the Maryland Public Service Commission (MPSC) is to ensure safe, reliable, and economic public utility and transportation service to the citizens of Maryland. To fulfill its mission it regulates all the major utilities such as gas, electricity, telephone service as well as taxis, limo services and charter buses and watercraft. In 2013 Channel Communications was asked to give the site a new look as well as improve accessibility for the citizens of Maryland. The scope and depth of the information and data the MPSC needed to provide to the public had grown to such an extent that it had become increasingly hard for citizens and utility professionals to access material. The MPSC was also experiencing increasing difficulty adding current information and posting news within its old site structure.
- Solution** Channel had to address a number of critical areas in order to complete this assignment successfully:
- *Internal Search:* The onsite search tools needed to be more robust to provide better access to the wealth of information provided by the MPSC.
  - *Navigation:* Given the complexity and depth of the MPSC's information and operations, a new multi-layer navigation system was needed to enable visitors to efficiently find their own best path to key areas of the site.
  - *Accessibility:* To assure full access for all Maryland citizens, the site needed to be fully compliant with section 508 of the amended (1998) Rehabilitation Act of 1973.
  - *Brand Identity and Style Continuity:* MPSC brand identity needed to be consistent throughout all levels of the site in a variety of page templates designed to accommodate the variety of information and data that would be available.
- Results** The new website designs were delivered on-time and on-budget and the client was thrilled with the outcome as well as the easy working style of Channel Communications and the entire team. Their web design process was clear, efficient and effective for a very complex website.

