



PRESS RELEASE

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For Immediate Release

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DRBA Launches New Websites *New Features; More User-Friendly, and Easier to Navigate*

NEW CASTLE, Del. – Today Delaware River and Bay Authority (DRBA) officials introduced the Authority’s new main website, www.drba.net and a brand-new site for the Delaware Memorial Bridge, www.delawarememorialbridge.com. These new sites are better organized, easier to navigate, and designed to be more user-friendly. Like the Cape May – Lewes Ferry, the Delaware Memorial Bridge now has its own domain name, complete with more information on the iconic Twin Spans and provides travelers with easy access to traffic and toll information.

“Both new sites are designed to be in sync with best practices including ADA compliance and offer a user-friendly experience with improved navigation and functionality,” said Rhona Bronson, Director of Marketing for the DRBA. “The sites are more visual, mobile optimized, and render on newer browser platforms that didn’t exist when the original DRBA site was created.”

Bronson added that the four top visited pages on the old site – toll rate schedule, current traffic conditions, E-ZPass information, and employment – were positioned front and center on the new site for users to easily find. In addition, police and general contact information were also positioned for quick access. “We realize people are frequently trying to reach us while in transit on mobile devices, and we wanted to make sure the new sites helped them get the information they need while they’re already en-route,” Bronson added.

Other new features include:

-) Look ahead navigation to reduce the number of user clicks to navigate the site.
-) Rapid response functionality allowing the site to be compatible with all browsers and mobile devices.
-) Increased ability to show videos and visuals, including blogs and email integration.
-) Improved integration with social media sites.
-) Improved ADA compliance

The main drop-down navigation menu contains four main sections: About; Travel; Business; and News & Media. Located at the top of the page, a secondary navigation bar provides access directly to Employment; Contact; E-ZPass; Police; Procurement; and Tolls. Both navigation bars are found on all web pages.

Other key aspects of the new DRBA include a procurement site with current solicitations, consultant registration, construction/supplier registration and procurement policy. The goal is to broaden the available pool of companies who want to do business with the Authority.

“Our web site is frequently our first encounter with the public and digital communications vehicles are increasingly important. These new sites allow for more transparency, easier engagement, and make it easier for the public to connect with anyone at the DRBA. It’s just the latest commitment to our mission to Connect the People and Places in the Heart of the Northeast Corridor,” Bronson noted.

Developed by Spruce Technology of Clifton, New Jersey, the new site was developed on the Drupal 9 platform. Spruce has experience designing, building, and maintaining websites for other major transit authorities and will continue to work with DRBA through subsequent phases of the project. The second phase of the website redevelopment process, which is expected to be completed during the first half of 2022, will focus on the DRBA’s five aviation facilities and Veterans Memorial Park located adjacent to the Delaware Memorial Bridge. The Cape May – Lewes Ferry site will be transitioned to this latest version of Drupal in late 2022 or early 2023.

About the Delaware River and Bay Authority

The DRBA, a bi-state governmental agency created by Compact in 1962, owns and operates the Delaware Memorial Bridge, the Cape May- Lewes Ferry, and the Delaware City – Salem Ferry Crossing. The DRBA also manages corporate and aviation properties through its economic development powers - two airports in New Jersey (Millville Airport and Cape May Airport) and three in Delaware (New Castle Airport, Civil Air Terminal and Delaware Airpark). All DRBA operating revenues are generated through the bridge, ferry and airport facilities. For more information, visit www.drba.net.

About Spruce

Spruce Technology, Inc. (Spruce) is a leading provider of digital and technology services for multiple industries in the public, private, and federal sectors. With 15 years in business, Spruce leverages a global talent network of hundreds of resources to provide world-class technology services, solutions, and staff to further the mission and vision of our valued clients. Spruce helps customers modernize and maximize their IT through capabilities in Digital Experience, Cybersecurity, Data/Analytics, Cloud Enablement, and much more. For more information, visit www.sprucetech.com.