

Exemplifi Introduces Exemplifi Transit: A New Standard for Transit Agency Websites

Purpose-built capabilities bring greater functionality, reliability, and ease of management to transit-focused web experiences



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2026 /EINPresswire.com/ -- [Exemplifi](#), a leading digital experience firm specializing in web design and development for public sector and transit organizations, today announced the launch of Exemplifi Transit — a suite of transit-specific capabilities built directly into the websites Exemplifi designs and builds for its clients.



For transit agencies, Exemplifi Transit means giving riders better access to the information they need, and giving agency teams the tools to manage that experience with confidence.”

Vinod Pabba, CEO Exemplifi

Exemplifi Transit is not a standalone product. It is an evolution of Exemplifi's core commitment to delivering feature-rich, robust, and highly manageable websites — purpose-engineered for the unique demands of public transit agencies.

A Natural Extension of Websites Built for Transit

Transit agencies have long relied on generic web platforms that require heavy customization to support the real-time, rider-facing features their communities depend on. Exemplifi Transit changes that by embedding transit-native

capabilities directly into the website build — enabling agencies to deliver more to riders while simplifying day-to-day content management for their teams.

Key capabilities enabled through Exemplifi Transit include:

- Real-time service alerts — agencies can author, push, and manage alerts directly through a streamlined interface, delivering timely information to riders via the website, SMS, or other channels
- Interactive trip planning and schedule tools — fully integrated with agency GTFS data for accurate, up-to-date rider experiences
- Rider-facing SMS notification subscription — allowing riders to opt in to personalized service updates directly from the agency website
- Faster feature deployment — standardized components reduce implementation time and

minimize the risk of errors during updates

- Centralized content management — giving internal teams greater control and reducing reliance on outside technical support for routine updates

"Exemplifi Transit is a natural extension of what we have always done — building websites that work harder for the people who use them. For transit agencies, that means giving riders better access to the information they need, and giving agency teams the tools to manage that experience with confidence."

— Vinod Pabba, CEO Exemplifi

"Exemplifi Transit represents our commitment to turning agency websites into powerful, rider-focused tools. By embedding transit-native features directly into the web experience, we make it easier for agencies to communicate, engage, and serve their communities more effectively."

— Ashwin Thapliyal, VP Marketing Exemplifi

Proven in the Field

Exemplifi Transit is already operational across a number of transit agency websites managed by Exemplifi. These deployments have demonstrated measurable improvements in website performance, feature consistency, and the agency teams' ability to keep rider-facing content current and accurate.

The platform continues to evolve, with a roadmap focused on deeper rider engagement tools and further enhancements to agency-side management capabilities.

A Website-First Approach to Transit Technology

Unlike data-centric transit technology platforms, Exemplifi Transit is grounded in the website — the primary digital touchpoint between a transit agency and the riders it serves. Every capability is designed to enhance what agencies can offer through their web presence, ensuring that the public-facing experience keeps pace with the operational complexity behind it.

Transit agencies interested in learning more about how Exemplifi Transit can strengthen their digital presence are encouraged to contact Exemplifi directly.

About Exemplifi

Exemplifi is a digital experience firm dedicated to designing and building high-performance websites for public sector and transit organizations. With deep expertise in accessible, standards-compliant web development, Exemplifi partners with agencies to create digital experiences that inform, engage, and serve the public.

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