

**BREVARD** County  
SPACE COAST AREA TRANSIT

**Public Information Release**

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***Space Coast Area Transit Now on Google Transit***

Space Coast Area Transit now provides an opportunity to plan a public transportation trip on-line at Google Maps. According to Jessica Wei, Strategic Partner Development Manager at Google, "As part of Google's commitment to develop useful public-private partnerships, we are pleased to welcome Space Coast Area Transit to Google Transit. This partnership shows Space Coast Area Transit's commitment to innovating, serving their riders, and attracting new riders."

To access the Google Transit trip planner, go to [Maps.Google.com](http://Maps.Google.com) and click on "Get Directions". Place a starting destination in "A", an ending destination in "B" and choose "By Public Transit" from the drop down list. View upcoming departures, see a route on the map, and plan ahead by setting a departure time. Step by step directions for the entire route, including transfers and travel times, are available in text and on the map. View travel times and transfers for each leg of the trip, plan a return trip, and print out a map and text directions.

"Being placed on Google Transit is a huge accomplishment for us. It required a lot of effort and planning, but the end result was certainly worth it," said Jim Liesenfelt, Director of Space Coast Area Transit. "Google Transit is the best trip planner available on the market; there's no charge to Space Coast Area Transit and there's no charge to the user. Customers can access our schedules from anywhere on their mobile devices," he said. The Google Transit link can also be accessed on [RideSCAT.com](http://RideSCAT.com), where printable maps and schedules for each route are also available. For personalized assistance in trip planning, contact Space Coast Area Transit at 321-633-1878.

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Attachments:

Benefits to Space Coast Area Transit  
Transit Rider/Citizen Benefits

# Benefits to Space Coast Area Transit

- **Converts potential riders into active riders:** When someone is browsing Google Maps, the most popular online mapping website in the world, they are now seamlessly introduced to Space Coast Area Transit's information. The stop/station icons appear on the map, and the "Public Transit" link appears as an alternative if they search for driving directions within Space Coast Area Transit's service area. More people will be exposed to the availability of public transit in Brevard County.
- **Multi-modal:** Google Maps also now includes walking directions, so the rider will get detailed directions on how to get to or from the transit stop.
- **Rich data integration:** No other online mapping service puts transit data in the context of so much other useful information, such as aerial imagery, business listings, user reviews, and street-level views. It gives users a thorough understanding of the neighborhood before they physically arrive.
- **Promotes public transit:** Google shows the "Public Transit" link every time they show driving directions within our service area. They're building awareness of public transit in a way that's never been done before, with an audience that may not even know that transit is an option for them. For seasoned transit riders, they may discover routes that they are not familiar with or may have thought to be too complex. This can help increase ridership.
- **Promotes Space Coast Area Transit's Website:** Google Transit links to Space Coast Area Transit's website for users to get additional information – drive web traffic and increase awareness.
- **Participation is free:** Google does not charge agencies for this service.

# Transit Rider/Citizen Benefits

- **Customize your route:** Riders don't have to sort through timetables -- they can simply enter the date and time that they hope to arrive at their destination (or depart for the trip).
- **Walking directions:** Google Maps can provide walking directions, so riders can find out exactly how to get to the nearest transit stop, and how to get to their destination once they leave the bus.
- **Information accessible by mobile:** Transit trip planning is also available on mobile phones (such as iPhone, Blackberry, Windows Mobile, S60, and other Java enabled phones). Transit information is now available at people's fingertips no matter where they are, and can help get them out of a bind if they don't know which routes service a particular area or what the timetables are.
- **Using business names or place names instead of addresses:** Riders don't need to know which pizzeria they are going to or its address in order to get directions; Google Transit integrates with all the features of Google Maps, including their local search. This means that riders don't need to know exactly where they are going -- in the "to" and "from" fields, they can enter a business name ("Tom's Pizza") or category ("pizza") instead of a specific street address.
- **Street View imagery of locations:** Google Maps offers Street View ground-level images; this allows riders to preview a transit stop, to see things like whether there is a covered shelter or bench, where exactly the stop is located, how far it is from a business, and other practical uses.
- **Fare calculation estimates:** The price of the transit trip is indicated along with a comparison of the cost of transit to the cost of driving (which typically shows public transit as the more wallet-friendly option!).
- **Support for 12 languages:** Multiple languages in Google Maps are supported, so it is very convenient for foreign language riders, whether residents or international tourists, to find directions and information in their native language.
- **Accessible for visually impaired users:** Google Maps can generate an output that is compatible with screen readers for visually impaired users