

Steamboat Springs Transit Data Now Populates Google

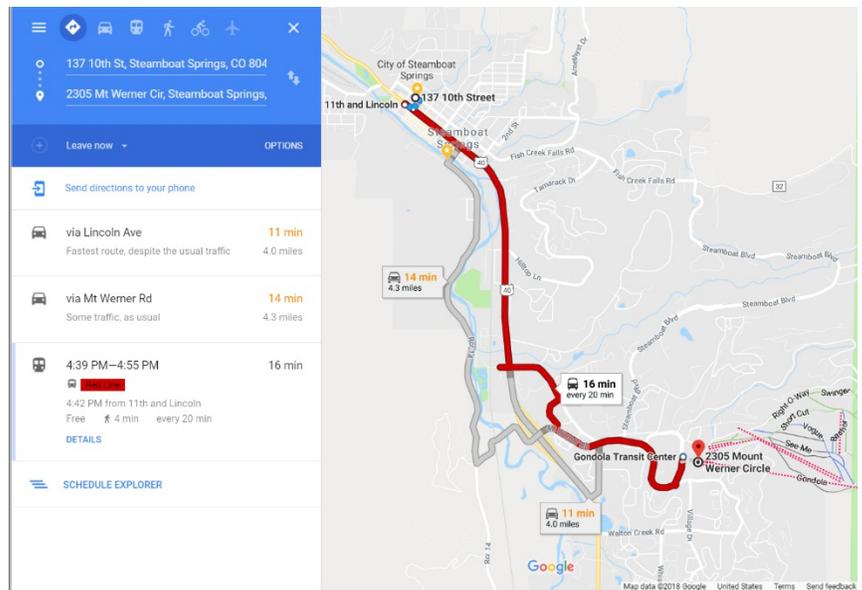
Guest Experience Enhanced Through Technology

STEAMBOAT SPRINGS, COLORADO-May 1, 2018-It's been seven months in the making and now Steamboat Springs Transit (SST) is merging into a new lane on the digital highway as it provides transit updates to users of Google Maps.

“Our team has been working on this feature for some time and it’s gratifying to see it come to fruition,” said Steamboat Springs Transit Manager, Jonathan Flint. “Having information right in the palm of your hand greatly enhances the passenger experience and allows riders to take advantage of trip planning information.”

General Transit Feed Specification (GTFS) provides transit updates to users of Google Maps and other Google applications that show transit information based off printed schedules. The information is published by SST in a format that can be consumed for trip planning and maps, timetable creation, data visualization and accessibility; and then, used in applications like Google. These updates include departure and arrival times to transit stations and geographic material provided by SST in its feeds.

Now when anyone is using Google Maps to navigate around Steamboat Springs, SST information, including available routes, scheduled service, location and travel time, is presented alongside of other travel options. For visitors to the Yampa Valley, this ability provides a better understanding of how to ride the free bus and use SST transit services. In addition, a direct link is provided from Google Maps, allowing the user to access real-time information.



GTFS through Google Maps joins other technology related enhancements for SST passengers over the past few years including the RouteShout app for iPhones and Androids and real-time route specifics on the city’s website.

Steamboat Springs Transit moves more than one million riders a year and operates one of the most efficient rural transportation systems in the state. Logging more than 620,000 annual miles from a pool of 40 full-time and seasonal drivers, SST utilizes 15 transit buses, four regional buses and one paratransit shuttle to provide service to residents and guests.

-WeServeTheCity-

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