

Public Service Announcement

August 27, 2015

City of Edmonton

Plan an ETS trip in real time with Google Transit

Edmonton Transit System (ETS) users can now plan trips instantly on more than 300 Smart Buses using Google Transit, a real-time transit feed developed by Google. Google Transit is the latest trip planning tool offered through ETS.



OPEN CITY

Transit users simply visit the Google Transit webpage (google.com/transit), enter the location they are travelling from and their destination. The site enables users to plan and refine their Smart Bus route based on real-time results. Users can also plan future trips.

By accessing data provided by the City, Google Transit shares reliable, up-to-the-minute data with citizens faster than ever before. This type of collaboration is part of the City's commitment of becoming an Open City. The Open City Initiative is focused on innovation, collaboration, transparency and inclusiveness.

By March 2016, another 500 buses - totalling nearly 90 per cent of the ETS bus fleet - will be equipped with the Smart Bus technology. Smart Bus technology offers a variety of benefits, including locating where a bus is in real-time; automated stop announcements; and enhanced safety features, such as live look-in for buses equipped with onboard camera systems.

For more information:

takeETS.com

Media contact:

[Jennifer Laraway](#)

Communications Advisor, ETS

Office: 780-496-5751

Mobile: 780-690-1605

GTFS Backgrounder

General Transit Feed Specification (GTFS) format was first established by Google in 2005 in conjunction with the Portland, Oregon transit agency, Tri-Met. Edmonton Transit System (ETS) has delivered scheduled transit information to the public via GTFS since 2008. Now, the live-feed integration allows riders to check on the status of their Smart Bus in real time. Search results will display the next available bus, location, and anticipated travel time based a variety of factors, such as volume of traffic and any known construction detours.

Upon City Council budget approval in 2011, ETS introduced Smart Bus technology to 250 buses in 2014. Currently, 304 buses on 21 routes (1, 3, 7, 10, 11, 12, 23, 30, 33, 36, 57, 72, 78, 79, 89, 111, 112, 123, 128, 152 and 154) are equipped with Smart Bus technology and the City plans to have nearly 90 per cent of the fleet (or more than 800 buses) equipped by 2016.

Smart Bus offers a reliable technology that has the capability of real-time reporting on a bus' exact location, on-board automated stop announcements, enhanced security features, and back office support.

Since the Smart Bus launch in 2013, this is the first time Open Data, real-time transit information has been made available to developers and the community. By making ETS' real-time data publicly available, third-party developers such as Google are able to enhance and broaden a range of useful tools for public transit commuters.

Since the inception of Google Transit in 2005, millions of people worldwide have benefitted from an easy tool to access transit. Universal transit directions through this open data source give visitors and locals alike easier ways to get around, making the transit choice an easy choice.

The City continues to provide an authoritative source of transit information through a number of options, including 311, ETS Live@ To Go, ETS Live@ Bus Finder, ETS Live Departures Boards at the University of Alberta and West Edmonton Mall transit centres, and ETS Live@ Email & Ride, which sends riders real-time departures for Smart Buses. As Edmonton grows, public transit remains a critical service to support a livable, compact and sustainable community.

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca



Share:     

[Subscribe](#) | [Unsubscribe](#) | [Printer Friendly Version](#)

This email was created and delivered through [Industry Mailout](#)