



Google Transit Labs – Smart People, Smart Solutions, Real Results – OCTA Information Systems



Board of Directors
March 12, 2007



Purpose

- Demonstrate OCTA's presence on "Google Transit" website
- Define "Google"
- How we arrived on "Google Transit"
- Peek inside the technology trend

What is Google?

- Internet search engine
- Premier thought leader in mass information organization on the Internet
- “Google's mission is to organize the world's information and make it universally accessible and useful.”

What is Google Transit?

- Transit trip planner
- Itineraries & Maps
- Vision: Global Trip Planner



How OCTA Became Involved

- APTA TransiTech Conference
- Google solicitation
- Staff recognized opportunity and potential

Cost

- One time labor cost: 10 hours
- Recurring costs: \$0
- Automated output of quarterly service change process

Benefits

- Accessibility, reach, recognition and visibility of “Google”
- Progressive image
- 1 of 2 California transit agencies
- 1 of 9 total agencies worldwide
- Low entry cost, very slick result

Demonstration



from: 550 S. Main Street, Orange, CA to: Disneyland - Google Transit - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address <http://www.google.com/transit?ie=UTF8&f=d&saddr=550+S.+Main+5street%2C+Orange%2C+CA&daddr=Dineyland&tttype=dep&date=2%2F7&time=9%3A55am> Go

[Sign in](#) | [Help](#)

e.g., "pdx to 100 nw couch st, portland, oregon" or "pdx to portland, oregon at 7pm"
from: 550 S. Main Street, Orange, CA to: Disneyland 9:55am 2/7 [Get directions](#)

[Get directions](#)

Transit Trip Planner

[Print](#) [Email](#) [Link to this page](#)

Directions: [Drive There](#) - **Take Public Transit**

Start address: 550 S Main St
Orange, CA 92868

End address: Disneyland

When: [\[edit\]](#) **Departures after 9:55am 2/7/07:**
10:09am→10:50am (41 mins)
[10:17am](#)→11:01am (44 mins)
[10:25am](#)→11:05am (40 mins)

Duration: 41 mins in transit
5 mins walking to/from your route

[Get reverse directions](#)

Begin by walking

- 1 Start at **550 S Main St**
- 2 Go to **LA VETA - MAIN** (takes about 1 min)

Take the Orange County Transportation Authority 56 - Garden Grove - Orange

- 3 **10:09am** leave from **LA VETA - MAIN**
- 4 **10:24am** arrive at **GARDEN GROVE - HARBOR**

Map Satellite Hybrid
Show satellite imagery

1 mi 1 km
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Done Internet

start Microsoft ... Tiger.STE... Microsoft ... 2 Intern... MSOffice Micr 4:34 PM



Technology Trend

- Use software as a “service”
- Software can be anywhere
- Weave together pre-built pieces of software into your own creation
- RI2 application (Route Issues and Input)

Thank You

- Questions?