# 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

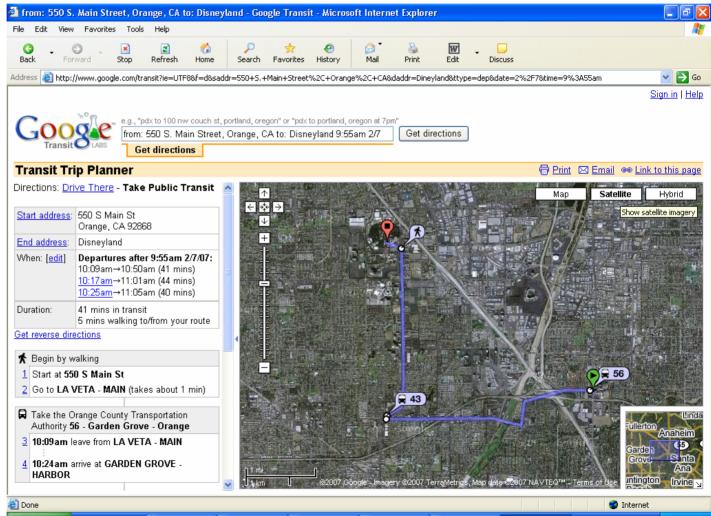- 1 of 9 total agencies worldwide

- Low entry cost, very slick result

# Demonstration

# Technology Trend

- Use software as a "service"

- Software can be anywhere

- Weave together pre-built pieces of software into your own creation

- RI2 application (<u>R</u>oute <u>I</u>ssues and <u>I</u>nput)

# Thank You

- Questions?