



city of  
**greenville**

# News Release

## **GREENLINK LAUNCHES GOOGLE TRANSIT**

**(Greenville SC)** Greenlink has partnered with Google Maps to make using public transportation in Greenville even more convenient. Riders can now utilize Google Maps Transit, a popular web-based application that uses data provided by Greenlink, to plan their trips using a smartphone, tablet or desktop. The app allows riders to customize their routes, view interactive maps and get walking directions to the nearest bus stop and to their destination once they leave the bus. When riders enter their starting location and ending destination, Google Transit provides step-by-step directions and information, including:

- Closest bus stop and departure times
- Route names and numbers
- Transfer locations
- Trip fare
- How long the trip will take
- Cost of traveling the same route by personal vehicle

According to transit planner Grant Sparks, Greenlink provided information about its service routes, schedules, fares and bus stop locations through the Google Transit Partner Program, and Google incorporated the data into its maps and transit planning tool. There was no cost to Greenlink to participate in the program, and going forward, the data can also be made available to third-party developers to facilitate the creation of new customer-focused services. “While preparing the raw transit data for use by Google Maps was a lengthy process, offering Google Transit to the Greenville community has been high on our priority list,” said Sparks. “In addition to making trip planning easier and more convenient for our current passengers, we also hope that Google Transit will help us attract new riders, who may have been intimidated in the past by the thought of navigating the transit system.”

Google Transit is available online and via a mobile app. A Google Transit widget is available on the Greenlink website at [www.ridegreenlink.com](http://www.ridegreenlink.com).

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