

Integrate Tuscaloosa Trolley with Google and Apple Maps

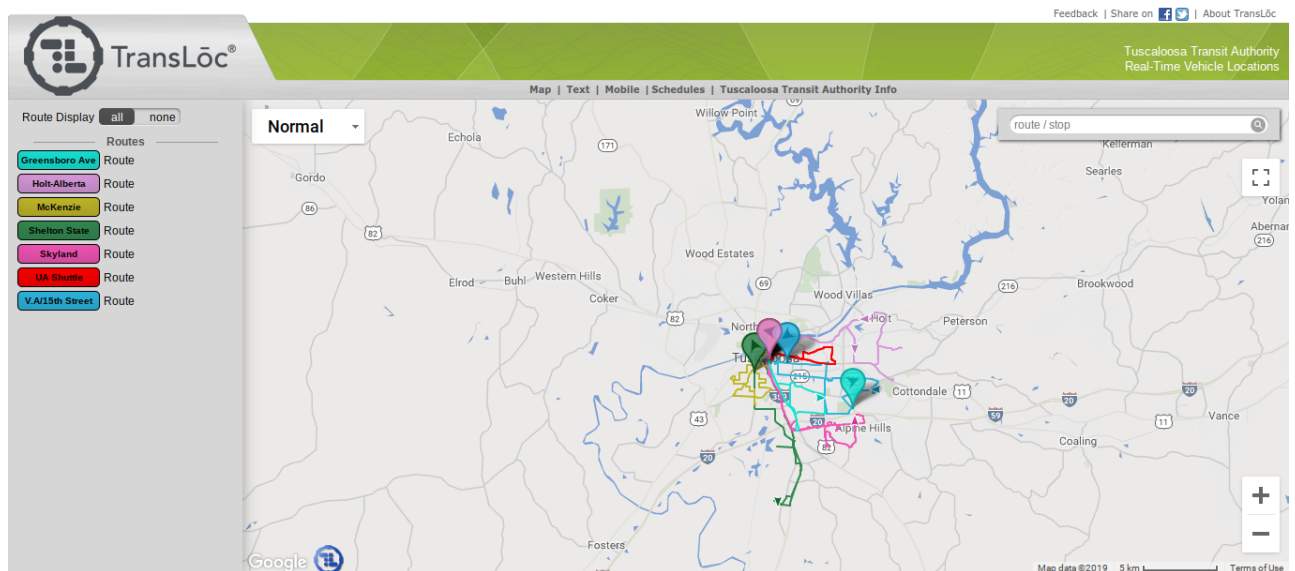
Opportunity

Expose the Tuscaloosa Trolley information to Google and Apple maps to increase ridership and ease of use. Tuscaloosa already uses Transloc services, goals can be accomplished by utilizing the free Transloc Architect.

Tuscaloosa

Searching for routes on Tuscaloosa trolley requires downloading the

- Transloc Rider App from [AppStore](#) on iOS
- Transloc Rider form [Google Play](#) on Android
- Or visiting tuscaloosatransit.transloc.com from



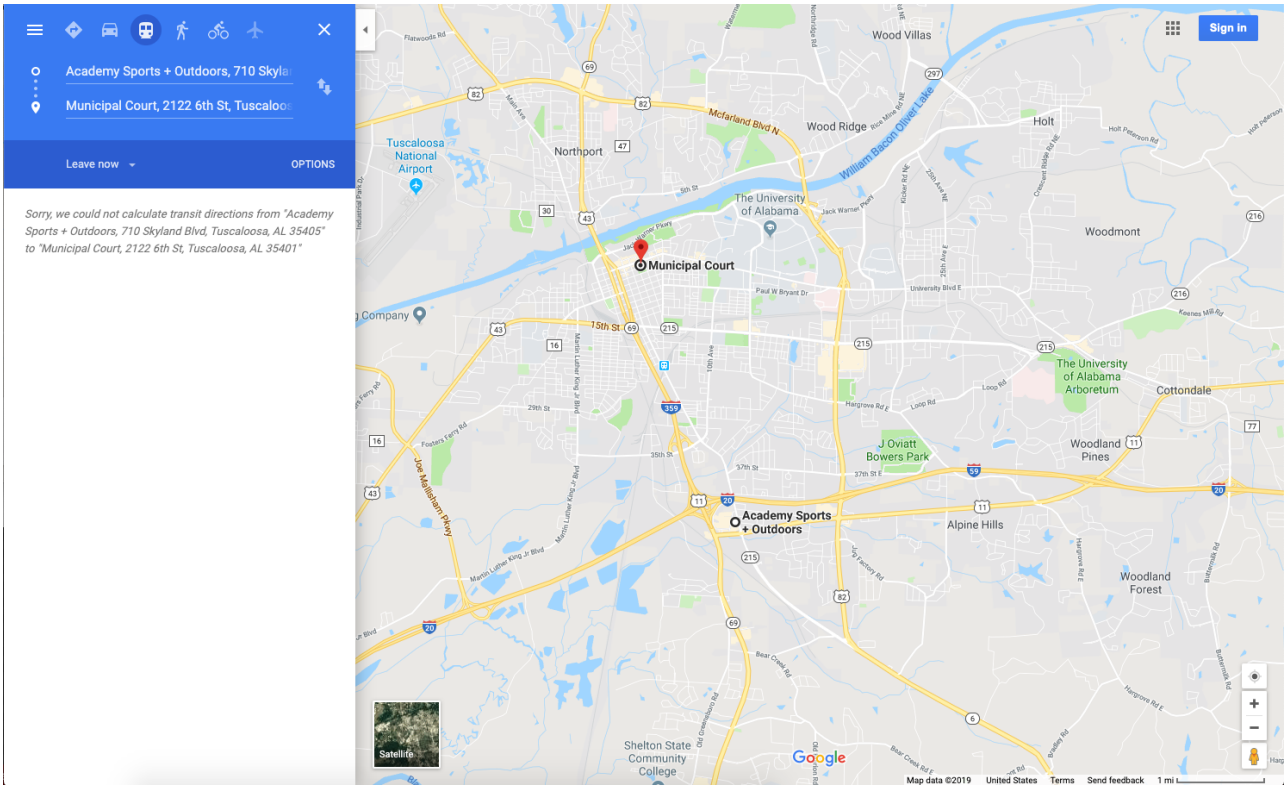
Disadvantages of the Transloc website/app:

- User can only search for trolley stops.
- Users cannot get predictions for walking times from current location using GPS.
- Alternative routes and bus transfers must be searched for manually.
- Many users are not familiar with these sites or apps.

When searching Google for a directions within Tuscaloosa no public transportation options are displayed, despite the Tuscaloosa Trolley servicing this route. See following example:

- From: Municipal Court, 2122 6th St, Tuscaloosa, AL 35401
- To: Academy Sports + Outdoors, 710 Skyland Blvd, Tuscaloosa, AL 35405

- Google Maps: Does not display public transportation

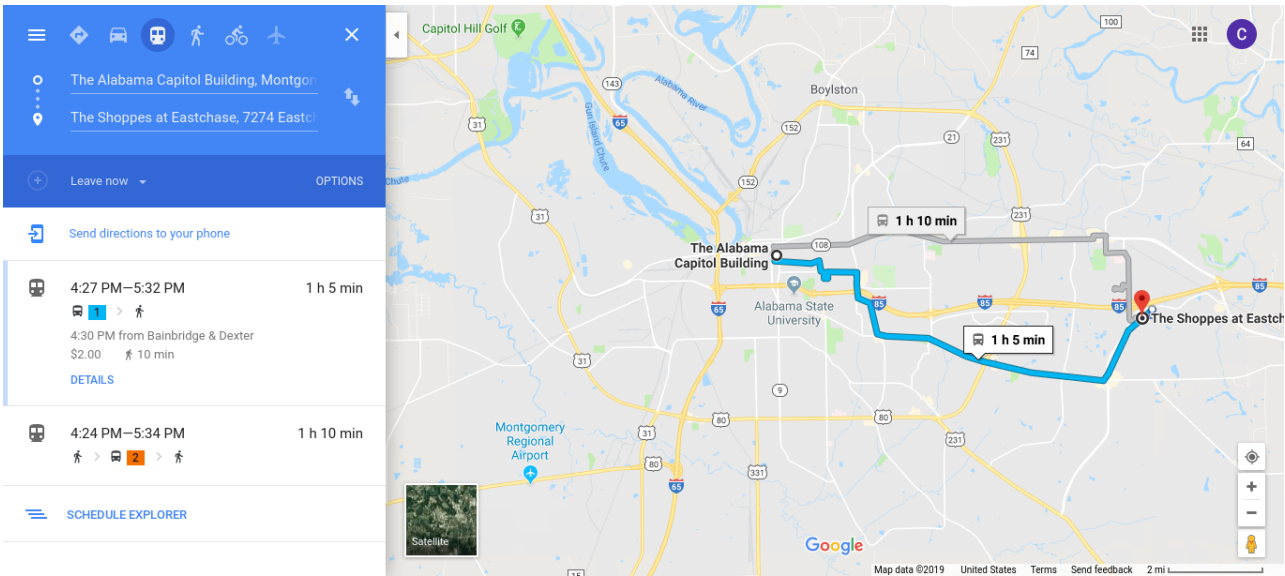


Montgomery (by comparison)

Montgomery, also appears to use Transloc services but additionally integrates with external sites such as Google maps.

When Searching for directions within Montgomery, public transportation is displayed.

- From: The Alabama Capitol Building, Montgomery, AL 36104
- To: The Shoppes at Eastchase, 7274 Eastchase Pkwy, Montgomery, AL 36117
- Google Map: Displays two choices with options



- Google Maps (phone):



1 11 3 1111



The Alabama Capitol Building

4:27 PM

Montgomery, AL 36104



Walk 3 min (0.1 mi)



Bainbridge & Dexter

1 AUM Eastchase

4:30

Scheduled · in 11 min

PM

Also at 5:30 PM



✓ Ride 22 stops (55 min)



Berryhill & Eastchase Pkwy.

5:25 PM



Walk 7 min (0.4 mi)



The Shoppes at Eastchase

5:32 PM

7274 Eastchase Pkwy, Montgomery, AL 36117

Cost: \$2.00

