

Integrate Tuscaloosa Trolley with Google and Apple Maps

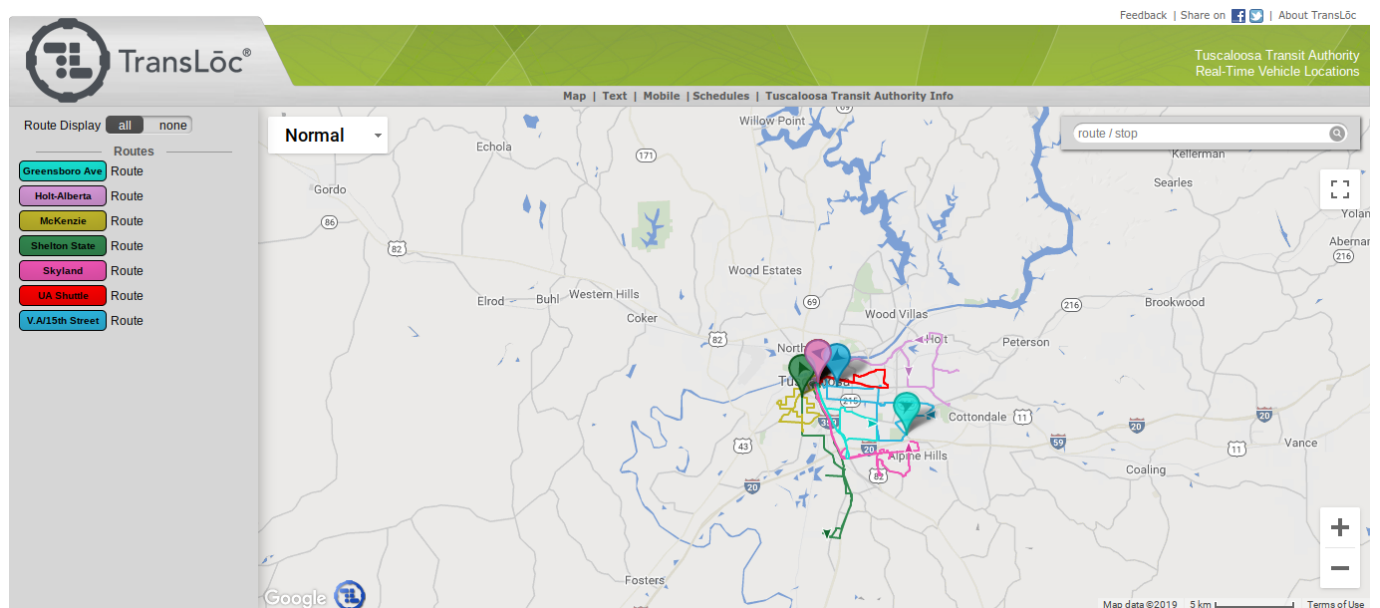
Opportunity

By exposing the existing Tuscaloosa Trolley information to Google and Apple maps

- for directions in Tuscaloosa, the Trolley rides will be displayed along side driving, walking, and carpooling services (Uber and Lyft).
- The
- Tuscaloosa Trolley will be competitive with other

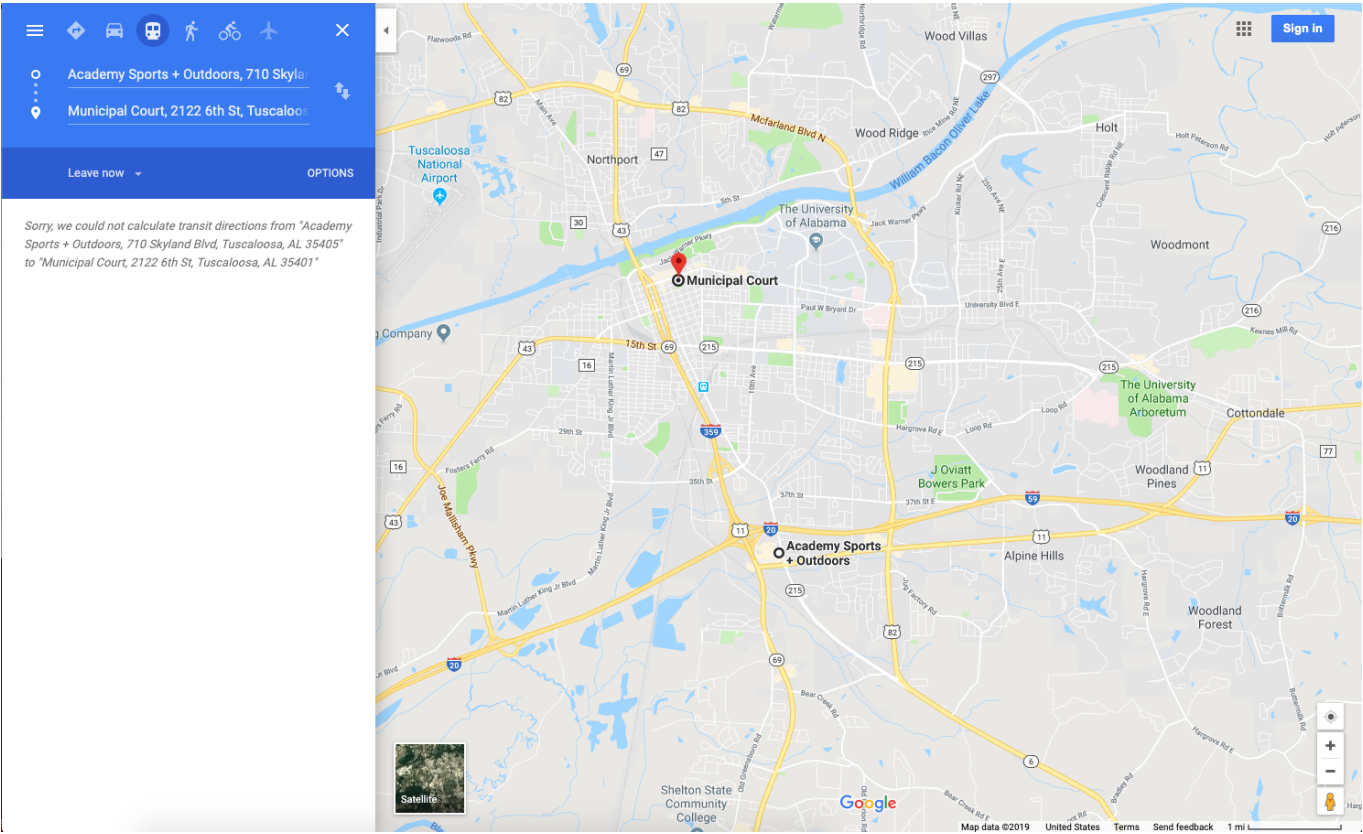
Tuscaloosa

Searching for routes on Tuscaloosa trolley requires going to tuscaloosatransit.transloc.com or downloading a Transloc Rider App from [AppStore](#) on iOS or [Google Play](#).



Disadvantages of the Transloc website/app:

- Users can



Montgomery (by comparison)