

# TRIP PLANNING JUST GOT EASIER FOR RIDERS

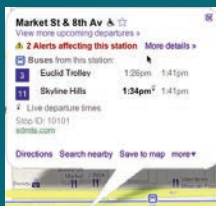
## TAKE PASSENGER NOTIFICATION TO ANOTHER LEVEL WITH THE TRIPSPARK GTFS-REALTIME ADD-ON.

Passengers can now get real time updates directly from your transit schedule and trip planning website and connect them to Google Maps. This module easily integrates with TripSpark's MyRide and provides riders with real time feeds.


A vast amount of riders are connected to the Internet through a variety of devices. Figures show that around 64 million people access Google Maps. Users expect a certain amount of dependability when it comes to the services they can access online, which includes transportation. Connectivity is going to play a major role in the technological future of all public transit agencies.

GTFS-Realtime provides a direct feed of schedule data from Streets ITS to Google Maps. Your agency can "push" data as events occur in real time, to the Internet, which affords riders a deeper level of information regarding their trip details:

- **Trip updates.** Immediate indication about a delay or cancelation
- **Vehicle location.** Pass on information about bus position
- **Trip overview/planning.** Riders can see their entire planned trip, the stop IDs, bus name and number



Using complex algorithms, stop time updates can provide service updates for arrival and/or departure times. All of these functions blend seamlessly into your existing passenger information web service. And all without having to navigate away from your site.

 Talk to your sales rep today to learn more about the benefit of GTFS-Realtime for you and your riders.



## MOVING » » « « TOGETHER

TripSpark Technologies is a transportation technology company focused on helping Fixed Route, Paratransit, Rideshare and private operators increase service and access to transportation, improve rider satisfaction, drive revenue, and overcome operational challenges. We are not just a vendor—we are your long-term strategic partner, offering the latest technologies and providing exceptional support.

 [www.tripspark.com](http://www.tripspark.com) |  [info@tripspark.com](mailto:info@tripspark.com)

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