

From: Tom Sly -- Google New Business Development
To: CASTA Members
Subject: Google: Thank you from the Google Transit Team

On behalf of the Google Transit team, I'd like to thank you for taking the time to attend the Google Transit Webinar at CASTA's Spring Training Conference today.

If your agency is interested in participating in Google Transit, please send an e-mail to: labs-transit_content@google.com with your City, State and Agency Name in the subject line (e.g., "Boston, MA - MBTA").

General questions and comments about Google Transit should be directed to labs-transit_feedback@google.com.

As promised, here's a list of the material we covered today:

Useful Links for Google Transit:

Google Transit Trip Planner Home Page

<http://www.google.com/transit>

Description: the Google Transit home page – ten agencies and growing.

Google Transit FAQ

http://www.google.com/intl/en_us/help/faq_transit.html

Description: frequently asked questions about Google Transit.

Google Transit Data Feed Specification

http://code.google.com/transit/spec/transit_feed_specification.htm

Description: to participate in Google Transit, your agency must provide us with route and schedule data in the Google Transit Feed format. Be sure to examine the Demo Transit Agency data available in the Sample Data section (<http://tinyurl.com/2zlpnr>).

Google Transit Data Feed Open Source Projects

<http://code.google.com/p/googletransitdatafeed/>

Description: we recently released a few open source tools designed to help agencies build and validate their transit feeds. This website allows the download of the source code for these utilities, along with windows executable versions of the FeedValidator and ScheduleViewer tools.

The Google Transit Google Group

<http://groups.google.com/group/googletransit>

Description: this is non-moderated discussion group devoted to the discussion of Google Transit. Subscribing to this group is the best way to be notified of Transit-related updates to Google products,

including updates to the Google Feed Spec. As we mentioned during the webinar, we're committed to being backward compatible with this spec.

Other Google products we discussed today:

Google Maps: <http://maps.google.com/>

Key Points: local search, multi-point driving directions, stations on the map tiles (currently available for eight US cities: New York, SF Bay Area, Los Angeles, Atlanta, Boston, Baltimore, Philadelphia, Washington DC).

My Maps: <http://tinyurl.com/ysoguh> (a new feature of Google Maps that makes it quick and easy to create your own custom Google Maps just by pointing and clicking).

Google Earth: <http://earth.google.com/>

Key Points: Google Earth combines the power of Google Search with satellite imagery, maps, terrain and 3D buildings to put the world's geographic information at your fingertips.

Google SMS Search: <http://www.google.com/sms>

Key Points: Google SMS is a service that enables you to search for certain kinds of information with Google from a mobile device (such as a Blackberry), and returns your search results as text messages. With Google SMS, you can get phone book listings, movie showtimes, weather, facts, dictionary definitions, product prices, and more.

Google Mobile: <http://www.google.com/mobile/>

Key Points: Access Google from anywhere, anytime. Includes Google Maps for Mobile, and a mobile Gmail client.

Google Voice Local Search (1-800-GOOG-411): <http://labs.google.com/goog411/>

Key Points: Google Voice Local Search is Google's experimental service to make local-business search accessible over the phone.

We are looking forward to working with you!

All the best,

Tom Sly