

Adopted by Council at its meeting held June 15, 2015 [M208-2015]

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Windsor, Ontario June 15, 2015

REPORT NO. 255 of the
ENVIRONMENT, TRANSPORTATION & PUBLIC SAFETY
STANDING COMMITTEE
of its meeting held May 20, 2015

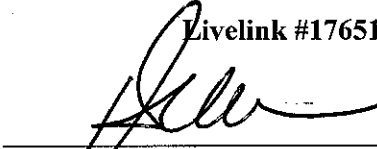
Present:
Councillor P. Borrelli
Councillor F. Francis
Councillor C. Holt
Councillor H. Payne
Councillor B. Marra (Chair)

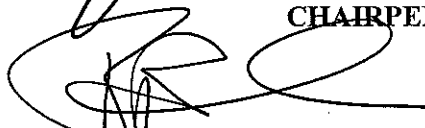
That the following recommendations of the Environment, Transportation and Public Safety Standing Committee **BE APPROVED:**

Moved by Councillor Francis, seconded by Councillor Borrelli,
THAT the administrative report authored by the Statistics and Transit Technology Coordinator for Transit Windsor dated March 27, 2015 entitled "Launch of Transit Windsor Schedules on Google Transit Trip Planner" **BE RECEIVED** for information.
Carried.

Clerk's Note: The administrative report entitled "*Launch of Transit Windsor Schedules on Google Transit Trip Planner*" is attached as background information.

Livelink #17651 MT2015



CHAIRPERSON


COUNCIL SECRETARIAT

NOTIFICATION:	
NAME	CONTACT INFORMATION
Ray Hoang	raymond_1999@hotmail.com



THE CORPORATION OF THE CITY OF WINDSOR
Transportation Division – Transit Windsor

**MISSION STATEMENT:**

"Our City is built on relationships – between citizens and their government, business and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together"

LiveLink REPORT #: 17651 MT2015	Report Date: March 27, 2015
Author's Name: Helmut Parakenings	Date to Standing Committee: May 20, 2015
Author's Phone: 519 944-4141 Ext 255	Classification #:
Author's E-mail: hparakenings@city.windsor.on.ca	

TO: Environment, Transportation & Public Safety Standing Committee

SUBJECT: Launch of Transit Windsor Schedules on Google Transit Trip Planner

1. RECOMMENDATION: City Wide: Ward(s): _____

To the Environment, Transportation & Public Safety Standing Committee for information.

EXECUTIVE SUMMARY:

N/A.

2. BACKGROUND:

Increasingly, individuals look to the internet for instant access to information. Computers, tablets, and smart phones have become the tools used for mobile access to data published on the internet and Google has become the defacto provider.

Transit Windsor publishes schedule information in print, as well as electronic files on the corporation's website. The acquisition of ESRI software has enabled us to publish route and bus stop location data on the Open Data Catalogue. However, developers wishing to create applications (Apps) have requested dynamic schedule information to provide to the public.

At this time various departments are involved in the purchase of smart bus technology. In preparation for a successful implementation, the requirement for bus stop based schedule information was identified.

When all this is considered, and acknowledging how quickly technology advances, an opportunity to leverage Google's resources becomes the most efficient and cost effective solution.

3. DISCUSSION:

Working with Google Transit to enable electronic public access to Transit Windsor's routes and schedules ensures keeping up with technological advances and provides consistent improved user experience while keeping costs to a minimum. The key advantages to working with Google Transit are:

- Designed with the user in mind.
- Simple navigation that is consistent regardless of Transit properties accessed.
- Accessibility across many technology platforms.
- Free of charge.
- The Google Transit website is maintained and updated by Google. Transit Windsor need only supply the raw data consisting of bus routes and bus schedules.
- Google Transit application is available on any electronic device that supports a browser. Any enhancements are automatically available to any user on any of those devices.
- Google Maps is a well known application to the general public and is used by millions of people annually. Google Transit is a branch of Google Maps and is used by many transit agencies world wide.
- Transit Windsor's customer service staff have been testing and using this application to assist the ridership when they receive calls asking for guidance in planning cross town trips.
- Residents as well as visitors to Windsor will be able to use Google Transit to plan trips within the City limits, as well as into Detroit. Since both Detroit and Windsor will utilize Google Transit, a rider can plan a trip from anywhere in Windsor to anywhere in the Detroit area and will seamlessly be provided with step by step details of which buses to take to complete the trip.

The addition of Transit Windsor to Google Transit will be of invaluable assistance to residents and visitors of Windsor and will provide improved customer service.

4. RISK ANALYSIS:

Resource Risks – there will be an impact on resources within scheduling and transit technology. It is believed this impact is manageable.

Community Impact Risks – Community risks are considered low impact.

5. FINANCIAL MATTERS:

Google Transit is a free service of Google Maps.

6. CONSULTATIONS:

Transit Windsor Senior Management.
City of Windsor Information Technology Department.

7. CONCLUSION:

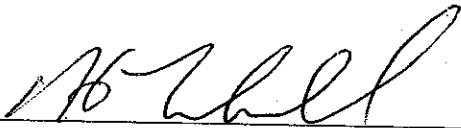
Transit Windsor is proud to see this endeavour come to fruition and eager for the public to begin to utilize the functionality of Google Transit as applicable to the City of Windsor.



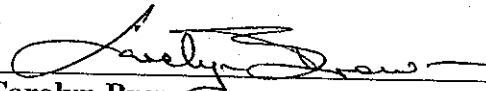
Helmut Parakenings
Statistics and Transit Technology
Coordinator



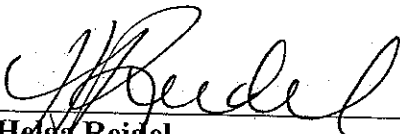
Patrick Delmore
Executive Director



Harry Turnbull
Executive Director of Information
Technology



Carolyn Brown
Corporate Leader Transportation Services



Helga Reidel
Chief Administrative Officer

APPENDICES:

NOTIFICATION :

Name	Address	Email Address	Telephone	FAX
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