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SCAT and Google partner to offer public transit options on Google Maps

Sarasota County Area Transit (SCAT) has a new online tool that makes it easy to ride a bus. Google Transit allows SCAT riders to plan their route with new features, including stop locations, transfer points, customizable routes and fare calculations.

Users of Google Maps looking for locations in Sarasota County will find accurate SCAT route information included when they search for directions to their destination.

“When someone is browsing Google Maps they are seamlessly introduced to SCAT’s transit information through the stop/station icons that appear on the map, and the "Public Transit" link that will appear as an alternative if they search for driving directions within Sarasota County,” said Anthony Beckford, general manager, SCAT.

Riders don't have to sort through timetables. They can simply enter the date and time that they want to arrive at their destination (or depart for the trip) and the trip planner will provide three options, showing the amount of time and number of transfers for each option, letting the rider easily select the most convenient route. Riders also can find the closest SCAT bus stop and the best walking route to that stop. In addition to finding public transportation options, Google Transit provides links to areal imagery, business listings, user reviews and street-level views.

“This is by far the most customer friendly, advanced technology system SCAT has ever offered,” Beckford said. “Using public transportation is the best solution to reducing traffic congestion on our roads and we believe our partnership with Google Transit will not only help existing SCAT riders, it also will promote the advantages of public transportation to residents and visitors who may have never considered using a SCAT bus.”

For more information, contact the Sarasota County Call Center at 941-861-5000 or visit www.scgov.net/SCAT.

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