



# TRANSIT NEWS

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## Space Coast Area Transit Launches New Services

Space Coast Area Transit will *launch a world of new services* on March 10, 2007. In addition to adding evening and Saturday service to their current weekday service, SCAT has created a trip planner with interactive mapping on its website, RideSCAT.com.

The addition of evening and Saturday service represents the largest transit service increase in over 30 years, opening up public transit to Brevard's workforce. Currently, employees who take the bus to work scramble to find a way to get home in the evening. "One of the biggest concerns we heard out in the community was that transit service needed to operate later in the evenings in order to be a viable method of transportation for commuters," stated Jim Liesenfelt, the Director of Space Coast Area Transit. "The second biggest concern we heard was that during the weekend, when people had time to get out and about, transit service was extremely limited." Liesenfelt credits the Brevard County Board of County Commissioners with the decision to increase public transit services. "Our job is to implement the decisions they make. The County Commissioners spent a good deal of time listening to what the public requested and acted on it," he said.

In addition to increased service, a trip planner, similar to Mapquest, will be available on RideSCAT.com starting March 10th. Potential riders will be able to get a map and text directions from their front door, to the closest bus stop, to their final destination and back again. The trip planner also allows users to create an account so that the system will automatically remember which routes and destinations the user has selected in the past. An additional feature allows users to choose from a drop-down list of landmarks including restaurants, hotels, parks, libraries, government buildings and health care facilities instead of entering a starting or ending point. Wendy Ellis, President of SCAT's ad agency Space Coast Advertising says the new mapping system very progressive for any transit agency. "This system takes the challenge out of using public transit and help you can navigate the system like a pro." Ellis contracted with Melbourne-based DRTV Productions to create SCAT's trip planner. "DRTV is at the forefront of technology. That knowledge combined with SCAT's new services will launch SCAT into the 21<sup>st</sup> century and beyond," Ellis said.

For maps, schedules or information, call Space Coast Area Transit at 633-1878.