



SPORTRAN

Shreveport Transit Management, Inc.

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SporTran Transit Services Now on Google Maps

SporTran is proud to announce the launch of its public transit system on Google Maps. Transit Data for the system is now available through Google Maps to allow riders to plan trips and get directions. SporTran is the third transit system in Louisiana to join Google Maps.

SporTran's participation should encourage current ridership and new riders to connect to the system. By showing the 'public transit' link in every search for driving directions, this is helping to promote the local public transit system by informing drivers of the possible services they can utilize.

The Google online mapping service puts transit data in the context of so much other useful information, such as aerial imagery, business listings, user reviews, and street-level views. It gives users a thorough understanding of a neighborhood before an actual visit.

Other benefits of this service include:

- **Customize routes**
- **Walking directions**
- **Street view imagery**
- **Support for over 40 languages**
- **Use of business or location names instead of addresses**

Riders can begin today using the maps by clicking the "Plan Your Trip Icon" at SporTran.org or downloading google maps. For more information, call (318) 221-RIDE (7433) or visit our revision plan at www.SporTran.org.

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