

## PREPARING GTFS FEED DATA FOR SMALL URBAN AND RURAL TRANSIT SYSTEMS

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Google launched a Google Transit Partner Program in December 2005. The program provides transit agencies a cost-efficient option to share routes, stations/stops, schedules, fares, and transfer information with the general public through the Google Maps for Transit (GMT). Transit riders can easily plan trips through GMT on their desktop, tablets, and smart phones. To join the program, a transit agency first needs to prepare a dataset that meets Google's General Transit Feed Specification (GTFS) and then contacts the Google Transit Team to sign up for a partnership and test the data.

The Transit Mobility Program at the Texas A&M Transportation Institute (TTI) has successfully developed GTFS feed for several small urban and rural transit systems, including Bastrop Transit (2014 estimated population: 7,469), San Marcos Transit (2014 estimated population: 51,289), and Port Arthur Transit (2014 estimated population: 54,685). The objective of this presentation is to share methodologies used to prepare the GTFS feed and lessons learned during the preparation process. TTI researchers map and calibrate bus routes and stop/station locations using geographic information system (GIS) tools—ArcGIS and Google Earth, and then convert GIS exports and other data into the GTFS feed format in Excel. The presenter will share Python scripts for geoprocessing and Excel macros for formatting in the presentation to facilitate the communication on the topic.