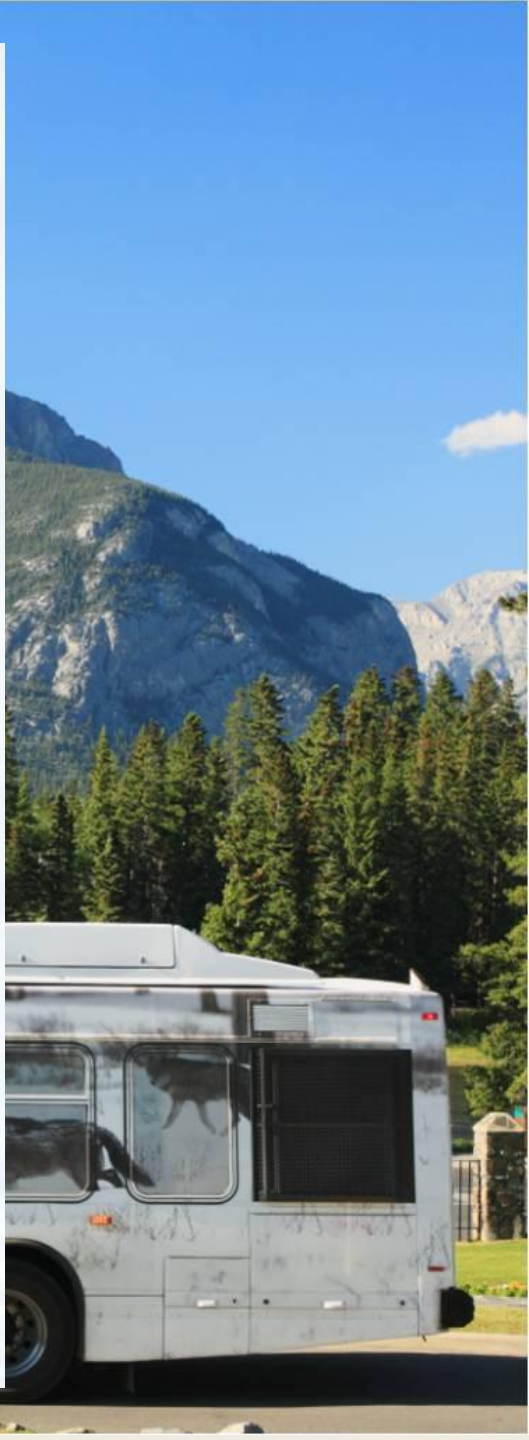


# ROAM + GOOGLE









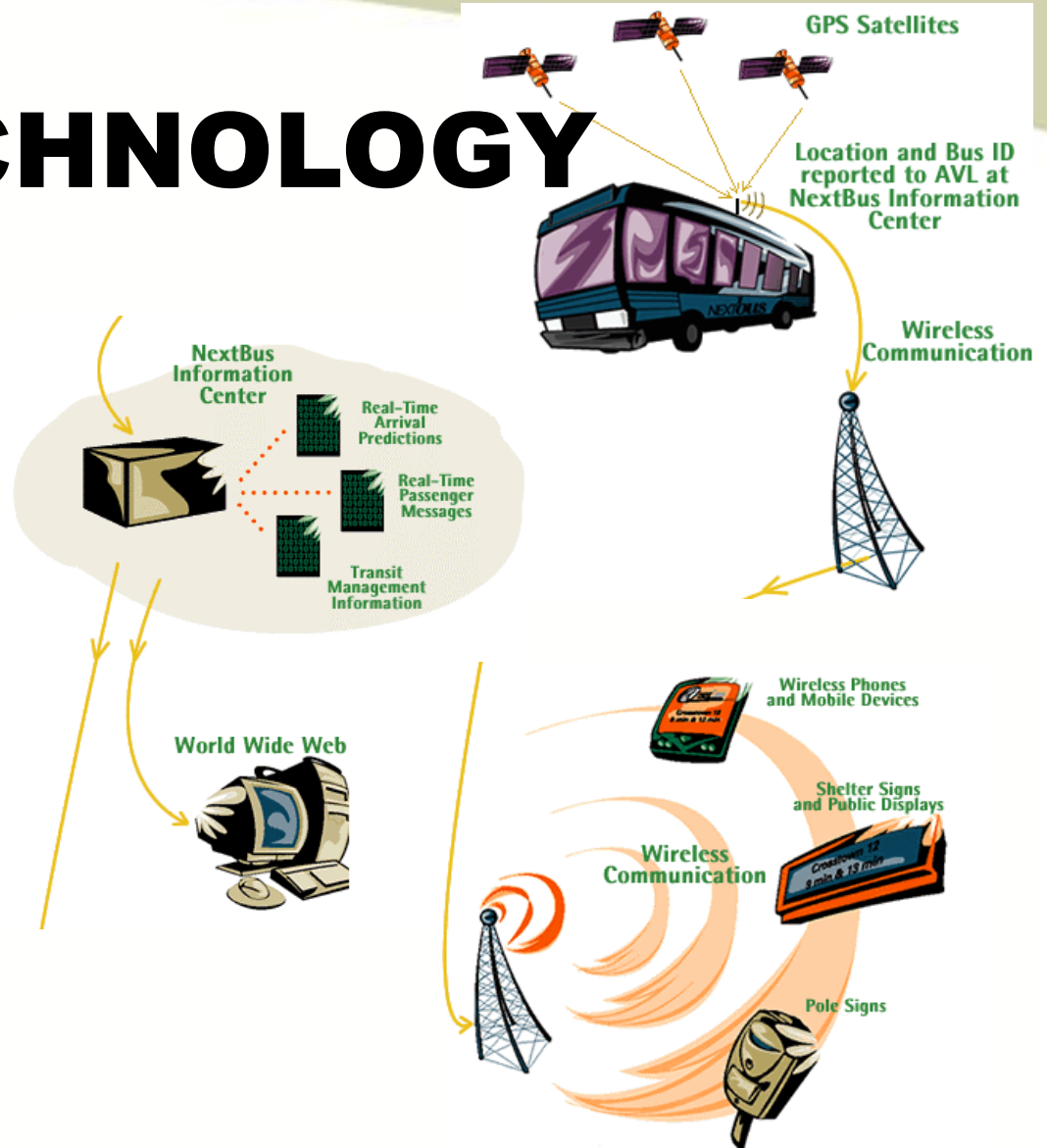






# LATEST TECHNOLOGY

- NextBus real-time schedule information to desktop or mobile
- Subscribed service





# GOOGLE TRANSIT

- Portal into Google Maps, embedded in town website
- Access directly from Google Maps
- Google Maps App

The screenshot shows the Town of Banff website's navigation menu and the Trip Planner tool. The navigation menu includes: Locals, Town Hall, Activities & Events, Visiting, Working, Doing Business, Resources, Services, Environment, Housing, Recreation, and Public Transit. The Public Transit section is expanded, showing options like Trip Planner, Roam, Bus Routes & Schedules, Fares, Tokens, Monthly Passes, Roam Photography, Roam Sponsors, Bow Valley Transit Initiative, and Programs for Low Income Residents.

The Trip Planner tool is titled "Trip Planner" and features the Google Maps logo. It includes the following fields and options:

- Start: e.g. 110 Bear Street (input field)
- End: e.g. 552 Banff Ave (input field)
- Date: 01/17/2011 (input field)
- Time: 11:00 (input field) and AM (dropdown menu)
- Plan by: Departure Time (dropdown menu)
- Get Directions (button)

# GOOGLE TRANSIT

- [www.banff.ca/roam](http://www.banff.ca/roam)

# **ROAM GOES REGIONAL**

- Commuter route between Canmore and Banff
- Future routes to popular trailheads

# FACEBOOK FANS

facebook  Search  Home Profil

**Banff** 

Wall Info Photos Boxes Events Notes >> Filters



Add to My Page's Favorites

**Information**

Location:  
Banff Town Hall, 110 Bear Street  
Banff, AB, T1L 1A1


**1 Friend Likes This**



Nathan Appleton

**9,046 People Like This**






**Amanda Stead** Just booked a holiday in Banff for June, been several times already but always in winter! Can't wait to go in the summer (well, nearly summer), don't know what to expect!  
6 hours ago



**DJ Cain** <http://www.facebook.com/djcain.one>




**DJ CAIN.1**  
DJ CAIN.1 & Four20 MC (INNOVATION Canada, Low Self Productions) Highly regarded by DJ's, promoters, peers and party-goers from East to West coast as one of the most prominent and dynamic BASS DJ/MC Duo's in Canada, Low Self productions' magic never seems to disappear!!...  
Page: 936 people like this.  
See More

 Yesterday at 2:51pm · Share



**Banff** Ooooh, we are so close to 10,000 'likes' of Banff! Spread the word and share the memories of your favourite mountain town!  
Yesterday at 2:44pm

 40 people like this.

 View all 9 comments



**Hyemin Kim** Walk along the Bow River, wild animals on the street, breakfast at Coyotes, crazy night at the clubs. Everything!  
19 hours ago · Flag




**Banff** So many great memories here! Suggest to 'like' Banff to fellow Banff lovers and let's try to reach that 10,000!  
about an hour ago · Flag

# BANFF SQUIRREL



# Follow banff\_squirrel

[Sign Up >](#) Get updates via SMS by texting **follow Banff\_Squirrel** to **21212** in Canada  
[Codes for other countries](#)



## Banff\_Squirrel

**Name** Banff Squirrel  
**Location** Banff, Canada  
**Web** <http://www.banff...>  
**Bio** Celebrating Banff National Park's 125th Birthday ✓

**5,199** following **5,474** followers **361** listed

**Tweets** **8,029**


**Favorites**


**Lists**

- [@Banff\\_Squirrel/lake-louise-world-cup-ski-race](#)
- [@Banff\\_Squirrel/taic](#)
- [@Banff\\_Squirrel/banff](#)

[View all](#)

**Following**





Reading a newspaper printed on actual paper. Yup, kickin' it old skool.


8 minutes ago via TweetDeck

Think this guy's a little cold. Somebody should bring him in from the hill: <http://bit.ly/dRO5DX>

11 minutes ago via TweetDeck

Here's my personal take on What to Do In Banff: <http://bit.ly/f6ZVe1>

12 minutes ago via TweetDeck

 **kejames** My heartfelt gratitude to evolution for inventing—& geese for growing—the down in my parka, which lets me explore the beauty that is 3°F.

15 minutes ago via Brizzly  
Retweeted by [Banff\\_Squirrel](#)

Nice. I get Top Tweet & it's a big fat typo. Travel Talk on Twitter. Travel Talk on Twitter. Travel Talk on Twitter. #TTOT

29 minutes ago via TweetDeck

[@kejames](#) bit of a circular reference: RT [@cbccalgary](#): Banff



# AVALANCHE ALERTS

The image shows a screenshot of a Twitter profile page for ParksMountainSafety. The browser address bar shows "ParksMountainSafety (ParksMtnSaf...". The page header includes the Parks Canada logo, the Twitter logo, and a "Sign in" button. A promotional banner encourages users to follow @ParksMtnSafety for short, timely messages. A "Sign Up" button is also present. The profile header shows the name "ParksMtnSafety" and a bio. The main content area displays a tweet from CdnMtnGuide about a Facebook album of photos from Selkirk Lodge in January 2011, which was retweeted by ParksMtnSafety. Below this are two more tweets from ParksMtnSafety: one about a climber in a creek and another about strong wind and snow. A sidebar on the right shows profile statistics: 380 following, 352 followers, and 24 listed. It also lists "Tweets" (165) and "Favorites".

Parks Mountain Safety  
parksmountainsafety.ca

Get short, timely messages from ParksMountainSafety.  
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@ParksMtnSafety**.

**Sign Up >**

Get updates via SMS by texting **follow ParksMtnSafety** to **21212** in Canada  
[Codes for other countries](#)

**ParksMtnSafety**

**Name** ParksMountainSafety  
**Location** #bnp #jnp #gnp #wlnp #knp #ynp  
**Web** <http://www.parksm...>  
**Bio** Visitor Safety Programs in the Mtn Ntnl Parks are a branch of Parks Canada dedicated solely to the purpose of Mountain Safety. (fr.@parcssecuritemt)

**380** **352** **24**  
following followers listed

**Tweets** **165**

**Favorites**

**Lists**  
[@ParksMtnSafety/road-conditions](#)  
[@ParksMtnSafety/](#)

**CdnMtnGuide** I posted 73 photos on Facebook in the album "Selkirk Lodge, January 15-22, 2011" <http://fb.me/TEdNWgwI>  
about 21 hours ago via Facebook  
Retweeted by **ParksMtnSafety**

**#ynp** Climax avy from last week. Filled the creek and air blast knocked down trees in Monarch Camp Grnd. <http://ow.ly/v7tZZ>  
about 21 hours ago via HootSuite

**#bnp** Strong wind from the NW with 10cm of new snow expected on Monday. Check bulletin for details: <http://ow.ly/3lKC7>  
about 21 hours ago via HootSuite

Alternatives for outdoor recreation this we: XC skiing +



# Banff 2.0

- [https://www.youtube.com/watch?v=PakAe\\_nwIWM](https://www.youtube.com/watch?v=PakAe_nwIWM)



Questions?  
[chip.olver@banff.ca](mailto:chip.olver@banff.ca)

