

COLUMBIA MISSOURIAN

Columbia Transit scavenger hunt aims to promote new smartphone application

By [Hannah Baldwin](#)

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COLUMBIA — Columbia Transit will hold a citywide scavenger hunt from Monday to Friday to promote its new DoubleMap smartphone app.

Giant pictures of smartphones will be placed at two bus stops each morning and two each afternoon. The first person to find each picture's location will receive a four-month bus pass, and the first 50 people to post pictures of themselves at the bus stops to the [Find 'N Ride Scavenger Hunt Facebook page](#) will win one-month passes.

"The goal of the project is to increase awareness of Columbia Transit and the services that we offer, as well as the new [DoubleMap app](#) that we just rolled out," said Teresa White, a marketing specialist for the Columbia Public Works Department who helped form the idea.

DoubleMap shows a map of Columbia's bus routes, including football shuttles on game days, with the locations of buses represented by dots. It's part of an initiative from the Public Works Department called CoMO Connect, White said.

"I think the more people that try it, even on a trial basis, the more they will use it in the future," White said.

CoMO Connect aims to expand Columbia's bus system by adding routes, changing the hours of service and creating new connections between routes, [according to previous Missourian reporting](#).

Columbia Transit will post hints to the giant smartphone's whereabouts on the Find 'N Ride Scavenger Hunt Facebook page and to the [Columbia Transit Twitter](#) account using the hashtag #FindNRide.

Supervising editor is [Richard Webner](#).