

# press release

## McCloud Transportation partners with CDM Smith to conduct COA for Collier Area Transit

Firm will provide on-board surveys and ridechecks

**Tampa, FL. (February 10, 2012)** – Collier County Metropolitan Planning Organization (MPO) recently awarded a contract to CDM Smith (formerly Wilbur Smith Associates) and McCloud Transportation & Associates, LLC to conduct a Comprehensive Operational Analysis (COA) for Collier County Transit (CAT) located in Naples, Florida. Today, the Collier County MPO issued a Notice to Proceed.

“We are honored to partner with a nationally known firm such as CDM Smith to develop sustainable transportation solutions for Collier County,” said Elaine R. McCloud, president and chief executive officer for McCloud Transportation. The COA will provide an evaluation of CAT’s fixed-route bus operations, and will provide practical recommendations on route changes needed to improve productivity, service efficiency, apply resources where they are most needed, and modernize the route network based upon current and projected conditions within the service area.

As part of the CDM Smith team, McCloud Transportation will conduct an on-board survey consistent with CAT’s Transit Development Plan, and will identify rider characteristics and evaluate CAT’s services and overall service delivery. Surveys will be available in Spanish for customers with Limited English Proficiency. The firm will also undertake a comprehensive data collection effort, including a ridecheck survey of CAT’s operation. “Our goal is to provide key input to help CAT retain existing customers and attract new customers,” said McCloud.

### **About McCloud Transportation & Associates, LLC**

McCloud Transportation is a transportation consulting, operations planning and transportation management firm that excels in conducting operational analyses, service quality monitoring, quality assurance, and compliance with the regulatory requirements of the Federal Transit Administration and the Americans with Disabilities Act for transit agencies throughout the U.S. The firm is a Disadvantaged Business Enterprise, a Woman Minority Business Enterprise and is listed with the U.S. Central Contractor Registry.

For more information, please visit [www.McCloudTrans.com](http://www.McCloudTrans.com) or call (813) 920-8683.