

press release

McCloud Transportation selected to assess HART's bus and rail system

Mystery Rider Program will provide a snapshot of service quality, and ADA compliance

Tampa, FL. (September 2010) – Hillsborough Area Regional Transit (HART) has selected McCloud Transportation & Associates, LLC to provide an assessment of the Authority's bus and rail system utilizing mystery riders. HART's objective is to observe a random sampling of fixed-route trips provided within its service area. HART is a regional transportation authority that provides local and express bus service to the cities of Tampa, Temple Terrace, parts of unincorporated Hillsborough County and connections to Pinellas County, Florida. HART has a fleet of 200 buses and 39 vans, and operates the Tampa Electric Company (TECO) streetcar system, which is comprised of 11 streetcars.

McCloud Transportation will deploy a team of undercover mystery riders who will anonymously observe, review and records the findings of service provided by HART with a focus on evaluating the quality of service to customers on the bus and rail system. Observations will focus on eight key areas; safety, driver courtesy, fare collection, vehicle appearance, driver appearance, air conditioning and heating, on-time performance and compliance with the Americans with Disabilities Act (ADA). The firm will conduct the assessment from a customer and quality assurance perspective over a seven-day period. A total of 165 assessments will be conducted utilizing a computer-generated random sample of five percent of the agency's 3,283 fixed-route weekly trips.

"We are delighted that our firm was selected for this important project," said Elaine R. McCloud, president of McCloud Transportation. "HART is serious about safety and customer service and our undercover on-board mystery riders will provide important feedback to HART," said McCloud who is a 30-year transit veteran.

"HART is doing a lot of things right and we will build on those successes," said McCloud who pointed out that the results obtained from the anonymous observations can be used to identify and enhance driver training and overall service delivery.

McCloud Transportation is a leader in conducting service performance audits at transit systems throughout the United States with principals dedicated to meeting and exceeding client expectations. The firm offers expertise and resources in ADA compliance, paratransit reviews, surveys and needs analyses, policy guidance, public involvement and evaluation of transit driver training programs.

For more information, visit www.McCloudTrans.com or call (813) 920-8683.

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