

# press release

## LYNX selects McCloud Transportation to conduct mystery rider programs

Mystery riders will conduct undercover on-board service quality monitoring to assess safety, customer service, and overall service quality

**Tampa, FL. (October 2012)** – The Central Florida Regional Transportation Authority (LYNX) has selected McCloud Transportation & Associates, LLC to conduct a mystery rider program to covertly monitor service quality on nine routes that serve the Osceola County area. The undercover observations will be conducted over a four-day period from November 15 through November 18, 2012. McCloud Transportation will deploy a team of mystery riders who will anonymously monitor 10 percent of LYNX's trips generated on the selected routes.

The selected routes will include local fixed-route bus service, circulator service, and the NeighborLink flex service. "Conducting the observations on weekdays and weekends throughout the hours of operation will provide a robust representative sample of the service LYNX provides to Osceola County" said Elaine R. McCloud, president and chief executive officer for McCloud Transportation. Mystery riders will monitor performance metrics in key categories including safety, on-time performance, operator courtesy, revenue collection, operator appearance, and compliance with the Americans with Disabilities Act (ADA). Using these categories, McCloud Transportation will develop observation areas to provide objective assessments of service quality.

"LYNX is committed to providing world-class transportation to the Orlando region," says John M. Lewis, Jr., chief executive officer for LYNX. The mystery rider program will be conducted from a customer and quality assurance perspective. "LYNX is doing many things right," McCloud said. "This is another way to keep raising the bar to achieve continuous improvement, which is the foundation of quality assurance" she said.

LYNX is a multi-modal transit system that serves Orange, Seminole and Osceola counties; an area of approximately 2,500 square miles with a resident population of more than 1.8 million people. Portions of Lake, Polk and Volusia counties are also served by LYNX.

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

McCloud Transportation conducts mystery rider and on-board service quality monitoring programs at transit agencies throughout the United States. The firm conducts operations audits for bus, paratransit, and rail operations to assess contract compliance and adherence to agency policy, procedures and the regulatory requirements of U.S. Department of Transportation, the Federal Transit Administration, and the Americans with Disabilities Act.

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

▶ **Contact: Elaine R. McCloud** | [elaine@mccloudtrans.com](mailto:elaine@mccloudtrans.com)

18740 Hillstone Dr., Odessa, FL 33556 [office](tel:(813)300-5853) | (813) 300-5853 [cell](tel:(813)920-8683) | (813) 920-8683 [tel](tel:(813)920-8630) | (813) 920-8630 [fax](tel:(813)920-8630)