



HART Partners with Transdev to Launch First Mile/Last Mile Solution

(Nov. 14) TAMPA, Fla.—The Hillsborough Area Regional Transit Authority today launched a fully accessible First Mile/Last Mile solution in targeted areas of the county, extending the reach of the transit system through the critical first and last legs of each trip. The app-based, on demand service is the first transit agency-operated rideshare program in the nation.

HART HyperLINK is a pilot program, subsidized by the State of Florida, that covers a three-mile radius surrounding four HART-designated transit stops in areas where passengers will benefit from improved access to the transit system. Passengers book the on-demand rides through the HART HyperLINK smartphone app or through a call center. All vehicles are ADA accessible, and customers can choose to pay the \$3 fare with cash or credit card. Two areas—Carrollwood and UATC—are starting service today, with Brandon Mall and Brandon Hospital available in December.

“Innovative solutions to transit opportunities are helping HART move beyond the bus. Everyone benefits when we connect communities to our system,” said Katharine Eagan, Chief Executive Officer of HART. “We all know how important equal access to public transit is for jobs, schools and recreation. We are optimistic that residents will embrace the immediate benefits that HyperLINK service brings to our region.”

HART HyperLINK seeks to extend its footprint to recruit new riders into the system and help current passengers develop a more predictable journey, giving them another option to connect to public transit. Transdev created the universally available HyperLINK platform and worked with HART to achieve its vision of equal access for all residents.

“This First Mile/Last Mile solution enhances the entire passenger experience to allow people to get where they need to go when they want to go,” said Dick Alexander, Executive Vice President of Business Development at Transdev. “This new app and service platform expand the boundaries of a transit network under each client’s brand. It’s a win for passengers. It’s a win for transit agencies. It’s a win for the local economy.”

About HART

The Hillsborough Area Regional Transit Authority (HART) was created in October of 1979 to plan, finance, acquire, construct, operate and maintain mass transit facilities and supply transportation assistance in Hillsborough County. Today, we are Driven to Serve You through convenient, affordable public transportation options tailored to contemporary lifestyles. More people than ever in Hillsborough County are discovering benefits of our sophisticated, yet accessible and rider-friendly, network of transit options. We look forward to helping more and more of our community ride HART.

About Transdev

Based near Chicago, Transdev is the largest private-sector operator of multiple modes of transit in North America, including bus, rail, streetcar, paratransit, shuttle, and sedan and taxi services. The company operates public transportation in 19 countries. Transdev is committed to being the trusted partner of cities, transit authorities and airports through quality execution and innovations in mobility. For more information, go to www.transdevna.com.

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