



Hillsborough Area Regional Transit Authority

www.goHART.org

*****MEDIA ALERT*****

For immediate release: February 15, 2016

HART Buses Adding Wi-Fi Service to Area Commutes

Stay Connected While You Ride!

HART riders will soon be able to get more out of their commute with free Wi-Fi on all fixed-route buses. In April, you will be able to send emails, check the latest travel updates or even crush some candy without eating into your mobile data on board our buses! [Starting Monday, April 4](#), bus passengers will be able to use high speed Wi-Fi free of charge on HART to browse the Internet, watch movies, listen to music and more.

Beginning Monday, February 15, Wi-Fi hardware will start to be installed on the HART system in phases with 6 buses being upgraded every day. Installers will be working during the evening and overnight hours to ensure that installation will not inconvenience passengers. Ultimately, this roll-out of Wi-Fi technology will be the foundation to support the upcoming smart card program, where passengers will be able to use their smart phones and dedicated account based cards to travel not only the HART system, but throughout the Tampa Bay region.

It's another way that HART keeps pace with your busy life. You can be productive and keep in touch yet arrive at your destination safely. The expansion of Wi-Fi is yet another reason for choosing to ride the bus whether someone is going to work, to school or to the store.

"This is a significant step toward expanding technology that not only allows HART to provide more services to its patrons, but expands the HART commitment to innovative technology and solutions throughout our system." said HART CFO Jeff Seward. "These upgrades enhance their commute by utilizing tools available to effectively manage their internet browsing and e-mails, as well as easily finding the arrival times of their next bus stop."



Adding Wi-Fi to the entire bus fleet should prove to be popular with the tech savvy millennial generation that places a premium on being connected.

According to a 2013 American Public Transportation Association (APTA) survey 54 percent of millennials -- ages 18 to 34 -- want their transportation options to include Wi-Fi everywhere they go within 10 years.

Meanwhile, forty-five percent of those surveyed said they wanted transportation options that are more connected and tech friendly within 10 years. The poll of 1,000 people in six cities also found that 44 percent of millennials use public transportation so they can socialize online.

The study concluded that fully leveraging technology, including Wi-Fi, allows transit riders to be more spontaneous and helps undercut one key competitive advantage of the car.

In addition, you will also see decals on the outside of the bus, and advertisements inside the bus, notifying you of the availability of Wi-Fi in April. If you have any questions or comments about our Wi-Fi service, please contact Customer Service at (813) 254-HART (4278).

** Please note that the Wi-Fi signal is shared with other customers, so at busy times, your connection may be slower than normal.**

For all-things HART, including OneBusAway, trip planning, schedules, maps and fares, just visit www.goHART.org.



MEDIA CONTACT INFORMATION:

Sandra Morrison, HART Public Information Officer, [\(813\) 384-6610](tel:8133846610), [\(813\) 545-5497](tel:8135455497) cell, MorrisonS@goHART.org
