



# HART For All

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TPO Livable Roadways Committee Meeting  
February 21, 2024

The **HART For All** campaign concept originated from HART Chair Luis Viera, who upon appointment as Chair, immediately tasked staff with developing an awareness/inclusion campaign targeted to those with intellectual and/or physical disabilities and working with community partners to make HART more equitable.

## *Let me tell you about some of the bus riders in Hillsborough | Column*

HART is a lifeline for many Hillsborough residents. We need to make the bus service more transparent and better.



Tampa City Council member Luis Viera, left, speaks with Yoel Page Tampa, during a bus ride on Route 12 in April. [ JEFFEREE WOO | Times ]

# HART For All Overview



The **HART For All** campaign, developed in partnership with community disability advocacy organizations, aims to educate and create awareness for those with intellectual and physical disabilities on how they can utilize HART services.

The primary focus of the **HART For All** campaign is rider education:

- Guide for prospective HART riders on how to get started
- “Preparing for the HART Trip” flyer with quick tips for social media
- Return of the HART Travel Training program



# Employee Training

Employee training is a big element of the **HART For All** campaign:

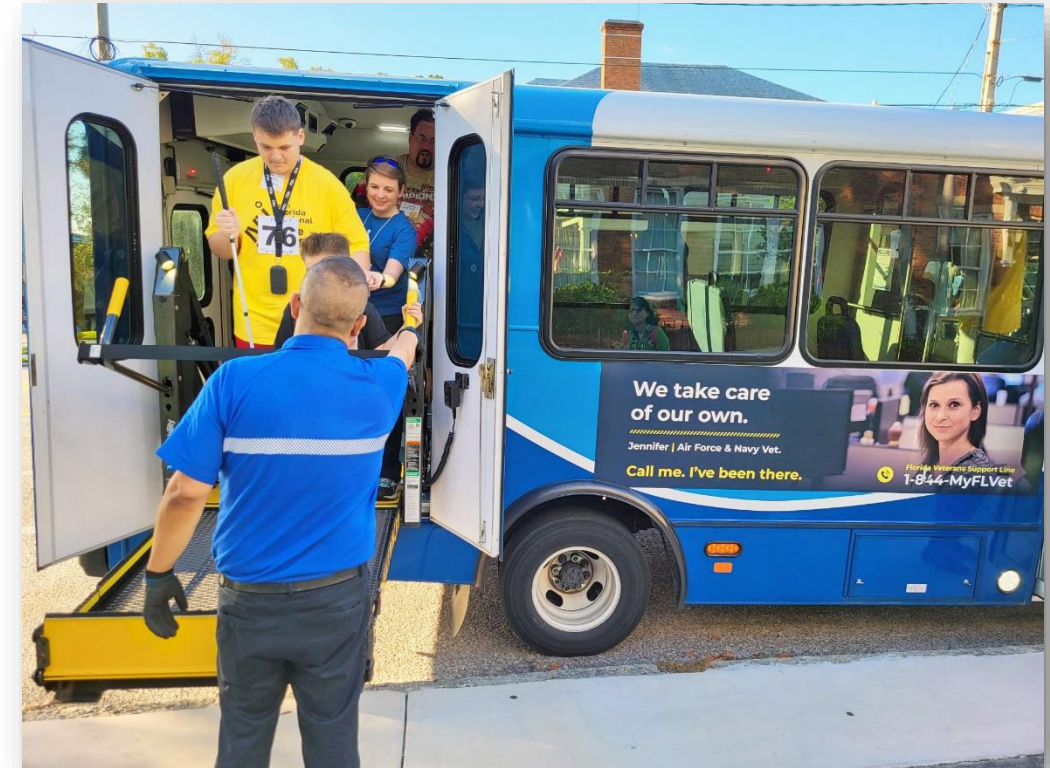
- Guide for HART employees on inclusion best practices and how to assist those with a disability
- Operator refresher training on Americans with Disabilities Act (ADA) best practices
  - Conducted in tandem with Lighthouse for the Blind and Low Vision



# Campaign Outreach

**HART For All** includes community outreach:

- HART Ambassador Pilot Program
  - Training riders on using the new Wheelchair Securement System
- Cane Quest
- Coffee Uniting People (CUP) Town Hall with Chair Luis Viera and HART CEO Scott Drainville
- Lighthouse for the Blind and Low Vision onsite at HART
- ADA Day
- YES! Fair



# Disability Awareness

Disability awareness is the other component of **HART For All**:

- Series of videos highlighting customers using HART service to maintain independence
  - [Sam Piazza](#) (pictured)
  - [Tyler Gato](#)
- “Celebrating our differences” shelter art contest with HCPS
- Recognize and celebrate disability awareness causes throughout the year with special activities
  - Onboard announcements, social media, community engagement



- Return of the HART Travel Training Program
  - HART is currently hiring for a bilingual Travel Trainer
  - Development of new program promotional material
- Work with community partners and the HART ADA Committee on additional **HART For All** topics/issues to cover
- Continue to highlight and celebrate disability awareness causes
  - Autism Awareness Month, Disability Pride Month, Disability Employment Awareness Month





# Questions?