



# MYSTERY SHOPPER PROGRAM

Presented by: **ART**   
arlington transit



# WHAT ARE MYSTERY SHOPPERS?

- ⊙ Plain clothes riders
- ⊙ Could be Volunteers, Individual Contractors, Contractor employees, or Employees
- ⊙ Trained in customer service expectations
- ⊙ Trained in transit safety
- ⊙ Ride undercover to evaluate bus operators
- ⊙ Submit ride check forms to Safety & Training Mgr.



# BUS OPERATOR EXPECTATIONS

- ⊙ Safe vehicle operation
- ⊙ Helpful to the riding public
- ⊙ Good customer service
- ⊙ Assist and accommodate any riders with disabilities
- ⊙ Courteous
- ⊙ Professional manner and attire



# MYSTERY RIDER EXPECTATIONS

- ⊙ Mystery Shoppers provide organized, informed feedback about transit system performance
- ⊙ All volunteers must attend an orientation session to learn which factors to observe and note
- ⊙ Riders are ask to:
  - ⊙ Note whether procedures are observed
  - ⊙ Add explanatory comments as needed

# ARLINGTON TRANSIT RIDE CHECK FORM

Rider Name:

Date:

Route:

Day of week:

Bus #:

Time boarded:

Where sat:

Time deboarded:

Total riding time (hr/min):

Arrival / Boarding	Yes/No	Comments
Bus arrived on time		
Seatbelt used by operator		
Operator tie & name-tag visible?		
Greets passengers		

# ARLINGTON TRANSIT RIDE CHECK FORM

Driver Ability	Yes/No	Comments
Proper turns without tire curbing		
Pulls up to the curb at stops		
Smooth starts and stops		
Adequate following distance (4 seconds)		
Enough time for boarding/deboarding		
Frequently scans mirrors		
Rocks in seat before making turns		
Uses good speed control of bus		



# ARLINGTON TRANSIT RIDE CHECK FORM

Customer Service	Yes/No	Comments
Friendly demeanor with customers		
Smiles and talks with customers with a pleasant tone		
Courteous to pedestrians		
Answers customer questions		
Assists customers in using the farebox as needed		
Avoids talking to customers while driving		
Avoids conflict with customers		

# ARLINGTON TRANSIT RIDE CHECK FORM

ADA	Yes/No	Comments
Greets handicapped passengers directly		
Kneels bus for seniors and people with disabilities		
Wheelchair ramps or lifts deployed efficiently		
Wheelchairs secured efficiently		
Driver offers to secure wheelchair passenger		
Calls out major stops/transfer points if no ADA annunciator		
Calls out stops as requested by customers		



# ARLINGTON TRANSIT RIDE CHECK FORM

Overall Experience	Yes/No	Comments
Safe Overall Driving		
Bus is clean and comfortable		
Appropriate signage displayed		
Appropriate route maps available		
Positive bus-riding experience		

**Additional Comments:**



# WHY REGIONALIZE?

- ⊙ Same expectations – just different operators -  
Could use same ride check form
- ⊙ Larger program would enable Mystery Riders to  
be professionalized and employed year-round
- ⊙ Drivers less likely to identify the Mystery Riders
- ⊙ Costs of paid Mystery Riders could be shared
- ⊙ Instill a Customer Service Competition team ethic  
among bus operators

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