

# **NASSAU INTER-COUNTY EXPRESS**

Micro-Transit Initiatives & Pilots

# HISTORY OF INNOVATION



- **2015** COMPUTER AIDED DISPATCH & AUTOMATED VEHICLE LOCATION SYSTEMS
- **2016** GOMOBILE TICKETING
- **2016** REAL-TIME BUS ARRIVAL
- **2016** ELMONT FLEXI
- **2017** AUTOMATED VEHICLE MAINTENANCE SYSTEM
- **2018** HEADWAY BASED SERVICE
- **2018** ON-DEMAND SERVICE: LINK
- **2018** DIGITAL DVIR FOR PARA FLEET
- **2019** LAST MILE SOLUTION: BUZZ
- **2019** OPTIBUS

# PILOT DEPLOYMENT MODEL

Buzz is a subscription-based service that merges the **regularity** and **capacity** of transit with the **innovation** and customer-driven **experience** of rideshare.



- **QUICK DEPLOYMENT MODEL**

Fast is better than perfect ---- learn & rapid adjust

- **DATA-DATA-DATA**

Service area, demographics, density, usage, travel pattern mode etc.

- **ASK QUESTIONS**

Look for obstacles to entry & friction points early

- **INVOLVE EVERYONE**

All Team members have an active role from the start

- **SIMPLE IS BETTER**

Do not allow technology to get in the way

- **DEFINE SUCCESS EARLY IN THE PROCESS**

Goal needs to be tangible & pragmatic

# ON-DEMAND/FIXED HYBRID: FLEXI

**Problem:** Old circulator route with 2 large buses & no connections---“*service to nowhere*”



- **OFF ROUTE ON-DEMAND STOPS INCREASED THE SERVICE FOOTPRINT**

Added on-demand stops--Hospital, Shopping, etc + transit connections

- **INTRODUCED 28 FOOT SHUTTLE VEHICLES**

Right sized the fleet & service hours

- **RE-BRANDED**

Community ownership & pride

- **SIMPLE TO USE & FAMILIAR**

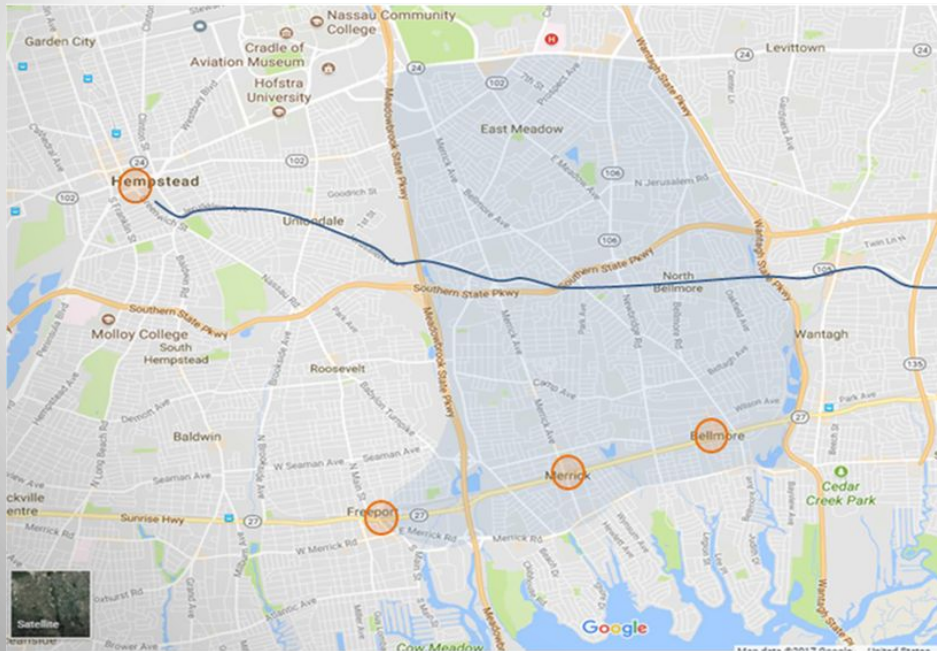
Request stops with driver or call in for a pick up

- **RESULTS: QUADRUPLD RIDERSHIP**

Introducing more service & larger vehicle

# ON-DEMAND SERVICE PILOT: LINK

**Problem:** Funding shortfall resulted in service reductions creating a transit desert. Area previously served by 2 North-South routes.



- **8 SQUARE MILE SERVICE AREA**  
High density of single family homes & key connections
- **3 ROVING SHUTTLES**  
Dispatched through a direct hailing tablet app
- **BRANDED VEHICLES & OUTREACH**  
Investment in Marketing---various channels
- **DATA COLLECTION**  
Understanding friction & barriers to use
- **RESULTS: UNDERPERFORMED**  
Technology & expectations did not match customer expectations  
Low transit area ridership = low ridership regardless of the solution

# LAST MILE SOLUTION PILOT: BUZZ

**Problem:** Alleviate parking and traffic congestion at the Great Neck LIRR station

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- **DEFINED ROLE**

Micro-transit needs a specific, well defined purpose

- **COMMUNITY BRANDING**

Smaller communities need to feel ownership

- **CREATE NEW KEY PERFORMANCE INDEXES**

Defining success in micro-transit needs a new relative scale

- **SIMPLE IS BETTER**

Book - Board - Smile

- **RESULTS: INCREASED SERVICE AREA**

Village is applying for grants to add service

# LESSONS LEARNED



## MEASURING SUCCESS

Micro-Transit needs a different set of KPIs that are defined early in the process



## QUICK DEPLOYMENT

Faster is better, deploy quickly and correct in real-time



## MARKETING

Communicate the solution,  
Communities like branded service



## POOR ACCEPTANCE

A community that can not support a fixed route bus can not support an on-demand solution



## CUSTOMER EXPECTATIONS

Customers expect micro-transit to be easy & simple with few restrictions



## SIMPLE IS BETTER

Do not overthink the service  
Technology is not always the answer



## USE OFF THE SHELF SOLUTIONS

Leverage the crowded market to your advantage---do not reinvent the wheel



## SERVICE GAPS

Any time between service will be difficult to make up with riders

# FUTURE PROJECTS

**1 EXPAND HEADWAY SERVICE**

**2 EXPLORE CLOUD BASED CAD/AVL SOLUTIONS**

**3 OMNY DEPLOYMENT**

**4 EXPAND DIGITAL DVIR SYSTEM TO FIXED ROUTE**

**5 DEPLOY DIGITAL ARRIVAL SIGNS AT KEY STOPS**

**6 GROW FLEXI & BUZZ MODELS**

**NICE BUS**