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From Insight to Impact: Bridging Operational Performance and Network Planning



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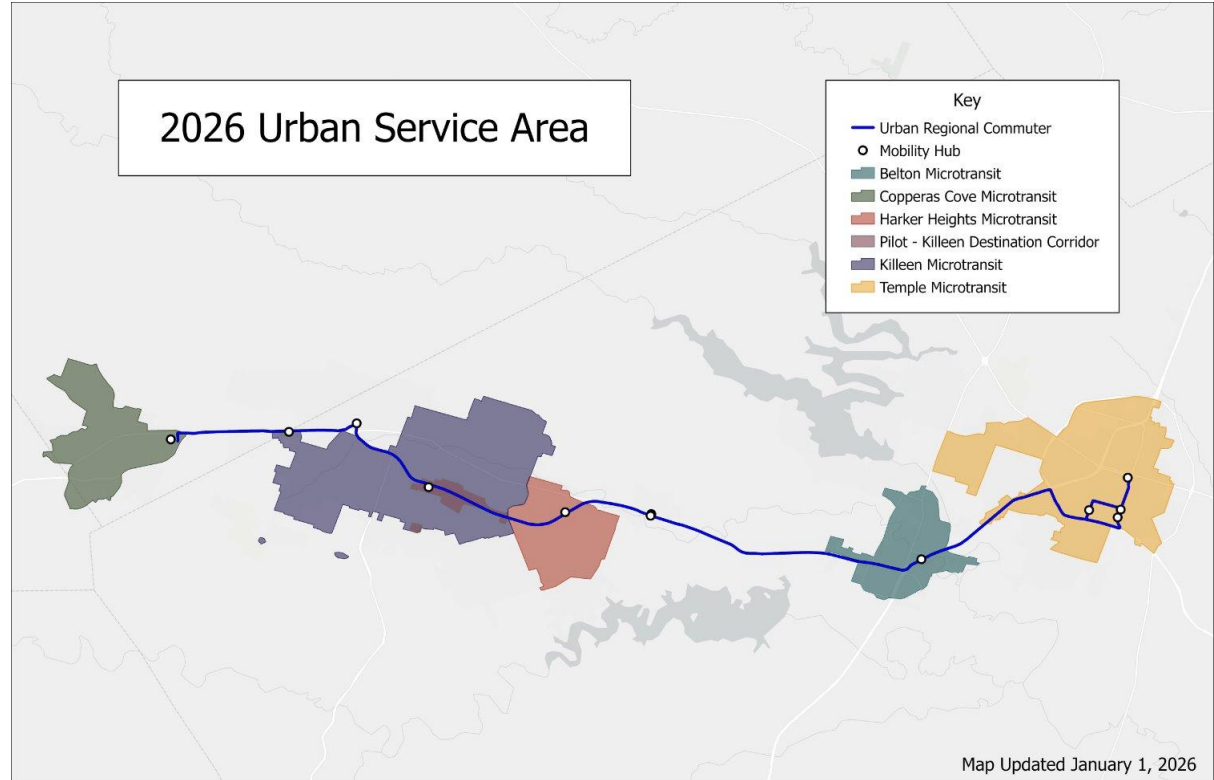


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Hill Country Transit District

- Counties of Bell, Coryell, and Milam in Texas.
- Microtransit start date: September 2024



KPIs to Highlight & the Problem at Hand

- **OTP:** the percentage of trips where a vehicle arrives within the acceptable time window.
- **Wait Times:** The amount of time a rider waits from booking confirmation to vehicle arrival.
- **Boardings Completed:** The total number of successfully completed trips.

Problem at hand: Low OTP leading to underperforming Boardings Completed and higher than expected Wait Times



Investigation Process and Causes

Following the Data: How KPIs Revealed the Root Causes

Step 1: Month-over-Month Trends



Tracking KPIs over time flagged consistent pattern of decline, signaling the problem

Step 2: Daily and Hourly Drill-Down



Reviewing performance at the daily and hourly level helped isolate when and where the issues were occurring

Step 3: Root Causes Identified



1. Driver shift changes were scheduled too closely together.
2. Low pooling rates on dedicated fleets led to underutilized vehicle capacity.
3. Rider demand met or exceeded available service capacity.

Solutions & Results

Solutions implemented January 1, 2026:

- Staggered driver shift change times to reduce afternoon bottlenecks
- Adjusted service settings within Spare to improve pooling and capacity utilization
- Leveraged TNC fleets more readily to meet excess demands



+25%

OTP improvement



+15%

Boardings completed



-10%

Wait Times

KPIs Leading to Future Planning

HCTD is now using performance data to plan ahead, not just respond



Heatmaps

Identify where riders are most active



Origins and destinations

Reveal common travel patterns.



Average Travel Duration & Distance

Inform service design decisions

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Nassau Inter-County Express (NICE Bus)

- Operated by Transdev (PPP)
- Suburban area with urban-like traffic patterns
- Operates 38 fixed routes
- Two depots: fixed route & paratransit
- Microtransit: NICE Mini
- 700 operators
- 60,000 passengers per day (post pandemic)



What is NICE Mini?

Flexible, on-demand microtransit service

- **Launched:** June 2022
- **Service Hours:** Monday-Friday 6am-7pm & Saturday 7am-6pm
- **Service Area:** Door-to-door within the zone, with Smart-stop options at corners/bus stops in dense areas
- **Pricing:** Fixed Route pricing
- **Assets:** 5 Ops, 4 Vehs

Why NICE Mini?

- Revival of former n36 route
- Connect riders with access to high frequency corridors



Defining Success: The Targets We Set

KPI	Target
Boardings per hour (BPH)	6-7
On-time performance (OTP)	90%
Ridership	80 riders per day
Wait Times	15 mean peak/ 25 min off-peak

From Planning to Launch: NICE Mini Timeline

Nov 2021

Feb 2022

May 2022

June 2022

Nov 2022



Planning

Website Launch
PR Begins

Dry runs

Launch

Real-time
evaluation and
adjustment period

June vs. November 2022: What the data showed

KPI	June 2022	November 2022	Insight	Action Taken
BPH	0.57	4.07	Need more pooling	Experimented with platform flexibilities
OTP	69%	82%	New service with learning curve, as well as optimistic traffic estimates	Offered operators additional instruction and support; worked with Spare on more realistic travel estimates
Ridership	11 riders/day	47 riders/day	Maintain momentum with marketing	Refreshed marketing strategy
Wait Times	7.03 min	15.70 min	More on-road assets = less wait time	Worked to maintain operators and vehicles, but faced headcount shortage

What NICE Mini Taught Us



Quality data = impactful improvements to service

The numbers told us where to focus and what to fix.



Perfect implementation is imperfect

No launch goes exactly as planned.



The customer is not always right, but may be onto something

Rider feedback, combined with data, points you in the right direction



Allow breathing room during planning stages

Launching a new service takes time - build in space to learn.



Flexibility and fast resolution proves commitment to riders

Responding quickly to problems builds trust with your community.

**How is day two of
Spare Connect
Live?**

**Share your thoughts
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Train Through Change:
Building Continuous
Learning in Spare