

Workforce Development Course

Mobility on Demand

Upcoming Workforce Development Courses



July 2, 2026
1pm-2pm

First Mile/Last Mile Safety

Discover strategies to improve safety and accessibility in short connections to transit.



August 6, 2026
1pm-2pm

Transit Ridership

Discern ridership trends and identify strategies to grow and sustain transit use.

Register for free at <https://www.commuterservices.com/courses/>

Thank you to our sponsor, FDOT Transit Office



Upcoming Workforce Development Courses



September 3, 2026
1pm-2pm

Micromobility

Promote effective integration of micromobility like bicycles, e-bikes, and electric scooters, into transportation systems.

Register for free

<https://www.commuterservices.com/courses/>

Thank you to our sponsor, FDOT Transit Office



Today's Presenters



- Carl Weckenmann, Director of Planning and Development
- LYNX
- cweckenmann@golynx.com



- Adolfo Covelli, Transit Director
- St. Lucie County Area Regional Transit
- Adolfo.covelli@stlucieco.gov



- Sara J. Hendricks, Deputy Program Director
- Center for Urban Transportation Research
- University of South Florida
- hendrick@usf.edu

Course Objectives



MOD CONCEPTS



FLORIDA MICROTRANSIT
USE CASES



LEARN IMPLEMENTATION
STRATEGIES

- Define MOD models
 - Evaluate use cases for MOD deployment
 - Structure public-private partnerships
- Develop performance metrics and service standards

Word Cloud exercise

If you were to describe
Mobility on Demand in
one to three words,
how would you
describe it?



What is Mobility on Demand (MOD)?

Customers can access trips, goods, and services on-demand

Supports a complete trip

Integrated and connected multimodal network

Customer-focused and personalized

Safe, affordable, reliable, efficient, carefree mobility ecosystem

Uses real-time data and leverages ITS

Accessible to all travelers via mobile application or website

Public transit, microtransit, AVs/TNCs, carshare, on-demand vanpool and more

Common Characteristics of MOD

- Dynamic real-time routing and scheduling
- Vehicles, usually shuttles or vans, wheelchair accessible vehicles (WAVs)
- Either designated pick-up/drop-off locations or curb-to-curb service
- Software for on-demand digital platform, and customer-facing smartphone apps
- Multiple contact options also include telephoning dispatch or texting, or touchscreen kiosk
- Request to ride now
- Shared rides





Common Characteristics of MOD

- Can be designed as FMLM and timed for seamless transit to/from transit
- Separate fare structure from fixed route transit, and subsidy
- Agreements with vendors, partnerships with stakeholder organizations
- Marketing materials and outreach
- Service parameters in digital platform can be quickly updated (geofenced service areas, service hours, fare and eligibility)
- Eligibility requirements

Drivers and other personnel → autonomous vehicles → Electric AVs



St. Lucie County Area Regional Transit Art On Demand

Presented by: Adolfo Covelli, Transit Director



St. Lucie County Service Area

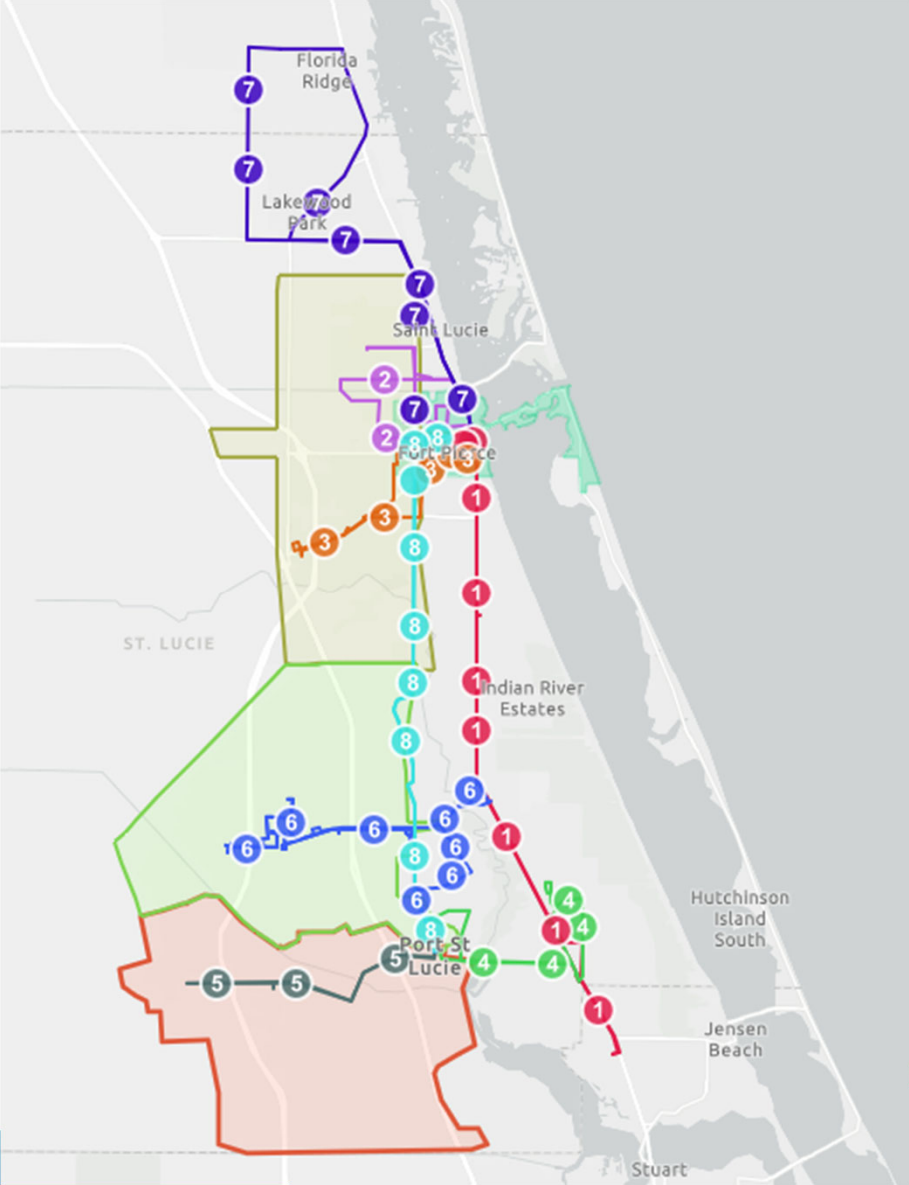


- Area Regional Transit operates in St. Lucie County with fixed route connections to Indian River County to the north and Martin County to the south
- The Port St. Lucie Metro Area ranking is among the fastest-growing in the U.S.
- Port St. Lucie is the 6th largest city in Florida. The population has grown 38% since 2020.





St. Lucie County Service Area

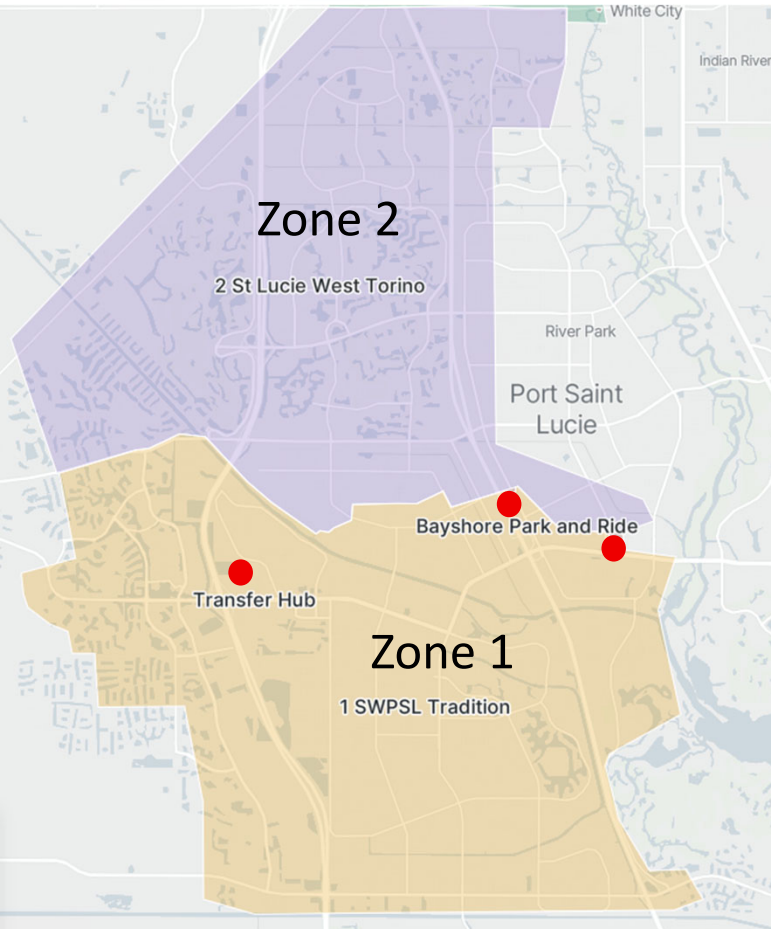


Micro Transit Zones

- Freebee Service
- Zone 1
- Zone 2
- Zone 3



Art On Demand Zones

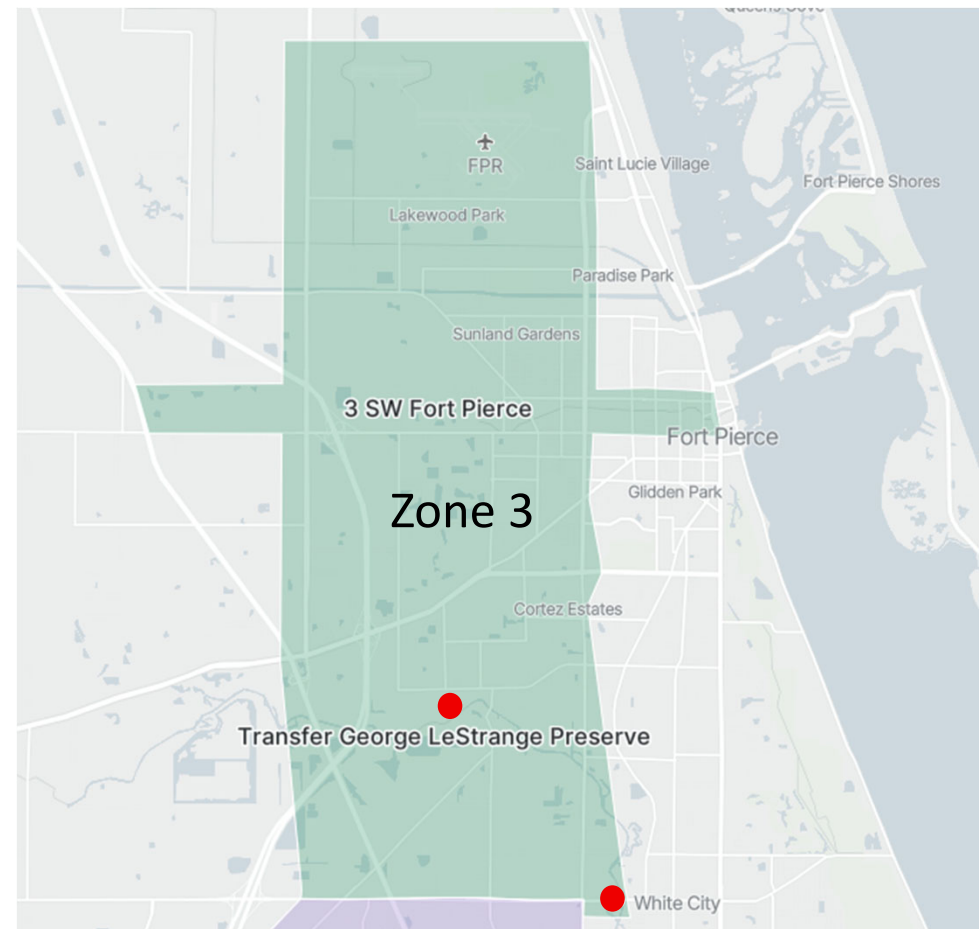


Zone 1- 35.9
Square miles

Zone 2- 31.2
Square miles

Zone 3- 33.1
Square miles

●
Transfer
Points



Freebee Service



Pick-Up/Drop-Off anywhere within the identified **OUTER ZONE (Residential)** to/from **INNER ZONE (Commercial)**

SERVICE AREA KEY:

- OUTER ZONE
- INNER ZONE



50% funded by the Fort Pierce Redevelopment Agency and 50% funded with an FDOT Service Development Grant which is managed by St. Lucie County



Microtransit Progress



- Zone 1 started in December 2019
- Launched Art on Demand expanded zone with new Via Software in March 2022
- South Florida Commuter Services outreach July 2022- significant ridership increase
- Zone 2 launched on September 26, 2023
- Zone 3 launched in July 2024
- Launched TripSpark Rides on Demand app in September 2025

Upcoming Events

- September 2026- Launch of TripSpark Intermodal Trip Planning App





Lessons Learned



- Zone Size
- Should have started with a fare
- Connection Points – hard to get businesses to approve
- Same software for all modes of transportation for better efficiency
- Comingle para and micro trips
- When riders get suspended, they sign up under a different name
- Riders book as an ADA rider with guests so they do not have to share the ride

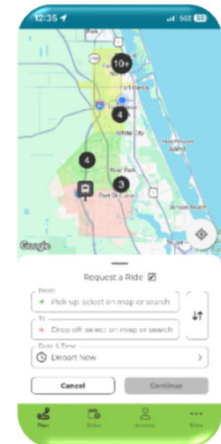




Artificial Intelligence & Trip Spark



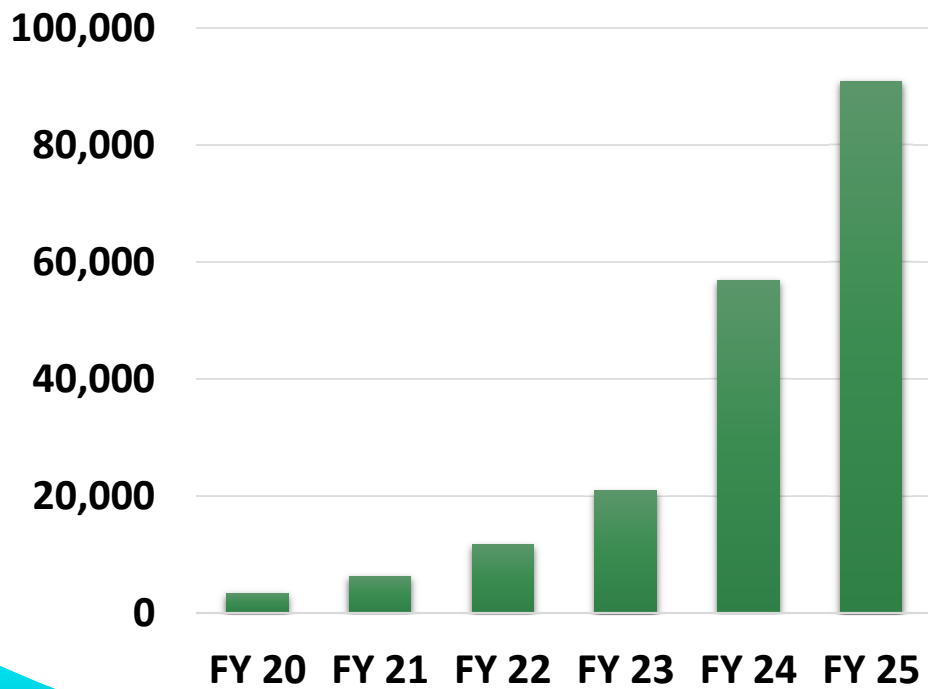
- Machine Learning Departure Predictions
 - 30% improvement in arrival prediction accuracy, automatic adjustment to delays, reduced rider wait times, continuous learning over time
- Intelligence Travel Time Estimation
 - More reliable schedules, travel time estimates based on actual trip data, improves continuously over time
- AI Driven Multi-Modal Trip Planning
 - Single, unified trip plan for riders, full inclusion of agency managed services, reduced wait times between trip segments, rider data and journey analytics remain within your agency's ecosystem



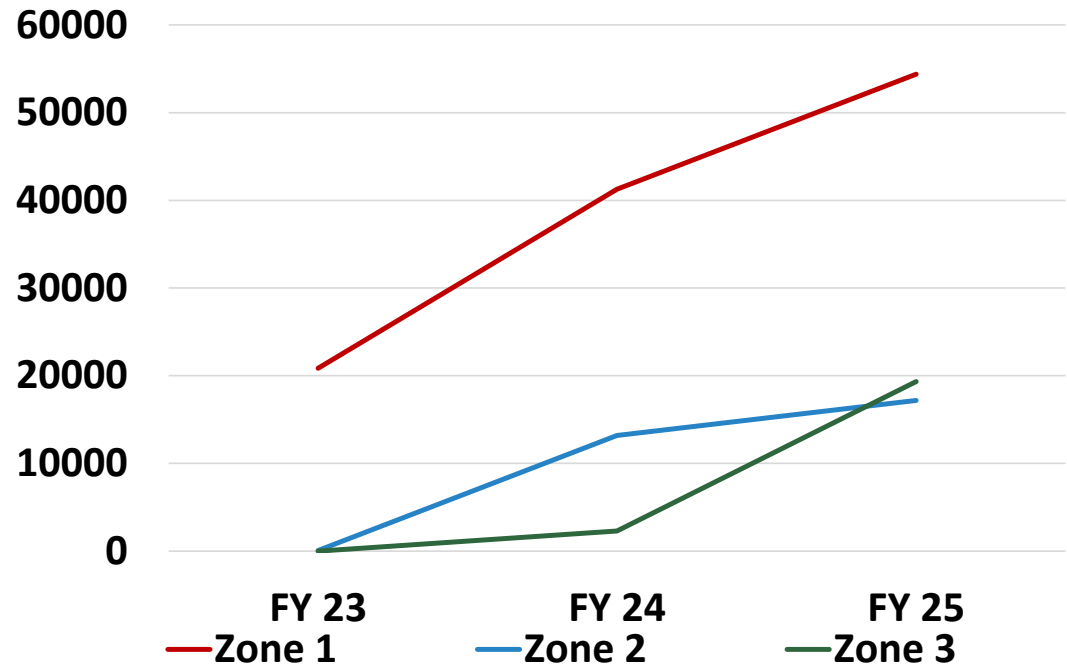
Ridership



Microtransit Ridership FY 20-25



Microtransit Trips by Zone

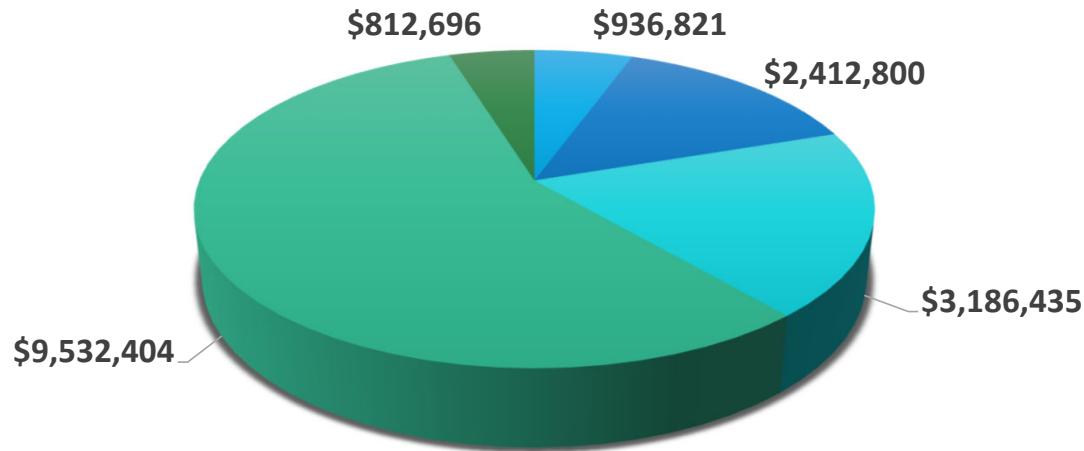




Microtransit Cost

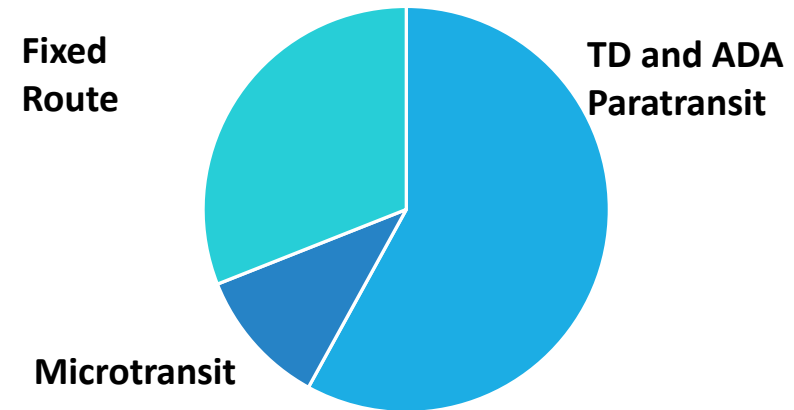


County Fiscal Year 2024-2025 Expenditures



■ FCTD ■ FDOT ■ FTA ■ MSTU ■ GF

Percent of Operating Cost

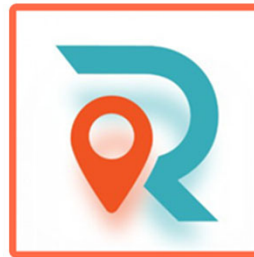




Microtransit Benefits



- More coverage area
- Reaches more riders
- Rider satisfaction
- Vehicles cost less and there is less time between order and receipt
- Easier to find drivers- no CDL needed
- Helps riders access fixed routes





*Questions & Feedback
Thank you!*

*Contact us:
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Adolfo.Covelli@stlucieco.gov*

www.SLCART.org



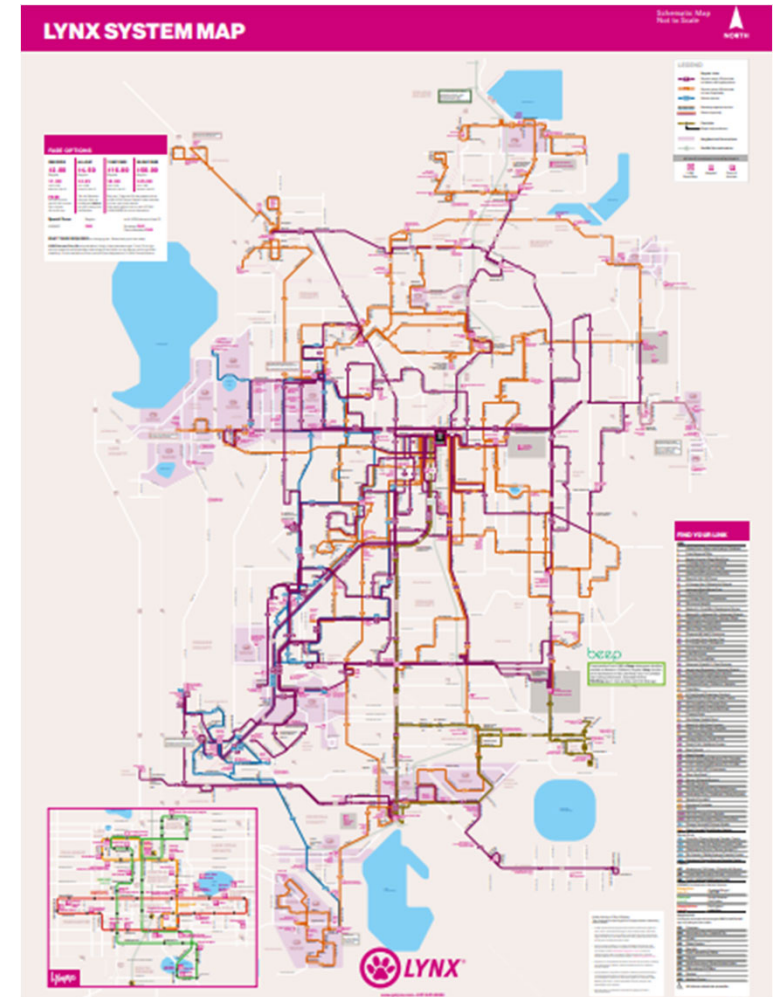
NighborLink Microtransit Service

presented by Carl Weckenmann



LYNX Quick Facts

- More than 66,000 rides provided each weekday
- Over 20 million passenger trips in FY2025
- Service area of approximately 2,500 square miles
- FDOT District 5
- Resident population of more than 2.4 million people
- More than 50% of bus ridership on routes that serve major tourism destinations



LYNX Services



Bus



LYMMO

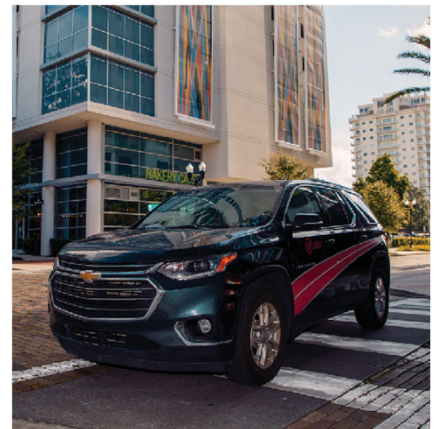


Access LYNX

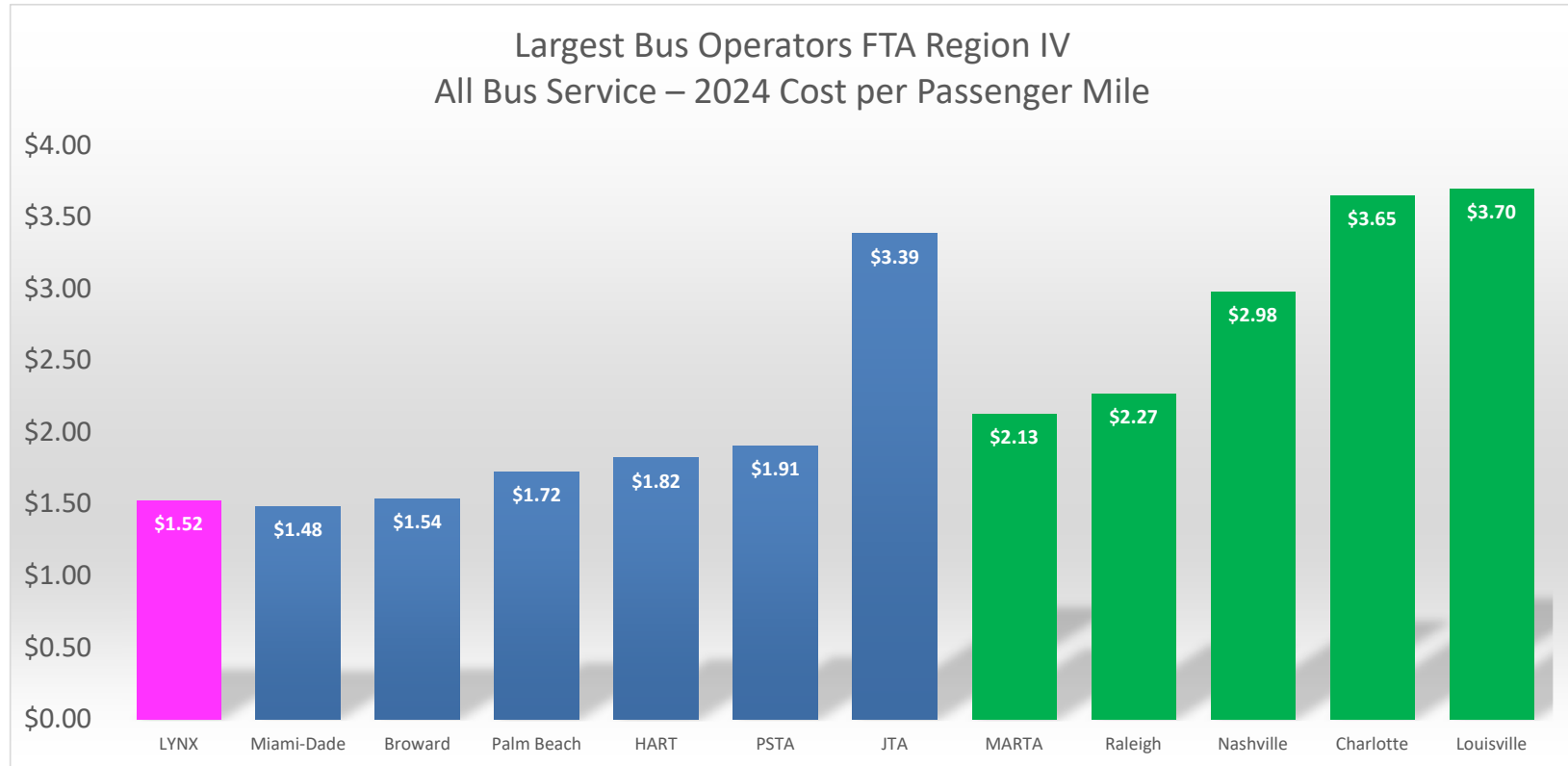
NeighborLink



Vanpool

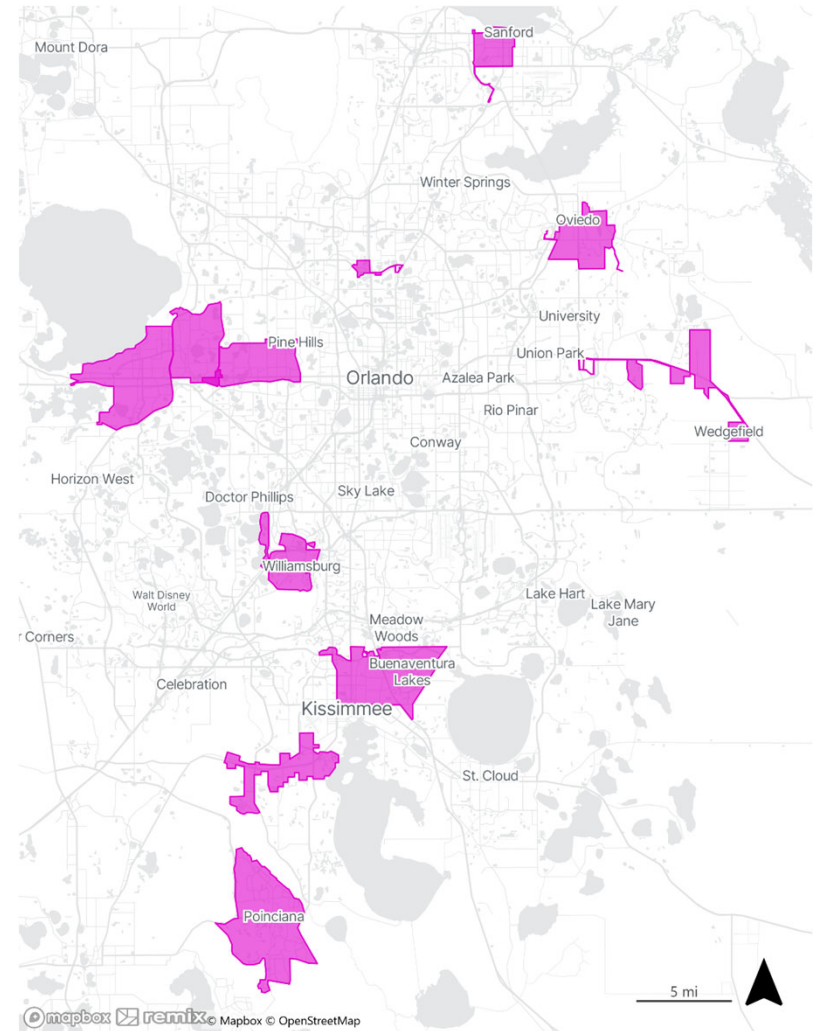


LYNX Performance



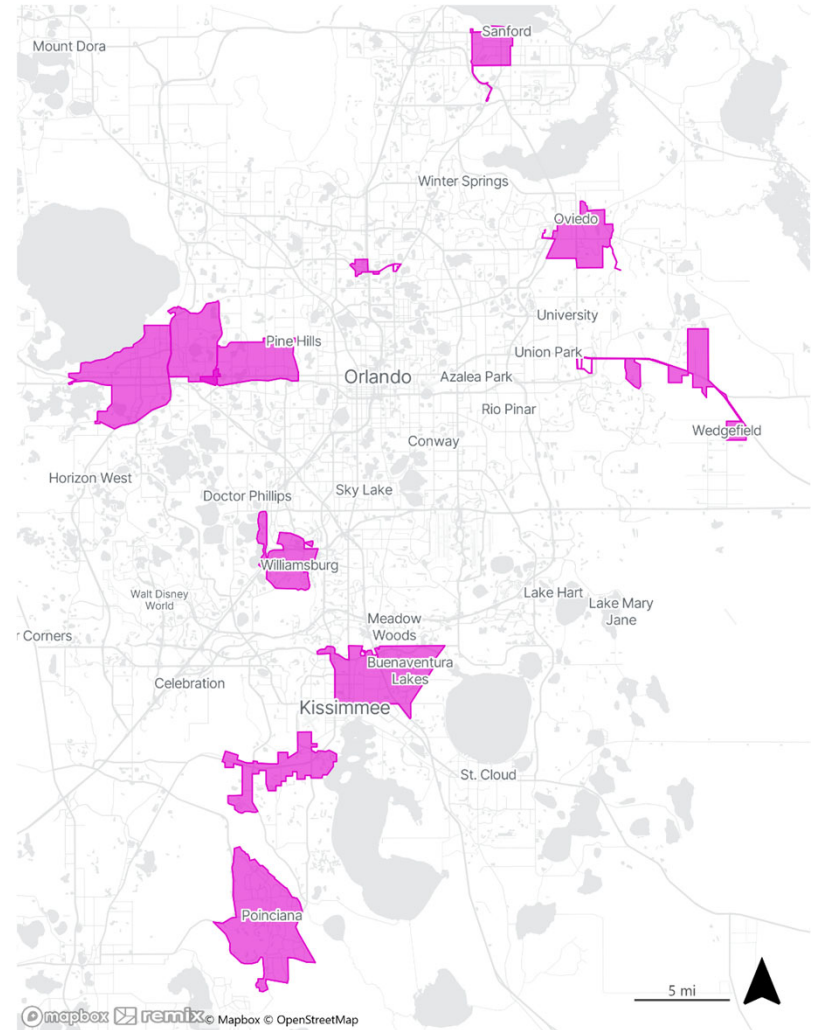
NeighborLink Background

- **Service Overview**
 - Currently there are 9 NeighborLink Routes
 - Six (6) operate Monday – Saturday
 - Three (3) operate Monday – Friday
 - There is currently no Sunday NeighborLink service
 - Two (2) routes operate AM / PM only; no midday service
 - NL 804 Poinciana and NL 852 Maitland (matching SunRail service)



NeighborLink Background

- **Performance**
 - FY2026 (Oct –Mar) ridership to date: 57,883 trips
 - 400 average weekday trips on all zones
 - 240 average Saturday trips
 - ~\$27.28 per customer trip



NeighborLink Background

- Operational History

2008

NeighborLink began operations to replace low-ridership fixed route service

2010

The service was contracted out to MV Transportation

2017

The next procurement awarded the contract again to MV Transportation; in conjunction with the ACCESS LYNX

2022

NeighborLink Re-imagining

2023

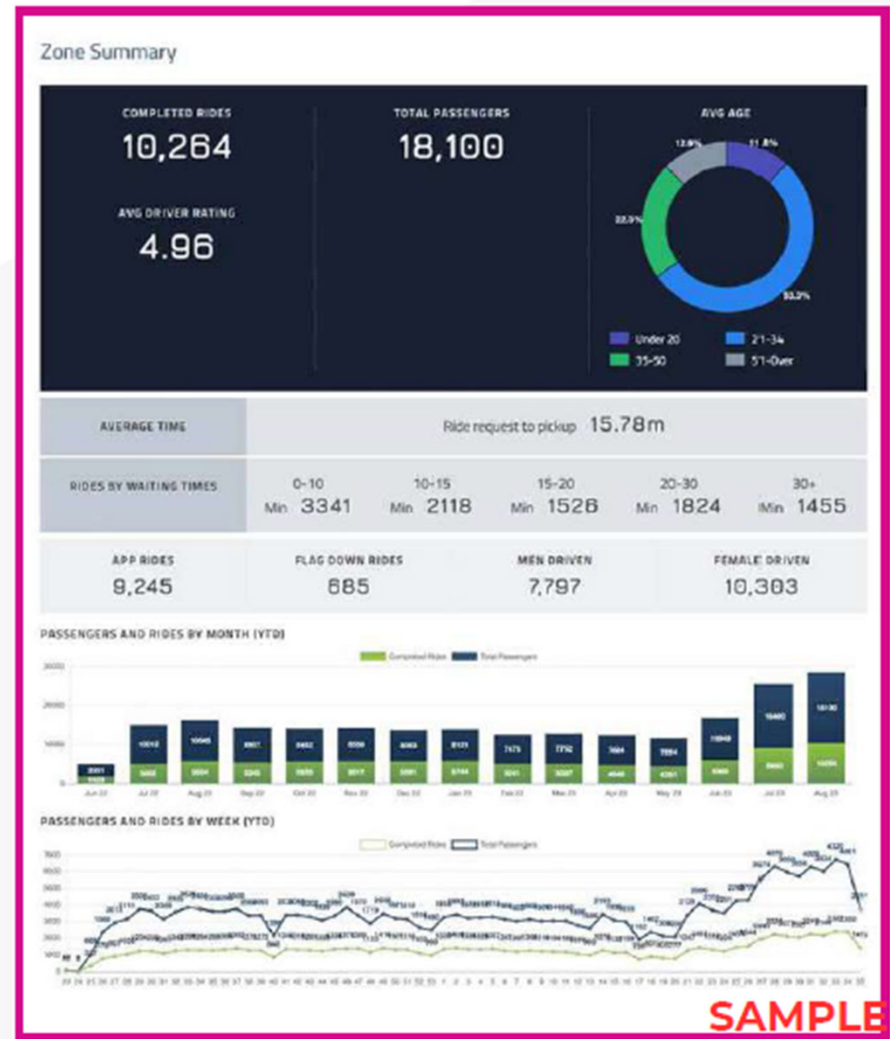
The service was transitioned to LYNX for full operational control



New Vendor

What We Want to Improve:

- Improve overall customer experience
 - Improved Mobile App
 - Real Time vehicle tracker
 - 30-minute pick up window
- Access to live data dashboards
 - Live Real Time information
 - NTD reporting
- Lower operating costs
 - Full year savings \$1,293,000



Recent Steps

- **Current Process for New Vendor**
 - RFP released April 2025, with proposals due back in May 2025
 - Proposals Due May 2025
 - Presentations given September 2025
 - Contract award October 2025
 - Signed contract February 2026
 - Initial Start date set for May 2026
 - Start postponed late April 2026



New Vendor

- **New Service Model Implications**
 - Existing Vehicles are LYNX-owned (19)
 - These will be repurposed to support ACCESS LYNX Paratransit operations
 - Existing Operators (35)
 - Most have expressed interest in entering training, becoming large bus operators



Considerations

- **Define a problem statement**
 - What is the market being served or primary purpose of service?
- **Understand limitations of service type**
 - Offers benefits to other service types, but also drawbacks
- **Get technology right**
 - With this service, the application is a core component
- **Ensure the service fits with larger network**

Questions and Discussion



Mobility on Demand

Sign up for next month's webinar!
<https://www.commuterservices.com/courses/>



Thursday
July 2, 2026
1pm-2pm

First Mile/Last Mile Safety

Discover strategies to improve safety and accessibility in short connections to transit.

Please take the short evaluation



<https://www.surveymonkey.com/r/S3YYDSY>

Thank You!

