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**NICE Bus Launches “NICE Assist” Program to Ease Transit Anxiety**

*One-on-one introduction to using the public transit system now available*

***Garden City, NY, August, 2022 –*** NICE Bus (Nassau Inter-County Express) this month has introduced a new personalized service for potential riders who have questions, concerns or anxieties about how to use the county’s robust public transportation bus system.

Called NICE Assist, the program provides on-demand passenger assistance in English or in Spanish for people requiring help in using the system for the first time, such as residents who are new to Nassau County, senior citizens, people with mobility impairments or those new to riding public transit.

“Using public transit for the first time can be challenging and intimidating, and while the NICE system is presently fully accessible to people of all abilities, we understand this type of ‘invisible barrier’ may be preventing some residents from using public transit,” noted Jack Khzouz, NICE CEO. “NICE Assist is designed to ease transit anxiety and gain confidence by answering those questions with a personalized introduction to the system.”

Under NICE Assist, a NICE customer representative will arrange meet the rider at a bus stop of their choice and personally walk them through boarding procedures, fares and payment systems, the use of schedules, signs and the NICE Go Mobile app, and information about specialized programs such as paratransit service through NICE ABLE-RIDE. An appointment can also be made to visit one of NICE’s transit hubs to better understand connections to other bus routes and other modes of public transportation.

NICE Assist appointments are available Mondays through Fridays between 7 a.m. and 7 p.m. by calling 516-967-5182. Riders are asked to schedule appointments at least 2 hours in advance.

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