Sonoma County Airport Station Shuttle
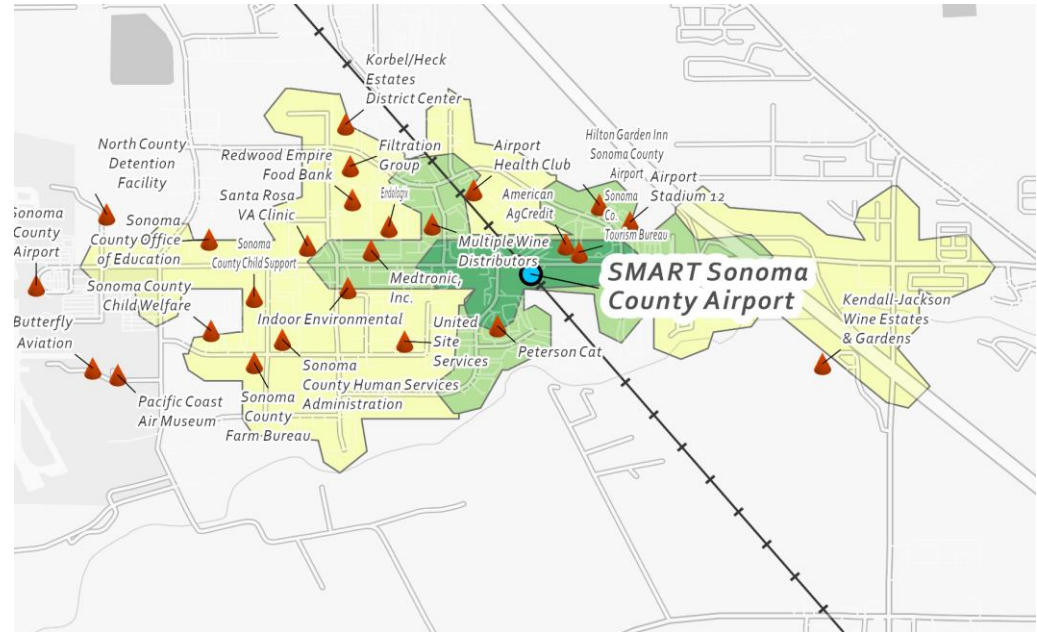## July 20, 2022

First-Last Mile Connection

- First-last mile connections to the SMART stations are essential for riders to conveniently access the system

- Solutions range from auto parking to bike-share, scooter-share, bike parking, convenient bus connections, and on-demand car and shuttle services

First-Mile

Last-Mile

Sonoma County Airport Station

- The Airport SMART Station is 1.2 miles from the Airport Passenger Terminal

- Only connection options are walking, taxi/Uber/Lyft, or SCT Route 62

- Flight passengers are at an all-time high

- Over 3,000 employees and 1,000 residents within 1 mile of the station, with more projects in the pipeline
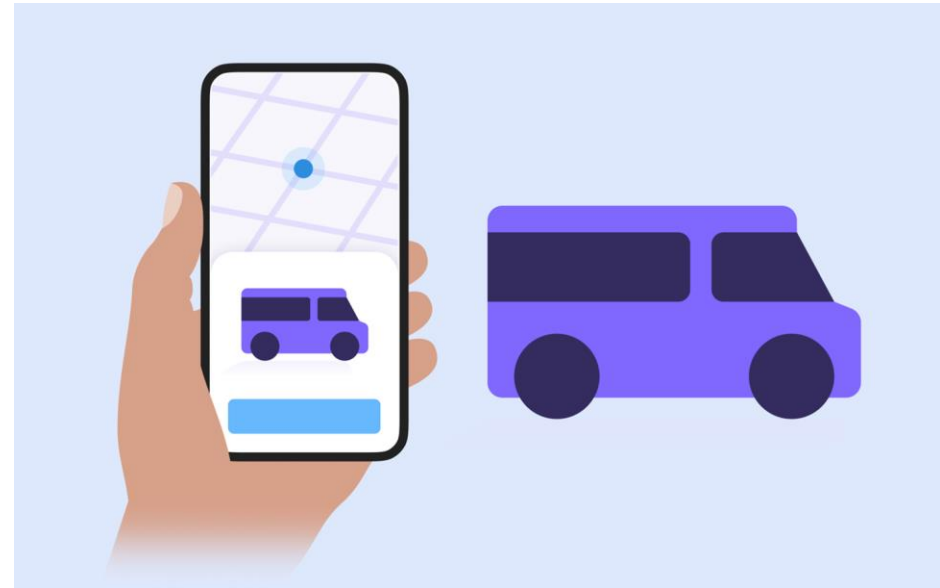
What is Microtransit?

- Microtransit uses the technology made popular by on-demand services such as Uber and Lyft to offer flexible routing for public transit
- Traditional transit picks up passengers at set stops and times
- On-demand microtransit creates efficient routing based on customer ride requests

Flexible, On-Demand Technology

- Riders request microtransit through a smartphone or call center and get an estimate of their pickup time
- Algorithm analyzes requests and dispatches trips dynamically, pooling people onto the vehicle along the way

- The routing is automated, flexible and efficient – with features like digital payment, seat reservations, and live traffic updates
- Passengers catch a ride from wherever they request the trip or a "virtual bus stop" for more efficient service

Via is reimagining how the world moves.

Pause (k)

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Scroll for details

Airport Station Area Shuttle

- What type of service makes sense in the Airport Station area?

- Riders need **reliability** and **ease of use:**
  - Two fixed timepoints – Airport and SMART Station
  - Flexible routing to other destinations
  - Brand recognition
  - Easy boarding location
  - Vehicle large enough to hold groups and luggage
  - Predictable schedule, 7 days per week
  - Affordable and easy fare payment

Next Steps

Issue **Requests for Proposals** for:

1. Microtransit software (Software as a Service/SAAS)
2. Shuttle Operations:
   a) private contractor (through RFP)
   b) public transit partner (interagency agreement)

Goal: to create a **scalable model** that can be adapted for microtransit or on-demand shuttle provision at other SMART stations.