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
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.
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.