

SCENARIO DETAILS: DEVELOP PREMIUM SERVICES

AIRPORT SERVICE

Air travelers have unique transit demands in terms of when they travel, how they value time versus price, and their familiarity, or lack thereof, with local transit services. As such, air travelers are different than most transit passengers in several distinct ways. Air travelers are more time sensitive than price sensitive and, above all, they want reliable, predictable service to the airport. Air travelers also tend to travel to and from the airport outside of traditional peak service hours, based upon flight departure and arrival times, and need transit service during off-peak hours and on weekends. Finally, because time savings and predictability are both highly valued by air travelers, they prefer transit service that provides direct service between the airport and their origin/destination. Based on these differences, several agencies nationwide have developed airport transit services that use innovative service design and marketing practices to better meet the needs of air travelers, which were used to develop these strategies.

FIGURE 1 | CHARLOTTE SPRINTER PROVIDES SERVICE BETWEEN THE CENTER CITY AND CHARLOTTE DOUGLASS INTERNATIONAL AIRPORT



Airport bus services combines a number of elements that work together to produce attractive and compelling service:

- **Service Design:** Because air passengers are more time sensitive than price sensitive, the frequency of airport transit service is very important. Typical service frequency is 15-30 minutes.
- **Schedules:** To cater to air travelers taking early morning and late-night flights, airport service begins at approximately 5:30 a.m. and ends after midnight. Therefore, airport services must operate for longer spans than many other services, and they must operate seven days a week. Predictability, or regular schedules, are also important.
- **Service Locations:** Most airport transit services are geared toward connecting an airport to a city's downtown or a university population. These services work well when travelers have convenient access to downtown and where many travelers are visiting hotels and employment centers in the central city.
- **Vehicles:** Airport bus services should consider that air travelers will have luggage and other bulky items. Low-floor buses, wide aisles, and luggage racks make it easier for travelers to quickly board, temporarily stow luggage, and alight the bus while carrying large pieces of luggage.
- **Branding and Marketing:** Special branding of airport services increases the visibility of service and make it easier for first-time users to learn about it and find it. Branding airport services with a distinctive name and design that is used across all informational materials is crucial for building awareness of airport transit services.
- **Wayfinding and Waiting Areas:** Bus service stops at the airport should be easy to find, easy to access, and simple to identify. Stops should be located at the terminal or close to other ground transportation options, with prominent wayfinding signage identifying the transit service and directing travelers to where they can wait for the next bus. Providing real-time passenger information improves the passenger waiting experience.

These measures work together to make service enjoyable, convenient, and comfortable, and well help seamlessly ferry travelers and visitors between downtown Nashville and the airport.

For additional information on airport service, see: nmotion2015.com/wp-content/uploads/2015/08/nMotion-Airport-Bus-150710_FINAL.pdf

SUMMARY OF SCENARIO SERVICES

All three scenarios include similar improvements:

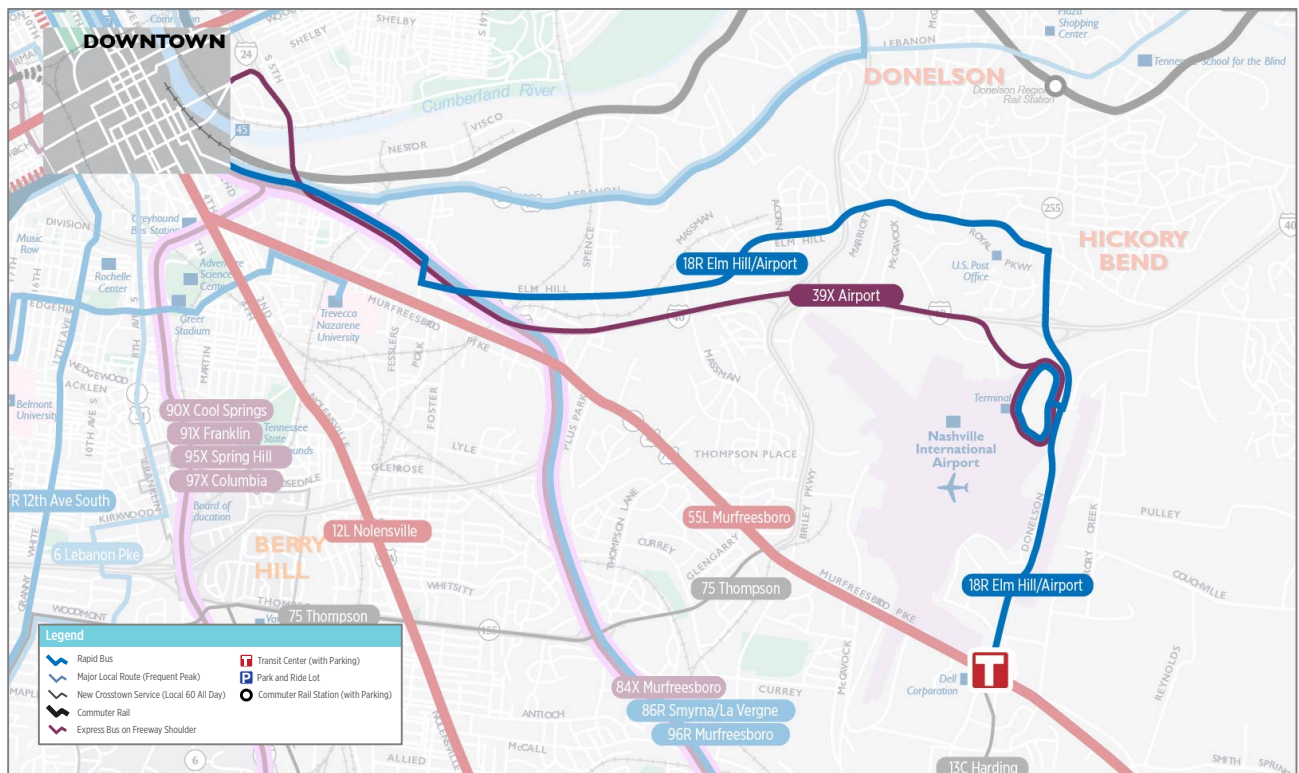
- Express service between the airport and downtown via I-40.
- Connections to service along Murfreesboro Pike.

SCENARIO 1: COMPREHENSIVE REGIONAL SYSTEM

Scenario 1 includes two major improvements to airport service:

- **Express service** (Route 39X Airport Express) that would operate between the airport and downtown Nashville seven days a week every 30 minutes from early morning until late night.
- **Rapid Bus service** between Donelson Pike at Murfreesboro Pike and Downtown via the airport and Donelson Pike (Route 18R Elm Hill/Airport). This route would provide connections between light rail on Murfreesboro Pike and locations between the airport and downtown along Elm Hill Pike. It would also provide frequent seven day a week service from early morning until late night.

FIGURE 2 | SCENARIO 1 AIRPORT SERVICE

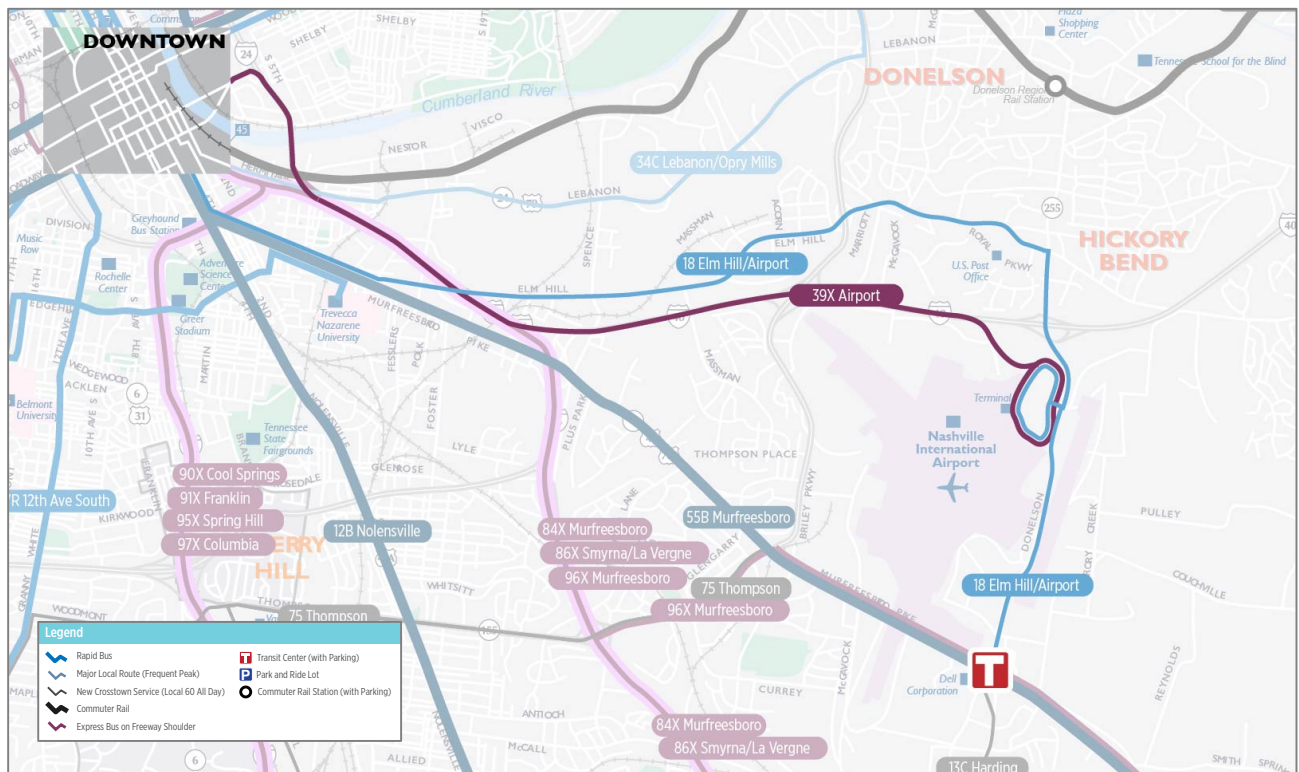


SCENARIO 2: BUS-FOCUSED EXPANSION

Scenario 2 includes similar improvements as Scenario 1, but slightly scaled back:

- **Express service** (Route 39X Airport Express) that would operate between the airport and downtown Nashville seven days a week every 30 minutes from early morning until late night. This service would be the same as in Scenario 1.
- **Local service** between Donelson Pike at Murfreesboro Pike and Downtown via the airport and Donelson Pike (Route 18 Elm Hill/Airport). This route would provide connections between BRT on Murfreesboro Pike and locations between the airport and downtown along Elm Hill Pike. It would also operate seven days a week every 30 minutes from early morning until late night.

FIGURE 3 | SCENARIO 2 AIRPORT SERVICE



SCENARIO 3: MODEST IMPROVEMENTS

Scenario 3 includes the same improvements as Scenario 2. The only difference would be that Route 18 Elm Hill/Airport would connect to Rapid Bus service on Murfreesboro Pike instead of BRT.