



Launching Microtransit in Petaluma, CA

The City of Petaluma, which serves over 60,000 residents across its 12-square-mile area, sought to expand its public transit offerings to reach “never riders”— individuals who may not consider public transportation due to concerns over convenience and accessibility. Petaluma Transit already provides more than 250,000 trips annually through six local bus routes, paratransit services, and other programs. However, the existing fixed route services were unable to reach certain areas, especially where demand didn’t justify a large 40-foot bus. The city needed a solution that could navigate these underserved zones while offering flexible transit options and addressing community concerns around driver familiarity and safety.

DRIVING MEASURABLE RESULTS



Community-Centered Operations

The City selected MV drivers with local experience to address community concerns regarding safety and familiarity, fostering confidence and increasing public transit appeal.



Expanded Access to Underserved Areas

Microtransit filled critical service gaps by reaching zones where fixed route buses were impractical.



Rapid Adoption by New Riders

Over 833 rides completed in the first 24 days, successfully engaging “never riders” and demonstrating strong early demand.



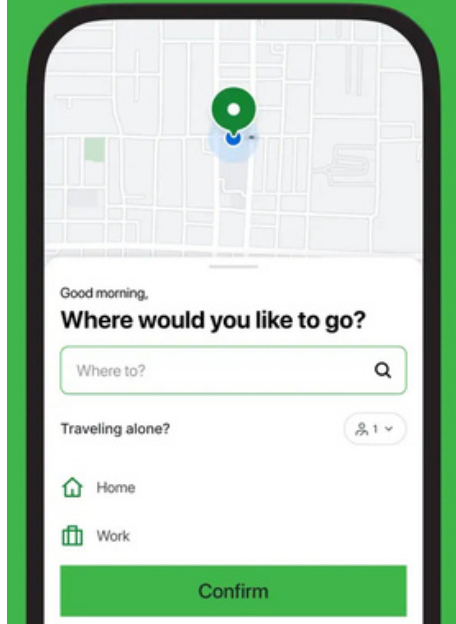
High Rider Satisfaction

Riders reported consistently positive experiences, with efficient routing and prompt pickups powered by a third-party technology platform.

CHALLENGES AND SOLUTIONS

To solve this, Petaluma partnered with MV Transportation (MV) to develop and launch a Microtransit service that would complement the city’s fixed route and paratransit systems. Through collaboration among MV’s General Manager, community members, the Petaluma Transit Advisory Committee, and city staff, they defined a two-square-mile Microtransit zone served by two dedicated vehicles. Experienced drivers were selected, easing any community concerns about safety and the familiarity of drivers, which set

Choose the pickup location, destination, and number of passengers.



Microtransit apart from typical rideshare services.

The primary goal was to make public transit more appealing to residents who had not previously used it. By introducing Microtransit as a first step, the city hopes to make transit a viable and attractive option, particularly for those who might view it as inconvenient or inaccessible.

RESULTS AND FUTURE PLANS

Since its launch on September 30, 2024, Petaluma's Microtransit service has successfully engaged residents who may not have considered public transit before. With over 833 rides completed in the first 24 days, the service has steadily met demand while providing a convenient average ride duration and a prompt pickup experience. Powered by a third-party technology platform, the app ensures efficient routing and offers an easy-to-use interface, further enhancing rider convenience. The high average satisfaction rating demonstrates the positive community impact of MV's Microtransit solution, and with plans to integrate fixed route services into the Microtransit app, Petaluma residents will soon be able to seamlessly plan journeys on-demand and through fixed route options, further enhancing local transit accessibility and reliability.

TESTIMONIAL



Many cities feel overwhelmed by the idea of rebranding or marketing transit services—you assume people just know it's there. But MV played a huge role in bringing this to life. Petaluma's MV General Manager was instrumental—attending chamber meetings, community events, leading promo rides, and teaching residents how to use the app. With his help, we were able to address one of the community's biggest concerns: unlike other rideshare options where drivers are strangers, MV's Microtransit operators are trusted employees with years of experience and rigorous safety training. It's truly community-centered transit."

– Maria Arce, Transit Specialist for Marketing & Outreach with the City of Petaluma

ABOUT MV

MV Transportation is a leading American-owned transit services provider, proudly serving communities across the United States. Partnering with over 100 transit agencies and municipalities, schools, and corporations nationwide, we deliver seamless transit options to millions of Americans every day. With over 50 years of experience and as a family-owned company, we foster a strong sense of community with our employees, clients, and passengers.

Our commitment to delivering unparalleled service means we provide comprehensive support to our customers, addressing their needs with innovative solutions and transparent communication. Additionally, we prioritize investing in our 10,000 employees, ensuring extensive training and development at all levels, keeping safety at the forefront of everything we do.

At MV, our dedication to excellence drives every endeavor, making us the premier choice for contracted transit services.