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Business Improvement District Meeting
Transit Update

Presented by
Maria Arce,
Project Manager,
Marketing & Outreach
December 17, 2024

An Overview

- Petaluma Transit Services
- LumaGo-Launched 09/30/24
 - How the service works
 - Current Ridership
- Leveraging LumaGo for your business/community members
 - Staff Training
 - Marketing Materials
 - Partnership opportunities
- Next Steps for LumaGo
- Q & A

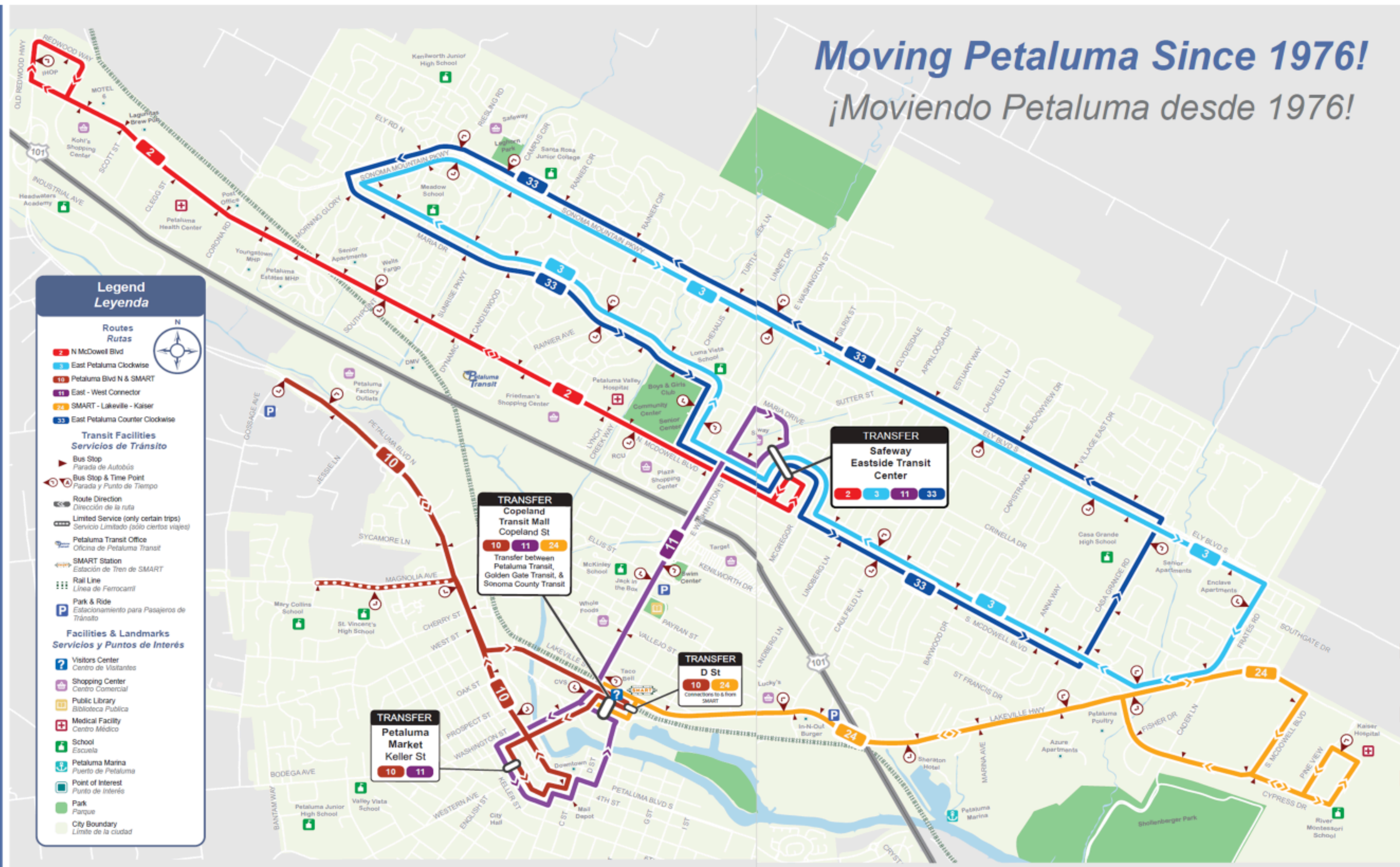


Petaluma Transit Services:



Moving Petaluma Since 1976!
 ¡Moviendo Petaluma desde 1976!

Routes
 Rutas



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Petaluma Transit Services:

Petaluma Transit's provides safe and accessible access to transportation in and around the City of Petaluma.

- PT has been in operation since **1976**
- PT operates **over 250,000 trips each year** to a population of over 60,000 residents in the 12 square miles of Petaluma.
- PT operate six local bus routes, Monday-Friday, three local bus routes on weekends, paratransit service for people with disabilities, and starting 09/2024 Microtransit.

Our mission is to enhance the quality of life by offering convenient and affordable transit options that support a sustainable and inclusive community.

- Fixed Route Service
- Paratransit Service



Petaluma Transit Service Updates:

iTodos Viajan Gratis!



Show Up & Go! RIDE FOR FREE

ZERO

ZILCH

NADA

NO MATTER HOW YOU SAY IT - EVERYONE RIDES FREE ON PETALUMA TRANSIT

Statewide, it is believed Petaluma is the second city to offer entirely free transit rides after the city of Commerce, in Southern California. | 4



A Petaluma Transit bus pulls out of the Eastside Transit Center at Washington Square on Tuesday, July 1, 2024. (Petaluma Argus-Courier file photo)

JENNIFER SAWHNEY
PETALUMA ARGUS-COURIER
July 1, 2024, 4:22PM

As of July 1, anyone looking to ride Petaluma's fixed-route or paratransit buses will be able to do so for free as part of a one-year pilot program — the first of its kind in the Bay Area, [the city announced Tuesday in a release.](#)

"By removing the cost barrier, Petaluma Transit hopes to encourage more residents to use public transit, thereby reducing traffic and the community's carbon footprint," the release said.

Plan your trip.



transit

FOX2 Live News Weather Sports Web Links Contests More

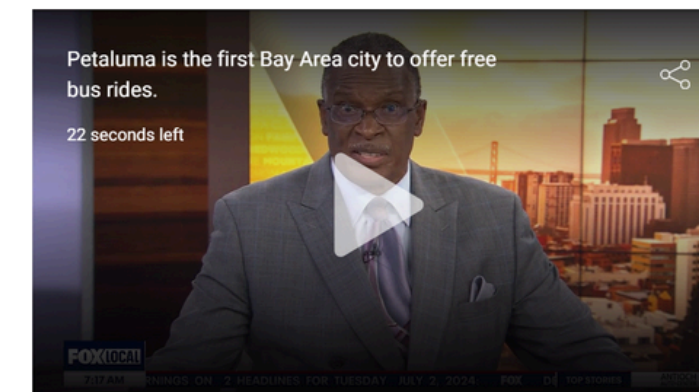
Start a 30-day free trial of SPSS Statistics today to see its ease-of-use, intuitive interface and wide array of capabilities

Ad By IBM

See More

Petaluma is the first Bay Area city to offer free bus rides

By KTVU Staff | Published July 2, 2024 8:23am PDT | Petaluma | KTVU FOX 2



Use PTO for Summer Getaways

Save on 5+ Nights at Select Hotels

T&Cs apply

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Why Add Microtransit?



Steps prior to launch

- Understanding the use case.
- Identifying a zone
- AD Hoc
- Community Feedback
- Launch Strategy
- Training
- App and brand development

What is microtransit service?

Benefits:

- Flexible
- Accessible
- Adaptable technology
- Meets current 'on-demand' expectations
- Transit historically makes you come to the route, with microtransit the route comes to you.

Limitations:

- Service offering is a new habit/idea.
- Demand model may result in 'no ride available'
- Efficacy of service is closely tied to app usage.
- Not a one size fits all solution to transit apprehension.
- Fixed Route is still the most efficient and cost-effective way to transport large numbers of passengers.

Service Area:



SCAN HERE

Points of interest:

Downtown, Petaluma Fairgrounds, Target Shopping Center, SMART, Copeland Transit Mall, and City Hall



Service Hours:

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Monday - Thursday

7:00 am - 8:00 pm

Friday

7:00 am - 10:00 pm

Saturday

8:00 am - 10:00 pm

Sunday

9:00 am - 6:00 pm

Wait time & Ride times

On-demand: 30 minutes

For an on-demand request, this is the longest wait time (Pickup ETA) we would present a rider before presenting a no seats available error message.

If there is no way to serve a rider's ride at the time requested while respecting the system parameters (including any allowed negotiation), the rider will receive an error message informing them there are no available seats but they can try again in a couple minutes.

Detour tolerance: Up to 80% of ride duration, or no more than 15 minutes

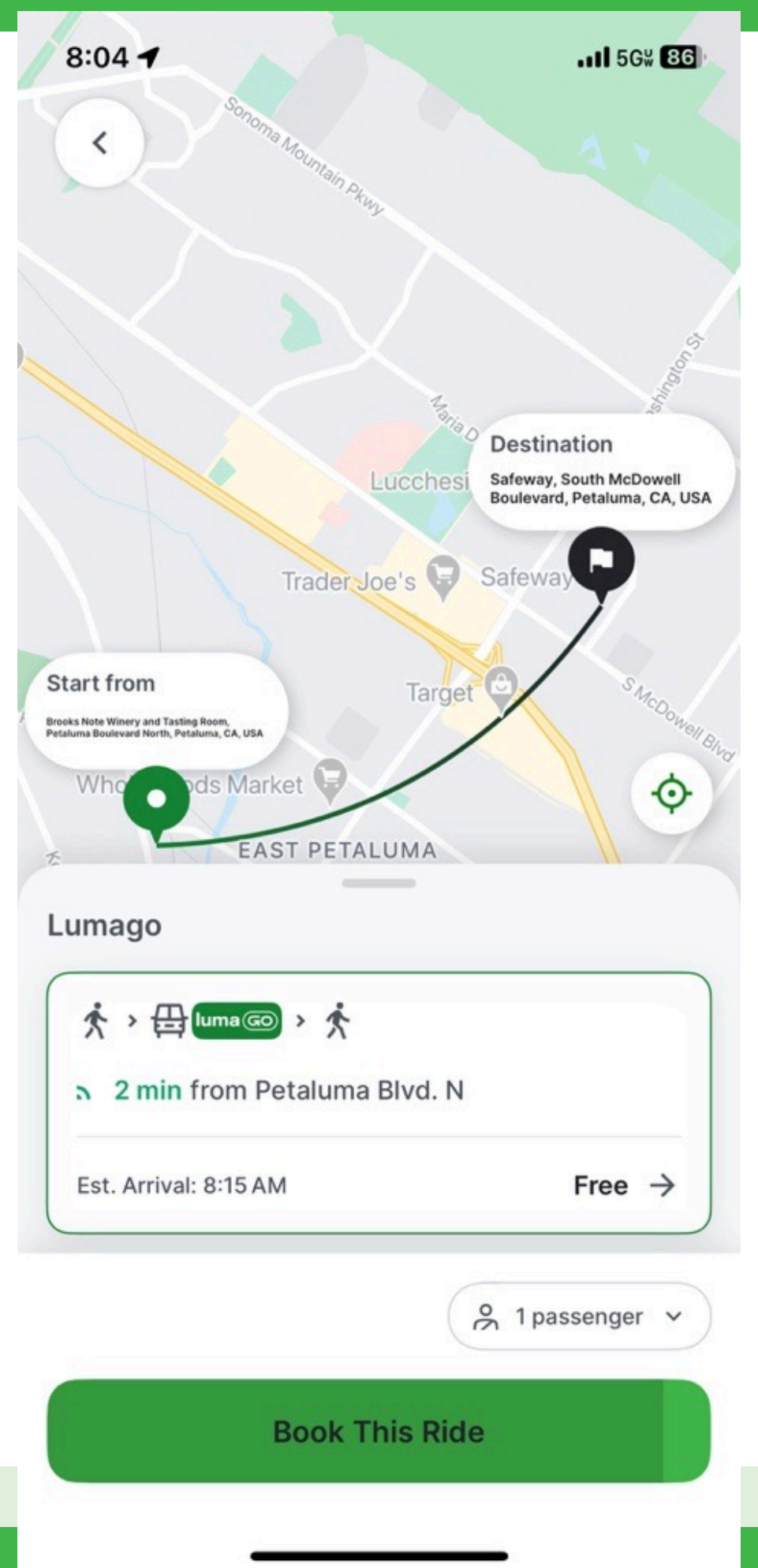
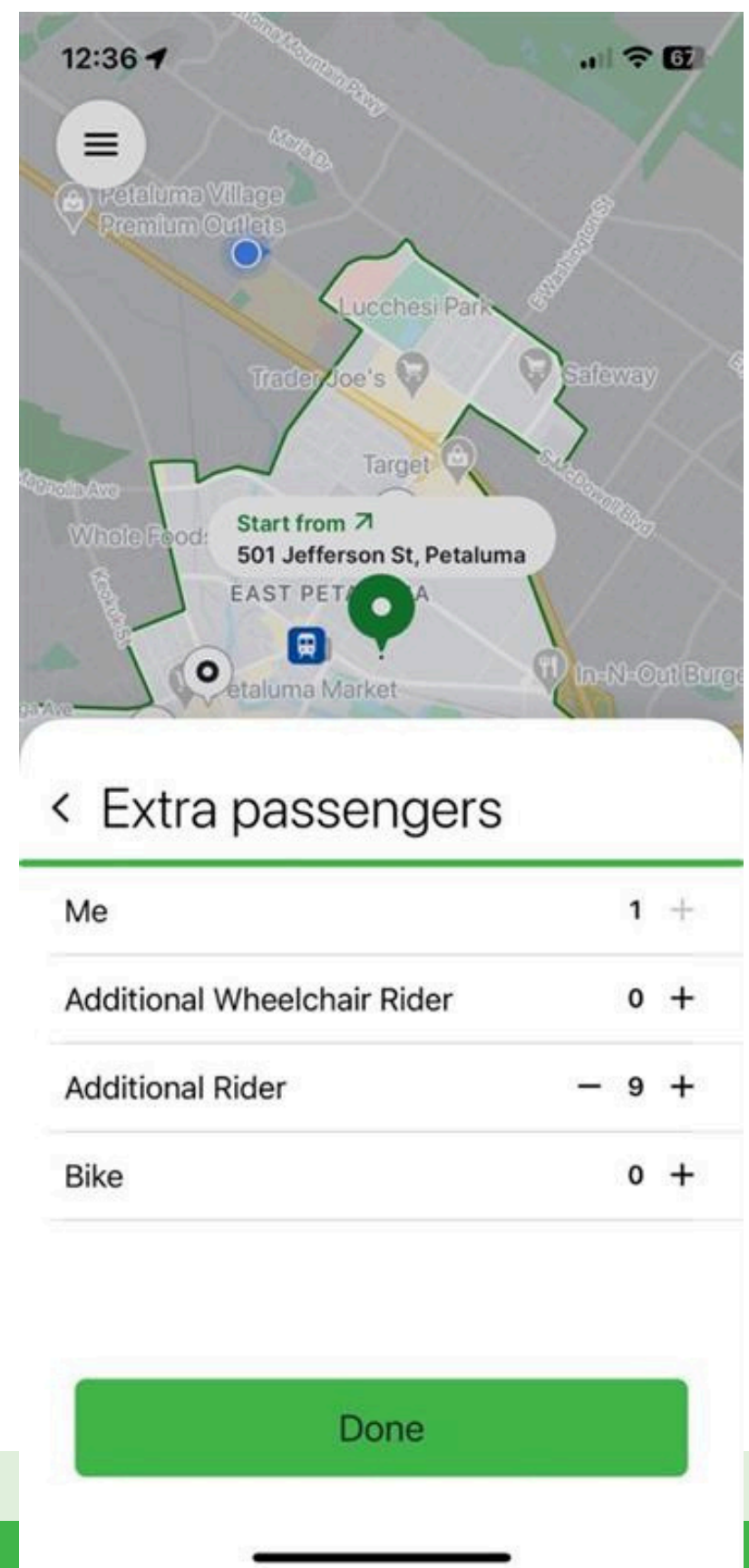
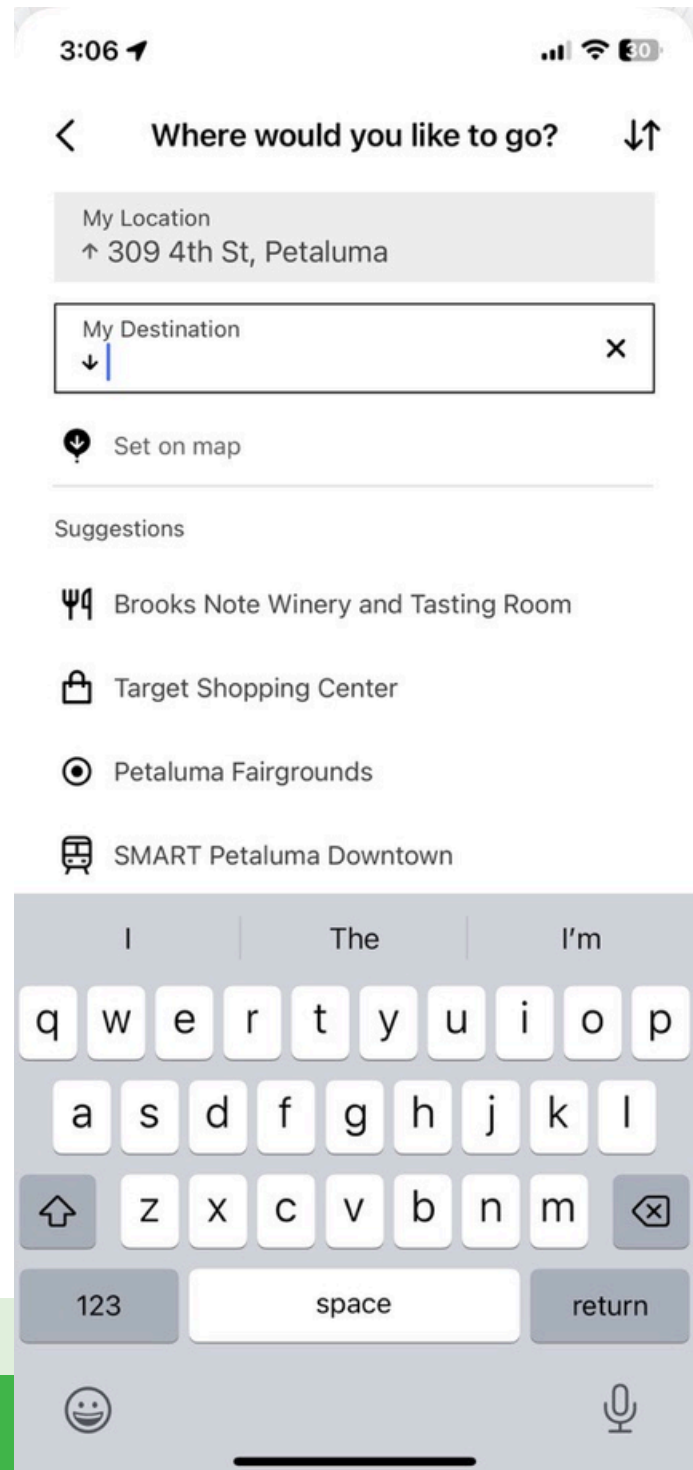


How to use the app:

 **DOWNLOAD NOW**



1-877-778-LUMA



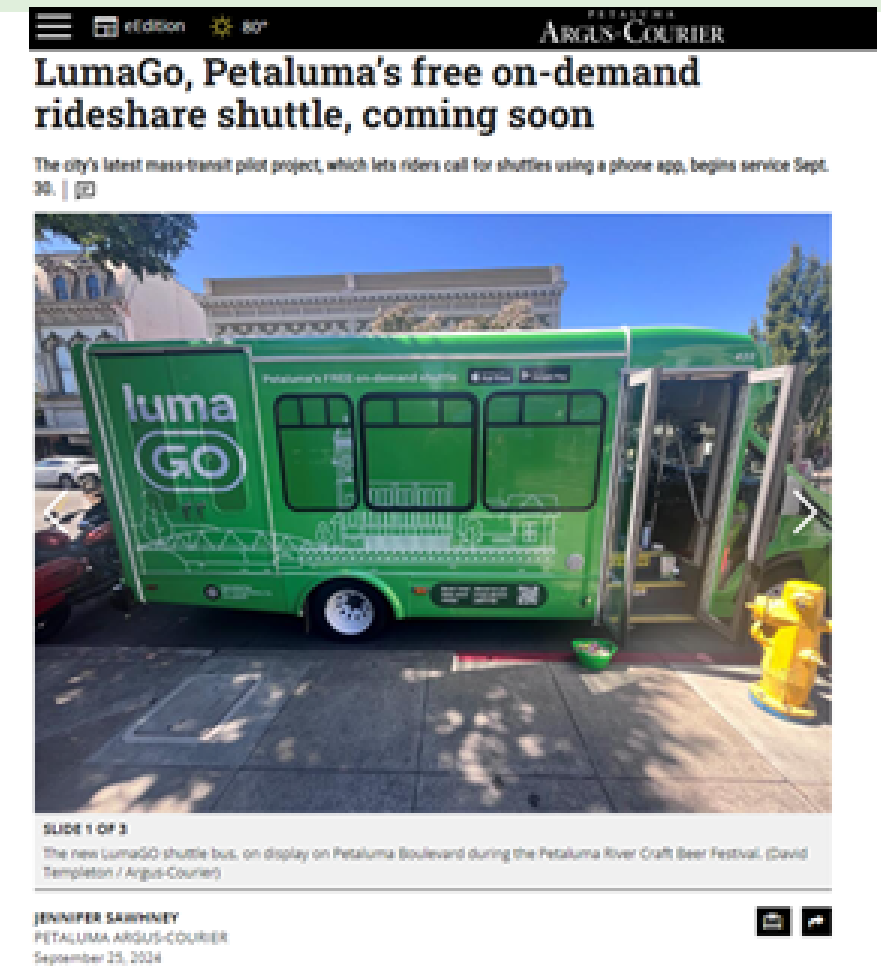
luma GO



Launched 09/30/24

Pre-launch Events/Meetings:

- Petaluma Senior Advisory Committee-August 8
- Petaluma Women's Club-August 8
- PEP Housing Vallejo St -August 13
- Petaluma High School Back to School Night-August 28
- Petaluma Family Resource Center-August 28
- Petaluma Downtown Association- September 6
- Petaluma River Craft Beer Festival-September 7
- Petaluma Women's Club-September 12
- Luma Ice-September 18
- Petaluma Antique Faire-September 29
- Urban Chat-October 8
- Petaluma Chamber of Commerce Gov't Affairs-September 20



Launch Events:

- Petaluma Antique Faire-September 29
- PEP Housing Lieb Senior Apartments-October 1
- PEP Housing Vallejo Apartments-October 2
- Petaluma Women's Club-October 3
- Petaluma Family Resource Center-October 4
- Petaluma Senior Center-October 9

Ridership:



**WE APPRECIATE
YOUR FEEDBACK!**



**Share love,
It's the Lumago way!**

Spread the word about
Petaluma Transit!



- **Average rider rating (out of 5): 4.9**

In the first 11 weeks of the LumaGo launch we have had a total of **3,996** completed rides





Leveraging LumaGo

- Staff
- Customers
- Special Events
- Website
- Social Media

Order Now!



Petaluma's **FREE** on-demand shuttle • Transporte gratuito a pedido de Petaluma

Scan to download

luma GO

- 1 Download**
Descarga la aplicación
- 2 Book a ride**
Reserva un viaje
- 3 Ride FREE**
Viaje gratis

Powered by PetalumaTransit

transit.cityofpetaluma.net/lumago • 1-877-778-LUMA

Get here FREE with luma GO

¡Llega aquí GRATIS con LumaGo!

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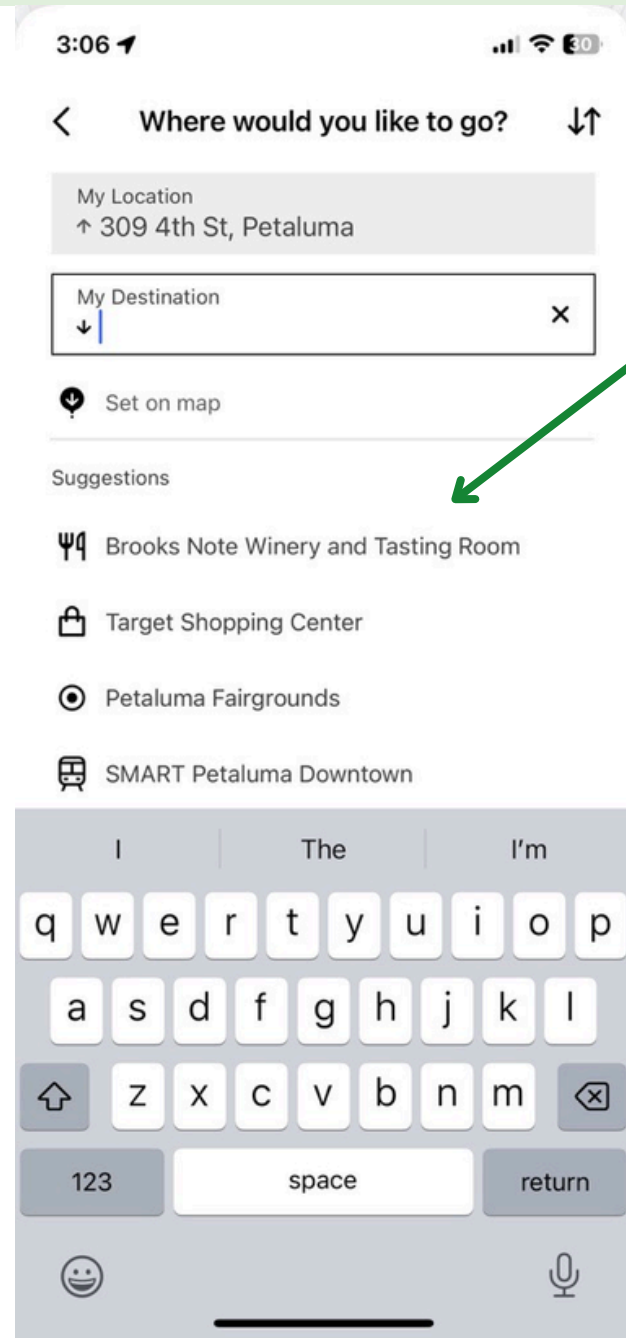


Leveraging LumaGo

Marketing Materials

- Vinyl cling
- Poster

- Rack Cards
- Presentation
- Special Events



Powered by **PetalumaTransit**

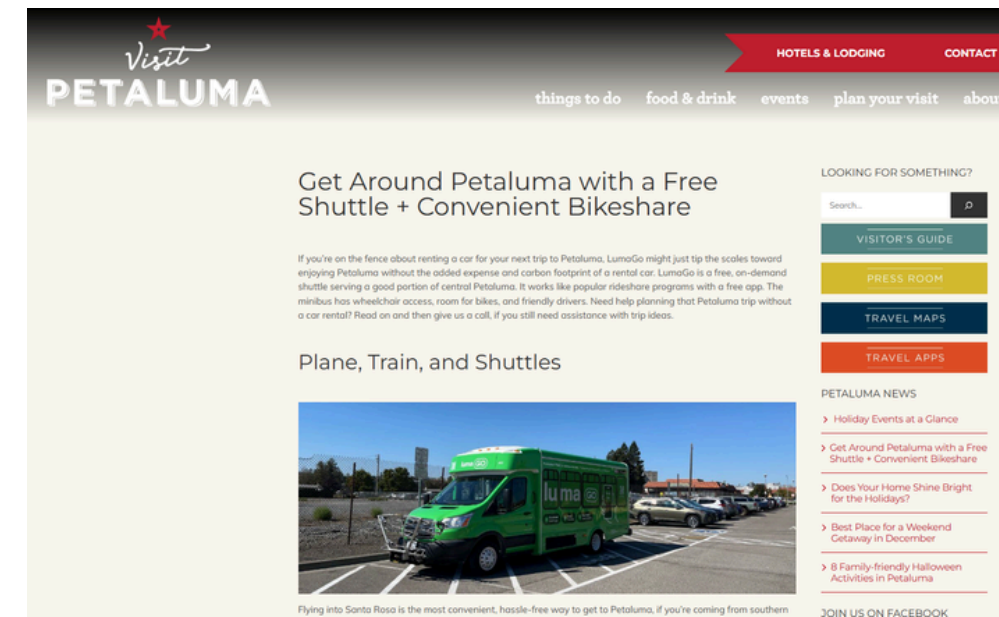
"Join us for the LumaGo Launch!"
 Get a sneak peek at Petaluma's brand-new, free shuttle service! We'll have a quick intro to show you how easy it is to book your ride, a chance to win awesome raffle prizes, a guided tour of the LumaGo vehicle, and best of all – you can hop aboard for a fun test ride!
 Don't miss out on this exciting new way to get around town!"

- 1 Download**
 Descarga la aplicación
- 2 Book a ride**
 Reserva un viaje
- 3 Ride FREE**
 Viaja *gratis*

Share love, It's the Lumago way!
 Spread the word about Petaluma Transit!

October 3, 2024 at 11 a.m.
Location: Petaluma Women's Club
518 B Street, Petaluma
JOIN US and Take a FREE Ride!

LumaGo is a shared ride system operated by Petaluma Transit. This is a one-year pilot program, launched 09/30/2024. Wait times for service are subject to vehicle availability and demand. See website for details. Some restrictions apply.



Leveraging LumaGo

Marketing Materials

- Special event
- Social Media
- Website
- Point of Interest
- Tabling



**Share love,
It's the Lumago way!**

Spread the word about
Petaluma Transit!

 **Next Steps:**

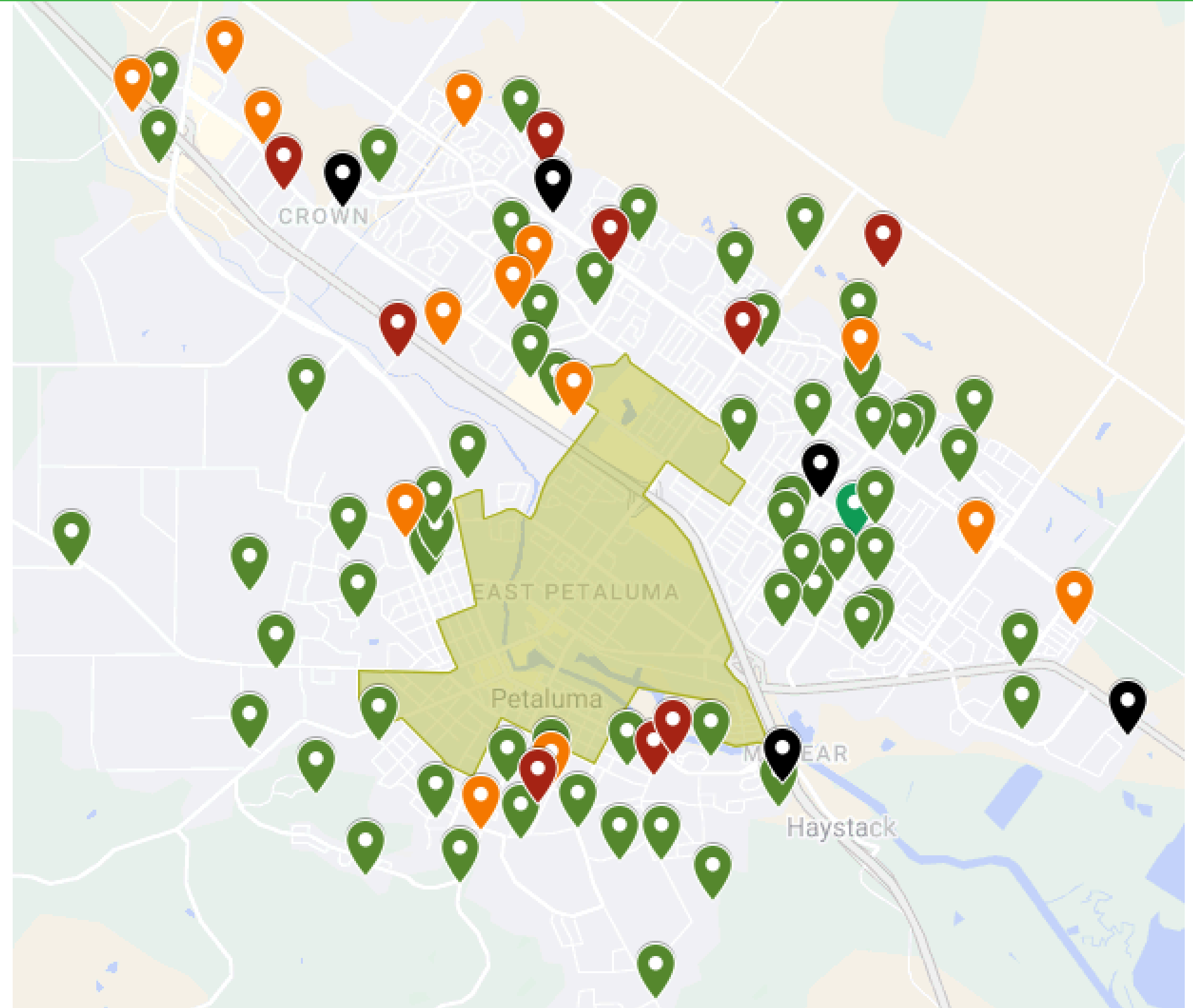
Service Area Requests:

luma **GO**



Want LumaGo in your area?

Submit requests by
scanning QR code.

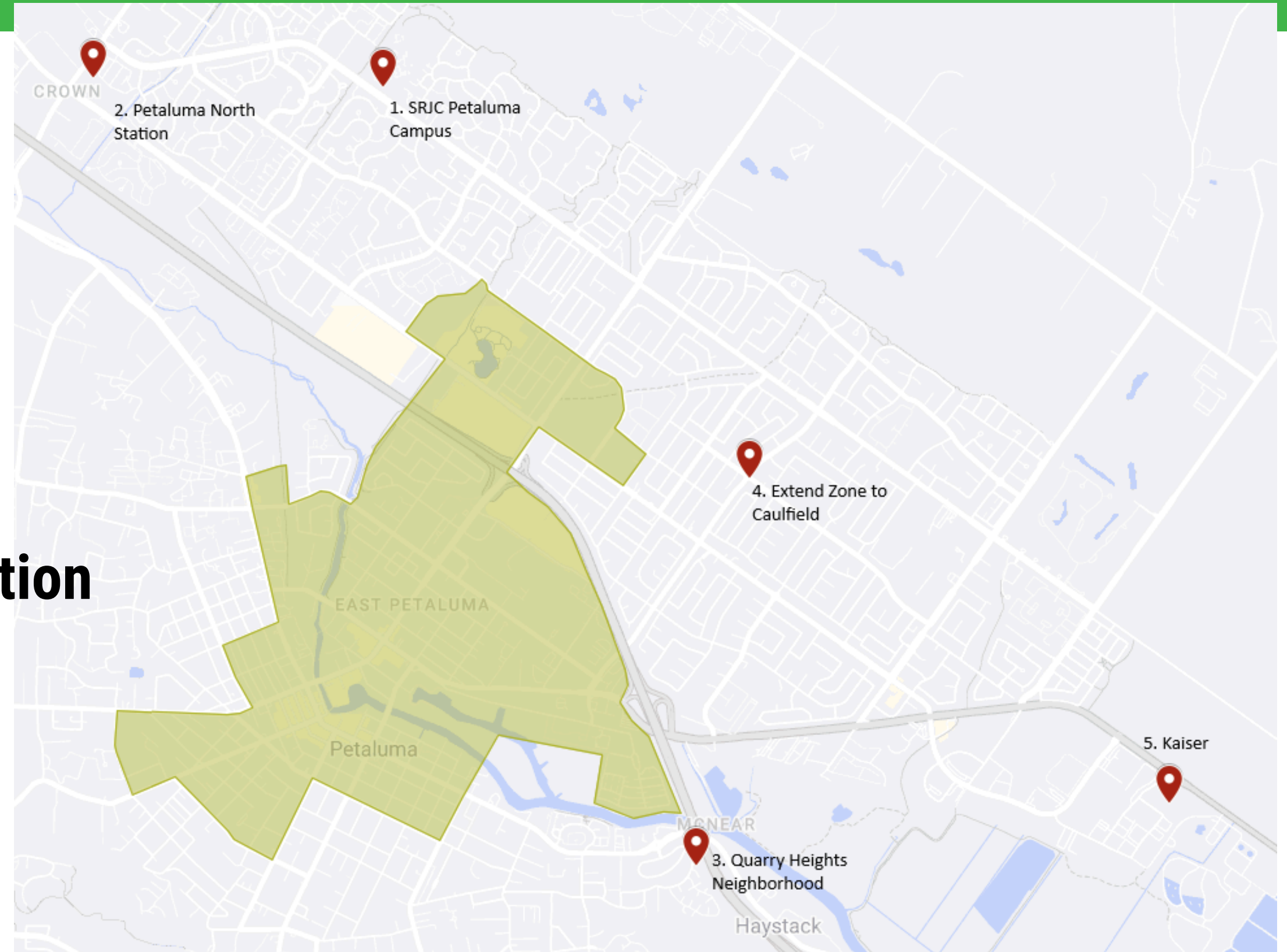


From 09/30/24-12/15/24, over 170 request for expansion have been submitted-reflected in the map above.

Most requested service areas



- 1. SRJC Petaluma Campus**
- 2. Petaluma North SMART station**
- 3. Quarry Heights**
- 4. Caulfield Ln**
- 5. Kaiser**



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Multi-Modal Options

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Q & A



THANK YOU!



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