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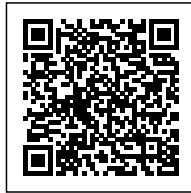
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VISALIA LAUNCHES 'CONNECT' MICROTRANSIT TO MODERNIZE LOCAL TRANSIT



VISALIA — In a move to modernize public transportation and increase accessibility, the City of Visalia has introduced Visalia Connect, a new microtransit service aimed at delivering flexible, on-demand rides throughout the city. The announcement was made during the March 17 City Council work session, where officials unveiled the new brand identity and outlined plans for public engagement.

Visalia Connect will operate as an app-based shared ride service, allowing users to request transportation in real time through their phones or online. The service is designed to improve first and last mile connectivity, especially in areas underserved by traditional bus routes.

"It is fast, flexible, connected, everything you want in a modern transportation option," said Transit Manager Angelina DeRossett, who presented the branding and vision to the council.

The branding includes a bright, community-focused vehicle design with QR codes linking directly to the app. Officials explained that the name Visalia Connect represents the service's mission to bridge neighborhoods, improve mobility, and create more seamless transit experiences for residents.

Councilmembers responded positively to the branding but encouraged staff to clarify that the service is not a private ride-hailing platform. "It is still public transit, just smarter," one





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member noted.

The phased rollout will begin in select zones before expanding citywide. DeRossett and her team emphasized the importance of [public education and outreach to ensure residents](#) feel confident using the service.

Visalia Connect is part of a broader effort to make the city's transportation system more responsive, inclusive, and technologically current.