

MV Transportation's drivers are trained not only on driving safety, but also in customer service to ensure all passengers are treated with respect.



MEANINGFUL RIDE

Relationships with its customers and genuine concern for its passengers are the driving forces behind MV Transportation's steady growth. —HANNA ARONOVICH

MV TRANSPORTATION HAS BEEN PROVIDING freedom of mobility since 1975. The California-based company operates transportation services for cities, counties, transit authorities and other national and local government agencies. About half of its business is dedicated to paratransit operations, while the rest is fixed-route-multimodal services and student transportation.

Founded by a husband and wife team in San Francisco, MV Transportation started out very much like most entrepreneurial organizations with its founders working 20-hour days, President and CEO Jon Monson says. "Initially, they just had one vehicle which operated out of their studio apartment," he explains. "The company at that time was focused on medical transportation, and each passenger, or third-party organization, paid the full cost of the ride."

In 1983, MV Transportation won its first public transportation contract with the city of San Francisco and began transi-

tioning from a retail provider to a government contractor. More contracts and additional facilities followed, and by the late 1990s, MV Transportation was a \$20 million company with seven locations in the San Francisco Bay area.

In 1999, the company hired a professional management team, won its first contract outside of California and has been expanding steadily since. Today, MV Transportation operates 100 locations in more than 20 states.

Service is a top priority for MV Transportation, and meeting service expectations is often built into the contract. Eighty-eight percent of MV Transportation's clients are local government agencies, and each contract identifies measurable objectives the company must achieve. "These objectives often include on-time performance, maintaining a low percentage of complaints or how

PROFILE

MV Transportation
www.mvtransit.com
 2004 sales: \$271 million
 Employees: 7,800
 Headquarters: Fairfield, Calif.
 Service: Transportation
 Jon Monson, CEO: "We have a high standard of accountability in representing those agencies."

quickly we answer the phones," Monson says. "We receive incentives if we meet these objectives and penalties if we don't."

Beyond contract obligations, MV Transportation acts as the public face for its clients. Monson says the company operates more buses than Greyhound, yet most of the general public has never heard of the company. "That's the way we like it," he notes. "The public never sees our name on the bus because we stand in the government's shoes. Therefore, we have a high standard of accountability in representing those agencies."

Drivers are trained in customer service issues, especially because many passengers are older and often have medical conditions. "Our drivers may be taking a passenger to dialysis treatment three days a week," Monson notes. "The passenger is challenged and has difficulty with their mobility. However, every passenger is treated with respect. I want every passenger to be treated the way I'd want my mother to be treated on the bus."

Drivers also undergo an extensive driving program, which ranges from 88 to 120 hours. The program is a combination of classroom and behind-the-wheel training. Monthly refreshers are required in order to remain certified.

MV Transportation has installed DriveCam technology in its buses to monitor safety issues. The in-vehicle system will video a 20-second clip anytime a certain g-force level is reached, such as during hard braking. The images are downloaded and sent to a national processing center for reviews. Feedback on safety performance is then given to managers and drivers.

Fueled for Growth

FINANCIALLY, MV TRANSPORTATION IS RELATIVELY EASY TO manage because its revenue stream is highly predictable. Monson says due to the nature of its contracts, the company can predict 2005 revenues within \$1 million.

A centralized call center and administrative system further simplifies the company's operations. Therefore, MV Transportation can focus on its employees and customers.

"More than 150 government agencies have entrusted the transportation of their most vulnerable citizens to us, and we take that seriously," Monson stresses. "We have a great reputation, and we do what we say we live up to our word."

The company has seen consistent growth as a result of its business model and ethical practices. In 2004, MV Transportation's revenues grew by 27 percent, and Monson predicts a 25 percent increase this year.

By winning contracts and pricing services effectively, MV Transportation believes it will continue on its path. "This is an industry I'm very passionate about," Monson stresses. "It's a stable, predictable business, but it's also wonderful from a moral perspective. We're transporting thousands of people with disabilities and giving them the freedom of mobility. Without us, they may not be able to live productive lives. When I go to bed at night, I feel good about what we do." ■

LOCKTON COMPANIES INC.

Lockton Companies Inc. is the largest privately held broker in the United States, with 16 offices in eight states. Lockton's "we live service" motto is evident in the company's commitment to customer needs and associate development. This standard has produced industry-leading results in client retention and company growth. MV Transportation, a valued Lockton client, also has placed much emphasis on these areas and has experienced positive results, as well. Based on similar cultures, Lockton appreciates its important partnership with MV Transportation.



teamwork: (tēm' wōrk)

n. 1. joint action by a group of people; see PARTNERSHIP/ COLLABORATION; 2. multiple people acting together on the same side or team; 3. to work together as one unit.



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