



go
monrovia

lyft

GOMONROVIA UPDATE

Presented to City Council

June 2, 2020

THE GENESIS OF GOMONROVIA

■ The development context in Monrovia

- 2,200+ proposed multi-family units are in the housing development pipeline
- Over 2,000 new jobs added during the past 36 months
- The Gold Line boasts nearly 50,000 riders / day!
- Need to connect transit with Old Town Monrovia
- Parking availability a top concern

A pilot program like GoMonrovia offers the Monrovia community a public transportation program that complements the existing dial-a-ride service through Monrovia Transit.





PROGRAM TIMELINE

March 2018 – GoMonrovia program launched with \$0.50 / classic ride within service area

August 2018 – Program adjustment of \$0.50 Shared Rides / \$3 Standard Ride

December 2018 – Study session to discuss GoMonrovia stabilization plan

1. Program Adjustment to \$1 for a Shared Ride and \$3.50 for a Classic Ride by July 2019
2. Institute initial closed-system dial-a-ride operation
3. Find more cost-effective dial-a-ride transit operator

June 2019 – Program adjustment of \$0.50 / shared ride to/from Old Town/Gold Line; \$2.50 / shared ride; \$5 / classic ride

November 2019 – Program adjustment of \$1.00 / shared ride to/from Old Town/Gold Line; \$3.00 / shared ride; \$5 / classic ride

March 2020 – Shared rides temporarily suspended due to COVID-19 pandemic. \$3 Classic Ride instituted

PROGRAM ADJUSTMENTS

To address growing deficit, City Council approved the following price shifts...

	To/From Old Town & Gold Line Station (Shared Rides Only)	Shared Rides	Regular Rides
March 2018	\$0.50	\$0.50	\$0.50
September 2018	\$0.50	\$0.50	\$3.00
February 2019	\$0.50	\$1.00	\$3.50
June 2019	\$0.50	\$2.50	\$5.00
November 2019	\$1.00	\$3.00	\$5.00
March 2020	Temporarily Suspended due to COVID-19		\$3.00

\$1.00
SHARED RIDE
Those traveling to and from Old Town Monrovia or the Metro Gold Line Station will pay just \$1.00!

\$3.00
SHARED RIDE
Select a shared ride and receive 40% off regular price when traveling in the service area!

\$5.00
CLASSIC RIDE
Travel anywhere within the service area!

KEY METRICS FOR



Ridership

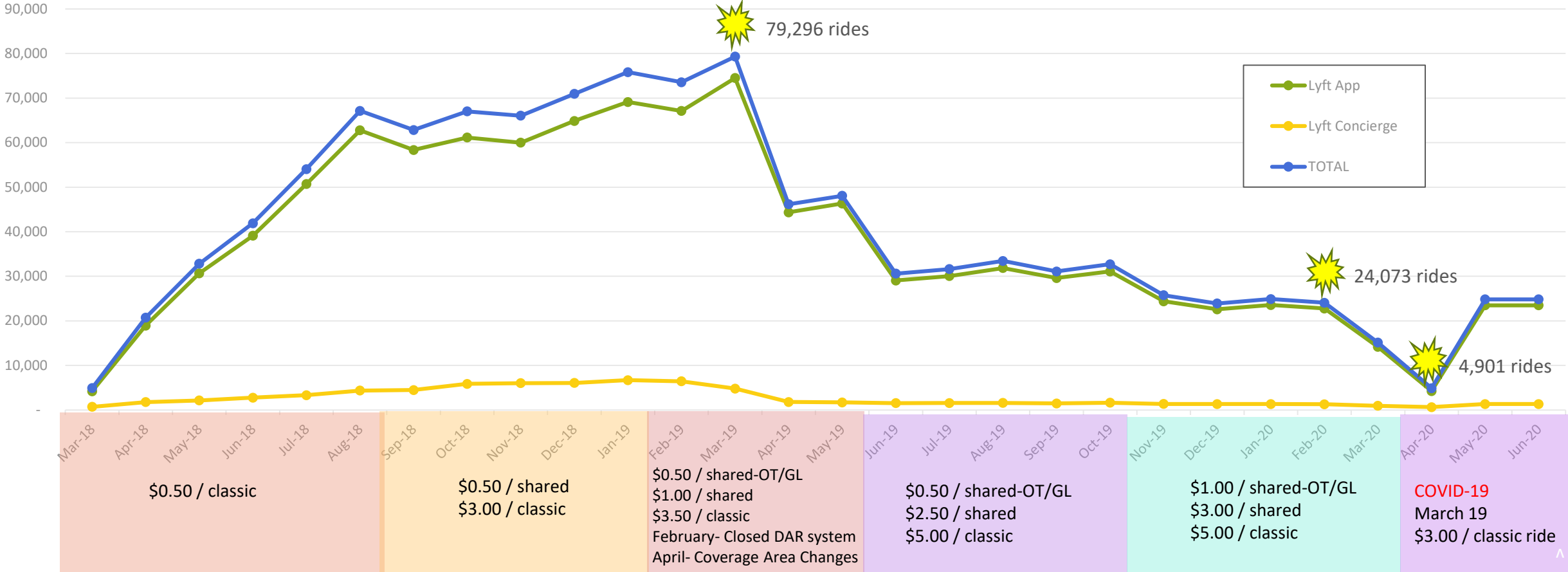


Subsidies



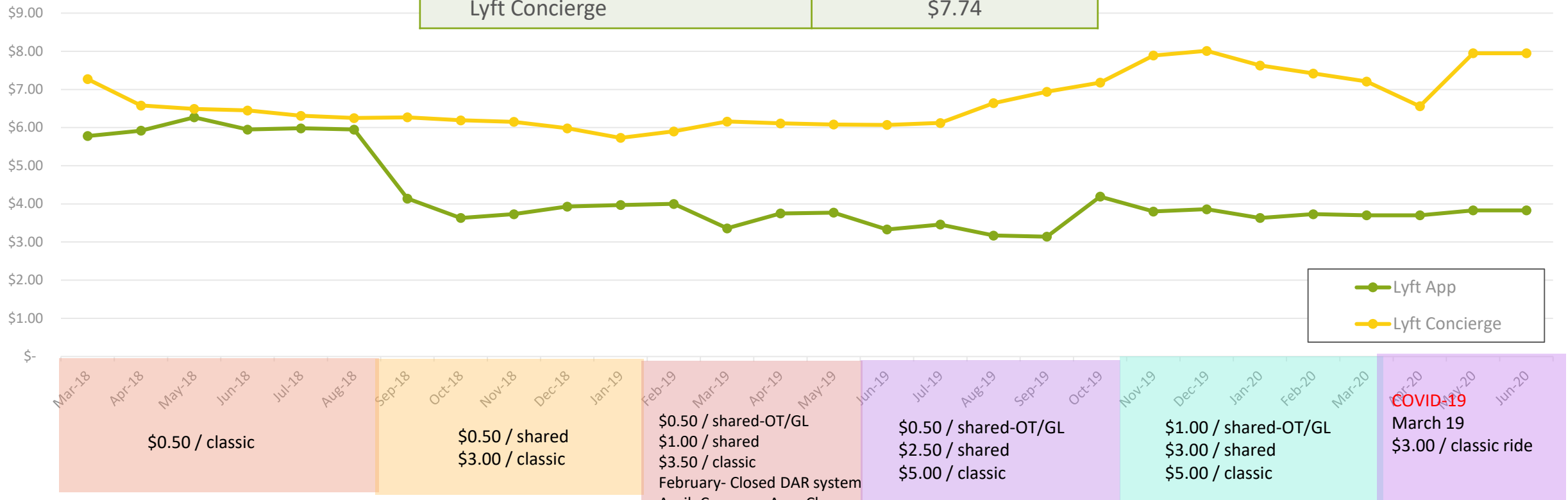
Cost

RIDERSHIP ON GOMONROVIA LYFT



AVERAGE SUBSIDY ON GOMONROVIA LYFT

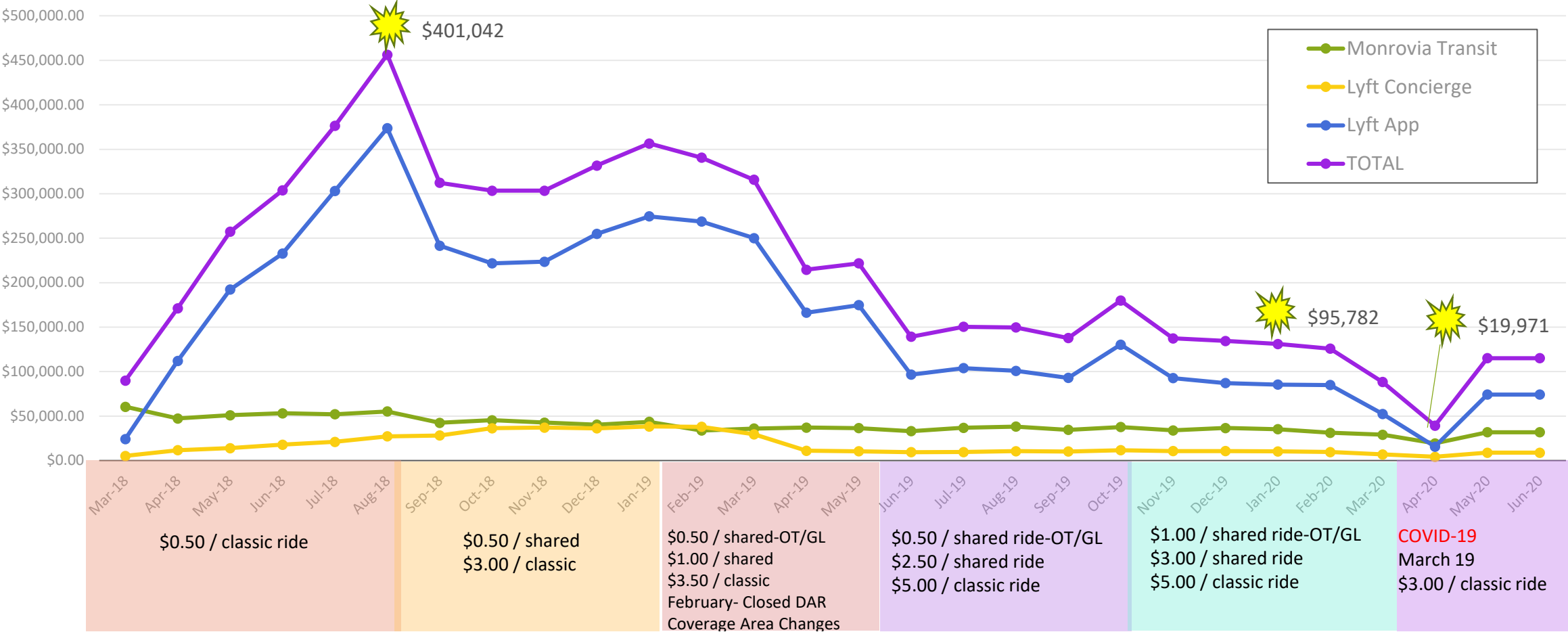
	Average Subsidy per Rider
Monrovia Transit Before GoMonrovia	\$19.70
GoMonrovia (combined)	\$3.97
Lyft App	\$3.75
Lyft Concierge	\$7.74



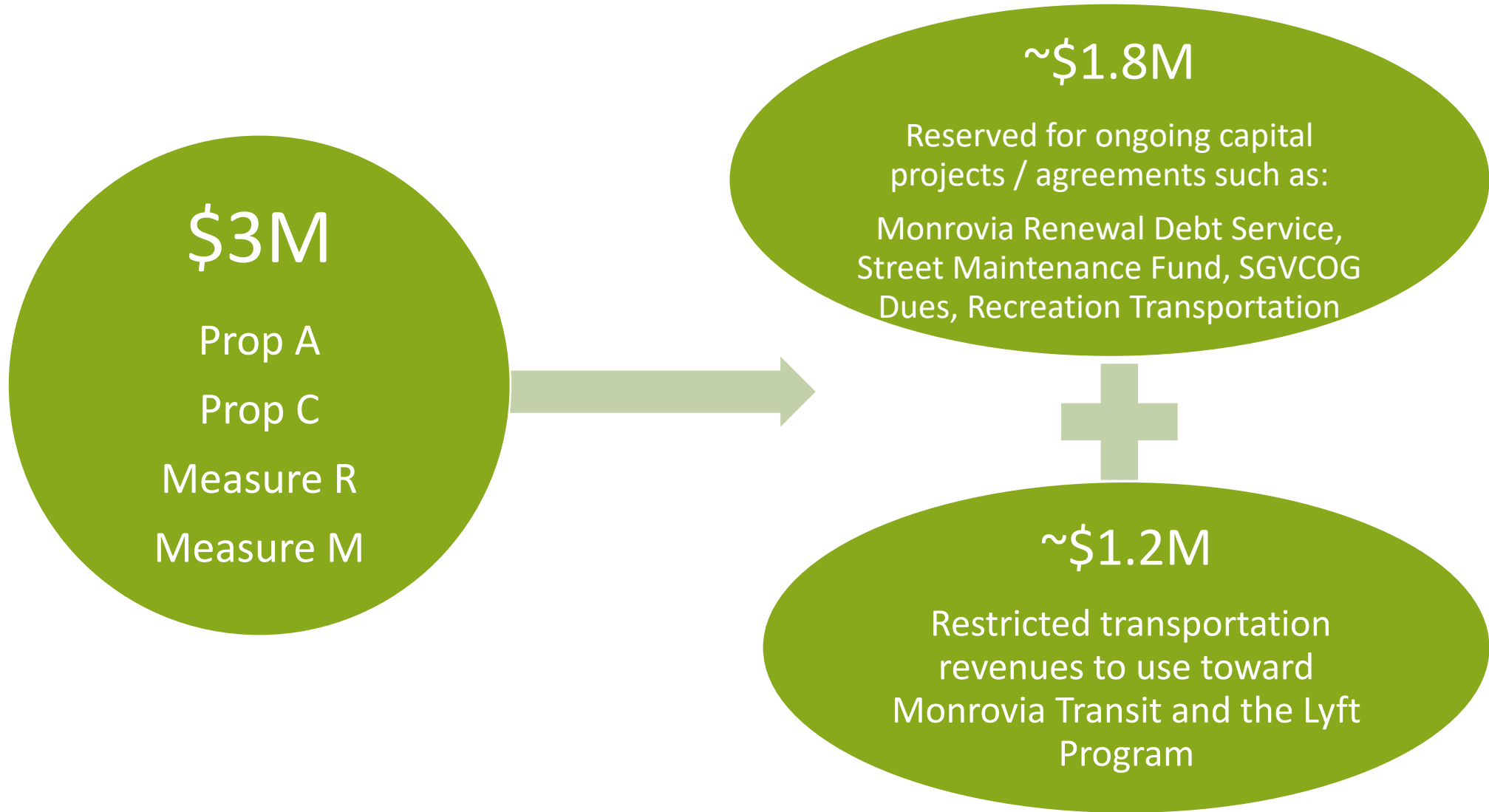
Mar-18 Apr-18 May-18 Jun-18 Jul-18 Aug-18 Sep-18 Oct-18 Nov-18 Dec-18 Jan-19 Feb-19 Mar-19 Apr-19 May-19 Jun-19 Jul-19 Aug-19 Sep-19 Oct-19 Nov-19 Dec-19 Jan-20 Feb-20 Mar-20 Apr-20 May-20 Jun-20

\$0.50 / classic
 \$0.50 / shared
 \$3.00 / classic
 \$0.50 / shared-OT/GL
 \$1.00 / shared
 \$3.50 / classic
 February- Closed DAR system
 \$0.50 / shared-OT/GL
 \$2.50 / shared
 \$5.00 / classic
 \$1.00 / shared-OT/GL
 \$3.00 / shared
 \$5.00 / classic
COVID-19
 March 19
 \$3.00 / classic ride

PUBLIC TRANSPORTATION COST



PUBLIC TRANSPORTATION FUNDING



OTHER ONE-TIME FUNDING

- Metro 5310 Grant
 - \$600,000 over 2 years for Dial-A-Ride
 - To expand service area and hours to serve the elderly and individuals with disabilities
- SCAG Future Communities Pilot Program (Lyft)
 - \$500,000 one-time
 - To create a pilot program to apply new technologies and data analytics to test innovative approaches for reducing emissions-producing VMT from local travel and municipal operations



PUBLIC TRANSPORTATION BUDGET

FY 2018-2019	Annual Expenses	\$3.67M
	Annual Revenues	\$1.2M
	Total Funding Gap	~\$2.47 M

FY 2019-20 Before COVID-19	Projected Annual Expenses	\$1.5M
	Annual Revenues	\$1.2M
	Total Funding Gap	~\$0.3 M

FY 2019-20 POST-COVID-19	Projected Annual Expenses	\$1.35M
	Annual Revenues	\$1.2M
	Total Current Funding Gap	~\$0.15 M

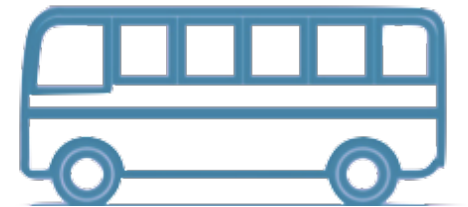
KEY CHALLENGES MOVING FORWARD



Closing the funding
gap



Legal and financial
implications of AB 5



Title VI Compliance
after pilot program
phase



Goal

Sustainability

- Since the beginning of GoMonrovia, the goal was to transition from a pilot program to a supportable public transportation program
- This would be achieved by stabilizing the program so it's sustainable within our funding options

Current Situation

COVID-19

- But due to COVID-19 and the uncertainty that comes with a pandemic, results from any programmatic changes made now aren't reflective of a "normal" environment.
- Therefore, it may not be the best time to make any drastic changes

Updates

Stabilization Options

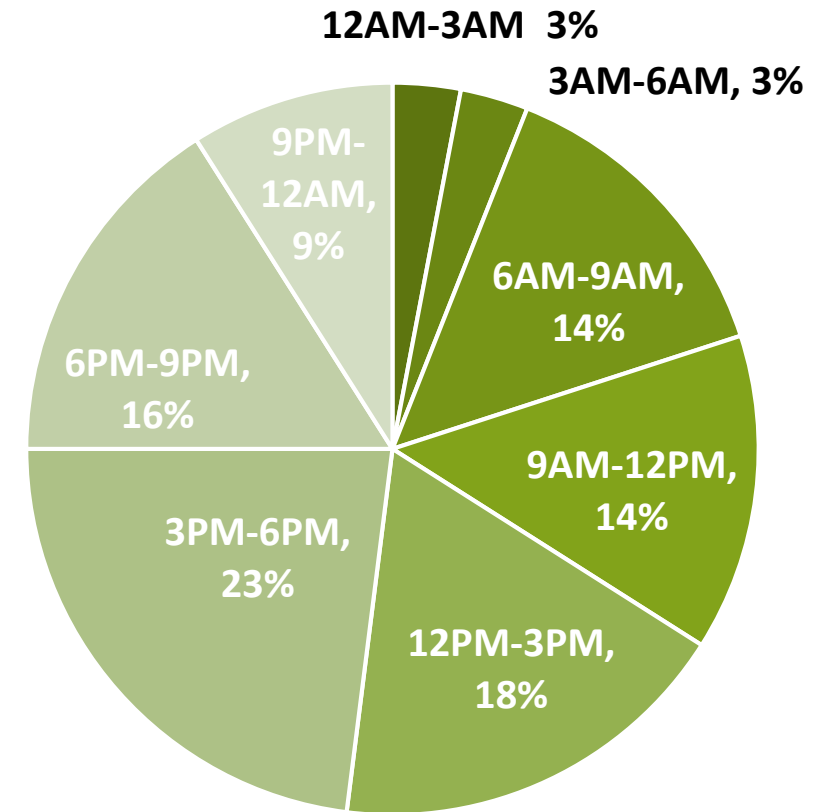
- Before COVID-19, staff worked on several options to present to Council for feedback

STABILIZATION OPTIONS

Staff looked into several options to further stabilize the program...		Annual Savings
<p>Option 1: Reducing the maximum number of rides per month per user from 121 to 60</p>	<ul style="list-style-type: none"> 77% of unique riders take less than 10 rides per month 	= \$18,000
<p>Option 2: Increasing Old Town/Gold Line Shared Ride prices</p>	<ul style="list-style-type: none"> Accounts for 55% of total ridership In February, the average subsidy for this ride was \$4.53-\$2 more than shared and classic Increasing by more than \$0.50 would make a round trip more than \$3, the cost of parking at Metro parking garage 	= \$82,000
<p>Option 3: Introduce discount fares</p>	<ul style="list-style-type: none"> Flat rates are convenient for riders since they know how much they will be paying 	Dependent on discount
<p>Option 4: Modified hours of operation</p>	<ul style="list-style-type: none"> Flexible Depending on the modified hours, makes the most significant financial impact on the budget 	Dependent on new hours of operations

EXAMPLE OF MODIFIED HOURS OF OPERATIONS

Program	Current Days/Hours of Operation	Modified Days/Hours of Operation
Lyft App	24 hours, 7 days / week	Example: Monday-Thursday 7am-6pm
Lyft Concierge	Monday- Friday 7am-10pm Saturday-Sunday 8:30am-6pm	Friday-Saturday 7am-3am (next day)
Monrovia Transit	Monday- Friday 7am-10pm Saturday-Sunday 8:30am-6pm	
		Potential Annual Savings on Lyft App = \$355,000



Lyft App Ridership
By Time Period

THE TRADE OFFS

- Sustainable Public Transportation Programming Model
- Streamlines Public Transportation Programs by Providing Consistent Hours of Operation
- ADA Compliant
- Stabilization of the public transportation costs
- Rebranding Opportunity
 - Provide the community a cohesive message
- More User-Friendly
- Still presents substantial savings per rider from prior dial-a-ride service model



THE TRADE OFFS

- GoMonrovia Lyft is going from 24/7 access to reduced operating hours
- Limited Weekend Transportation services
- Reduced hours of operation are not as business friendly as 24/7 option
 - But the modified hours do include Friday Street Fair
- Ridership may change to fit within modified hours of operations



FINAL COMMENTS BY CITY MANAGER



Questions and Feedback