



THE REBRANDING OF GOMONROVIA

City Council

July 6, 2021

GoMonrovia 1.0

- In early 2018, the GoMonrovia Mobility Plan was developed to address a number of policy and housing concerns raised by City Council, including finding better ways to connect Old Town with Station Square and alleviating parking congestion



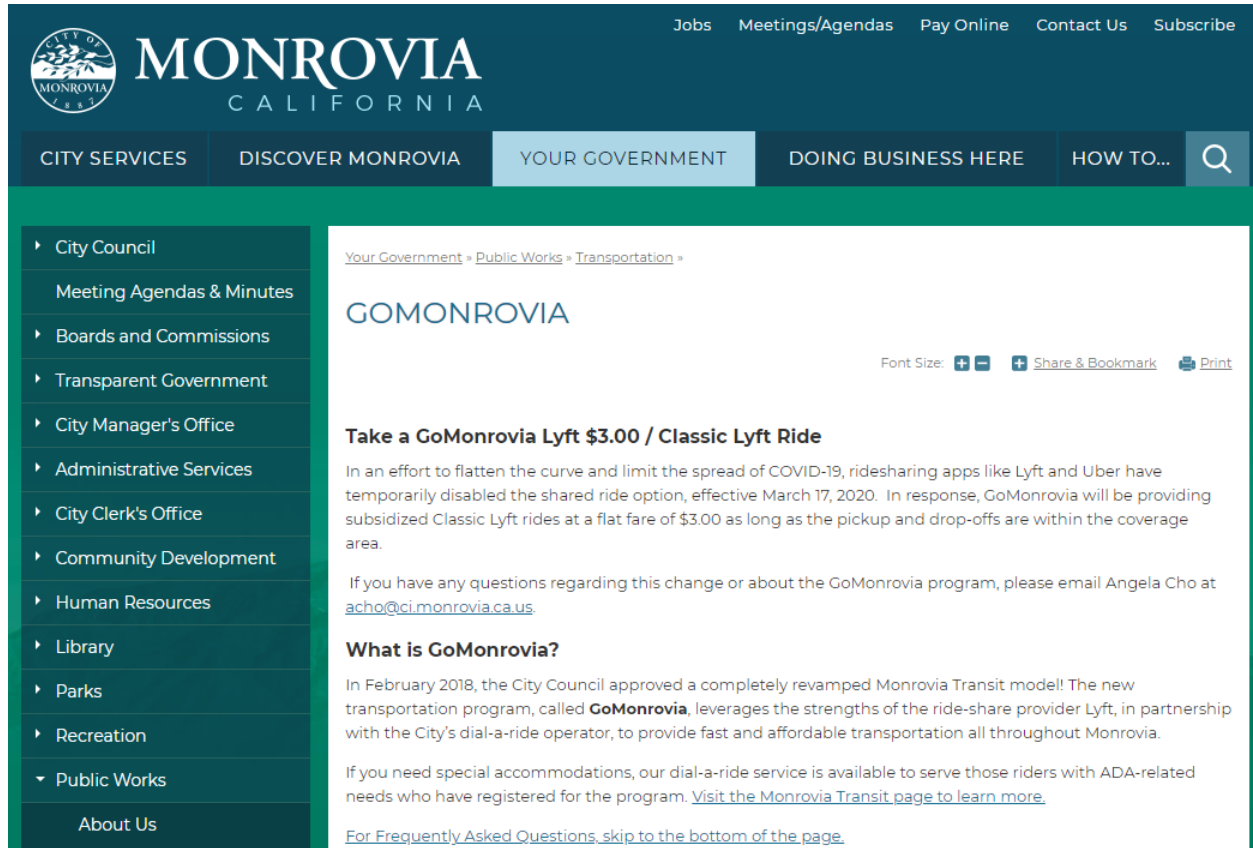
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The Old GoMonrovia



The screenshot shows the City of Monrovia website. The header includes the city logo and navigation links: Jobs, Meetings/Agendas, Pay Online, Contact Us, and Subscribe. Below the header is a secondary navigation bar with categories: CITY SERVICES, DISCOVER MONROVIA, YOUR GOVERNMENT (selected), DOING BUSINESS HERE, and HOW TO... with a search icon. A left sidebar lists various city services like City Council, Boards and Commissions, and Public Works. The main content area features a breadcrumb trail: Your Government > Public Works > Transportation > GOMONROVIA. The article title is 'GOMONROVIA' with a sub-header 'Take a GoMonrovia Lyft \$3.00 / Classic Lyft Ride'. The text explains that due to COVID-19, the city is providing subsidized Lyft rides for \$3.00. It also includes contact information for Angela Cho and a 'What is GoMonrovia?' section detailing the city's partnership with Lyft.

Jobs Meetings/Agendas Pay Online Contact Us Subscribe

CITY SERVICES DISCOVER MONROVIA YOUR GOVERNMENT DOING BUSINESS HERE HOW TO... Q

City Council
Meeting Agendas & Minutes
Boards and Commissions
Transparent Government
City Manager's Office
Administrative Services
City Clerk's Office
Community Development
Human Resources
Library
Parks
Recreation
Public Works
About Us

Your Government > Public Works > Transportation >

GOMONROVIA

Font Size: + - + Share & Bookmark Print

Take a GoMonrovia Lyft \$3.00 / Classic Lyft Ride

In an effort to flatten the curve and limit the spread of COVID-19, ridesharing apps like Lyft and Uber have temporarily disabled the shared ride option, effective March 17, 2020. In response, GoMonrovia will be providing subsidized Classic Lyft rides at a flat fare of \$3.00 as long as the pickup and drop-offs are within the coverage area.

If you have any questions regarding this change or about the GoMonrovia program, please email Angela Cho at acho@ci.monrovia.ca.us.

What is GoMonrovia?

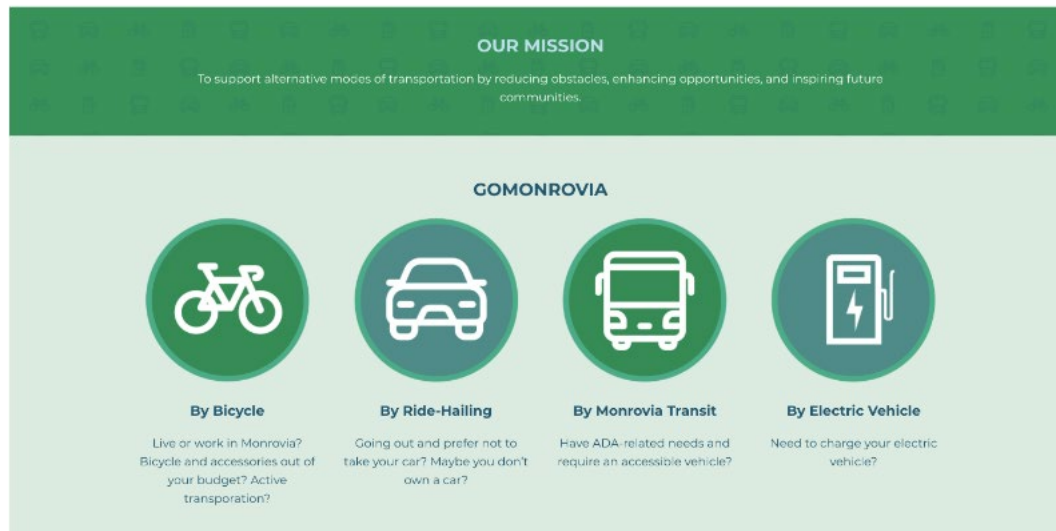
In February 2018, the City Council approved a completely revamped Monrovia Transit model! The new transportation program, called **GoMonrovia**, leverages the strengths of the ride-share provider Lyft, in partnership with the City's dial-a-ride operator, to provide fast and affordable transportation all throughout Monrovia.

If you need special accommodations, our dial-a-ride service is available to serve those riders with ADA-related needs who have registered for the program. [Visit the Monrovia Transit page to learn more.](#)

[For Frequently Asked Questions, skip to the bottom of the page.](#)



GoMonrovia 2.0- One Stop Transit Shop



- The new standalone website will feature information on:
 - Partnership with Lyft
 - Dial-a-Ride with Empire
 - EV Charging Station
 - Metro and Buses
 - Biking for Bucks / Biking Resources

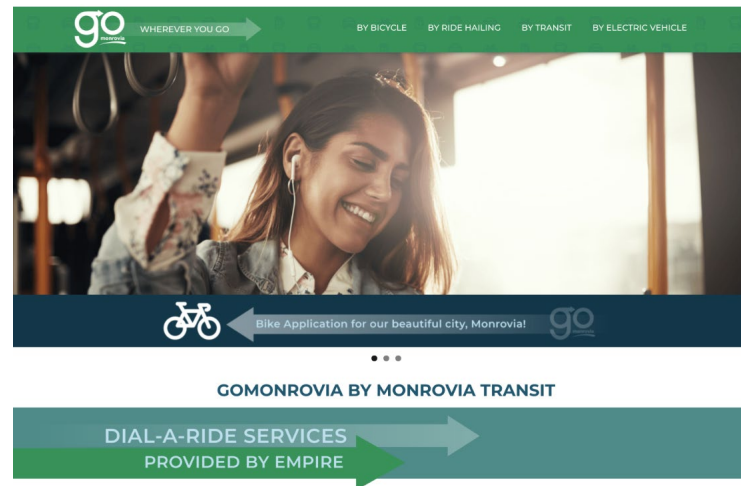
GoMonrovia 2.0





GoMonrovia Powered by Empire

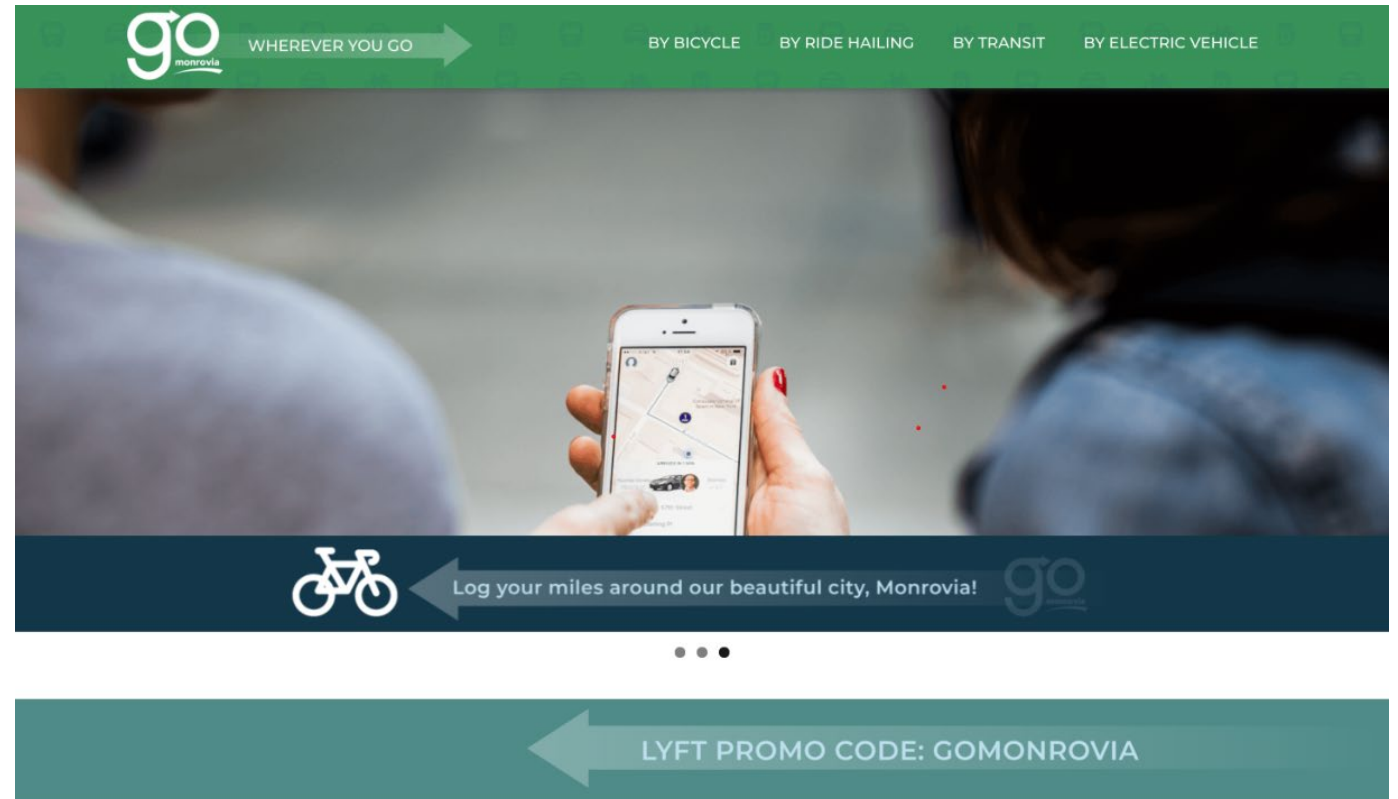
- Information regarding ADA-accessible vehicles via Empire/Dial-a-Ride that was available on the City website will be migrated to the new website!
- In the near future, you'll be able to request a dial-a-ride, ADA-accessible vehicle on the Lyft platform!





GoMonrovia Powered by Lyft

- How to Ride
- How to Register
- Updates
 - Amount of Subsidy
 - Coverage Area
 - Shared Rides

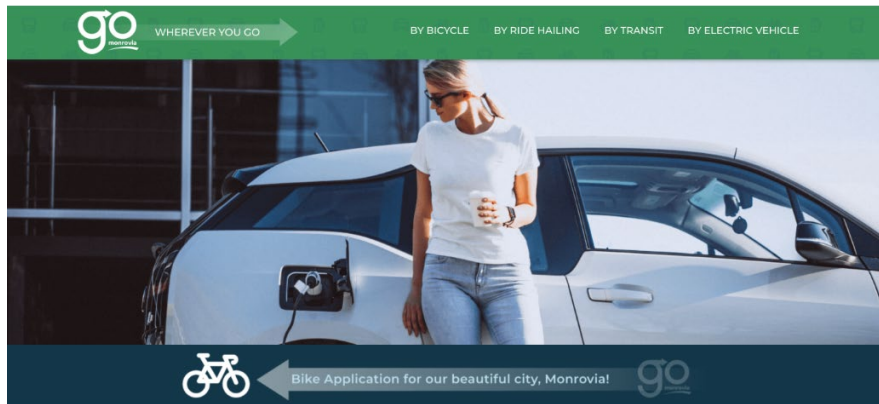


GOMONROVIA BY RIDE-HAILING



GoMonrovia Powered by EV Charging

- In April 2021, City Council approved the installation of four Level 2 electric vehicle charging stations in Old Town Monrovia.
- Once installed, the page will feature a map with local EV Charging stations and relevant information, including instructions.



GOMONROVIA BY ELECTRIC VEHICLE





GoMonrovia Powered by Biking: Biking for Bucks Program



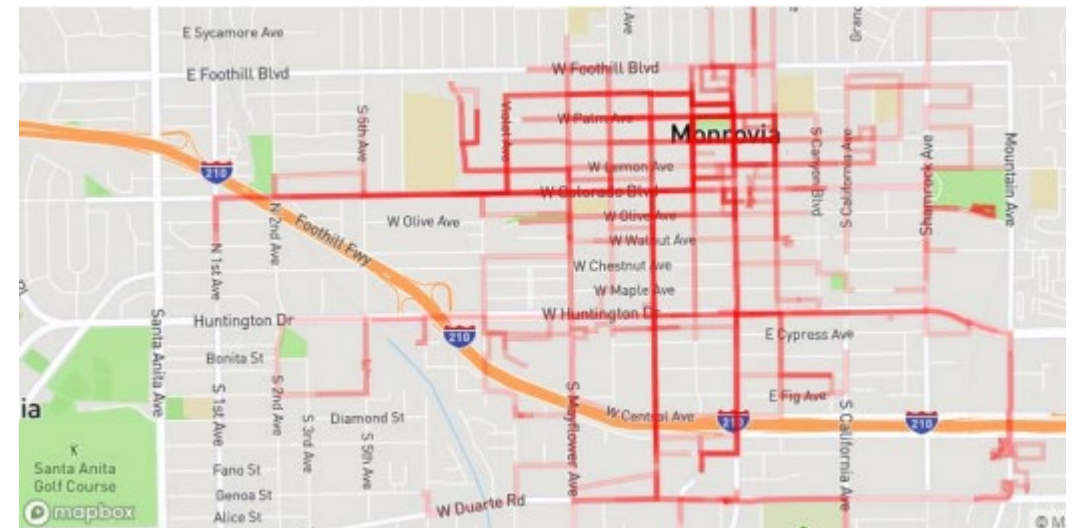
- The City was presented an opportunity to bring back another bike program, funding by a SCAG grant
- Inspired by the popularity of Limebike, “Biking for Bucks” was developed- a pilot program that reduces barriers to bike ownership and provides a weekly incentive raffle to encourage active transportation!
- Pilot Program Period- July – November 2021



Bike-Friendly Monrovia

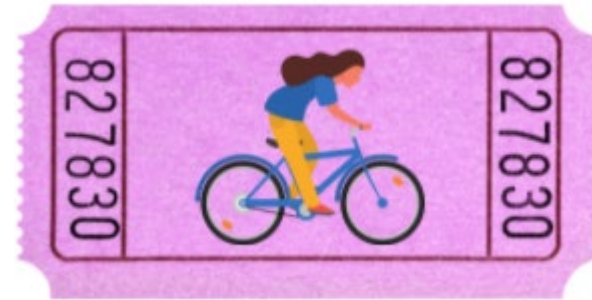
When Lime was operating their bikeshare program in Monrovia, the data and the ride routes generated from Lime bike usage revealed that Monrovia is a bike-friendly city. During the first nine months of the bikeshare program, there were:

- 4,363 unique riders
- 13,785 total rides (or about ~40 rides per day)
- 10,792 miles ridden
- 4,882 hours spent riding





Biking for Bucks Program



- Participants can request reimbursement for a bike and bike safety accessories
 - Up to \$300 for electric bike
 - Up to \$250 for adult tricycle
 - Up to \$200 for adult pedal bike
 - Up to \$100 for children's bike
 - Up to \$50 for bike accessories (helmet, lock, bike light, GPS tracking system, etc.)
- To encourage ridership, the website will also allow participants to track their activity.
- Every activity tracked = raffle ticket
- Some weeks may have extra challenges for extra raffle tickets
- At the end of the week, there will be a raffle!
 - Their reward for tracking their activity will be a gift card to a local Monrovia business (i.e. grocery stores, restaurants, etc.)



How to Participate



1. Purchase bike and bike accessories



2. Complete and Submit Application



3. Receive 50% Reimbursement*



4. Track Your Activity on our app

*Last 50% Reimbursement will be dispersed at the end of the pilot period

Utilizing Technology to Gather Data

Biking for Bucks Program

Thank you for your interest in the City of Monrovia's Biking for Bucks Program! Through this program, the City will offer those who live or work in Monrovia receive a reimbursement for purchases related to bicycle transportation and accessories.

Start

Process details FAQs Stats

Typically takes Cost

1 steps are not your responsibility

Program Guidelines

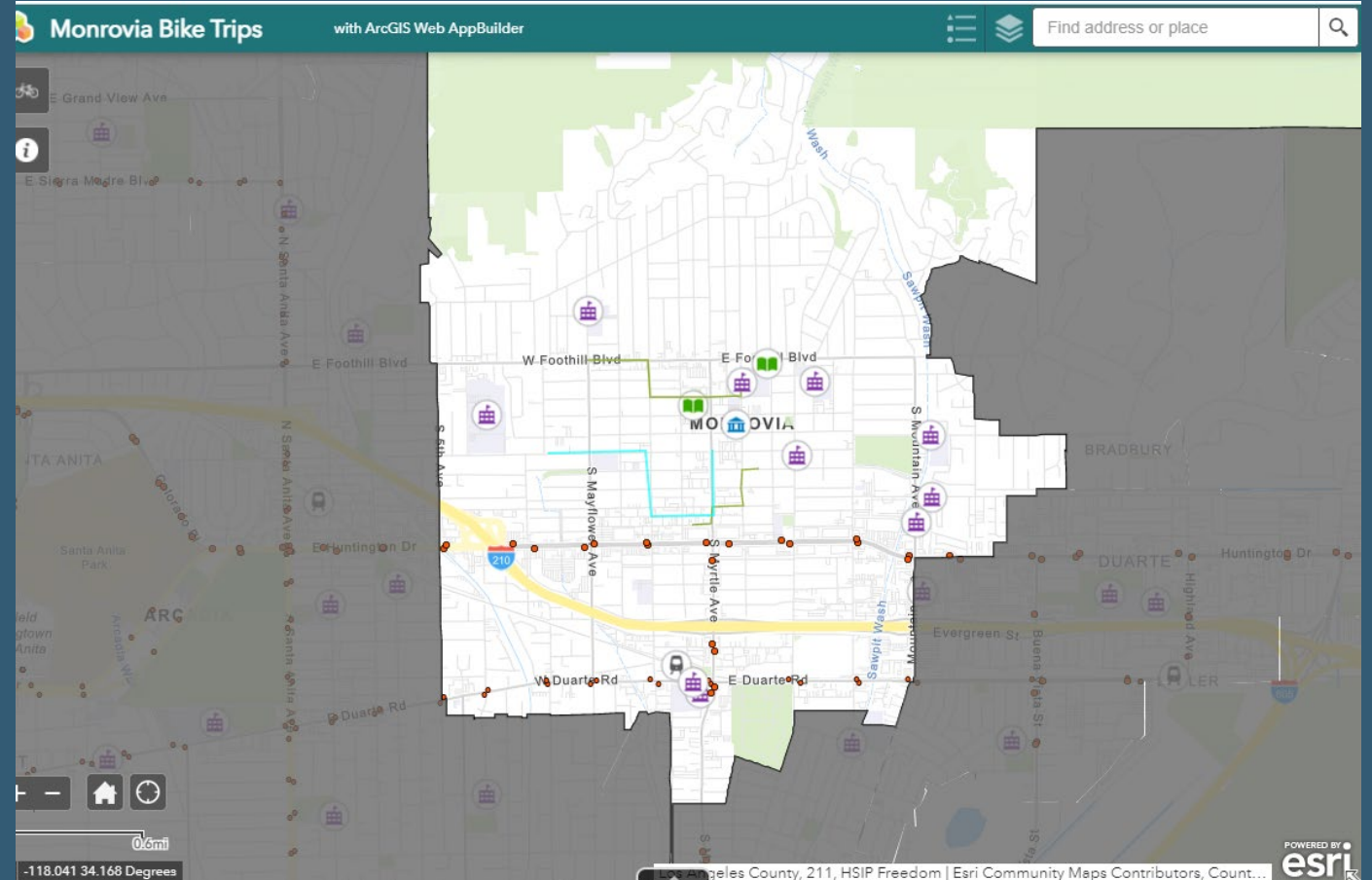
Your responsibility
Steps 2 - 3

Application Form

Form

Application Review

Form



Outreach

- City Manager's Update
- Mailers to Residents
- Social Media
 - Active Engagement
 - Rider of the Week Highlight



CHECK OUT
THE *New*
GO MONROVIA!
GOMONROVIA.COM



JOIN THE *BIKING FOR BUCKS* PROGRAM
GET REIMBURSED UP TO \$300 FOR A NEW BIKE
AND UP TO \$50 FOR BIKE ACCESSORIES

 **Track your rides for weekly giveaways!**
see website for rules and eligibility

PROGRAM
JULY 1
THROUGH
NOVEMBER 30,
2021

*Go Monrovia
Wherever you go*

An illustration of a person wearing a blue helmet and a red shirt riding a red bicycle. To the left, a hand in a suit sleeve is holding several green banknotes. The background features a blue city skyline. The text 'Go Monrovia Wherever you go' is written in a cursive font at the bottom left. A QR code is located in the bottom right corner.

Other Resources

- Metro and Bus Information
- Highlight local bike shops and vendors (“Shop Local”)
- Free Bike Safety Education Classes by Metro
- Bike Safety Infographics
- Additional YouTube Training videos
- Request for Bike Racks



Coming Soon





www.gomonrovia.com



OUR MISSION

To support alternative modes of transportation by reducing obstacles, enhancing opportunities, and inspiring future communities.

GOMONROVIA

			
By Bicycle	By Ride-Hailing	By Monrovia Transit	By Electric Vehicle
Live or work in Monrovia? Bicycle and accessories out of your budget? Active transportation?	Going out and prefer not to take your car? Maybe you don't own a car?	Have ADA-related needs and require an accessible vehicle?	Need to charge your electric vehicle?

QUESTIONS?

