



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** April 12, 2016

**PREPARED BY:** Lisa Hansberger  
Senior Recreation Supervisor

**AGENDA LOCATION:** AR-1

**TITLE:** Monrovia Transit Shuttle Service Program

**OBJECTIVE:** To inform MOTAB about the new Monrovia Transit Shuttle Service Program.

**BACKGROUND:** Staff has been working with the local transit service provider, Monrovia Transit to provide a Shuttle Service Program which has been designed to encourage Metro Gold Line riders to visit Old Town.

**ANALYSIS:** The Shuttle Service Program is being offered on both Friday and Saturday evenings from 5:00 p.m. to 10:00 p.m., and provides *point-to-point* transportation from the Metro Gold Line Station at Station Square to Old Town Monrovia via the following shuttle drop-off and pick-up locations:

- **Old Town Monrovia** – South/East corner of Monrovia Library Park, 321 South Myrtle Avenue.
- **Station Square** – Corner of Primrose and Pomona Avenues.

Currently, the service is FREE for riders presenting a Metro Tap Card or Foothill Transit bus pass. In an effort to drive more visitors to Old Town Monrovia, the City is excited to introduce an optional Shuttle Service Voucher program for Old Town Merchants.

Every interested Old Town Merchant will receive an allotment of Shuttle Service Vouchers (see attachment A) that can be issued to customers. Those customers can present the Shuttle Service Voucher for a free shuttle service ride between Old Town and the Station Square Gold Line Station when the Shuttle Service Program is operating on Friday and Saturday evenings.

Staff is evaluating the use of the shuttle service and will make recommendations as needed for Councils consideration.

The City also continues to offer the popular **On Demand** (curb to curb) Rideshare Service, which operates Monday – Friday from 7:00 a.m. to 10:00 p.m., and on Saturday and Sunday from 8:30 a.m. to 6:00 p.m., for \$1.00 / trip. This service is also available to passengers at the Metro Gold Line Station at Station Square, and additionally, it should be noted that the Old Town Merchant Shuttle Service Voucher will also be accepted by the City for these on demand rides.

**STAFF RECOMMENDATION:** Staff recommends the Board provide feedback and receive and file the Monrovia Transit Shuttle Service Program.

**MOTION:** If the board concurs, the appropriate action is a motion to receive and file the Monrovia Transit Shuttle Service Program.