

# GoMonrovia Proposed Changes



# GoMonrovia Overview

- Monrovia has provided transportation services since 1983 (Monrovia Transit)
- GoMonrovia approved in 2018
  - Introduced “GoMonrovia” Lyft Pass
  - Monrovia Transit reserved for individuals with disabilities
- GoMonrovia won the 2020 ICMA Program Excellence Award
- Monrovia Transit expansion launched July 1, 2023
  - DOJ-required and grant-funded
- *Both* programs operate 24/7/365
- **Objective:**
  - 1) To modify GoMonrovia service hours and Lyft Pass structure, making transportation services financially sustainable; and**
  - 2) Approve an agreement with Pro Park, LLC (Pro Park) for the provision of dispatch and ADA transit services.**



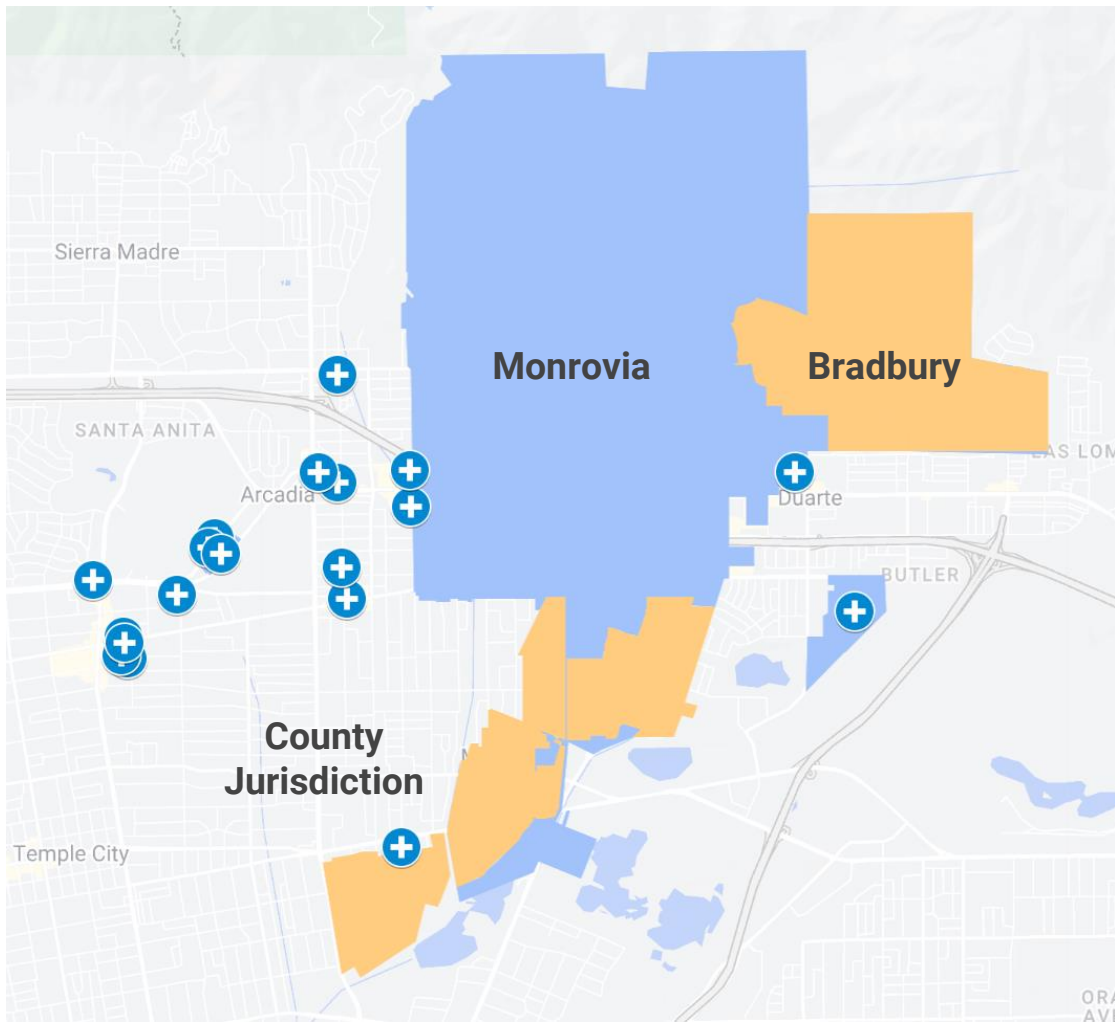
**GoMonrovia**  
(currently operating 24/7/365)




\$3.00 GoMonrovia  
Lyft Pass

Monrovia Transit  
(seniors 62+ and individuals  
with disabilities)






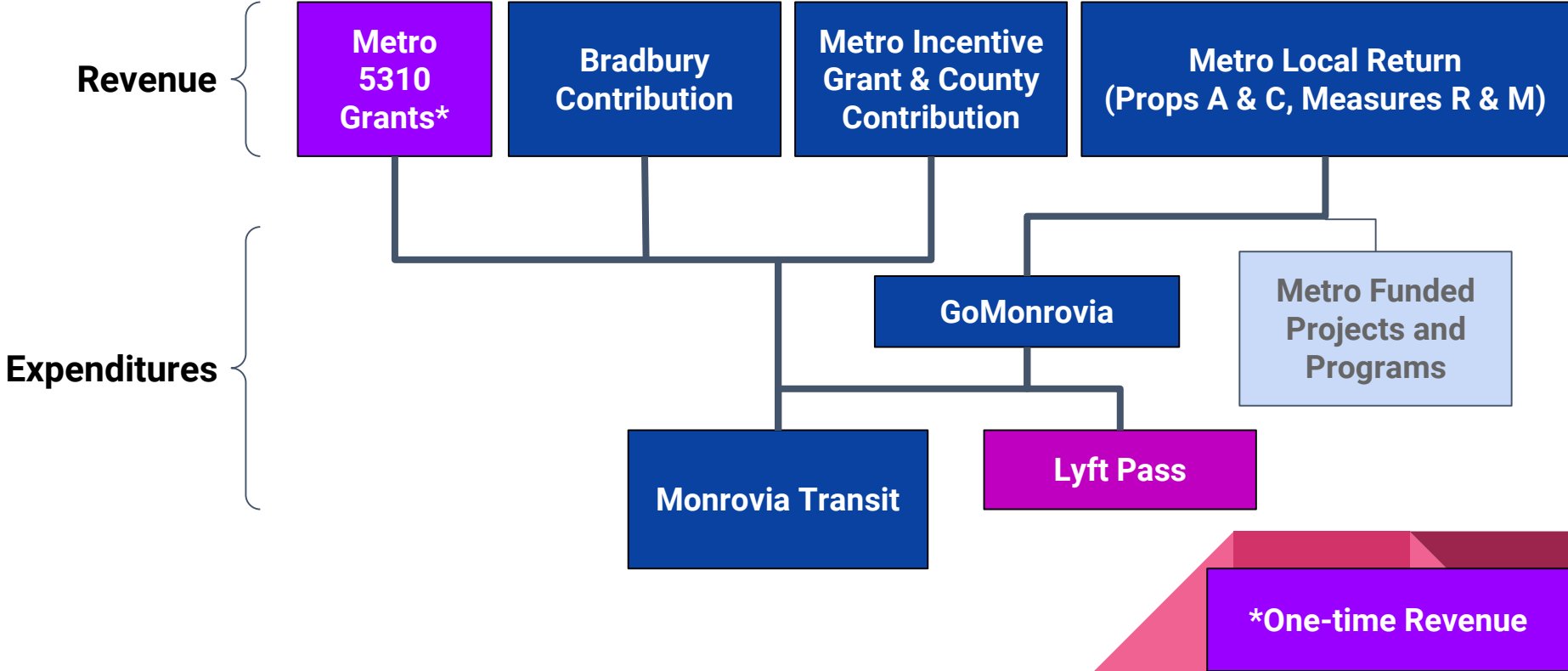
# GoMonrovia Service Area

 GoMonrovia Lyft Pass *and* Monrovia Transit

 Monrovia Transit Only

 Approved Medical Locations (both GoMonrovia Lyft Pass and Monrovia Transit)

# GoMonrovia Funding



# Analysis Recap

- Three presentations – one study session (9/17) and both October council meetings
- Reviewed FY 23-24 estimated actual costs, FY 24-25 forecasted estimates based on FY23-24 ridership and ridership data.
- Continuing “business as usual” is not fiscally sustainable over time
- Staff proposed reducing service hours and revising the \$3 Lyft Pass subsidy
- Key goals/concerns:
  - Continued partnership with Lyft, offering Monrovia residents discounted rides
  - Late-night service on weekends
  - Balance with Monrovia Transit operations
  - Long-term financial sustainability

# Proposed Changes

## 1. Modified Service Hours

- Sun - Thurs 7:00 a.m. to 10:00 p.m.
- Fri - Sat 7:00 a.m. to 1:00 a.m.
- Continued service on holidays

## 2. Modified Lyft Pass Fare Structure

- Shift to a City-issued \$3.00 *discount* per trip

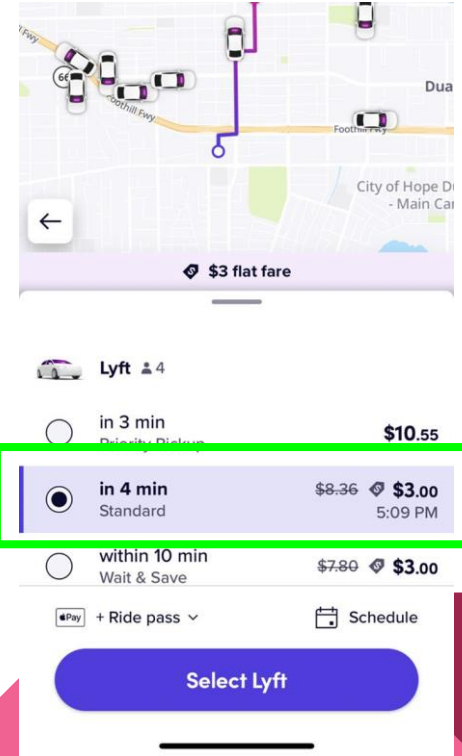
# GoMonrovia Lyft Pass – Current Conditions

- \$3.00 Lyft rides (private, up to four people) within Monrovia and to approved medical locations
- Up to 121 discounted trips per rider per month
- Rider pays \$3.00; City covers the rest
- City's cost varies based on Lyft's pricing model
- Code: GOMONROVIA

**Rider** pays \$3.00  
base cost

**City** pays remaining, variable  
cost (\$5.54 average in FY 23-24)

Total Cost Per Trip





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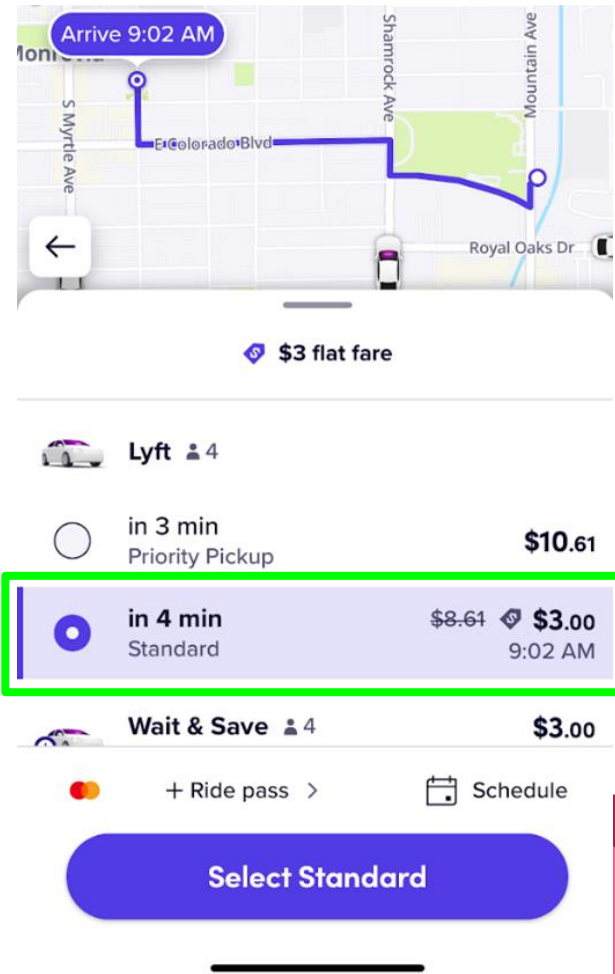
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Total Cost Per Trip

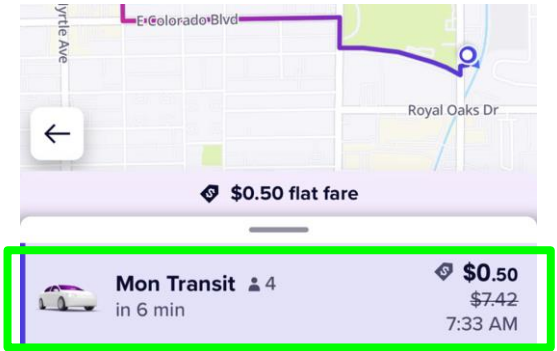
# Example: GoMonrovia Lyft Pass – Proposed Conditions

Standard Lyft Trip = \$8.61  
City Discount = - \$3.00  
**Rider Cost = \$5.61**



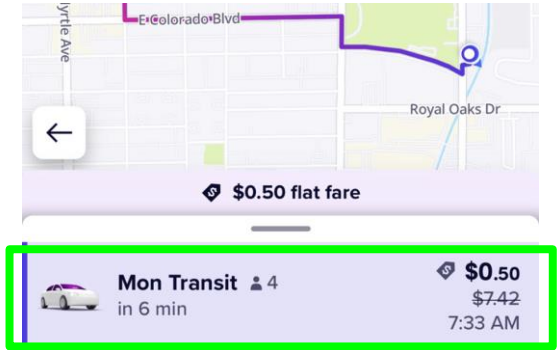
# Monrovia Transit – Current Conditions

- Curb-to-curb, dial-a-ride, SHARED transportation service for seniors 62+ and individuals with disabilities
- Wheelchair accessible vehicles
- Request/schedule rides
  - **By phone (pre-schedule)**
  - **Through the Lyft app (on-demand)**
- \$0.50 each trip
- Ride within Monrovia, Bradbury, and other pre-approved locations
- City contracts with Pro Park for service implementation
- 24/7/365 service



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# Launch Date and Outreach Plan

- Revised program launches **January 1, 2025**
- *All* Lyft Pass holders must **input the “GOMON” Lyft Pass**
- Lyft pass and transit tutorials available on website
- Outreach will include updates to Monrovia Transit code of conduct and best practices for using Monrovia Transit on Lyft

Target Audience	Strategy	Timeline
GoMonrovia Lyft Pass and Monrovia Transit Riders	Community Meeting	December (January, as needed)
	Social Media Posts	December
	City Manager’s Weekly Update	December - January
	Utility Bill Insert (Bilingual)	January
	Monrovia Today Excerpt	Winter 2025
Monrovia Transit Riders	Direct Mailers to Current Riders	December
	Senior Lunch Club and Sunshine Company Updates	December (January, as needed)

# Estimated Savings

FY 24-25 Estimated Conditions	
Business as Usual	\$2,449,339
Revised Service Hours and Lyft Pass (6 months)	\$2,151,370
<b>Estimated Savings</b>	<b>\$297,969</b>

FY 25-26 Estimated Conditions*	
Total Cost	\$1,386,300.00
<b>Remaining Metro Local Return Budget</b>	<b>\$450,000</b>

\*Annual GoMonrovia costs would be sustainable and could be fully funded through local return and contract agreements with Bradbury, the County, and Metro.

# Summary

- New service hours
  - Sun – Thurs 7:00 a.m. to 10:00 p.m.
  - Fri – Sun 7:00 a.m. to 1:00 a.m.
- New Lyft Pass
  - Instead of \$3.00, flat-rate trips within Monrovia and to approved locations, GoMonrovia Lyft Pass holders will receive a \$3.00 discount per trip
- Program revisions will help ensure long-term financial sustainability
- Staff will return with an update on actual ridership and expenditure data in Summer 2025 and/or at Council's discretion
- **Recommended Action:**
  - **Approve the proposed revisions to GoMonrovia and Agreement with Pro Park for the provision of ADA-compliant transportation and dispatch services**

**Questions?**