City and TNC Collaboration - A Case Study
Can New Mobility Options Support or Augment Public Transit?
Are you serious? This is my reality at 1:30 am? ... and at 5:30 pm?

We need to be brutally honest about our current transit and ask ... 
... is New Mobility and Public Transit a zero sum option?
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Do we need to broaden our view of transit?

Transit is still the most efficient way to move large numbers of people … and pedestrians need to be prioritized.
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A missing community asset? Fixed-route shuttle … or … on-demand shuttle?

Could low-ridership routes be served by on-demand shuttles?

City of Lenexa, Kansas taxi program for seniors … and KC’s shuttle experiment with Bridj
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Could we have seamless connectivity... ...what about something like Helsinki's WHIM?

Should we be treating transit as a regulated city utility?
We need to have seamless connectivity between all modalities

Helsinki today
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Maybe we need to look at what is going on in Monrovia, CA?

“The new, multi-modal transportation program, called GoMonrovia, leverages the strengths of … the ride-share provider Lyft … in partnership with the City’s existing dial-a-ride operator, to provide fast and affordable transportation for all throughout Monrovia” City of Monrovia web site.
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Maybe we need to look at GoMonrovia?

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…and now a warm welcome for our two panelists, Oliver Chi & Paul Davis
GOMONROVIA OVERVIEW

Urbanism Next Conference
Portland, OR | May 9, 2019
WHY ARE WE TALKING ABOUT MOBILITY?

Because demographic trends and housing policy have created a crisis situation.

- Demographic trends indicate that Southern California is about to get a lot more crowded!
  - In the next 25 year period, the SCAG planning area is projected to add the equivalent population of the entire state of Oregon!
  - +/-4 million more people!

- More people, coupled with a lack of supply, has created a true housing crisis in California
  - A 2016 McKinsey Global Institute report illustrated the depths of CA’s housing crunch
    - Real estate prices in CA are rising 3x faster than household income
    - 50% of the State’s population cannot afford housing
    - CA needs 3.5 million more homes by 2025
In Monrovia today, the average rent for an apartment is around $3 / square foot!
- 1,000 SF apartment currently costs $3,000 / month!!

Against that backdrop, a housing renaissance is occurring
- We have around 2,300 proposed housing units in the development pipeline
  - 15% increase in our housing stock, 13% increase in population

Monrovia has also added more than 2,000 new jobs to the local economy during the past 3 years

Our Metro Gold Line boasts nearly 54,000 riders / day!
- Intense interest to pursue transit-oriented development projects
The politics of growth, housing, and development often pit two sides against one another...

**No-Growth** – Until we have more water, clean air, and no traffic, we shouldn’t allow any additional development vs. **Free-Market Growth** – Build. BUILD. BUILD.

In Monrovia, we were looking for a better way...

**Balanced Growth**

*In our community, we were searching for a balanced response to housing policy, environmental policy, and traffic policy?*
WE STARTED TALKING ABOUT BETTER MOBILITY BECAUSE...

- A limited housing supply is driving housing costs up to unacceptable levels
  - At the same time, our region is growing denser, which means more people and more cars, and we don’t have the resources to infinitely expand our roadway / parking infrastructure

- Against that backdrop... we were searching for policy options that would allow for continued housing growth, while also addressing environmental and traffic concerns?

- Could we develop a new model of suburban mobility to **give people simple and easy to use public transportation options?**
HOW DID MOBILITY USED TO WORK IN MONROVIA?
ANNUAL BUDGET

~ $1 million / year

OPERATING STATISTICS

Avg. Monthly Riders ~ 3,200
Avg. Annual Riders ~ 38,000
Avg. Monthly Disabled Riders ~ 255
Avg. Trip Length: 1.19 miles

Avg. Cost / Passenger ~ $19.70

MONROVIA TRANSIT
(DIAL-A-RIDE)
BY THE NUMBERS
IS THERE A MORE COST-EFFECTIVE, CONVENIENT, & RELIABLE WAY TO PROVIDE EXPANDED TRANSIT OPTIONS FOR OUR GROWING POPULATION?
A public-private partnership with ride-sharing provider, Lyft

- Lyft serves as the City’s primary public transit provider for all non-ADA related services
- The City operate an integrated transit service to accommodate ADA calls for service
- Passengers pay $1.00 for a shared ride, or just $0.50 to/from Gold Line and Old Town, or $3.50 for a classic ride

Bike-share program through a partnership with LimeBike

- LimeBike is different from traditional bike-share models
- There is no need to deploy expensive docking stations throughout a community with LimeBike
- Instead, LimeBike offers bikeshare options utilizing GPS technology to offer dockless bike-sharing
- Riders pay $1.00 to start plus $0.05 / minute
READY...SET...GO!

Initial Mobility Study Session – January 2018
Agreements with Lyft and LimeBike approved - February 2018
Launched GoMonrovia program - March 2018
MONROVIA TRANSIT
powered by
LYFT ROLL-OUT DETAILS

- Participants apply “GoMonrovia” promo code and discount is automatically applied on eligible trips
- Participants can view service area in the app itself
- Promoted program in partnership with Lyft
- Targeted outreach to existing dial-a-ride users
- Advertised at Station Square, Old Town, Library, and City facilities
HOW MUCH CUSTOMIZATION COULD WE ACTUALLY DEPLOY IN DESIGNING A TRANSIT PROGRAM THROUGH LYFT?
WHAT ABOUT PASSENGERS WITH DISABILITIES?

- Restructured the City’s Dial-A-Ride program to improve efficiency and response times
- Effective February 1, 2019, closed system that requires passengers to pre-register with the City and verify ADA-related needs to be eligible
- Working with dial-a-ride operator to increase service to 24/7 to mirror Lyft service hours
- Goal of adding wheelchair-accessible vehicles to Lyft platform

Beginning February 1, Monrovia Transit will serve ADA passengers only. To provide faster and more efficient service for passengers with American with Disabilities Act (ADA) needs, the Monrovia dial-a-ride program will now require ADA passengers to register in advance. The City's GoMonrovia Lyft program is also available to meet your transportation needs. Visit www.gomonrovia.com to learn more.

To register for Monrovia Transit services, please complete the following:
1. Fill out the short, one-time application and sign the waiver.
2. Submit the completed application to the Community Center (119 W. Palm Avenue).
3. Please allow for 5 - 7 business days for review of application.

IF YOU HAVE ANY QUESTIONS, PLEASE CALL (626) 256-8234.
HOW DO YOU PROVIDE LYFT SERVICES TO THOSE WITHOUT A SMARTPHONE?
WHAT ABOUT OLDER ADULTS?
BENEFITS RESULTING FROM OUR LYFT PARTNERSHIP

- Bridges first mile-last mile connections between transit stops and origin / destination

- Significant resident behavioral changes related to mobility have been observed

- Substantial savings from prior dial-a-ride service model
  - Previous subsidy amount: ~$19.70 / ride
  - Lyft program subsidy amount: ~$4.00 / ride
  - Savings of ~80% / ride!

- More convenient, faster, and personalized public transportation

- Reducing parking demand and helps ease commuter parking shortages

- Addressed late-night and holiday service interruptions
MARKETING & OUTREACH
COMMUNITY BIKE RIDE
GOMONROVIA MARKETING & OUTREACH
GOMONROVIA MARKETING & OUTREACH
BUT...

ARE PEOPLE EVEN USING GOMONROVIA?
GOMONROVIA LYFT USAGE

Over **20,468 people** have signed up to use Lyft through the GoMonrovia Program, making GoMonrovia Lyft’s most utilized transportation partnership program!
GOMONROVIA LYFT USAGE SINCE LAUNCH

- MARCH 4,921
- APRIL 20,732
- MAY 32,827
- JUNE 41,896
- JULY 54,047
- AUGUST 67,134
- SEPTEMBER 62,845
- OCTOBER 67,024
- NOVEMBER 66,036
- DECEMBER 70,946
- JANUARY 75,808
GOMONROVIA LYFT USAGE

Trip Length (Miles)

- 0-2 miles: 59%
- 2-4 miles: 34%
- 4-6 miles: 6%
- >6 miles: 1%

Legend:
- Green: 0-2 miles
- Yellow: 2-4 miles
- Blue: 4-6 miles
- Pink: >6 miles
GOMONROVIA LYFT USAGE

- Midday and evening rides most popular time of day
  - Going out to lunch and after-work errands
  - 1/5 potentially using for commute

- Most rides are for short distances
  - 30% of rides were 5 miles or less
  - 83% of rides were 10 miles or less

- Rides evenly distributed throughout the week
  - Sunday least popular day of the week
  - Tuesday – Friday most popular days
WHERE ARE PEOPLE RIDING?

30% of all rides begin or end at Old Town / Gold Line

That’s about 20,000 rides / month!

Nearly half of all rides are to an identified hot spot
SOME KEY TAKEAWAYS
GOMONROVIA PROGRAM RESULTS

- **Lyft Program**
  - Substantial cost savings per ride compared with dial-a-ride service
  - Serves to address development concerns related to traffic and parking
  - Significant program participation within the community
  - Reduces greenhouse gas emissions! Every Lyft ride is carbon-neutral!
  - Shared rides count as public transit
WHY HAS THE COMMUNITY RESPONDED SO WELL TO THE GOMONROVIA PROGRAM?

▪ We kept the program design simple
  ▪ Any ride that starts and ends in the service area is eligible for the discounted ride
  ▪ But...keep in mind that if a program is too successful at the beginning, it may create challenges if you need to make significant modifications later on
    ▪ Each community and city organization is different, and programs should be thoughtfully designed to meet your needs in a way that fits with operational capacities

▪ We really focused on developing and executing an effective GoMonrovia marketing campaign
THANK YOU!

Oliver Chi
ochi@ci.monrovia.ca.us
City Partnerships

Working with agencies to redefine how communities move
City Partnership Examples | Where we fit in. . .

First - Last Mile
SMART, Metra, CATS

Suburban Services
San Clemente, Monrovia

Paratransit
RTCSV. Big Blue Bus, MBTA

Guaranteed Ride Home
Metrolink Rail

Parking Congestion
City of Boulder, Summit NJ

Jobs Access
Solano, Detroit
Mobility On-Demand Everyday for Seniors - Santa Monica, CA

● **AGENCY GOALS:** To provide on-demand services via an updated Dial-A-Ride program for older adults and people with disabilities

● **CONSTRAINTS:** Previous program had 6 vehicles leading to inability to serve clients at the times they wanted to travel.

● **PROGRAM DESIGN:** Seniors and individuals with disabilities can use Lyft to travel anywhere in Santa Monica and to select medical and shopping destinations outside the City limits for $0.50 per ride

● **OUTCOMES:** New MODE with Lyft is meeting the travel needs of over twice as many residents - overcoming transportation access barriers to medical appointments, social events, and grocery shopping
Overcoming Barriers to Fresh Food Access - Columbia, SC

● AGENCY GOALS: Closing the gap between growing food deserts and regional clusters of fresh food marketplaces.

● CONSTRAINTS: Difficult multi-transfer journeys from food deserts to nearest fresh food grocery store

● PROGRAM DESIGN: Program provides 10 discounted rides a month to and from any of the fresh food grocery facilities. $5 subsidy provided on each trip.

● OUTCOMES: Thousands of users signed up and hundreds taking a ride each month to access fresh food grocery stores.
Concierge Booking for Non-Smartphone Users

- USED BY TRANSIT AGENCY PARTNERS TO FULFILL TITLE VI providing booking options for those without smartphones.
- USED WEEKLY BY MANY AGENCIES: Metrolink, MBTA, Monrovia, RTC of Southern Nevada
Creating programs to meet greater community goals

**Carbon Offsets**
Bakes in Cost of Carbon

**Shared Rides Emphasis**
Focus programs around Shared

**Lower Emission Modes**
Bikes and Scooters Options

**Transit Integration**
Emphasize access to Transit
Thank You.

Paul Davis
Transit Partnership Manager
transit@lyft.com
AGENCY GOALS: Improve suburban mobility through On-Demand Shared Ride Service.

PROGRAM DESIGN: Riders pay $1.00 for a shared ride within the City Limits.

ELIGIBILITY: Anyone can enter the program by entering GOMONROVIA into the Promo Section of their app.

OUTCOMES: Public transit ridership has risen from 40,000 to 600,000+ trips per year. Service has provided tens of thousands of connections to transit. Residents are selling their cars and converting to shared mobility.
Options for Unbanked Passengers

Prepaid Debit Cards:
- You can sign-up for Lyft without a Credit Card today.
- Prepaid Debit Cards can be purchased any supermarket or convenience store.
- Notable % of ride on Lyft occur on prepaid instruments

Collaborate with Carlsbad on Unbanked Solution
- Can offer Prepaid cash cards at ticket purchasing location.
- In person paperless ticket/code purchases associated with user accounts.