GOMONROVIA OVERVIEW

2019 ITE Western District Annual Meeting
Monterey, CA | June 25, 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
WHY ARE WE TALKING ABOUT MOBILITY?  
*BECAUSE MONROVIA IS IMPACTED... AND GROWING.*

- In Monrovia today, the average rent for a newer apartment unit is around **$3.15 / square foot!**
  - 1,000 SF apartment currently costs $3,150 / 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 that gave people simple and easy to use transportation options, rather than dictates and mandates?
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
IS THERE A MORE COST-EFFECTIVE, CONVENIENT, & RELIABLE WAY TO PROVIDE EXPANDED TRANSIT OPTIONS FOR OUR GROWING POPULATION?
HOW THE PROGRAM WORKS

- 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 operates an integrated transit service to accommodate ADA calls for service
- **Passengers pay just $0.50 for any ride to / from Gold Line, Old Town, or hospital**
- Rides to any other part of the service area cost just $2.50 for a shared ride, or $5.00 for a classic ride
  - We’ve instituted 3 prices changes since program launch
- **Bikeshare program with Lime**
- Undocked model, meaning there was no need to deploy expensive docking stations throughout the community
- Instead, Lime offered bikeshare options utilizing GPS technology to offer dockless bike-sharing
- Riders pay $1.00 to start plus $0.05 / minute
- **Based on evolving micromobility landscape, Lime discontinued the program in March 2019, and the City is in the process of identifying a new operational partner**
READY...SET...GO!

Initial Mobility Study Session – January 2018
Agreements with Lyft and LimeBike approved - February 2018
Launched GoMonrovia program - March 2018
riding with LIME
LIME ROLL-OUT DETAILS

- Non-exclusive agreement with Lime
- Limited number of bikes deployed in initial rollout
- Access to usage data through online portal
- Designated “preferred parking” zones on the mobile app
- Partnership warranted more logistical considerations:
  - Identifying deployment locations
  - Parking in business vs. residential areas
  - Safety concerns
  - Parking etiquette
- Bikeshare program ending March 15, 2019, City in talks with new program partners
BIKE & SCOOTER SHARE ORDINANCE

- Prior to entering into the agreement with Lime, the City Council adopted a bike share usage ordinance
  - Later amended to add scooter share

- Precaution against disorderly or unauthorized use / placement of bikes and scooters

- Establishes permitting and licensing requirements that regulate bike / scooter share companies’ use of City streets and public and private property for their operations

- Bike / scooter share company must obtain prior authorization before operating or placing equipment in the City
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
PROGRAM BUDGET

▪ Initial Program Budget:
  ▪ $360,000 / year for scaled-back Dial-A-Ride contracted services
  ▪ $640,000 / year for Lyft services

▪ Our initial Lyft programmatic expectation
  ▪ At $6.00 / ride, we had enough funding for ~107,000 Lyft rides / year
  ▪ Previous ridership on Dial-A-Ride was ~ 39,000 / year
MARKETING & OUTREACH
GOMONROVIA LAUNCH PARTY
MARCH 17, 2018
GOMONROVIA MARKETING & OUTREACH
GOMONROVIA MARKETING & OUTREACH
GOMONROVIA MARKETING & OUTREACH
BUT...
ARE PEOPLE EVEN USING GOMONROVIA?
GOMONROVIA LIME USAGE

Total Number of Rides
- 13,342 total rides completed
- ~50 rides / day

Total Time Spent Riding
- 4,773 hours

Total Number of Riders
- 4,282 unique riders

Total Distance Ridden
- 10,509 miles ridden
HOW ARE PEOPLE RIDING?

The average user traveled 0.5 mile & rode for 12 minutes

Fridays & Saturdays were the most popular days
HOW OFTEN WERE PEOPLE RIDING?

- <3 trips: 62%
- 3-15 trips: 33%
- 15+ trips: 5%
**LIME ONLINE DATA PORTAL**

### Cumulative Trips

<table>
<thead>
<tr>
<th>Insights</th>
<th>Region</th>
<th>Vehicle Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Monrovia</td>
<td>Manual Bike</td>
</tr>
</tbody>
</table>

#### Lifetime

<table>
<thead>
<tr>
<th># Rides</th>
<th># Riders</th>
<th>Total Distance (mi)</th>
<th>Total Time (min)</th>
<th>Median Distance/Trip (mi)</th>
<th>Median Time/Trip (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,486</td>
<td>4,064</td>
<td>9,856.3 mi</td>
<td>271,463 min</td>
<td>0.5</td>
<td>12</td>
</tr>
</tbody>
</table>

### Trips Trends

#### Daily

<table>
<thead>
<tr>
<th># Rides</th>
<th># Riders</th>
<th># Vehicles</th>
<th># Rides per vehicle per Day</th>
<th>Total Ride Time</th>
<th>Total Ride Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Graph showing trends over time](image)
LIME ONLINE DATA PORTAL

<table>
<thead>
<tr>
<th>Ride Routes</th>
<th>Yesterday</th>
</tr>
</thead>
<tbody>
<tr>
<td>(All Types of Vehicles)</td>
<td></td>
</tr>
</tbody>
</table>
GOMONROVIA LYFT USAGE

Over 22,000 people have signed up to use Lyft through the GoMonrovia Program, making GoMonrovia Lyft’s most utilized transportation partnership program!

Thank you for riding with GoMonrovia

Starting September 1, GoMonrovia’s pricing will change to incentivize Lyft
Shared rides as follows:

1. Lyft Shared price: $0.20 per ride (1-2 passengers, carpool option)
2. Standard Lyft price: $3.00 per ride (for private rides or groups up to 4 passengers)

Thanks again for riding! To learn more about the GoMonrovia program, follow the link below.

LEARN MORE
### GOMONROVIA LYFT USAGE SINCE LAUNCH

<table>
<thead>
<tr>
<th>Month</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>4,921</td>
</tr>
<tr>
<td>April</td>
<td>20,732</td>
</tr>
<tr>
<td>May</td>
<td>32,827</td>
</tr>
<tr>
<td>June</td>
<td>41,896</td>
</tr>
<tr>
<td>July</td>
<td>54,047</td>
</tr>
<tr>
<td>August</td>
<td>67,134</td>
</tr>
<tr>
<td>September</td>
<td>62,845</td>
</tr>
<tr>
<td>October</td>
<td>67,024</td>
</tr>
<tr>
<td>November</td>
<td>66,036</td>
</tr>
<tr>
<td>December</td>
<td>70,946</td>
</tr>
<tr>
<td>January</td>
<td>75,808</td>
</tr>
</tbody>
</table>
GOMONROVIA LYFT USAGE

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

- Most popular time for rides between 12 pm – 8 PM
  - Going out to lunch and after-work errands
  - 1/5 potentially using for commute

- Rides evenly distributed throughout the week
  - Sunday least popular day of the week
  - Tuesday – Friday most popular days

- Most rides are for short distances
  - Filled the gap as a first-mile / last-mile solution

Usage by Time of Day

- AM PEAK
- MIDDAY
- PM PEAK
- LATE NIGHT
WHERE ARE PEOPLE RIDING?

30% of total rides are to / from Old Town and the Gold Line Station
THIS SOUNDS GREAT!

BUT HOW DO YOU PAY FOR IT?
RESTRICTED TRANSPORTATION REVENUES

- We receive ~$3 million in restricted transportation funds on an annual basis
- About ~$1.8 million is reserved for ongoing capital projects / agreements, including with our dial-a-ride operator
- This leaves ~$1.2 million in restricted transportation revenues to use toward Lyft program
HOW DOES LA COUNTY PAY FOR TRANSPORTATION?

- Los Angeles County has **four (4) voter-approved ½ cent sales tax measures** for transportation
- LA Metro returns a portion of this funding to local municipalities each year (called **local return dollars**)
- Generated nearly **$608 million** in transportation tax revenues (2017)
- Funds must be spent on transportation projects approved by LA Metro
PROGRAM ADJUSTMENTS

To address ridership growth patterns, the City Council approved the following price shifts...

<table>
<thead>
<tr>
<th></th>
<th>To/From Old Town &amp; Gold Line Station (Shared Rides Only)</th>
<th>Shared Rides</th>
<th>Regular Rides</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2018</td>
<td>$0.50</td>
<td>$0.50</td>
<td>$0.50</td>
</tr>
<tr>
<td>September 2018</td>
<td>$0.50</td>
<td>$0.50</td>
<td>$3.00</td>
</tr>
<tr>
<td>February 2019</td>
<td>$0.50</td>
<td>$1.00</td>
<td>$3.50</td>
</tr>
<tr>
<td>June 2019</td>
<td>$0.50</td>
<td>$2.50</td>
<td>$5.00</td>
</tr>
</tbody>
</table>
PROGRAM ADJUSTMENTS

- Restructured the City’s dial-a-ride program to improve efficiency and response times
- As of February 1, 2019, now a 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 by Q1-2020
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

- **Lime Program / Dockless Bikeshare**
  - Cost effectively adds a visible bike share program into the community
  - No need for expensive, limited docking stations
  - On-the-ground Lime team redistributes & maintains bike fleet at no cost to City
THANK YOU!

Oliver Chi
ochi@ci.monrovia.ca.us