

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?



PERKINS + WILL

Urbanism Next 2019
Session 5: 1:45 – 3:15 PM, May 9, 2019
Moderator, Gerry Tierney
Perkins+Will

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?

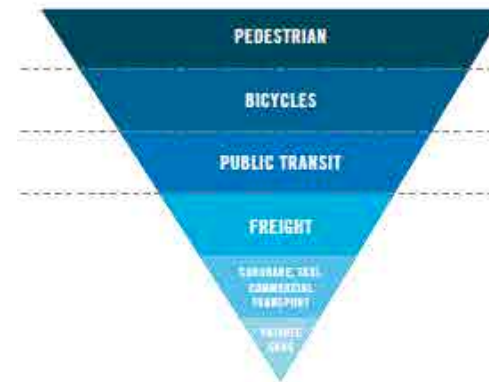
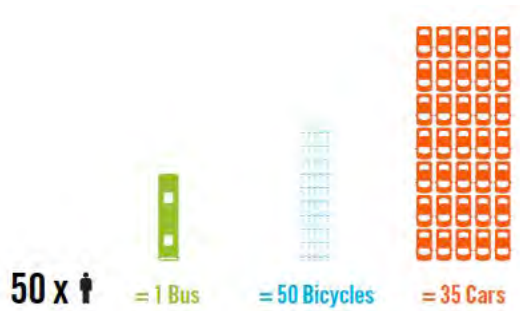
We need to be brutally honest about our current transit and ask ...
... is New Mobility and Public Transit a zero sum option?

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?



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

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?



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

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?

WHAT IF ALL TRANSPORTATION WAS CONVERGED...

... AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?

Light
89€ /month
Includes HSL Helsinki season ticket + 1,000 Whim points
Use your Whim points as you like, for example:
2 taxi trips (1-10 km/h/tp) daytime + unlimited local public transport

Medium
249€ /month
Includes HSL Helsinki season ticket + 5,500 Whim points
Use your Whim points as you like, for example:
8 taxi trips (1-10 km/h/tp) daytime + unlimited local public transport + 2 days of car rental

Premium
317€ /month
Includes HSL Helsinki season ticket + 8,000 Whim points
Use your Whim points as you like, for example:
8 taxi trips (1-10 km/h/tp) daytime + unlimited local public transport + 5 days of car rental

Pay-as-you-go
Try Whim without commitment and upgrade whenever you like.
Transport providers: HSL, MTR, SICK, MEGO
We get you to your destination using your preferred mode of transport, letting you pay as you go - all in one app!

maas GLOBAL

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

whim.

Helsinki today

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?



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.

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?



Feeder to the Gold Line as well as providing transit around Monrovia and to neighboring retail and medical centers

Maybe we need to look at GoMonrovia?

*“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.

City and TNC Collaboration - A Case Study

Can New Mobility Options Support or Augment Public Transit?



... and now a warm welcome for our two panelists, Oliver Chi & Paul Davis



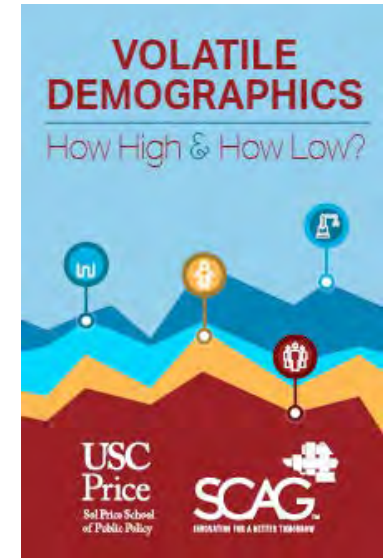
GOMONROVIA OVERVIEW

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



AFFORDABLE HOUSING

WHY ARE WE TALKING ABOUT MOBILITY?

BECAUSE MONROVIA IS IMPACTED... AND GROWING.

- 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



WHY ARE WE TALKING ABOUT MOBILITY?

BECAUSE IN MONROVIA, WE WERE LOOKING FOR BALANCED SOLUTIONS.

- 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?



04-17

04-17

MONROVIA TRANSIT
EST 1983

626-358-3538

MONROVIA TRANSIT
EST 1983

E-350

POWERED BY
PLAN LLC
TOP 2530-A



yelp Find tacos, cheap dinner, Max's Near San Fra

[🍴 Restaurants](#) [🍷 Nightlife](#) [🔧 Home Services](#) [Write a Review](#)

Monrovia Transit Unclaimed

★ ★ ☆ ☆ ☆ 1 review [Details](#)

[Public Transportation](#) [Edit](#)

Highland Pl
Hillcrest Blvd
N Myrtle Ave
Google
Map data ©2018 Google

📍 **Monrovia, CA 91016** [Edit](#)

☎ (626) 358-3538

📱 [Send to your Phone](#)

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?

lyft

go
monrovia



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 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

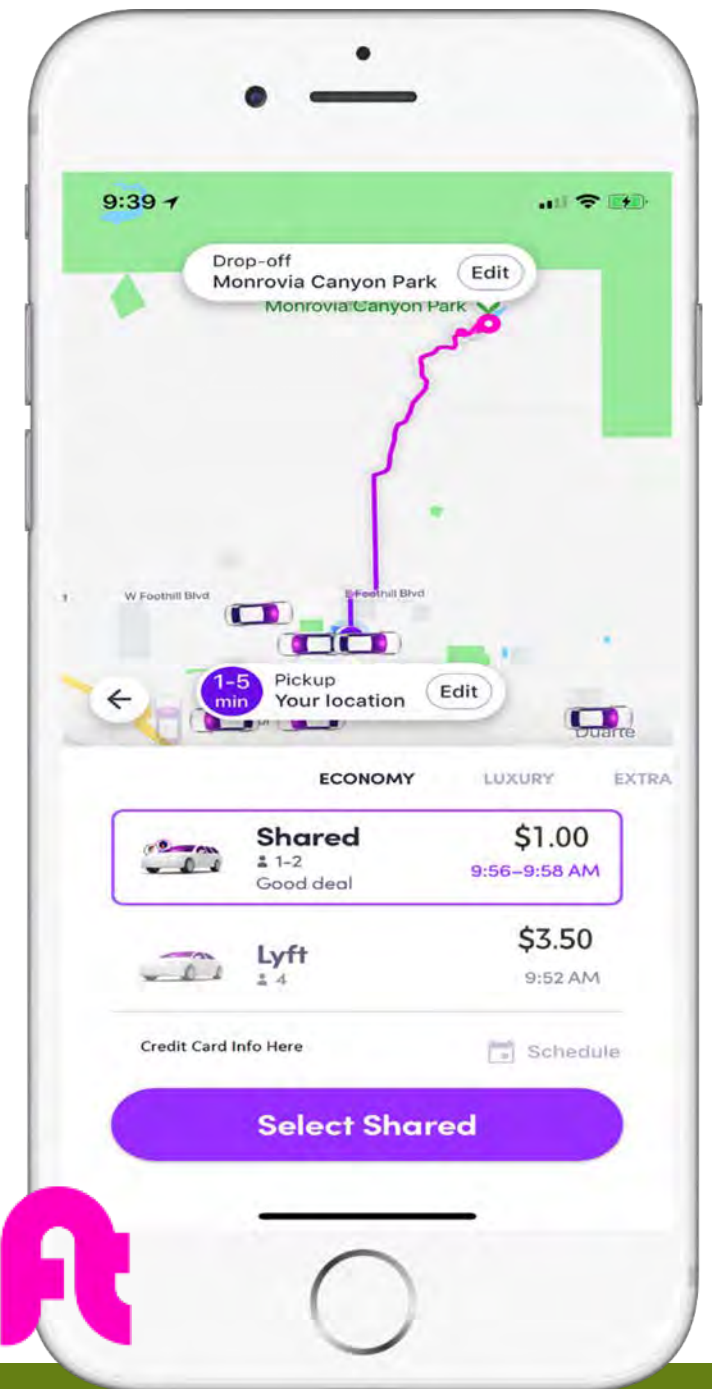
MONROVIA TRANSIT

powered by

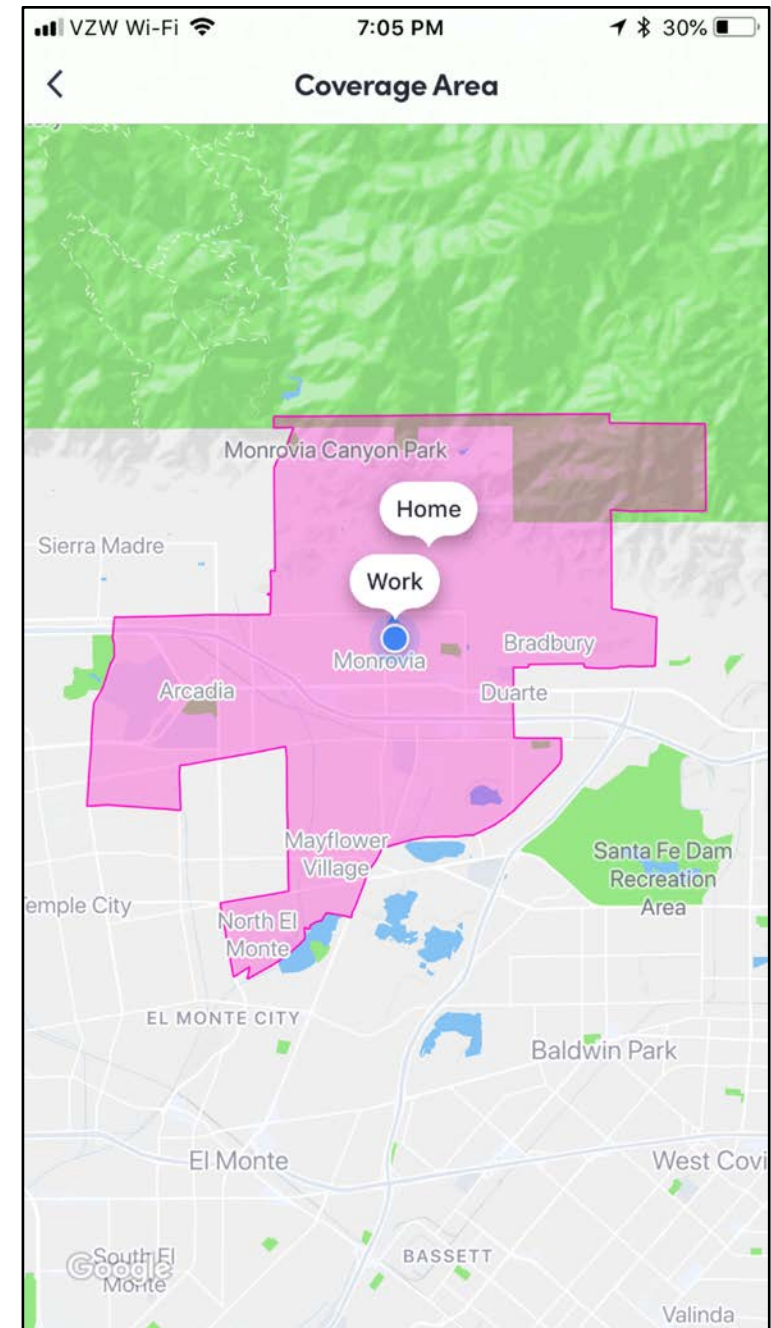
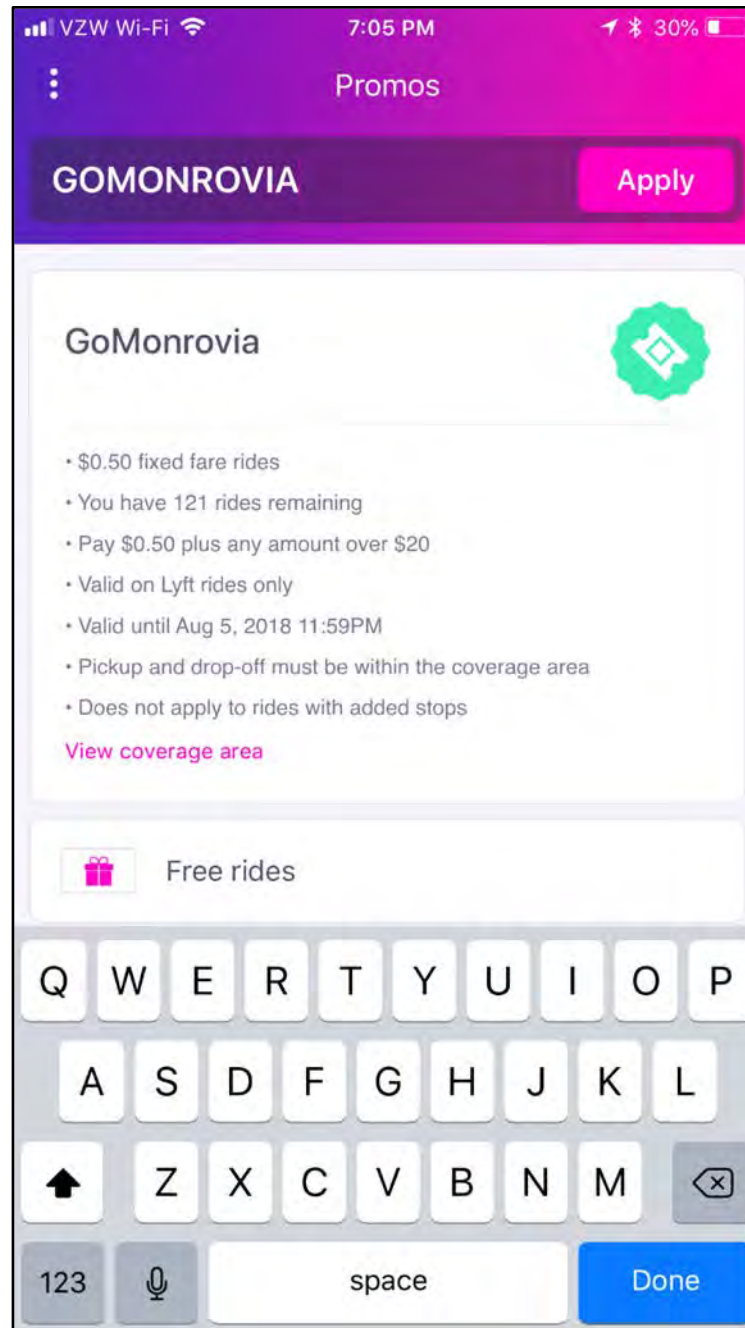


LYFT ROLL-OUT DETAILS

- 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.

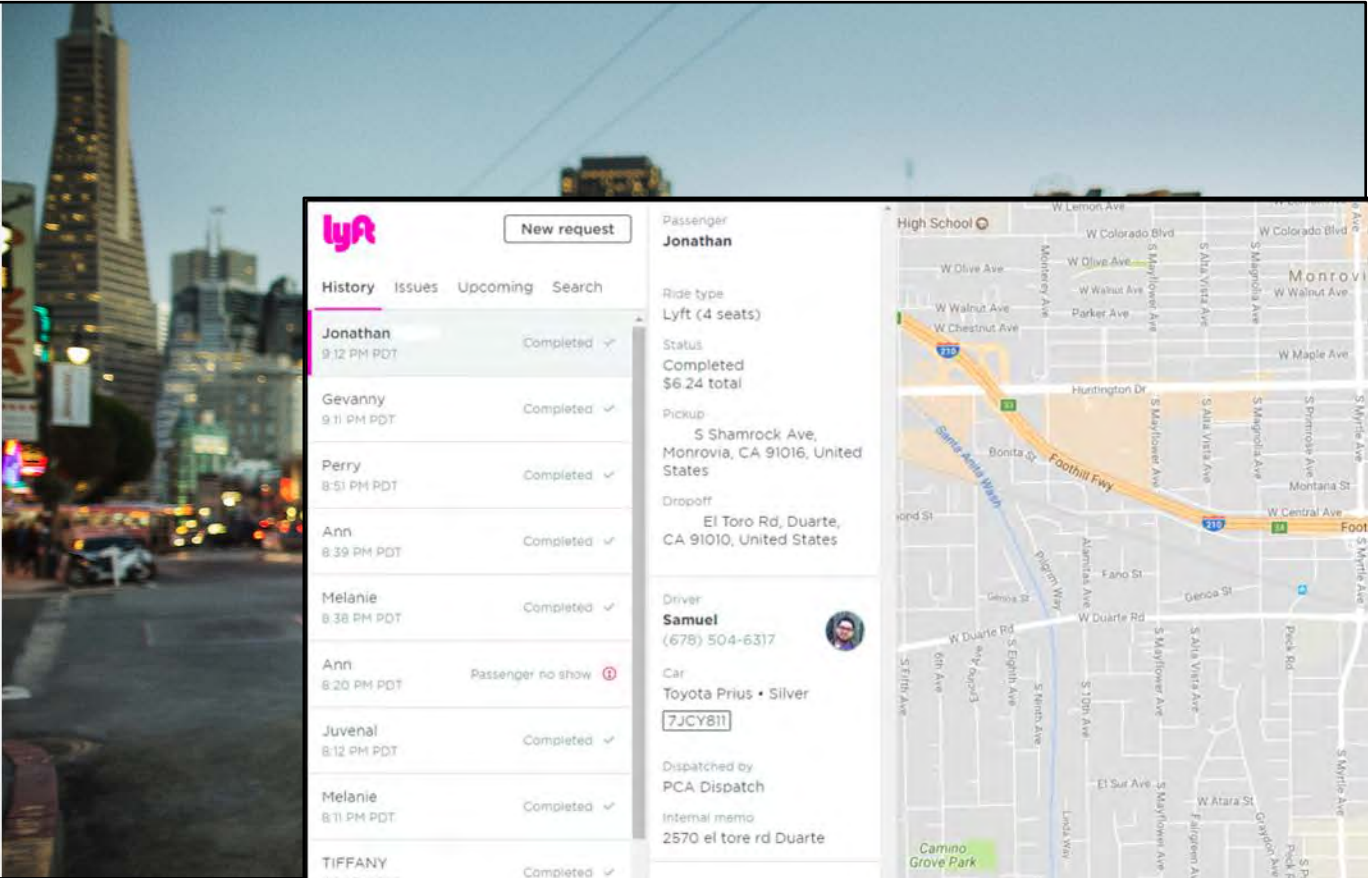
HOW DO YOU PROVIDE LYFT SERVICES TO THOSE WITHOUT A SMARTPHONE?



Welcome to Concierge

Log in using your work email.

Next



lyft New request

Passenger
Jonathan

Ride type
Lyft (4 seats)

Status
Completed

Total
\$6.24 total

Pickup
**S Shamrock Ave,
Monrovia, CA 91016, United States**

Dropoff
**El Toro Rd, Duarte,
CA 91010, United States**

Driver
Samuel
(678) 504-6317

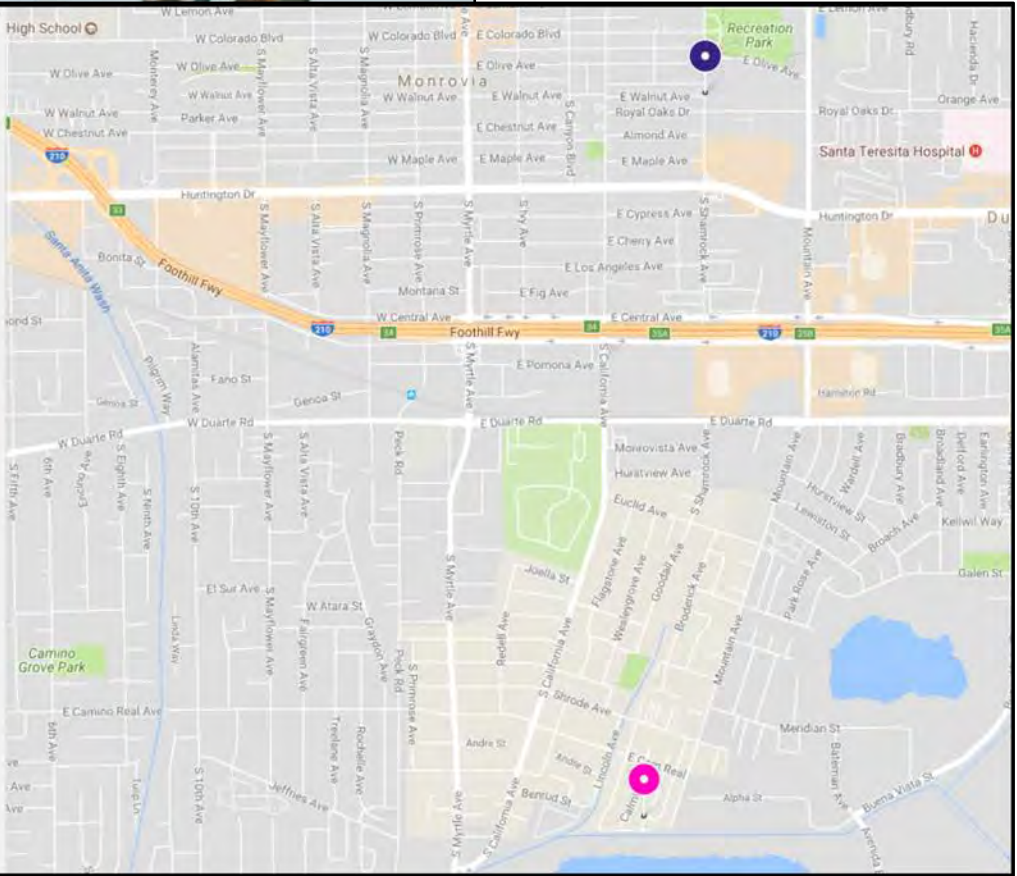
Car
Toyota Prius • Silver
7JCY811

Dispatched by
PCA Dispatch

Internal memo
2570 el tore rd Duarte

Request return ride

History	Issues	Upcoming	Search
Jonathan 9:12 PM PDT	Completed	✓	
Gevanny 9:11 PM PDT	Completed	✓	
Perry 8:51 PM PDT	Completed	✓	
Ann 8:39 PM PDT	Completed	✓	
Melanie 8:38 PM PDT	Completed	✓	
Ann 8:20 PM PDT	Passenger no show	ⓘ	
Juvenal 8:12 PM PDT	Completed	✓	
Melanie 8:11 PM PDT	Completed	✓	
TIFFANY 7:54 PM PDT	Completed	✓	
Jesse 7:47 PM PDT	Completed	✓	
Campos 7:23 PM PDT	Completed	✓	
Oliver			



WHAT ABOUT OLDER ADULTS?



HOW DO I USE LYFT? I DON'T HAVE A SMARTPHONE. CAN I LYFT? HOW DO I PAY? IS IT SAFE TO GET INTO A STRANGER'S CAR?




**lyft Tutorial
for Older Adults**

WEDNESDAY,
OCTOBER 3, 2018
4:00 P.M.

Lyft and City representatives will be present to talk about this curb-to-curb, on-demand transportation program.

Monrovia Public Library Community Room
Light Dinner will be served

Questions? Please contact Angela Cho at 626-932-5528

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





GOMONROVIA LAUNCH PARTY

MARCH 17, 2018



COMMUNITY BIKE RIDE



GOMONROVIA MARKETING & OUTREACH

go monrovia

HOW TO RIDE

lyft \$0.50/ride anywhere in the Monrovia service area

1. Download the app & set up your account
2. Apply promo code **GOMONROVIA** before you ride
3. Tap to request your \$0.50 ride!

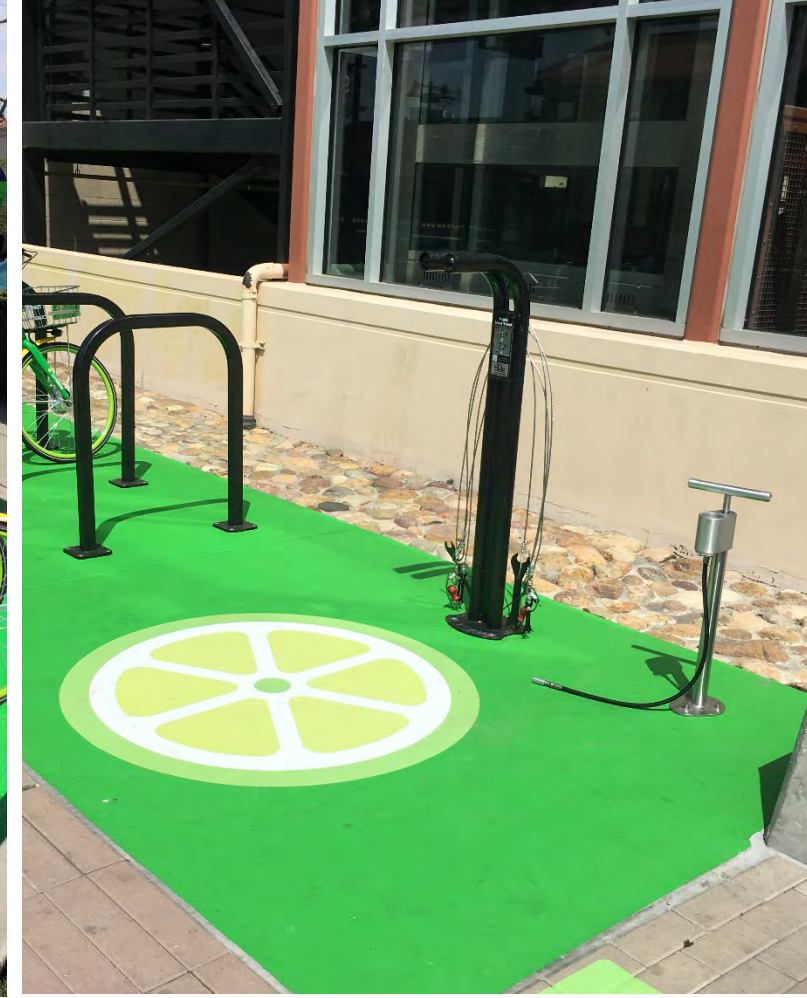
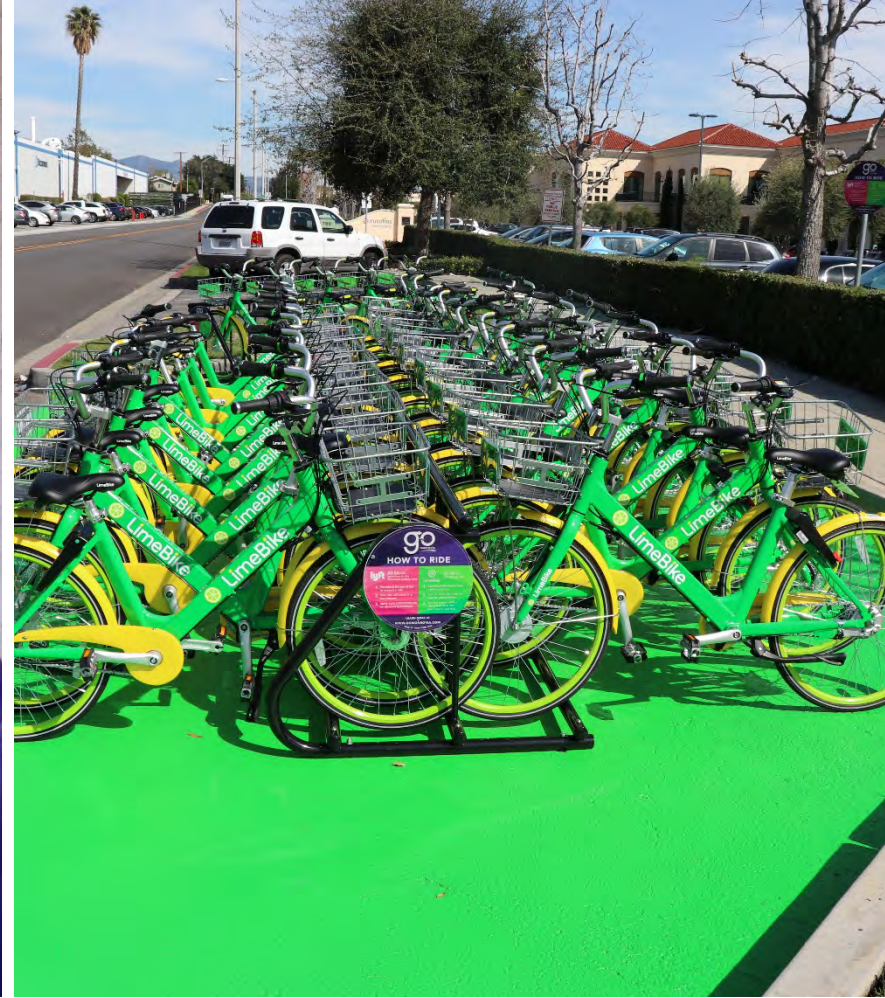
LimeBike \$1.00 for 30-minute ride

1. Download the app to find a bike near you
2. Scan or enter the code on bike to unlock & ride
3. Park wherever a bike is allowed & close the back lock to end ride

LEARN MORE AT
WWW.GOMONROVIA.COM
RIDE AT YOUR OWN RISK



GOMONROVIA MARKETING & OUTREACH



GOMONROVIA MARKETING & OUTREACH

BUT...
ARE PEOPLE EVEN USING
GOMONROVIA?

GOMONROVIA LYFT USAGE



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: \$0.50 per ride (1-2 passengers, carpool option)
- 2 Standard Lyft price: \$3.00 per ride (for private rides or groups up to 4 passengers)

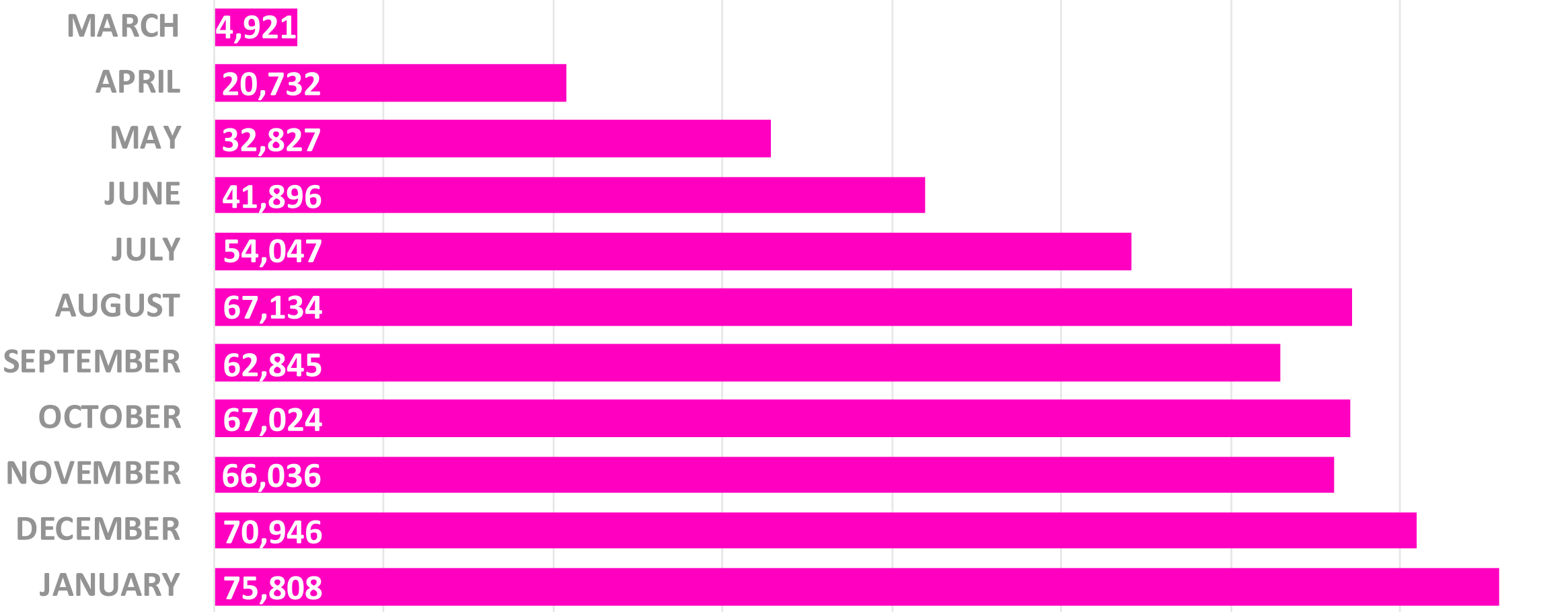
Thanks again for riding! To learn more about the GoMonrovia program, follow the link below.

[LEARN MORE](#)

Over **20,468 people** have signed up to use Lyft through the GoMonrovia Program, making GoMonrovia **Lyft's most utilized transportation partnership program!**

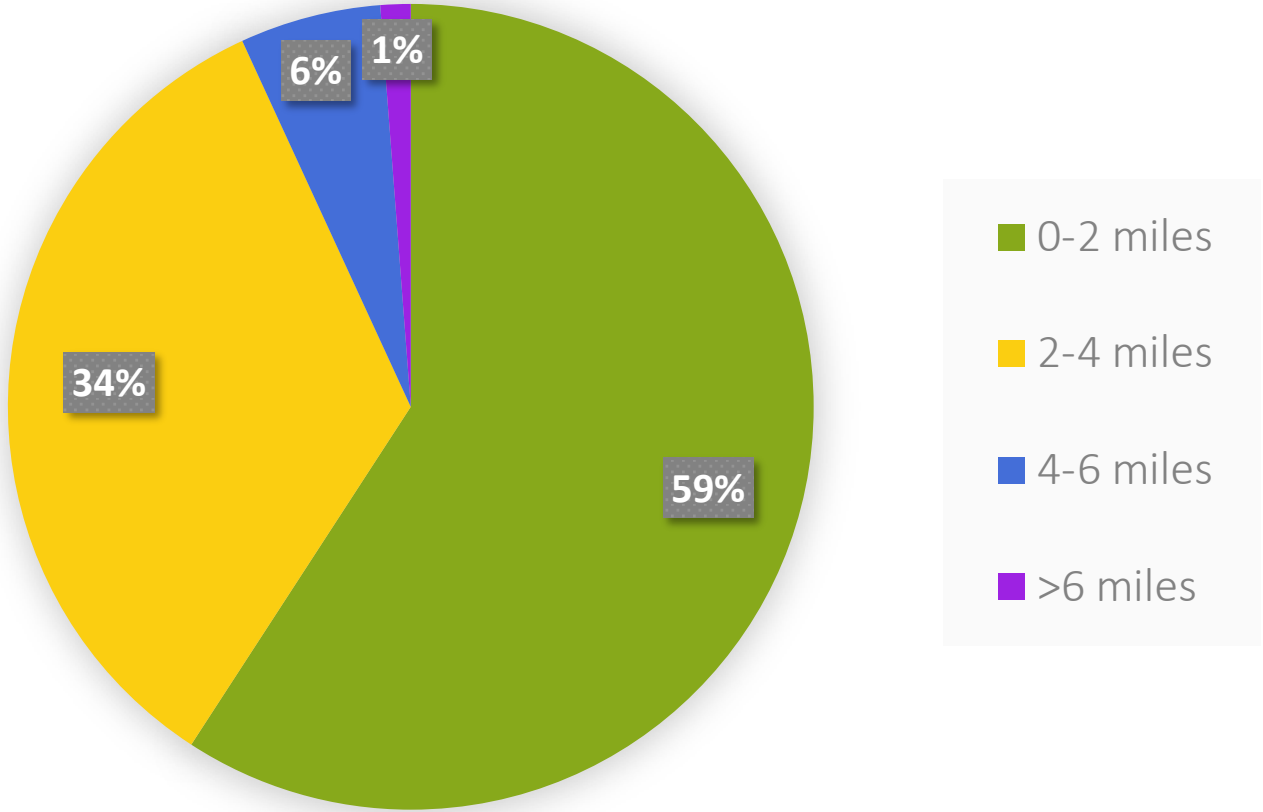


GOMONROVIA LYFT USAGE SINCE LAUNCH



GOMONROVIA LYFT USAGE

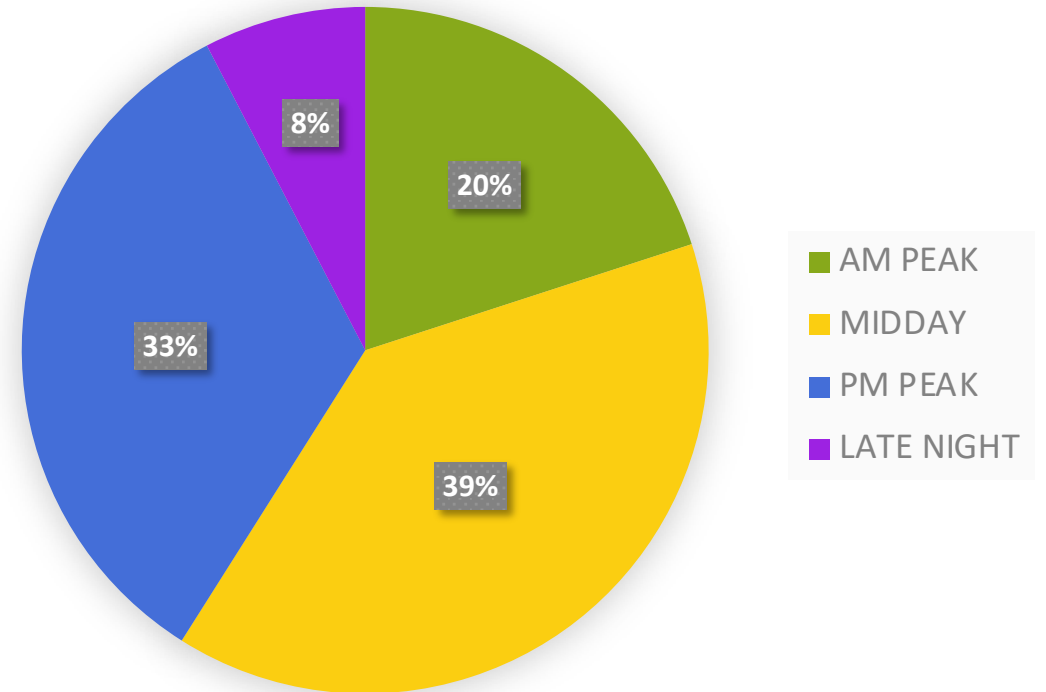
Trip Length (Miles)



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

Usage by Time of Day



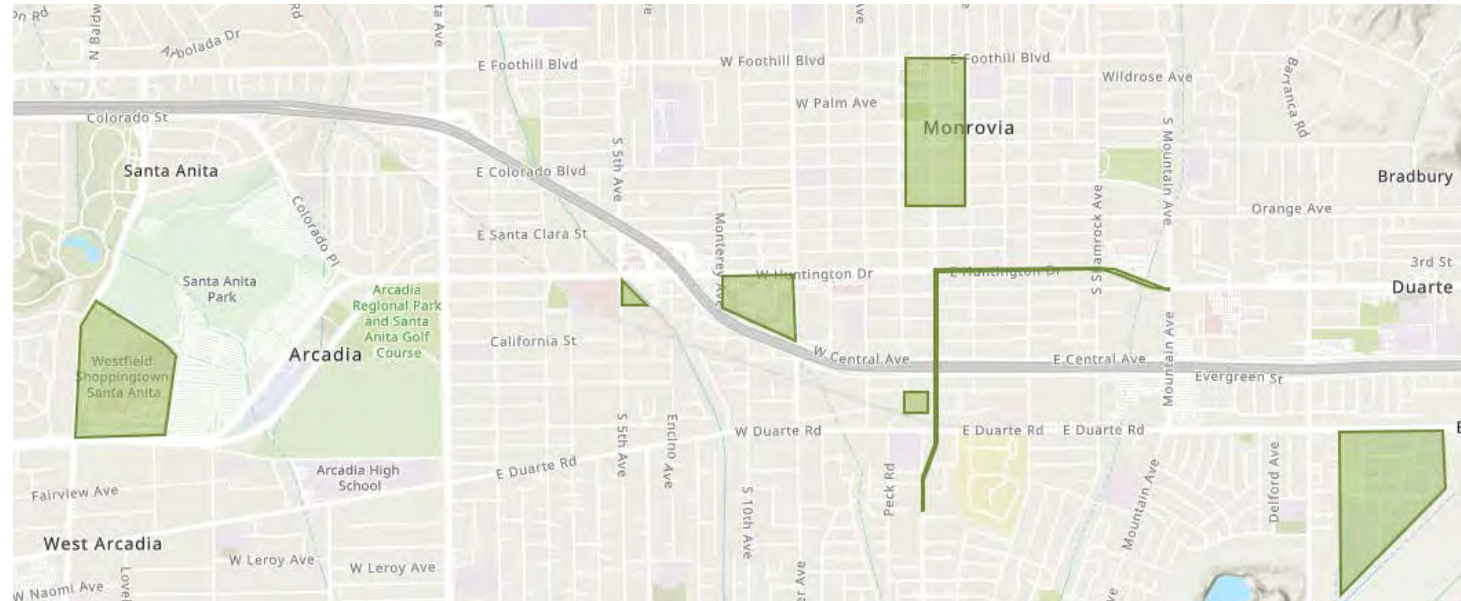


WHERE ARE PEOPLE RIDING?

Nearly half of all rides are to an identified hot spot

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

That's about 20,000 rides / month!



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!

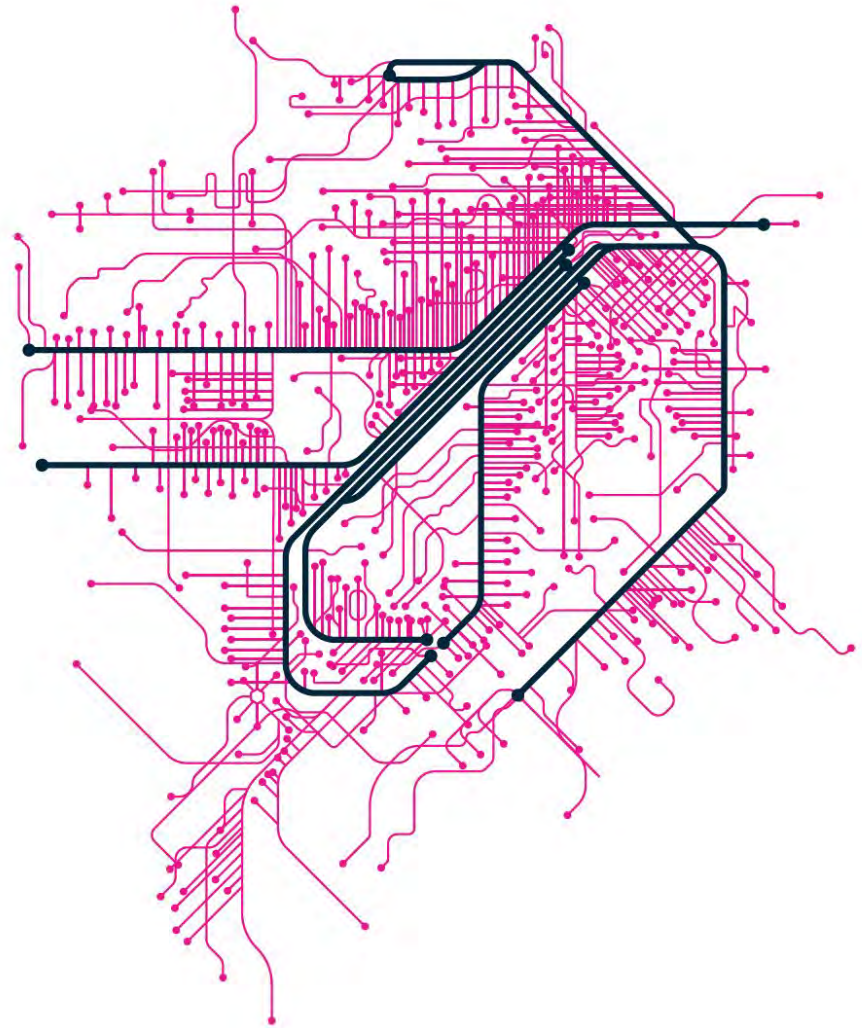


Oliver Chi

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



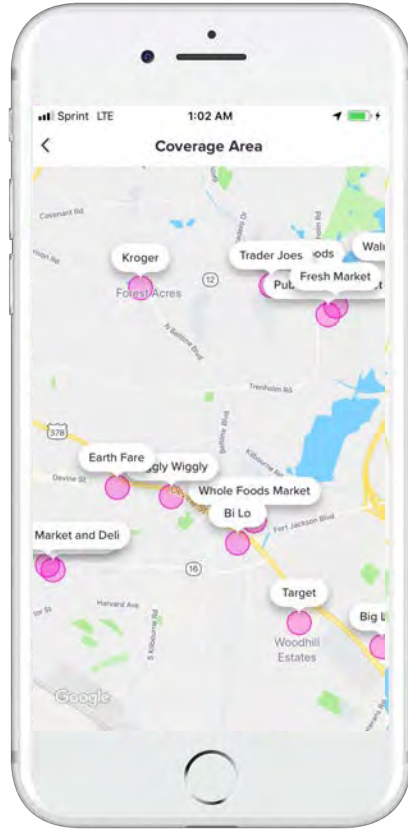
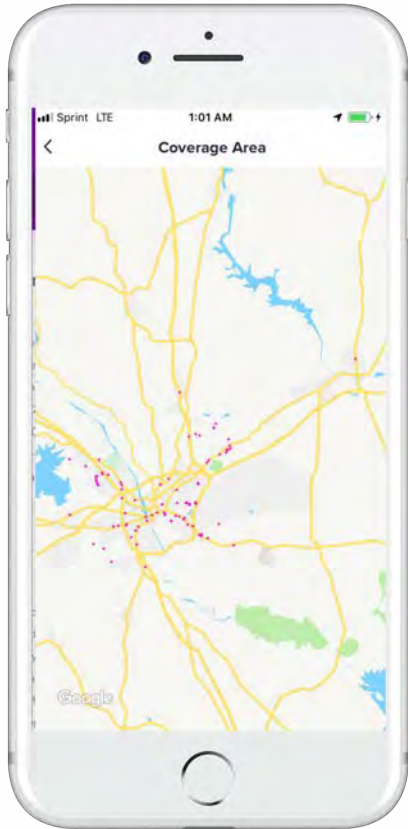
Jobs Access
Solano, Detroit

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

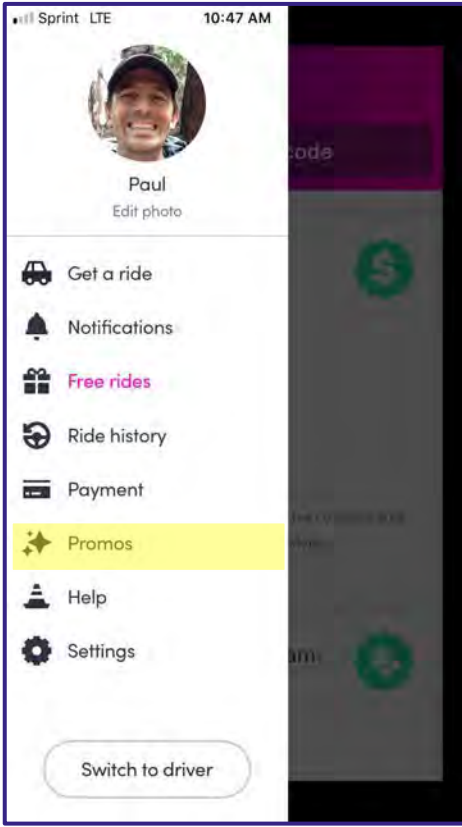
Overcoming Barriers to Fresh Food Access - Columbia, SC




- **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.



Program Delivery

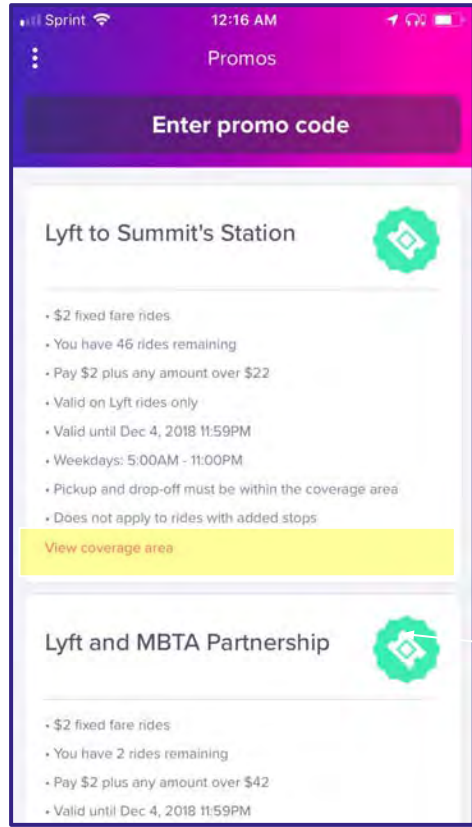


Sprint LTE 10:47 AM


Paul
Edit photo

- Get a ride
- Notifications
- Free rides
- Ride history
- Payment
- Promos**
- Help
- Settings

Switch to driver



Sprint 12:16 AM

Promos

Enter promo code

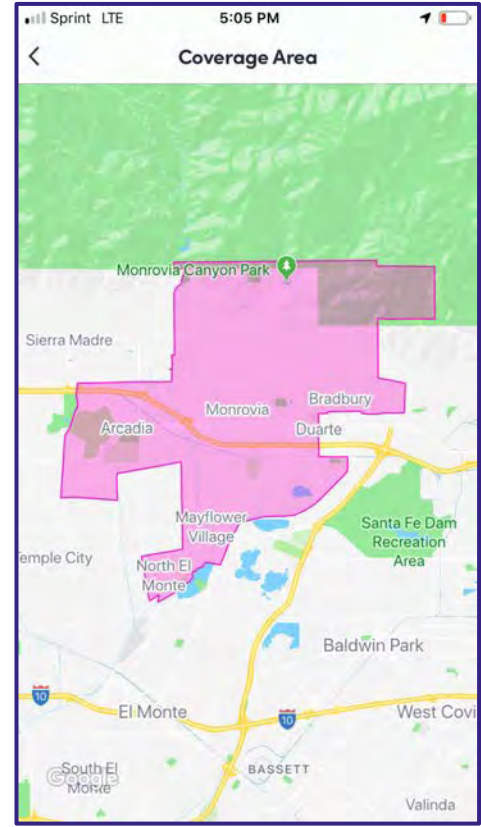
Lyft to Summit's Station

- \$2 fixed fare rides
- You have 46 rides remaining
- Pay \$2 plus any amount over \$22
- Valid on Lyft rides only
- Valid until Dec 4, 2018 11:59PM
- Weekdays: 5:00AM - 11:00PM
- Pickup and drop-off must be within the coverage area
- Does not apply to rides with added stops

[View coverage area](#)

Lyft and MBTA Partnership

- \$2 fixed fare rides
- You have 2 rides remaining
- Pay \$2 plus any amount over \$42
- Valid until Dec 4, 2018 11:59PM



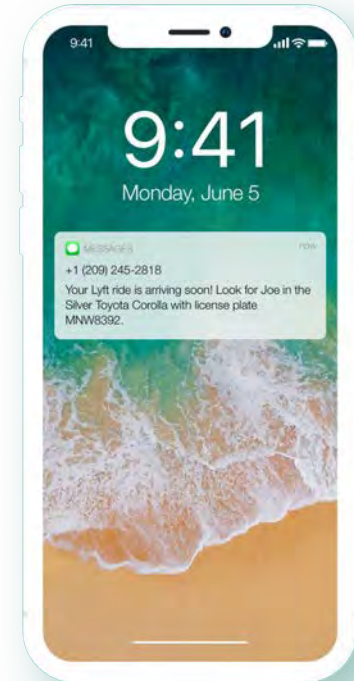
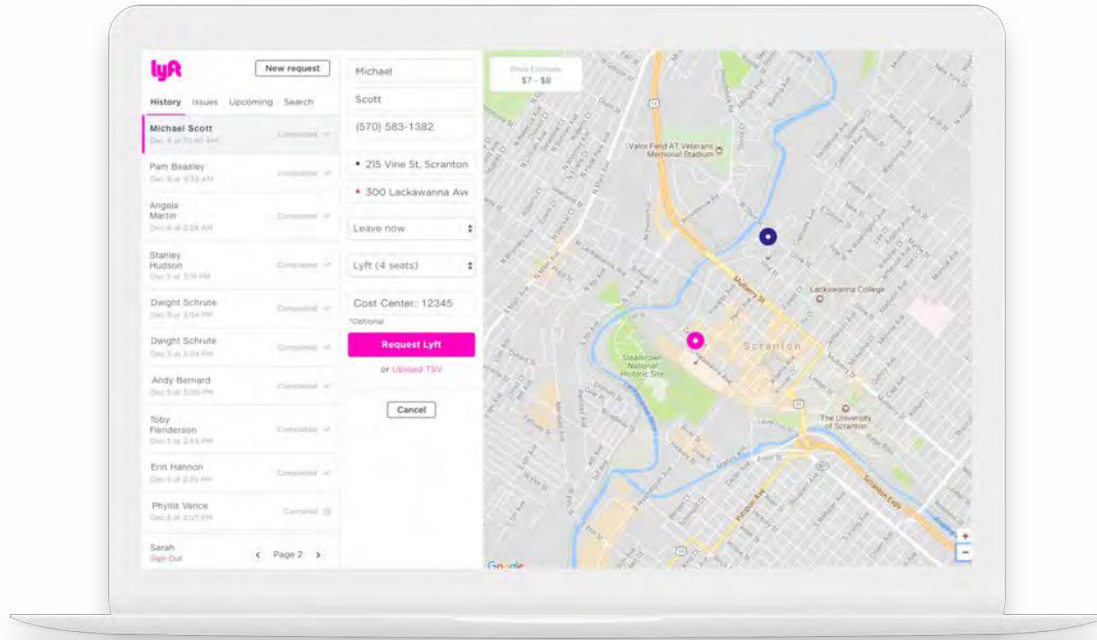
Sprint LTE 5:05 PM

Coverage Area

Map showing coverage area in pink, including locations like Monrovia Canyon Park, Sierra Madre, Arcadia, Monrovia, Bradbury, Duarte, Mayflower Village, North El Monte, Santa Fe Dam Recreation Area, Baldwin Park, El Monte, West Covina, Valinda, and BASSETT.



Concierge Booking for Non-Smartphone Users

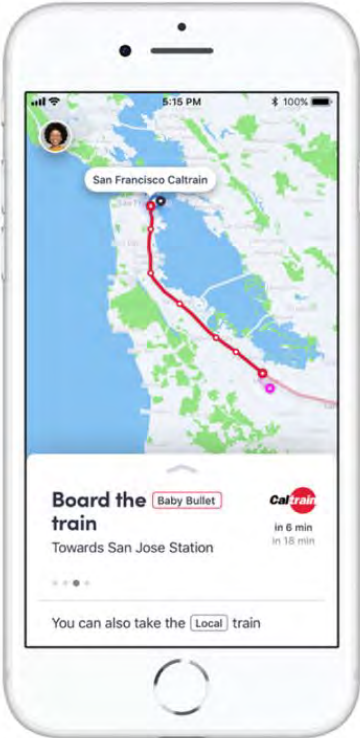


- **USED BY TRANSIT AGENCY PARTNERS TO FULFILL TITLE VI** providing booking options for those without smartphones.
- **USED WEEKLY BY MANY AGENCIES:** Metrolink, MBTA, Monrovia, RTC of Southern Nevada

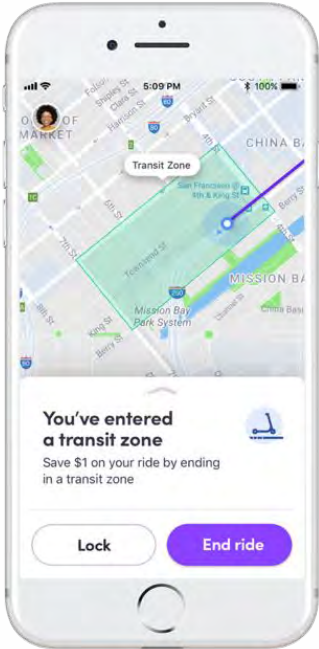
Creating programs to meet greater community goals

Transit Integration

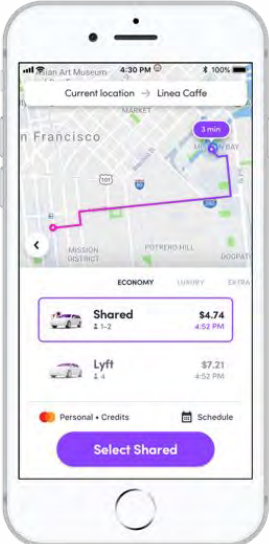
Emphasize access to Transit



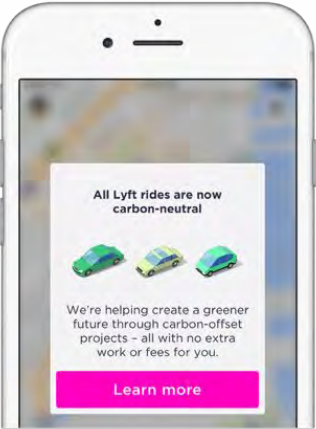
Lower Emission Modes Bikes and Scooters Options



Shared Rides Emphasis Focus programs around Shared



Carbon Offsets Bakes in Cost of Carbon

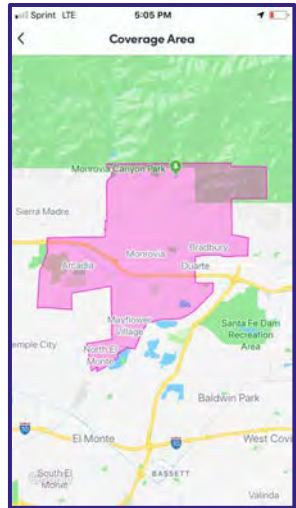




Thank You.

Paul Davis
Transit Partnership Manager
transit@lyft.com

A New Approach to Suburban Microtransit - GoMonrovia

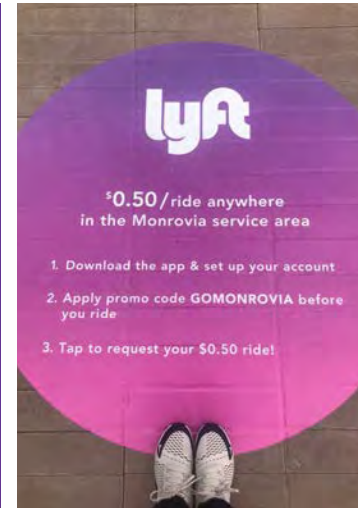


go monrovia **EFFECTIVE SEPTEMBER 1...**
Take a Shared Ride for \$0.50 - or a Lyft Ride for \$3

SHARED RIDE	LYFT RIDE
COST: \$0.50 / ride	COST: \$3.00 / ride
RIDERS: 1 - 2 passengers	RIDERS: private ride or for groups up to 4 passengers
GETTING THERE: Possible stops before reaching final destination	GETTING THERE: No stops before reaching final destination
QUICK TIP: When requesting a Shared Ride, be sure to be ready for the driver! To get you and the other riders to the destination in a prompt manner, Lyft drivers will only be able to wait 90 seconds before moving on to their next location.	QUICK TIP: When requesting a Lyft Ride, the driver will wait up to five minutes for you and your group of up to four passengers. To avoid delays, step into a place that will be easily spotted by the Lyft driver.

LEARN MORE AT WWW.GOMONROVIA.COM

A smartphone screen displaying the Lyft app interface. The screen shows a map with a red route line, a "Shared" ride option for \$0.50, and a "Lyft" option for \$3.00. A "Select Shared" button is visible at the bottom of the screen.



- **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.