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# GoMonrovia – Sacramento PEV Collaborative

April 18, 2023





# City of Monrovia



- Population: ~38,000
- Business Improvement District: Old Town Monrovia
- Automotive dealerships, MUSD, Ducommun, Trader Joe's are some of the City's notable employers
- Full Service City!





## City of Monrovia – Elected Officials



- Mayor Becky Shevlin
- Mayor Pro Tem Larry Spicer
- Councilwoman Gloria Crudgington
- Councilwoman Dr. Tamala Kelly
- Councilman Sergio Jimenez
- City Clerk Alice Atkins
- City Treasurer Janet Wall



# Background

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- Monrovia began providing transportation services in 1983 with Dial-a-Ride (DAR)
  - At peak popularity, the City owned 9 cutaway shuttles, 13,000 vehicle revenue hours, 130,000 vehicle revenue miles and over 20,000 trips.
  - Beginning in 2015, staff noticed decline in ridership and the price per ride began to increase
  - In 2018, Monrovia ended the small fixed route, made operational changes to the DAR and began public-private partnership with Lyft (GoMonrovia)
    - These changes would help ensure that passengers who needed ADA accessible vehicles were able to have access to them.

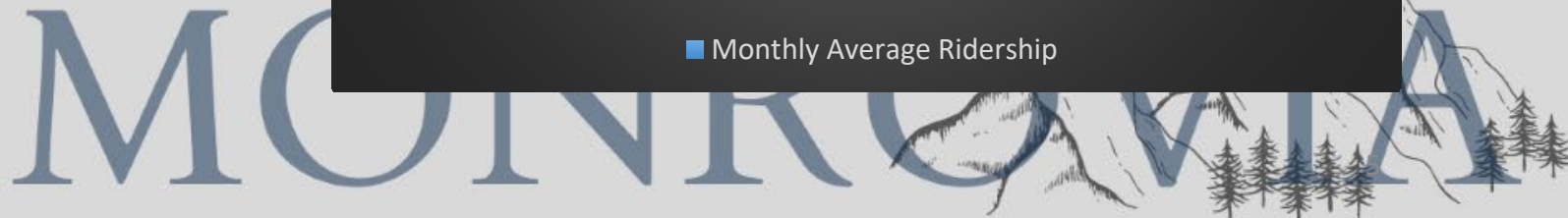
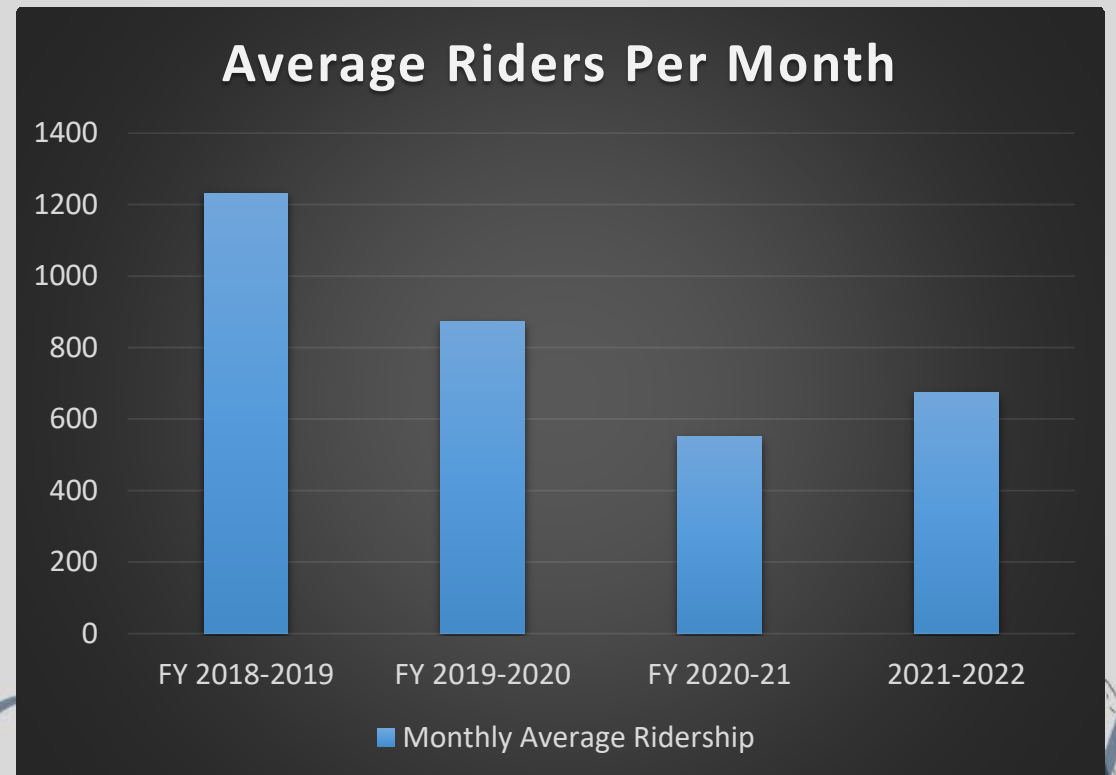




# Statistics

## Current Hours of Operation

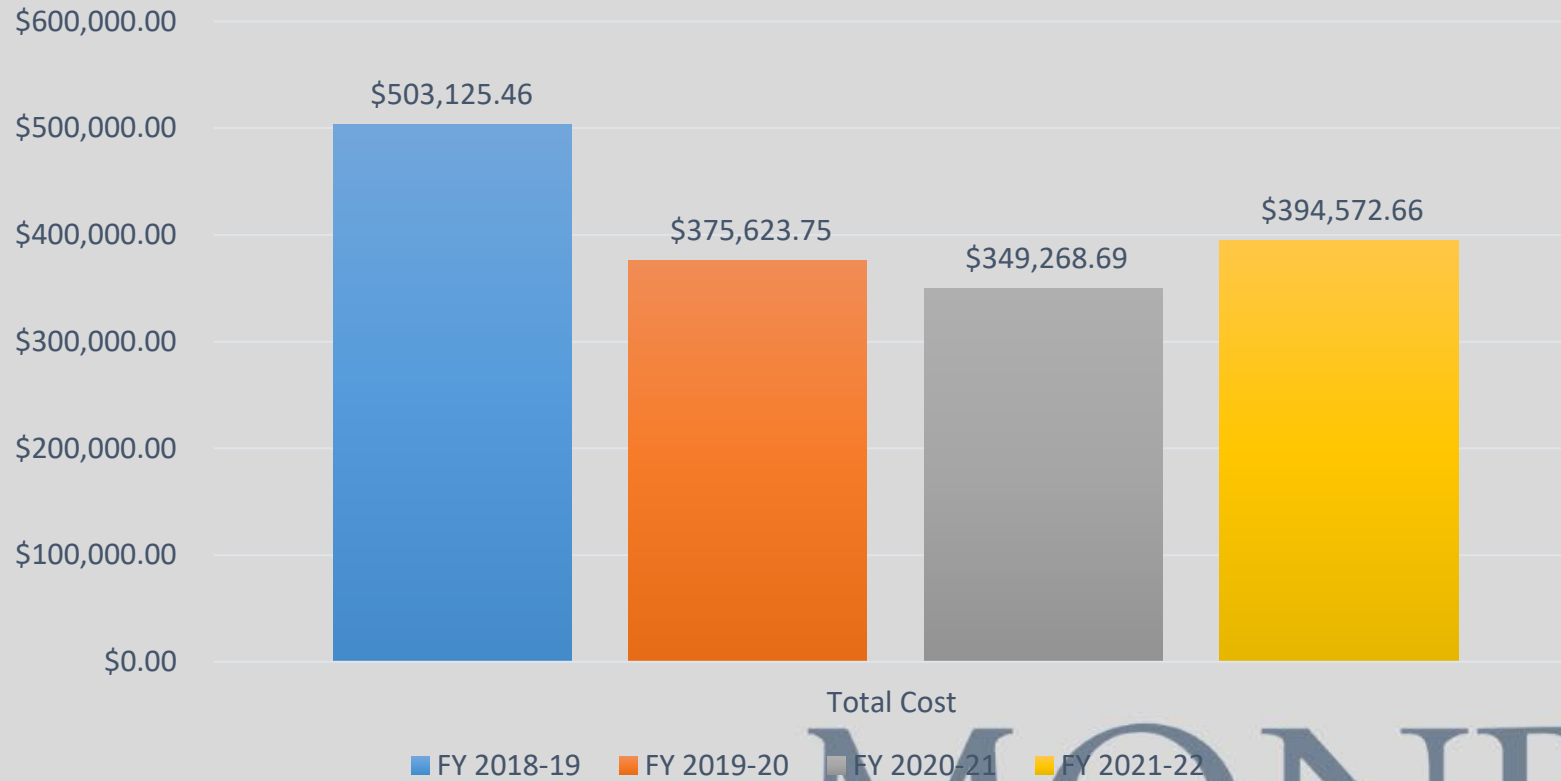
- Lyft is available 24/7/365
- Monrovia Transit
  - Monday-Friday: 7:00am-10:00pm
  - Saturday-Sunday: 8:30am-6:00pm
  - Closed on Major Holidays





# Current Cost of Service

## Total Costs Since Implementation of GoMonrovia



- Total Cost for Four Years: \$1,622,590.56
- Average Cost Per Ride: \$49.00





# Lyft – Actuals

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- FY21-22: \$1.1M
- FY22-23: Projected \$1.2M
- Average Subsidy: \$8-\$9 per rider
  - Monrovia Transit was trending at \$40-\$45 per rider
  - Over 100,000 rides per year





# Next Steps

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- GoMonrovia 2.0
  - Integrating Monrovia Transit into the Lyft app – 24/7/265
  - ADA vehicles guaranteed
  - Study the demand of ADA and senior ridership in the “Late night” hours
  - Received over \$1M in Federal grant funding for this expansion







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Questions?

