



Caltrans Division of Research,  
Innovation and System Information

# Research

# Notes

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Project Title:  
Innovations in Transit: An In-Depth  
Case Study of the City of Monrovia/  
Lyft Public-Private Partnership  
to Increase Transit Ridership in  
Suburbia

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## Innovations in Transit: Case Study of the City of Monrovia using Lyft to Increase Transit Ridership

Assess whether the public-private partnership with a transportation network company constitutes a viable and equitable option to address the first/last mile issue in a suburban community.

### WHAT IS THE NEED?

The proposed research is an in-depth case study of a public-private partnership (PPP) between Lyft and the City of Monrovia, where a station on the Los Angeles (LA) Metro rail system opened in March 2016. Lyft is an on-demand transportation company providing ride-hailing services and based in San Francisco. Monrovia, a suburban community, with a population of 37,100 is located 20 miles northeast of downtown Los Angeles. Launched in March 2018, this PPP is designed to provide an innovative way to bridge first mile/last mile connections between transit stops and origin/destinations as well as to provide residents a more convenient, faster, and personalized public transportation. Lyft serves as Monrovia's primary public transit provider for Americans with Disabilities Act (ADA) and all non-ADA related services. To this date, the PPP has been so successful that it has led to a significant deficit in the transportation budget of the City, resulting in two successive price increases for non-transit-related rides since the beginning of the PPP.

### WHAT ARE WE DOING?

The main purpose of the study is to assess whether the PPP with a transportation network company (TNC) constitutes a viable and equitable option to address the first/last mile issue in a suburban community. This study will focus on the subgroup of Monrovia residents who request Lyft rides to/from the Monrovia light rail station, to cover the first/last mile of transit.



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## WHAT IS OUR GOAL?

The study will address the following research questions:

1. What is the socioeconomic and demographic profile of the first/last mile users?
2. To what extent does the program meet the first/last mile mobility needs of Monrovia residents, especially those of low-income and/or transit dependent residents?
3. Can the PPP be considered a new model of “transit suburb,” where subsidized TNC rides support transit ridership and reduce automobile dependence?
4. From an institutional and sustainability perspective, what are the lessons learned, and how might this model be replicated in other suburban communities?

## WHAT IS THE BENEFIT?

- A best practice as a result of a detailed case study of a PPP between a suburban city and a TNC .
- Knowledge on the profile of transit users, addressing an equity question, whether it serves transit-dependent population most in need of first/last mile options in the suburban context.
- Some clarity on the modal shifts induced by the introduction of novel transportation modes in a suburban context—in this case a combination of transit and TNC.
- An assessment of the program with a specific focus on the institutional and fiscal arrangements supporting it with an eye on possible replication in other suburban communities.

## WHAT IS THE PROGRESS TO DATE?

The final report has been submitted and accepted. The contract is to be closed out.