

Biking for Bucks Program

City of Monrovia



Description

The Monrovia pilot project established a bikeshare program to promote clean, sustainable transportation alternatives in response to the Covid-19 pandemic's impact on travel behavior. With the suspension of shared rides by Lyft, the initiative shifted focus to mitigate short trips by increasing bicycle ridership. Targeting local employees, residents, students, and food delivery workers, the project aimed to incentivize the use of bicycles for everyday commutes. Engaging approximately 500 participants, Monrovia's bikeshare program provided a practical solution to the transportation disruptions caused by the pandemic, emphasizing adaptability and the importance of sustainable transit options.



Vehicle Trips

Vehicle Miles Traveled (VMT/year)

● 24,482 mi

Number of Trips

● ● 9,071

Average Trip Length

● 3.76 mi



Air Quality Improvements (pounds/year)



Socio-economic Benefits

Cost Effectiveness

● ● ● ● ● \$77K

annualized direct project cost

● ● ● ● ● \$5.33

per VMT saved

Cost Savings

● ● ● ● ● \$42

saved per user per month in fuel

● ● ● ● ● \$500

annually in car maintenance

Number of Users Served

● ● ● ● ● 503 users

Resource Utilization

● 89% of program participants actively utilized the bikeshare system

Customer Satisfaction

91% very satisfied or satisfied with the program, according to system surveys

Disadvantaged Communities Impacts

The program reduces emissions throughout the City of Monrovia. We estimate that 19% of the emissions saving occurs in disadvantaged areas, which improves quality of life through reductions in local pollutants and decongestion of the street network.