



LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: August 13, 2013

Time: 7:00 a.m.

For information regarding this Agenda please contact:

Randi Johl-Olson

City Clerk

Telephone: (209) 333-6702

***NOTE:** All staff reports or other written documentation relating to each item of business referred to on the agenda are on file in the Office of the City Clerk, located at 221 W. Pine Street, Lodi, and are available for public inspection. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation contact the City Clerk's Office as soon as possible and at least 24 hours prior to the meeting date.*

Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 Presentation on Draft City of Lodi Short-Range Transit Plan Update (PW)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

Randi Johl-Olson
City Clerk



CITY OF LODI COUNCIL COMMUNICATION

TM

AGENDA TITLE: Presentation on Draft City of Lodi Short-Range Transit Plan Update
MEETING DATE: August 13, 2013 (Shirtsleeve Session)
PREPARED BY: Public Works Director

RECOMMENDED ACTION: Presentation on draft City of Lodi Short-Range Transit Plan update.

BACKGROUND INFORMATION: Staff will present information on the draft City of Lodi Short-Range Transit Plan update (FY 2013/14 – FY 2023/24), a 10-year planning document designed to provide a blueprint for sustainable transit service in our community. The presentation will provide an overview of the existing transit services, recommendations for route modifications, extended hours, capital improvement plan, financial plan and marketing strategies.

Public participation included two public workshops held on June 12, 2013 at the Lodi Public Library and Transit Station; individual bus surveys taken on June 12, 2013; comment cards posted at City Hall, the Transit Station, and City transit website for two weeks; and three public workshops held on July 18, 2013 at Loel Senior Center, Lodi Public Library, and Farmer’s Market (large bus on display). The first set of meetings was primarily to gather information from the public about how the existing transit system can be improved to better meet their needs. The second series of meetings provided results, presented alternatives for extended hours, and gathered additional public input on route recommendations.

FISCAL IMPACT: Not applicable

FUNDING AVAILABLE: Not applicable

F. Wally Sandelin
Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager

FWS/PJF/pmf

cc: Transportation Manager/Senior Traffic Engineer
LSC Transportation Consultants, Inc., Principal Gordon Shaw
SJCOG, Associate Regional Planner Zepeda

APPROVED: _____
Konradt Bartlam, City Manager



Short Range Transit Plan

August 13, 2013

City of Lodi

City Council Shirtsleeve Meeting

- Purpose of the Short Range Transit Plan (SRTTP)
- Existing Conditions
- Service Plan Recommendations
- Capital Plan Recommendations
- Management Plan Recommendations
- Performance Measures



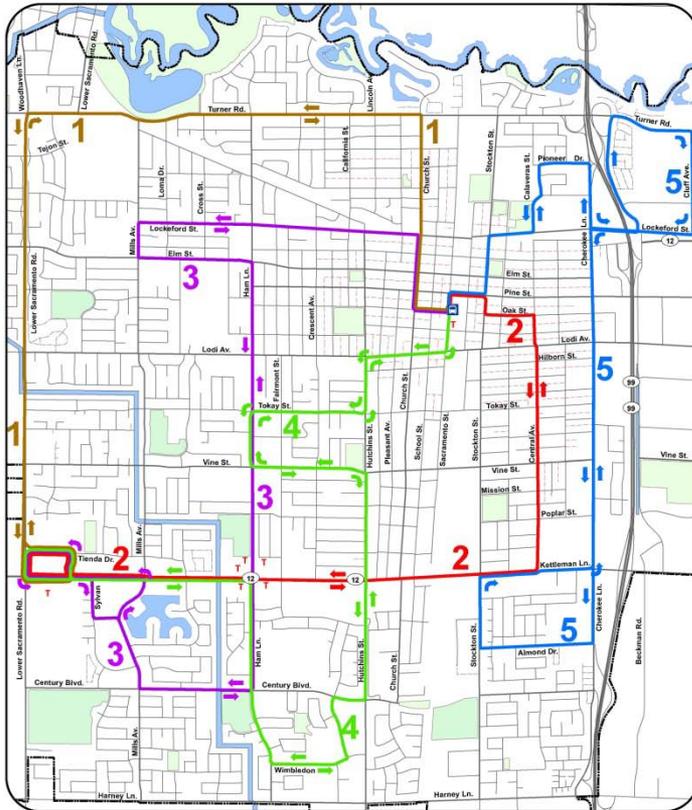
Purpose of the Study

- What is this S RTP used for?
 - Review existing services and identify current service areas and level of service
 - Identify community's transit demand and need
 - Develop strategies to address mobility and needs
 - Goal is to enhance and improve transit options in the City of Lodi

Existing Conditions - Transit

CITY OF LODI
PUBLIC WORKS DEPARTMENT

GRAPELINE
WEEKDAY
BUS ROUTES



- Bus Routes - Weekday**
- Lodi Transit Station
 - Bus Stops - Weekday
 - Bus Route 1
 - Bus Route 2
 - Bus Route 3
 - Bus Route 4
 - Bus Route 5



Date: 6/10/2013

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CITY OF LODI
PUBLIC WORKS DEPARTMENT

GRAPELINE
WEEKEND
BUS ROUTES

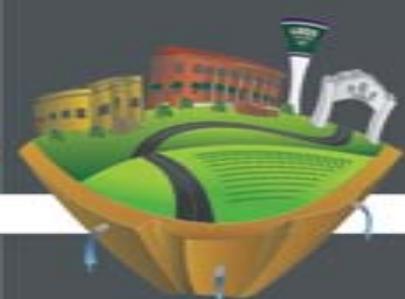


- Bus Routes - Weekend**
- Lodi Transit Station
 - Bus Stop
 - Transfer Point
 - Bus Route 1/30
 - Bus Route 5/31
 - Bus Route 2/22
 - Bus Route 34

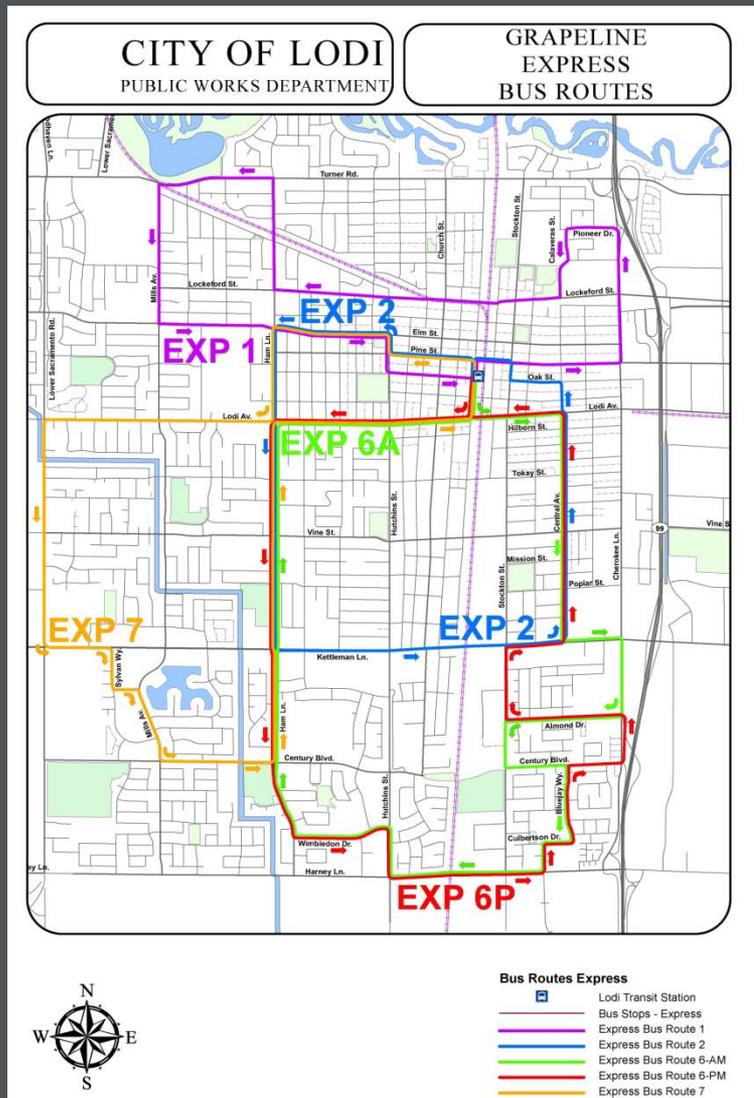


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Existing Conditions - Transit





Existing Conditions - Transit

TABLE 6: Historical Ridership by Month

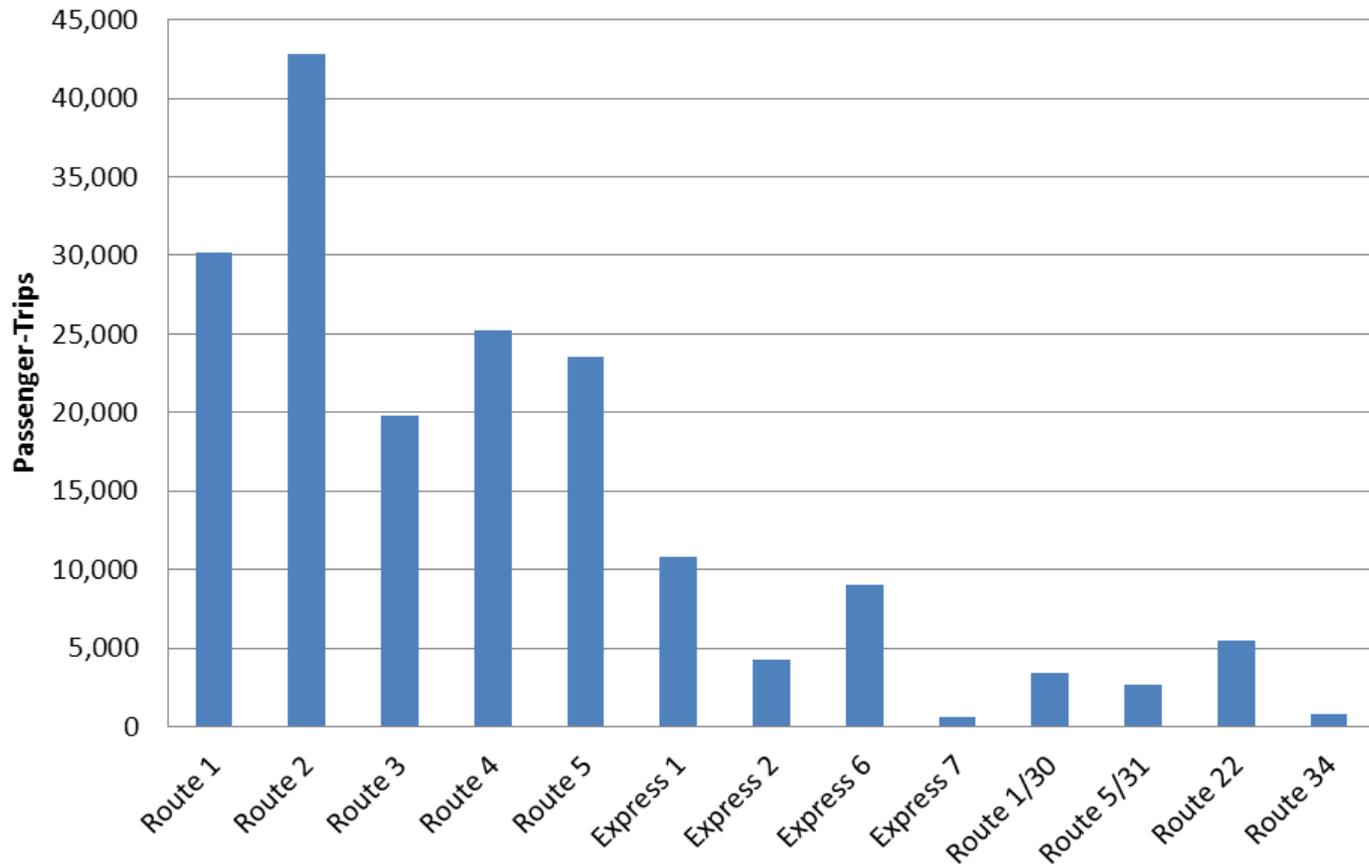
	FixedRoute - GrapLine				Dial A Ride - VineLine			
	FY 10-11	FY 11-12	FY 12-13	% Change	FY 10-11	FY 11-12	FY 12-13	% Change
				FY 10-11 to 12-13				FY 10-11 to 12-13
July	12,143	13,918	14,754	21.5%	3,050	2,703	2,900	-4.9%
August	17,006	17,731	15,913	-6.4%	3,094	2,965	3,250	5.0%
September	15,508	16,385	14,902	-3.9%	2,988	2,910	2,691	-9.9%
October	15,503	14,987	17,882	15.3%	2,835	2,988	2,639	-6.9%
November	13,816	14,886	14,136	2.3%	2,639	2,765	2,434	-7.8%
December	11,221	15,422	13,555	20.8%	2,497	2,733	2,458	-1.6%
January	14,893	14,061	16,279	9.3%	2,645	2,917	2,614	-1.2%
February	13,890	14,100	15,805	13.8%	2,275	3,011	2,394	5.2%
March	14,878	13,376	15,843	6.5%	2,689	3,248	2,598	-3.4%
April	15,974	14,190	17,739	11.0%	2,524	3,080	2,680	6.2%
May	16,687	15,922	17,195	3.0%	2,617	3,048	2,746	4.9%
June	14,571	13,268	12,701	-12.8%	2,826	2,933	2,711	-4.1%
Total Ridership	176,090	178,246	186,704	6.0%	32,679	35,301	32,115	-1.7%
Total GrapLine and VineLine Ridership	208,769	213,547	218,819	4.8%				

Source: City of Lodi, 2013



Existing Conditions - Transit

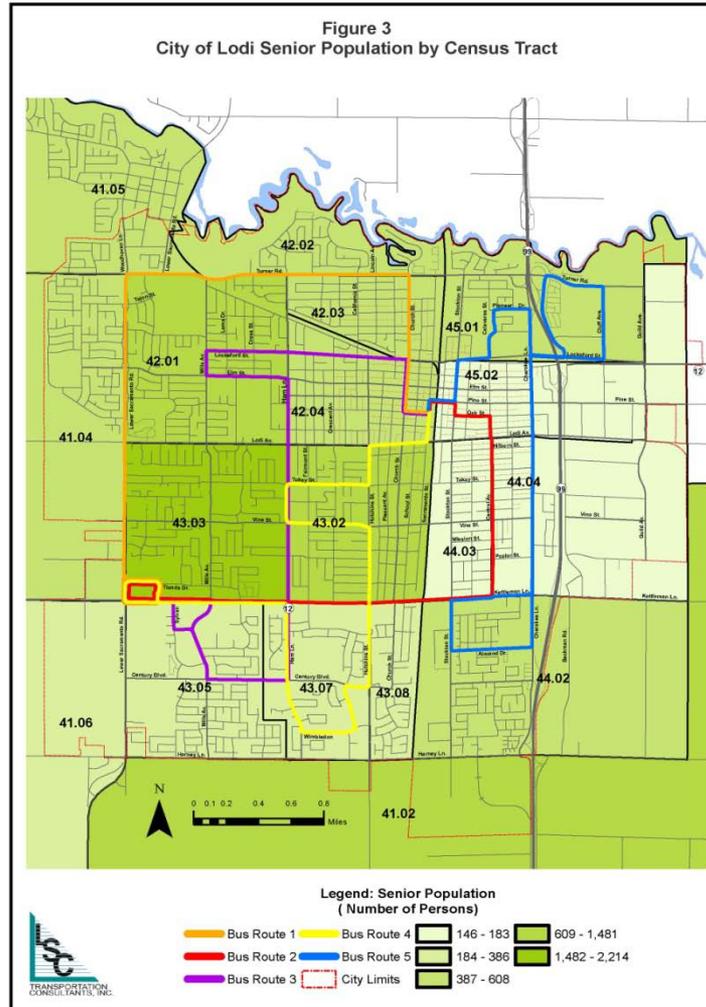
GrapeLine Ridership by Route



Existing Conditions - Community



Figure 3
City of Lodi Senior Population by Census Tract



Existing Conditions – Needs & Demand

- What are transit needs?

- The number of people in a given area likely to require a passenger transportation service
- The number of trips that would be made by those persons if they had minimal limitations on their personal mobility
- **Lodi Transit Needs = 1,642 passenger-trips per day; 492,690 per year**

- What is transit demand?

- The number of trips likely to be made over a given period within a given area at a given price
- **Lodi Transit Demand = 88,400 passenger-trips per year for local service**



Existing Conditions – Public Outreach

- Public Outreach Efforts

- Poster sessions at Public Library and Lodi Transit Station on June 12th
- Public workshops at Loel Senior Center and Public Library on July 18th
- Poster session at Farmer's Market on July 18th



Existing Conditions – Public Outreach

• Conclusions

- Passengers are pleased with both services
- Strong need for transit services in Lodi based on certain characteristics
- GrapeLine Fixed Route and DAR/VineLine are meeting the primary transit needs
- GrapeLine Fixed Route and DAR/VineLine are providing an adequate level of service
- Service to Costco / Home Depot
- Service to DMV
- Later evening service on weekdays and weekends
- Earlier service on weekdays for commuting



Service Plan Recommendations

- Expand GrapeLine Fixed Route and DAR/VineLine hours
 - GrapeLine Fixed Route weekend hours to 9:15 PM
 - Dial-A-Ride / VineLine hours to 9:30 PM
 - GrapeLine Fixed Route weekday hours to 7:15 PM
 - Dial-A-Ride / VineLine hours to 7:30 PM
- Begin weekday GrapeLine services earlier
 - Start at 6:30 AM
- Eliminate Express Route 7
 - Lowest performing route in the system, with about 1 passenger per hour
- Add service to Costco and the DMV on Route 5



Service Plan Recommendations

Lodi Transit SRTP Update - Recommended Service Plan Elements

Plan Element	Projected FY13-14		
	Operating Cost	Ridership	Farebox Revenue
<u>Service Plan Elements</u>			
Expand weekday operating hours to 7:30 PM	\$75,010	10,200	\$10,447
Expand Saturday operating hours to 9:30 PM	\$55,929	2,200	\$1,737
Expand Sunday operating hours to 4:30 PM	\$28,274	1,400	\$1,078
Begin weekday fixed route service at 6:30 AM	\$46,582	4,500	\$3,176
Revise Route 5 to Include Costco / Home Depot as Scheduled Stop	\$0	6,400	\$4,467
Eliminate Express Route 7	-\$28,119	-600	-\$410
Total Net Impact	\$177,675	24,100.0	\$20,496

Note 1: This analysis assumes an annual inflation rate of 3 percent.
 Source: LSC Transportation Consultants, Inc.



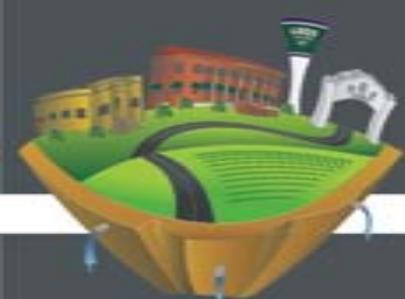
Capital Plan Recommendations

- Purchase vehicles as needed for GrapeLine and Dial-A-Ride / VineLine services
- Install AVL technology on buses
- Upgrade bus stop facilities to improve accessibility and as ridership increases
- Security enhancement – additional cameras on buses and at transit station / parking structure
- Add additional formal transit center at the Lower Sacramento Rd / Kettleman Ln intersection
- Expand existing transit center to have secured bus storage and a driver training facility

Management Plan Recommendations



- Institutional elements
 - Improve service quality
 - Continue conducting annual on-board passenger surveys, boarding/alighting counts by stop and tracking on-time performance
 - Marketing for new services and service changes
 - Develop advertising policy, using existing advertising panels on EZ Rider buses



Performance Measures

City of Lodi TDA Performance Measures

	Standards for City of Lodi				Current City of Lodi Performance	Anticipated Performance with Plan Elements	
	Baseline (FY 2010-11)	FY 2012-13	FY 2013-14	FY 2014-15	FY 2012-13	FY 2013-14	FY 2014-15
Cost per Vehicle Hour	\$129.11	\$135.11	\$137.82	\$140.85	\$93.81	\$89.51	\$93.76
Passenger-Trips per Vehicle Hour	6.6	6.8	6.9	6.9	6.9	6.8	7.1
Subsidy per Passenger-Trip	\$12.40	\$12.40	\$12.40	\$12.40	\$12.75	\$12.30	\$12.31

Source: City of Lodi Transit, 2013



Questions or Comments?