City of Lodi, California

Short Range Transit Plan

FY 2005 – FY 2009

Prepared by MV Transportation, Inc., in conjunction with the City of Lodi Transit Division

CITY OF LODI, CALIFORNIA

Short Range Transit Plan
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1. Introduction and Background

The City of Lodi, California is located in the Central Valley of California, approximately 35 miles south of Sacramento and 8 miles north of Stockton. According to 2001 population estimates, Lodi is home to 58,950 residents concentrated in a 12 square mile area. Lodi is an agricultural town surrounded by vineyards and home to many agricultural and manufacturing employees.

City staff has requested that a review of current Grapeline Fixed Route and Dial-a-Ride Services be conducted to determine where services may be altered or improved to better serve the needs of the community. This Short Range Transit Plan (SRTP) will create an outline for service to be provided over the course of the next five years. Goals of the SRTP are to:

- Encourage increased usage of the transit system, particularly the fixed route service by seniors and the general public;
- Determine appropriate methods to improve the efficiency of public transit for employment purposes and encourage employer participation in transit benefit programs;
- Identify appropriate locations for improved transit amenities, particularly benches and shelters for passenger convenience, safety, and comfort;
- Identify opportunities to reallocate current resources to enhance the fixed route program;
- Identify opportunities to transition general public Dial-A-Ride users to the fixed route program; and,
- Identify additional opportunities and best practices for marketing the transit system.

This study, and the short range transit plan, is comprised of the following tasks:

- **Analysis of Current Services –** Review of the passenger boarding and alighting data from the fixed route service (provided by the City) to:
  1. Determine unproductive and underproductive route segments; and
  2. Identify locations where additional passenger amenities may be warranted. This review is complemented by a brief description of the Grapeline service as well as peer review.
- **Origin / Destination Analysis –** Identification of frequent origins and destinations of fixed route and Dial-A-Ride passengers. Data is plotted against the route structure to determine where routes may require adjustment to better serve primary locations.

- **Demographic Analysis –** Review of the local demographics, including an analysis of transit dependent populations, to identify areas where fixed route services may be needed and/or supported.
- **Development of Service Alternatives -** Recommendations of improvements and modifications developed using the above-listed analysis.
- **Capital Recommendations –** Recommendations of capital improvements in terms of fleet and passenger amenities which may be developed into a financial plan to accompany this SRTP (based on the service alternatives selected by the City).
- **Marketing Plan Review** – Review of current marketing practices and recommendations of future marketing efforts.

2. Analysis of Current Services

The City of Lodi, which constitutes the basic service area, is an urbanized area located in the San Joaquin Valley in the central portion of the State of California. The primary industries are agriculture, food processing and some light industry and services. The City of Lodi's Transit Services operates as a division of the Public Works Department under the supervision of the Transportation Manager and Public Works Director.

The City provides transit service within its boundaries and limited adjacent areas in northern San Joaquin County. The Grapeline, a fixed route transit service, operates within the Lodi city limits. The Dial-A-Ride service area consists of the Lodi City limits, plus the incorporated areas of Woodbridge, the Arbor Mobile Home Park in Acampo and the Freeway Mobile Home Park located south of the city limits. The total service area is approximately 19 square miles.

The City's transit program began in January 1978 through a contract with the local taxi company. The system was designed to meet the needs of seniors, disabled and economically disadvantaged persons who were unable to travel by car. The City of Lodi took over the Dial-A-Ride program in September 1992 and operated it with City contract employees until 1996. The City of Lodi added its Fixed Route service in November 1994 in response to community interest. Both services are currently provided by a contract with an outside firm.

The City of Lodi's Grapeline operates five (5) fixed routes seven (7) days a week and three (3) express routes during weekdays. Advanced reservations/same day Dial-A-Ride services serve the senior and disabled communities in compliance with the Americans with Disabilities Act and the state Transportation Development Act. These services are also available to the general public.

Fixed route services include:

- Route 1 – Church Street / Lower Sacramento Road
- Route 2 – Central Avenue
- Route 3 – Ham Lane
- Route 4 – Century Boulevard
- Route 5 – Cherokee Lane

All Fixed Route Service begins and ends at Lodi Station, located at the intersection of Sacramento and Oak Streets. Service is operated with one bus dedicated to each route. Service is provided as follows:

- Weekday service operates from 6:15 a.m. to 7:40 p.m.
- Morning service is provided on 45-minute headway. Afternoon service is provided on 50-minute headway.
- Saturday service operates from 7:45 a.m. until 5:30 p.m.; Sunday service operates from 7:45 a.m. until 3:34 p.m.
- Saturday and Sunday services are provided on 45-minute headway all day.

The San Joaquin Council of Governments partially funds commute hours service in Lodi to ease the overcrowding on the fixed routes in the peak hours. Express service is offered to Lodi and Tokay High, as well as to Lodi Middle School and Millswood Middle School. These routes are operated both in the morning and in reverse in the afternoon.

The primary routes are detailed below, along with the current schedule for the primary and Express Routes.

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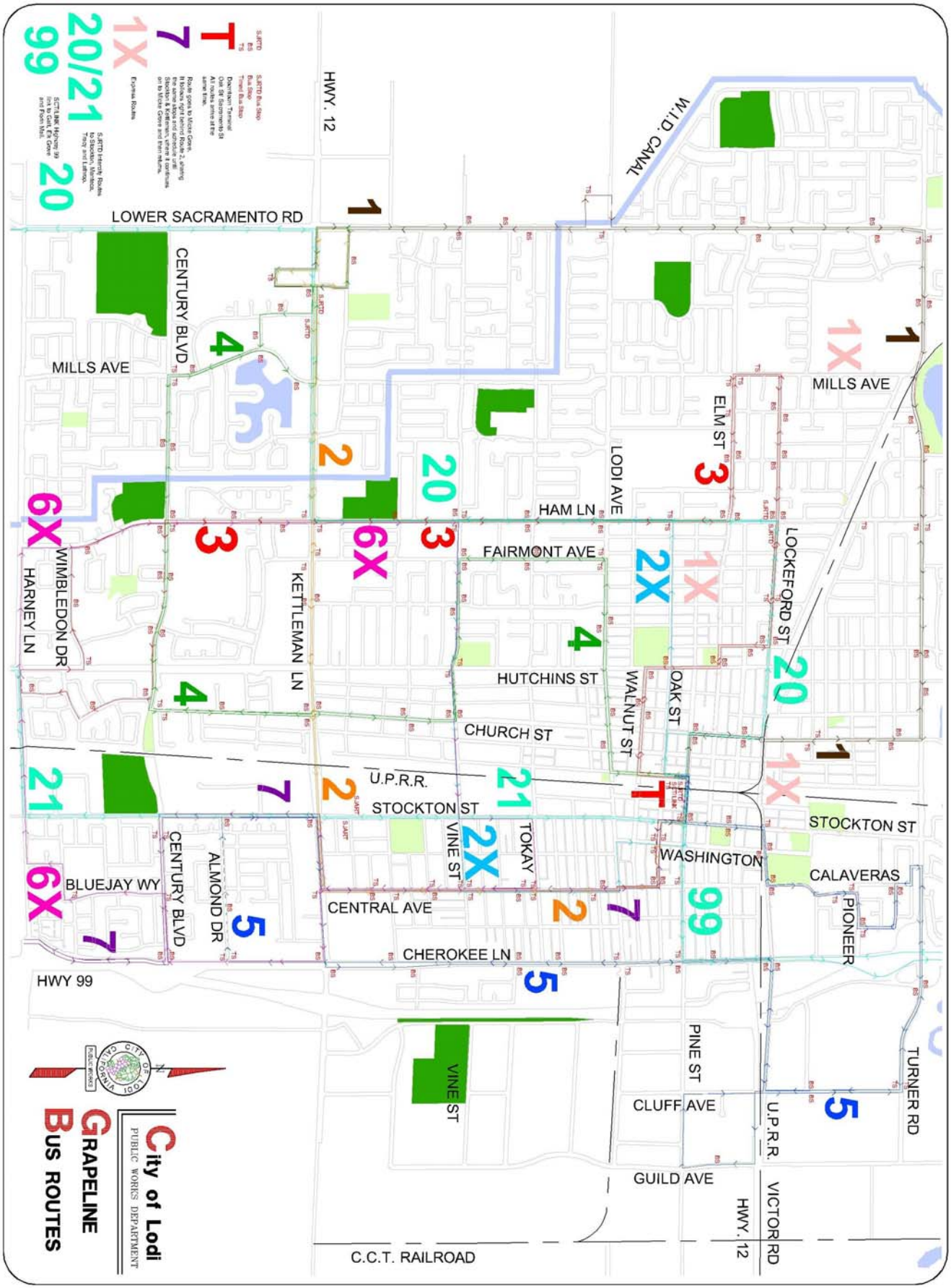

City of Lodi
PUBLIC WORKS DEPARTMENT
GRAPELINE
BUS ROUTES
W.L.D. CANAL
HWY. 12
LOWER SACRAMENTO RD
CENTURY BLVD
MILLS AVE
ELM ST
LODI AVE
HAM LN
FAIRMONT AVE
LOCKEFORD ST
KETTLEMAN LN
HUTCHINS ST
WALNUT ST
OAK ST
CHURCH ST
WIMBLEDON DR
HARNEY LN
U.P.R.R.
STOCKTON ST
VINE ST
TOKAY
WASHINGTON
CALAVERAS
PIONEER
TURNER RD
BLUEJAY WY
CENTRAL AVE
ALMOND DR
CHEROKEE LN
HWY 99
PINE ST
CLUFF AVE
GUILD AVE
VICTOR RD
C.C.T. RAILROAD

Fixed Route Service

Monday through Friday

Rt 1	Lodi Station	Church/ Olive Ct	Turner/ Ham	Woodlake Plaza	Raley's	Target	L Sac/ Lodi	Woodlake Plaza	Turner Ham	Church/ Olive Ct	Lodi Station
Rt 2	Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Kettleman/ Crescent	Wal-Mart	Kettleman/ Crescent	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
Rt 3	Lodi Station	Lockeford/ Crescent	Elm/ Mills	Ham/ Oak	Ham/ Kettleman	Wimbledon/ Hutchins	Ham/ Kettleman	Ham/ Oak	Elm/ Mills	Lockeford/ Crescent	Lodi Station
Rt 4	Lodi Station	Fairmont/ Lodi	Vine/ Hutchins	Church/ Swain	Mills/ Century	Wal-Mart	Mills/ Century	Church/ Swain	Vine/ Hutchins	Fairmont/ Lodi	Lodi Station
Rt 5	Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Turner/ Cluff	Cherokee/ Lodi	Kettleman/ Central	Cherokee/ Lodi	Turner/ Cluff	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
	6:15	6:17	6:20	6:22	6:25	6:35	6:40	6:44	6:46	6:49	6:54
	7:00	7:02	7:05	7:07	7:10	7:20	7:25	7:29	7:31	7:34	7:39
	7:45	7:47	7:50	7:52	7:55	8:05	8:10	8:14	8:16	8:19	8:24
	8:30	8:32	8:35	8:37	8:40	8:50	8:55	8:59	9:01	9:04	9:09
	9:15	9:17	9:20	9:22	9:25	9:35	9:40	9:44	9:46	9:49	9:54
	10:00	10:02	10:05	10:07	10:10	10:20	10:25	10:29	10:31	10:34	10:39
	10:45	10:47	10:51	10:54	10:58	11:10	11:15	11:19	11:21	11:24	11:28
	11:35	11:37	11:41	11:44	11:48	**12:00**	**12:05**	**12:09**	**12:11**	**12:14**	**12:18**
	12:25	**12:27**	**12:31**	**12:34**	**12:38**	**12:50**	**12:55**	**12:59**	**1:01**	**1:04**	**1:08**
	1:15	**1:17**	**1:21**	**1:24**	**1:28**	**1:40**	**1:45**	**1:49**	**1:51**	**1:54**	**1:58**
	2:05	**2:07**	**2:11**	**2:14**	**2:18**	**2:30**	**2:35**	**2:39**	**2:41**	**2:44**	**2:48**
	2:55	**2:57**	**3:01**	**3:04**	**3:08**	**3:20**	**3:25**	**3:29**	**3:31**	**3:34**	**3:38**
	3:45	**3:47**	**3:51**	**3:54**	**3:58**	**4:10**	**4:15**	**4:19**	**4:21**	**4:24**	**4:28**
	4:35	**4:37**	**4:41**	**4:44**	**4:48**	**5:00**	**5:05**	**5:09**	**5:11**	**5:14**	**5:18**
	5:25	**5:27**	**5:31**	**5:34**	**5:38**	**5:50**	**5:55**	**5:59**	**6:01**	**6:04**	**6:08**
	6:15	**6:17**	**6:20**	**6:22**	**6:25**	**6:35**	**6:40**	**6:44**	**6:46**	**6:49**	**6:54**
	7:00	**7:02**	**7:05**	**7:07**	**7:10**	**7:20**	**7:25**	**7:29**	**7:31**	**7:34**	**7:39**

Saturday and Sunday

Rt 1	Lodi Station	Church/ Olive Ct	Turner/ Ham	Woodlake Plaza	Raley's	Target	L Sac/ Lodi	Woodlake Plaza	Turner Ham	Church/ Olive Ct	Lodi Station
Rt 2	Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Kettleman/ Crescent	Wal-Mart	Kettleman/ Crescent	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
Rt 3	Lodi Station	Lockeford/ Cresent	Elm/ Mills	Ham/ Oak	Ham/ Kettleman	Wimbledon/ Hutchins	Ham/ Kettleman	Ham/ Oak	Elm/ Mills	Lockeford/ Crescent	Lodi Station
Rt 4	Lodi Station	Fairmont/ Lodi	Vine/ Hutchins	Church/ Swain	Mills/ Century	Wal-Mart	Mills/ Century	Church/ Swain	Vine/ Hutchins	Fairmont/ Lodi	Lodi Station
Rt 5	Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Turner/ Cluff	Cherokee/ Lodi	Kettleman/ Central	Cherokee/ Lodi	Turner/ Cluff	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
Rt 7	Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Stockton/ Century	Micke Grove	Stockton/ Century	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
	7:45	7:47	7:50	7:52	7:55	8:00	8:05	8:09	8:11	8:14	8:19
	8:30	8:32	8:35	8:37	8:40	8:45	8:50	8:54	8:56	8:59	9:04
	9:15	9:17	9:20	9:22	9:25	9:30	9:35	9:39	9:41	9:44	9:49
	10:00	10:02	10:05	10:07	10:10	10:20	10:25	10:29	10:31	10:34	10:39
	10:45	10:47	10:50	10:52	10:55	11:05	11:10	11:14	11:16	11:19	11:24
	11:30	11:32	11:35	11:37	11:40	11:50	11:55	11:59	**12:01**	**12:04**	**12:09**
	12:15	**12:17**	**12:20**	**12:22**	**12:25**	**12:35**	**12:40**	**12:44**	**12:46**	**12:49**	**12:54**
	1:00	**1:02**	**1:05**	**1:07**	**1:10**	**1:20**	**1:25**	**1:29**	**1:31**	**1:34**	**1:39**
	1:45	**1:47**	**1:50**	**1:52**	**1:55**	**2:05**	**2:10**	**2:14**	**2:16**	**2:19**	**2:24**
	2:30	**2:32**	**2:35**	**2:37**	**2:40**	**2:50**	**2:55**	**2:59**	**3:01**	**3:04**	**3:09**
	3:15	**3:17**	**3:20**	**3:22**	**3:25**	**3:35**	**3:40**	**3:44**	**3:46**	**3:49**	**3:54**
	4:00	**4:02**	**4:05**	**4:07**	**4:10**	**4:20**	**4:25**	**4:29**	**4:31**	**4:34**	**4:39**
	4:45	**4:47**	**4:50**	**4:52**	**4:55**	**5:00**	**5:05**	**5:09**	**5:11**	**5:14**	**5:19**

Express Service

Express Rt 1	Pine and Central	Pioneer and Golden	Lockeford and Stockton	Washington School	Ham and Daisy	Millswood Middle School	Reese Elementary School
A.M.	**6:18**	6:22	6:25	6:29	6:31	**6:36**	6:37
	6:48	6:52	6:55	6:59	7:01	**7:06**	7:07
	7:18	7:22	7:25	7:29	7:31	**7:36**	7:37
Express Rt 1	Millswood Middle School	Reese Elem. School	Lodi Adult School	Pioneer and Golden	Calaveras and Lockeford	Washington School	Ham and Turner
P.M.	**2:25**	2:30	2:38	2:41	2:44	**2:47**	2:52
	2:58	3:03	3:09	3:12	3:15	**3:18**	3:23
	3:25	3:30					
Express Rt 2	S. Central Ave/ Vine St	S. Central Ave/ Tokay Ave	S. Central Ave/ Hilborn St	Loel Sr. Center	Lodi Station	S. Ham Ln/ Oak St	S. Ham Ln/ Vine St
A.M.	**6:20**	6:22	6:23	6:25	6:27	**6:30**	**6:33**
	6:38	6:40	6:41	6:43	6:45	**6:48**	**6:51**
	6:56	6:58	6:59	7:01	7:03	**7:06**	**7:09**
	7:30	7:32	7:33	7:35	7:37	**7:40**	**7:43**
Express Rt 2	S. Ham Ln/ Vine St	S. Ham Ln/ Oak St	Lodi Station	Loel Sr. Center	S. Central Ave/ Hilborn St	S. Central Ave/ Tokay Ave	S. Central Ave/ Vine St
P.M.	**2:15**	2:18	2:20	2:22	2:23	**2:25**	**2:28**
	2:35	2:38	2:40	2:42	2:43	**2:45**	**2:48**
	2:55	2:58	3:00	3:02	3:03	**3:05**	**3:08**

Express Rt 6	Central and Tokay	Central and Vine	Central and Mission	Central and Cypress	Cherokee and Almond	Cherokee and Almond Stop 2	Century and Blue Jay	Blue Jay and Shaeffer	Tokay High	Ham and Vine	
A.M.	**6:10**	6:11	6:11	6:12	6:14	6:14	6:17	6:18	**6:24**	6:27	
	6:33	6:34	6:34	6:35	6:37	6:37	6:40	6:41	**6:47**	6:50	
	6:56	6:57	6:57	6:58	7:00	7:00	7:03	7:04	**7:11**	7:14	
Express Rt 6	Ham and Vine	Tokay High	Blue Jay and Shaeffer	Blue Jay and Century	Almond and Cherokee	Almond and Cherokee Stop 2	Central and Cypress	Central and Mission	Central and Vine	Central and Vine	Central and Harold
P.M.		2:15	2:20	2:20	2:21	2:21	2:25	2:25	**2:26**	**2:26**	**2:27**
		2:40	2:45	2:45	2:46	2:46	2:50	2:50	**2:51**	**2:52**	**3:00**
	3:05						3:09	3:09	**3:10**	**3:10**	**3:11**

In addition to the transit services provided by the City of Lodi, several other providers offer service to and/or from Lodi. These services include:

Calaveras Transit offers three weekday trips between Lodi and Valley Springs. Passengers can transfer to another Calaveras Transit bus and continue on the communities of Angels Camp, Arnold and Murphys or connect up to Amador Regional Transit Service for service to Jackson. This service includes stops in Lockeford and Clements which incidentally provide service within San Joaquin County. Fares are $2.00 each way for General Public and $1.50 for Students, Seniors (55+) and disabled persons.

The SCT/Link offers fixed route service along Highway 99 connecting the City of Galt with the City of Lodi via connections at the Lodi Multimodal Station. In addition, residents of the San Joaquin Delta communities of Walnut Grove and Isleton will have access to Lodi through a new fixed route scheduled to begin in August 2005. Fares are $2.00 for General Public and $1.50 for Senior (65+)/Disabled for the Lodi-Galt service and $4.00/$2.50 for the Delta service.

The San Joaquin Regional Transit District operates four routes within the City of Lodi. These include Intercity Routes 23 and 24 which offer connections to Stockton including Kaiser Permanente and San Joaquin Delta College. In addition, the Transit District also operates two "Hopper" routes which are deviated fixed routes. These routes connect Lodi residents to Stockton and to the communities of Thornton, Woodbridge, Lockeford and Clements. Transfers from the Grapeline are $0.25. Fares on the Intercity and Hopper routes are $1.25 for General Public, $1.00 for Students and $0.60 for Senior (65+)/Disabled/Medicare.

The City of Lodi is served daily by four trains (two north and two south) connecting residents of the City of Lodi with Sacramento and Bakersfield. In addition, bus service is available offering north/south service. as well as additional connections to the San Francisco Bay Area.

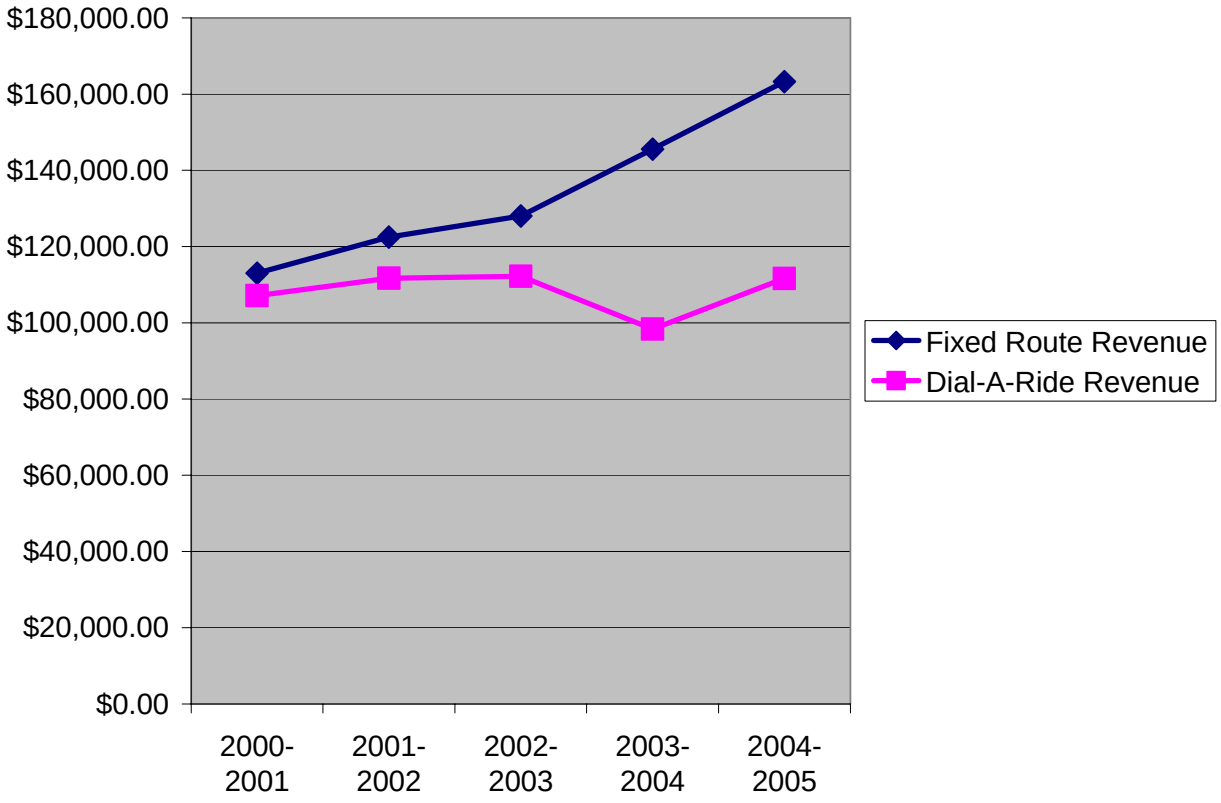
Greyhound Bus Lines, Inc., operates daily from the Lodi Multimodal Station offering numerous connections to communities within California and the entire United States.

Fares

Effective January 1, 2005, fare for Grapeline services was increased to $1.00 per passenger; Senior/Disabled/Medicare cardholders pay a reduced fare of $0.50. Monthly passes are available for $35.00 regular fare and $17.50 for the Senior/Disabled/Medicare discount. Transfers are free within the Grapeline system and for an additional $0.25 are accepted by San Joaquin Regional Transit District (SJRTD), providing connections to nearby Stockton and throughout the county. Passengers transferring to South County Transit services in Galt or the Delta are credited the value of their Grapeline fare towards the cost of transportation to reach their destination.

The base fare for Dial-A-Ride service is $5.00 per one way trip; a surcharge of $1.00 is added for trips outside of the city. Senior/Disabled/Medicare passengers receive a reduced fare of $1.50 but are subject to the same $1.00 surcharge. The graph below

illustrates fare income for the past 5 years (the fare increase has only been effective for the second half of 2004/2005).



Peer Comparison

With recent increases, Grapeline fares are now comparable to many similar systems (generally between $0.75 and $1.00 for fixed route services.) The table below demonstrates how Lodi services compare to other similar systems in California, both from a financial and an operating performance perspective.

San Joaquin County has an exemption allowing a reduced farebox ratio, below the TDA requirement of 10%, and below the peer average of 11%. Farebox recovery for Dial-A-Ride on the Lodi system was calculated at 8.7% and 15.2% for Fixed Route; but it is expected that the recent fare increase (effective January 1, 2005) will have a positive effect on this percentage. Hourly and per mile operating expenses are higher than the peer average. It should be noted that reporting inconsistencies between systems can be a cause for some variances.

Overall, the system statistics fall within the high and low limits of the peer group. Grapeline service far exceeds the peer group in terms of productivity (passengers per hour), generating 19.47 passengers per hour on the fixed route service and 3.84 on the Dial-A-Ride service, for a combined average of 11.5 trips per hour. These results are impacted by the small service area, population density (exceeds 4,500 persons per square mile) and low fares.

Fixed Route

	Lodi	Group Average	Calaveras	Barstow	Petaluma	Turlock	Tulare	Moorpark	Thousand Oaks	Union City
Fares	**$180,829**	$128,744	$33,372	$178,098	$111,147	$128,807	$102,948	$24,854	$83,271	$315,372
Operating Expenses	**$1,192,195**	$1,057,743	$508,881	$1,697,708	$779,862	$987,378	$694,885	$450,538	$1,084,198	$2,124,040
Revenue Miles	**281,502**	254,029	317,239	203,053	165,912	145,834	368,761	94,495	215,169	494,304
Revenue Hours	**22,113**	14,966	10,433	11,292	13,249	10,324	19,333	5,727	16,380	37,769
Passengers	**430,537**	199,479	33,347	92,220	159,956	143,118	319,378	21,312	118,344	477,098
Operating Expense Per Hour	**$53.91**	$71.62	$ 48.78	$150.35	$ 58.86	$ 95.64	$ 35.94	$ 78.67	$66.19	$ 56.24
Operating Expense Per Mile	**$4.24**	$ 4.63	$1.60	$8.36	$4.70	$6.77	$1.88	$4.77	$5.04	$ 4.30
Farebox Recovery	**15.2%**	11.4%	6.6%	10.5%	14.3%	13.0%	14.8%	5.5%	7.7%	15%
Passengers per Hour	**19.47**	10.76	3.20	8.17	12.07	13.86	16.52	3.72	7.22	12.63
Average Fare	**$0.42**	$ 0.86	$1.00	$1.93	$0.69	$0.90	$0.32	$1.17	$0.70	$ 0.66

Demand Response

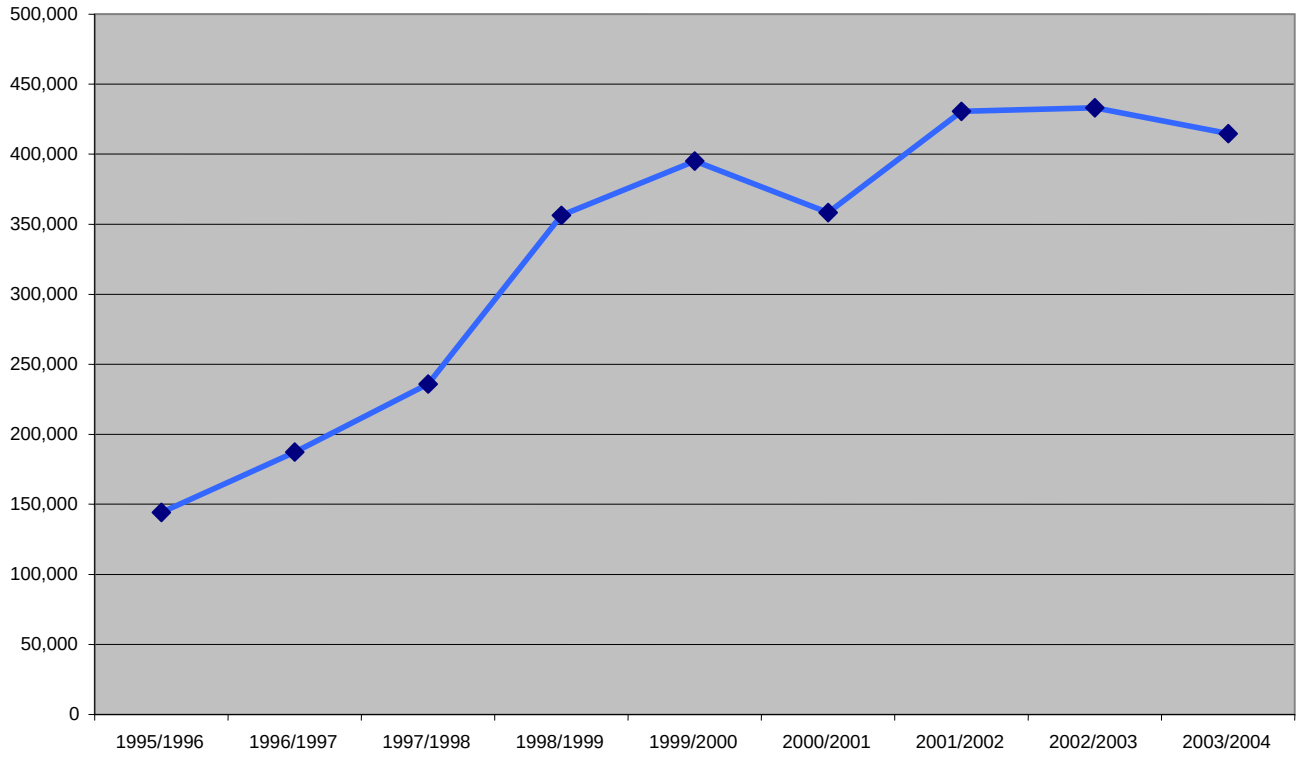
	Lodi	Group Average	Calaveras	Barstow	Petaluma	Turlock	Tulare	Moorpark	Thousand Oaks	Union City
Fares	**$112,217**	$66,327	n/a	n/a	n/a	n/a	n/a	n/a	$ 70,411	$16,353
Operating Expenses	**$1,282,569**	$786,505	n/a	n/a	n/a	n/a	n/a	n/a	$808,367	$268,579
Revenue Miles	**238,667**	147,182	n/a	349,681	58,036	92,401	135,667	1,166	246,687	56,153
Revenue Hours	**23,014**	10,604	736	18,975	9,525	6,894	9,785	167	21,305.00	5,032
Passengers	**88,268**	35,479	2,154	70,435	14,169	30,025	44,384	370	69,504	8,563
Operating Expense Per Hour	**$55.73**	$49.01	n/a	n/a	n/a	n/a	n/a	n/a	$37.94	$ 53.37
Operating Expense Per Mile	**$5.37**	$4.48	n/a	n/a	n/a	n/a	n/a	n/a	$3.28	$ 4.78
Farebox Recovery	**8.7%**	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	6.1%
Passengers per Hour	**3.84**	3.11	2.93	3.71	1.49	4.36	4.54	2.22	3.26	1.70

Total System

	Lodi	Group Average	Calaveras	Barstow	Petaluma	Turlock	Tulare	Moorpark	Thousand Oaks	Union City
Fares	**$293,046**	$153,853	$33,372	$178,098	$111,147	$128,807	$102,948	$24,854	$153,682	$ 331,725
Operating Expenses	**$2,474,764**	$1,319,911	$508,881	$1,697,708	$779,862	$987,378	$694,885	$450,538	$ 1,892,565	$2,392,619
Revenue Miles	**520,169**	384,970	317,239	552,734	223,948	238,235	504,428	95,661	461,856	550,457
Revenue Hours	**45,127**	26,895	11,169	30,267	22,774	17,218	29,118	5,894	37,685	42,801
Passengers	**518,805**	235,909	35,501	162,655	174,125	173,143	363,762	21,682	187,848	485,661
Operating Expense Per Hour	**$54.84**	$50.50	$ 45.56	$56.09	$ 34.24	$ 57.35	$ 23.86	$ 76.44	$50.22	$ 55.90
Operating Expense Per Mile	**$4.76**	$ 3.51	$1.60	$3.07	$3.48	$4.14	$1.38	$4.71	$4.10	$ 4.35
Farebox Recovery	**11.8%**	10.94%	6.6%	10.5%	14.3%	13.0%	14.8%	5.5%	8.1%	13.9%
Passengers per Hour	**11.5**	7.8	3.18	5.37	7.65	10.06	12.49	3.68	4.98	11.35
Average Fare	**$0.45**	$ 0.75	$0.94	$1.09	$0.64	$0.74	$0.28	$1.15	$0.82	$ 0.68

Fixed Route Performance and Service Evaluations

Fixed Route Ridership FY 95/96 thru FY 03/04



Passenger Boarding and Alighting Analysis

Data Collection

Data for this analysis was collected during the months of February through October, 2004. Averages of weekday, Saturday, and Sunday ridership are used to demonstrate both major and minor activity locations by route and by run (or time of day) and overall ridership patterns. Data gathered regarding passenger boarding and alighting by stop was used to determine the frequency of use of each stop along the route, as well as where unproductive or underproductive segments exist. This analysis considers the average of data collected by type of service day, weekday, Saturday, and Sunday, further broken down by route.

The following pages detail ridership data for each of the routes. As noted in the diagrams that follow, ridership on the routes varies greatly during different times of the day. Much attention has been given to the issue of empty buses. There are two main factors which contribute to the operations of vehicles at less than capacity: peak hour demand and vehicle pre-trip requirements.

Peak Hour Demand: Due to the nature of fixed route service and the timetable it keeps, the vehicles utilized on these routes must be able to accommodate the fluctuation in ridership through the days and across all routes. Due to the limited number of vehicles the City owns, we do not operate a reserve fleet to accommodate peak increases. With this in mind, the City purchased large 40-foot vehicles for fixed route operations. During the peak times of each run, these vehicles are at capacity (40+ passengers) and have had to refuse service due to vehicle overcrowding. Even with the Council of Governments funded Express Routes which have reduced the burden on Route 3, we are still operating a full bus at peak hours.

Vehicle Pre-Trip Requirements: One of the frequent questions regarding bus use is: “Why aren’t smaller buses placed on route after peak hour is over?” The answer to this question is two-fold. First of all, once the peak hour ends on fixed route, we are often still very busy with Dial-A-Ride and, as such, the number of small buses available for fixed route is often small-to-none. The second portion of this answer has to deal with the amount of time it takes to change buses on route. Every time a bus is brought in to be switched out, the fare box needs to be pulled and the fares secured. The bus is then locked up and

parked. The new bus (presumably a small bus) is then started and a 10-15 minute pre-trip inspection is required (by law) before the vehicle can be put into operations. This time requirement would not allow the vehicles to remain on schedule. The other option is to have another driver ready to switch routes although this is expensive, often resulting in extra employee pay due to the need to provide extra staffing. The drivers and dispatchers do currently place smaller vehicles on route when shift changes or vehicle availability allow. Currently, smaller buses are utilized as much as possible on weekends when the demand is less for Dial-A-Ride and the peak hours on fixed route do not require larger buses.

Individual Route Activity

Route 1: Church Street, Turner Road, Lodi Lake, Lower Sacramento Road, Raley's, Wal-Mart and Target

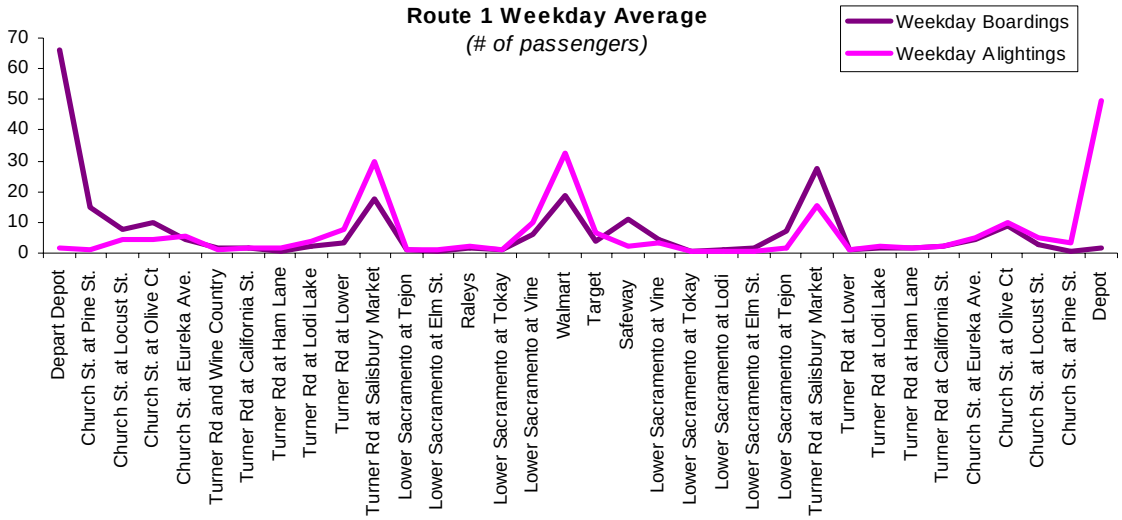
Major Activity Stops on Route 1 include:

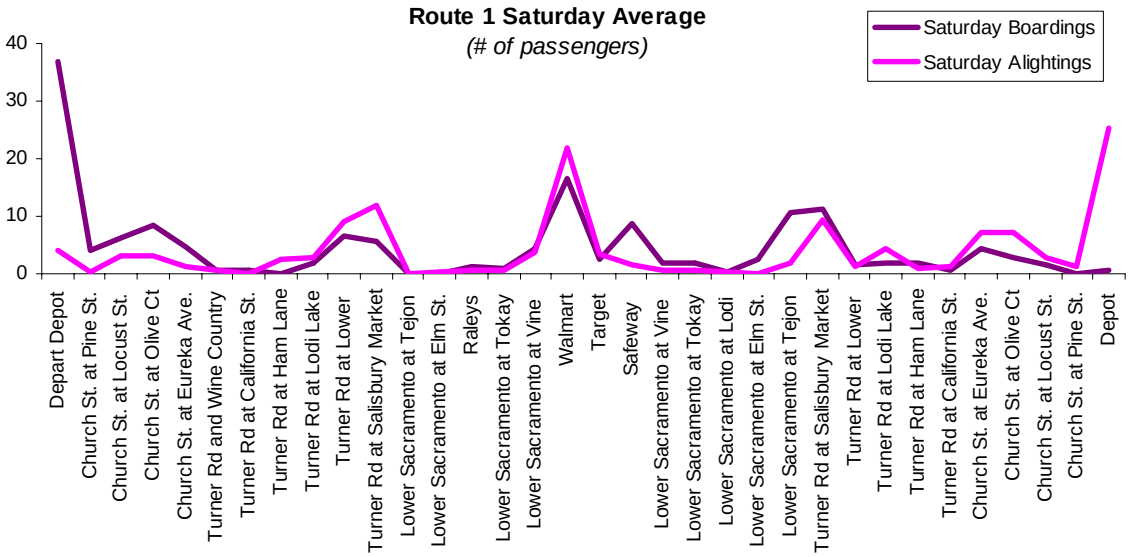
- Lodi Station
- Turner Road at Salisbury Market (outbound)
- Wal-Mart
- Target
- Turner Road at Salisbury Market (inbound)
- Turner Road at Lower Sacramento Road

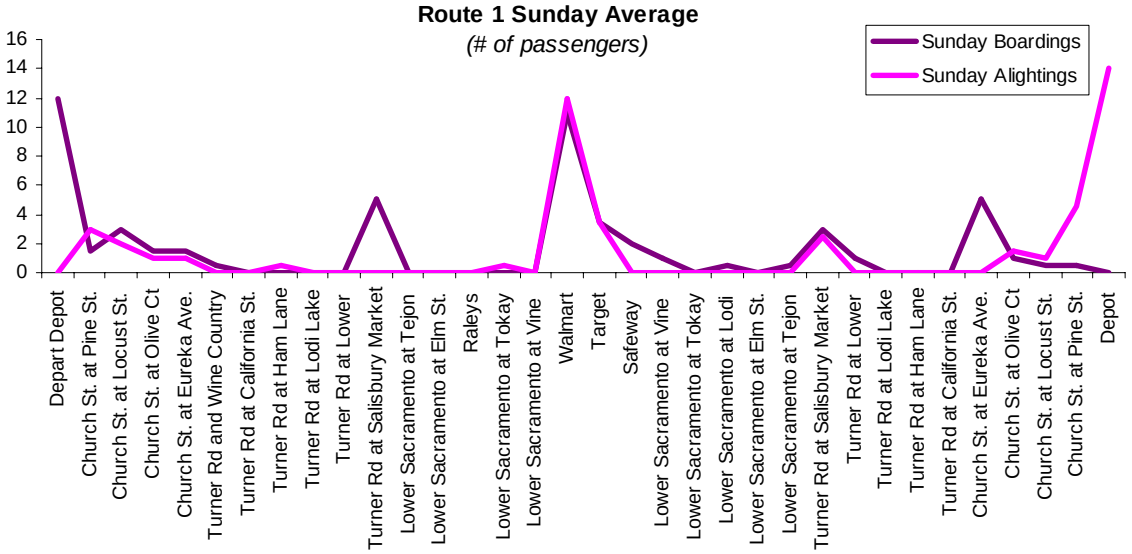
Minor activity stops on Route 1 include:

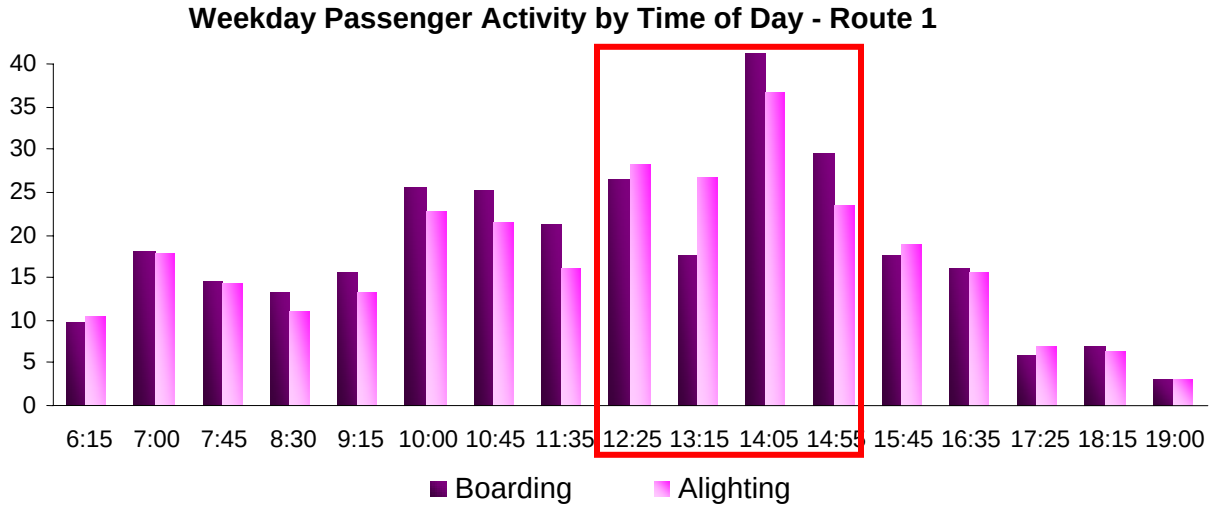
- Turner Road at Ham Lane
- Lower Sacramento Road at Elm Street
- Lower Sacramento Road at Tejon Street

Although there are segments along this route that demonstrate significantly lower boardings on weekends than weekdays, these segments remain productive, regularly utilized by passengers. Boarding and alighting peaks occur at the same primary stops on Saturday and Sunday, although at a lower volume than the weekday service. Sunday service drops off significantly from weekday levels to approximately ¼ of weekday demand.


Route 1 Weekday Average
(# of passengers)
Weekday Boardings
Weekday Alightings
70
60
50
40
30
20
10
0
Depart Depot
Church St. at Pine St.
Church St. at Locust St.
Church St. at Olive Ct
Church St. at Eureka Ave.
Turner Rd and Wine Country
Turner Rd at California St.
Turner Rd at Ham Lane
Turner Rd at Lodi Lake
Turner Rd at Lower
Turner Rd at Salisbury Market
Lower Sacramento at Tejon
Lower Sacramento at Elm St.
Raleys
Lower Sacramento at Tokay
Lower Sacramento at Vine
Walmart
Target
Safeway
Lower Sacramento at Vine
Lower Sacramento at Tokay
Lower Sacramento at Lodi
Lower Sacramento at Elm St.
Lower Sacramento at Tejon
Turner Rd at Salisbury Market
Turner Rd at Lower
Turner Rd at Lodi Lake
Turner Rd at Ham Lane
Turner Rd at California St.
Church St. at Eureka Ave.
Church St. at Olive Ct
Church St. at Locust St.
Church St. at Pine St.
Depot


Route 1 Saturday Average
(# of passengers)
Saturday Boardings
Saturday Alightings
40
30
20
10
0
Depart Depot
Church St. at Pine St.
Church St. at Locust St.
Church St. at Olive Ct
Church St. at Eureka Ave.
Turner Rd and Wine Country
Turner Rd at California St.
Turner Rd at Ham Lane
Turner Rd at Lodi Lake
Turner Rd at Lower
Turner Rd at Salisbury Market
Lower Sacramento at Tejon
Lower Sacramento at Elm St.
Raleys
Lower Sacramento at Tokay
Lower Sacramento at Vine
Walmart
Target
Safeway
Lower Sacramento at Vine
Lower Sacramento at Tokay
Lower Sacramento at Lodi
Lower Sacramento at Elm St.
Lower Sacramento at Tejon
Turner Rd at Salisbury Market
Turner Rd at Lower
Turner Rd at Lodi Lake
Turner Rd at Ham Lane
Turner Rd at California St.
Church St. at Eureka Ave.
Church St. at Olive Ct
Church St. at Locust St.
Church St. at Pine St.
Depot


Route 1 Sunday Average
(# of passengers)
Sunday Boardings
Sunday Alightings
16
14
12
10
8
6
4
2
0
Depart Depot
Church St. at Pine St.
Church St. at Locust St.
Church St. at Olive Ct
Church St. at Eureka Ave.
Turner Rd and Wine Country
Turner Rd at California St.
Turner Rd at Ham Lane
Turner Rd at Lodi Lake
Turner Rd at Lower
Turner Rd at Salisbury Market
Lower Sacramento at Tejon
Lower Sacramento at Elm St.
Raleys
Lower Sacramento at Tokay
Lower Sacramento at Vine
Walmart
Target
Safeway
Lower Sacramento at Vine
Lower Sacramento at Tokay
Lower Sacramento at Lodi
Lower Sacramento at Elm St.
Lower Sacramento at Tejon
Turner Rd at Salisbury Market
Turner Rd at Lower
Turner Rd at Lodi Lake
Turner Rd at Ham Lane
Turner Rd at California St.
Church St. at Eureka Ave.
Church St. at Olive Ct
Church St. at Locust St.
Church St. at Pine St.
Depot



On average, Route 1 experiences its peak loads in the early afternoon, between two and three o'clock. Ridership is consistent throughout the day, until five o'clock p.m. when it drops off significantly.

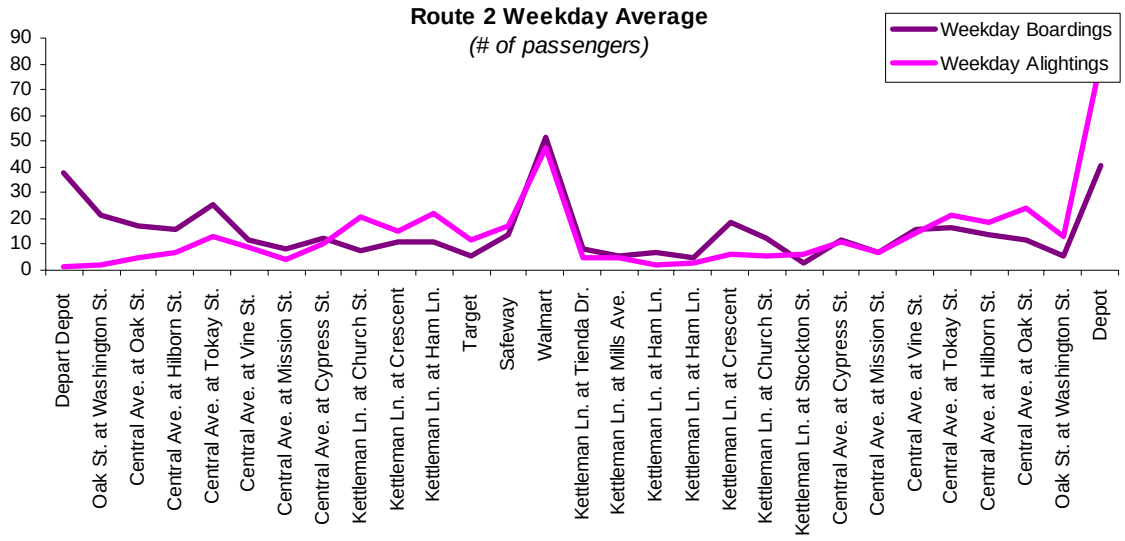
Route 2: Central Avenue, Kettleman Lane, Wal-Mart, Target

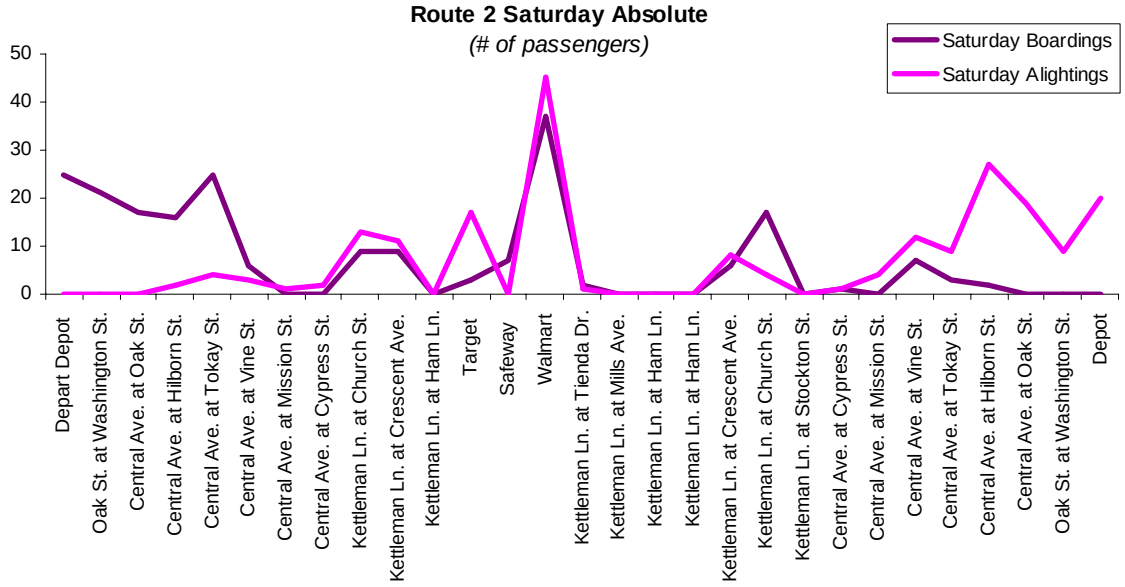
Major Activity Stops along Route 2 include:

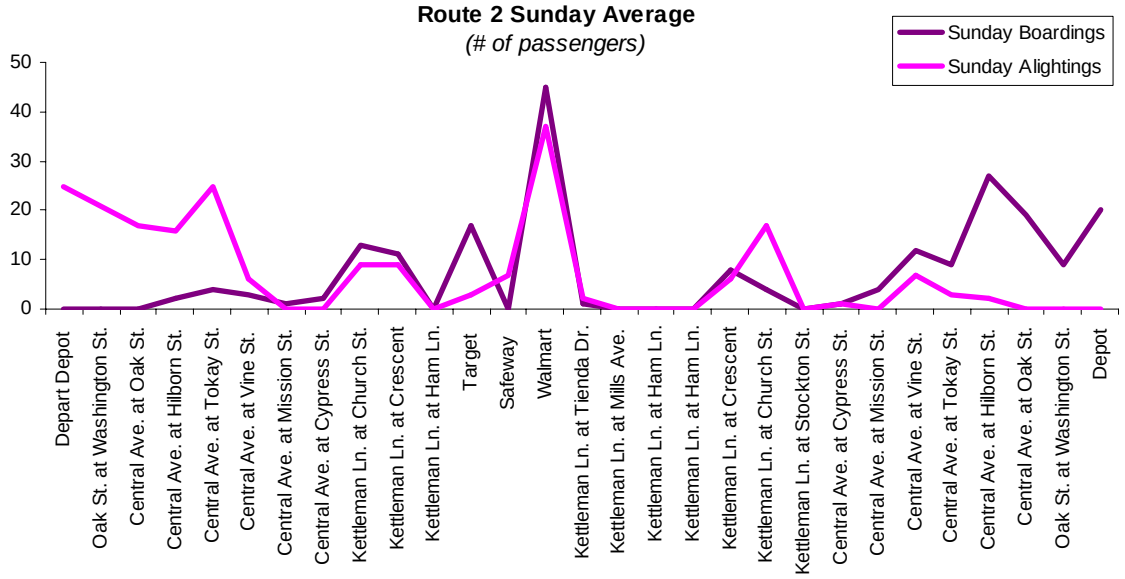
- Lodi Station
- Wal-Mart

Unlike Route 1, Route 2 ridership is consistent throughout the route and there were no stops that lacked activity. Likewise, the segments between transfer points show more consistent and stable ridership levels than those segments on Route 1.

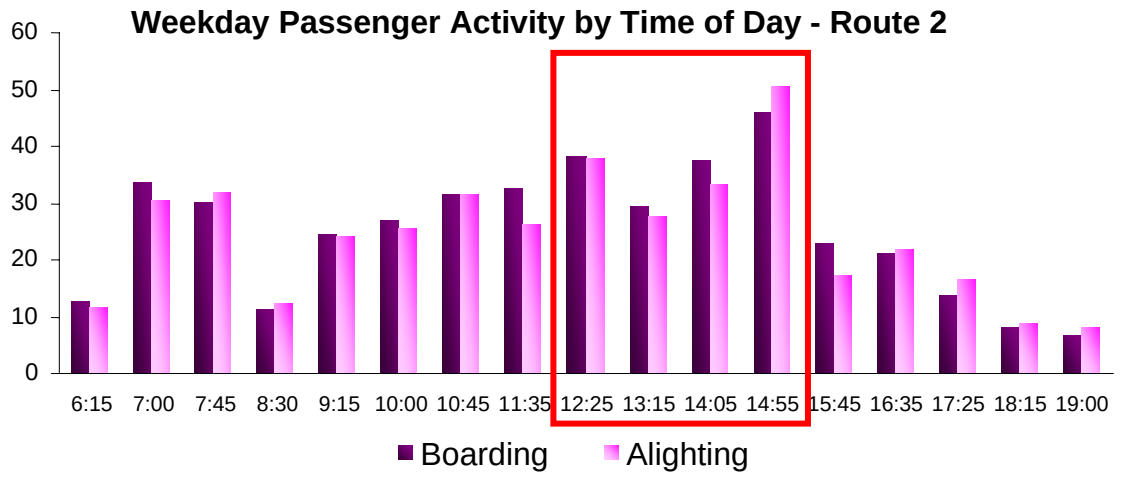
Route 2 Saturday and Sunday ridership mirrors the weekday, experiencing high peaks (almost as high as the weekday counts) at Lodi Station and at Wal-Mart, and with moderate passenger activity throughout the route. *(Please note for this route, Saturday data is presented as absolute as only one day of data was collected, and, therefore, no averages could be calculated.)*


Route 2 Weekday Average
(# of passengers)
Weekday Boardings
Weekday Alightings
90
80
70
60
50
40
30
20
10
0
Depart Depot
Oak St. at Washington St.
Central Ave. at Oak St.
Central Ave. at Hilborn St.
Central Ave. at Tokay St.
Central Ave. at Vine St.
Central Ave. at Mission St.
Central Ave. at Cypress St.
Kettleman Ln. at Church St.
Kettleman Ln. at Crescent
Kettleman Ln. at Ham Ln.
Target
Safeway
Walmart
Kettleman Ln. at Tienda Dr.
Kettleman Ln. at Mills Ave.
Kettleman Ln. at Ham Ln.
Kettleman Ln. at Ham Ln.
Kettleman Ln. at Crescent
Kettleman Ln. at Church St.
Kettleman Ln. at Stockton St.
Central Ave. at Cypress St.
Central Ave. at Mission St.
Central Ave. at Vine St.
Central Ave. at Tokay St.
Central Ave. at Hilborn St.
Central Ave. at Oak St.
Oak St. at Washington St.
Depot


Route 2 Saturday Absolute
(# of passengers)
Saturday Boardings
Saturday Alightings
50
40
30
20
10
0
Depart Depot
Oak St. at Washington St.
Central Ave. at Oak St.
Central Ave. at Hilborn St.
Central Ave. at Tokay St.
Central Ave. at Vine St.
Central Ave. at Mission St.
Central Ave. at Cypress St.
Kettleman Ln. at Church St.
Kettleman Ln. at Crescent Ave.
Kettleman Ln. at Ham Ln.
Target
Safeway
Walmart
Kettleman Ln. at Tienda Dr.
Kettleman Ln. at Mills Ave.
Kettleman Ln. at Ham Ln.
Kettleman Ln. at Ham Ln.
Kettleman Ln. at Crescent Ave.
Kettleman Ln. at Church St.
Kettleman Ln. at Stockton St.
Central Ave. at Cypress St.
Central Ave. at Mission St.
Central Ave. at Vine St.
Central Ave. at Tokay St.
Central Ave. at Hilborn St.
Central Ave. at Oak St.
Oak St. at Washington St.
Depot


Route 2 Sunday Average
(# of passengers)
Sunday Boardings
Sunday Alightings
50
40
30
20
10
0
Depart Depot
Oak St. at Washington St.
Central Ave. at Oak St.
Central Ave. at Hilborn St.
Central Ave. at Tokay St.
Central Ave. at Vine St.
Central Ave. at Mission St.
Central Ave. at Cypress St.
Kettleman Ln. at Church St.
Kettleman Ln. at Crescent
Kettleman Ln. at Ham Ln.
Target
Safeway
Walmart
Kettleman Ln. at Tienda Dr.
Kettleman Ln. at Mills Ave.
Kettleman Ln. at Ham Ln.
Kettleman Ln. at Ham Ln.
Kettleman Ln. at Crescent
Kettleman Ln. at Church St.
Kettleman Ln. at Stockton St.
Central Ave. at Cypress St.
Central Ave. at Mission St.
Central Ave. at Vine St.
Central Ave. at Tokay St.
Central Ave. at Hilborn St.
Central Ave. at Oak St.
Oak St. at Washington St.
Depot

On weekdays, Route 2 ridership peaks are similar to those of Route 1, in the early afternoon. Ridership is consistent throughout the day, until five o'clock p.m. when it drops off significantly.



Route 3: Lockeford Street, Mills Avenue, Elm Street, Ham Lane, Kettleman Lane, Wimbledon Drive

Major Activity Stops on Route 3 include:

- Lodi Station
- Ham Lane at Vine Street

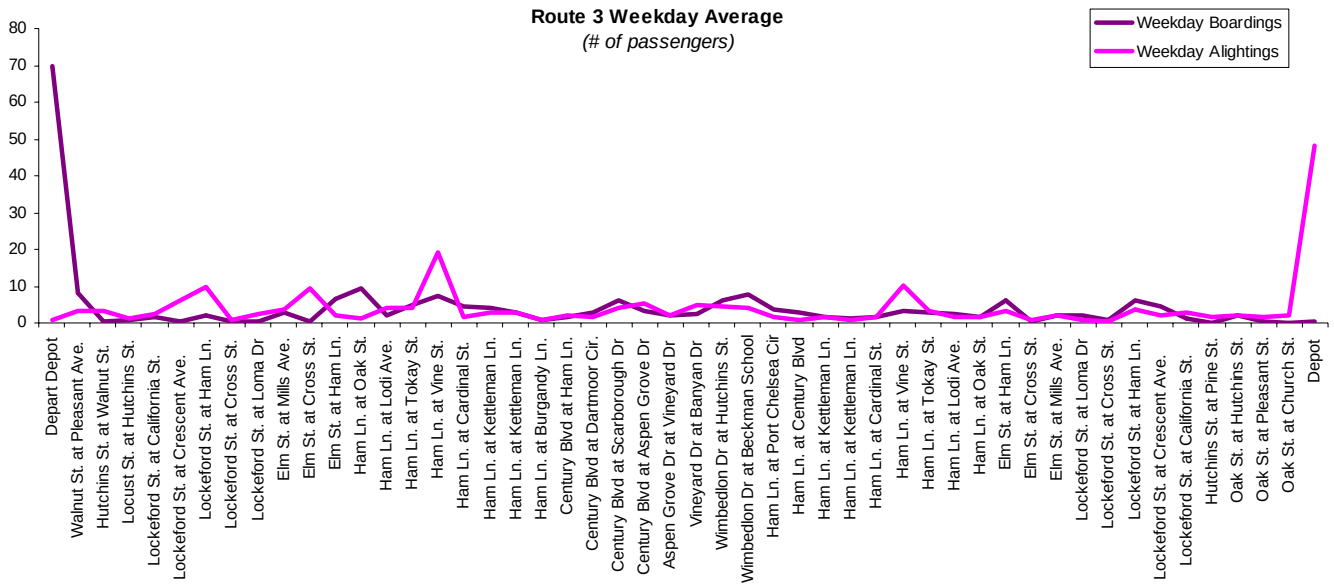
While all stops on Route 3 are utilized, the segment between Ham Lane and Vine Street (on return trips) shows the least amount of passenger activity.

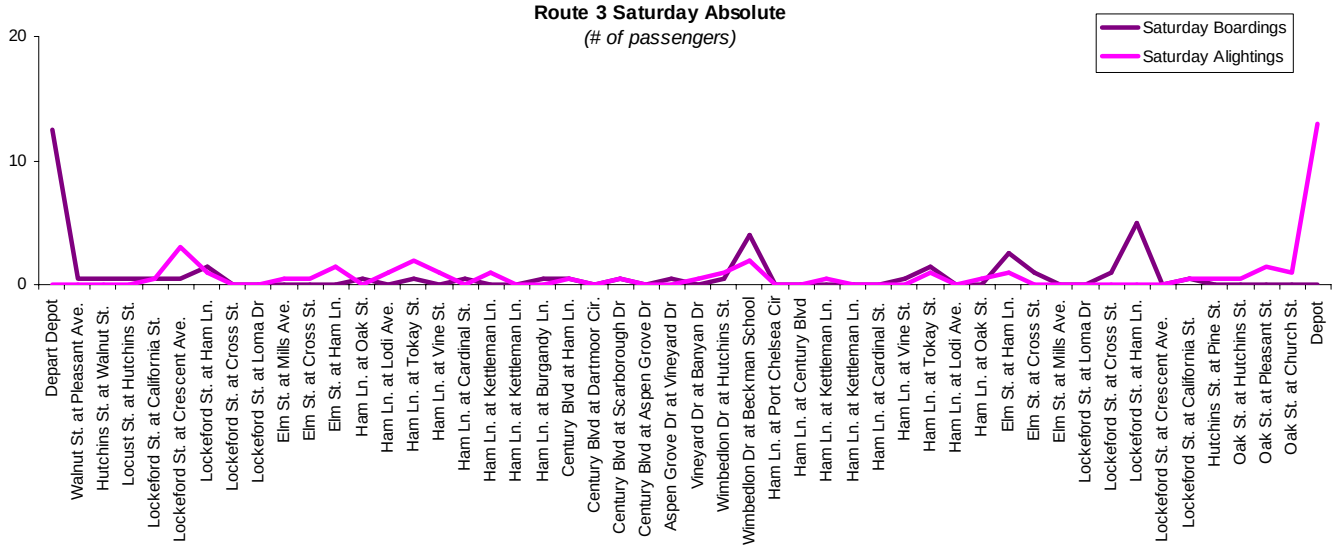
In addition to the peak locations found on the weekday, passenger activity peaked on Saturday at:

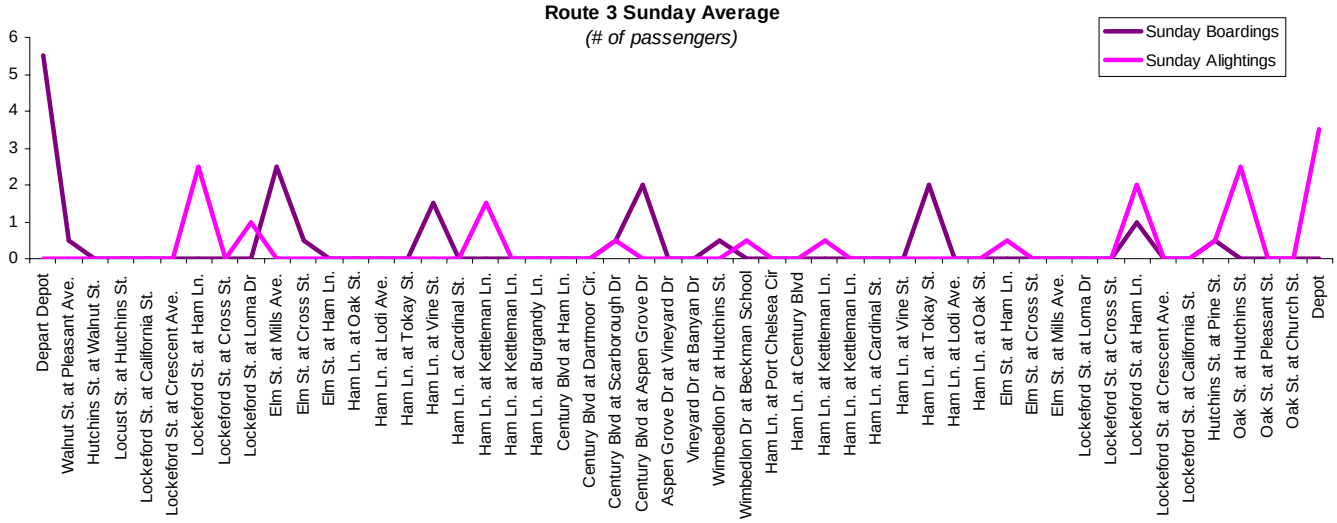
- Wimbledon Drive and Hutchins Street
- Lockeford Street and Ham Lane

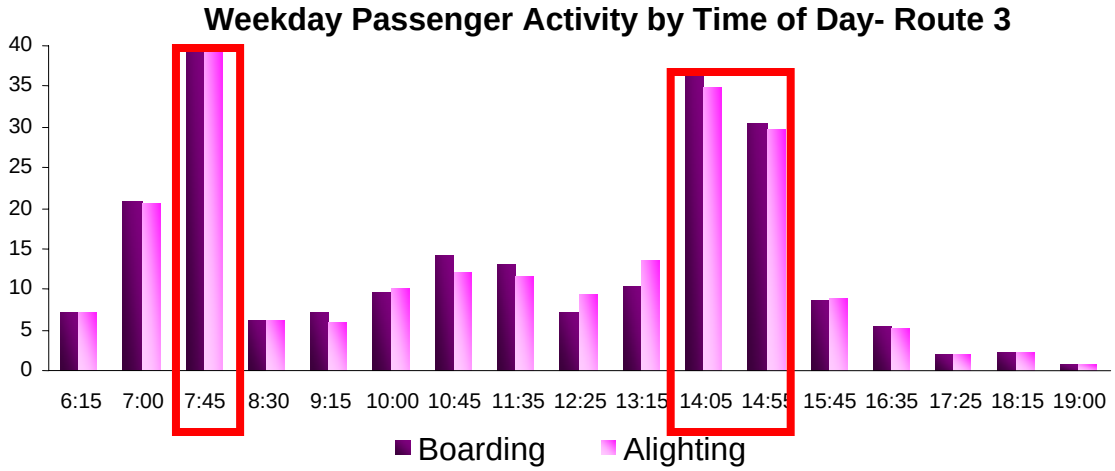
Saturday activity is about 20% of the weekday volume. Although ridership was lower in the beginning of the route than in the latter half, patrons utilized most stops along the route.

Sunday activity is significantly lower than both weekdays and Saturdays (approximately 10% of weekday levels, 50% of Saturday levels). Peak stops are consistent with weekday and Saturday locations, occurring primarily at the transfer center.


Route 3 Weekday Average
(# of passengers)
Weekday Boardings
Weekday Alightings
80
70
60
50
40
30
20
10
0
Depart Depot
Walnut St. at Pleasant Ave.
Hutchins St. at Walnut St.
Locust St. at Hutchins St.
Lockeford St. at California St.
Lockeford St. at Crescent Ave.
Lockeford St. at Ham Ln.
Lockeford St. at Cross St.
Lockeford St. at Loma Dr
Elm St. at Mills Ave.
Elm St. at Cross St.
Elm St. at Ham Ln.
Ham Ln. at Oak St.
Ham Ln. at Lodi Ave.
Ham Ln. at Tokay St.
Ham Ln. at Vine St.
Ham Ln. at Cardinal St.
Ham Ln. at Kettleman Ln.
Ham Ln. at Kettleman Ln.
Ham Ln. at Burgandy Ln.
Century Blvd at Ham Ln.
Century Blvd at Dartmoor Cir.
Century Blvd at Scarborough Dr
Century Blvd at Aspen Grove Dr
Aspen Grove Dr at Vineyard Dr
Vineyard Dr at Banyan Dr
Wimbedlon Dr at Hutchins St.
Wimbedlon Dr at Beckman School
Ham Ln. at Port Chelsea Cir
Ham Ln. at Century Blvd
Ham Ln. at Kettleman Ln.
Ham Ln. at Kettleman Ln.
Ham Ln. at Cardinal St.
Ham Ln. at Vine St.
Ham Ln. at Tokay St.
Ham Ln. at Lodi Ave.
Ham Ln. at Oak St.
Elm St. at Ham Ln.
Elm St. at Cross St.
Elm St. at Mills Ave.
Lockeford St. at Loma Dr
Lockeford St. at Cross St.
Lockeford St. at Ham Ln.
Lockeford St. at Crescent Ave.
Lockeford St. at California St.
Hutchins St. at Pine St.
Oak St. at Hutchins St.
Oak St. at Pleasant St.
Oak St. at Church St.
Depot


Route 3 Saturday Absolute
(# of passengers)
Saturday Boardings
Saturday Alightings
20
10
0
Depart Depot
Walnut St. at Pleasant Ave.
Hutchins St. at Walnut St.
Locust St. at Hutchins St.
Lockeford St. at California St.
Lockeford St. at Crescent Ave.
Lockeford St. at Ham Ln.
Lockeford St. at Cross St.
Lockeford St. at Loma Dr
Elm St. at Mills Ave.
Elm St. at Cross St.
Elm St. at Ham Ln.
Ham Ln. at Oak St.
Ham Ln. at Lodi Ave.
Ham Ln. at Tokay St.
Ham Ln. at Vine St.
Ham Ln. at Cardinal St.
Ham Ln. at Kettleman Ln.
Ham Ln. at Kettleman Ln.
Ham Ln. at Burgandy Ln.
Century Blvd at Ham Ln.
Century Blvd at Dartmoor Cir.
Century Blvd at Scarborough Dr
Century Blvd at Aspen Grove Dr
Aspen Grove Dr at Vineyard Dr
Vineyard Dr at Banyan Dr
Wimbedlon Dr at Hutchins St.
Wimbedlon Dr at Beckman School
Ham Ln. at Port Chelsea Cir
Ham Ln. at Century Blvd
Ham Ln. at Kettleman Ln.
Ham Ln. at Kettleman Ln.
Ham Ln. at Cardinal St.
Ham Ln. at Vine St.
Ham Ln. at Tokay St.
Ham Ln. at Lodi Ave.
Ham Ln. at Oak St.
Elm St. at Ham Ln.
Elm St. at Cross St.
Elm St. at Mills Ave.
Lockeford St. at Loma Dr
Lockeford St. at Cross St.
Lockeford St. at Ham Ln.
Lockeford St. at Crescent Ave.
Lockeford St. at California St.
Hutchins St. at Pine St.
Oak St. at Hutchins St.
Oak St. at Pleasant St.
Oak St. at Church St.
Depot


Route 3 Sunday Average
(# of passengers)
Sunday Boardings
Sunday Alightings
6
5
4
3
2
1
0
Depart Depot
Walnut St. at Pleasant Ave.
Hutchins St. at Walnut St.
Locust St. at Hutchins St.
Lockeford St. at California St.
Lockeford St. at Crescent Ave.
Lockeford St. at Ham Ln.
Lockeford St. at Cross St.
Lockeford St. at Loma Dr
Elm St. at Mills Ave.
Elm St. at Cross St.
Elm St. at Ham Ln.
Ham Ln. at Oak St.
Ham Ln. at Lodi Ave.
Ham Ln. at Tokay St.
Ham Ln. at Vine St.
Ham Ln. at Cardinal St.
Ham Ln. at Kettleman Ln.
Ham Ln. at Kettleman Ln.
Ham Ln. at Burgandy Ln.
Century Blvd at Ham Ln.
Century Blvd at Dartmoor Cir.
Century Blvd at Scarborough Dr
Century Blvd at Aspen Grove Dr
Aspen Grove Dr at Vineyard Dr
Vineyard Dr at Banyan Dr
Wimbedlon Dr at Hutchins St.
Wimbedlon Dr at Beckman School
Ham Ln. at Port Chelsea Cir
Ham Ln. at Century Blvd
Ham Ln. at Kettleman Ln.
Ham Ln. at Kettleman Ln.
Ham Ln. at Cardinal St.
Ham Ln. at Vine St.
Ham Ln. at Tokay St.
Ham Ln. at Lodi Ave.
Ham Ln. at Oak St.
Elm St. at Ham Ln.
Elm St. at Cross St.
Elm St. at Mills Ave.
Lockeford St. at Loma Dr
Lockeford St. at Cross St.
Lockeford St. at Ham Ln.
Lockeford St. at Crescent Ave.
Lockeford St. at California St.
Hutchins St. at Pine St.
Oak St. at Hutchins St.
Oak St. at Pleasant St.
Oak St. at Church St.
Depot



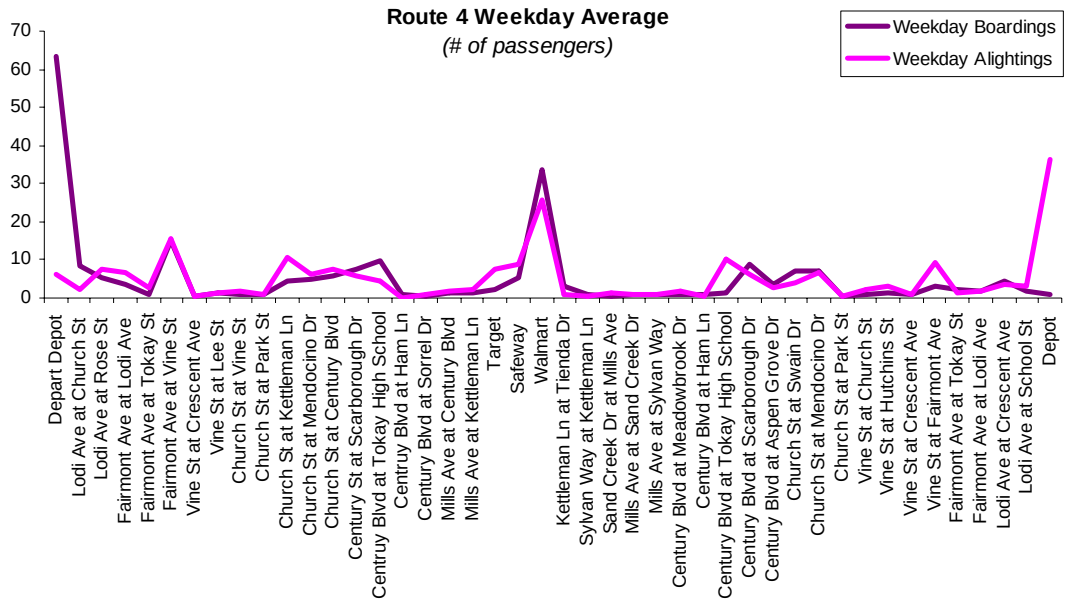
Route 3 experiences two peaks, one at 7:45 a.m., the other between 2:05 and 2:55 p.m. Mid-day ridership is consistently in the range of 10 passengers per trip, dropping off after the afternoon peak to minimal levels.

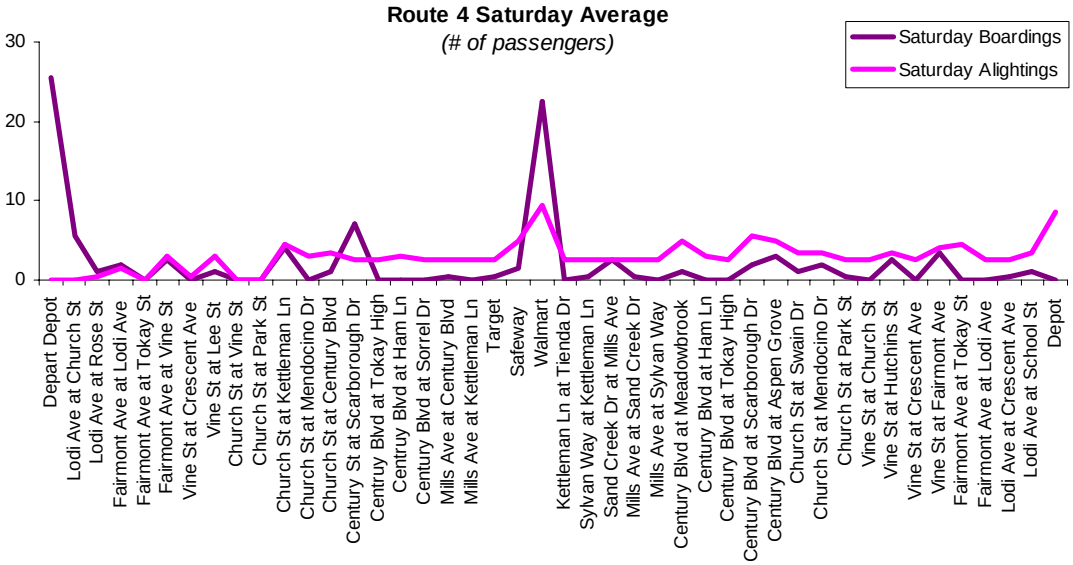
Route 4: Lodi Avenue, Fairmont Avenue, Vine Street, South Church Street, Century Boulevard, Mills Avenue to Wal-Mart and Target

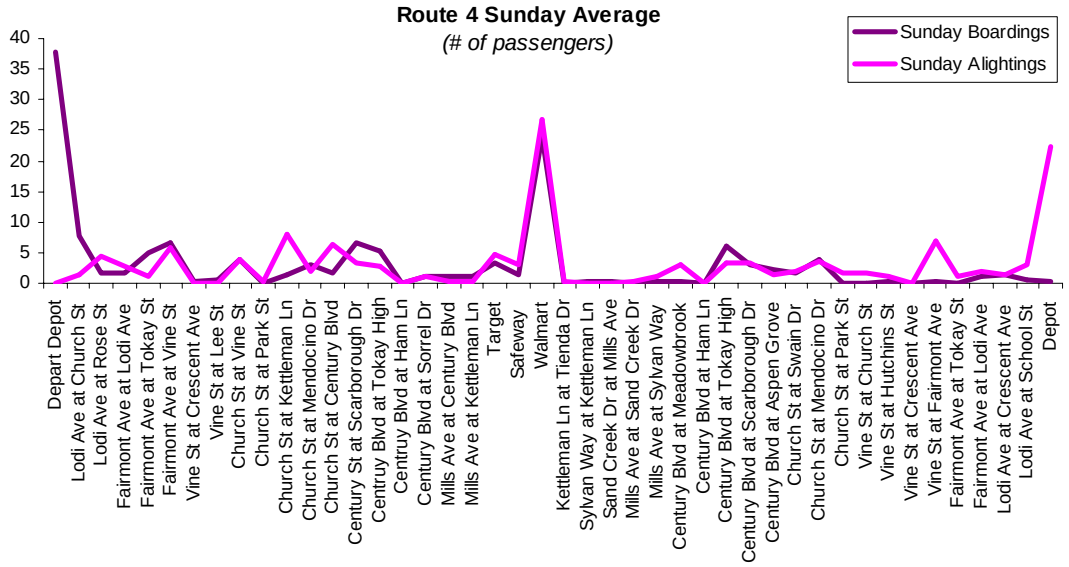
Major activity stops along Route 4 include:

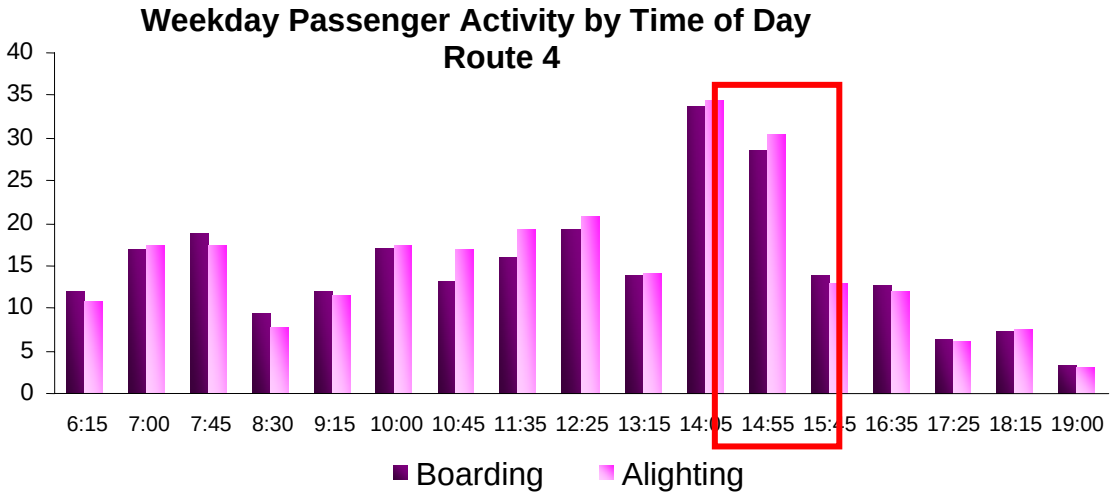
- Lodi Station
- Fairmont Avenue and Vine Street
- Wal-Mart

The segment of the route between Wal-Mart and Tokay High School is the most unproductive segment of the route, on weekdays and on Saturdays and Sundays as well. Saturday and Sunday ridership on Route 4 reaches approximately half of the weekday ridership.


Route 4 Weekday Average
(# of passengers)
Weekday Boardings
Weekday Alightings
70
60
50
40
30
20
10
0
Depart Depot
Lodi Ave at Church St
Lodi Ave at Rose St
Fairmont Ave at Lodi Ave
Fairmont Ave at Tokay St
Fairmont Ave at Vine St
Vine St at Crescent Ave
Vine St at Lee St
Church St at Vine St
Church St at Park St
Church St at Kettleman Ln
Church St at Mendocino Dr
Church St at Century Blvd
Century St at Scarborough Dr
Centruy Blvd at Tokay High School
Centruy Blvd at Ham Ln
Century Blvd at Sorrel Dr
Mills Ave at Century Blvd
Mills Ave at Kettleman Ln
Target
Safeway
Walmart
Kettleman Ln at Tienda Dr
Sylvan Way at Kettleman Ln
Sand Creek Dr at Mills Ave
Mills Ave at Sand Creek Dr
Mills Ave at Sylvan Way
Century Blvd at Meadowbrook Dr
Century Blvd at Ham Ln
Century Blvd at Tokay High School
Century Blvd at Scarborough Dr
Century Blvd at Aspen Grove Dr
Church St at Swain Dr
Church St at Mendocino Dr
Church St at Park St
Vine St at Church St
Vine St at Hutchins St
Vine St at Crescent Ave
Vine St at Fairmont Ave
Fairmont Ave at Tokay St
Fairmont Ave at Lodi Ave
Lodi Ave at Crescent Ave
Lodi Ave at School St
Depot


Route 4 Saturday Average
(# of passengers)
Saturday Boardings
Saturday Alightings
30
20
10
0
Depart Depot
Lodi Ave at Church St
Lodi Ave at Rose St
Fairmont Ave at Lodi Ave
Fairmont Ave at Tokay St
Fairmont Ave at Vine St
Vine St at Crescent Ave
Vine St at Lee St
Church St at Vine St
Church St at Park St
Church St at Kettleman Ln
Church St at Mendocino Dr
Church St at Century Blvd
Century St at Scarborough Dr
Centruy Blvd at Tokay High
Centruy Blvd at Ham Ln
Century Blvd at Sorrel Dr
Mills Ave at Century Blvd
Mills Ave at Kettleman Ln
Target
Safeway
Walmart
Kettleman Ln at Tienda Dr
Sylvan Way at Kettleman Ln
Sand Creek Dr at Mills Ave
Mills Ave at Sand Creek Dr
Mills Ave at Sylvan Way
Century Blvd at Meadowbrook
Century Blvd at Ham Ln
Century Blvd at Tokay High
Century Blvd at Scarborough Dr
Century Blvd at Aspen Grove
Church St at Swain Dr
Church St at Mendocino Dr
Church St at Park St
Vine St at Church St
Vine St at Hutchins St
Vine St at Crescent Ave
Vine St at Fairmont Ave
Fairmont Ave at Tokay St
Fairmont Ave at Lodi Ave
Lodi Ave at Crescent Ave
Lodi Ave at School St
Depot


Route 4 Sunday Average
(# of passengers)
Sunday Boardings
Sunday Alightings
40
35
30
25
20
15
10
5
0
Depart Depot
Lodi Ave at Church St
Lodi Ave at Rose St
Fairmont Ave at Lodi Ave
Fairmont Ave at Tokay St
Fairmont Ave at Vine St
Vine St at Crescent Ave
Vine St at Lee St
Church St at Vine St
Church St at Park St
Church St at Kettleman Ln
Church St at Mendocino Dr
Church St at Century Blvd
Century St at Scarborough Dr
Centruy Blvd at Tokay High
Centruy Blvd at Ham Ln
Century Blvd at Sorrel Dr
Mills Ave at Century Blvd
Mills Ave at Kettleman Ln
Target
Safeway
Walmart
Kettleman Ln at Tienda Dr
Sylvan Way at Kettleman Ln
Sand Creek Dr at Mills Ave
Mills Ave at Sand Creek Dr
Mills Ave at Sylvan Way
Century Blvd at Meadowbrook
Century Blvd at Ham Ln
Century Blvd at Tokay High
Century Blvd at Scarborough Dr
Century Blvd at Aspen Grove
Church St at Swain Dr
Church St at Mendocino Dr
Church St at Park St
Vine St at Church St
Vine St at Hutchins St
Vine St at Crescent Ave
Vine St at Fairmont Ave
Fairmont Ave at Tokay St
Fairmont Ave at Lodi Ave
Lodi Ave at Crescent Ave
Lodi Ave at School St
Depot



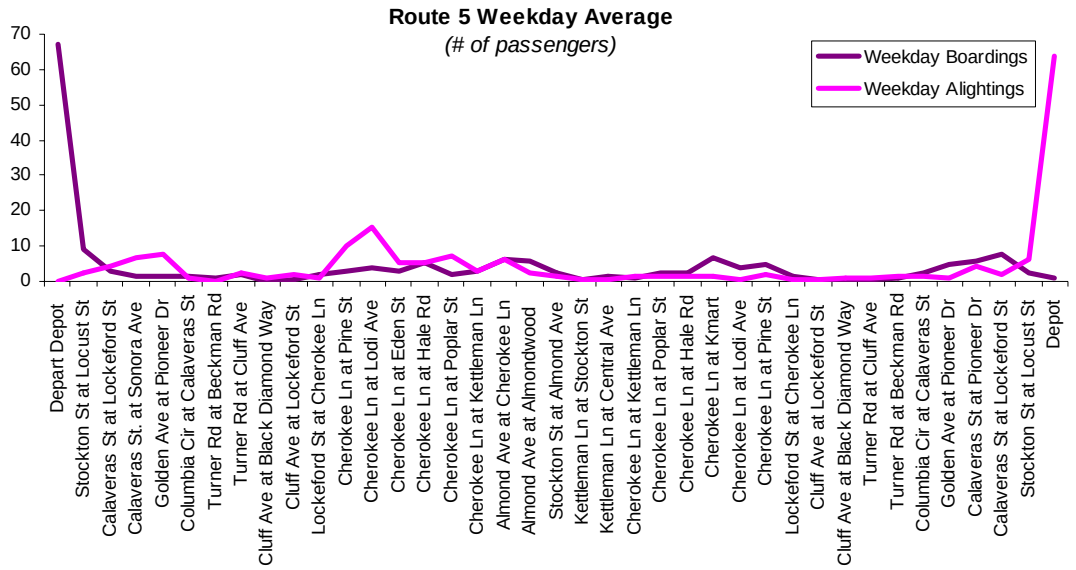
Route 4 peaks between 2:05 and 2:55 p.m. Ridership through the remaining parts of the day mirrors Route 1, which is generally consistent and dropping off significantly after 5 o'clock.

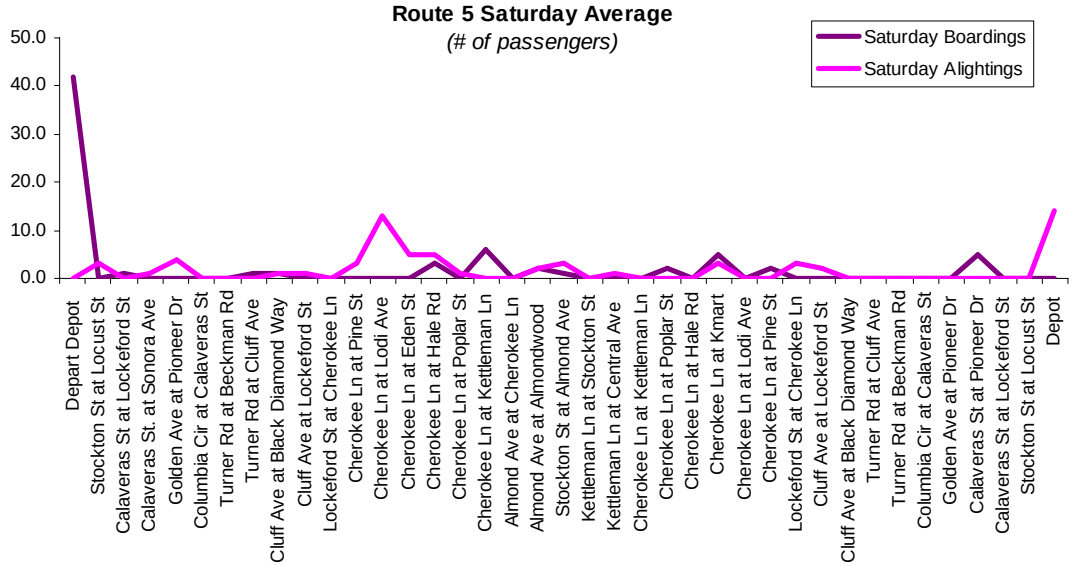
Route 5: Northeast Lodi, Cluff Avenue, Cherokee Lane, Almond Drive, Stockton Street, Lodi Grape Festival

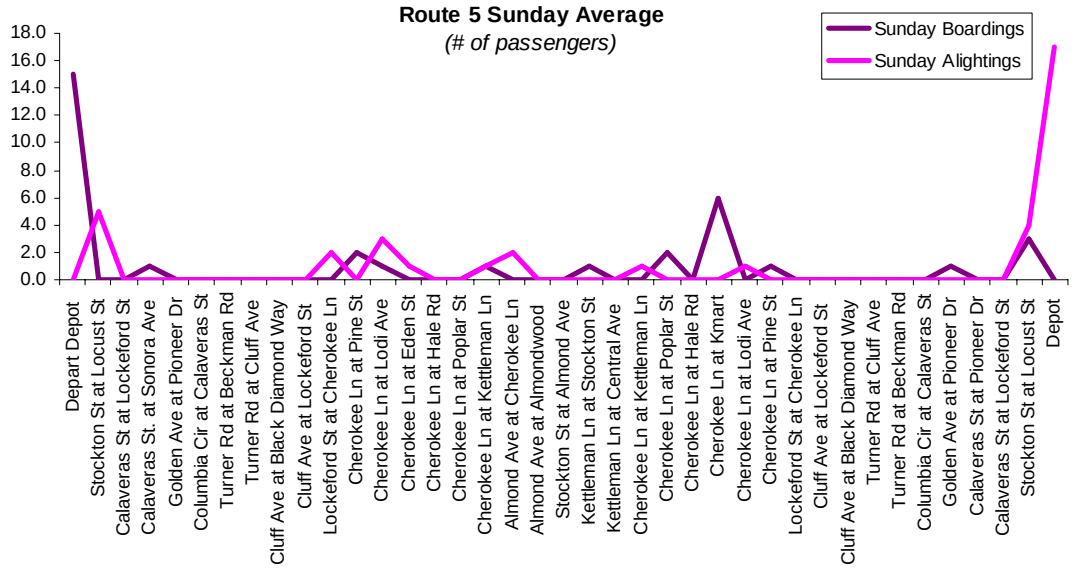
Major activity stops along Route 5 include:

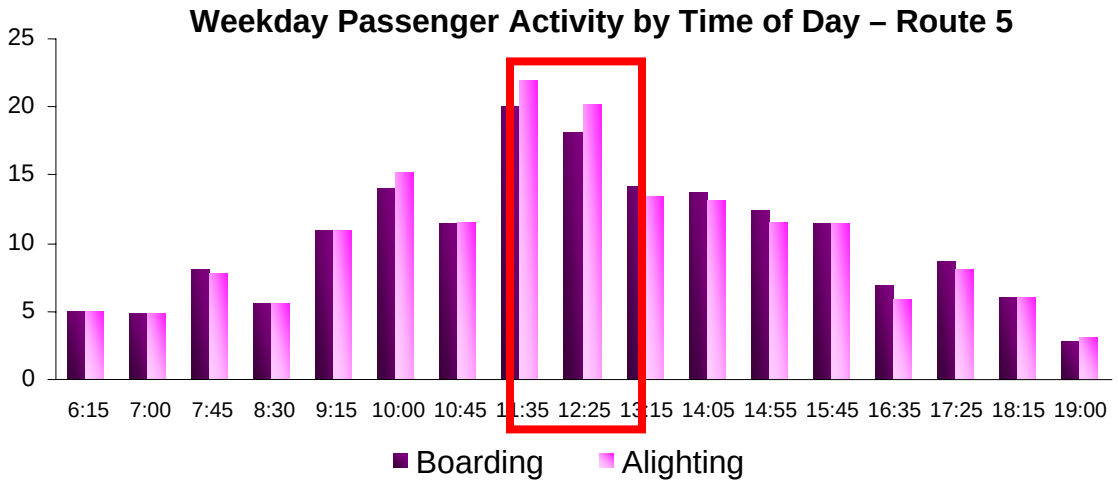
- Lodi Station, at both ends of the route
- Pioneer Drive between Golden Avenue and Calaveras Street (in both directions)
- Cherokee Lane and Lodi Avenue

The remaining portions of the route experience very little passenger activity. Saturday and Sunday ridership mirrors that of the weekday in terms of location of major passenger activity, primarily at both ends of the route. Saturday represents approximately half of the weekday levels, and Sunday services approximately 1/8 of weekday levels. Overall, ridership on Route 5 has risen since a new grocery store opened along the route.


Route 5 Weekday Average
(# of passengers)
Weekday Boardings
Weekday Alightings
70
60
50
40
30
20
10
0
Depart Depot
Stockton St at Locust St
Calaveras St at Lockeford St
Calaveras St. at Sonora Ave
Golden Ave at Pioneer Dr
Columbia Cir at Calaveras St
Turner Rd at Beckman Rd
Turner Rd at Cluff Ave
Cluff Ave at Black Diamond Way
Cluff Ave at Lockeford St
Lockeford St at Cherokee Ln
Cherokee Ln at Pine St
Cherokee Ln at Lodi Ave
Cherokee Ln at Eden St
Cherokee Ln at Hale Rd
Cherokee Ln at Poplar St
Cherokee Ln at Kettleman Ln
Almond Ave at Cherokee Ln
Almond Ave at Almondwood
Stockton St at Almond Ave
Kettleman Ln at Stockton St
Kettleman Ln at Central Ave
Cherokee Ln at Kettleman Ln
Cherokee Ln at Poplar St
Cherokee Ln at Hale Rd
Cherokee Ln at Kmart
Cherokee Ln at Lodi Ave
Cherokee Ln at Pine St
Lockeford St at Cherokee Ln
Cluff Ave at Lockeford St
Cluff Ave at Black Diamond Way
Turner Rd at Cluff Ave
Turner Rd at Beckman Rd
Columbia Cir at Calaveras St
Golden Ave at Pioneer Dr
Calaveras St at Pioneer Dr
Calaveras St at Lockeford St
Stockton St at Locust St
Depot


Route 5 Saturday Average
(# of passengers)
Saturday Boardings
Saturday Alightings
50.0
40.0
30.0
20.0
10.0
0.0
Depart Depot
Stockton St at Locust St
Calaveras St at Lockeford St
Calaveras St. at Sonora Ave
Golden Ave at Pioneer Dr
Columbia Cir at Calaveras St
Turner Rd at Beckman Rd
Turner Rd at Cluff Ave
Cluff Ave at Black Diamond Way
Cluff Ave at Lockeford St
Lockeford St at Cherokee Ln
Cherokee Ln at Pine St
Cherokee Ln at Lodi Ave
Cherokee Ln at Eden St
Cherokee Ln at Hale Rd
Cherokee Ln at Poplar St
Cherokee Ln at Kettleman Ln
Almond Ave at Cherokee Ln
Almond Ave at Almondwood
Stockton St at Almond Ave
Kettleman Ln at Stockton St
Kettleman Ln at Central Ave
Cherokee Ln at Kettleman Ln
Cherokee Ln at Poplar St
Cherokee Ln at Hale Rd
Cherokee Ln at Kmart
Cherokee Ln at Lodi Ave
Cherokee Ln at Pine St
Lockeford St at Cherokee Ln
Cluff Ave at Lockeford St
Cluff Ave at Black Diamond Way
Turner Rd at Cluff Ave
Turner Rd at Beckman Rd
Columbia Cir at Calaveras St
Golden Ave at Pioneer Dr
Calaveras St at Pioneer Dr
Calaveras St at Lockeford St
Stockton St at Locust St
Depot


Route 5 Sunday Average
(# of passengers)
Sunday Boardings
Sunday Alightings
18.0
16.0
14.0
12.0
10.0
8.0
6.0
4.0
2.0
0.0
Depart Depot
Stockton St at Locust St
Calaveras St at Lockeford St
Calaveras St. at Sonora Ave
Golden Ave at Pioneer Dr
Columbia Cir at Calaveras St
Turner Rd at Beckman Rd
Turner Rd at Cluff Ave
Cluff Ave at Black Diamond Way
Cluff Ave at Lockeford St
Lockeford St at Cherokee Ln
Cherokee Ln at Pine St
Cherokee Ln at Lodi Ave
Cherokee Ln at Eden St
Cherokee Ln at Hale Rd
Cherokee Ln at Poplar St
Cherokee Ln at Kettleman Ln
Almond Ave at Cherokee Ln
Almond Ave at Almondwood
Stockton St at Almond Ave
Kettleman Ln at Stockton St
Kettleman Ln at Central Ave
Cherokee Ln at Kettleman Ln
Cherokee Ln at Poplar St
Cherokee Ln at Hale Rd
Cherokee Ln at Kmart
Cherokee Ln at Lodi Ave
Cherokee Ln at Pine St
Lockeford St at Cherokee Ln
Cluff Ave at Lockeford St
Cluff Ave at Black Diamond Way
Turner Rd at Cluff Ave
Turner Rd at Beckman Rd
Columbia Cir at Calaveras St
Golden Ave at Pioneer Dr
Calaveras St at Pioneer Dr
Calaveras St at Lockeford St
Stockton St at Locust St
Depot



Weekday ridership on Route 5 is consistently lower than on the other routes, with peak averages less than ½ the ridership of other routes. This route peaks during mid-day, rather than early afternoon peaks of other routes; other runs consistently average around 7 passengers per trip.

Express Services

Express routes are operated primarily because of overcrowding due to the student population using the transit system. Passenger activity on these routes peaks in two common locations, the schools in question and in major residential areas nearby.

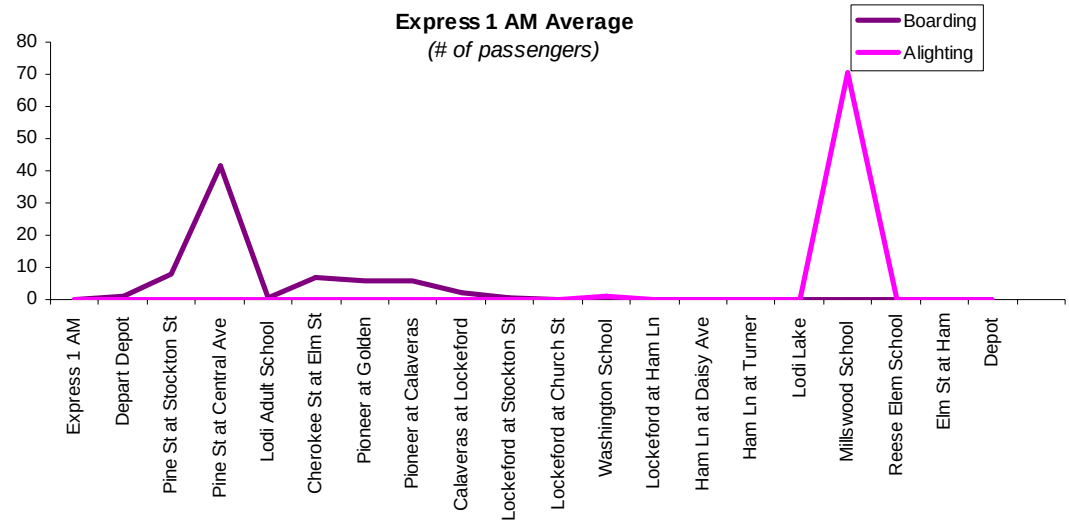
Express 1 boards the majority of passengers at:

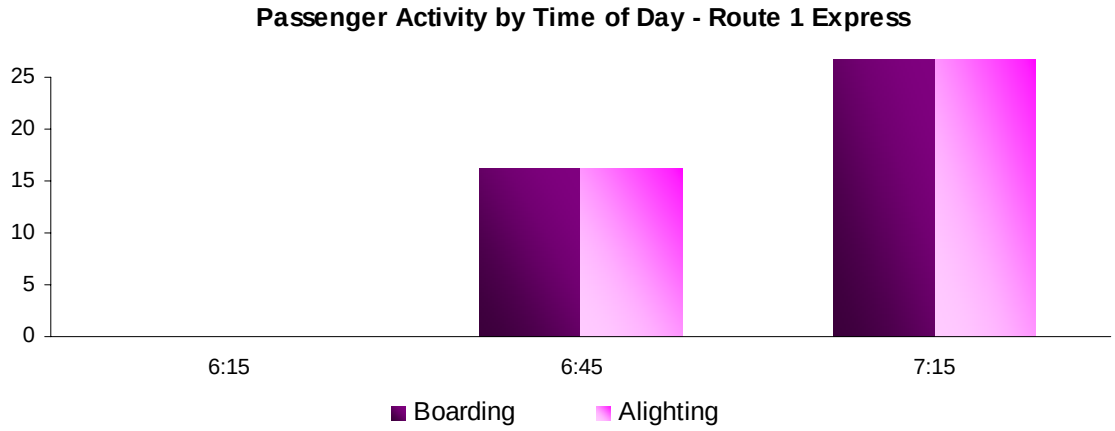
- Pine Street and Central Avenue
- Cherokee Lane and Elm Street
- Millswood Middle School

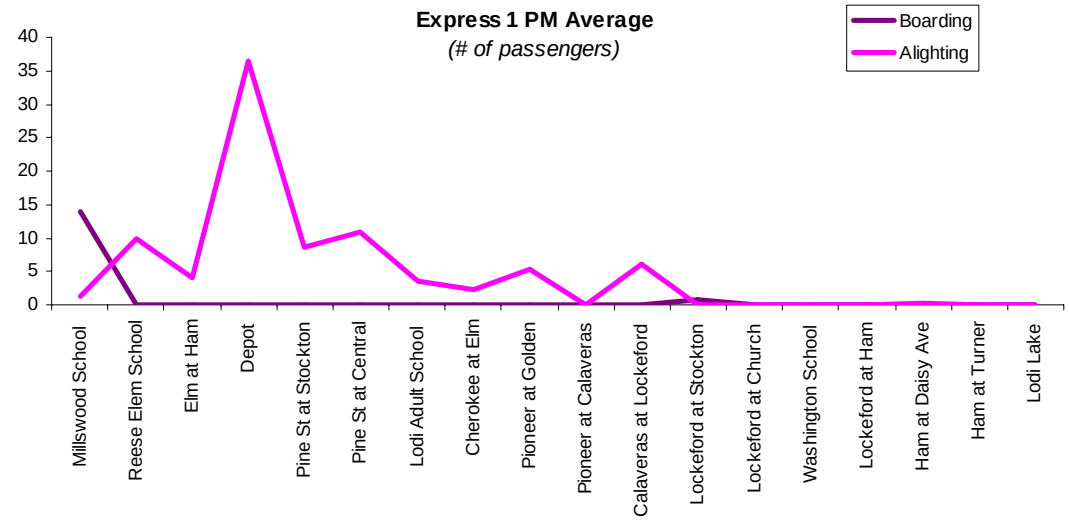
The remaining portions of the route show no apparent stop activity.

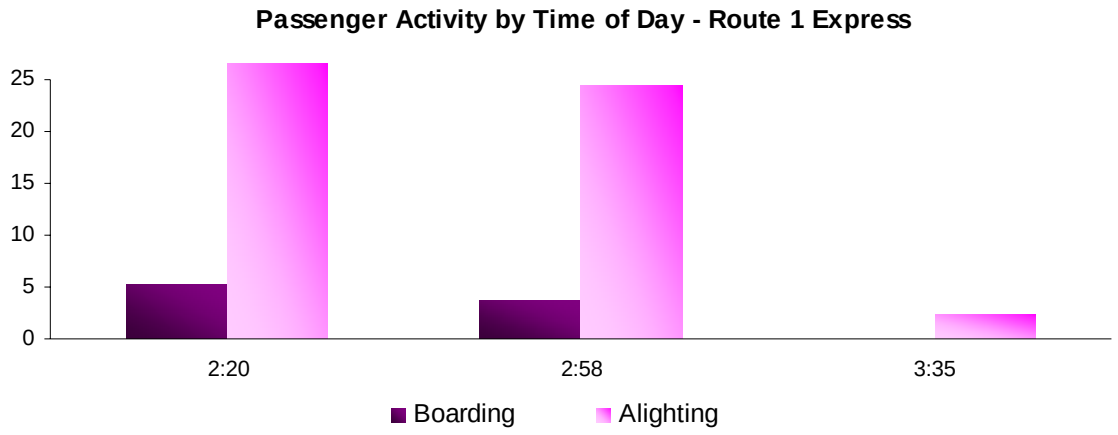
Express 1 A.M. carries its peak loads on the last run, at 7:15 a.m. The first run, at 6:15 a.m., carried no passengers during the time reviewed. The majority of Express 1 P.M. passengers board at the school and alight at the Depot. Unlike the A.M. service, more passengers use stops along the route, through to Lockeford and Stockton.

The first two afternoon runs of Express 1 (2:20 p.m. and at 2:58 p.m.) generate the highest ridership. The 3:35 p.m. run carried only 2.5 passengers during the time reviewed.


Express 1 AM Average
(# of passengers)
Boarding
Alighting
80
70
60
50
40
30
20
10
0
Express 1 AM
Depart Depot
Pine St at Stockton St
Pine St at Central Ave
Lodi Adult School
Cherokee St at Elm St
Pioneer at Golden
Pioneer at Calaveras
Calaveras at Lockeford
Lockeford at Stockton St
Lockeford at Church St
Washington School
Lockeford at Ham Ln
Ham Ln at Daisy Ave
Ham Ln at Turner
Lodi Lake
Millswood School
Reese Elem School
Elm St at Ham
Depot


Passenger Activity by Time of Day - Route 1 Express
25
20
15
10
5
0
6:15
6:45
7:15
Boarding
Alighting


Express 1 PM Average
(# of passengers)
Boarding
Alighting
40
35
30
25
20
15
10
5
0
Millswood School
Reese Elem School
Elm at Ham
Depot
Pine St at Stockton
Pine St at Central
Lodi Adult School
Cherokee at Elm
Pioneer at Golden
Pioneer at Calaveras
Calaveras at Lockeford
Lockeford at Stockton
Lockeford at Church
Washington School
Lockeford at Ham
Ham at Daisy Ave
Ham at Turner
Lodi Lake

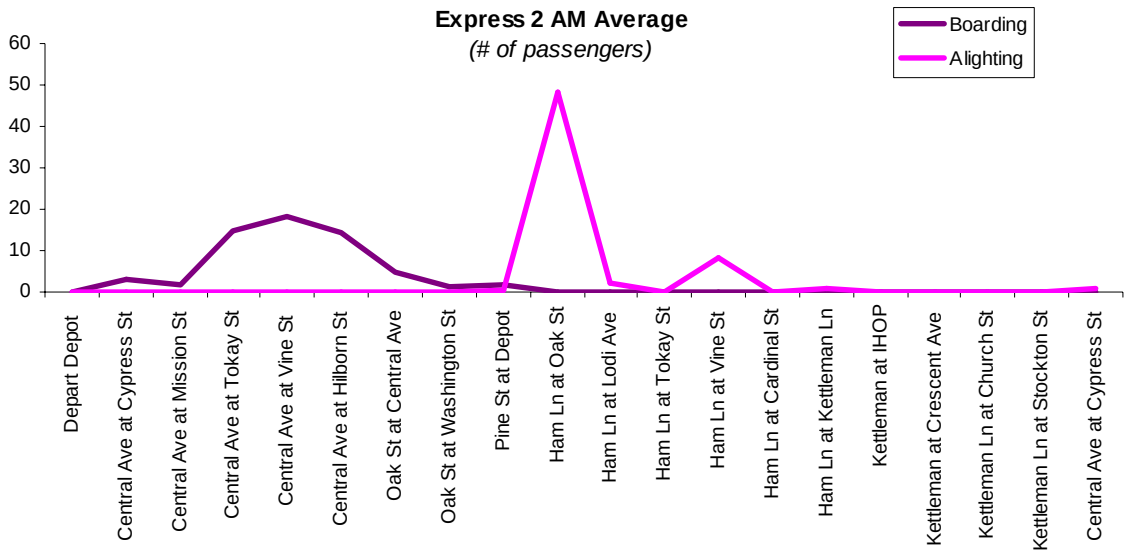


Express 2

Express 2 carries a larger number of passengers than Express 1 and tends to build ridership through the beginning of the route. Major stop activity includes

- Central Avenue and Vine Street
- Ham Lane and Oak Street

The portion of the route beyond Ham Lane and Vine Streets on inbound trips demonstrated no passenger activity during the data collection period.

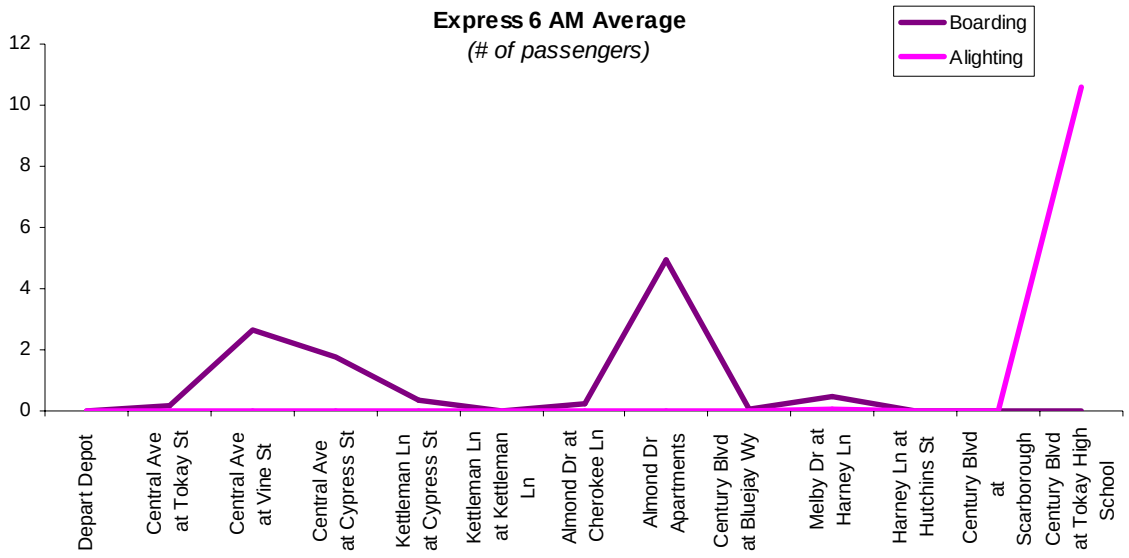


Express 6

Passenger activity on Express 6 service in the morning mirrors that on the Express 1 bus in terms of volume; however, ridership is collected at two major locations:

- Central Avenue and Vine Street
- Almond Drive Apartments

The Express routes serve the demand created by middle and high school students without disrupting the regular traffic flow of the morning and afternoon commuters on the mainline routes. These routes diffuse the sharp increase in ridership during peaks periods, therefore reducing the risk of overloading. Express 1 and 2 carry a significantly larger number of passengers than Express 6 and as a result of the load counts, may be considered for additional supplemental service.



Summary of Passenger Activity

High use stops identified through this analysis include (transfer locations in italics):

- Lodi Station
- *Wal-Mart*
- *Target*
- Central Avenue and Vine Street
- Almond Drive Apartments
- Ham Lane and Oak Street
- Ham Lane and Vine Street
- Pioneer Drive and Golden Avenue
- Pioneer Drive and Calaveras Street
- Fairmont Avenue and Vine Street
- Tokay High School
- Wimbledon Drive and Hutchins Street
- Turner Road at Salisbury Market
- Turner Road at Lower Sacramento Road
- Lockeford Drive and Ham Lane

Ridership on the regular route system is greatly affected by the student population, resulting in significant peaks in the morning and early afternoon, and causing maximum loads and capacity constraints during those times.

Although Express service is operated to accommodate the student ridership, the peaks on the regular routes continue to be generated by this ridership. All routes experience significant drops in passenger activity after 5 p.m., averaging between one and five passengers per trip on the last run of the day at 7 p.m.

3. Transit Origins and Destinations

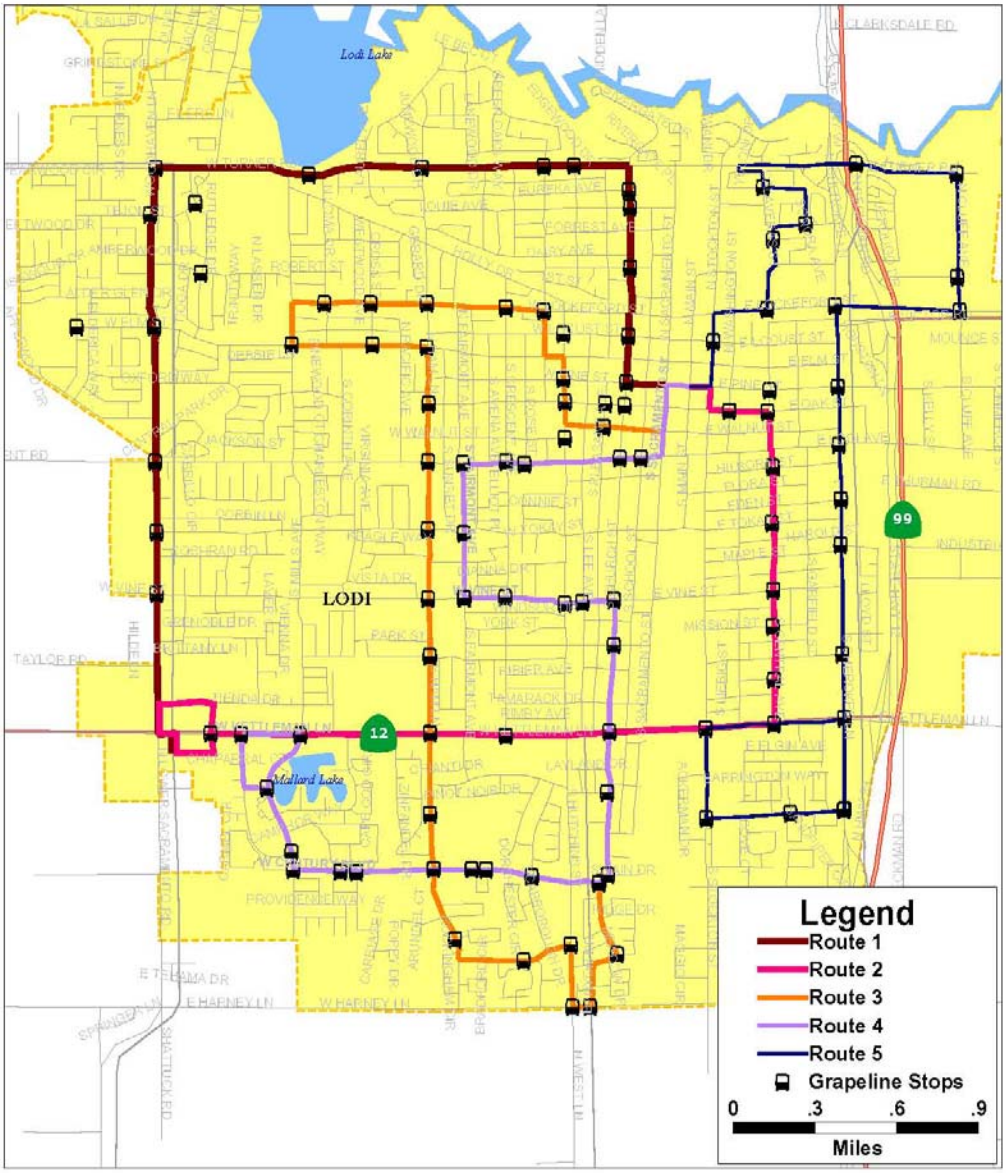
This section describes transit needs according to data collected from the 2000 Census and examines the current services provided in the City of Lodi and the locations served. Typical transit origins and destinations are displayed in the following graphic. These include:

- Community and government services
- Grocery and retail locations
- Medical facilities
- Educational facilities
- Apartments (high density) and low income housing

This data is used to determine where transit services may be expanded or modified to reach the majority of these locations. As can be seen in the map below, the majority of potential transit origins and/or destinations are served by the current routes and bus stops. For planning purposes, routes are generally considered accessible by the walking public if within ½ mile from the ultimate origin or destination. Those that are not on the current routing are primarily located within ½ mile of transit services. Major areas not directly served by transit but within the ½ mile boundary include high density housing along South Hutchins Street south of Kettleman Lane (accessible to Routes 3 and 4) and along South Garfield Street, which is accessible to both Routes 2 and 5. Areas outside of ½ mile from a route are the new residential developments on the north side of Harney Lane at Highway 99 and some of the industrial area east of Highway 99 along Guild Avenue south of Pine Street.

Based on the combination of demographic data and the locations of major origins and destinations along the fixed route system, it can be concluded that the City is well served by the current system. Minor modifications may be possible or considered to improve the directness of service, primarily in residential areas.

Based on population characteristics typical of transit-dependant population, areas considered to be relatively high in need are served by Routes 1, 2, 3, and 4, with transferability to Route 5 and to regional services. Therefore in the future, rather than routing alternatives, these areas may be considered for frequency improvements to meet the demand of this population.



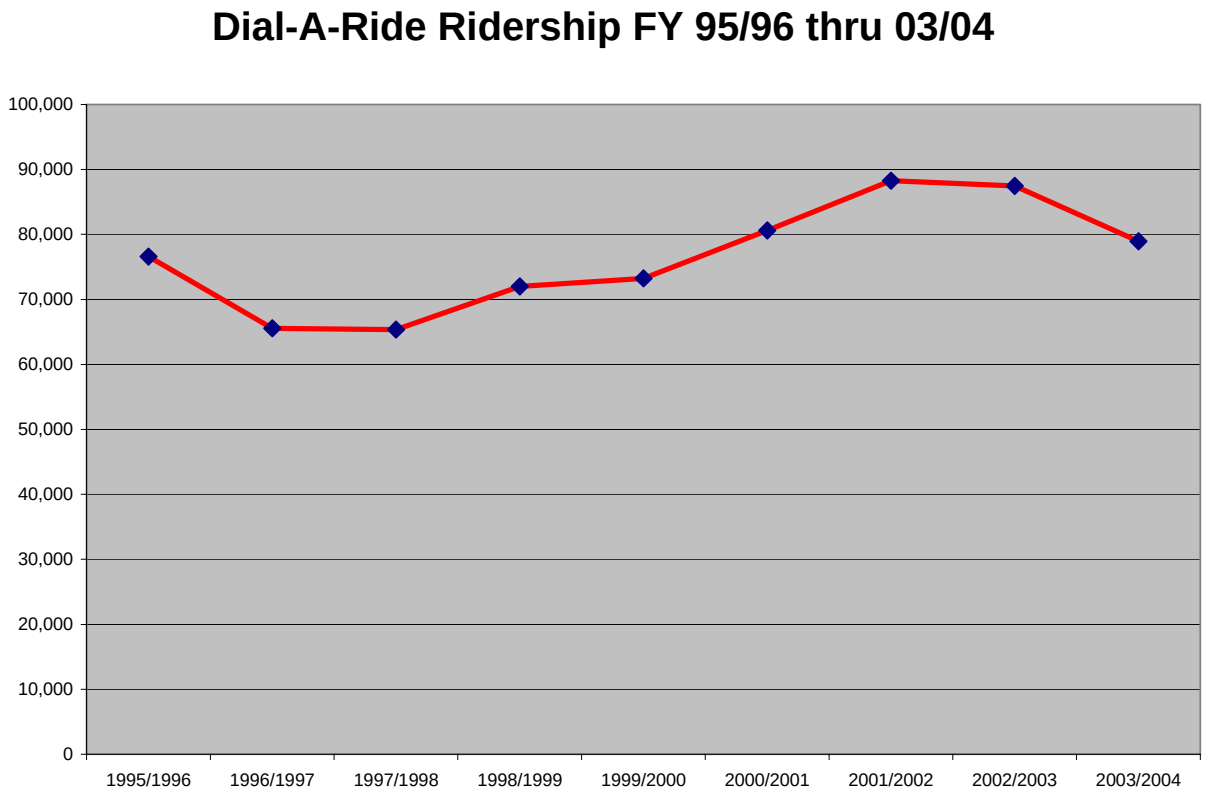
City of Lodi
Grapeline Transit Services

Analysis of Dial-A-Ride Origins and Destinations

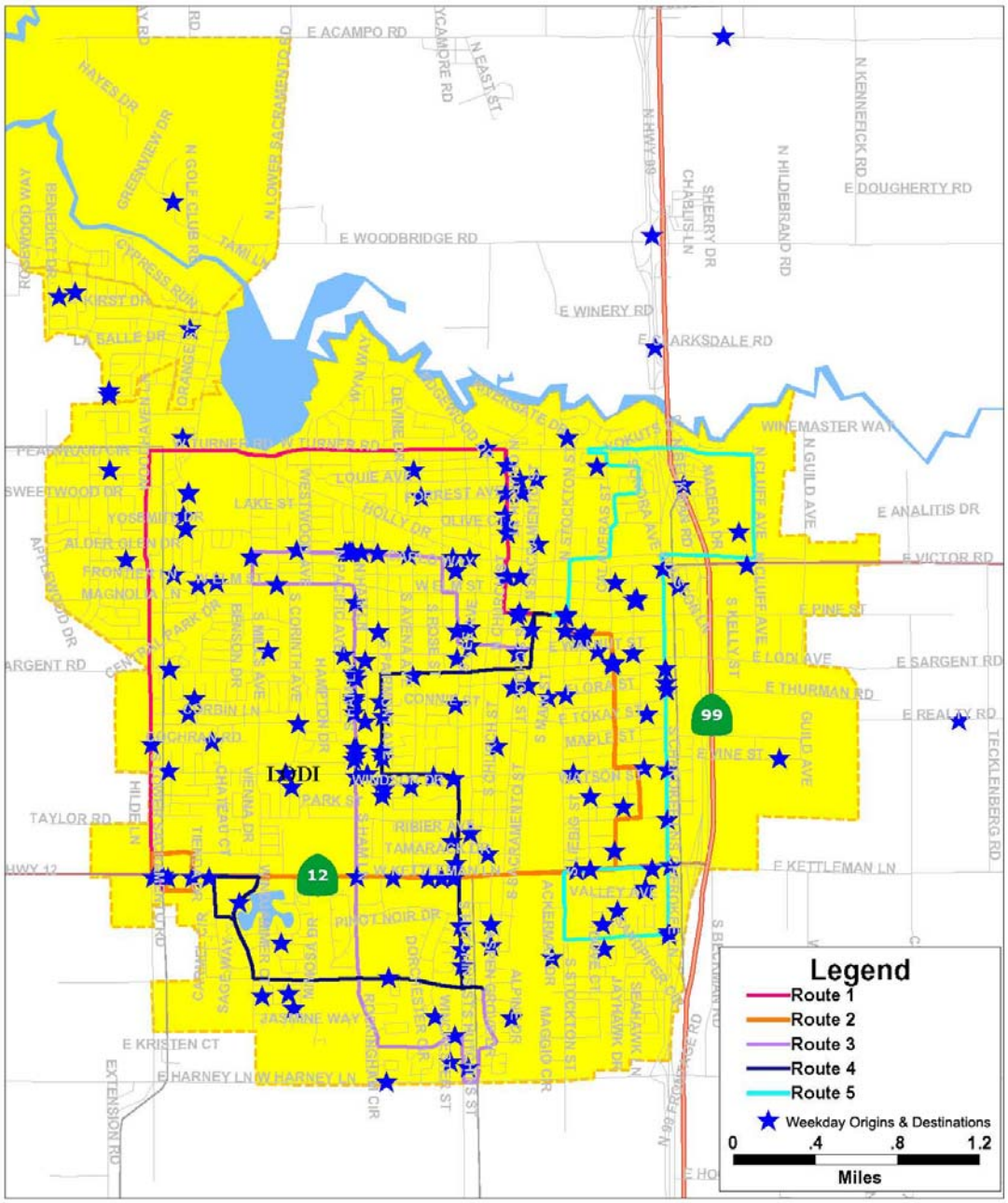
Dial-A-Ride service is provided throughout Lodi to paratransit consumers, seniors, and the general public. There is currently no differentiation between ADA paratransit and non-ADA trips, nor is there a paratransit certification eligibility program in place. As a part of the Short Range Transit Plan, Dial-A-Ride data was collected regarding origins and destinations on a typical weekday and on a typical Saturday. This data was plotted against the Grapeline fixed route service map in order to determine the proximity to Grapeline fixed routes.

Dial-A-Ride Origins and Destinations

Origins and destinations of Dial-A-Ride passengers on the days surveyed are displayed on the following pages. The majority of both weekday and weekend Dial-A-Ride origins and destinations fall within ½ mile of the fixed route, indicating that there may be an opportunity to entice Dial-A-Ride passengers to the fixed route services through marketing and promotional programs. A historical ridership graph for Dial-A-Ride has been included to illustrate ridership trends on the system.

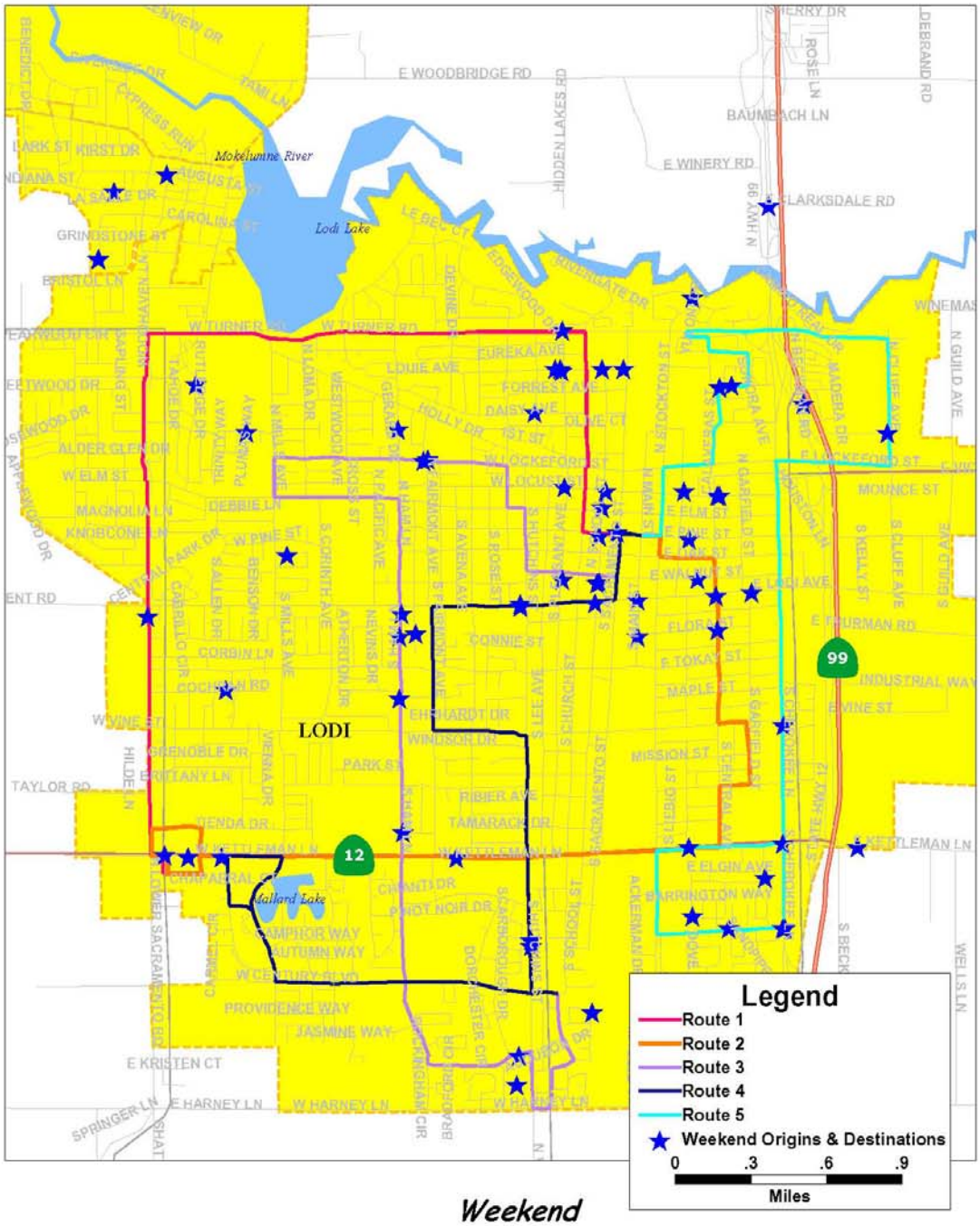


DAR Origins and Destinations



Weekday

DAR Origins and Destinations

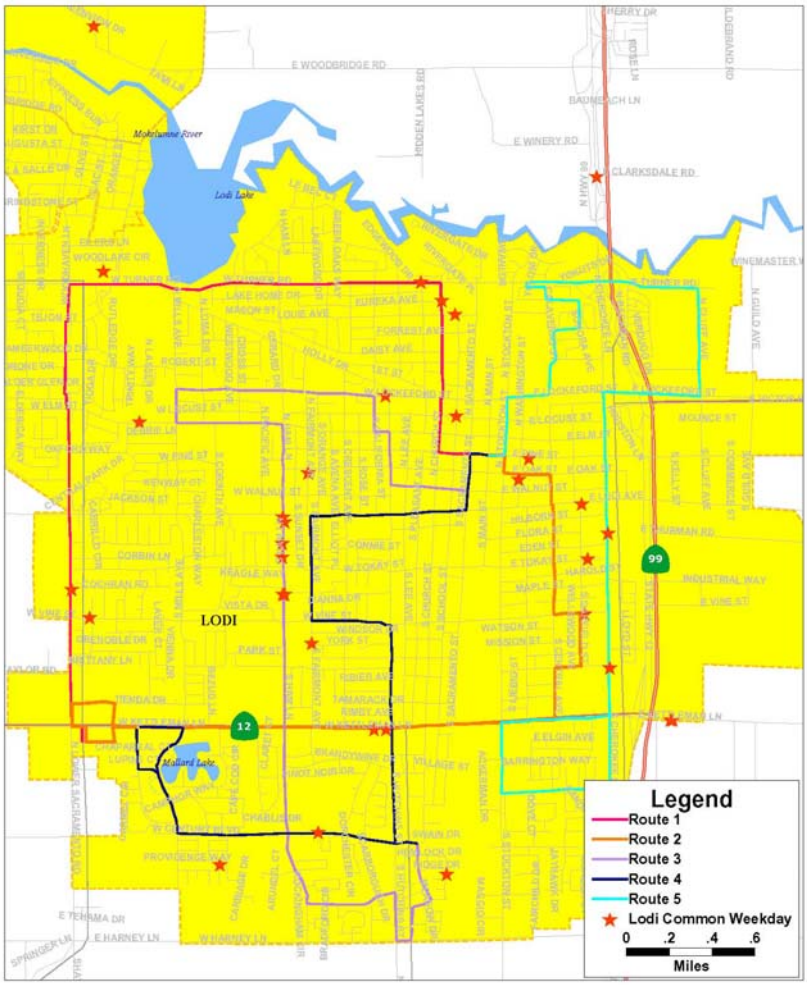


Weekend

Common Dial-A-Ride Origins and Destinations

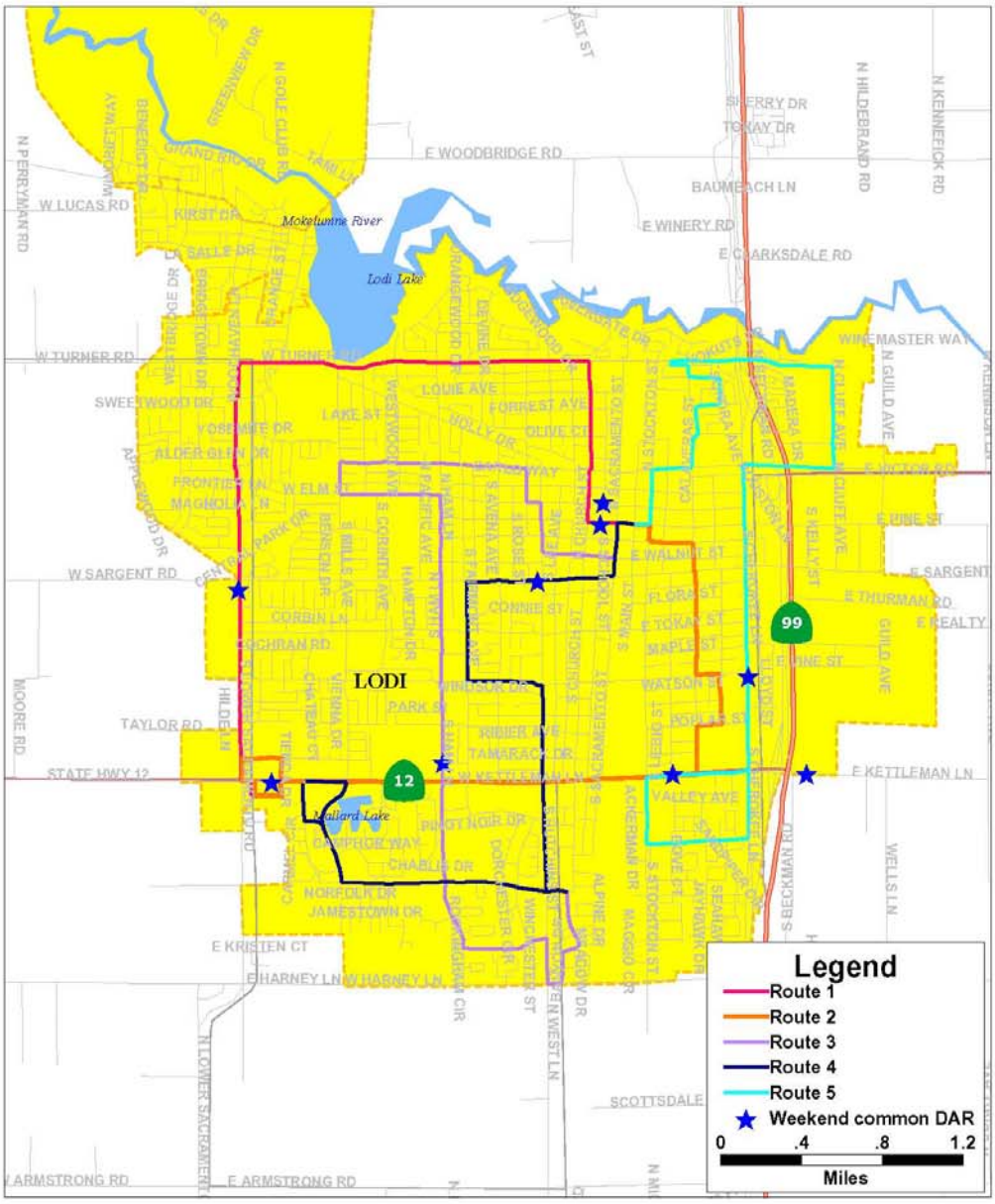
Common Dial-A-Ride stops are depicted on the maps below. Stops were considered "common" if they were utilized four or more times on the days surveyed. All but one of the stops considered common on weekdays are either directly on a Grapeline fixed route or within less than ½ mile of a Grapeline route. Likewise, common weekend Dial-A-Ride stops are located directly on the fixed routes.

Grapeline Common DAR Stops



Weekday

Grapeline Common DAR Stops



Weekend

Summary

The location of Dial-A-Ride origins and destinations mirrors the fixed route service. Effective January 1, 2005, Dial-A-Ride fare was raised to $5.00 for the general public, while senior and disabled fares remained at a reduced rate on both services. The implementation of a higher fare for general public Dial-A-Ride passengers is designed to encourage passengers to utilize fixed route services.

Ridership on the Grapeline fixed routes is significantly lower on weekends than on weekdays, dropping to approximately 50% of weekday ridership on Saturdays and 25% on Sundays. This level of weekend ridership on the fixed route, combined with the data gathered regarding Dial-A-Ride service, suggest that a hybrid service may prove successful. A hybrid service such as a deviated fixed route service (where the bus travels two or three blocks off route with advance notice requests) would meet overall demand while using fewer resources.

4. Demographic Analysis

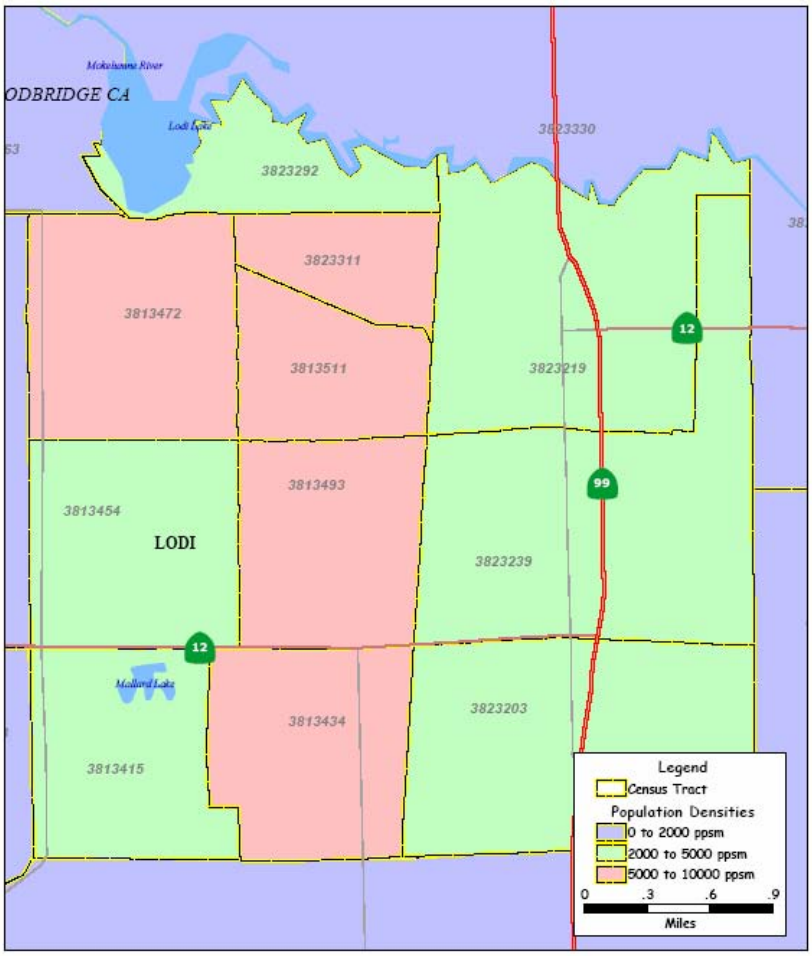
Demographic data from the 2000 Census was reviewed in terms of overall population densities, and density and rankings of the potentially transit-dependent persons. For purposes of this analysis, potentially transit dependent populations include:

- Children ages 5 – 14
- Persons 55 and Older
- Disabled Persons
- Low-Income Persons

The population density of the City of Lodi and surrounding areas by Census Tract are displayed below. Each of the census tracts within the City demonstrates an overall population density greater than 2,000 persons per square mile. Those tracts east and north of the City have the highest population densities, greater than 4,500 persons per square mile.

Overall Population Density

Overall population density is important in determining the appropriate type of transit services to supply. In areas where the population densities are at least 2,000 persons per square mile, fixed route transit services are generally deemed appropriate. In areas where the population falls below this level, more successful services may include deviated fixed route or Dial-A-Ride.

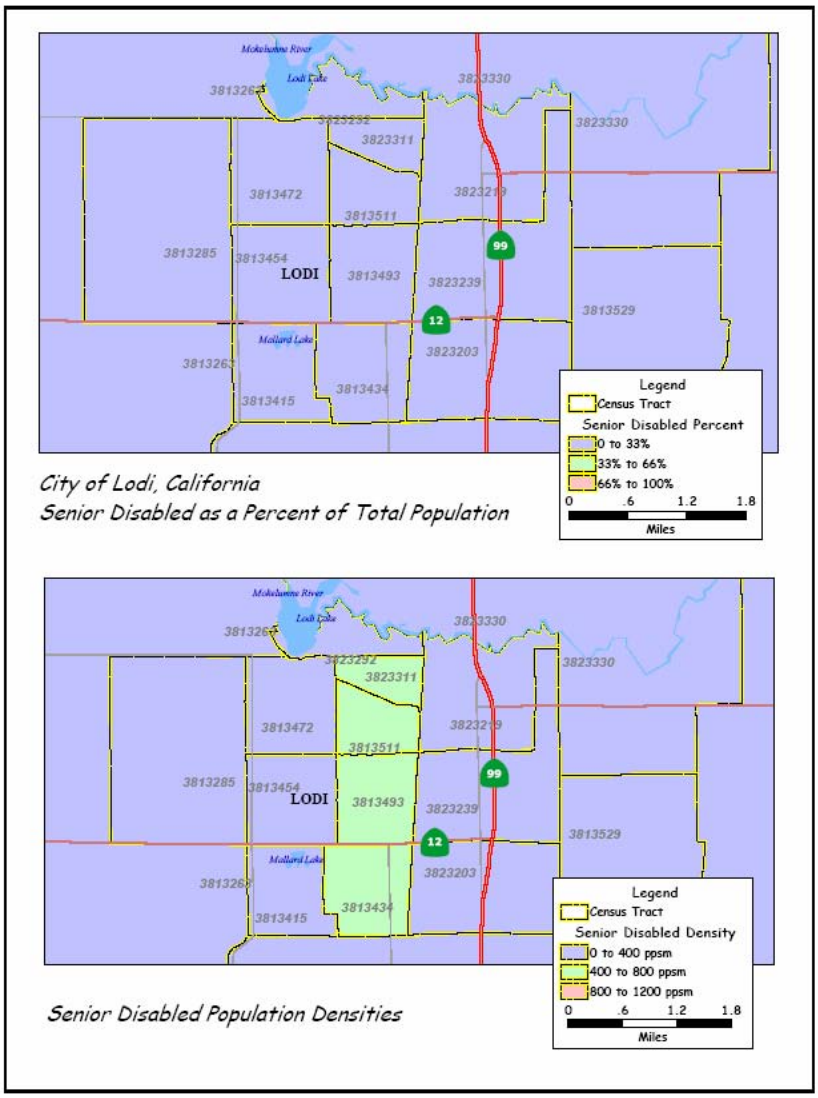


City of Lodi, California
Overall Population Density

Senior Disabled

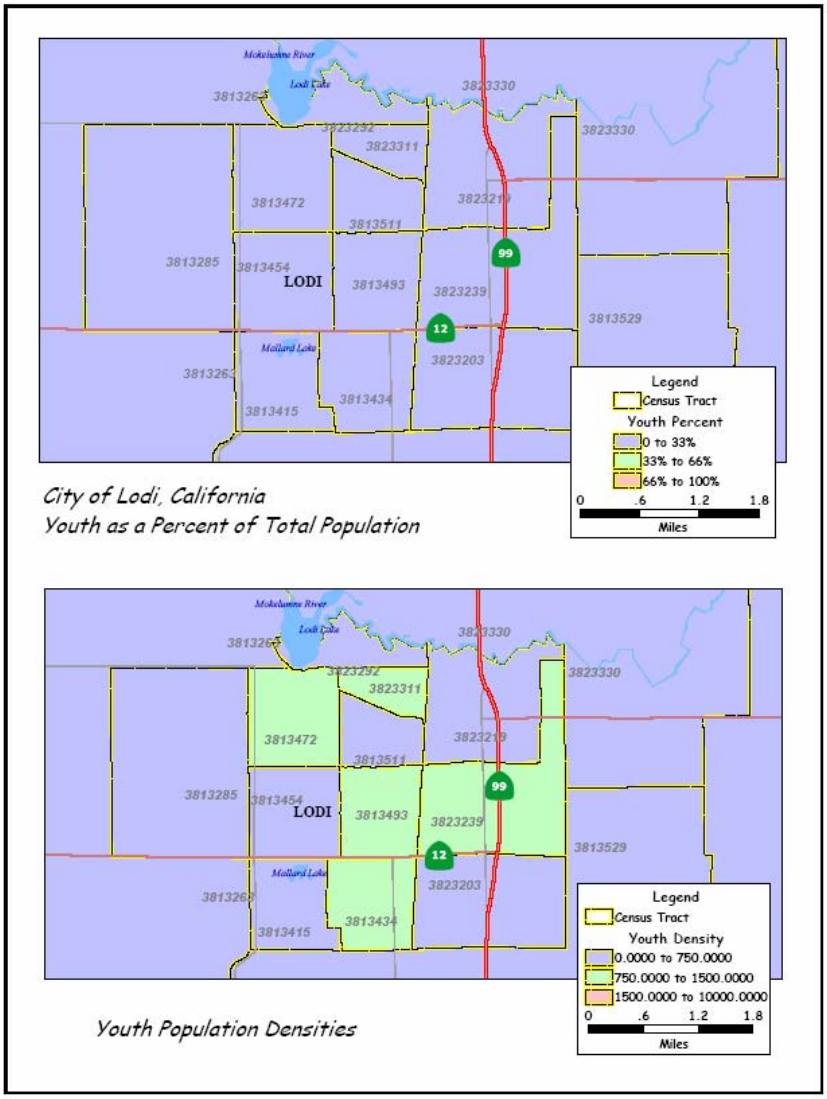
The population density of senior disabled persons, according to the 2000 Census, as displayed below by census tract, is the percent of overall population represented. The Disabled, Youth, and Low-Income population categories are also plotted by the census tracts, to get an idea as to where services should be targeted. These representations demonstrate the absolute potential need of each population segment included.

As a percent of the total population, the Senior Disabled population does not demonstrate high needs in any particular census tract. When considered by population density, however, tracts 3823311, 3813511, 3813493, and 3813434 demonstrate higher densities of this population segment.



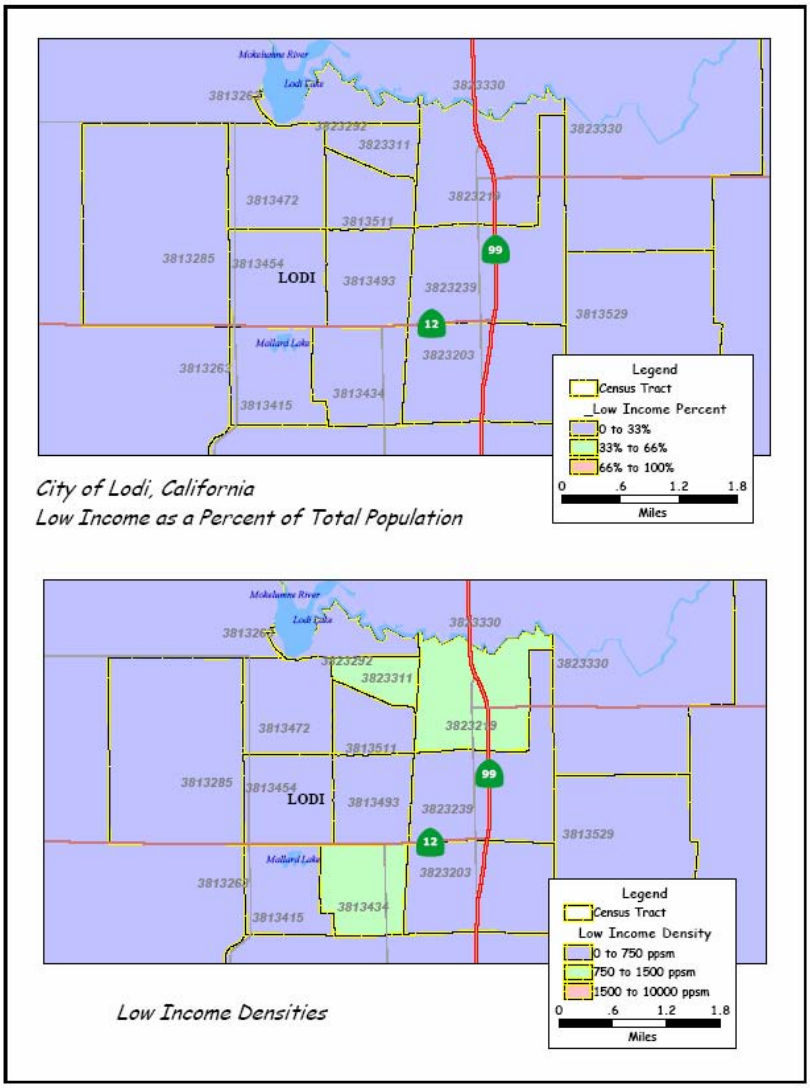
Youth

As with the Senior Disabled population, no tracts demonstrate high need as a percent of the overall population, however, when considering the density of this population segment, tracts 3813472, 3822211, 3813493, 3823239, and 3813434 demonstrate higher relative potential need.



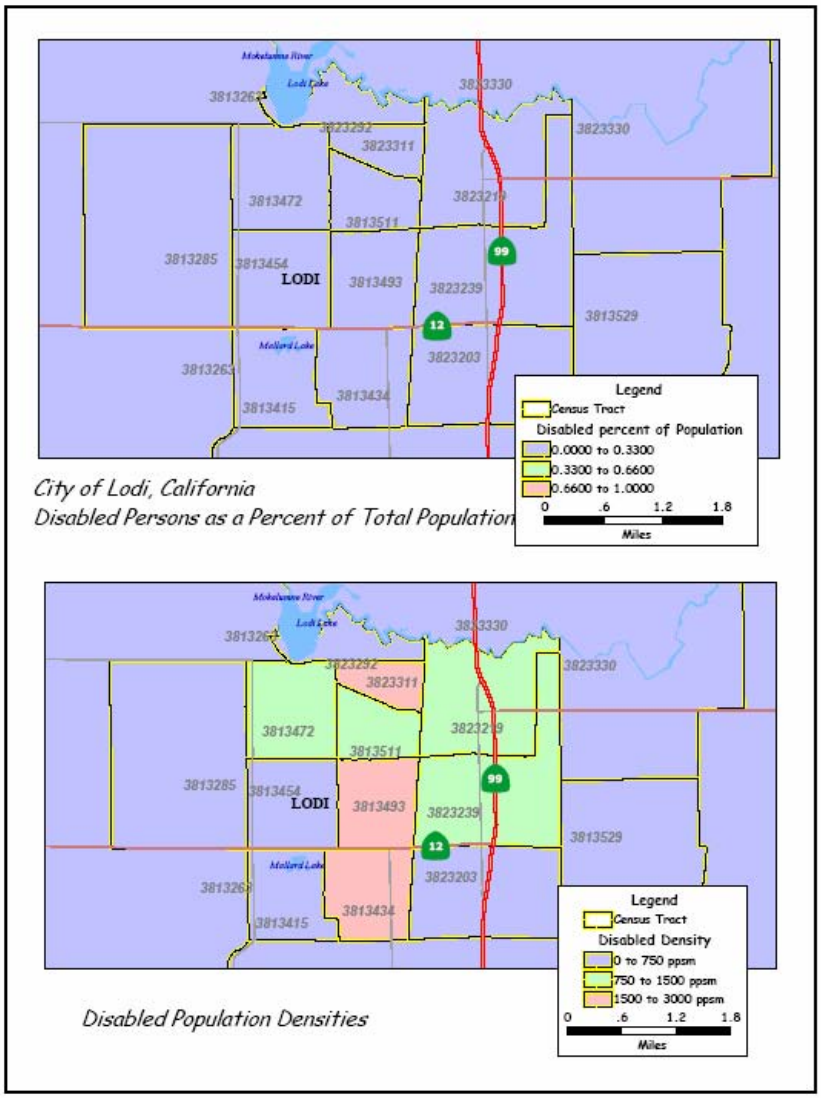
Low Income

The Low-Income population does not demonstrate high needs as a percent of the overall population. As with the previous populations reviewed, however, when viewed in terms of population density, tracts 3823311, 3823219, and 3813434 demonstrate higher relative potential need for transit services.



Disabled Population

The Disabled population segment as a whole represents less than 1/3 of the total population in all census tracts, and therefore does not demonstrate specific need as a result of this calculation. When viewed in terms of population density of this segment, however, high relative potential need is found in tracts 3823311, 3813493, and 3813434. Moderate needs are found in tracts 3813472, 3813511, 3823219, and 3823239.

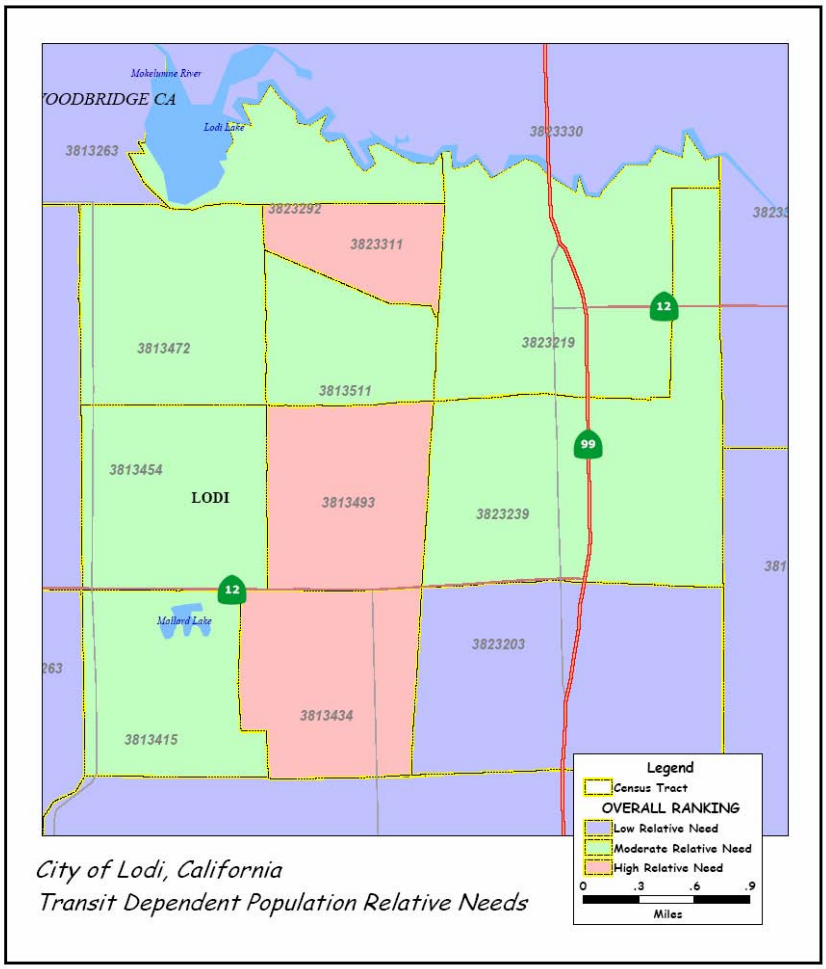


Overall Potential Transit Needs

The population density of persons with these certain characteristics is relative to the overall need for transit services. As these census categories are not mutually exclusive, the overall relative need must be determined by ranking the individual segments and evaluating the need based on the cumulative ranking of the segments.

According to this ranking, census tracts 3813434, 3813493, and 3823311 demonstrate high relative potential need for transit services and are where efforts should focus in terms of improvements. With the exception of tract 3823203, the remainder of the City demonstrates moderate relative need for transit services and should be considered for potential adjustments to services. Current services that operate in these areas include Routes 1, 2, 3, and 4.

Based on this combined analysis, tracts 3813434, 3813493, and 3823311 have the highest level of need for transit services.



5. Service Alternatives

Based on the current travel patterns, loads, demographics, and location of common transit origins and destinations, alternatives for service improvements and changes include:

- Increase Peak Capacity
- Minor Route Modifications

Increase Peak Capacity

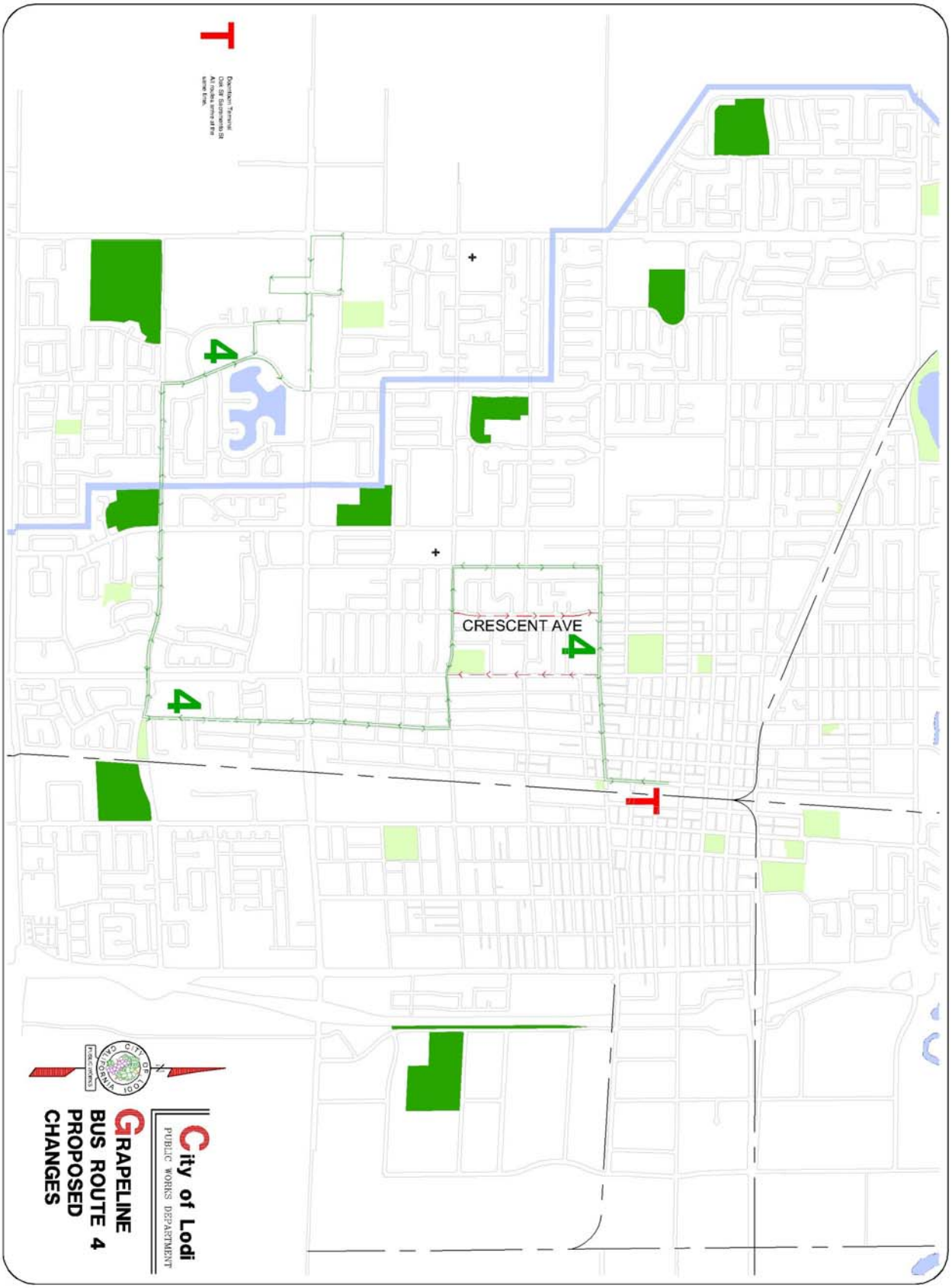
In the future, should large peaks on the fixed route service resulting from high student ridership indicate that capacity should be increased to reduce the total load factors on these runs, there are two ways to accomplish this: 1) introduce vehicles with larger capacities or 2) increase service frequencies.

As the peaks are so dramatically different from the ridership at other times of the day and the significant capital investment for transit buses, increasing the individual vehicle capacity is not a recommended option.

Increasing the frequency *throughout* the day is not necessary due to the reduced ridership in the non-peak times. Instead, it is suggested that additional tripper or express service would be the most cost-effective way to address the capacity constraints at peak times. Additional service should remain consistent with the timing of the current service to meet student demand, or it can be implemented in a manner so as to attain 25-minute headway during peak times, to help spread the load over the peak. Implementing additional express service would require two (2) additional vehicles with the capacity to carry at least 20 passengers.

Minor Route Modifications

While the majority of key transit origins and destinations are located either on or within ½ mile of a transit stop, minor realignments of Route 4 could be made to provide direct service to key locations. Such realignment would not require additional resources but may increase the attractiveness of the fixed route service in these locations. A summary of the changes and its reasoning follows, as well as a map of the proposed change.


T
Downtown Terminal
Oak St/ Sacramento St
All routes arrive at the same time.
4
4
4
CRESCENT AVE
T
City of Lodi
PUBLIC WORKS DEPARTMENT
GRAPELINE
BUS ROUTE 4
PROPOSED
CHANGES

REASONS:

- Safety (numerous accidents on Fairmont Avenue)
- Schedule Improvement (Route 4 is currently the hardest route to stay on time; passengers frequently miss transfers)
- Duplication of Route 3 stops

CHANGE:

Out bound: Turn left on Hutchins Street rather than Fairmont Avenue (from Lodi Avenue)
Left on Vine Street and continue the same

Inbound: From Vine Street turn right on Crescent Avenue
Right on Lodi Avenue

Changed Stops:

Missed	Added	Alternate	Serves
Lodi & Rose	Hutchins & Lodi	Route 3-Hutchins & Oak for Liberty	Albertsons/Liberty Hi
Fairmont & Lodi		Rt 3-Ham & Lodi	Drs. Offices
Fairmont & Tokay		Rt. 3-Ham & Tokay	“ “
Fairmont & Vine		Rt. 3-Ham & Vine	Hospital
Vine & Crescent		None (rarely used) Rt. 2 Kettleman & Crescent for Nichols	Homes/Nichols School
	Hutchins & Tokay by UCC Church		Headstart
	Vine & Hutchins by 401/421 W. Vine		Park/homes
Vine & Crescent	Move from Vine To Crescent		Homes/Nichols School
Vine & Fairmont		Rt. 3-Ham & Vine	Hospital
Fairmont & Tokay		Rt. 3-Ham & Tokay	Drs. Offices
	Crescent & Tokay		UCC Church/Headstart
	Crescent between Kimberly & Lodi		WIC/Delta Health

Reduce Evening Service

Ridership drops off significantly after 5 p.m. on all routes and is almost non-existent on the last trip at 7 p.m. Reducing the service by one run on all routes where 6:15 p.m. is the final run would eliminate 3.75 revenue hours daily, approximately 975 revenue hours annually from the total program, saving about $58,500 in contract and operational expenses (fuel, etc). Given the low ridership at this time of day (approximately 20 passengers per day and 5,200 over the year), this adjustment would not significantly impact the demand for Dial-A-Ride service, therefore, would require no additional resources. Reduced General Public Dial-A-Ride fares could be made available to passengers during the hours where Fixed Route is not available.

Reduce Weekend Service Levels

Given the significant decrease in ridership on Saturday and Sunday, it is recommended that this service be scaled back. Three possible scenarios to accomplish this are implementation of:

- Reduced frequencies with alternating headways
- Implementation of Deviated Fixed Route service
- Modified routing to provide effective coverage at lower frequencies
- Discontinuance of weekend fixed route services altogether with increased Dial-A-Ride capacity to serve the general population

Headways can be extended and service alternated between routes while maintaining the current route structure. This would provide the same service coverage yet reduce the overall cost and resources required for weekend service. While this may reduce overall ridership by an average of 411 passengers per weekend or 21,384 passengers per year, system productivity in terms of passengers per hour should ultimately increase.

Modifications to the core route structure, in essence to provide similar coverage while reducing the resources required and overall cost associated with weekend service, can be accomplished by combining the primary routes. The individual routing would be extended, and therefore the service frequencies will be reduced.

Eliminating weekend service, either on both days or on Sunday only, will significantly reduce the overall cost of the service. This would require an increase in Dial-A-Ride

capacity on the weekends to provide the same service levels, potentially resulting in greater productivity of the Dial-A-Ride program.

Given the current productivity of the Dial-A-Ride service and the current weekend ridership on the fixed route system, an additional 25 revenue hours would be required on Saturday and approximately 12 revenue hours on Sunday would be required to meet demand. This option would reduce overall service by 25 hours on Saturday (1,300 hours annually for approximately $78,000 (fully allocated cost)) and by 38 hours on Sunday (1,976 hours annually for approximately $118,560 (fully allocated cost)).

6. Capital Recommendations

Capital recommendations include the purchase and installation of bus stop shelters and benches at key stops and the development of a fleet replacement plan based on the current age and mileage of the fleet.

Bus Stop Improvements

Key locations on both fixed route and Dial-A-Ride stops should be considered for improvements such as installation of shelters, benches and signs. High activity fixed stops that are good candidates for the installation of shelters include:

- Central Avenue and Vine Street
- Almond Drive Apartments
- Ham Lane and Oak Street
- Ham Lane and Vine Street
- Pioneer Drive and Golden Avenue
- Pioneer Drive and Calaveras Street
- Tokay High School
- Wimbledon Drive and Hutchins Avenue
- Lakewood Mall
- Turner Road at Lower Sacramento Road
- Lockeford Street and Ham Lane

Common Dial-A-Ride locations should be considered for bus stop improvements such as benches include:

Medical

- 112 South Fairmont Avenue
- 631 South Ham Lane
- 999 South Fairmont Avenue
- 2407 West Vine Street
- 800 South Lower Sacramento Road (hospital)

Residential

- 2319 Woodlake Circle
- 12348 North Highway 99 (mobile home park)
- 350 South Ham Lane (apartment complex)
- 525 East Tokay Street
- 2318 Medallion Way

Business

- 333 South Lower Sacramento Road
- 500 East Lodi Avenue
- 520 South Cherokee Lane
- 1140 South Cherokee Lane
- 2422 West Kettleman Lane
- 525 West Lockeford Street
- 530 West Kettleman Lane

Senior Living

- 900 North Church Street
- 115 Louie Avenue

Group Care Home

- 209 North School Street
- 2155 West Elm Street
- 2216 Alpine Drive

School

- 1111 West Century Boulevard

At a minimum, benches should be placed at all other major high-density housing locations. Shelters should be placed at major retail, senior housing and service locations, and medical facilities.

The cost of bus stop signs, shelters and benches varies and can be offset by advertising programs where a professional firm purchases, installs, and maintains the bench/shelter in consideration of all or a portion of revenues generated by advertisements placed on the amenity. There are many firms that provide this service, locally and nationally.

Depending on the arrangements, this type of advertising, as well as the sale of advertising space on the vehicles themselves, can generate revenues that can be applied toward the farebox requirement of the TDA legislation. This may help defray the cost of additional services and capital purchases.

Additionally, as development occurs within the City of Lodi, transit amenities (shelters, benches, garbage cans) shall be included as part of the tentative map consummate with the projected transit demand for that development.

Fleet Recommendations and Capital Replacement

Generally speaking, the type of transit bus required to meet additional peak hour service demands can be purchased for $69,000 to $74,000. This cost would apply to a CNG cutaway or body on chassis type vehicle with a seated capacity of 20 passengers and a wheelchair lift to maintain accessibility which could be utilized for either service. In the future, improving the peak hour service (when the Express Routes are full and the corresponding fixed routes are at or above capacity) would require the use of two additional cutaway vehicles, with a total estimated cost of $138,000 to $147,000, 10% of which would be required in local matching funds.

The annual mileage per vehicle from the period September 1, 2003 to September 1, 2004 was used to calculate the anticipated mileage of each fleet vehicle over the next five years. Using standard recommended replacement mileages for each type of vehicle currently used in the service, a capital replacement schedule was developed.

The replacement years of each fleet vehicle are highlighted in yellow on the following table. The recommended replacement schedule is based on 150,000-mile life on cutaway-type buses, 250,000-mile life on mid-sized transit-type vehicles, and over 300,000-miles on the larger transit-style vehicles. At the current mileages, there are 12 vehicles due for replacement in 2005. However, only 5 replacement vehicles are funded in the 05/06 fiscal year and 5 expansion vehicles in the 06/07 year. These vehicles are 100% percent grant

funded. Additional funding, or current operations funding, will be required to fund the remaining vehicle needs.

Bus #	Wheelchair	Seats	Fuel Type	Year	Manu	Model	2003-2004 Annual Mileage	Anticipated Mileage				
								As of 9/05	As of 9/06	As of 9/07	As of 9/08	As of 9/09
10-001	2	9	CNG	1994	Ford	F-350	10,897	216,176				
10-002	2	9	CNG	1994	Ford	F-350	15,076	232,719				
10-023	4	7	CNG	2002	El Dorado	Aerotech	29,274	82,202	111,476	140,750	170,024	
10-024	4	7	CNG	2002	El Dorado	Aerotech	30,894	80,476	111,370	142,264	173,158	
10-025	4	7	CNG	2002	El Dorado	Aerotech	28,176	77,539	105,715	133,891	162,067	
10-026	4	7	CNG	2002	El Dorado	Aerotech	17,664	55,804	73,468	91,132	108,796	126,460
10-027	4	7	CNG	2002	El Dorado	Aerotech	28,040	74,929	102,969	131,009	159,049	
10-028	4	7	CNG	2002	El Dorado	Aerotech	33,948	87,689	121,637	155,585		
10-030	2	7	CNG	1995	Ford	F-350	18,941	244,686				
10-031	2	8	CNG	1995	Ford	F-350	16,968	272,522				
10-032	2	8	CNG	1995	Ford	F-350	14,590	249,104				
10-033	2	8	CNG	1995	Ford	F-350	17,194	265,002				
10-034	2	8	CNG	1995	Ford	F-350	15,414	247,444				
10-035	5	12	GAS	1996	Ford	Senator	37,251	355,221				
10-036	5	12	GAS	1996	Ford	Senator	31,834	293,072				
10-037	2	16	GAS	1996	Ford	Senator	17,279	330,687				
10-038	2	16	GAS	1996	Ford	Senator	32,067	342,538				
10-039	2	16	GAS	1996	Ford	Senator	29,067	337,365				
10-041	2	31	CNG	1991	amtran	KC3510	4,308	23,243	27,551	31,859	36,167	40,475
10-044	2	30	CNG	2000	NABI	O40.11	32,271	178,142	210,413	242,684	274,955	307,226
10-045	2	30	CNG	2000	NABI	O40.11	40,688	186,857	227,545	268,233	308,921	349,609
10-046	2	30	CNG	2000	NABI	O40.11	38,635	181,512	220,147	258,782	297,417	336,052
10-047	2	30	CNG	2000	NABI	O40.11	42,349	189,070	231,419	273,768	316,117	358,466
10-048	2	30	CNG	2000	NABI	O40.11	16,506	122,439	138,945	155,451	171,957	188,463
Trolley	2	40	CNG	2001	Champlain	1608.CT277	28,548	104,102	132,650	161,198	189,746	218,294

7. Transit System Marketing

Marketing of the Grapeline service is currently conducted on a small scale and includes the distribution of route schedules and service maps, as well as the maintenance of a web site hosted on the City's domain. Specific markets to be targeted through all marketing activities should include:

- Senior Citizens and current Dial-A-Ride consumers
- General public
- Students, faculty and staff
- Major employers
- Regional System riders

All marketing activities should be aimed at supporting the objectives of the program. Specific advertising should focus on:

- The benefits of transit usage to the community and environment
- The financial benefits of transit usage and of pre-paid fare media
- The convenience and ease of the system
- The proximity of services to attractions, retail, and community destinations
- The importance of transit to the economic viability of the community

Additional marketing activities that can be implemented at little or no cost include:

Cable Advertising

Where possible, public service ads and other free media outlets can be used to promote the transit system. These can include announcements of route changes, activities and events, as well as discussions of transit services with public access radio and television.

In the past, Grapeline has advertised on cable providing numerous directed commercials to targeted groups of current and potential riders. Due to the cost of cable advertising, it has not

been utilized as heavily in the past year; however, dependent upon available funding, it may be reinstated in the future.

"Try Transit Week" Promotions

Try Transit Week is a national campaign to promote the services to potentially new users. Specific activities for this promotion can be aimed at the non-riding population and the current ridership and can include customer appreciation events and free ride promotions. Additional radio, public service, and newspaper advertising can be utilized to announce the specific promotions to the public.

A Try Transit Week is currently being scheduled on fixed route to coincide with the first week of October. Good weather, along with a concentrated grouping of potential new riders (students), makes this an ideal time for this event. The fixed route service will offer free rides on Friday system-wide to encourage people to try the system and reward current users. In addition, on several days staff will be at locations throughout town and on buses to pass out maps, answer questions and offer general assistance to passengers. Finally, all passengers will be eligible to enter a drawing to win free transit passes. Giveaways will be incorporated throughout the week and may consist of pencils, erasers, magnets, etc. It is anticipated that this promotion will become an annual event moving to early August in 2006 to coincide with the start of the school year.

Community Events

Participation in community events such as fairs, charity events, neighborhood and community discussions can be an effective way to educate the community about the services operated and provide for direct contact with the public. Development of a speaker's bureau, where canned information can be presented by transit system staff to community representatives, senior housing and service centers, and neighborhood and recreational facilities is another way to improve the community's understanding of what services are available and how they can be accessed.

Grapeline staff already takes advantage of most of these forms of outreach and plans on expanding this in the upcoming years. Drivers and dispatchers have manned a table at the Street Faire, passing out riders guides and answering questions. In addition, office staff has made several presentations to senior organizations and nursing homes throughout the City offering assistance with the Dial-A-Ride system and ticket questions. Grapeline and City staff anticipate working with the middle and high schools to provide outreach to the students regarding the Fixed Route and, in particular, the Express Routes. It is staff's intention to try to be available at events such as Back-to-School Night to present transit options to parents.

Business Card Marketing

Key City and transit staff can offer free rides on the back of their business cards. During the regular course of business, when making introductions at meetings and community events, the cards can be distributed to encourage the recipient to try the service.

Customer Comment Cards

Customer Comment Cards should be maintained on the vehicles to encourage feedback from the ridership on the quality of service and to identify additional transit needs or problems with the service.

Customer Comment Cards are available on all transit vehicles, as well as in City Hall and at the Lodi Station. In addition to the comment cards, surveys have been both direct mailed to Dial-A-Ride users and distributed on buses to obtain comments and service recommendations. Results of the most recent survey are included as Appendix B.

Creation of Passenger Advisory Group

Passengers can be solicited for interest in being a part of a regularly-meeting Passenger Advisory Group. This group can aid with the development of routing alternatives and service alternatives, as well as provide feedback on marketing efforts, service initiatives, and policy development. Such a group provides a sense of ownership of the system to the community and can aid in the grass roots and overall community marketing efforts. However, proper

education of the group as to the funding requirements and restrictions on transit can complicate the effectiveness of the group.

Currently, staff participates in the Social Services Technical Advisory Committee and Transit Operators Working Groups through the San Joaquin Council of Governments where staff interacts and coordinates with other transit providers, social service agencies, and public representatives regarding transit issues and in particular the Unmet Needs process.

Employer-Based Marketing

Major employers in the community should be provided information on the Commuter Tax Benefit program, which allows employers to provide tax incentives to employees and/or reduced fares through bulk purchasing. If the business decides to purchase fares on behalf of their employees, a federal business tax credit is also available. Distribution of a brochure that summarizes the benefits of the program, which is available through the Federal Transit Administration, can provide an opportunity to start the discussion with local businesses.

In addition to these marketing initiatives with little or no cost, fee for service marketing activities can include:

Radio Advertising

Radio advertisements can be played on major radio stations. Advertising during peak commute times about the value and ease of transit can encourage listeners in their cars and at work to think about transit usage.

Radio advertising has previously been considered in Lodi; however, its cost has so far been prohibitive with costs often doubling those of cable advertising.

Newspaper Advertising

Advertising geared toward attracting new riders, announcing services, highlighting major accomplishments and announcing special programs can be placed in the local newspapers and community bulletins to increase the community's awareness of services. Bulk rate advertising

is generally available. The purchase of this type of advertising will allow the system to alter the size and frequency of ads, and remaining ad space can be used for special promotions. Additional advertising may include Try Transit Week events, seasonal activities, and employee and system recognition.

Grapeline events are currently advertised in the Lodi News-Sentinel when deemed to be appropriate. The Holiday promotion program was featured in several news articles in the *News Sentinel* and received a large response from the articles. Additional advertising is anticipated with the new Summertime and Fall marketing programs and will again be used in the Holiday 2005 campaign.

Stadium 12 Theaters

Staff is currently investigating usage of the advertising space at the movie theaters to reach a target audience. Should the program appear to be beneficial to transit, it is anticipated future ads will be placed utilizing this medium.

Transit Ambassador Program

Implementation of a Transit Ambassador Program, to be offered to any person requesting assistance in learning how to use the services can be of significant value to first-time users and to those who may be able to transition from the Dial-A-Ride to the fixed route service. Under this type of program, a person can request an escort for the length of the ride, who will meet them at their designated boarding location, board the bus with them and guide them through the fare paying process, as well as demonstrate how to communicate with the driver at one's disembarking location.

8. Five-Year Financial Plan

Below is the projected five-year budget for transit services. Included are expenses and projected revenues.

Projected Expenses

	Actual FY 03/04	Projected FY 04/05	Projected FY 05/06	Projected FY 06/07	Projected FY 07/08	Projected 5-Year Total
Operating	$2,694,065.00	$2,769,710.00	$2,970,141.00	$3,000,000.00	$3,000,000.00	$14,433,916.00
Maintenance Bldg			$290,000.00			$290,000.00
Shelters			$125,000.00	$50,000.00		$175,000.00
Signs			$37,500.00			$37,500.00
Lockeford/Sac Signal			$237,000.00			$237,000.00
Buses			$400,000.00	$800,000.00	$420,000.00	$1,620,000.00
CNG Compressor		$220,000.00				$220,000.00
Facility Upgrades			$50,000.00	$50,000.00	$100,000.00	$200,000.00
					Total Expense	**$17,213,416.00**

Projected Revenues

	Actual FY 03/04	Actual FY 04/05	Projected FY 05/06	Projected FY 06/07	Projected FY 07/08	Projected 5-Year Total
TDA	$1,808,001.00	$1,789,287.00	$1,990,000.00	$1,900,000.00	$1,900,000.00	$9,387,288.00
Measure K	$61,063.20	$80,000.00	$321,528.00	$321,528.00	$121,528.00	$905,647.20
Fares	$245,000.00	$280,000.00	$285,000.00	$290,000.00	$290,000.00	$1,390,000.00
CMAQ		$176,000.00	$300,000.00	$300,000.00		$776,000.00
FTA	$958,466.50	$958,466.50	$1,000,000.00	$1,000,000.00	$1,000,000.00	$4,916,933.00
					Total Revenues	**$17,375,868.20**

9. Performance Measures

The following performance measures are part of the City of Lodi's Financial Budget Process. These factors monitor performance output, service effectiveness and efficiencies. Overall system goals include maintaining a reasonable cost per person (in accordance with Transportation Development Act Guidelines), cost per service hour, stable and consistent ridership and continued increase in fare revenue.

PERFORMANCE FACTORS	2002-03	2003-04	2004-05	2005-06
	ACTUAL	**ACTUAL**	**PROJECTED**	**PROJECTED**
Output Measures:				
Total # of Passengers (Grapeline & DAR)	**520,883**	**493,552**	**440,000**	**470,000**
Grapeline Passengers- Total (1)	**433,307**	**414,621**	**370,000**	**390,000**
Grapeline Senior/ Disabled Passengers	**31,853**	**28,654**	**27,000**	**29,000**
Grapeline Non-Revenue Passengers (Transfers, Children)	**No data**	**153,886**	**142,000**	**149,400**
Fare Revenue for Grapeline (2)	**$129,414.22**	**$145,572.08**	**$165,199.94**	**$205,000.00**
Revenue Service Hours for Grapeline	**23,510**	**23,797**	**23,800**	**23,800**
Revenue Vehicle Miles for Grapeline	**286,760**	**327,296**	**330,000**	**330,000**
Dial-A-Ride Passengers- Total (3)	**87,576**	**78,931**	**70,000**	**80,000**
Dial-A-Ride Senior/ Disabled Passengers	**No Data**	**60,744**	**65,000**	**68,000**
Dial-A-Ride Non-Revenue Passengers (Attendants)	**No data**	**2,564**	**2,300**	**2,400**
Fare Revenue for Dial-A-Ride (4)	**$112,217.22**	**$98,364.71**	**$115,380.00**	**$138,224.00**
Revenue Service Hours for Dial-A-Ride	**26,206**	**28,427**	**27,000**	**28,500**
Revenue Vehicle Miles for Dial-A-Ride	**259,080**	**274,083**	**270,000**	**275,000**
Effectiveness Measures:				
Passengers per Revenue Hour for Grapeline	**18.43**	**17.42**	**15.54**	**16.38**
Passengers per Revenue Mile for Grapeline	**1.51**	**1.71**	**1.12**	**1.18**
Passengers per Revenue Hour for Dial-A-Ride	**3.34**	**2.78**	**2.59**	**2.80**
Passengers per Revenue Mile for Dial-A-Ride	**0.34**	**0.29**	**.26**	**.29**

Efficiency Measures:				
Operating Cost per Passenger for Grapeline	**$ 3.17**	**$ 3.22**	**$ 3.29**	**$ 3.23**
Operating Cost per Hour for Grapeline	**$58.45**	**$ 56.07**	**$ 51.23**	**$ 53.02**
Operating Cost per Mile for Grapeline	**$ 4.79**	**$ 4.00**	**$ 3.69**	**$ 3.82**
% of Revenue to Total Vehicle Miles for Grapeline	**1.2 %**	**1.9 %**	**1.5 %**	**1.5 %**
Operating Cost per Passenger for Dial-A-Ride	**$ 16.74**	**$ 17.14**	**$ 19.31**	**$17.24**
Operating Cost per Hour for Dial-A-Ride	**$ 55.89**	**$ 47.58**	**$ 50.07**	**$ 48.39**
Operating Cost per Mile for Dial-A-Ride	**$ 5.65**	**$ 4.83**	**$ 5.01**	**$ 5.02**
% of Revenue to Total Vehicle Miles for Dial-A-Ride	**3.8 %**	**2.2 %**	**2.5 %**	**2.5%**

(1) & (2): Ridership decline in 03/04 primarily due to the reduction in Special Service/Charters and the elimination of the daily program for Lodi Boys and Girls Club. Ridership decline in 04/05 primarily due to fare increase and reduced transfers from San Joaquin Regional Transit District.

(3) & (4): Increased revenue in 04/05 and projected in 05/06 as a result of the fare increase. This revenue does take into account the lower passenger counts.

10. Triennial Review

The following is a summary of the findings from the City of Lodi's Triennial Review by the Federal Transit Administration (FTA). The City of Lodi's Triennial Review was completed in May 2004. "The Triennial Review focused on the City's compliance in 23 different areas. . . No deficiencies were found in 15 of the 23 areas. Deficiencies were found in the following seven areas: Legal, Financial, Satisfactory Continuing Control, Maintenance, Procurement, Buy America, Half Fare and Charter Bus. Advisory comments were made in two areas: Planning/ Program of Projects and Safety and Security." (FTA Triennial Review, 2004). The FTA closed the Triennial Audit and accepted the corrective actions on December 17, 2004. The following is a summary of those seven findings and the corrective action taken.

Legal: The City was found to have not "pinned" (entered a Personal Identification Number) the 2003 or 2004 Certifications and Assurances. Following the Triennial Review, the City of Lodi's City Manager and City Attorney received PINs and pinned the Certifications and Assurances. This finding was then closed by the FTA.

Financial: During the Triennial, the City was found to have deficiencies with the supporting documentation for three draws on two grants. Additionally, the City of Lodi submitted audit claims noting an unfunded deficit in the transit fund. Following the Triennial Review, the City of Lodi's Transportation Manager and Senior Accountant prepared the background documentation and financial documentation to support each of the draws. In addition, several funding transfers were worked out between different funding sources and transit and the deficit was eliminated. This finding was then closed by the FTA.

Satisfactory Continuing Control: The City has conducted surveys of transit usage of the Lodi Station Parking Structure and has made it accessible for the transit vehicles to park in, but FTA continued to question the accuracy of the initial project justification. Since the Triennial Review, the City of Lodi has continued to conduct parking surveys at the Parking Structure. This finding has been closed by the FTA.

Maintenance: During the Triennial Review, a review of preventative maintenance records was performed for three transit vehicles. It was found that those vehicles did not meet the 80% on-time performance criteria for inspections. Following the Triennial Review, new data was

submitted to the FTA regarding the preventative maintenance schedules and inspections. This finding was then closed by the FTA.

Procurement: During the Triennial Review, it was noted that the City of Lodi does not have written standards for conduct in procurement. In addition, it was noted that the City needed to obtain a copy of the Altoona report for the six demand response CNG vehicles it had procured. Following the Triennial Review, the City submitted a copy of its Conflict of Interest Statements and Statement of Economic Interest requirements which covers those individuals making procurements for transit. In addition, a copy of the Altoona report was obtained. This finding was then closed by FTA.

Buy America: During the Triennial Review, it was noted that since the City of Lodi purchased their six demand response vehicles off of a state contract, the pre award and post delivery grantee certifications and Federal Motor Vehicle Safety Standards (FMVSS) requirements were not completed. Following the Triennial Review, the City of Lodi submitted the required certifications and requirements for this finding. This finding was then closed by FTA.

Half Fare: During the Triennial Review, it was noted that even though the City of Lodi offers half fare on Fixed Route service to Medicare cardholders, it is not specifically stated on the riders guide. Following the Triennial Review, the City of Lodi reprinted their riders guides to clearly indicate that the half fare was available to Medicare cardholders.

Charter Bus: During the Triennial Review, it was noted that the City's annual advertisement for Charter Service did not include the wording "willing and able private operator". In addition, the rate charged did not capture the cost of depreciation. Following the Triennial Review, the advertisement for charter service was republished and forwarded to the national organizations of private bus operators. In addition, the charter rate was increased to fully capture the depreciation costs.

APPENDIX A:

PUBLIC WORKS DEPARTMENT MISSION STATEMENT

"BUILDING A BETTER COMMUNITY"

OUR MISSION

To provide responsive and courteous service and to plan, design, construct, operate and maintain the City facilities assigned to Public Works in an efficient and professional manner.

WE VALUE:

LODI'S FUTURE

We take pride in conserving resources.
We plan our work anticipating future needs.
We work to make Lodi a better place to live.
We encourage innovation and look for better ways.

QUALITY SERVICE

We believe in doing it right the first time.
We strive for excellence and take pride in our work.
We are responsive to citizen complaints and concerns.
We anticipate, listen, and respond to the needs of our community.

TEAMWORK

We encourage participation and ideas from all levels.
We believe our success depends on teamwork, trust, and honesty.
We believe that all employees play an important role in the departmental team.
We recognize our different values and skills; this diversity contributes to our success.

THE INDIVIDUAL

We take suggestions and complaints seriously.
We encourage individual initiative and acceptance of responsibility.
We promote the personal and professional growth of our employees.
We care about people, treat them fairly, and explain the decisions we make.

HEALTH & SAFETY

We plan our work with safety in mind.
We consider public health and safety our top priority.
We work safely and encourage others to do the same.
We provide protective clothing, equipment and training to work safely and efficiently.

APPENDIX B:

CUSTOMER COMMENT CARD SUMMARY

Month	Time	Service Used	Location
October	11:00 AM	Both	Various
October	11:00 AM	Dial-A-Ride	Delta Rehabilitation
October	2:25 PM	Dial-A-Ride	Millswood Middle School
October	2:20 PM	Dial-A-Ride	Millswood Middle School
October	1:00 PM	Dial-A-Ride	Hutchins and Lockeford
October	10:40 AM	Dial-A-Ride	Lodi Station
October	2:25 PM	Dial-A-Ride	Various
October	10:45 AM	Grapeline	Route 5: Sacramento to Central
October		Grapeline	Route 5
October	10:00 AM	Dial-A-Ride	Washington to Lockeford
October	11:40 AM	Dial-A-Ride	Golden Shears to Chancellor Place
October	12:30 PM	Dial-A-Ride	Arcadia Place
October	1:25 PM	Dial-A-Ride	Pine Street to WalMart
October	10:20 AM	Dial-A-Ride	Pleasant Ave to WalMart
October	8:45 AM	Dial-A-Ride	None given
October	11:15 AM	Dial-A-Ride	Cherokee
October	9:03 AM	Dial-A-Ride	None given
October	9:45 AM	Dial-A-Ride	None given
October	10:00 AM	Dial-A-Ride	None given
October	11:20 AM	Dial-A-Ride	Acampo
October	11:30 AM	Dial-A-Ride	Arbor Mobile Home Park
October	12:00 PM	Grapeline	Route 5
October	12:00 PM	Dial-A-Ride	Kettleman Lane
October	2:00 PM	Dial-A-Ride	None given
October	12:48 PM	Dial-A-Ride	Walnut to Bank
October	9:00 AM	Dial-A-Ride	None given
October	2:55 PM	Grapeline	Route 5
October	12:00 PM	Dial-A-Ride	Lakewood to Virginia Ave
October	3:00 PM	Dial-A-Ride	Acampo
October	9:45 AM	Dial-A-Ride	Lockeford and Cherokee
October	None	Dial-A-Ride	None given

October	2:42 PM	Dial-A-Ride	Various
December	11:15 AM	Grapeline	Route 3
December	11:10 AM	Grapeline	Route 3
December	10:20 AM	Both	Routes 3 and 4
December	10:11 AM	Both	Route 4
December	9:15 AM	Dial-A-Ride	Pine Street to Wine Country
December	9:47 AM	Grapeline	Route 2
January	10:00 AM	Dial-A-Ride	Chancellor Place to St. Anne's
October	12:25 PM	DAR	Raley's

Comment

Very good service. I always enjoy riding your buses.

Long wait after appt. Drivers are very good. Thanks for letting us ride with you.
Bus drivers are friendly and social. Their driving is okay.
I get picked up on time and get home.
None
Driver Lisa is nice.

Very satisfactory; on time, courteous and helpful drivers. It helps a lot. Thanks

Friendly and very helpful. Good driver.
I have used Dial-A-Ride and Grapeline service since living at Casa de Lodi. It is an exceptional service- very dedicated, kind drivers. A godsend for those of use who are no longer able to drive.
Streets are rough
Service has improved a lot in the last month so keep up the good work. Drivers are very nice and friendly.
Main office service is terrible sometimes and so are the attitudes. Drivers are nice and courteous mostly on time.
Smoother streets. I have always had very good service.

It would be appreciative to know when I call how long it will be before the driver gets to my house. I don't always know if I will have a car so I cant call in advance.
Very satisfied- no comments on any improvements
The best. I enjoy riding Dial-A-Ride.
Very good
Excellent. All drivers are courteous and caring. Always on time and dependable.
No complaints from me.
I'm very pleased with the service. Drivers are always there according to my appt. times. Norma very personable.
I think they are doing a good job because sometimes its hard to get to Lodi. I'm glad the bus goes to Acampo. Thank you
Fantastic service since I no longer drive.
Satisfaction
Very pleasant. I enjoy riding Dial-A-Ride and Grapeline. The drivers are like friends.
Fine. Doing OK
Driver courteous. Service with a smile. Helpful with directions.
Jack is caring and wonderful. We all love him
I think Peggy is one of the best drivers. She is very pleasant to be around. She does her job well, good driver. She is very nice to the passenger. Peggy always seems to be in a good mood. She is a wonderful person.
I don't know how I would have gotten along without this service. Lisa is kind and helpful. All the drivers have been great.
None
I have been riding DAR for 8 years and I really like it. I always make a reservation.
All the drivers are very nice.
All the drivers are great they do a wonderful job. (Jack, Jeff, Paula). The dispatchers do well too. Thanks very much.

Jack is a good bus driver. He is good and patient for Health for All. I don’t want Dial A-Ride costs to go up.
You are doing good. It is easy for me to go places.

Hector is the best. Can't be any better. I'm from Ohio and have no car here. The best bus service I've ever had, in such a small town. It's amazing. Thank you.
I would like the kneelers (on the NABI's)
Ok, I wait too long sometimes. Like bus to come in Wal-Mart.
The bus drivers are usually friendly and courteous.

Yo opino que el bus es muy sarvicial para poder hir a los lugares que nesecitamos.

Butch and Bob are very prompt and courteous and helpful as are most of the other drivers. The reservation service is usually good. Occasionally, my reservation has been lost. Perhaps because my name isn't usual. Thank you for this service.
My reservation for 11:45 picked up at 12:24 too long to wait.

APPENDIX C:

TRANSIT AMENITIES LOCATIONS AND CONDITIONS

Transit Amenities Inventory- Route 1

Stop Location	Bench	Condition	Shelter	Condition	Sign Condition
Depart Depot	Yes	Good			Replace
Church St at Pine St	No	N/A			Replace
Church St at Locust St	No	N/A			Replace
Church St at Olive Ct	Yes	Needs Cleaning			Replace
Church St at Eureka Ave	Yes	Needs Repair			Replace
Turner Rd at Wine Country	Yes	Good			Replace
Turner Rd at California St	Yes	Good			Replace
Turner Rd at Ham Lane	No	N/A			Replace
Turner Rd at Lodi Lake	No	N/A			Replace
Turner Rd at Lower Sacramento	No	N/A			Replace
Turner Rd at Salisbury Market	Yes	Good			Replace
Lower Sacramento Rd at Tejon St	No	N/A			OK
Lower Sacramento Rd at Elm St	No	N/A			OK
Raley's	Yes	Good			Replace
Lower Sacramento Rd at Tokay St	No	N/A			OK
Lower Sacramento Rd at Vine St	Yes	Good			Replace
Walmart	No	N/A	Yes	Needs Cleaning	Replace
Target	No	N/A			Replace
Safeway	No	N/A	Yes	Good	Replace
Lower Sacramento Rd at Vine St	No	N/A			Replace
Lower Sacramento Rd at Tokay St	No	N/A			Replace
Lower Sacramento Rd at Lodi Ave	No	N/A			Replace
Lower Sacramento Rd at Elm St	No	N/A			Replace
Lower Sacramento Rd at Tejon St	No	N/A			Replace
Turner Rd at Salisbury Market	Yes	Good			Replace
Turner Rd at Lower Sacramento	No	N/A			OK
Turner Rd at Lodi Lake	No	N/A			Replace
Turner Rd at Ham Lane	No	N/A			Replace
Turner Rd at California St	Yes	Good			Replace
Church St at Eureka Ave	No	N/A			OK
Church St at Olive Ct	No	N/A			OK
Church St at Locust St	No	N/A			OK

Pine St at Church St	No	N/A	OK
Depot	Yes	Good	OK

Recommended Reduction #1
Fixed Route: Evening Service Hours on Grapeline

Proposal:
Eliminate Grapeline's last run beginning at 7:00 p.m. and ending at 7:39 p.m.

Reasoning:
Ridership drops off significantly after 5 p.m. on all routes and in particular on the last run of the day. The new weekday schedule for Grapeline would offer service Monday through Friday, from 6:15 a.m. to 6:54 p.m.

Staff is recommending implementing the service reduction effective Monday, October 31, to coincide with the time change, and continue through to the last Saturday of March 2006. During winter months, ridership declines in the evening due largely to the inclement weather and the fact that it gets dark much earlier. This change would reduce unproductive service time and allow for more efficient use of service such as the Holiday Light Tours. The reduction would also allow the fleet services shop an extra hour each night to service the buses. Additionally, it is anticipated service could be provided on occasions when running the original schedule is warranted (i.e., Grape Festival, Parade of Lights, etc.). In the hours where only Dial-A-Ride operates, we propose lowering the General Fare to $3.00.

Should this trial period be successful, staff anticipates extending the reduction to a year-round basis. This reduction would affect an average of 20 passengers per day/5,200 passengers per year.

Total Reduction and Potential Cost Savings:
Anticipated reduction in service hours is approximately 975 hours annually. Anticipated cost savings (based on fully allocated rate minus depreciation) is $48,750.

Recommended Reduction #2
Fixed Route: Weekend Service Hours on Grapeline

Proposal:
Eliminate the last three runs on Saturday and the last run on Sunday. This would make the 2:30 p.m. run the final run with service on Fixed Route ending at 3:09 p.m. both days.

Reasoning:
Weekend service is substantially lower than the weekday service on all routes. This proposal would cut back service by 2 hours and 10 minutes on Saturdays and 45 minutes on Sundays. In the hours where only Dial-A-Ride operates, we propose lowering the General Fare to $3.00.

Staff is recommending implementing the service reduction effective the week of October 31 (reduction would first apply on November 5th and 6th), to coincide with Proposed Reduction #1. This change would reduce unproductive service time. Staff recommends implementing this service reduction on a year-round basis. Additionally, it is anticipated service could be provided on occasions when running the original schedule is warranted (i.e., Grape Festival, Zin Fest, etc.). This reduction would affect an average of 45 passengers per weekend/2,340 passengers per year.

Total Reduction and Potential Cost Savings:
Anticipated reduction in service hours is approximately 780 hours annually. Anticipated cost savings (based on fully allocated rate minus depreciation) is $39,000.

Recommended Reduction #3
Fixed Route: Combine Route 1 and Route 5 into one Route A on Weekends

Proposal:
Combine Route 1 and Route 5 into Route A on Saturdays and Sundays to capture transfers between the two lines and to reduce the number of fixed routes operating due to the limited number of weekend riders on the two routes. In addition, it is recommended to rename the remaining routes to alphabetical routes on the weekend so that Route 2 would become B, Route 3 would become C and Route 4 would become D.

Reasoning:
Route 1 and Route 5 operate with significantly reduced ridership on the weekends. By combining the two routes into one larger route, the City will realize a reduction in operating costs. In addition, this change will enable riders using the Route 5 (primarily on the Eastside) to access the Target and Wal-Mart Shopping Centers and Lodi Lake without needing to transfer. This route will run in one direction and can run within the existing time limits to ensure transfers to the other routes remain.

Staff is recommending implementing the service reduction effective the week of October 31 (reduction would first apply on November 5th and 6th), to coincide with Proposed Reductions #1 and #2. This change would reduce unproductive service time. Staff recommends implementing this service reduction on a year-round basis. Additionally, it is anticipated service could be provided on occasions when running the original schedule is warranted (i.e., Grape Festival, Zin Fest, etc.). This reduction would affect an average of 110 passengers per weekend/5,800 passengers per year.

Total Reduction and Potential Cost Savings:
Anticipated reduction in service hours is approximately 923 hours annually. Anticipated cost savings (based on fully allocated rate minus depreciation) is $44,250.

Recommended Reduction #4
Fixed Route and Dial-A-Ride: Holiday Reductions

Proposal:
Offer reduced Dial-A-Ride service only on Easter and shortened Fixed Route and Dial-A-Ride service on specific other dates due to lowered ridership demand.

Reasoning:
On the evening before Thanksgiving, Christmas Eve Day and Easter Sunday, service is extremely slow. On Thanksgiving Eve, the service drops off after work, and staff would propose to end all service at 7 p.m. On Christmas Eve, service is slow all day, and staff proposes to stop Fixed Route service at 12:09 p.m. and Dial-A-Ride at 2 p.m. Easter Sunday does not see much Fixed Route service, and staff is proposing to offer only Dial-A-Ride service with reduced hours from 7 a.m. to 1 p.m. This should serve to meet the needs of those passengers who desire to visit family, attend church, or finish any last minute holiday grocery or retail shopping. Additionally, this reduction will allow the drivers the opportunity to spend this holiday and pre-holiday time with their families.

Total Reduction and Potential Cost Savings:
Anticipated reduction in service hours is approximately 100 hours annually. Anticipated cost savings (based on fully allocated rate minus depreciation) is $5,000.

Proposal	Potential Number of Passengers Affected per Year	Number of Service Hours Reduced	Potential Cost Savings
Reduction #1	5,200	975 hours	$48,750
Reduction #2	2,340	780 hours	$39,000
Reduction #3	5,800	923 hours	$44,250
Reduction #4	100	100 hours	$5,000
Reduction #1 and #2	7,540	1,755 hours	$87,750
Reduction #1 and #3	11,000	1,898 hours	$93,000
Reduction #1 and #4	5,300	1,075 hours	$53,750
Reduction #2 and #3	8,140	1,547 hours	$77,350
Reduction #2 and #4	2,440	880 hours	$44,000
Reduction #3 and #4	5,900	1,023 hours	$49,250
Reduction #1, #2 and #3	13,340	2,522 hours	$126,100
Reduction #1, #2 and #4	7,640	1,855 hours	$92,750
Reduction #1, #3 and #4	11,100	1,998 hours	$98,000
Reduction #2, #3 and #4	6,240	1,647 hours	$82,350
Reduction #1, #2, #3 and #4	13,340	2,622 hours	$131,100

Recommended Enhancement #1
Fixed Route: Holiday Light Tours

Proposal:
Re-institute the Holiday Light Tours for the two weeks before Christmas, including the weekend before (no weekend service was provided previously).

Reasoning:
This service was very successful last year with demand on many nights exceeding capacity. 521 passengers utilized this service over 6 nights last year; however, passengers were turned away due to limited vehicles. With the proposed reductions in evening fixed route service, all five fixed route vehicles and the trolley would potentially be available for service. It is proposed that this year the fee be increased to $2.00 per person or $8.00 for a family/group of 5. Advanced tickets will be made available beginning after Thanksgiving on a first-come, first-serve basis and, in addition, walk-ons will be permitted as space allows. This will allow for the service to accommodate as many passengers as possible and for staff to accurately plan for the service. The proposed starting time is 7:15 p.m. to allow the fixed route drivers to have a break between regular service and the Light Tours.

Staff is also planning to add to the tours by encouraging residents to notify the Transit system if they decorate their house. Tours will be taken by the decorated houses and/or business, and a contest will be held to determine the best decorated house/business in Lodi and a prize will be awarded to the house. Staff is working with the *Lodi News Sentinel* to inquire about placing the house in the Christmas Light Decoration edition. In addition, passengers may drop their ticket into a box on the bus to be entered into a drawing. One passenger will win a prize. It is anticipated the Light Tours will become an annual tradition in Lodi.

Total Reduction and Potential Cost Savings:
By operating full vehicles at $2.00 per person, we should be able to cover our cost completely and hopefully incur additional income. In addition, this helps with meeting our passengers per hour goal. This Light Tour would add about 100 hours of service.

Recommended Enhancement #2
Fixed Route: Winery Route

Proposal:
Add Weekend Fixed Route G with service to the local wineries in the greater Lodi area. This service would operate with 2 vehicles on 60 minute headways and initially would operate two (2) weekends a month.

Reasoning:
In the past couple of years, the Transit Division has received increasing requests to provide service for tour groups and individuals looking to go the wineries without having to utilize a personal car. In addition, tour groups are being encouraged to utilize the train to reach Lodi, and this offers them a way to get around Lodi and out to the wineries.

Staff is working with the Lodi Woodbridge Winegrape Commission to determine which wineries are interested in participating. Once a list of wineries is obtained, two routes will be developed which will service those wineries in the most efficient route to meet the time constraint. Staff is hoping to get this service going for two trial weekends to coincide with the Winter Wine Wander in December. Staff will be working with the Commission and the Wine and Visitors Center to advertise the event and coordinate its schedule.

Total Reduction and Potential Cost Savings:
Staff anticipates this service will require 528 hours of service per year. The cost of operation will be determined once the full system is developed. Staff will work with the local wineries to encourage sponsorship of the routes as well.