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CITY OF LODI SHORT RANGE TRANSIT PLAN

FY 2008/09-FY 2017/18

DRAFT REPORT



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Executive Summary

This report presents a ten-year plan for Lodi's GrapeLine transit system. To prepare the plan, the consultant evaluated existing transit services, analyzed demographic conditions and trends, and solicited input from passengers, community members, community stakeholders and transit operations staff. The information gathered during early phases of the project was then used, in conjunction with field observations, to develop a recommended service plan that best serves Lodi residents' transit needs over the next ten years. In addition to recommending service changes, the consultant recommends several marketing strategies targeted at increasing ridership and system awareness. Finally, a capital and financial plan identifies all of the capital and operating expenditures and revenues needed to support the recommended plan.

Community Profile

In 2000, Lodi's population was approximately 57,000. Lodi has grown over 10% since 2000 and has an estimated population of over 63,000 in 2009. Population densities are highest in the eastern half of the city with the highest densities located along the Central Avenue corridors. All denser areas in the City are served directly by GrapeLine. Employment density is concentrated Downtown and near the large retail core at Lower Sacramento Road and Kettleman Lane. Additional employment density is located along the industrial portion of Stockton Street and east of Highway 99.

New retail and residential development will be concentrated south of Kettleman Lane. The Gateway Development, south of Kettleman Lane along Lower Sacramento Road, will feature mostly low and medium density housing and a Wal-Mart Supercenter. Reynolds Ranch, at Highway 99 and Harney Lane, will include a large retail complex and mostly senior housing. Additional housing is planned near Raley's and additional retail and commercial space is planned in the South Hutchins Annex at Hutchins Street and Harney Lane.

GrapeLine System Overview

GrapeLine currently operates five weekday Fixed-Routes, three student-focused Express Routes, and a general public Dial-A-Ride service. On weekends, four Fixed-Routes and the Dial-A-Ride operate. Service is provided from approximately 6:15 AM to 7:00 PM on weekdays and 7:45 AM to 3:10 PM on weekends.

Existing GrapeLine service is illustrated in Figure ES-1.

In addition to GrapeLine, Lodi is served by many regional services, all connecting at Lodi Station.

- San Joaquin Regional Transit District (RTD) offers three routes, Routes 23, 24, and 93, between Lodi and Stockton.
- South County Transit (SCT/LINK) provides two routes in Lodi, the Highway 99 Express to Galt, Elk Grove, and Sacramento and the Delta Route connecting Lodi to Galt via Ryde, Walnut Grove, and Locke.
- Calaveras Transit operates one route between Lodi and San Andreas in Calaveras County.
- Rio Vista Delta Breeze's Route 53 provides service to Lodi once a week connecting Lodi, Terminous, Flag City, and Rio Vista.

- Amtrak's San Joaquins Route provides rail service between Bakersfield, Sacramento, and Oakland.
- Greyhound offers direct bus service between Sacramento and Bakersfield from Lodi.

GrapeLine also offers a general public, door-to-door, Dial-A-Ride service. The service provides coverage throughout Lodi, Acampo, and Woodbridge. Dial-A-Ride operates seven days a week with varying service hours. Service with a reservation is available from 6:15 AM to 9:00 PM on weekdays, 7:45 AM to 6:00 PM on Saturdays, and Sundays from 7:45 AM to 4:00 PM. Without a reservation, service availability is more limited.

GrapeLine offers a cash fare, 10-ride pass, and monthly pass. The general Fixed-Route fare is \$1.00 and \$0.50 for seniors and passengers with disabilities. Dial-A-Ride fares are \$1.50 for seniors and passengers with disabilities and \$5.00 for the general public.

System Performance

Fixed-Route ridership has declined 44% since FY 2002/03. Staff attributes the decline to a fare increase in 2005, tightening of the fare and transfer policies, and inaccurate passenger counting in previous fiscal years. Staff reports that ridership is expected to increase in FY 2008/09. The Fixed-Route farebox recovery ratio, or the proportion of Fixed-Route operating costs paid for by passenger fares, has increased significantly (45%) since FY 2002/03 despite declining ridership.

The number of Fixed-Route passengers per revenue hour declined between FY 2002/03 and FY 2007/08 by 38% from 18.4 passengers per hour to 11.4. Operating cost per hour declined slightly during the last six years due to operating costs decreasing faster than revenue hours. Despite declining costs however, the operating cost per passenger increased to \$4.88 in FY 2007/08 from \$3.17 in FY 2002/03 because of the large decrease in total ridership.

As we saw with Fixed-Route service, Dial-A-Ride ridership and operating cost decreased over the last six years. Because Dial-A-Ride is more expensive per passenger to operate than Fixed-Route service, a decline in Dial-A-Ride ridership is viewed positively. With declining costs, the operating cost per revenue hour fell from \$55.90 in FY 2002/03 to \$47.86 in FY 2007/08. The operating cost per passenger, however, has increased from \$16.73 in FY 2002/03 to \$20.93 in FY 2007/08. Service efficiency has also suffered with Dial-A-Ride carrying only 2.3 passengers per hour in FY 2007/08 compared to 3.3 passengers per hour in FY 2002/03. This suggests that too many Dial-A-Ride vehicles may be in operation relative to the service demand level.

In order to more accurately gauge boarding patterns and on-time performance, the consulting team performed a ridecheck on all GrapeLine Fixed-Routes, and on all San Joaquin RTD routes that serve Lodi (just the portion of the routes within the city). Chapter 3 of the report presents boarding counts by stop and by trip, and on-time performance data based on the results of the ridecheck.

Fixed-Route Passenger Surveys

In conjunction with the ridecheck, Nelson\Nygaard conducted an on-board passenger survey. All GrapeLine Fixed-Route passengers were offered surveys, as were RTD riders boarding or alighting in Lodi. An on-board survey is the best way to obtain reliable information about current riders and their travel choices. The passenger survey asked detailed questions about how each passenger completes his or her trip and opinions on the existing services. The survey also collected information on riders' personal characteristics, such as age, income, and employment status.

Overall, the survey revealed that passengers are pleased with GrapeLine services. A large portion (84%) rated the service as "good" or "excellent". Although most thought highly of the service, improvements were requested including more weekend service and later evening service.

Most passengers are using the service to travel between home, work, and shopping. A majority of passengers (72%) responded that they walk to their bus stop and from their bus stop to their destination. Almost 80% of respondents stated that they made less than \$25,000 per year.

The survey of RTD passengers in Lodi revealed that 21% of respondents used RTD service exclusively within the City of Lodi. This suggests that RTD offers a service in Lodi which GrapeLine does not. Everyone else surveyed on RTD was traveling between two cities. Of the

trips with an origin or destination outside of Lodi, a majority (64%) were between Stockton and Lodi. This connection is the focal point of all current RTD routes in Lodi. A smaller number of trips were between Lodi and Thornton (12%) and Lodi and French Camp (3%).

Stakeholder Input

Public Outreach Meetings

In addition to the passenger survey, the consultant conducted interviews with community stakeholders. City of Lodi staff identified stakeholders that could reflect the concerns of the community at large. While these individuals were not expected to represent the concerns of all residents, they were relied upon to describe the “pulse of the community.”

Stakeholders identified what they thought GrapeLine’s top priorities should be in the next five to ten years. These included:

- Expand Dial-A-Ride service to more rural areas
- Offer longer service hours
- Provide better service to major employers and new developments
- Maintain on-demand Dial-A-Ride service and current passenger fare

In addition to the identified top priorities for the service, stakeholders mentioned that GrapeLine should consider partnering with local wineries to offer a shuttle service connecting local wineries and seek ways to improve advertising and market to visitors. Stakeholders were pleased with the level and quality of the service.

Marketing Plan

The report includes a review of GrapeLine’s current marketing materials and outreach efforts. Based on the results of that analysis, the following marketing strategies are recommended as part of a program to increase awareness of GrapeLine and to make GrapeLine more user-friendly:

- Signage enhancements
- Information and advertising campaign
- Improve the schedule brochure
- Update the website
- Employer outreach
- Summer bus pass

Figure ES-2 provides detailed information on the cost, timing, and outcome of each strategy.

Figure ES-2 Summary of Recommended Program

Strategy	Outcome	Cost	Timing
Signage Enhancements	Vehicle and bus stop signs	One time: Up to \$10,000 for significant enhancements to signage	When service recommendations are implemented
Information and Advertising Campaign	Print ads, press releases, public speaking engagements, etc.	Ongoing: \$1,000 to \$2,000 for print ads; up to \$5,000 for direct mail campaign	Immediate and ongoing
Improve the Schedule Brochure	New color brochure with information about transit services	One time: Up to \$10,000 for design, development, printing and distribution; Ongoing: Up to \$5,000 for revisions and reprints	When service recommendations are implemented
Update the Website	Enhanced, accessible website	One time: \$500 to \$4,000 for small scale overhaul of website	Immediate and ongoing
Employer Outreach	Meetings and program coordination with employers	Ongoing: N/A	Immediate and ongoing
Summer Bus Pass	Summer student pass	Ongoing: Up to \$1,000 per printing depending on quantity	Immediate and ongoing

Goals, Objectives, Measures and Standards

Lodi's General Plan is the primary document guiding city policies on land use and transportation, including the role of public transit in meeting mobility needs. While the General Plan serves as the City's guide, GrapeLine should have its own internal set of goals, objectives, measures, and standards to evaluate and monitor transit service, and prior to the creation of this plan GrapeLine had not yet developed any.

The consulting team recommends that the system organize goals and objectives into two categories: Service Design and Service Delivery. Recommended goals, objectives, measures, and standards are presented in Figure ES-3.

Figure ES-3 Recommended Goals, Objectives, Measures, and Standards

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
Service Design						
1. Develop and implement a transit system which balances the need to maximize ridership with the need to provide at least a minimal level of service to most residents	1. Design services with an emphasis towards maximizing ridership and productivity	a. passengers/Revenue Hour	Fixed-Route: minimum of 10.0 passengers/hour Dial-A-Ride: minimum of 2.3 passengers/hour	Fixed-Route: 12.0 Dial-A-Ride: 2.4	Fixed-Route: 11.3 Dial-A-Ride: 2.1	Fixed-Route: 12.0 Dial-A-Ride: 2.5
	2. Increase system ridership at or above the rate of population growth	a. Annual change in ridership	Annual increase in Lodi population	Population: Increase of ~1.4% annually since 2000 Ridership: Decline of 8%	Population: Increase of ~1.4% annually since 2000 Ridership: Decline of 6%	1.4% increase in ridership
	3. Work towards making new developments more transit supportive	a. Review development plans and provide input to developers at an early stage	Measured by developer inclusion of transit amenities, pedestrian walkways, higher density housing, and/or developer contribution of funding to transit	Yes	Yes	Review all major development plans

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
Service Design (continued)						
	4. Provide transit service coverage to most residential and commercial developments in Lodi	a. Number of residential units and commercial development within 3/4 miles of a transit route	90% of residential and commercial development within 3/4 miles of a transit route in the city limits	Meets criteria	Meets criteria	Continue to provide adequate coverage throughout the city
2. Develop and implement a transit system which seeks to maximize passenger convenience	1. Move towards higher frequency services (headways <= 30 minutes) on high ridership routes	a. Number of routes with 30 minute service	Development of one or more routes with 30 minute headways by FY 2010/11 Minimum service frequency of 60 minutes	All routes currently at 45 minute frequencies	Continue at 45 minute frequencies	Continue at 45 minute frequencies
Service Delivery						
1. Maximize the efficient and effective use of the available financial resources	1. Operate in a manner which maximizes performance	a. Operating Cost/Passenger	Combined: maximum of \$10.83 Fixed-Route: maximum of \$5.00 Dial-A-Ride: maximum of \$22.00	Combined: \$7.67 Fixed-Route: \$4.53 Dial-A-Ride: \$19.33	Combined: \$8.29 Fixed-Route: \$4.88 Dial-A-Ride: \$20.93	Combined: established by SJCOG Fixed-Route: \$4.50 Dial-A-Ride: \$20.50
		b. Operating Cost/Revenue Hour	Fixed-Route: maximum of \$60.00 Dial-A-Ride: maximum of \$50.00	Fixed-Route: \$54.53 Dial-A-Ride: \$45.77	Fixed-Route: \$55.57 Dial-A-Ride: \$47.86	Fixed-Route: \$55.00 Dial-A-Ride: \$46.00

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
<i>Service Delivery (continued)</i>						
		c. Farebox Recovery Ratio	Fixed-Route: minimum of 20% (including Measure K) Dial-A-Ride: minimum of 10%	Fixed-Route: 23.8% (14.8% without Measure K) Dial-A-Ride: 8.2%	Fixed-Route: 22.4% Dial-A-Ride: 7.5%	Fixed-Route: 20% Dial-A-Ride: 10%
2. Consistently earn the highest praise from our passengers	1. Operate a reliable and safe service	a. Preventative maintenance program	100% of PMs completed within 10% of scheduled mileage	Fixed-Route: 100% Dial-A-Ride: 100%	Fixed-Route: 100% Dial-A-Ride: 100%	Fixed-Route: 100% Dial-A-Ride: 100%
		b. # of roadcalls	Fixed-Route: Less than 1 per 15,000 revenue miles Dial-A-Ride: Less than 1 per 15,000 revenue miles	Fixed-Route: N/A Dial-A-Ride: N/A	Fixed-Route: N/A Dial-A-Ride: N/A	Fixed-Route: <1 per 15,000 miles Dial-A-Ride: <1 per 15,000 miles
		c. On-time performance	Fixed-Route: 95% of scheduled departures on-time or less than 5 minutes late Dial-A-Ride: 95% of pick-ups within 45 minute window	Fixed-Route: 73% (ridecheck data) Dial-A-Ride: N/A	Fixed-Route: N/A Dial-A-Ride: N/A	Fixed-Route: 95% Dial-A-Ride: 95%
		d. Dial-A-Ride service denials	Zero ADA annual denials	N/A	N/A	Zero ADA denials

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
<i>Service Delivery (continued)</i>						
	2. Maximize passenger comfort	a. Passenger load factors	Fixed-Route: maximum peak load-125%, maximum off-peak load-100%	N/A	N/A	Maximum peak load <125% Maximum off-peak load <100%
		b. Vehicle Cleanliness Program	All buses will be swept daily. All buses will have their exterior washed once/week. Graffiti and interior damage will be repaired and removed immediately. Buses will be detailed every 3,000 miles.	N/A	N/A	100% of buses swept daily, cleaned weekly, and detailed in specified time period. Graffiti and damage removed immediately.
		c. Driver pre-trip vehicle inspections	No equipment shall leave the yard with damaged seats, windows, heating/ventilation, pull cords, radios, or headsigns.	N/A	N/A	Vehicles leave yard in good operating condition.
		d. Bus stop maintenance program	Every stop will have a readable sign with basic route information. Each stop will be physically checked, cleaned, and any damage removed at least once/week.	N/A	N/A	All stops checked weekly.

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
<i>Service Delivery (continued)</i>						
	3. Provide high quality and readily available information and marketing services	a. Customer Service Program	All customer service calls will be answered within three minutes. All complaints will be investigated within 72 hours.	N/A	N/A	100% of calls answered within five minutes and 100% of complaints investigated within 72 hours.
		b. Maps, brochures, and displays	Regularly provide a user-friendly map and brochure for distribution to the general public and public agencies. Create user friendly information displays at Lodi Station.	N/A	N/A	Create a new map and schedule brochure that more clearly presents routes and information.

Service Plan

Transit planning often centers on a tradeoff between two competing goals: Coverage and Productivity.

The Social Service Objective and the Coverage Strategy

Some people believe that transit is a social service which, like other social service agencies goes wherever people need it. Since there are isolated people with mobility needs scattered everywhere, this belief tends to produce systems that scatter their service very thinly, providing a little bit of service everywhere. Many agencies are designed solely on this principle, providing Dial-A-Ride service that goes anywhere in the area or hourly one-way Fixed-Routes that cover the city but involve circuitous rides. The downside is that if you try to provide service everywhere then you probably cannot afford to run good service anywhere, and thus will never generate significant levels of ridership. From this standpoint, which we call the Coverage-Based Strategy, ridership is simply not transit's highest goal. The highest goal is to get to people who are "stranded", wherever they may be.

The Ridership Objective and the Productivity Strategy

Some people believe that transit's purpose is simply to move as many people as possible as cost-effectively as possible. High ridership tends to translate into higher impacts of vehicle trip reduction. It also brings in higher fares. The Productivity Strategy states "deploy service for the maximum possible ridership." This strategy does not spread service out equally, but concentrates it where demand is greatest: high density corridors and centers where the automobile is at a disadvantage.

Based on operational issues and feedback from staff and the community, consulting staff has identified two service alternatives—coverage based and productivity based.

Coverage-Based Alternative

The coverage-based system focuses on maintaining the current level of service coverage throughout the city. The proposed route structure streamlines the current routes, reduces route redundancy, and extends service to Reynolds Ranch once the development is complete.

Two separate maps are presented for the coverage-based alternative—one for service within the next one to two years and one for service in two or more years. Maps are illustrated in Figures ES-4 and ES-5.

Route 1

Route 1 service will remain unchanged in Alternative 1. The schedule is updated to reflect current operating times and improve on-time performance. Updated timetables for all routes are located in Appendix C.

The new Westside Development is planned west of Lower Sacramento Road between Lodi Avenue and Vine Street and is located adjacent to Route 1. A majority of the housing in the development is planned to be low density housing. A small area is zoned as high density development and is located next to the Raley's Shopping Center where Route 1 currently operates. The consulting team does not recommend extending Route 1 service to directly serve the development.

If direct service is demanded, Route 1 could be rerouted with little effect on the schedule to serve the high density and medium density housing directly via Lodi Avenue, the main arterial in the development, and Tokay Street. Both Lodi Avenue and Tokay Street at Lower Sacramento Road are controlled intersections.

Route 2

Route 2 is currently the most productive GrapeLine route. During the ridecheck effort the route carried an average of 18 passengers per hour, more than any other route. No routing changes are proposed.

Route 3

Route 3 provides direct service to Millswood Middle School, Lodi Middle School, and Tokay High School. The route performs very well during school bell times but poorly throughout the remainder of the day. Poor performance may be due to confusing one-way service through downtown and along Century Boulevard and Wimbledon Drive and lack of service to major retail hubs such as the Wal-Mart, Safeway, and Target at Kettleman Lane and Lower Sacramento Road.

In order to simplify the route structure and give the route a midday purpose, Route 3 has been streamlined through Downtown and extended to Kettleman Lane and Lower Sacramento Road. In Downtown, the route will follow Pine Street and Church Street to Lockeford Street. This will eliminate confusing one-way service on Walnut and Oak Streets and provide a faster trip along Lockeford Street, directly serving the Buy 4 Less. From Lockeford Street, the route follows the same alignment as the current route until Ham Lane and Century Boulevard. Instead of performing a one-way loop on Century Boulevard and Wimbledon Drive, the route follows the western portion of Century Boulevard and Mills Avenue to access shopping on Kettleman Lane. The abandoned section of Route 3 is covered by the proposed Route 4 changes.

Route 4

Route 4 has been updated to reduce route redundancy and confusing one-way service. The proposed route uses Stockton Street to access Lodi Avenue, providing direct service to the Smart & Final. Instead of serving Fairmont Avenue which is one block away from Ham Lane and Route 3, the proposed route serves Hutchins Street to Century Boulevard. This alignment serves high density apartments directly and avoids narrow streets like Fairmont Avenue and portions of Church Street where operating a 40' vehicle can be difficult. From Century Boulevard, the proposed alignment directly serves the Century Christian School and Beckman Elementary School on Scarborough Drive, high density housing on Wimbledon Drive, and continues on Ham Lane and Kettleman Lane to the Wal-Mart and Target shopping centers. All abandoned portions of Route 4 are within a quarter of a mile of a transit route.

Once the South Hutchins Annex is completed, Route 4 will be rerouted to serve the shopping center outbound via Hutchins Street, Harney Lane, and Winchester Street. Route 4 will only serve the shopping center in the outbound direction due to turn restrictions and safety issues posed by providing inbound service.

Route 5

The proposed Route 5 discontinues service east of Highway 99 where few boardings occur. During the ridecheck effort, only one boarding was recorded. The route is streamlined through

the northeastern neighborhood and follows Cherokee Lane to Almond Lane, Kettleman Lane, and Stockton Street. The updated routing will provide a faster and less circuitous service to core passengers along the Cherokee Lane corridor. The updated route schedule will have surplus time.

Once retail and senior housing has opened in Reynolds Ranch, Route 5 should be reconfigured to serve the development. The proposed route will bypass Almond Drive and use Stockton Street to access the development. The extra time built into the schedule will allow Route 5 to serve the Reynolds Ranch development.

Abandoned Segments

For most riders, this service alternative will provide a clear improvement in bus service by providing service to more activity centers, creating simpler routing, and eliminating most confusing one-way routing. However, the plan does eliminate service in a few low ridership and/or low density areas.

The general transit/walking distance “rule of thumb” is that a person will walk about one-quarter mile to reach a bus stop. Many existing passengers who currently board the bus along segments proposed for elimination will still be within a one-quarter mile walk of a bus route and thus it is assumed that these will be “retained” passengers (i.e., they will still ride GrapeLine). However, there are areas where existing passengers will no longer be within one-quarter mile of a route (east of Highway 99 and near Almond Drive and Cherokee Lane). Our analysis reveals that these areas only accounted for seven passenger boardings during the ridecheck (less than 1% of daily ridership). This suggests that very few passengers will be adversely impacted by the coverage-based alternative.

Figure ES-4

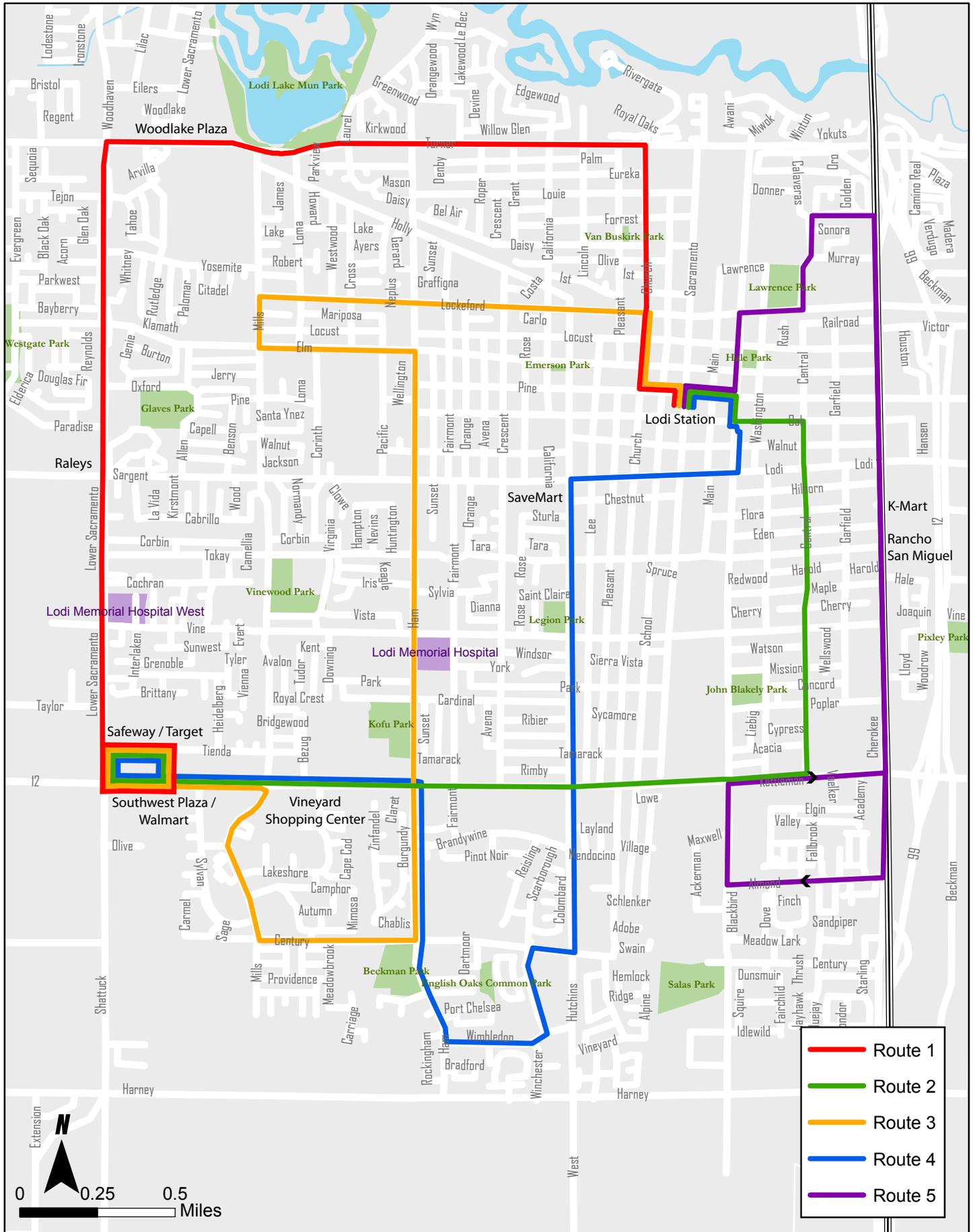
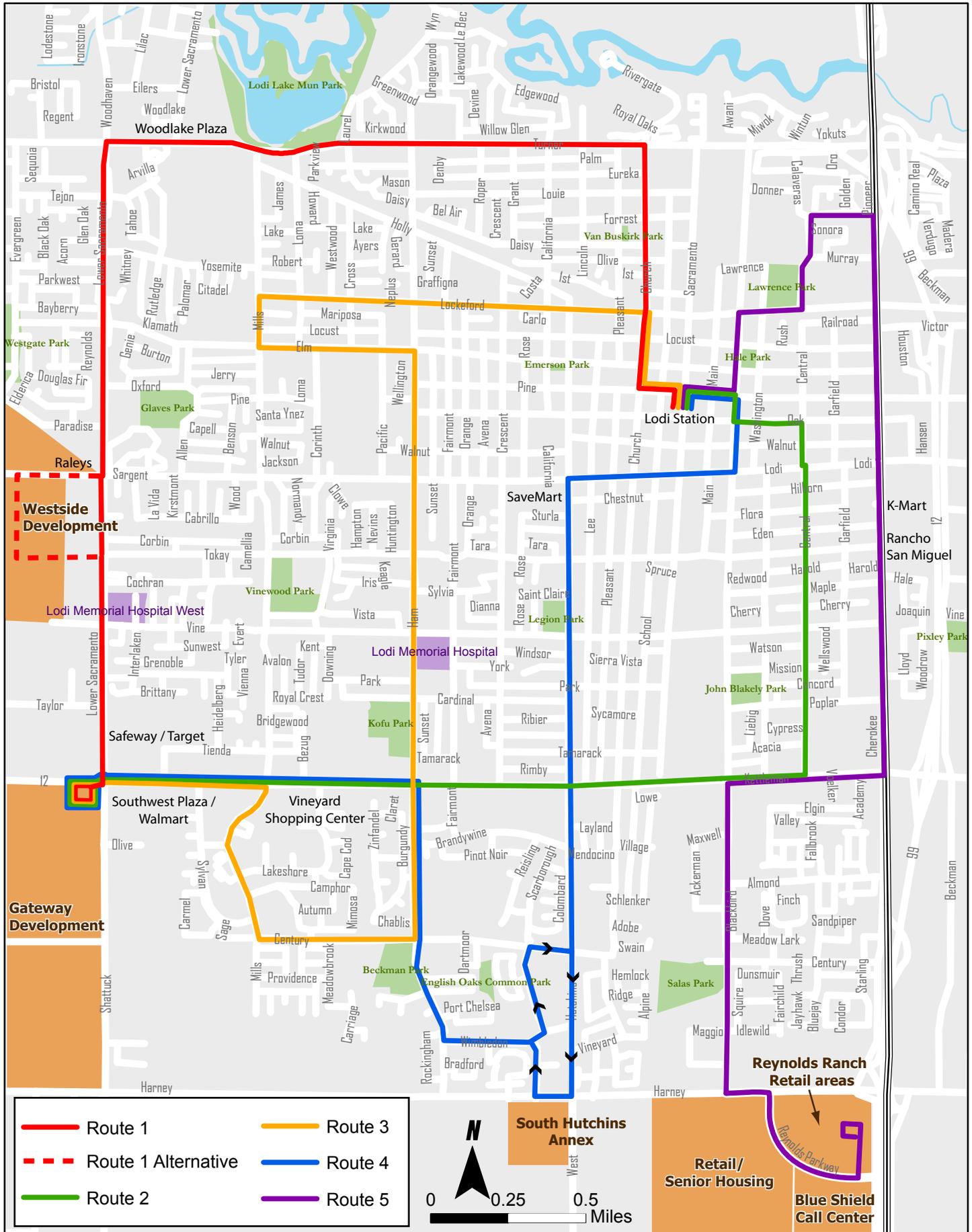


Figure ES-5 ; fUdY@bY7 cJ YfUj Y!6 UgYX'5`hYfbUjY Y'&Z'MYUfg



Productivity-Based Alternative

This alternative focuses on providing an increased level of service to high ridership corridors. In this alternative, routes are structured to provide 30-minute service on highly productive corridors and hourly service on unproductive corridors. Roundtrip cycle times are increased from 45 to 60 minutes. Service is discontinued in areas with low ridership. The scenario assumes a higher level of service hours.

Route 1

Route 1 will be discontinued in this service alternative. Portions of Route 1 will be served by Routes 2 and 3.

Route 2

Route 2 will follow the same alignment as it currently operates. With the additional running time added, the route will serve Lower Sacramento Road between the new Wal-Mart Supercenter and Raley's. Because Route 2 currently has the highest ridership, 30-minute service is recommended.

Route 3

Route 3 has been reconfigured to focus on the Ham Lane corridor. The route will travel on Church Street from the Transit Center to Turner Road and follow Ham Lane to Kettleman Lane. From Kettleman Lane, the route serves the Wal-Mart Supercenter. With a 60-minute roundtrip run time, the route will be able to serve the Gateway neighborhood south of Wal-Mart and the proposed community center on Lower Sacramento Road. Since a road network has not been finalized, no alignment is proposed through the development.

The current Route 3 configuration serves as the school connector route providing direct service to Millswood Middle School, Lodi Middle School, and Tokay High School and traveling close to Lodi High School. As a result of this service model, Route 3 has low ridership throughout the day except during school bell times. The proposed route changes the focus from students to the general public and provides faster service along the Ham Lane corridor connecting passengers to the shopping nexus at Kettleman Lane and Lower Sacramento Road. School tripper service will remain at bell times to transport students who attend Millswood Middle School and Tokay High School which are no longer directly on the route. Sixty-minute service is recommended on the route.

Route 4

The proposed Route 4 combines the coverage scenario Route 4 with the portion of Route 3 discontinued south of Kettleman Lane. Instead of continuing on Ham Lane to Kettleman Lane as in the coverage scenario, the proposed route follows Century Boulevard to Mills Avenue to connect to the Wal-Mart stop on Kettleman Lane. Thirty-minute service is recommended on the corridor.

Route 5

Route 5 will remain the same as the coverage scenario recommendation. Service frequency will be decreased from 45 minutes to 60 minutes to allow for more recovery time and to "loosen" up the schedule.

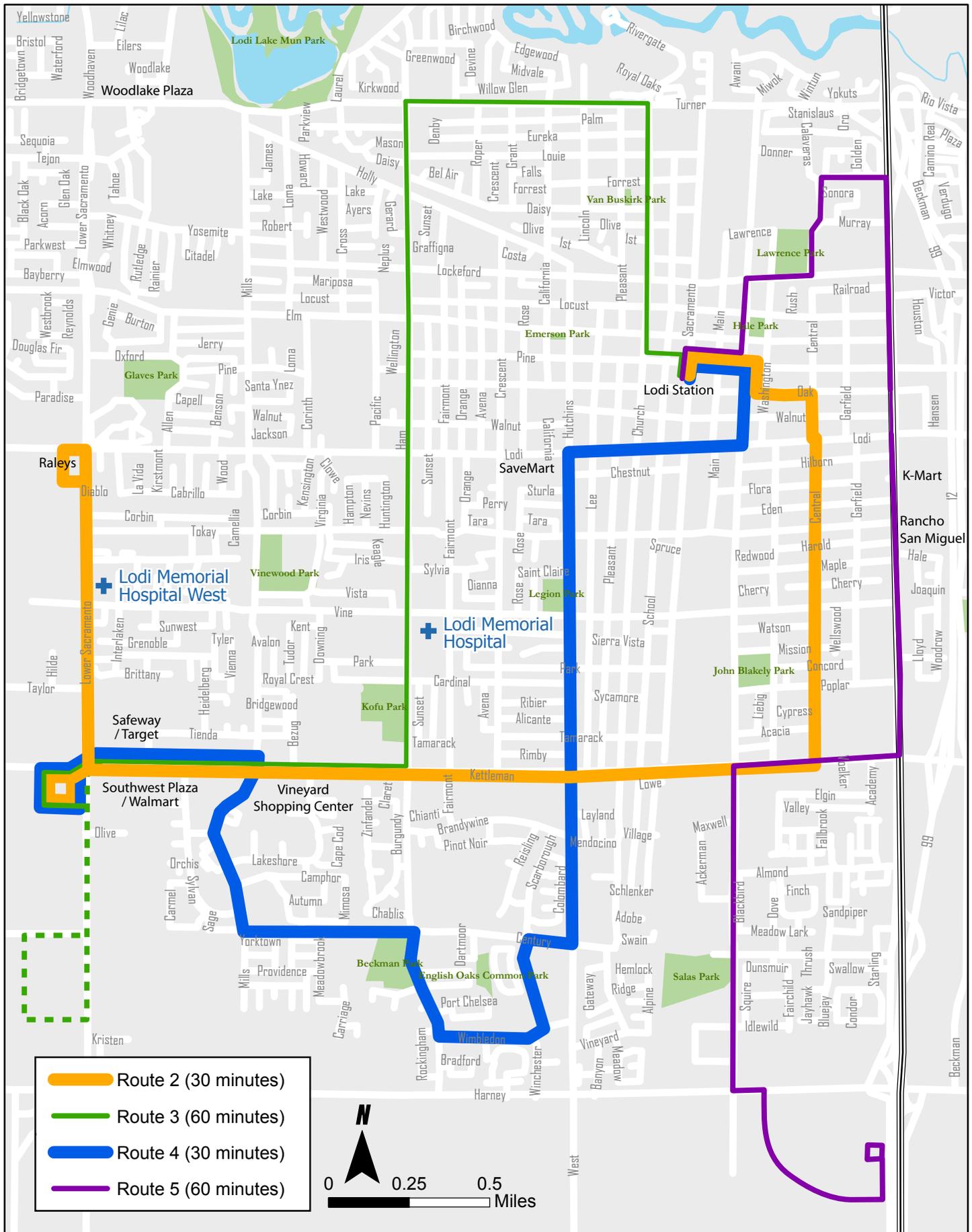
Abandoned Segments

The productivity scenario focuses on providing increased service frequency to areas where ridership is high. As a result, some coverage is lost in the northwest portion of Lodi and service frequencies decrease on two routes.

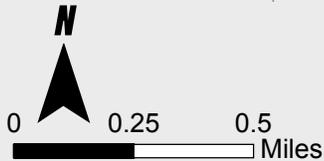
As stated previously, the general transit/walking distance “rule of thumb” is that a person will walk about a quarter of a mile to reach a bus stop. Many existing passengers who currently board the bus along segments proposed for elimination will still be within a quarter of a mile or less walk of another bus route and thus it is assumed that these will be “retained” passengers. There are, however, a few areas where existing passengers will no longer be within a quarter of a mile of a route. The impacted areas include the area east of Highway 99, Almond Drive, Millswood Middle School, and Lower Sacramento Road at Turner Road.

Overall a total of 43 boardings would fall outside of the quarter mile buffer, 5% of daily boarding activity. Millswood Middle School would still benefit from direct service via express routes and all passengers would continue to have access to GrapeLine’s general public Dial-A-Ride service.

Figure ES-6 Productivity-Based Scenario



- Route 2 (30 minutes)
- Route 3 (60 minutes)
- Route 4 (30 minutes)
- Route 5 (60 minutes)



Dial-A-Ride Service Plan

Nelson\Nygaard has assumed that throughout the ten-year planning horizon GrapeLine will continue to operate status quo Dial-A-Ride service. The number of passengers carried per revenue hour has declined 30% from 3.3 passengers per hour to 2.3 passengers per hour over the last six years. This suggests that the level of service provided does not match the passenger demand. With declining ridership, GrapeLine may consider reviewing their staffing plan for Dial-A-Ride to make the service more efficient.

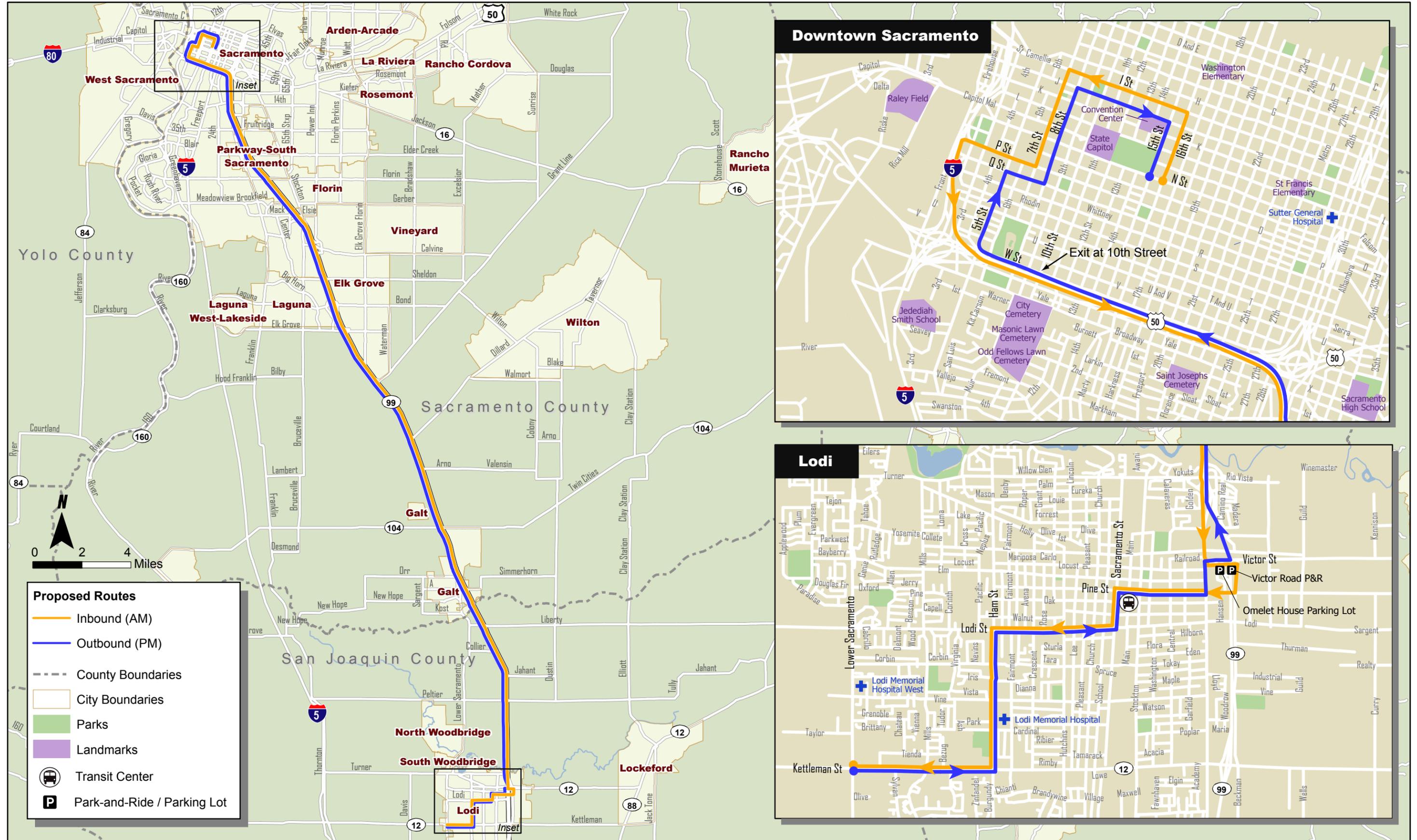
Commuter Service

In order to better serve Lodi commuters, the consulting team was asked to develop a commuter route concept between Lodi and Sacramento.

To maximize service frequency and convenience for passengers, Lodi GrapeLine should structure commuter services to mirror RTD. RTD Route 163 connects Stockton and Lodi to Sacramento. The proposed GrapeLine commuter route would serve the same RTD stops in Lodi and provide service to the Transit Center and Kettleman Lane and Lower Sacramento Road. No other stops will be provided in Lodi to minimize the travel time and concentrate ridership. In Sacramento, the route will follow the same alignment as Route 163 and serve the same stops.

Detailed schedules, costs, and operating options are presented in Chapter 9.

Figure ES-7 Conceptual Lodi GrapeLine Commuter Route



Weekend Service

GrapeLine weekend service is similar to weekday service. Routes 2, 3, and 4 operate as Routes B, C, and D. Route A operates as a large one-way counter-clockwise loop, combining segments of Routes 1 and 5. All routes run on 45-minute frequencies. Passengers living on Routes 1 and 5 are inconvenienced on weekends by the configuration of Route A. One-way loops lead to long travel times and discourage ridership, especially if a passenger's destination is in the opposite travel direction. In order to provide a convenient service to all GrapeLine riders, consulting staff recommends modifying weekend service.

Route 1

Reinstate Route 1 in order to restore two-way service on Lower Sacramento Road and Turner Road. Designate as Route 1 to maintain route consistency with weekday service.

Route 2

Discontinue service in favor of Routes 6 and 7. See below.

Route 3

Discontinue service in favor of Routes 6 and 7.

Route 4

Discontinue service in favor of Routes 6 and 7.

Route 5

Implement updated Route 5 serving Reynolds Ranch to restore two-way service along the Cherokee Lane corridor. Designate as Route 5 to maintain route consistency with weekday service.

Routes 6 and 7

To maintain service coverage throughout the city, the consulting team recommends combining segments of Routes 2, 3, and 4. The proposed route would primarily operate on Lockeford Street, Ham Lane, Kettleman Lane, Mills Avenue, Wimbledon Drive, Hutchins Street, and Central Avenue. Service would be discontinued on route segments near Millswood Middle School, on Hutchins Street between Kettleman Lane and Lodi Avenue, and parts of Lodi Avenue. Route 6 would operate the route in a clockwise loop and Route 7 in a counter-clockwise loop. The routes would operate on 45 minute frequencies.

Service Plan Summary

Figure ES-9 summarizes the proposed alternatives and expansions. All costs are based on the GrapeLine FY 2007/08 operating cost per revenue hour and assume GrapeLine will operate the proposed commuter service in-house.

Figure ES-9 Fixed-Route Service Alternative Summary

	Estimated Revenue Hours	Peak Vehicles	Estimated Cost [†]
Coverage Alternative*	21,500	8	\$1,194,755
Productivity Alternative*	24,900	9	\$1,383,693
Commuter Service	3,000	2	\$166,710
Weekend Expansion	1,250	4	\$69,463

*Includes status quo weekend service

[†]Cost estimates based on the FY 2007/08 operating cost per revenue hour

Financial and Capital Plan

Revenue Sources

GrapeLine receives funding from a variety of sources. Federal Transit Administration (FTA) Section 5307 grants and Transportation Development Act (TDA) funds account for a large majority of GrapeLine revenues. Other funding sources include passenger fares and Measure K.

Financial Plan

A key objective of the financial plan is to ensure that the recommended service enhancements and corresponding required capital and supporting needs are affordable and financially sustainable. The ten-year operating cost and revenue projections presented in this report demonstrate that this financial objective is met. Figure ES-10 presents the estimated service hours and operating costs for Fixed-Route alternatives and Dial-A-Ride service.

Figure ES-9 Operating Plan

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Estimated Revenue Service Hours										
Fixed-Route										
Coverage-Based Alternative*	21,500	21,500	21,500	21,500	21,500	21,500	21,500	21,500	21,500	21,500
Productivity-Based Alternative*	21,500	21,500	21,500	24,900	24,900	24,900	24,900	24,900	24,900	24,900
Commuter Service	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Weekend Expansion	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
Dial-A-Ride	28,500	28,500	28,500	28,500	28,785	29,073	29,364	29,657	29,954	30,253
Estimated Service Costs[†]										
Fixed-Route										
Coverage-Based Alternative*	\$1,230,525	\$1,267,441	\$1,305,464	\$1,344,628	\$1,384,967	\$1,426,516	\$1,469,311	\$1,513,391	\$1,558,792	\$1,605,556
Productivity-Based Alternative*	\$1,230,525	\$1,267,441	\$1,305,464	\$1,557,267	\$1,603,985	\$1,652,104	\$1,701,668	\$1,752,718	\$1,805,299	\$1,859,458
Commuter Service	\$171,701	\$176,852	\$182,158	\$187,623	\$193,251	\$199,049	\$205,020	\$211,171	\$217,506	\$224,031
Weekend Expansion	\$71,542	\$73,688	\$75,899	\$78,176	\$80,521	\$82,937	\$85,425	\$87,988	\$90,627	\$93,346
Dial-A-Ride	\$1,405,062	\$1,447,214	\$1,490,631	\$1,535,350	\$1,597,224	\$1,661,592	\$1,728,555	\$1,798,215	\$1,870,683	\$1,946,072

[†]Service costs based on the FY 2007/08 operating cost per hour increasing at 3% annually

*Alternatives include status quo weekend service

Performance Measures

With the proposed streamlined-coverage and productivity alternatives, passengers per revenue hour reverses its downward trend and begins to increase. Cost productivity measures increase at a slower rate than in past years due to increasing ridership. The farebox recovery ratio, however, declines in the alternatives because no fare increase is programmed. Increasing fares will improve the farebox recovery ratio but will also have a negative effect on ridership.

Coverage-Based Alternative assumptions:

- Status quo service hours through the lifespan of the plan.
- Proposed route changes are implemented in FY 2009/10.
- Fixed-Route ridership increases 5% in FY 2008/09 based on current trend, 3% annually in FY 2009/10 and FY 2010/11, and at 1.5% through the life of the plan.
- Dial-A-Ride ridership declines slightly in FY 2008/09 and FY 2009/10. Ridership increases at 1% starting in FY 2010/11.
- No fare increase.
- Farebox revenues are based on the projected ridership and the average fare per passenger in FY 2007/08.

Productivity-Based Alternative

- Coverage-based alternative operates through FY 2010/11. New productivity-based service is implemented in FY 2011/12.
- Fixed-Route ridership increases 5% in FY 2008/09 based on current trend and 3% in FY 2009/10 and FY 2010/11.
- Ridership declines in FY 2011/12 with the implementation of the new service and increases at 5% in the subsequent two years because of the increased convenience provided to passengers with higher frequency routes. Ridership increases at a slower rate after FY 2013/14.
- Dial-A-Ride ridership declines slightly in FY 2008/09 and FY 2009/10. Ridership increases at 1% starting in FY 2010/11.
- No fare increase.
- Farebox revenues are based on the projected ridership and the average fare per passenger in FY 2007/08.

Based on the proposed service alternatives, ridership and key performance indicators are presented in Figures ES-11 and ES-12.

Figure ES-10 Coverage-Based Alternative Key Performance Indicators

	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Ridership											
Fixed-Route	241,972	254,071	261,693	269,543	273,587	277,690	281,856	286,084	290,375	294,731	299,151
Dial-A-Ride	65,202	64,550	63,904	64,544	65,189	65,841	66,499	67,164	67,836	68,514	69,199
Farebox Revenues											
Fixed-Route	\$161,969	\$170,067	\$175,169	\$180,425	\$183,131	\$185,878	\$188,666	\$191,496	\$194,368	\$197,284	\$200,243
Dial-A-Ride	\$102,439	\$101,414	\$100,400	\$101,404	\$102,418	\$103,442	\$104,477	\$105,521	\$106,577	\$107,642	\$108,719
Passengers/Revenue Hour											
Fixed-Route	11.4	11.8	12.2	12.5	12.7	12.9	13.1	13.3	13.5	13.7	13.9
Dial-A-Ride	2.3	2.3	2.2	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Operating Cost/Passenger											
Fixed-Route	\$4.88	\$4.84	\$4.84	\$4.84	\$4.91	\$4.99	\$5.06	\$5.14	\$5.21	\$5.29	\$5.37
Dial-A-Ride	\$20.93	\$21.77	\$22.65	\$23.09	\$23.55	\$24.26	\$24.99	\$25.74	\$26.51	\$27.30	\$28.12
Combined	\$8.29	\$8.27	\$8.34	\$8.37	\$8.50	\$8.68	\$8.86	\$9.05	\$9.24	\$9.44	\$9.64
Subsidy/Passenger											
Fixed-Route	\$4.21	\$4.17	\$4.17	\$4.17	\$4.25	\$4.32	\$4.39	\$4.47	\$4.54	\$4.62	\$4.70
Dial-A-Ride	\$19.36	\$20.20	\$21.08	\$21.52	\$21.98	\$22.69	\$23.42	\$24.17	\$24.94	\$25.73	\$26.55
Farebox Recovery Ratio											
Fixed-Route	13.7%	13.8%	13.8%	13.8%	13.6%	13.4%	13.2%	13.0%	12.8%	12.7%	12.5%
Dial-A-Ride	7.5%	7.2%	6.9%	6.8%	6.7%	6.5%	6.3%	6.1%	5.9%	5.8%	5.6%

Figure ES-11 Productivity-Based Alternative Key Performance Indicators

	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Ridership											
Fixed-Route	241,972	254,071	261,693	269,543	261,457	274,530	288,257	294,022	299,902	305,900	312,018
Dial-A-Ride	65,202	64,550	63,904	64,544	65,189	65,841	66,499	67,164	67,836	68,514	69,199
Farebox Revenues											
Fixed-Route	\$161,969	\$170,067	\$175,169	\$180,425	\$175,012	\$183,762	\$192,951	\$196,810	\$200,746	\$204,761	\$208,856
Dial-A-Ride	\$102,439	\$101,414	\$100,400	\$101,404	\$102,418	\$103,442	\$104,477	\$105,521	\$106,577	\$107,642	\$108,719
Passengers/Revenue Hour											
Fixed-Route	11.4	11.8	12.2	12.5	12.2	12.8	13.4	13.7	13.9	14.2	14.5
Dial-A-Ride	2.3	2.3	2.2	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Operating Cost/Passenger											
Fixed-Route	\$4.88	\$4.84	\$4.84	\$4.84	\$5.14	\$5.04	\$4.95	\$5.00	\$5.05	\$5.10	\$5.15
Dial-A-Ride	\$20.93	\$21.77	\$22.65	\$23.09	\$23.55	\$24.26	\$24.99	\$25.74	\$26.51	\$27.30	\$28.12
Combined	\$8.29	\$8.27	\$8.34	\$8.37	\$8.82	\$8.76	\$8.70	\$8.85	\$9.01	\$9.16	\$9.32
Subsidy/Passenger											
Fixed-Route	\$4.21	\$4.17	\$4.17	\$4.17	\$4.47	\$4.38	\$4.28	\$4.33	\$4.38	\$4.43	\$4.48
Dial-A-Ride	\$19.36	\$20.20	\$21.08	\$21.52	\$21.98	\$22.69	\$23.42	\$24.17	\$24.94	\$25.73	\$26.55
Farebox Recovery Ratio											
Fixed-Route	13.7%	13.8%	13.8%	13.8%	13.0%	13.3%	13.5%	13.4%	13.3%	13.1%	13.0%
Dial-A-Ride	7.5%	7.2%	6.9%	6.8%	6.7%	6.5%	6.3%	6.1%	5.9%	5.8%	5.6%

Capital Plan

GrapeLine has over \$10 million in capital projects scheduled over the next ten years. The primary capital need will be vehicle purchases. Approximately \$6 million is required to fund vehicle purchases. The capital projects, their costs, and proposed funding sources are presented in Figure ES-13.

Capital Plan assumptions:

- Vehicle prices are based on Bay Area Metropolitan Transportation Commission (MTC) projections, increasing at 3.5% annually
- The major bus purchase scheduled for FY 2011/12 will be funded by CMAQ (88.5%) and TDA (11.5%)
- Transit security upgrades, solar power project, and bus stop shelters and amenities scheduled for FY 2009/10 will be funded through Proposition 1B or the Economic Stimulus Package
- On all other projects, FTA 5307 will provide 80% of the funding and TDA will provide the 20% local match

Capital projects are detailed in Chapter 10.

Figure ES-12 Capital Plan

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	Total
CAPITAL EXPENSES											
Vehicle Replacement			\$263,052	\$3,638,337	\$187,859	\$486,084		\$312,423	\$862,289	\$223,117	\$5,973,162
<i># of Vehicles</i>			<i>3 cutaways</i>	<i>6 buses + 8 cutaways</i>	<i>2 cutaways</i>	<i>5 cutaways</i>		<i>3 cutaways</i>	<i>8 cutaways</i>	<i>2 cutaways</i>	<i>37 total vehicles</i>
Facility Upgrades				\$200,000	\$200,000		\$200,000		\$200,000		\$800,000
Transit Security Automated Fareboxes		\$510,000									\$510,000
Transit Maintenance Shop Solar Power Project		\$1,000,000									\$1,000,000
Transit Bus Stop Shelters and Amenities		\$25,000									\$25,000
Transit Facilities Security System		\$775,000									\$775,000
Transit Shop Safety & Security Project			\$135,000								\$135,000
Technology Upgrade					\$60,000						\$60,000
Bicycle Support Program			\$75,000								\$75,000
Transit Shop Expansion									\$450,000	\$450,000	\$900,000
Total Capital Expenses	\$0	\$2,310,000	\$473,052	\$3,838,337	\$447,859	\$486,084	\$200,000	\$312,423	\$1,512,289	\$673,117	\$10,253,162
CAPITAL REVENUES											
FTA Section 5307			\$378,442	\$160,000	\$358,287	\$388,867	\$160,000	\$249,939	\$1,209,831	\$538,494	\$3,443,860
TDA			\$94,610	\$458,409	\$89,572	\$97,217	\$40,000	\$62,485	\$302,458	\$134,623	\$1,279,374
CMAQ Grant				\$3,219,928							\$3,219,928
Proposition 1B/Economic Stimulus Package		\$2,310,000									\$2,310,000
Total Capital Revenues	\$0	\$2,310,000	\$473,052	\$3,838,337	\$447,859	\$486,084	\$200,000	\$312,423	\$1,512,289	\$673,117	\$10,253,162

Summary

GrapeLine will have ample funding to provide all proposed services and fund all capital projects. The summary table shows the projected annual expenditures for each Fixed-Route alternative, Dial-A-Ride and capital projects and the projected revenues. GrapeLine will have to use reserve funds in FY 2016/17 to fund the transit shop expansion project.

Figure ES-14 on the following page summarizes all costs and revenues.

Figure ES-13 Operating and Capital Plan Summary

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Expenditures										
Operations										
Coverage-Based Alternative	\$2,635,588	\$2,714,655	\$2,796,095	\$2,879,978	\$2,982,191	\$3,088,108	\$3,197,866	\$3,311,606	\$3,429,476	\$3,551,628
Productivity-Based Alternative	\$2,635,588	\$2,714,655	\$2,796,095	\$3,092,617	\$3,201,209	\$3,313,697	\$3,430,222	\$3,550,933	\$3,675,983	\$3,805,530
Capital	\$0	\$2,310,000	\$473,052	\$3,838,337	\$447,859	\$486,084	\$200,000	\$312,423	\$1,512,289	\$673,117
Total Expenditures Coverage-Based Alternative	\$2,635,588	\$5,024,655	\$3,269,147	\$6,718,315	\$3,430,050	\$3,574,193	\$3,397,866	\$3,624,029	\$4,941,765	\$4,224,745
Total Expenditures Productivity-Based Alternative	\$2,635,588	\$5,024,655	\$3,269,147	\$6,930,954	\$3,649,068	\$3,799,781	\$3,630,222	\$3,863,356	\$5,188,271	\$4,478,647
Revenues										
Fare Revenue										
Coverage-Based Alternative	\$264,408	\$271,482	\$275,570	\$281,829	\$285,549	\$289,320	\$293,143	\$297,018	\$300,945	\$304,926
Productivity-Based Alternative	\$264,408	\$271,482	\$275,570	\$281,829	\$277,430	\$287,205	\$297,427	\$302,331	\$307,322	\$312,403
Non-Fare Revenue	\$3,513,364	\$5,893,031	\$3,654,092	\$6,946,502	\$3,800,505	\$3,875,915	\$3,952,834	\$4,031,290	\$4,111,316	\$4,192,942
Total Expenditures Coverage-Based Alternative	\$3,777,772	\$6,164,513	\$3,929,661	\$7,228,331	\$4,086,054	\$4,165,235	\$4,245,976	\$4,328,308	\$4,412,261	\$4,497,869
Total Expenditures Productivity-Based Alternative	\$3,777,772	\$6,164,513	\$3,929,661	\$7,228,331	\$4,077,935	\$4,163,120	\$4,250,261	\$4,333,621	\$4,418,639	\$4,505,346
Balance										
Annual Surplus (Deficit) Coverage-Based Alternative	\$1,142,184	\$1,139,858	\$660,514	\$510,016	\$656,004	\$591,043	\$848,110	\$704,278	(\$529,503)	\$273,124
Cumulative Funding in Reserves	--	\$2,282,042	\$2,942,556	\$3,452,572	\$4,108,576	\$4,699,619	\$5,547,730	\$6,252,008	\$5,722,505	\$5,995,628
Annual Surplus (Deficit) Productivity-Based Alternative	\$1,142,184	\$1,139,858	\$660,514	\$297,377	\$428,867	\$363,339	\$620,039	\$470,265	(\$769,633)	\$26,698
Cumulative Funding in Reserves	--	\$2,282,042	\$2,942,556	\$3,239,933	\$3,668,800	\$4,032,139	\$4,652,178	\$5,122,443	\$4,352,810	\$4,379,508

Chapter 1. Introduction

A Short Range Transit Plan (SRTP) is designed to provide the blueprint for a sustainable transit service over a 10-year planning horizon. The SRTP process began with understanding the existing conditions – who uses the transit service, how efficient and effective service is designed, and what services might increase ridership and productivity? This plan presents all the service and community profiles, presents service alternatives, and provides GrapeLine with a capital and operating plan to guide GrapeLine for the next ten years.

Lodi Transit Services Overview

The City of Lodi provides transit service within the city boundaries and to some of the surrounding communities. GrapeLine Fixed-Route service operates only within the Lodi city limits. The Dial-A-Ride service area includes the City of Lodi and the incorporated areas of Woodbridge, the Arbor Mobile Home Park in Acampo and the Freeway Mobile Home Park. Currently, the total service area is approximately 19 square miles.

The transit service in Lodi began operations in 1978 through a contract with a local taxi company. The City of Lodi took over the Dial-A-Ride program in 1992 and added a Fixed-Route service in 1994. The City of Lodi currently provides five regular Fixed-Routes, three Express (school) Routes and complementary Dial-A-Ride service. All Fixed-Route service begins and ends at the Lodi Station, located in downtown at the intersection of Sacramento and Oak Streets. The Dial-A-Ride program provides service primarily to seniors and people with disabilities, however the service is also available to the general public.

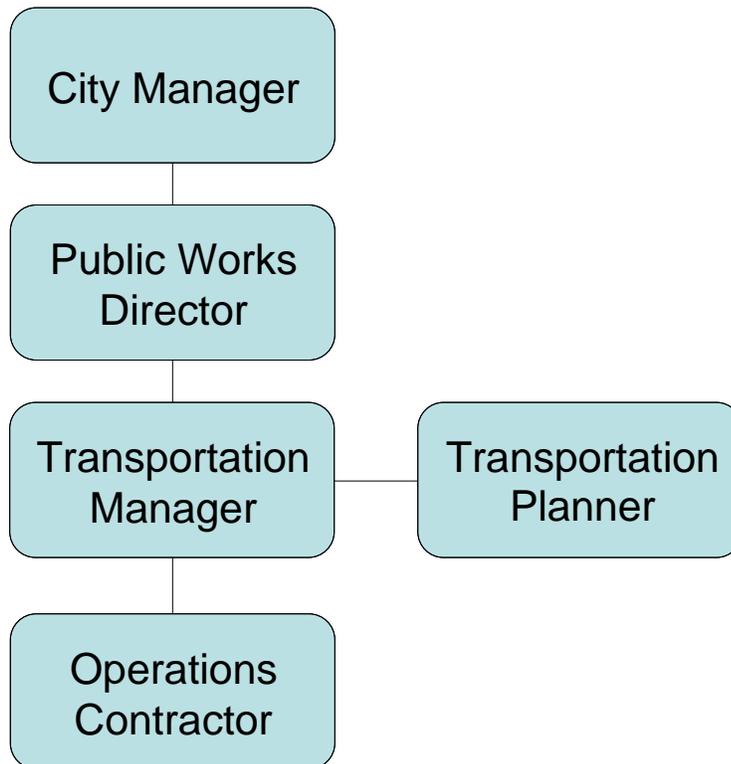
Fixed-Route and Dial-A-Ride services are provided seven days per week. The Express Routes operate Monday through Friday only.

Organizational Structure

GrapeLine is managed by the City of Lodi's Transportation Manager and Transportation Planner. They report through the Director of Public Works to the City Manager. The Transportation Planner position reports directly to the Transportation Manager.

All direct operations and maintenance tasks are contracted to a private operator, currently MV Transportation.

Figure 1-1 City of Lodi Transit Staff Organizational Chart



Like all City departments, transit staff ultimately reports to the City Manager and the City Council. The City Council is comprised of five members including the mayor, mayor pro tempore, and three other council members. All budgetary and major service changes are approved by the City Council.

Document Review

A document review was completed as part of the Short Range Transit Plan (SRTP). Documents reviewed were the last GrapeLine SRTP and the Triennial Performance Audit for FY 2004, 2005, and 2006.

GrapeLine Short Range Transit Plan Update FY 2005-2009

The City of Lodi's last SRTP was completed in August 2005. The SRTP noted that ridership on GrapeLine Transit has increased by about 60,000 boardings from FY 2001 to FY 2004 while Dial-A-Ride ridership declined slightly during the same period. Ridecheck data showed that ridership peaked during the morning and afternoon school bell times. Based on analysis of the service, the SRTP made several key service recommendations: increase peak capacity, make minor route modifications, and reduce evening and weekend service.

Service Recommendations:

- **Increase Peak Capacity.** The SRTP recommends adding tripper and express service during peak periods to increase capacity. Peak loads occur primarily at school bell times.
- **Route Modifications.** Adjust the Route 4 alignment to improve on-time performance. The SRTP recommends that the route use Hutchins Street instead of Fairmont Avenue in the outbound direction.
- **Reduce Evening Service.** The SRTP recommends reducing service by one trip on all routes. Ridership drops off significantly on the 7:00 PM trips.
- **Reduce Weekend Service.** The SRTP listed three preliminary scenarios to reduce weekend service:
 - Reduce frequencies
 - Discontinue weekend Fixed-Route service
 - Modify routing to provide coverage at lower frequencies

The SRTP also included a comprehensive marketing plan which recommended targeting specific transit markets such as seniors and students through media outlets and promotional events.

Triennial Performance Audit FY 2004, 2005, and 2006

The last triennial performance review for transit services in Lodi reviewed fiscal years 2004, 2005, and 2006. The audit noted that fare revenue increased despite declining ridership. Passenger productivity worsened during the audit period with a drop in passengers per mile and passengers per hour. Cost efficiency and cost effectiveness also declined during the review period.

Recommendations for the current audit are listed below.

- Implement a strategic marketing plan to address falling ridership trends.
- Assess operating budget annually in order not to exceed the 15% growth indicator.

Report Organization

This Existing Conditions report details the current status of transit services in Lodi. The chapters following this introduction include:

Chapter 2 Demographic Analysis and Mapping

Chapter 2 presents a discussion of the geography and demographics of Lodi. The chapter presents maps that highlight where key ridership groups are located and which land uses are most appropriate for transit (based on employment and household densities).

Chapter 3 Existing Fixed-Route Transit Services

Chapter 3 provides an overview of Fixed-Route transit services and system performance. The chapter also presents the route-by-route analysis based primarily on the September 2007 ridecheck effort.

Chapter 4 Fixed-Route Passenger Survey Results

Chapter 4 presents the results of the passenger survey conducted in conjunction with the September 2007 ridecheck. Results include passenger opinions on service quality, origin and destination data, and demographic information.

Chapter 5 Existing Paratransit Services

Chapter 5 provides an overview of paratransit services and system performance.

Chapter 6 Stakeholder Interviews

Chapter 6 summarizes the information gathered from stakeholder interviews. This information, though anecdotal, can be combined with the statistical information to provide a comprehensive picture of the opportunities and constraints facing the system.

Chapter 7 Marketing Plan

Chapter 7 proposes new marketing efforts including updating the schedule brochure and website and proposes a new marketing plan to direct the agency.

Chapter 8 Goals, Objectives, Measures, and Standards

GrapeLine does not have a set of guiding goals and objectives for reviewing and evaluating service performance. Chapter 8 proposes goals, objectives, measures, and standards to guide GrapeLine forward and analyze service performance.

Chapter 9 Service Plan and Recommendations

Chapter 9 presents two primary service alternatives for GrapeLine. These alternatives were created with the goal of improving passenger convenience, increasing coverage, and serving new areas of the city.

Chapter 10 Operating and Capital Plan

The Operating and Capital Plan review the projected revenues for GrapeLine and ensure that the City will be able to operate the proposed service alternatives in financially constrained scenarios.

Chapter 2. Demographic Analysis

Overview

Lodi is located in the San Joaquin Valley and is between the larger cities of Sacramento, approximately 35 miles north, and Stockton, approximately 6 miles south. The city is surrounded by unincorporated parts of San Joaquin County. Lodi is bordered by two major intercity north-south highways, Interstate 5 and Highway 99. According to the 2000 census, a majority of Lodi residents are non-Hispanic whites (63%), followed by Hispanics/Latinos (27%).

An understanding of the distribution and density of population and employment is an integral part of the transit planning process. This chapter provides a profile of demographics in Lodi. The sources of demographic data presented in this chapter are the 2000 decennial Census and the 2006 American Community Survey.

Population and Income Distribution

Population and Population Density

Figure 2-1 depicts the population density per square mile of Lodi according to the 2000 Census. The darker colors indicate the higher density areas. Population density is a key determinant in transit ridership.

According to the 2000 Census, the population of Lodi was 56,999. The population was estimated to be over 62,000 in 2006. Population density was generally higher in the older neighborhoods in Lodi with more traditional street grid patterns. The highest population density was 10,000 persons per square mile. The largest high density area is in the eastern half of the city centered around Central Avenue between Lockeford Street and Kettleman Lane. Other higher density pockets exist south of Turner Road and north of Lockeford Street as well as a small area south of Kettleman Lane and east of Hutchins Street. All denser areas of the city are served directly by Lodi GrapeLine routes. Future growth is expected to be in the less dense, southwest corner of the city.

Income Distribution

The median household income for Lodi was \$39,570 according to the 2000 Census. The income level was slightly lower than the US median income of approximately \$42,000.

Most of the city's census block groups have median incomes of less than \$50,000. The northeast corner of the city bordered by Lodi Avenue to the south and California Street to the west has a particularly low median income, and the area east of Highway 99 has a lower median income level as well. More affluent areas are located west of Lower Sacramento Road where larger homes and wineries are located as well as housing in the southwest corner of the city.

Figure 2-1 City of Lodi Population Density Map

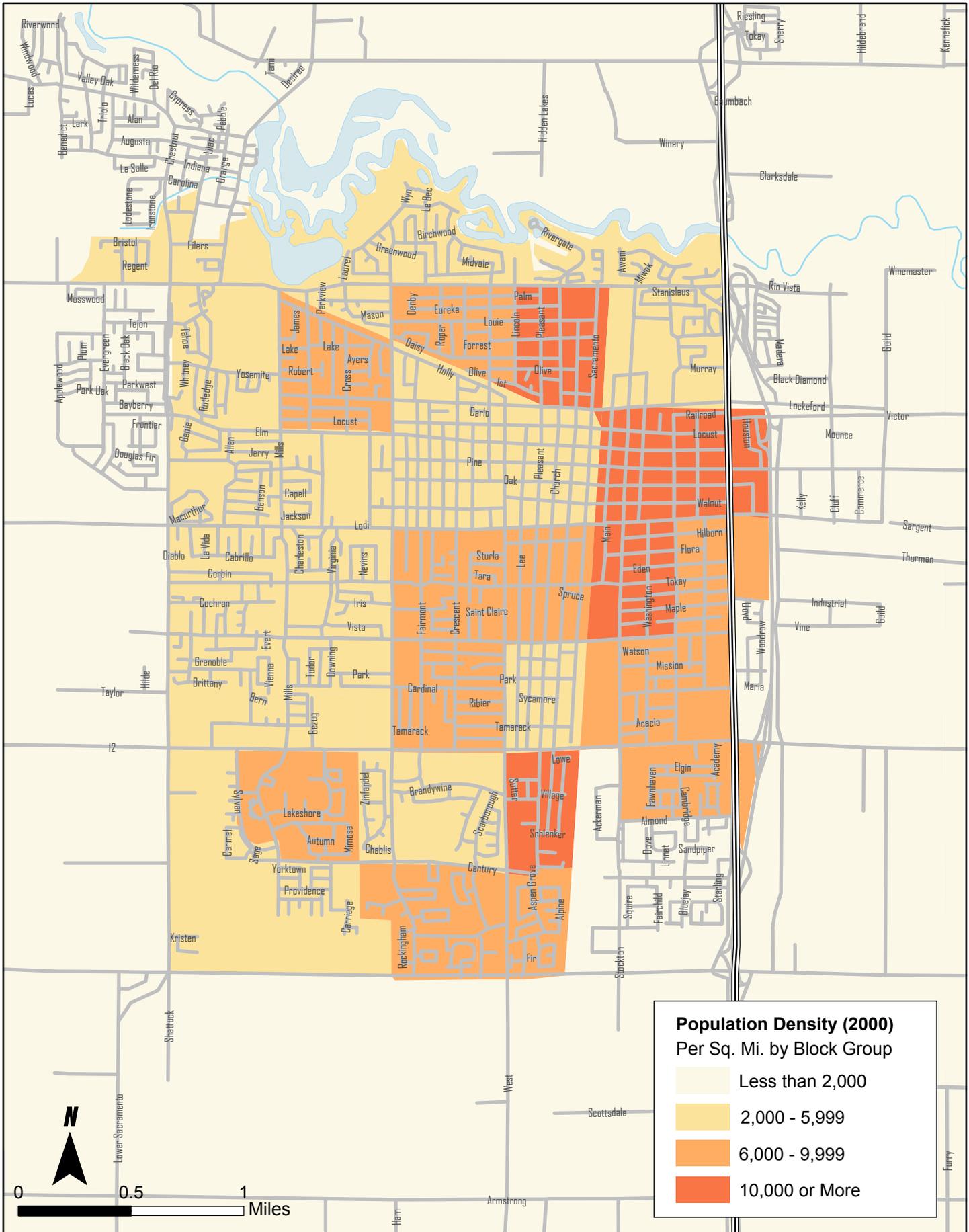
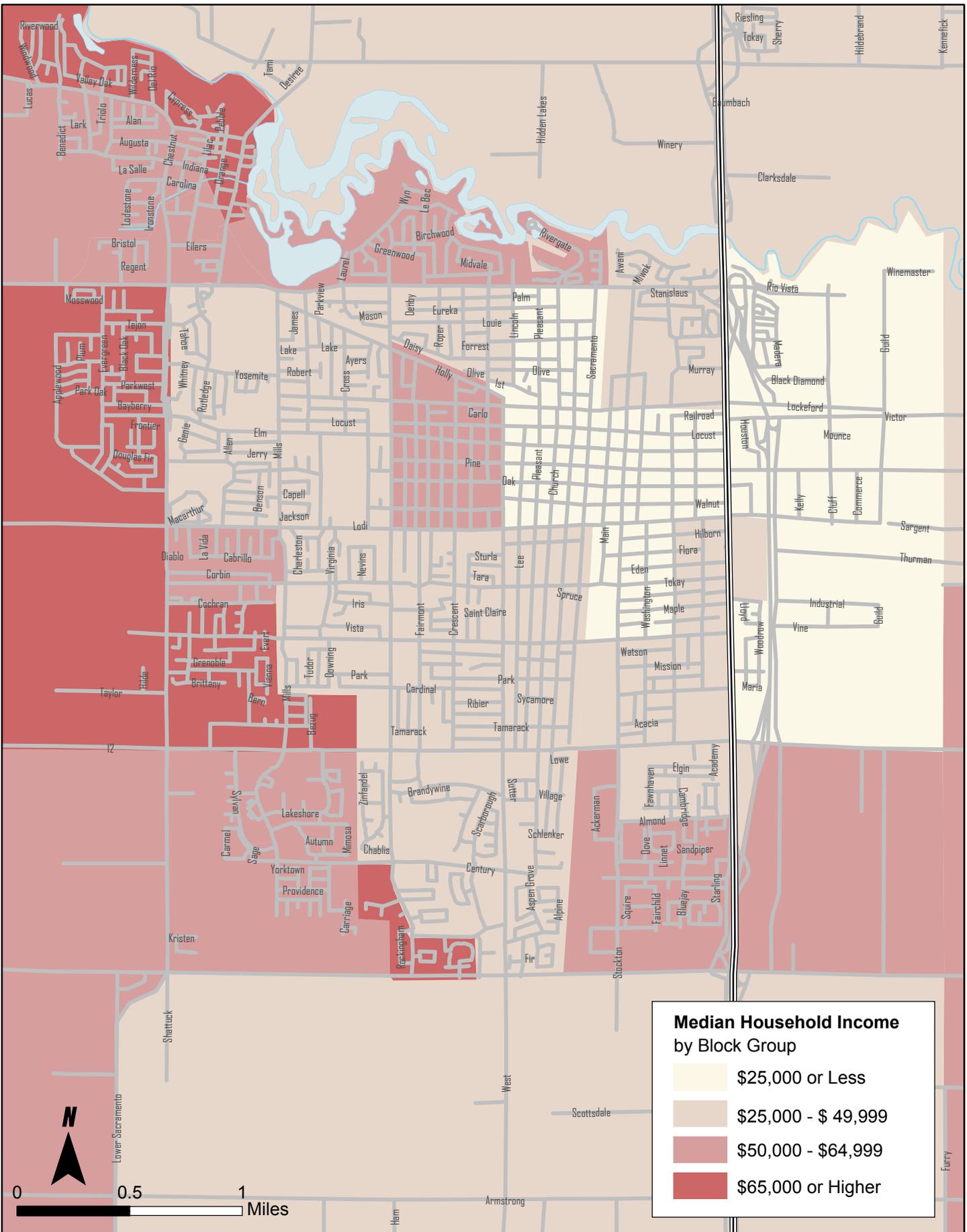


Figure 2-2 City of Lodi Income Distribution Map



Transit Dependent Populations

Youth Population

Lodi has a significant youth population. As of the 2000 Census, 28% of the Lodi population was under 18 years old. Youth population density is highest in the same areas where population density is the highest. The largest area of youth density centered around Central Avenue between Sacramento Street to the west and Cherokee Lane to the east. The highest youth densities are 3,500 or more persons per square mile. GrapeLine serves all areas with higher youth densities.

Senior Population

Persons 65 and older accounted for 14% of Lodi's total population in the 2000 Census. Senior population density is more concentrated in the western half of the city. The highest concentrations of seniors were located in central Lodi bordered by Lodi Avenue to the north, Kettleman Lane to the south, Ham Lane to the west, and Hutchins Street to the east. Other pockets are found south of Tokay High School, Church Street north of Lockeford Street, and north of Lodi Avenue between Lower Sacramento Road and Mills Avenue. All areas are served by transit.

Persons with Disabilities

The population of Lodi residents with some form of disability was estimated to be 11,789 persons (23%). This is slightly higher than the total US average of 19% of the population.

Population density of persons with disabilities is low in Lodi. The highest concentrations of persons with disabilities are located in the southwest corner of the city near Kettleman Lane, west of the South Main Canal. These areas are served by transit. Other concentrations were in the northern edge of the city, north of Turner Road and in areas outside of city limits south of Harney Lane and north of the city near Acampo.

Figure 2-4 City of Lodi Senior Population Density Map

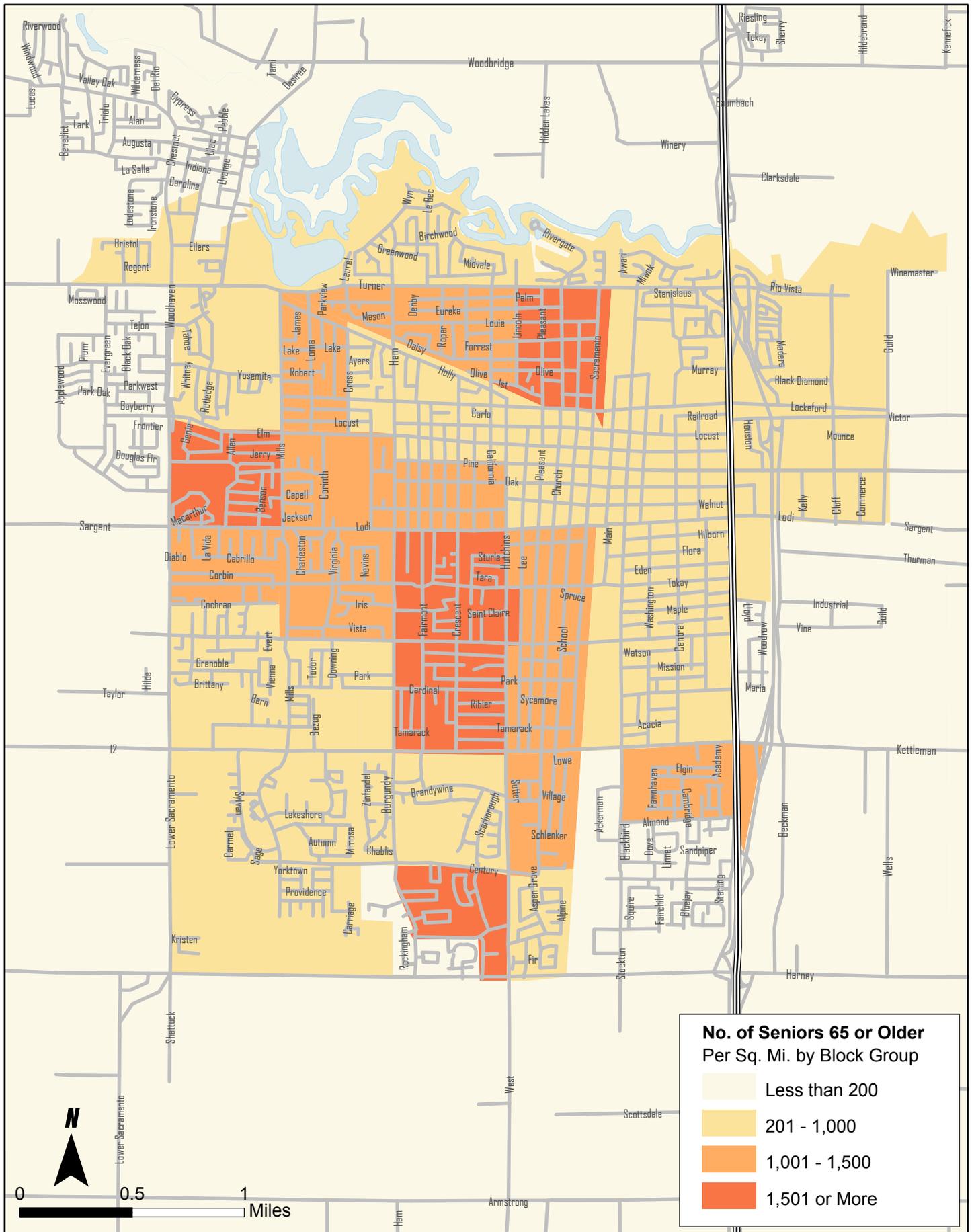
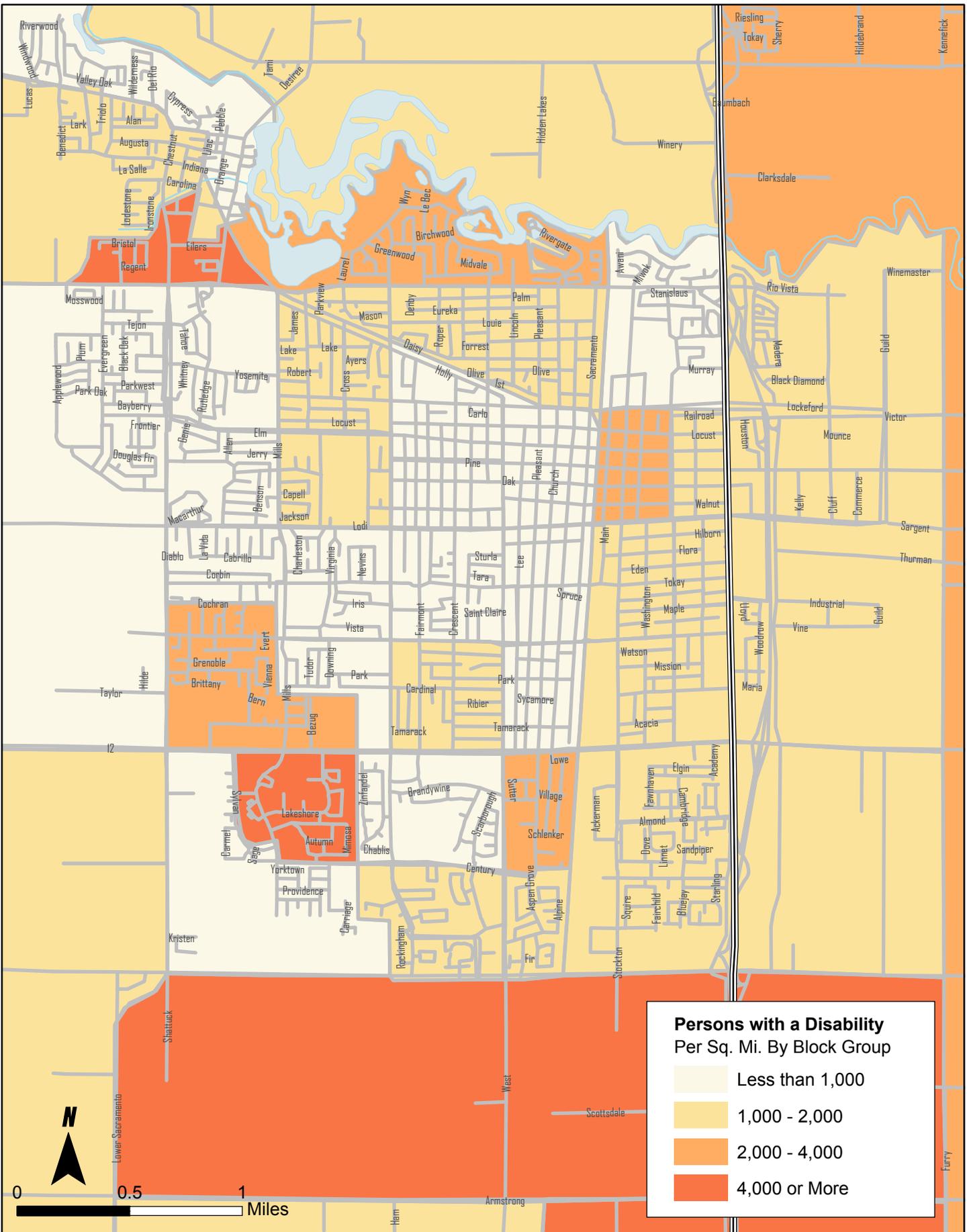


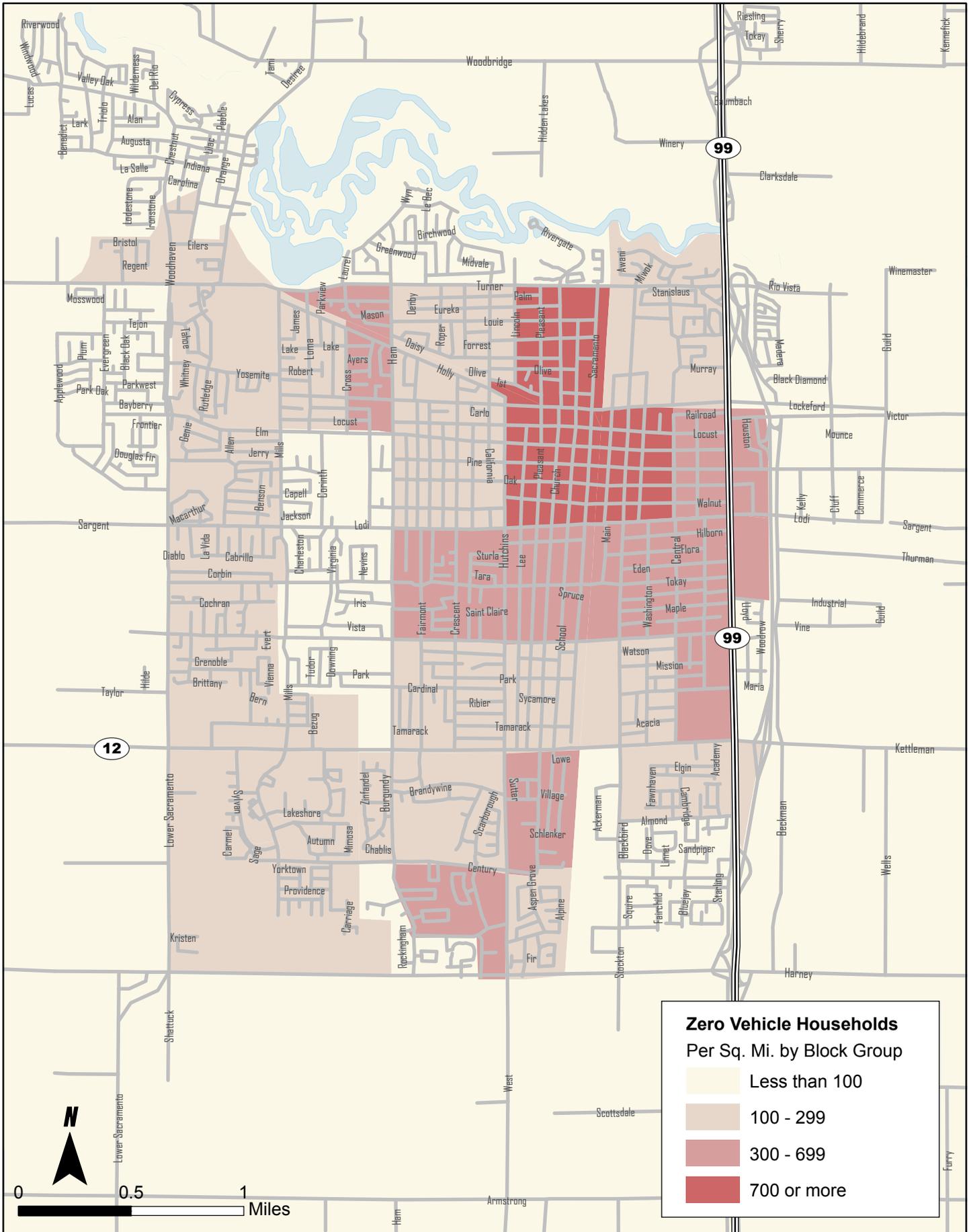
Figure 2-5 City of Lodi Population Density Map of Persons with Disabilities



Zero Vehicle Households

According to the 2000 Census, approximately 11% of Lodi households do not have access to a private vehicle. For households with no private vehicles, transit is an essential resource. As with lower household incomes, households with zero vehicles are concentrated in the eastern half of the city. The area with the highest rate of zero vehicle households is in and north of the downtown area bordered by Lodi Avenue, Hutchins Street, Turner Road, and Central Avenue. This area is served by most GrapeLine routes.

Figure 2-6 City of Lodi Zero Household Vehicle Map



Employment

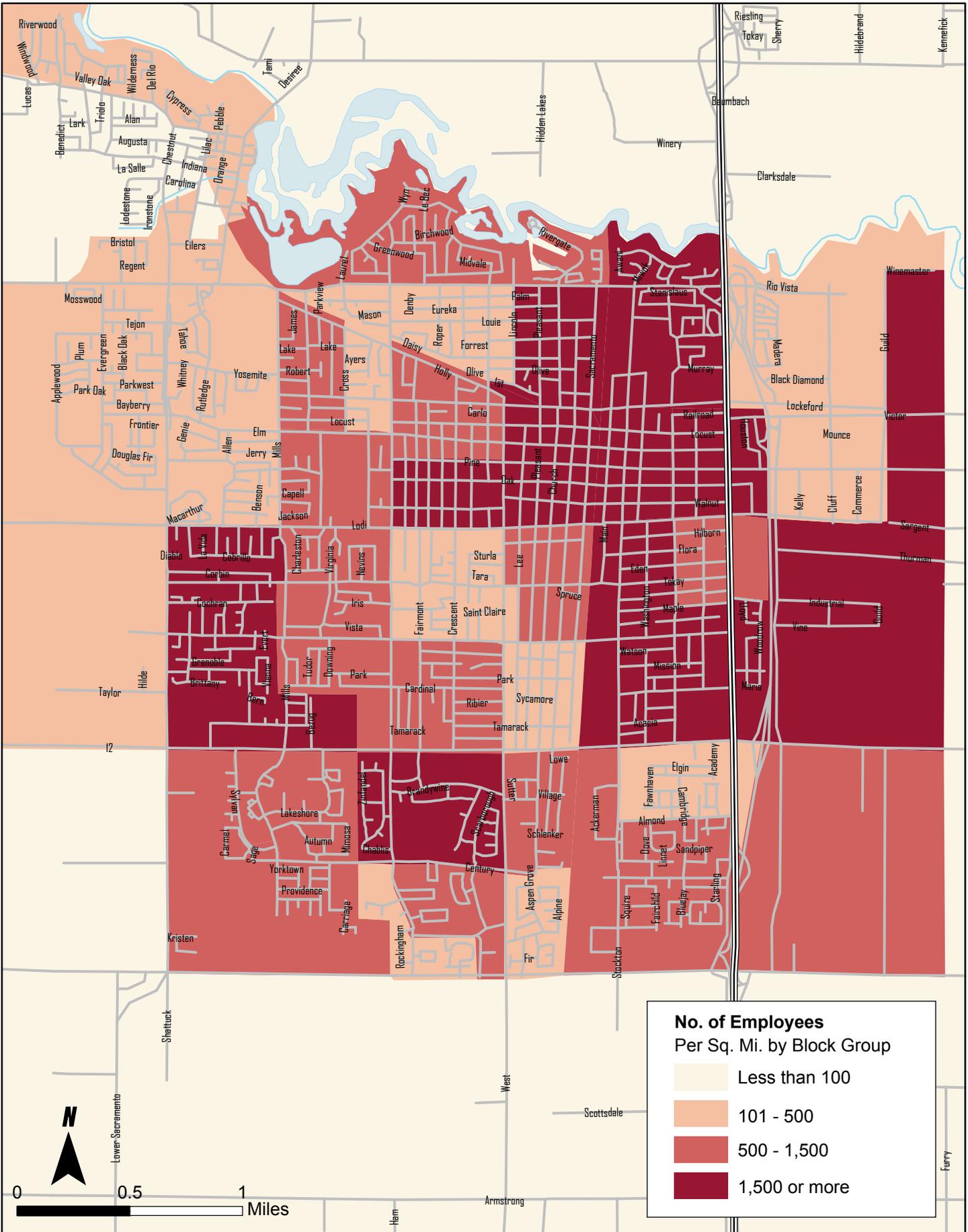
Approximately 21,500 people are employed in Lodi according to the 2000 Census. The largest employment sector in Lodi, with over 4,500 employed persons (21% of total city employment), is education, health, and social services. Other larger employment sectors are retail and manufacturing, each with over 3,000 employed persons.

Figure 2-7 City of Lodi Employment by Sector

Sector	# of Employees (2000)
Educational, health and social services	4,595
Retail trade	3,240
Manufacturing	3,020
Finance, insurance, real estate and rental and leasing	1,965
Arts, entertainment, recreation, accommodation and food services	1,630
Construction	1,450
Other services (except public administration)	1,305
Professional, scientific, management, administrative, and waste management services	1,095
Transportation and warehousing and utilities	845
Agriculture, forestry, fishing and hunting and mining	710
Wholesale trade	685
Public administration	520
Information	370
Armed forces	20
Total	21,450

Employment density is focused at retail, commercial, and industrial centers within the city. Dense employment pockets are found downtown where retail and services are concentrated and near the Target and Safeway shopping center area at Lower Sacramento Road and Kettleman Lane. Other dense areas occur along the Stockton Street corridor and east of Highway 99 where more industrial complexes are located.

Figure 2-8 City of Lodi Employment Density



Future Growth

While Lodi has historically grown at a slow pace, Lodi is expecting a large increase in development during the ten-year planning horizon. Future growth will be concentrated in the southwest and southeast corners of town in the Gateway and Reynolds Ranch developments respectively. The Gateway Development will consist of mostly single family residential housing and retail space including a Wal-Mart Supercenter at Kettleman Lane and Lower Sacramento Road. Reynolds Ranch will focus mainly on retail space, senior housing, and a Blue Shield of California Call Center. Both these developments will add a large number of residents and jobs to Lodi.

Chapter 3. Existing Fixed-Route Services

Systemwide Overview

Lodi GrapeLine provides both Fixed-Route bus service and general public Dial-A-Ride service within the City of Lodi seven days a week. Lodi also has the benefit of receiving regional service by Amtrak, Greyhound, San Joaquin Regional Transit, South County Transit/LINK, Rio Vista Breeze, and Calaveras Transit.

Fixed-Route Service

Local fixed-route bus service is provided by GrapeLine on five weekday routes (1, 2, 3, 4, and 5) and four weekend routes (A, B, C, and D). Routes B, C, and D are equivalent to weekday Routes 2, 3, and 4 respectively. Route A combines segments of Routes 1 and 5 into one weekend route. Service operates on weekdays from approximately 6:15 AM to 6:54 PM and on weekends from 7:45 AM to 3:09 PM. Bus routes pulse together from Lodi Station, the downtown multimodal transit center, every 45 minutes.

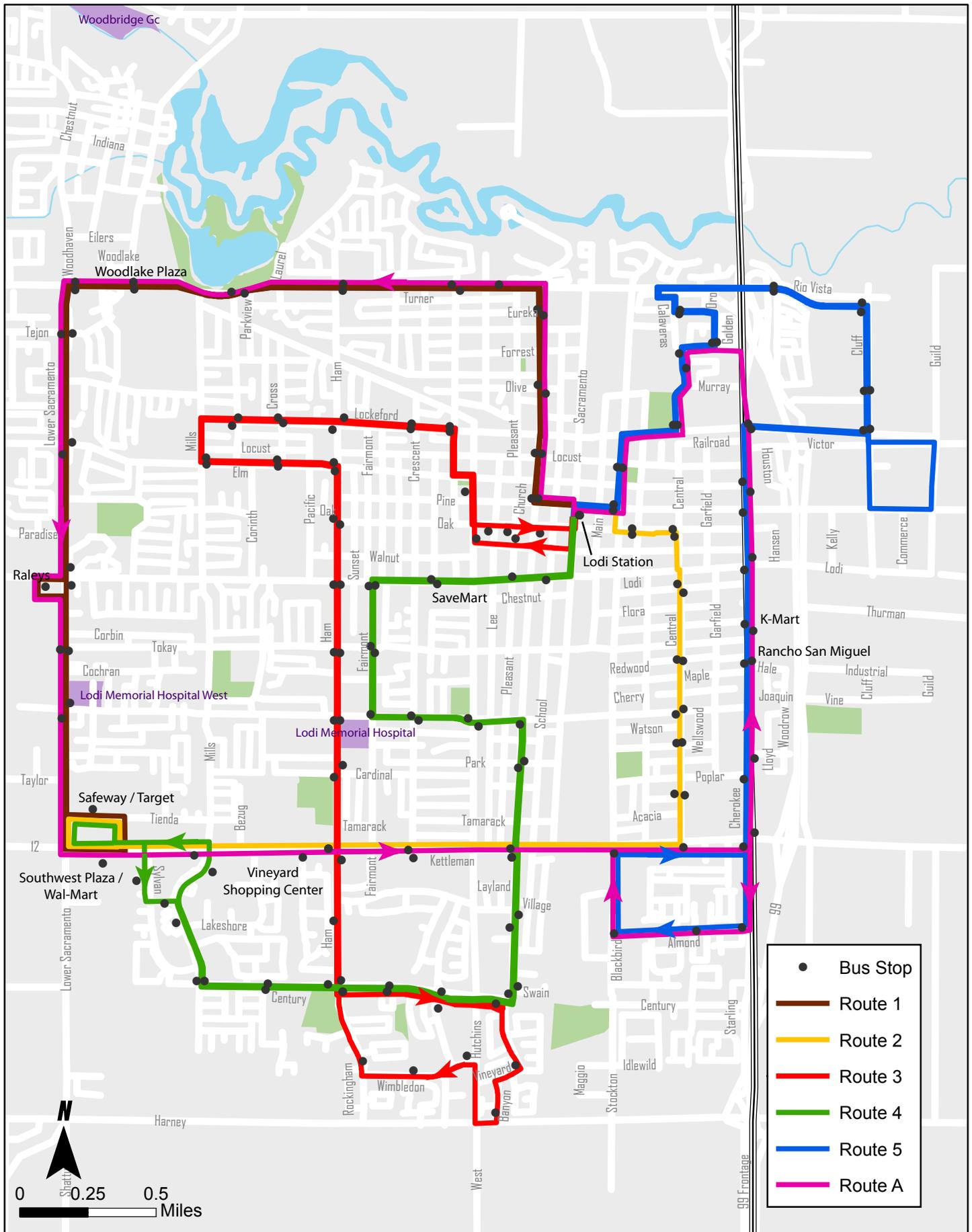
GrapeLine also operates three Express Routes. These routes provide school day peak-only service to the middle and high schools and are open to the general public.

All Lodi GrapeLine services are currently operated from Lodi Station under contract by MV Transportation.

Figure 3-1 Lodi GrapeLine Service Hours

Route Number	Route Description	Service Hours		Service Frequency	
		Weekdays	Weekends	Weekday	Weekends
1	Lower Sacramento/ Church	6:15 AM to 6:54 PM	--	45	--
2 (Weekend Rt. B)	Central	6:15 AM to 6:54 PM	7:45 AM to 3:09 PM	45	45
3 (Weekend Rt. C)	Ham	6:15 AM to 6:54 PM	7:45 AM to 3:09 PM	45	45
4 (Weekend Rt. D)	Century	6:15 AM to 6:54 PM	7:45 AM to 3:09 PM	45	45
5	Cherokee	6:15 AM to 6:54 PM	--	45	--
Weekend Rt. A	Lower Sacramento/ Church	--	7:45 AM to 3:09 PM	--	45

Figure 3-2 Lodi GrapeLine System Map



Fares

GrapeLine offers three cash fare types: general, senior, and disabled. The general public fare is \$1.00 per trip and the senior and disabled fares are \$0.50. GrapeLine also sells monthly passes and 10-ride tickets. Passes may be purchased at Lodi Station or City Hall.

Figure 3-3 Fare and Pass Types

Fare Type	Fare
Cash Fares	
General (5-59 years old)	\$1.00
Seniors (60 and older)	\$0.50
Disabled	\$0.50
Children (under 5 years old)	Free*
Passes	
General Monthly Pass	\$35.00
Senior/Disabled Monthly Pass	\$17.50
10-ride ticket (general public)	\$10.00
10-ride ticket (senior/disabled)	\$5.00

*Up to 2 per paying passenger

Transfers

Transfers within the GrapeLine system are free. Passengers should ask for a transfer upon boarding the vehicle. Transfers are good for 45 minutes. The main GrapeLine transfer points are Lodi Station and Kettleman Lane at Lower Sacramento Road.

GrapeLine accepts transfers and passes from SJRTD and SCT/LINK for fare free service. Transfers are not accepted from Calaveras Transit or the Rio Vista Breeze. GrapeLine passengers may use a GrapeLine transfer for free service on SCT/LINK. Additionally, GrapeLine transfers are accepted for a \$1.00 discount on the fare on SJRTD routes serving Lodi and Rio Vista Breeze. Calaveras Transit does not accept GrapeLine transfers.

Figure 3-4 Transfers

Service Name	
To GrapeLine from...	
SJRTD	Free
SCT/LINK	Free
Calaveras Transit	Not accepted
Rio Vista Breeze	Not accepted
From GrapeLine to...	
SJRTD	\$1.00 discount ¹
SCT/LINK	Free
Calaveras Transit	Not accepted
Rio Vista Breeze	Not accepted

Other Transit Services

Lodi residents have a variety of other transit services available to them, all centrally located at Lodi Station.

San Joaquin Regional Transit District (SJRTD)

SJRTD offers three routes in Lodi, providing residents access to Stockton. Two routes are regular fixed-route services and one route is a “Hopper” route which has a fixed-route and schedule but will deviate up to three-quarters of a mile from the route for ADA-certified passengers upon request.

Route 23. Route 23 provides the largest level of SJRTD service to Lodi. The route travels from Lodi Station to Stockton via Lodi Avenue, Ham Lane, and Kettleman Lane through Lodi. In Stockton, the route serves Delta College and the Stockton Downtown Transit Center. Route 23 service is operated approximately hourly on Monday through Friday from 5:00 AM to 8:15 PM and on weekends from 8:35 AM to 6:09 PM.

¹ As of February 2009, the adult fare on SJRTD is \$1.50, the student fare is \$1.25, and the senior/disabled fare is \$0.75.

Route 24. Route 24 provides limited weekday service between Lodi Station and Kaiser Permanente in Stockton via Stockton Street and West Lane. The route provides three northbound and four southbound weekday trips concentrated at peak commuter hours.

Route 93. Hopper Route 93 connects Delta College in Stockton to Lodi Station via Pacific Avenue and Thornton Road in Stockton and Kettleman Lane, Ham Lane, and Lodi Avenue in Lodi. Route 93 operates approximately every 60 minutes from 5:00 AM to 11:08 PM.

South County Transit (SCT/LINK)

SCT/LINK provides two routes that serve Lodi – the Highway 99 Express and the Delta Route.

Highway 99 Express. The Highway 99 Express connects passengers from Lodi Station to Sacramento at Florin Mall via Galt and Elk Grove. The route operates hourly on weekdays from 6:45 AM to 6:45 PM.

Delta Route. The Delta Route connects Lodi Station to Galt via the delta communities of Isleton, Ryde, Walnut Grove, and Locke. The route provides three weekday trips to Lodi.

Calaveras Transit

Calaveras Transit Route 6 provides service from Lodi Station to San Andreas. The route connects Lodi to Valley Springs, Toyon, and San Andreas along the Highway 12 corridor. Four roundtrips serve Lodi on weekdays from 6:45 AM to 6:30 PM.

Amtrak

Amtrak service at Lodi Station is provided on the San Joaquins Route. The route provides service between Bakersfield, Sacramento, and Oakland. Six daily northbound and five daily southbound trips are provided on the route. When train service is unavailable, an Amtrak Throughway bus provides the service. Amtrak ticketing is available at Lodi Station.

Greyhound

Greyhound provides intercity bus service to California and the rest of the nation. Lodi Station is served by two daily northbound trips to Sacramento and three daily trips southbound to Bakersfield. Greyhound ticketing is available at Lodi Station.

Fleet and Facilities

GrapeLine's fleet is comprised of 30 vehicles as summarized in Figure 3-5. Fixed-Route service is generally provided by one of the five NABI buses or the trolley. The remainder of the fleet is comprised of cutaways and vans. A majority of the GrapeLine fleet is fueled by compressed natural gas (CNG). GrapeLine facilities and fleet are owned by the City of Lodi.

Figure 3-5 Fleet Information

Fleet Number	Make	Model	Year	Seating	Fuel	Usage	Status
10-001	Ford	Turtle Top	1994	10	CNG	Dial-A-Ride	Reserve
10-010	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-011	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-012	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-013	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-014	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-015	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-016	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-017	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-018	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-019	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-020	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-021	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-022	Ford	Starcraft	2007	17	CNG	Dial-A-Ride/Fixed-Route	Revenue
10-023	Ford	Aerotech	2002	12	CNG	Dial-A-Ride	Revenue
10-024	Ford	Aerotech	2002	12	CNG	Dial-A-Ride	Revenue
10-025	Ford	Aerotech	2002	12	CNG	Dial-A-Ride	Revenue
10-026	Ford	Aerotech	2002	12	CNG	Dial-A-Ride	Revenue
10-027	Ford	Aerotech	2002	12	CNG	Dial-A-Ride	Revenue
10-028	Ford	Aerotech	2002	12	CNG	Dial-A-Ride	Revenue
10-030	Ford	Turtle Top	1995	10	CNG	Fixed-Route	Reserve
10-032	Ford	Turtle Top	1995	10	CNG	Fixed-Route	Reserve
10-034	Ford	Turtle Top	1995	10	CNG	Fixed-Route	Reserve
10-041	Amtrans	Senator	1991	33	CNG	Fixed-Route	Reserve
10-044	NABI	40' Low Floor	2000	37	CNG	Fixed-Route	Revenue
10-045	NABI	40' Low Floor	2000	37	CNG	Fixed-Route	Revenue
10-046	NABI	40' Low Floor	2000	37	CNG	Fixed-Route	Revenue
10-047	NABI	40' Low Floor	2000	37	CNG	Fixed-Route	Revenue
10-048	NABI	40' Low Floor	2000	37	CNG	Fixed-Route	Revenue
10-050	Champlain	Trolley	2001	44	CNG	Fixed-Route	Revenue

Three additional cutaway vehicles have already been ordered and two more cutaways are scheduled.

GrapeLine is operated from Lodi Station located at 24 South Sacramento Street. All vehicles are stored at Lodi Station. Vehicle maintenance and fueling facilities are at the Municipal Service Center located at 1331 South Ham Lane. Vehicle maintenance is performed by city staff. MV Transportation is contracted to operate GrapeLine.

System Performance

Fixed-Route service performance over the last six years was evaluated by looking at operating costs, revenue service hours and miles, ridership, farebox revenues and associated performance indicators.

Figure 3-6 below shows key operating statistics for GrapeLine Fixed-Route service.

Figure 3-6 Fixed-Route Operating Statistics

	FY 2002/03	FY 2003/04	FY 2004/05	FY 2005/06	FY 2006/07	FY 2007/08
Operating Cost	\$1,373,774	\$1,220,286	\$1,169,252	\$1,145,447	\$1,149,415	\$1,181,293
<i>Annual Change</i>		-11.2%	-4.2%	-2.0%	0.3%	2.8%
Vehicle Service Hours	23,510	23,797	23,870	21,992	21,079	21,259
<i>Annual Change</i>		1.2%	0.3%	-7.9%	-4.2%	0.9%
Vehicle Service Miles	286,760	327,296	320,903	278,709	273,088	255,145
<i>Annual Change</i>		14.1%	-2.0%	-13.1%	-2.0%	-6.6%
Annual Ridership	433,307	414,621	368,692	282,688	253,904	241,972
<i>Annual Change</i>		-4.3%	-11.1%	-23.3%	-10.2%	-4.7%
Farebox Revenue	\$129,414	\$145,572	\$165,677	\$179,381	\$170,005	\$161,969
<i>Annual Change</i>		12.5%	13.8%	8.3%	-5.2%	-4.7%
Operating Cost per Service Hour	\$58.43	\$51.28	\$48.98	\$52.08	\$54.53	\$55.57
<i>Annual Change</i>		-12.2%	-4.5%	6.3%	4.7%	1.9%
Operating Cost per Passenger	\$3.17	\$2.94	\$3.17	\$4.05	\$4.53	\$4.88
<i>Annual Change</i>		-7.2%	7.8%	27.8%	11.7%	7.8%
Passengers per Service Hour	18.4	17.4	15.4	12.9	12.0	11.4
<i>Annual Change</i>		-5.5%	-11.3%	-16.8%	-6.3%	-5.5%
Passengers per Service Mile	1.5	1.3	1.1	1.0	0.9	0.9
<i>Annual Change</i>		-16.2%	-9.3%	-11.7%	-8.3%	2.0%
Subsidy per passenger	\$2.87	\$2.59	\$2.72	\$3.42	\$3.86	\$4.21
<i>Annual Change</i>		-9.7%	5.0%	25.5%	12.9%	9.2%
Average Fare per Passenger	\$0.30	\$0.35	\$0.45	\$0.63	\$0.67	\$0.67
<i>Annual Change</i>		17.6%	28.0%	41.2%	5.5%	0.0%
Farebox Recovery Ratio (w/o Measure K)	9.4%	11.9%	14.2%	15.7%	14.8%	13.7%
<i>Annual Change</i>		26.6%	18.8%	10.5%	-5.6%	-7.3%

*Operating data for FY 2004/05, FY 2005/06, FY 2006/07, and FY 2007/08 provided by the City of Lodi; operating data for FY 2002/03 and FY 2003/04 provided by the FY 2005-2009 SRTIP

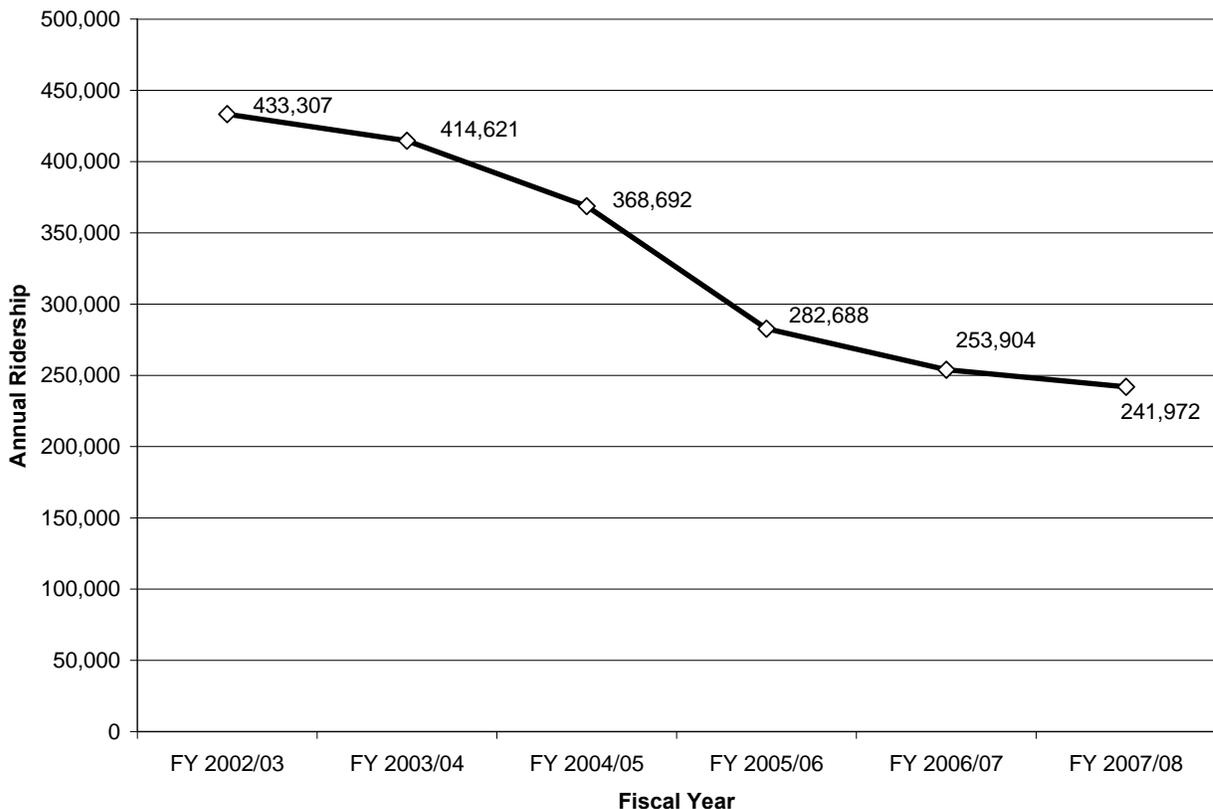
Annual Ridership

Ridership declined in each of the last six fiscal years. Since FY 2002/03, ridership has declined 44%. The decline in ridership is attributed to many factors².

- In January 2005, GrapeLine raised its Fixed-Route fare.
- Trips were consolidated to reduce transfer activity and hence the number of unlinked passenger trips.
- The service initiated a stricter transfer policy where transfers can only be used between different bus routes and not on the same route.
- Fare policy was tightened. As a result, the average fare per passenger and farebox revenue increased.
- City staff believes that ridership statistics in previous years may have been inflated. Ridership experienced in FY 2005/06 and FY 2006/07 is assumed to be accurate and in line with ridership expectations by city staff.

Based on preliminary data from the first quarter of FY 2008/09, ridership is expected to increase this fiscal year.

Figure 3-7 Annual Ridership

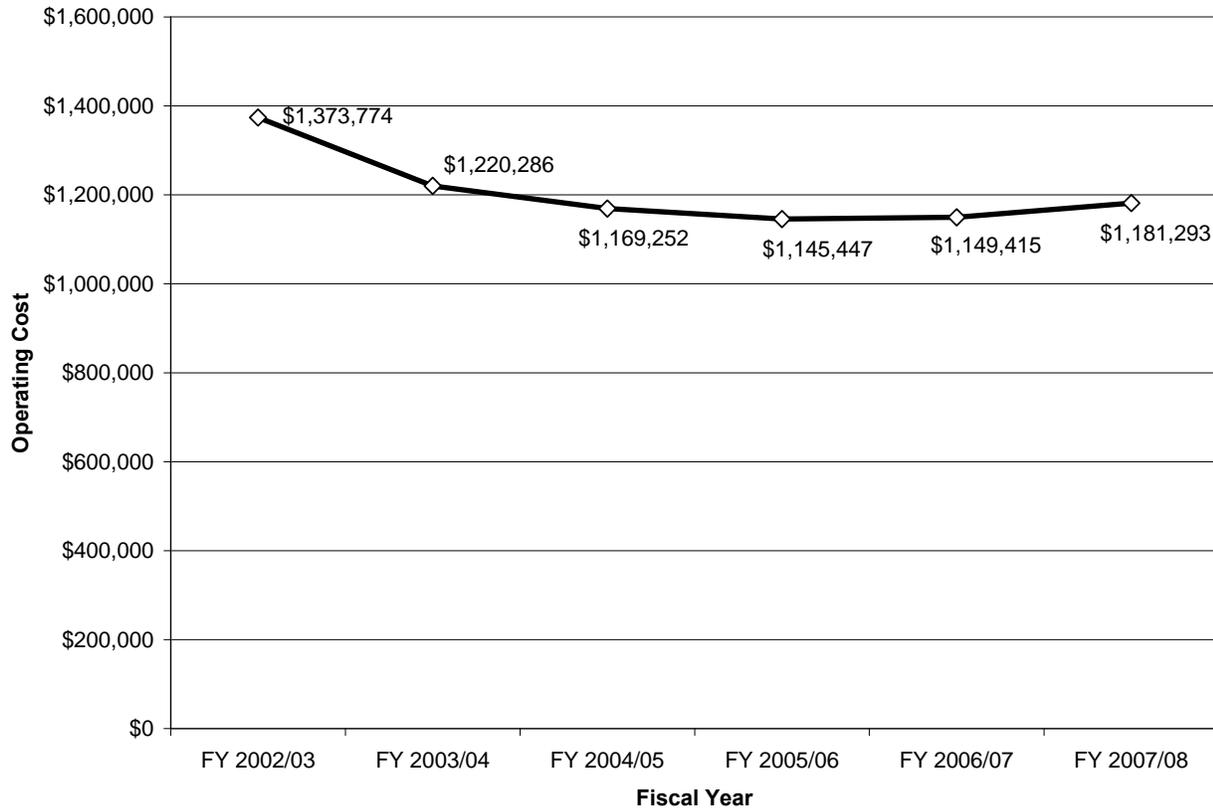


² Based on a conversation with Tiffani Fink, Transportation Manager, on April 23, 2008

Operating Costs

Along with declining ridership, operating costs have decreased over 14% since FY 2002/03. After declining for several years, costs have increased in the past two fiscal years. Operating cost declines have been accompanied by generally declining service hours and miles.

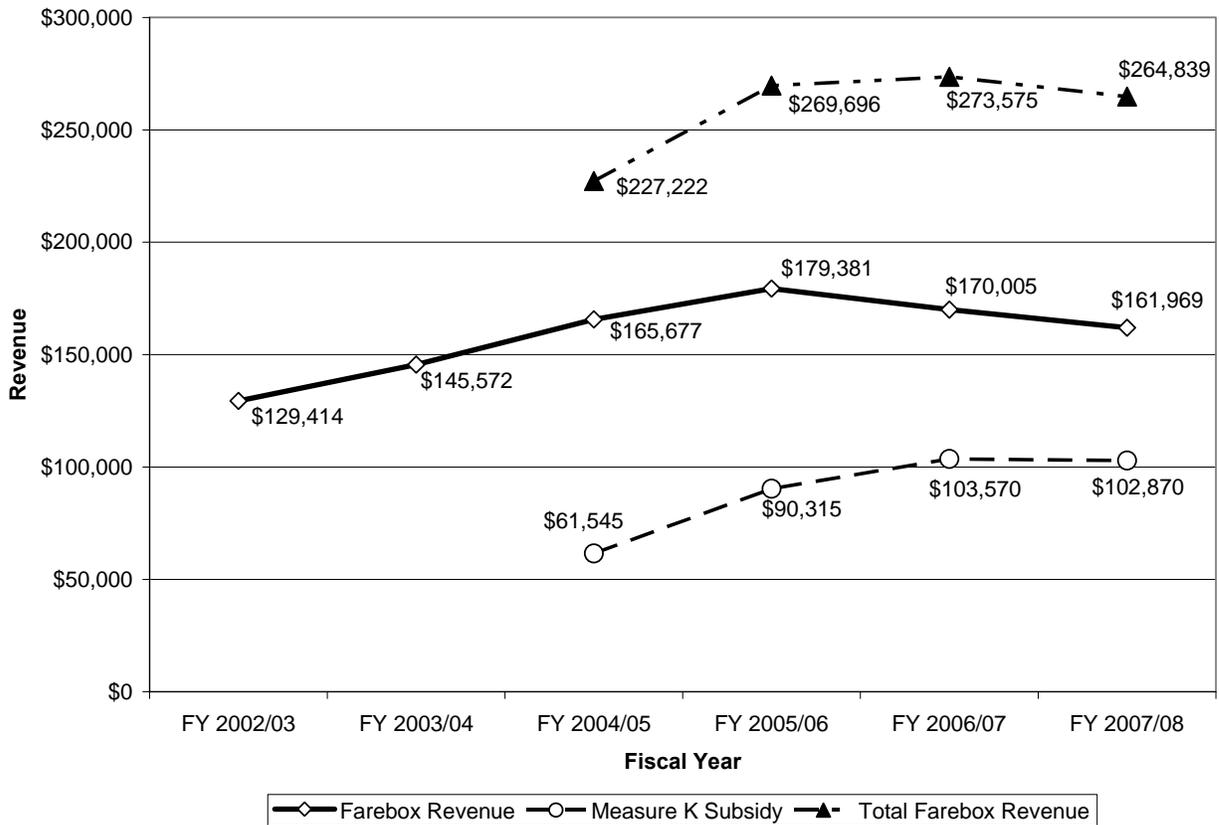
Figure 3-8 Operating Costs



Fare Revenues

Despite declining ridership, farebox revenues have increased over 25% since FY 2002/03. Farebox revenues have increased in four of the last six fiscal years.

Figure 3-9 Farebox Revenue



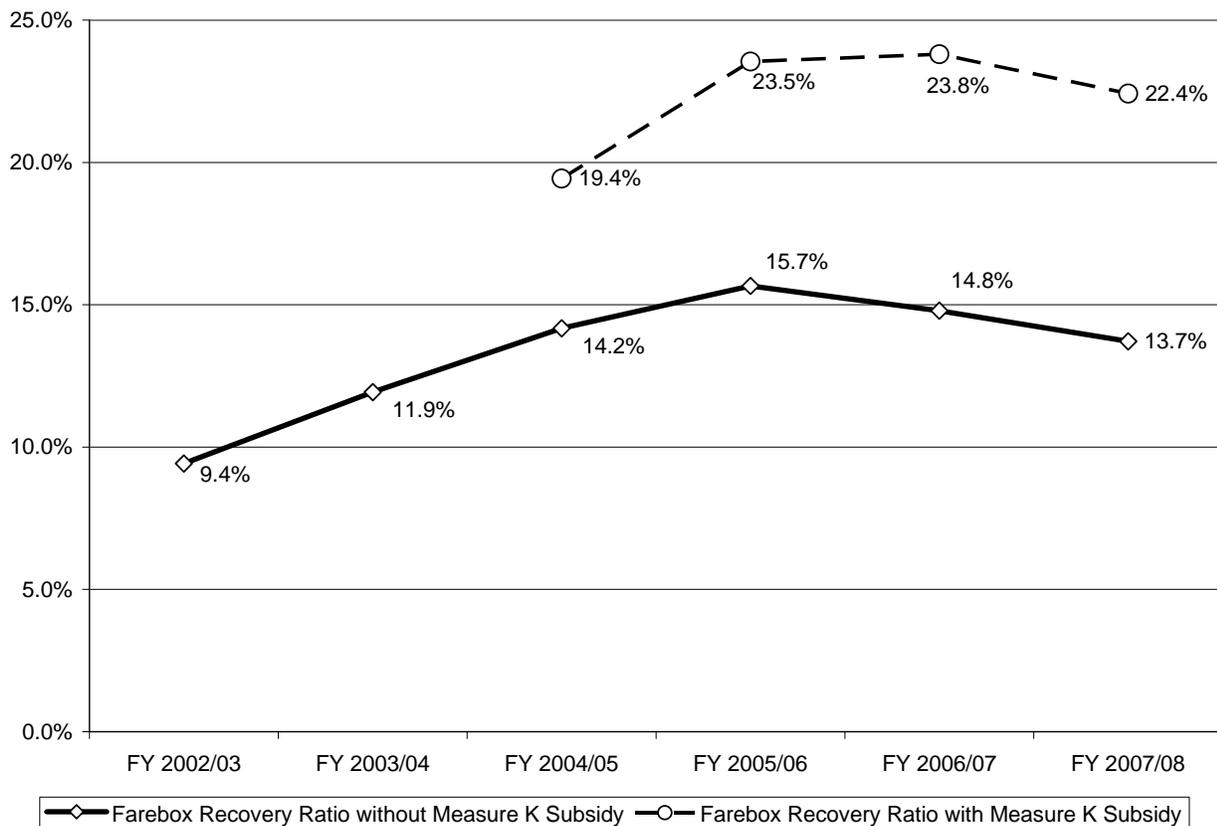
In addition to passenger fares, Lodi uses Measure K funding to supplement farebox revenues. Measure K dedicates a half cent sales tax to transportation projects in San Joaquin County. The City uses the funding to help accomplish the minimum farebox recovery ratio. Measure K contributed over \$100,000 to the farebox in FY 2007/08.

Figure 3-10 Farebox and Measure K Revenue

	FY 2002/03	FY 2003/04	FY 2004/05	FY 2005/06	FY 2006/07	FY 2007/08
Farebox Revenue	\$129,414	\$145,572	\$165,677	\$179,381	\$170,005	\$161,969
Measure K Subsidy	N/A	N/A	\$61,545	\$90,315	\$103,570	\$102,870
Total	\$129,414	\$145,572	\$227,222	\$269,696	\$273,575	\$264,839
Farebox Recovery Ratio without Measure K Subsidy	9.4%	11.9%	14.2%	15.7%	14.8%	13.7%
Farebox Recovery Ratio with Measure K Subsidy	N/A	N/A	19.4%	23.5%	23.8%	22.4%

As with farebox revenues, the farebox recovery ratio has increased since FY 2002/03. Without Measure K funding, the farebox recovery ratio has increased from below 10% to a high of 15.7% in FY 2005/06. With Measure K funding included, the farebox recovery ratio was approximately 22% in FY 2007/08.

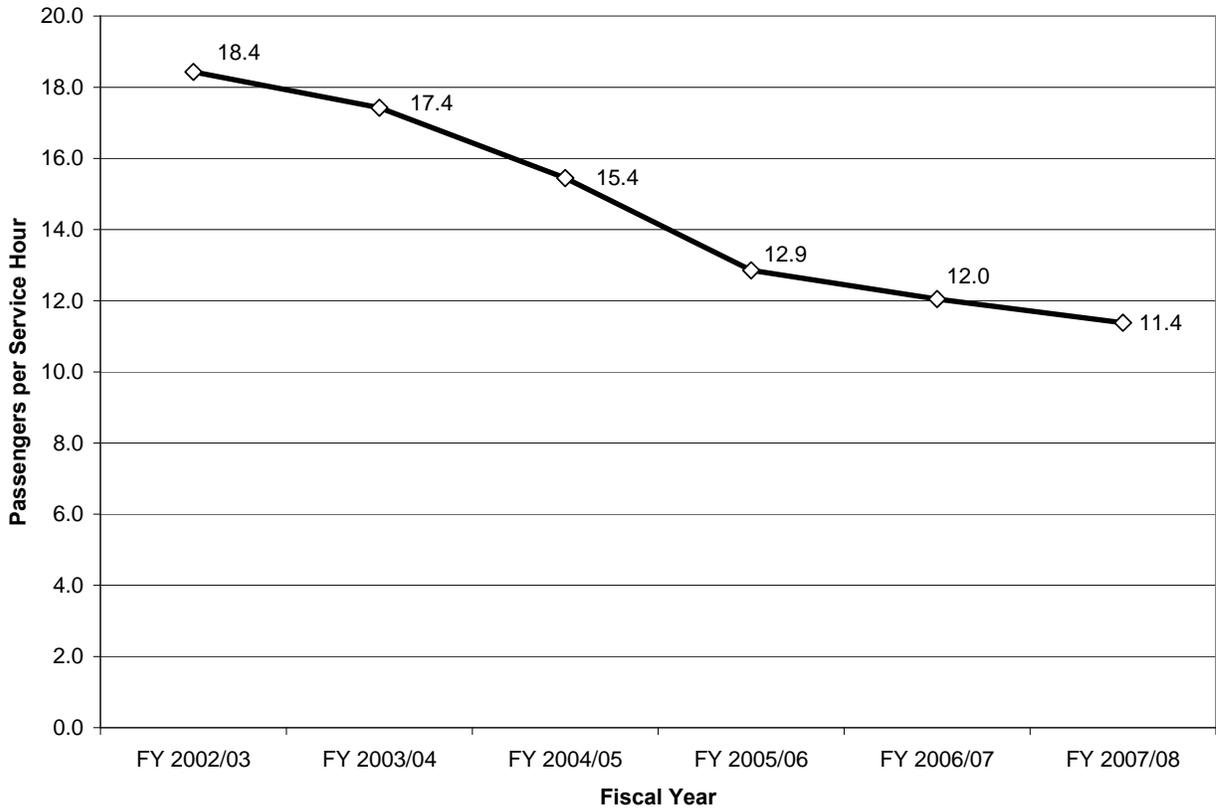
Figure 3-11 Farebox Recovery Ratio



Passengers per Revenue Hour

Due to declining ridership, the number of passengers carried per revenue hour has declined from over 18 passengers in FY 2002/03 to 11.4 in FY 2007/08. The rate of decline slowed in the last fiscal year.

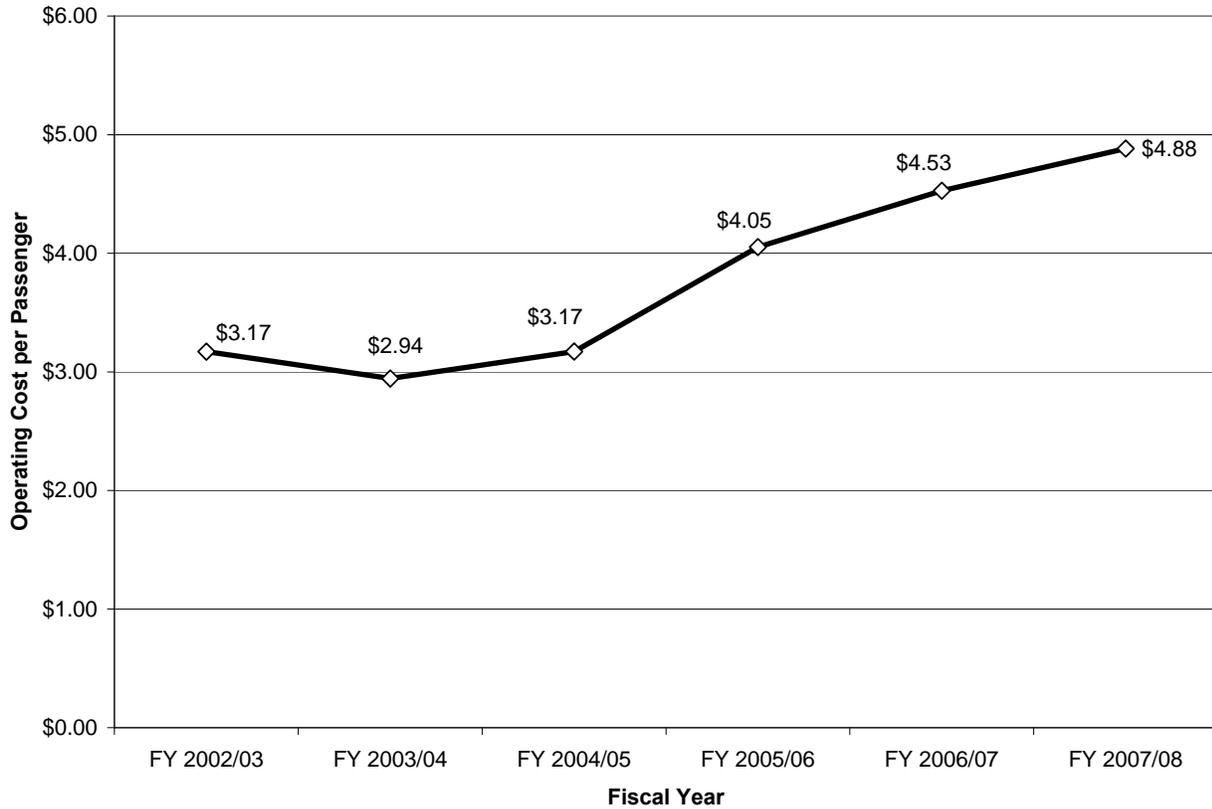
Figure 3-12 Passengers per Revenue Hour



Operating Cost per Passenger

Although operating costs have declined over the past six years, ridership has declined at a faster rate resulting in the operating cost per passenger increasing from a low of under \$3.00 in FY 2003/04 to \$4.88 per passenger in FY 2007/08.

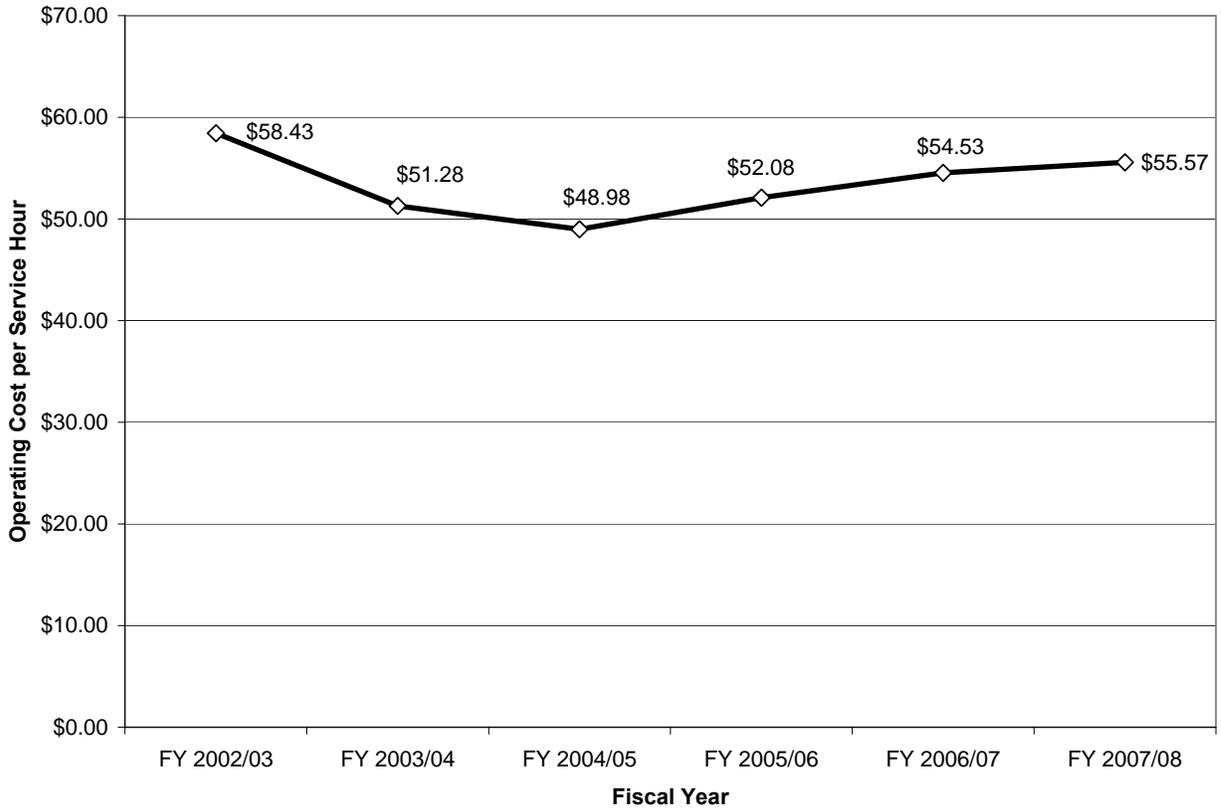
Figure 3-13 Operating Cost per Passengers



Operating Cost per Revenue Hour

The operating cost per revenue hour has performed positively in contrast to other performance indicators. The cost indicator has decreased from a high of \$58.43 per revenue hour in FY 2002/03 to \$55.57 per revenue hour in FY 2007/08. The decrease is due to the decreasing operating cost and revenue service hours.

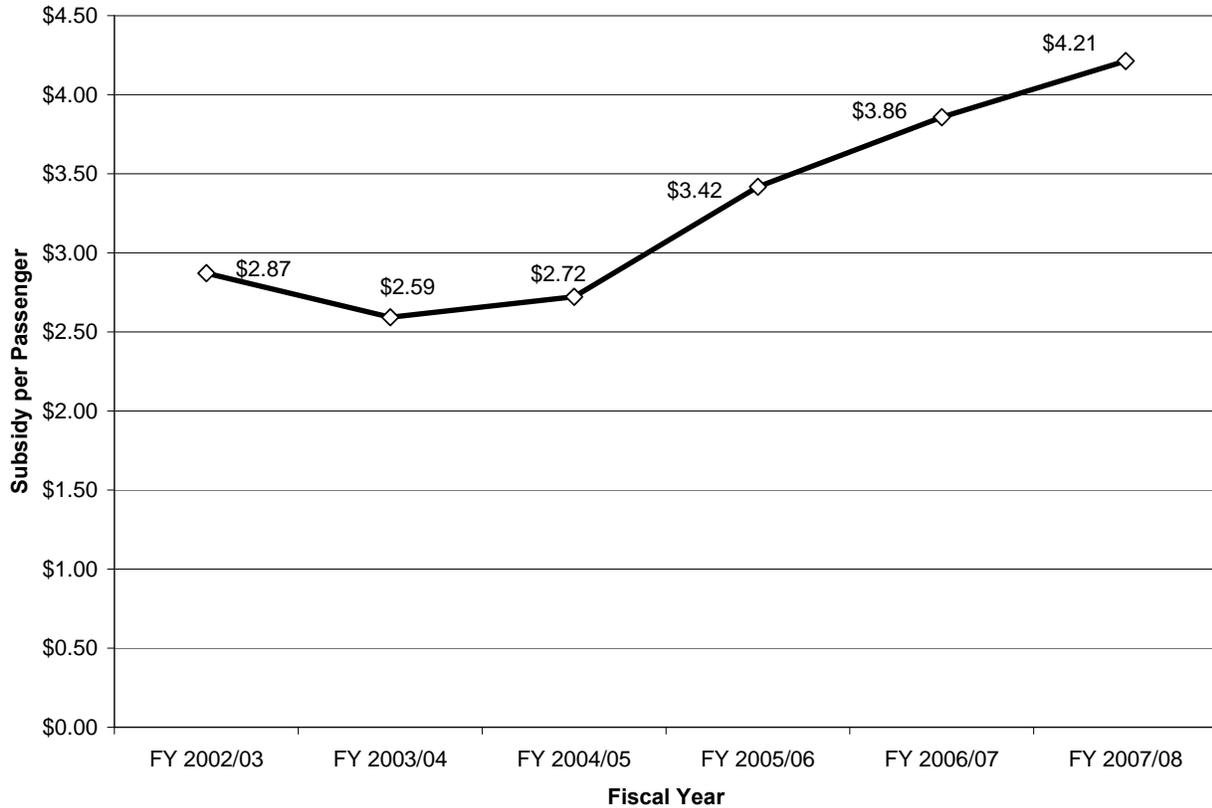
Figure 3-14 Operating Cost per Revenue Hour



Subsidy per Passenger

The subsidy paid per passenger has increased over 46% since FY 2003/04. The subsidy per passenger was lowest in FY 2003/04 at \$2.59. In FY 2007/08, the subsidy was \$4.21 per passenger. With Measure K funding added to farebox revenues, the subsidy per passenger declined to \$3.79 per passenger in FY 2007/08.

Figure 3-15 Subsidy per Passenger



Route-by-Route Analysis

Nelson\Nygaard completed a comprehensive ridecheck and survey on all Lodi GrapeLine bus routes and all weekday and weekend trips. The ridecheck was performed by temporary workers hired locally in Lodi through Hedy Holmes Staffing Agency and supervised by a Nelson\Nygaard staff member. The ridecheck began on Saturday, September 15 and ended on Thursday, September 20, 2007. Surveyors recorded passenger counts at all bus stops according to bus stop data received by GrapeLine staff and recorded arrival and departure times for all timepoints noted in the GrapeLine printed schedule.

All boarding counts by stop and by trip, passenger load, and on-time performance data in this section are based on data collected during the ridecheck.

Route Productivity and Ridership

Route 1 –Church/Turner/Lower Sacramento

Route 1 operates from Lodi Station to the Target and Wal-Mart shopping centers located at Kettleman Lane and Lower Sacramento Road. The route travels along Church Street (north of Pine Street), Turner Road, and Lower Sacramento Road. In addition to serving both the Target and Wal-Mart shopping centers, Route 1 serves the Raley's Shopping Center, Lodi Lake, Woodlake Plaza, and Lodi Memorial Hospital West.

Route 1 operates approximately every 45 minutes on weekdays from 6:15 AM to 6:54 PM. Weekend service on Route 1 is provided by Route A.

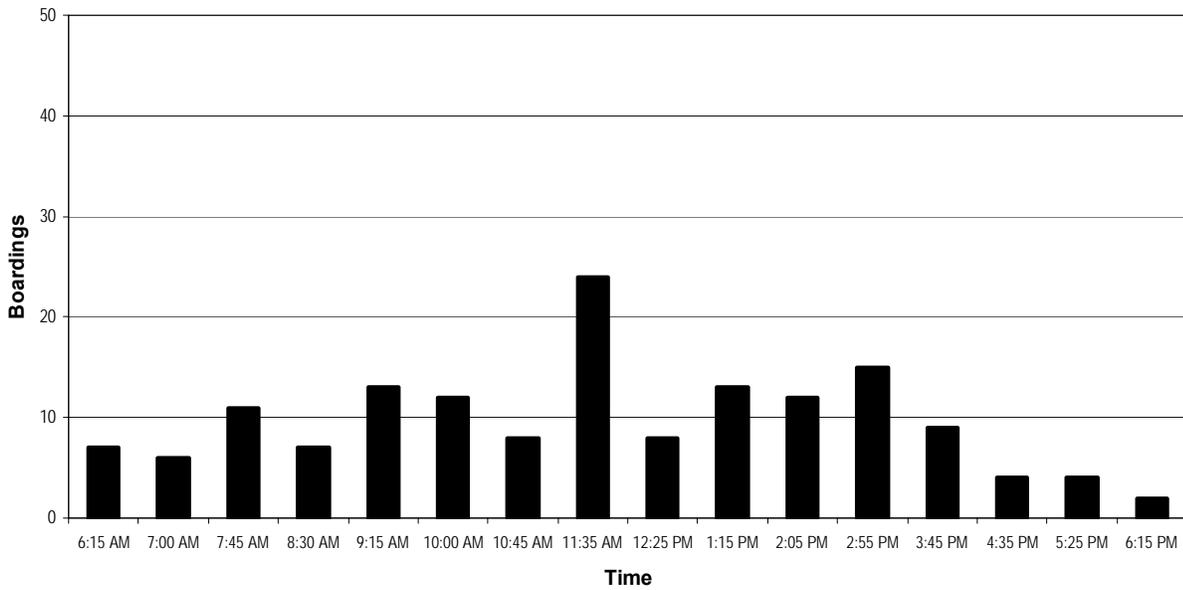
Ridership

A total of 155 passenger boardings were recorded by surveying staff on Route 1.

Boardings by Trip

Route 1 boardings increased generally from 6:15 AM to 11:35 AM when boarding activity peaked with 24 boardings. Boarding activity in the late afternoon was low with four or less boardings per trip after 4:35 PM.

Figure 3-16 Route 1 Weekday Boardings by Trip



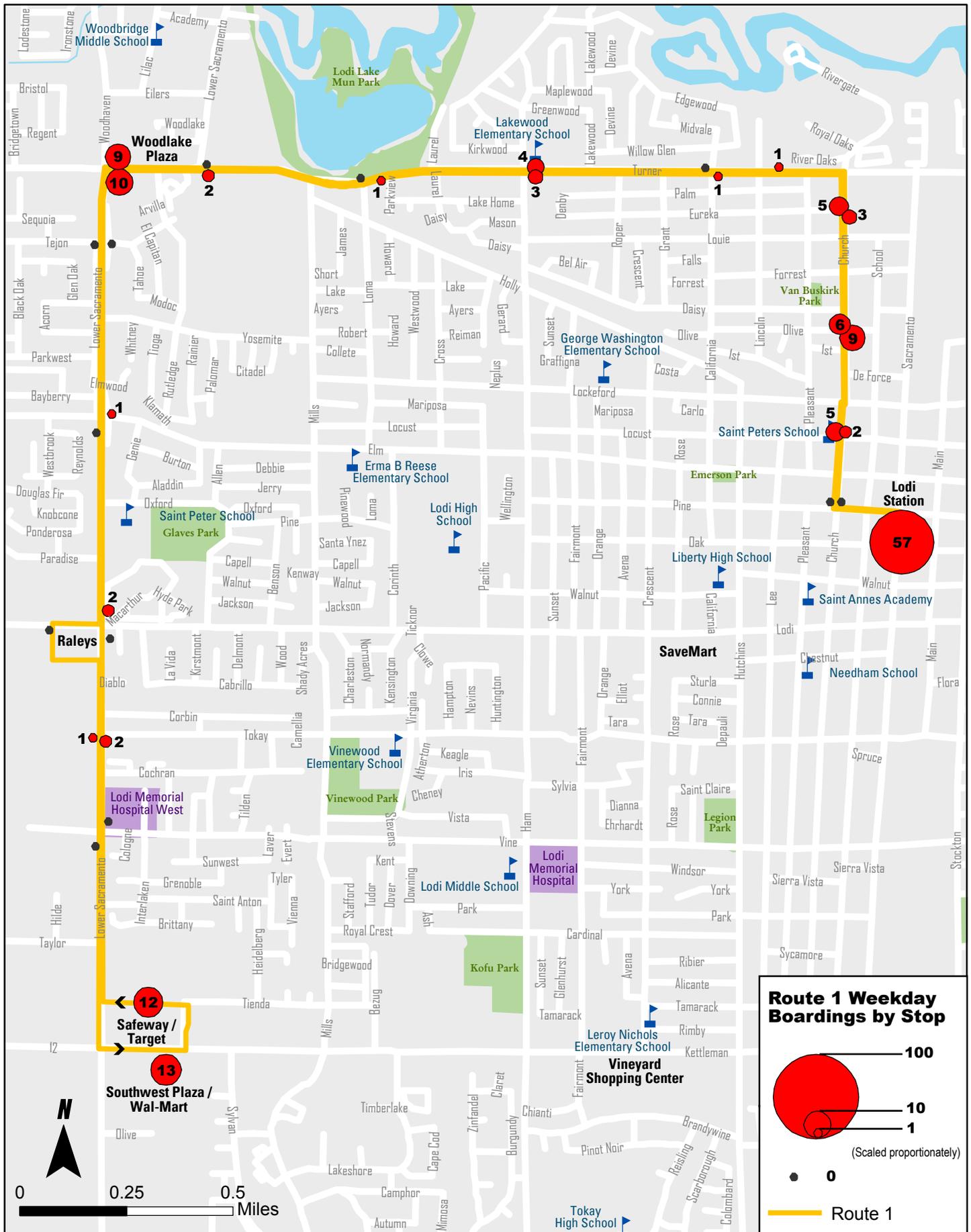
Top Boarding Locations

Top boarding locations on Route 1 centered mostly on shopping centers. Kettleman Lane at Wal-Mart had 13 boardings and Safeway/Target had 12 boardings. Woodlake Plaza at Turner Road and Lower Sacramento Road experienced nine and ten boardings at the westbound and eastbound directions respectively. The largest number of passengers boarded at Lodi Station (57 boardings).

Figure 3-17 Route 1 Weekday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		57
Kettleman Lane	Hollywood Video/ Wal-Mart	13
Safeway/Target		12
Turner Road	Woodlake Plaza (Eastbound)	10
Church Street	Olive Avenue (Northbound)	9
Turner Road	Woodlake Plaza (Westbound)	9

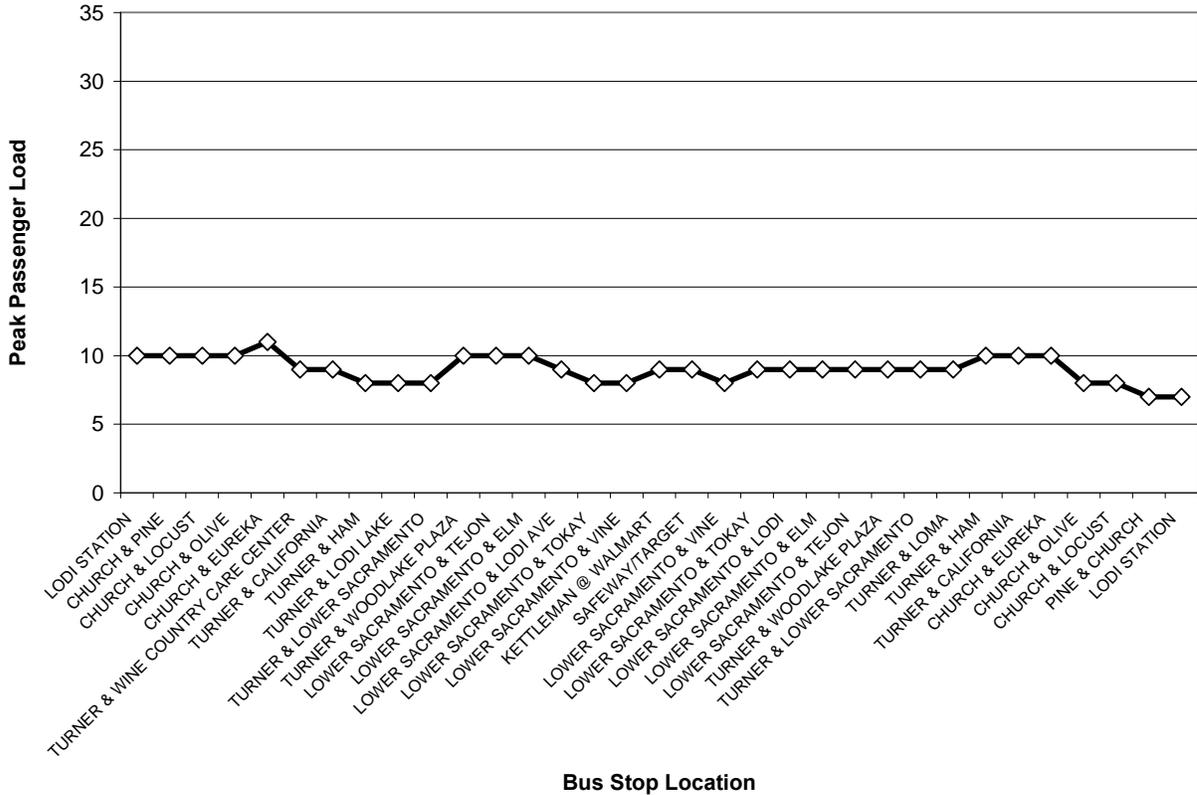
Figure 3-18 Route 1 Weekday Boardings by Stop



Peak Passenger Load

The peak passenger load remained relatively constant on Route 1. The peak passenger load occurred at Church Street at Eureka Avenue with 11 passengers onboard the vehicle.

Figure 3-19 Route 1 Weekday Peak Load Profile

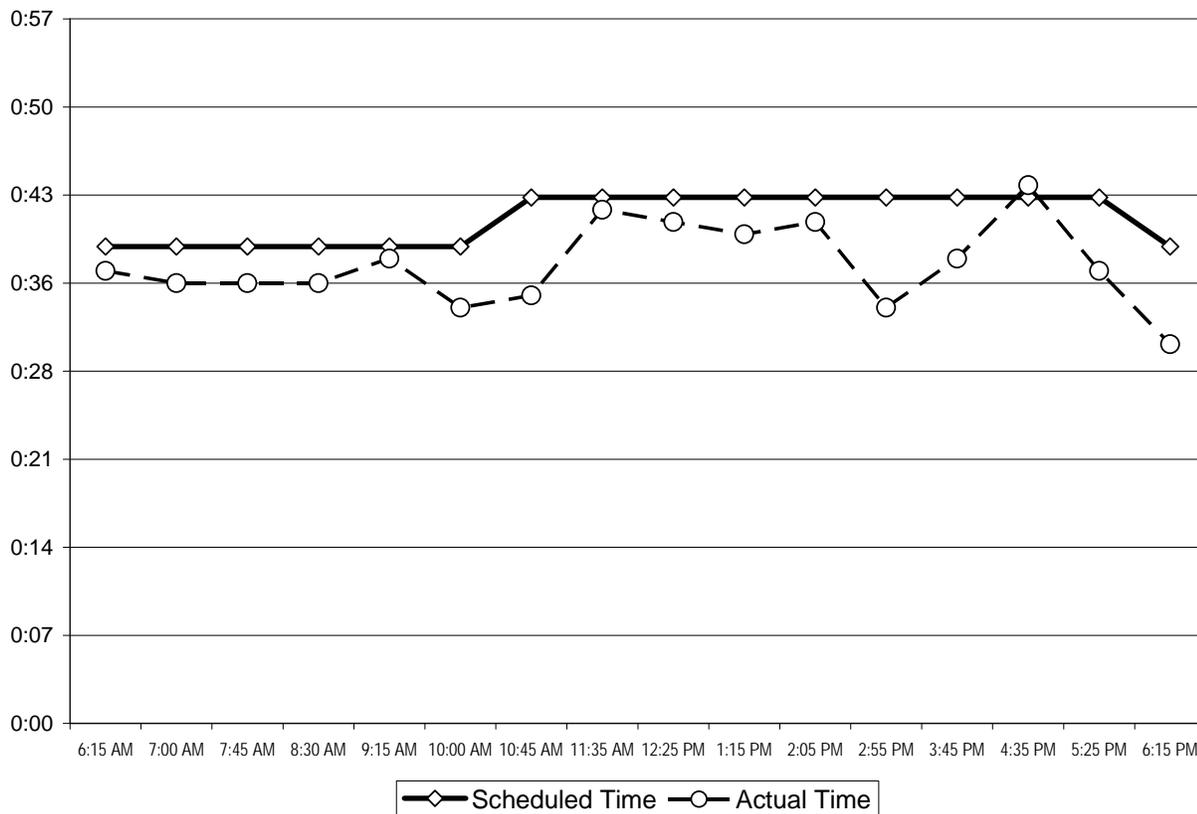


On-time Performance

Route 1 was able to complete all but one scheduled trip in less than the scheduled travel time. Afternoon trips ran the shortest, with the 2:55 PM trip running nine minutes less than scheduled.

Although trips ran shorter than scheduled, they were not necessarily early to bus stops. The bus was considered early if it arrived more than one minute early to a timepoint and the bus was considered late if it arrived at a timepoint more than five minutes late. Based on ridecheck results, 81% of timepoints were served on-time. Fifteen percent were served more than five minutes late, and 4% were passed early. Late trips were generally those leaving Lodi Station late. Most trips were able to recover on the second half of the trip, inbound from Target/Safeway.

Figure 3-20 Route 1 Weekday Travel Time



Route 2 - Central

Route 2 operates from Lodi Station to the Target and Wal-Mart shopping centers located at Kettleman Lane and Lower Sacramento Road. The route travels primarily along Central Avenue and Kettleman Lane. The route serves mainly residential locations on Central Avenue and commercial centers such as SaveMart and Smart Foods on Kettleman Lane.

Route 2 operates approximately every 45 minutes on weekdays from 6:15 AM to 6:54 PM. On weekends, the route is branded as Route B and operates every 45 minutes from 7:45 AM to 3:09 PM.

Ridership

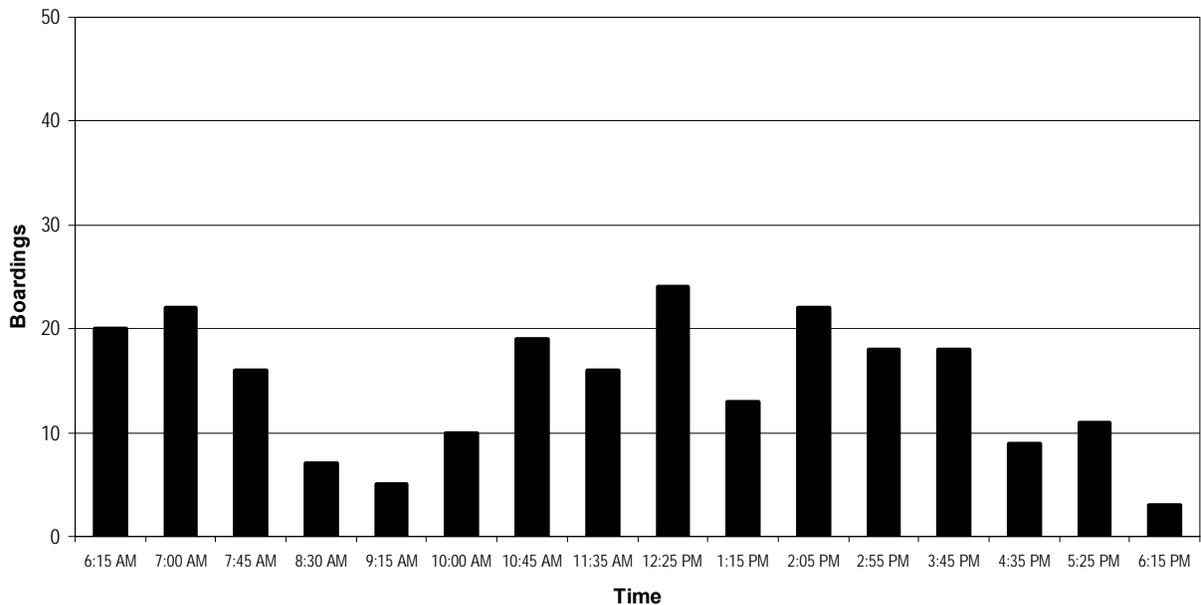
Route 2 had 233 weekday, 53 Saturday, and 66 Sunday boardings. Saturday ridership may have been lower than usual due to morning rain.

Boardings by Trip

Weekday

Weekday boarding activity experienced two peaks, one in the morning and one in the afternoon. The first peak occurred on the 7:00 AM trip with 22 total boardings. The second peak occurred at 12:25 PM with 24 boardings. After each peak, boarding activity gradually declined.

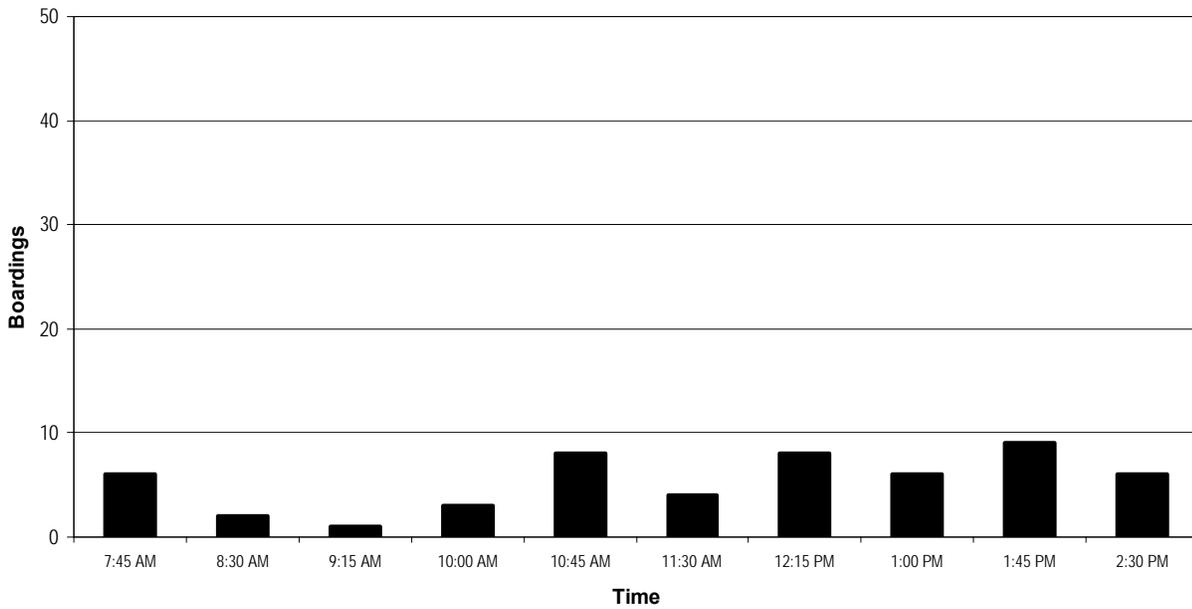
Figure 3-21 Route 2 Weekday Boardings by Trip



Saturday

Saturday boarding activity was light with no trip experiencing more than nine boardings. Boarding activity was particularly light before the 10:45 AM trip.

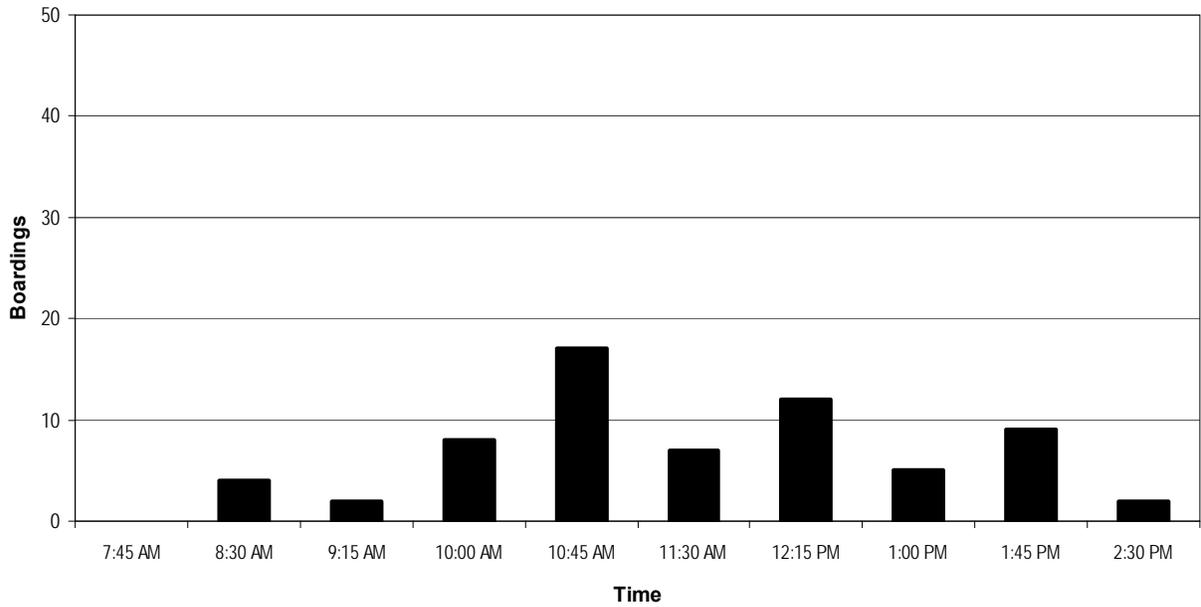
Figure 3-22 Route B Saturday Boardings by Trip



Sunday

Sunday boarding activity began low with zero passengers riding the first trip and increased, peaking at 10:45 AM with 17 boardings. Boarding activity declined after the 10:45 AM trip, with only two boardings on the last trip of the day.

Figure 3-23 Route B Sunday Top Boarding Locations



Top Boarding Locations

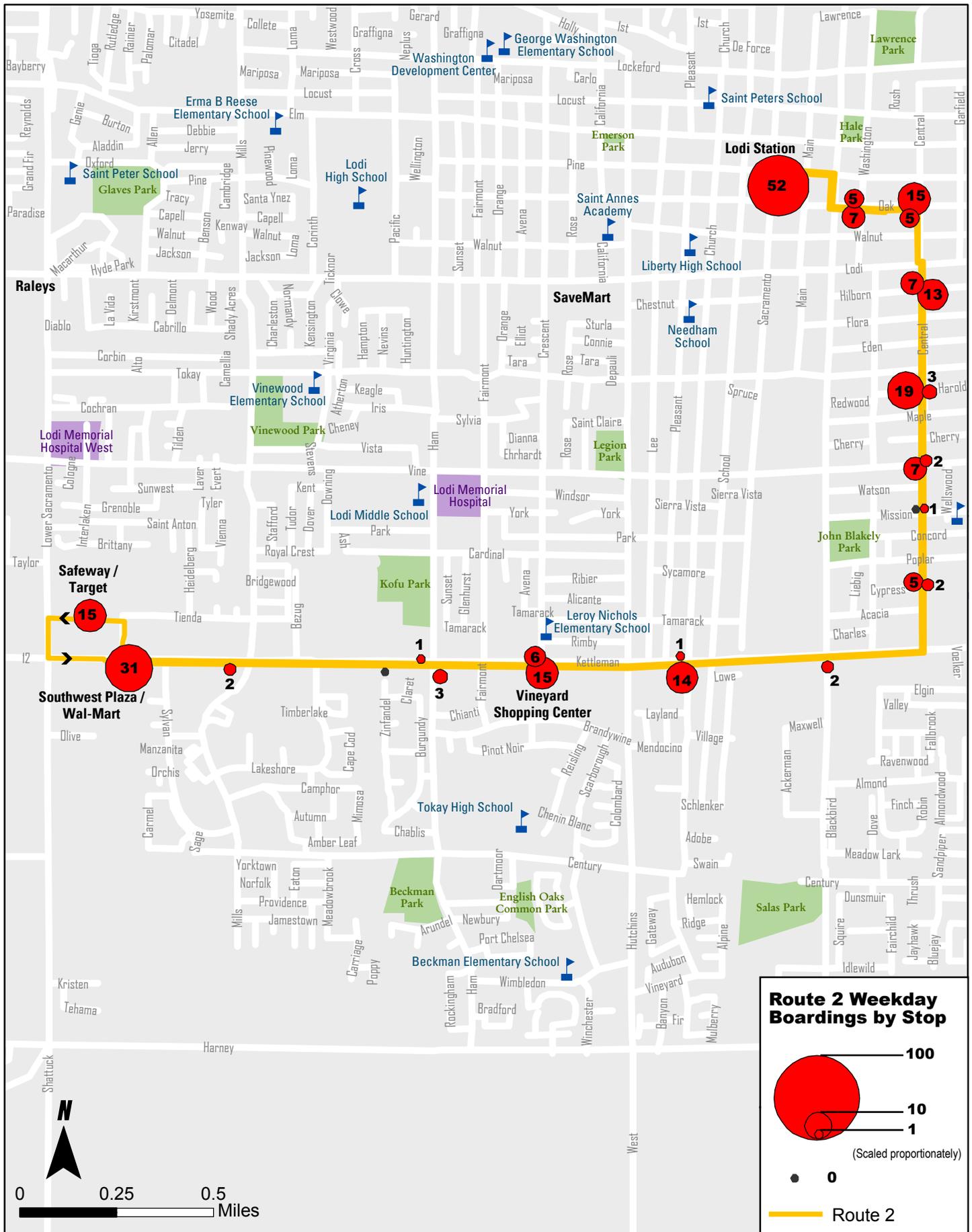
Weekday

The top boarding location on the weekday Route 2 was Lodi Station with 52 boardings, followed by Wal-Mart with 31 boardings, and Central Avenue at Tokay Street with 19 boardings.

Figure 3-24 Route 2 Weekday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		52
Kettleman Lane	Wal-Mart	31
Central Avenue	Tokay Street	19
Safeway/Target		15
Kettleman Lane	Crescent Street	15
Central Avenue	Oak Street	15

Figure 3-25 Route 2 Weekday Boardings by Stop



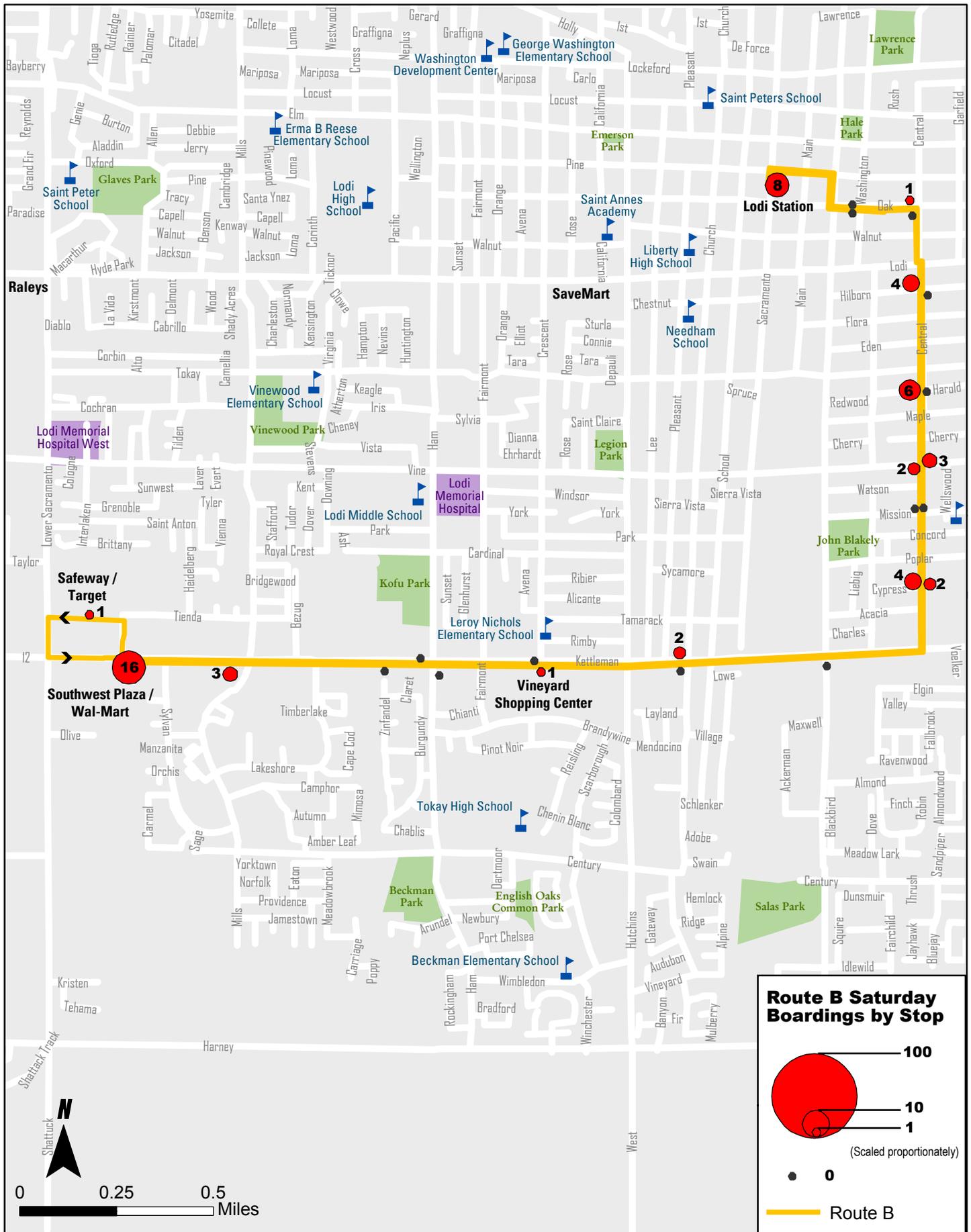
Saturday

The top boarding location for the Saturday Route B was at Wal-Mart with 16 total boardings. Lodi Station experienced eight boardings, and Central Avenue at Tokay Street had six boardings.

Figure 3-26 Route B Saturday Top Boarding Locations

Street	Cross Street	Boardings
Kettleman Lane	Wal-Mart	16
Lodi Station		8
Central Avenue	Tokay Street	6
Central Avenue	Hilborn Street	4
Central Avenue	Cypress/Poplar Streets	4

Figure 3-27 Route B Saturday Boardings by Stop



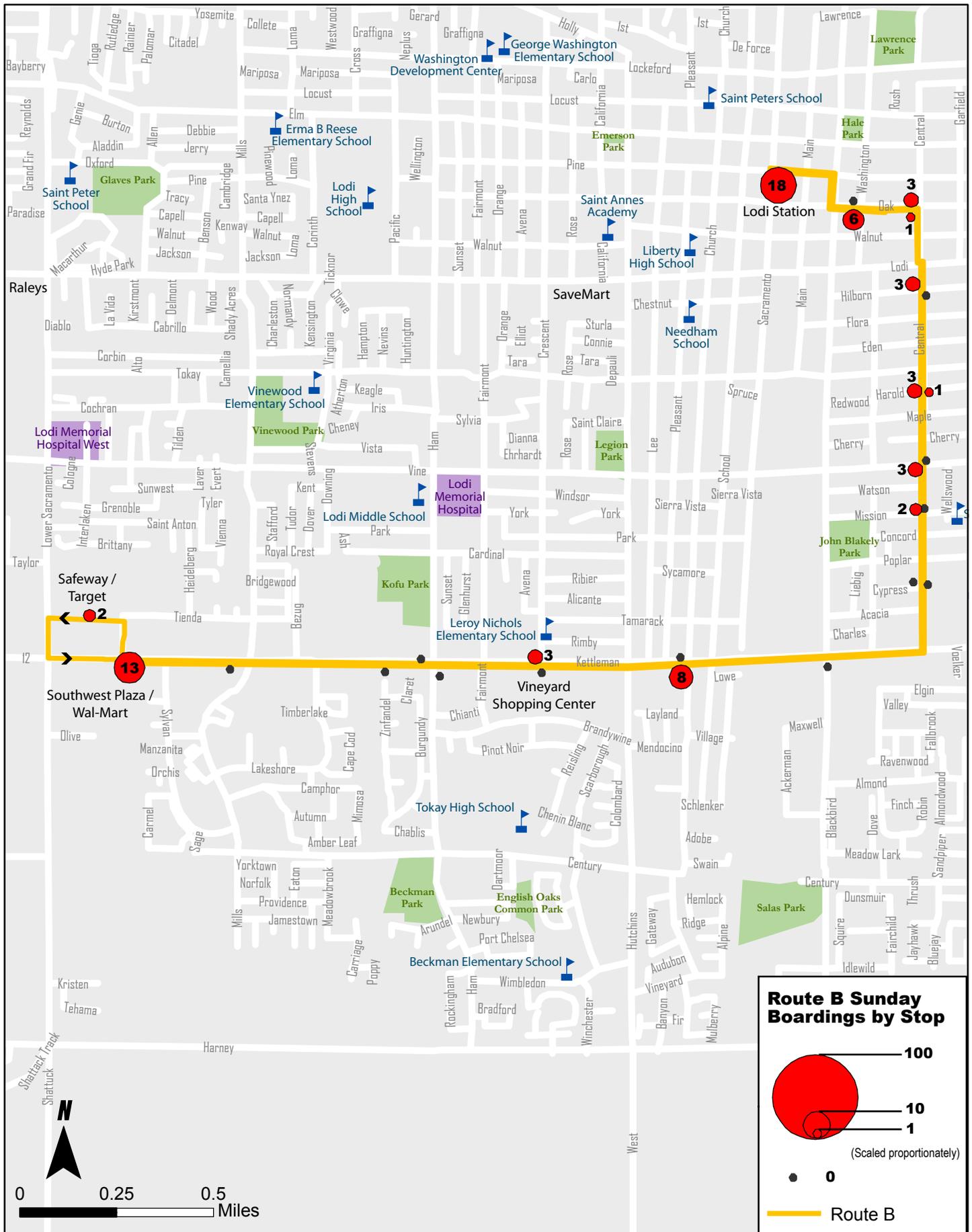
Sunday

Lodi Station had the most passenger boardings (18 passengers), followed by Kettleman Lane at Wal-Mart (13 passengers), Kettleman Lane at Church Street (8 passengers), and Oak Street at Washington Street (6 passengers). All other stops had three or fewer total boardings.

Figure 3-28 Route B Sunday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		18
Kettleman Lane	Wal-Mart	13
Kettleman Lane	Church Street	8
Oak Street	Washington Street	6

Figure 3-29 Route B Sunday Boardings by Stop

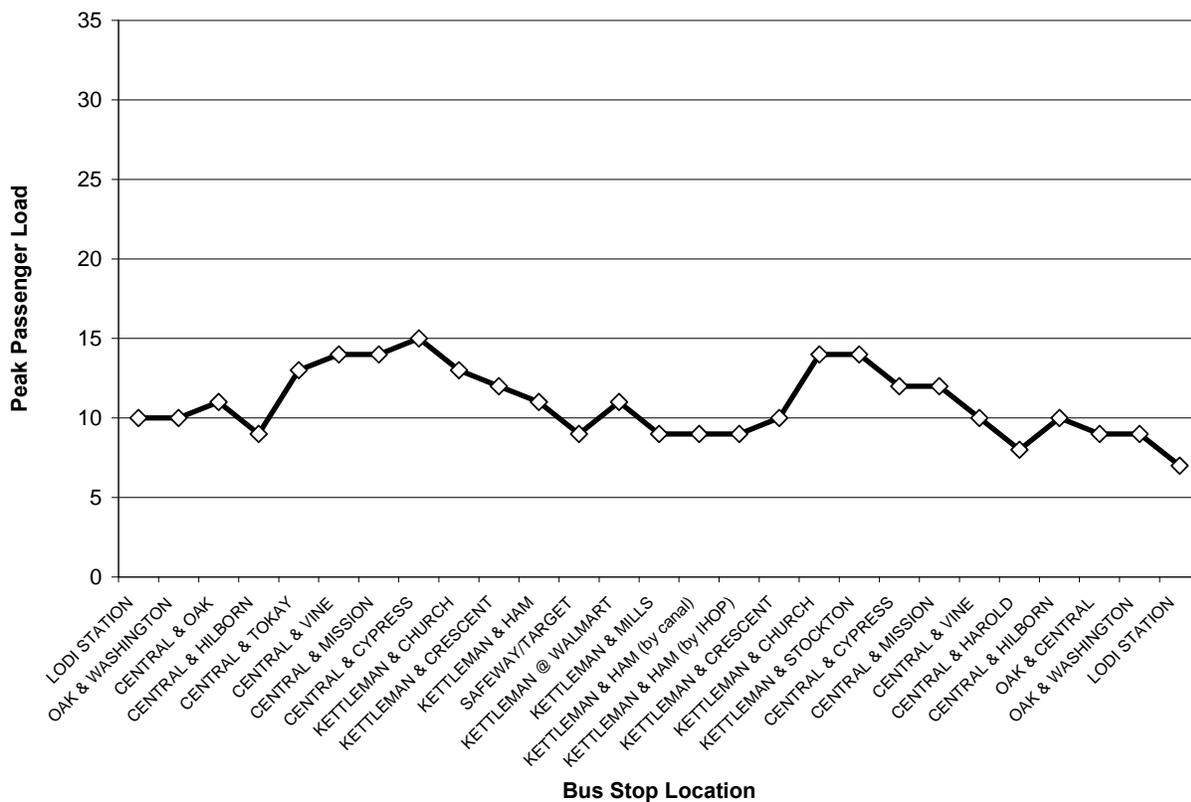


Peak Passenger Load

Weekday

The weekday peak passenger load occurred at Central Avenue at Cypress Street (outbound) with 15 passengers onboard. The peak load gradually declined to a maximum of 9 passengers on the vehicle before peaking inbound at Kettleman Lane and Church Street with a maximum of 14 passengers onboard.

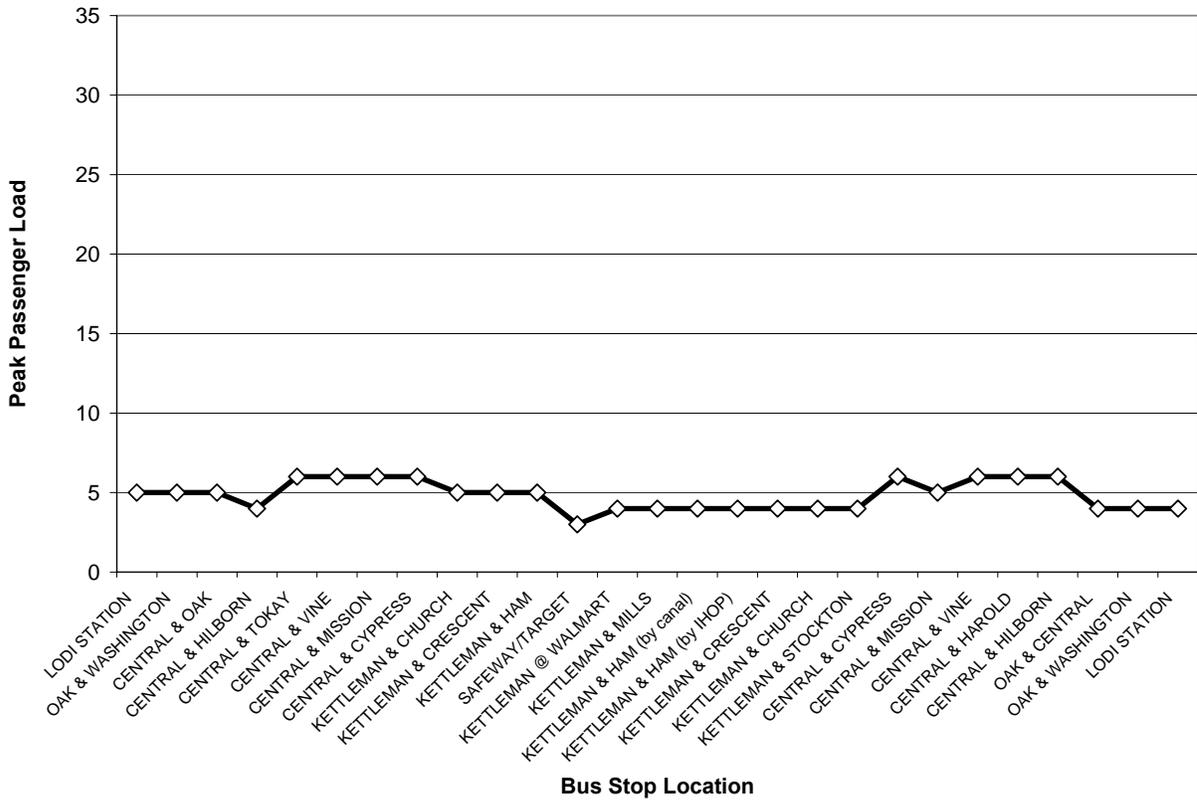
Figure 3-30 Route 2 Weekday Peak Passenger Load



Saturday

The peak passenger load on Route B was low with a maximum of six passengers onboard. The peak load occurred outbound on Central Avenue between Tokay Street and Kettleman Lane, and inbound on Central Avenue between Cypress and Oak Streets.

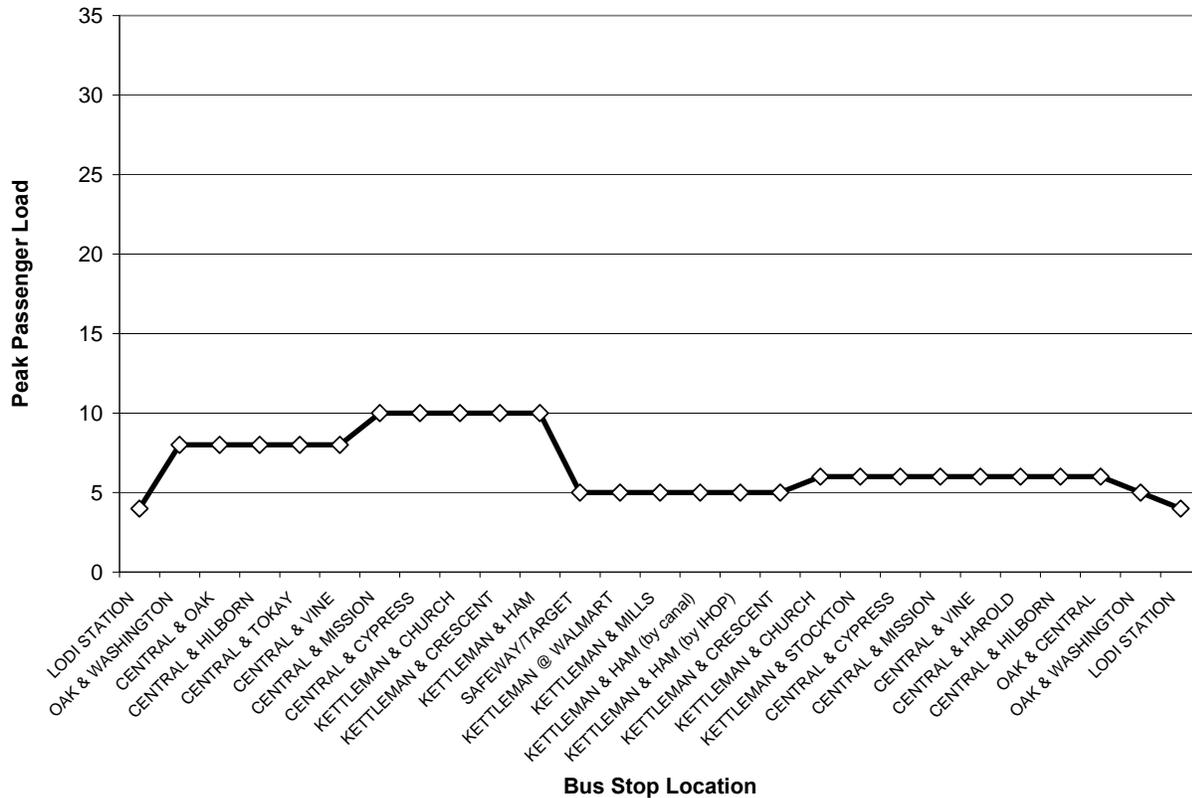
Figure 3-31 Route B Saturday Peak Passenger Load



Sunday

The Sunday peak passenger load occurred between Central Avenue and Mission Street and Safeway/Target with ten passengers onboard. Inbound trips only carried a maximum of six passengers.

Figure 3-32 Route B Sunday Peak Passenger Load



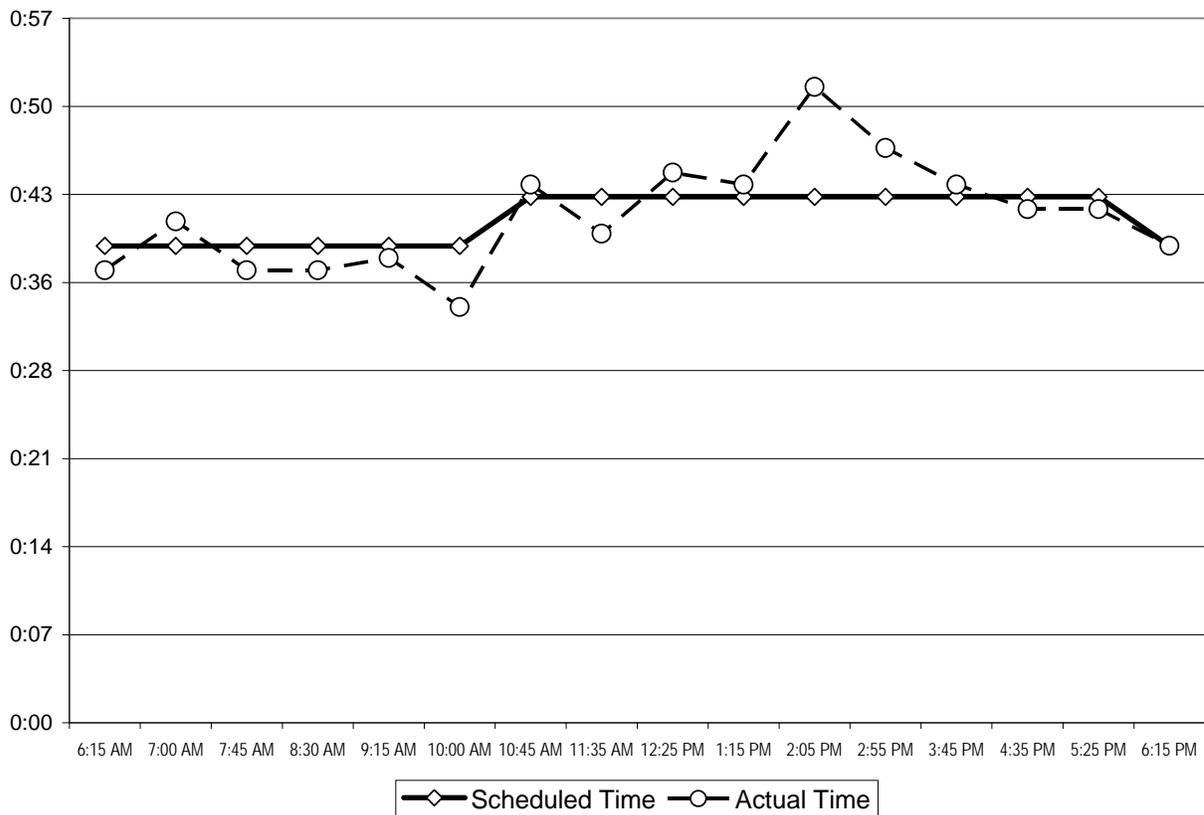
On-time Performance

Weekday

Most weekday Route 2 trips were able to complete the scheduled trip in approximately the scheduled time. The 2:05 PM trip ran longest, needing an extra nine minutes more than scheduled.

Buses arrived at timepoints on-time 76% of the time and late 21% of the time. Vehicles started running behind scheduled at Central Avenue and Vine Street but most were able to recover time at Wal-Mart.

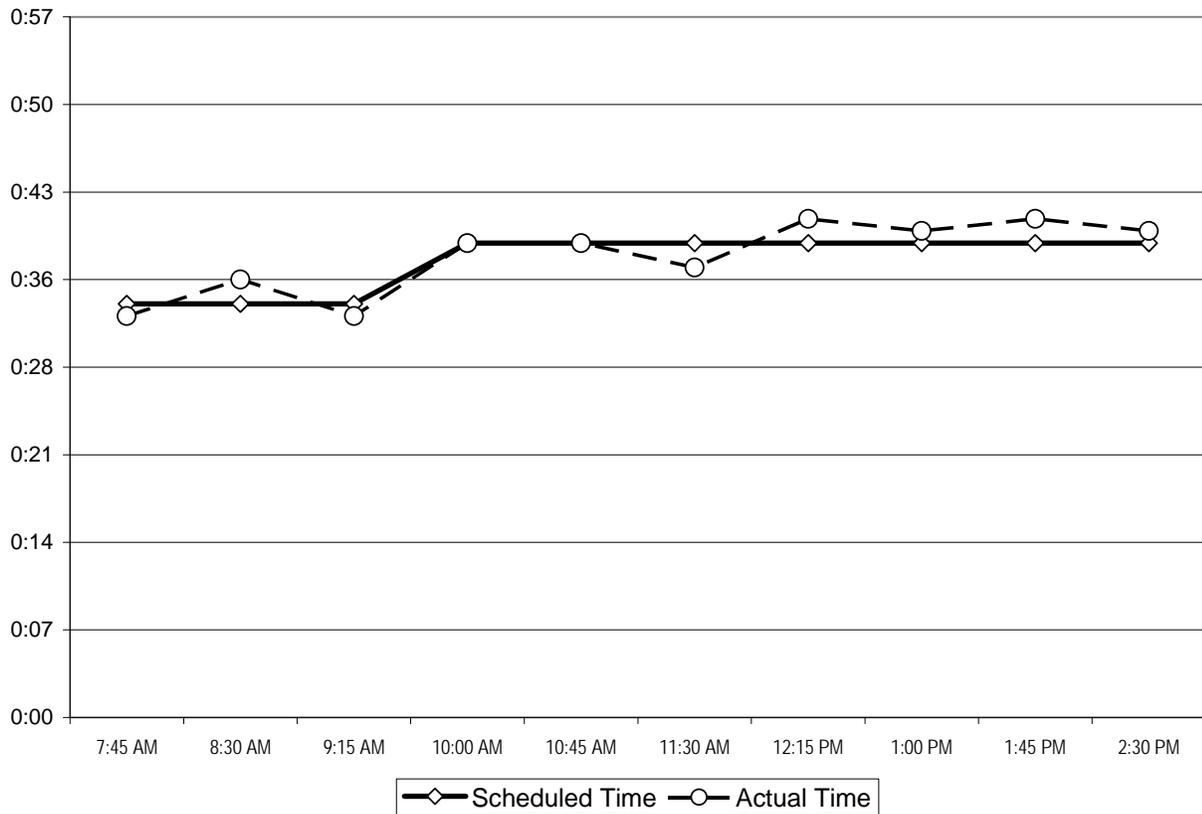
Figure 3-33 Route 2 Weekday Travel Time



Saturday

All Saturday trips ran within the approximate scheduled travel time. Saturday also had an excellent on-time performance record with 96% of timepoints being served on-time and 4% early.

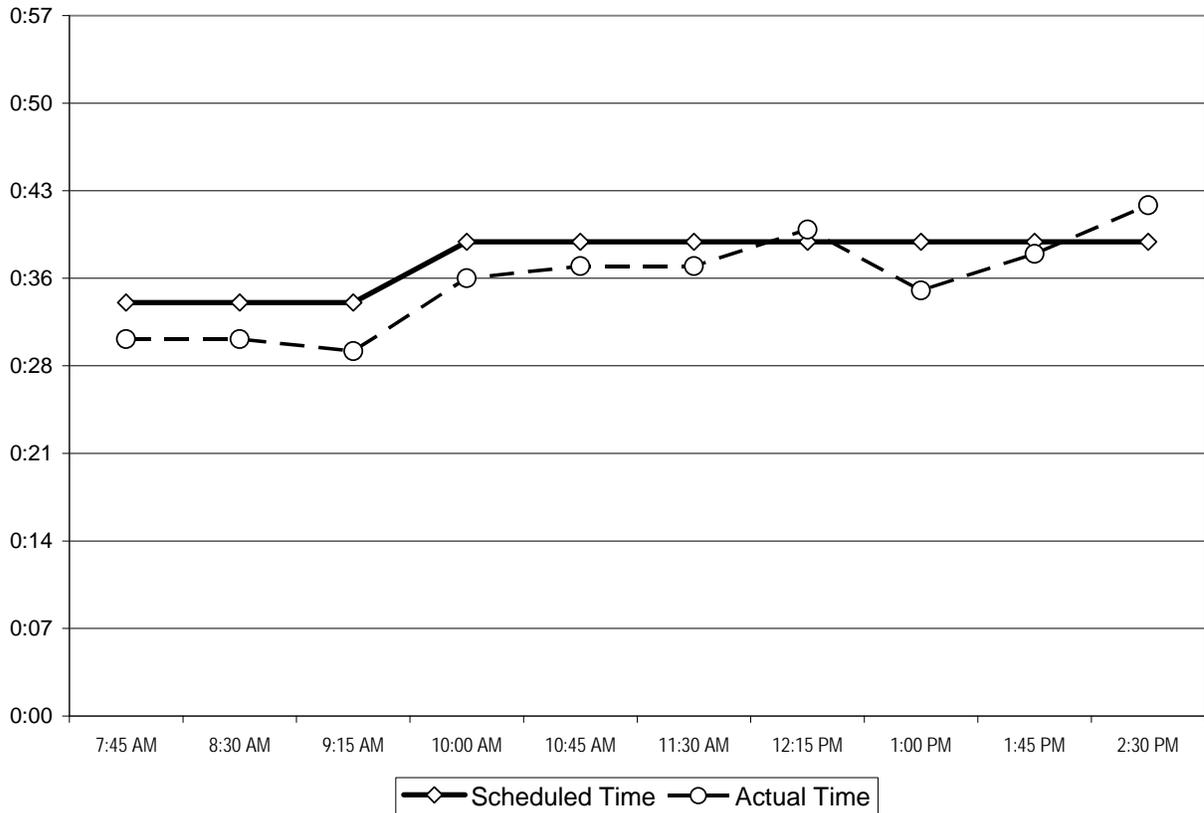
Figure 3-34 Route B Saturday Travel Time



Sunday

Most Sunday trips ran in less than the scheduled travel time with only two trips running slightly longer than scheduled. Ninety-four percent of timepoints were served on-time and 5% were served early.

Figure 3-35 Route B Sunday Travel Time



Route 3 - Ham

Route 3 serves south Lodi via Ham Lane. The route travels primarily on Lockeford Street, Elm Street, and Ham Lane. On the south portion of the route, the route makes a clockwise one-way loop on Century Boulevard and Wimbledon Drive to Ham Lane. Route 3 provides service to all major Lodi secondary schools – Lodi High School, Tokay High School, Millswood Middle School, and Lodi Middle School. The route also serves Lodi Memorial Hospital on Ham Lane at Vine Street.

Route 3 operates approximately every 45 minutes on weekdays from 6:15 AM to 6:54 PM. On weekends, the route is renamed Route C and operates every 45 minutes from 7:45 AM to 3:09 PM.

Ridership

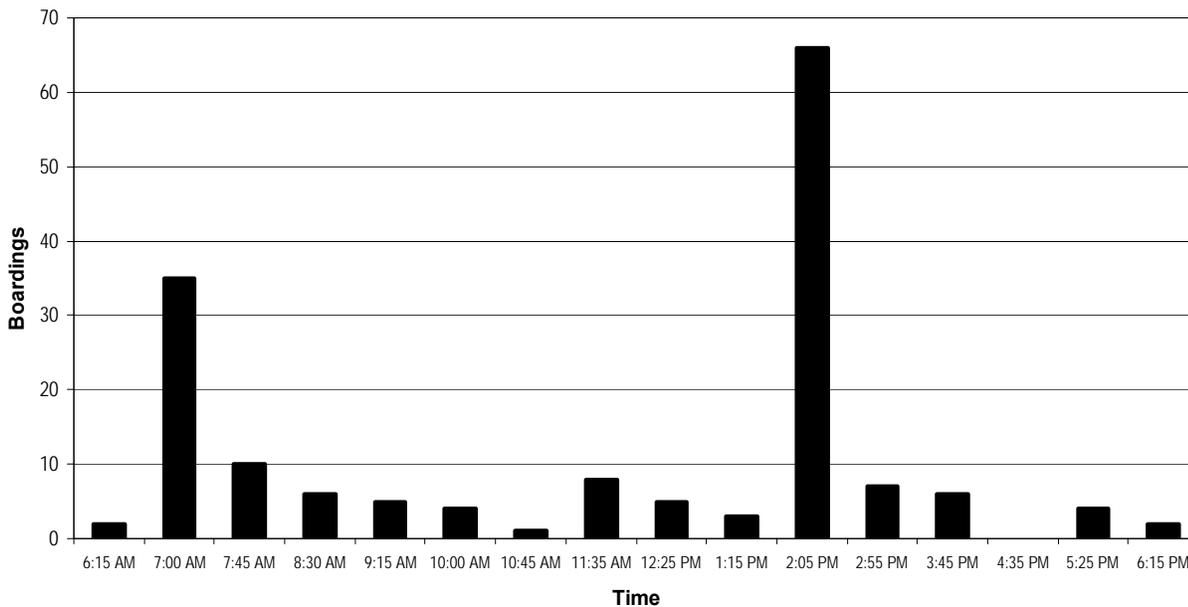
During the ridecheck, 164 weekday, 12 Saturday, and 15 Sunday boardings were recorded.

Boardings by Trip

Weekday

Weekday Route 3 boardings showed heavy peaking during school bell times. The 7:00 AM trip received 35 boardings and the 2:05 PM trip received 66 boardings. Route 3 serves all major Lodi secondary schools. All other trips received low boarding activity, with all other trips having less than ten boardings.

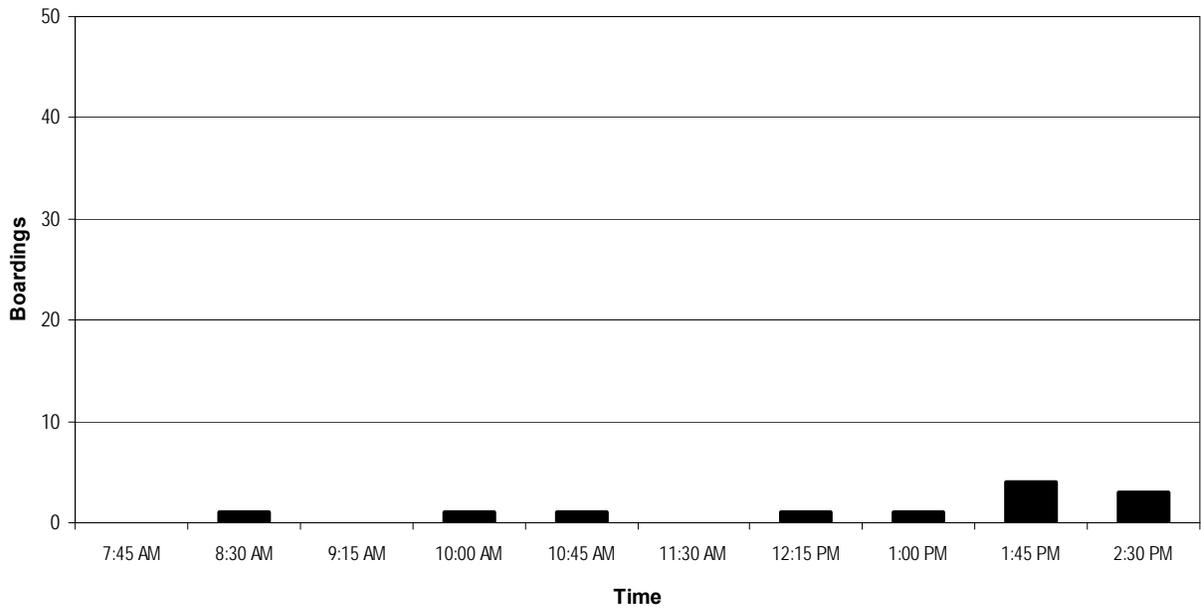
Figure 3-36 Route 3 Weekday Boardings by Trip



Saturday

Saturday boarding activity was low with all trips experiencing four or fewer boardings. Trips at 7:45 AM, 9:15 AM, and 11:30 AM received zero passengers.

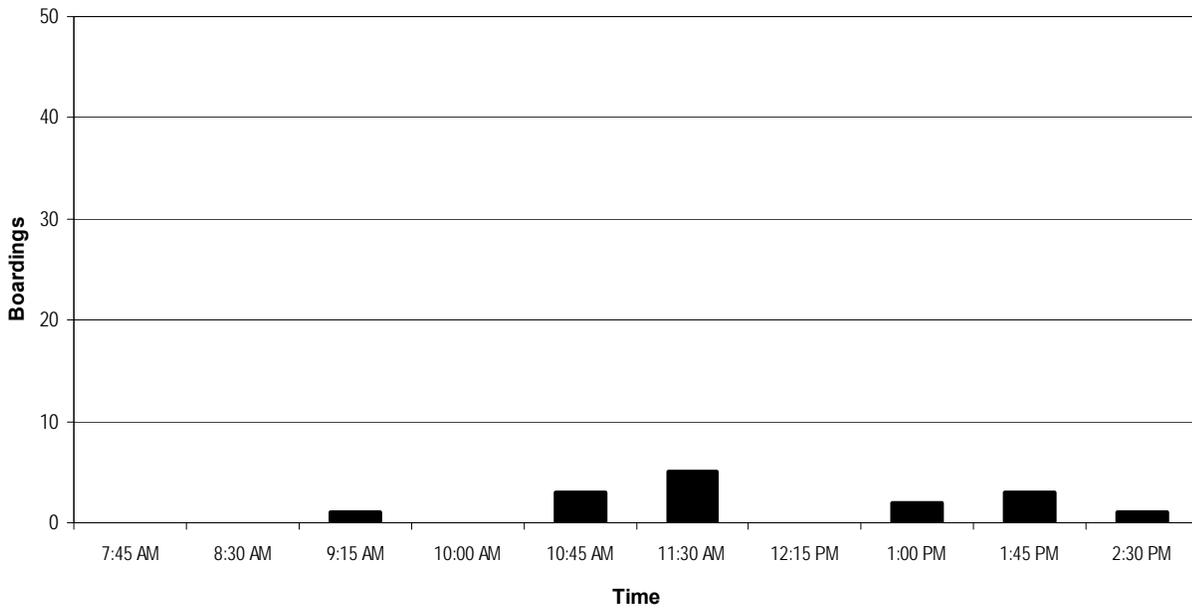
Figure 3-37 Route C Saturday Boardings by Trip



Sunday

Similar to Saturday, Sunday boarding activity was low. All trips had five or fewer boardings. The 7:45 AM, 8:30 AM, 10:00 AM, and 12:15 PM trips received zero boardings.

Figure 3-38 Route C Sunday Boardings by Trip



Top Boarding Locations

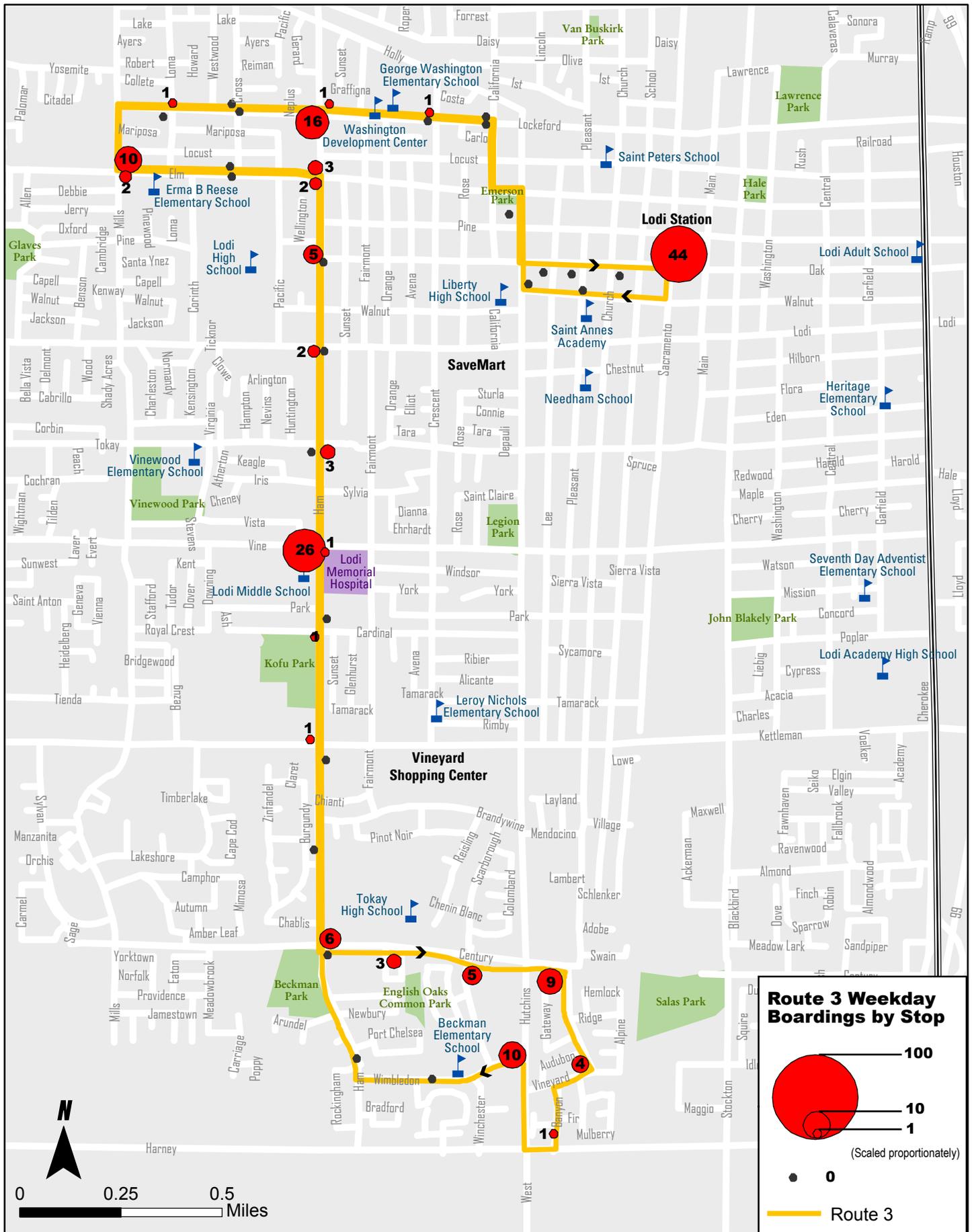
Weekday

Route 3 boardings were highest at Lodi Station (44 boardings), Lodi Middle School (26 boardings), and Lockeford Street at Ham Lane (16 boardings). Ten boardings occurred at Elm Street and Mills Avenue at Millswood Middle School.

Figure 3-39 Route 3 Weekday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		44
Ham Lane	Vine Street (at Lodi Middle School)	26
Lockeford Street	Ham Lane	16
Wimbledon Drive	Hutchins Street	10
Elm Street	Mills Avenue	10

Figure 3-40 Route 3 Weekday Boardings by Stop



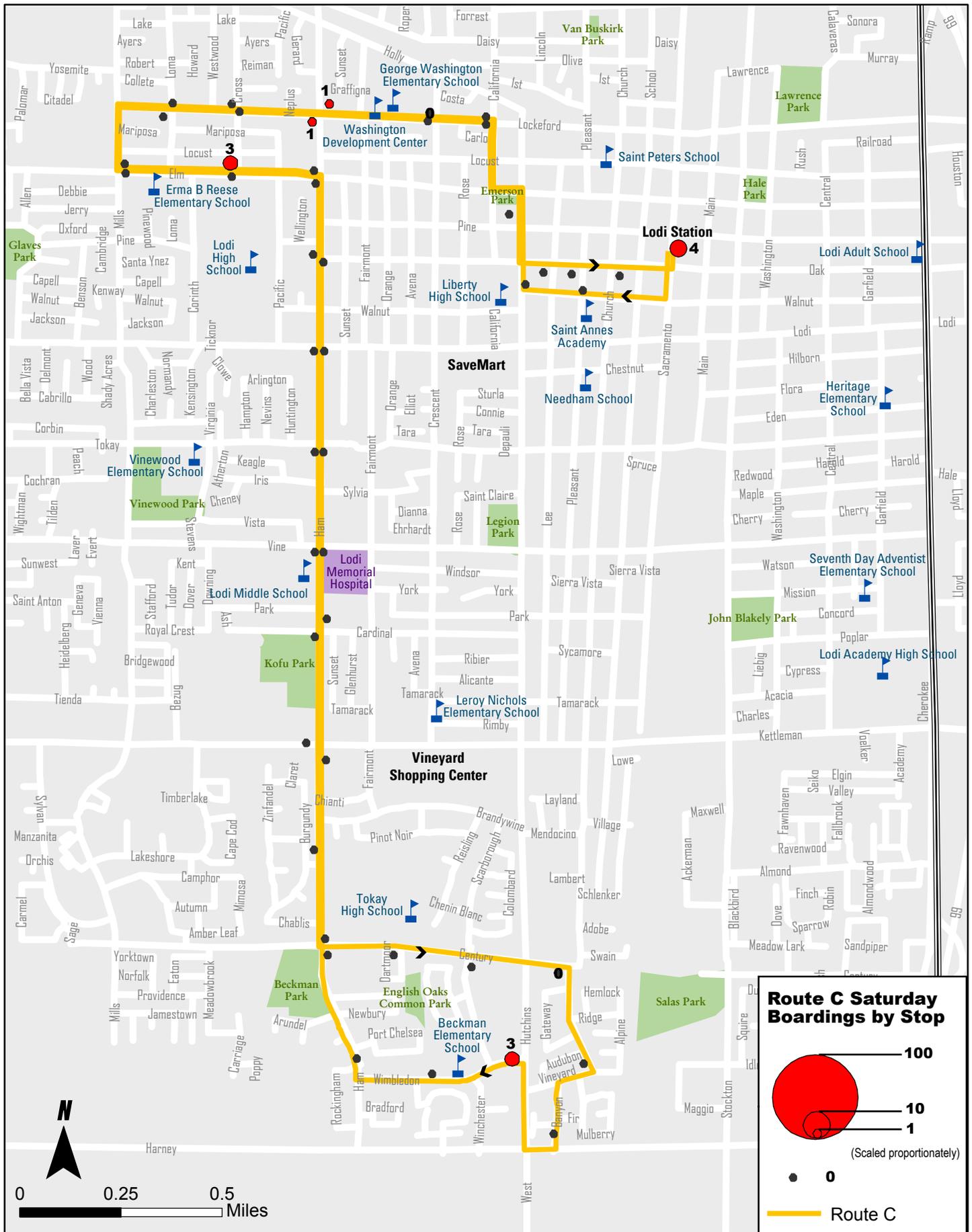
Saturday

On Saturday, only five bus stops had any boardings. Lodi Station had four boardings, and Wimbledon Drive at Hutchins Street and Elm Street at Cross Street each had three total boardings. Lockeford Street at Ham Lane in both the inbound and outbound direction had one boarding each.

Figure 3-41 Route C Saturday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		4
Wimbledon Drive	Hutchins Street	3
Elm Street	Cross Street	3
Lockeford Street	Ham Lane (Inbound)	1
Lockeford Street	Ham Lane (Outbound)	1

Figure 3-42 Route C Saturday Boardings by Stop



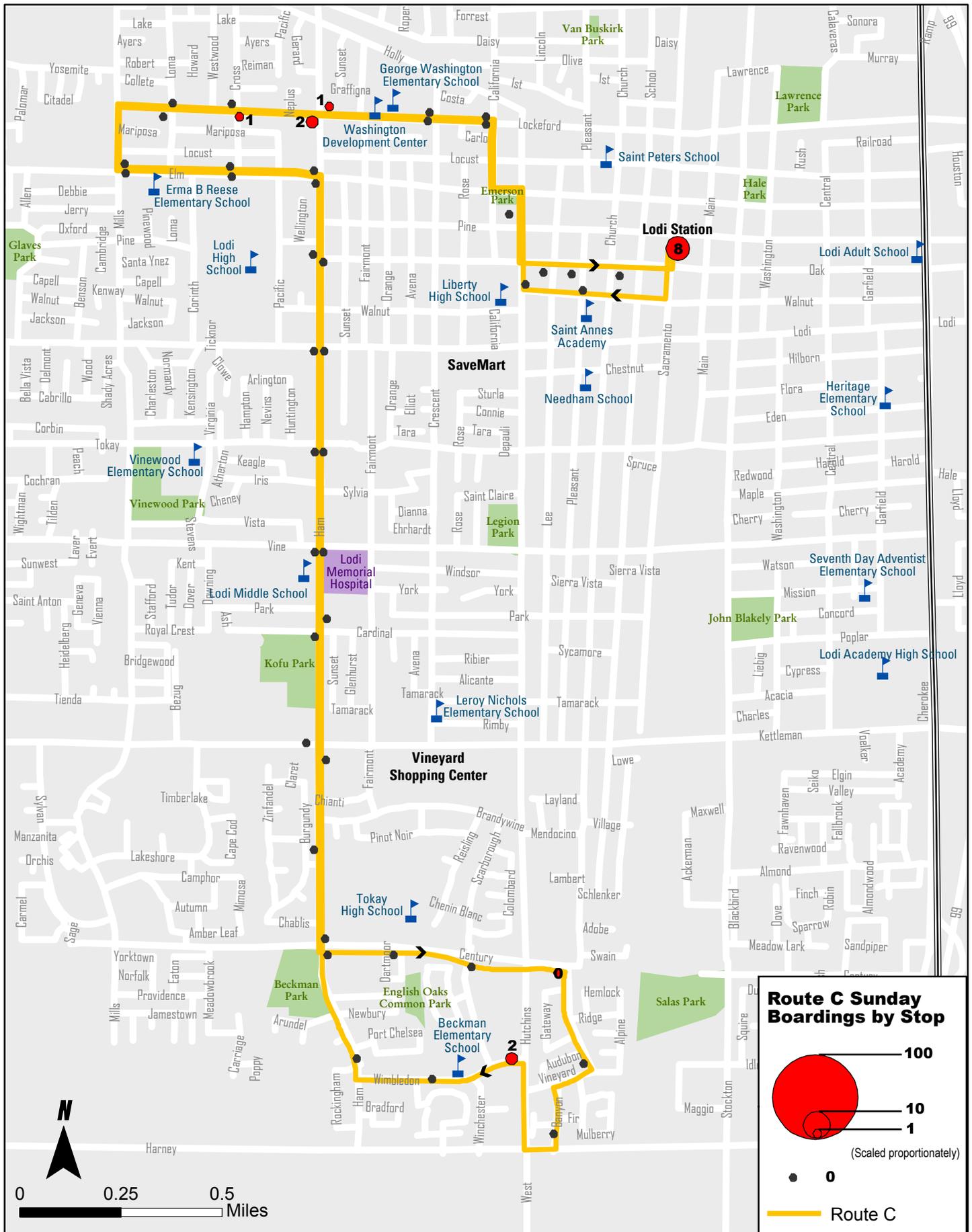
Sunday

Due to low Sunday boarding activity, only six bus stops had passenger boardings. Lodi Station had the most boardings (8), followed by Wimbledon Drive at Hutchins Street and Lockeford Street at Ham Lane inbound (2 each).

Figure 3-43 Route C Sunday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		8
Wimbledon Drive	Hutchins Street	2
Lockeford Street	Ham Lane (Inbound)	2
Lockeford Street	Ham Lane (Outbound)	1
Century Boulevard	Aspen Grove Drive	1
Lockeford Street	Cross Street	1

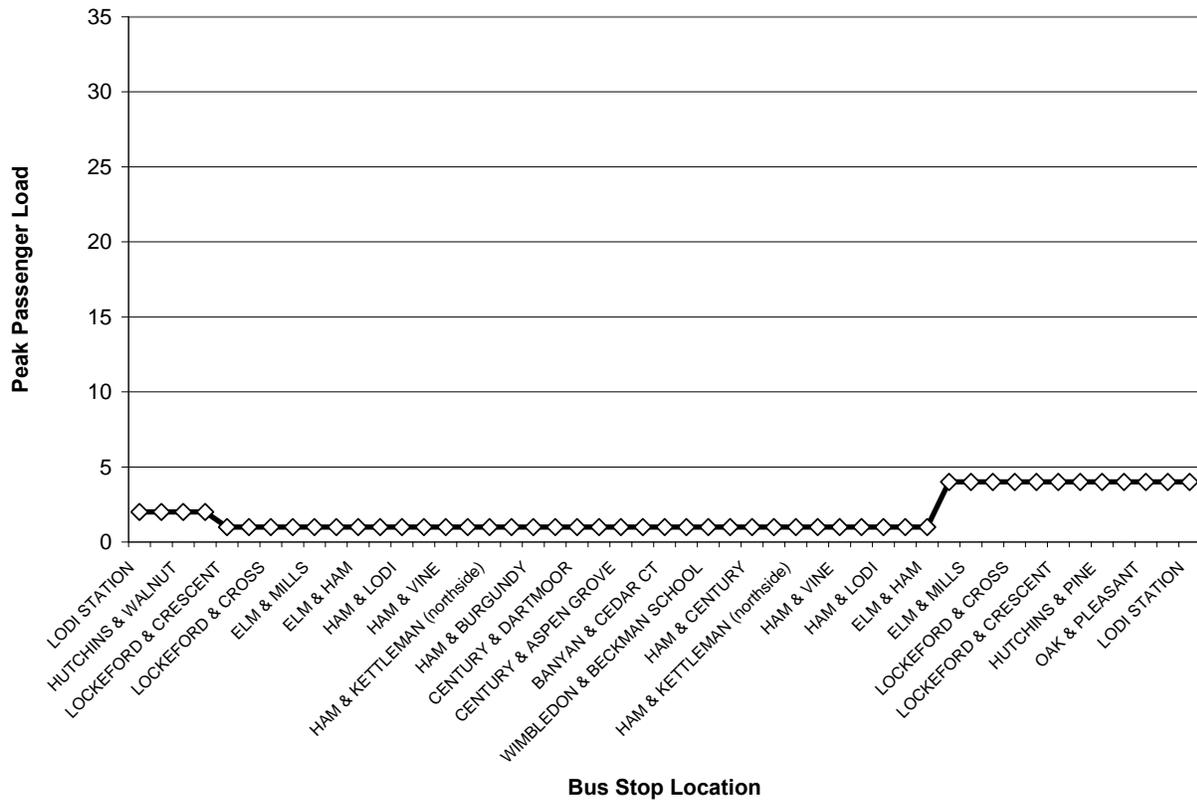
Figure 3-44 Route C Sunday Boardings by Stop



Saturday

Due to the low boarding activity, the peak passenger load was only four passengers. The peak load occurred inbound from Elm Street at Cross Street to Lodi Station.

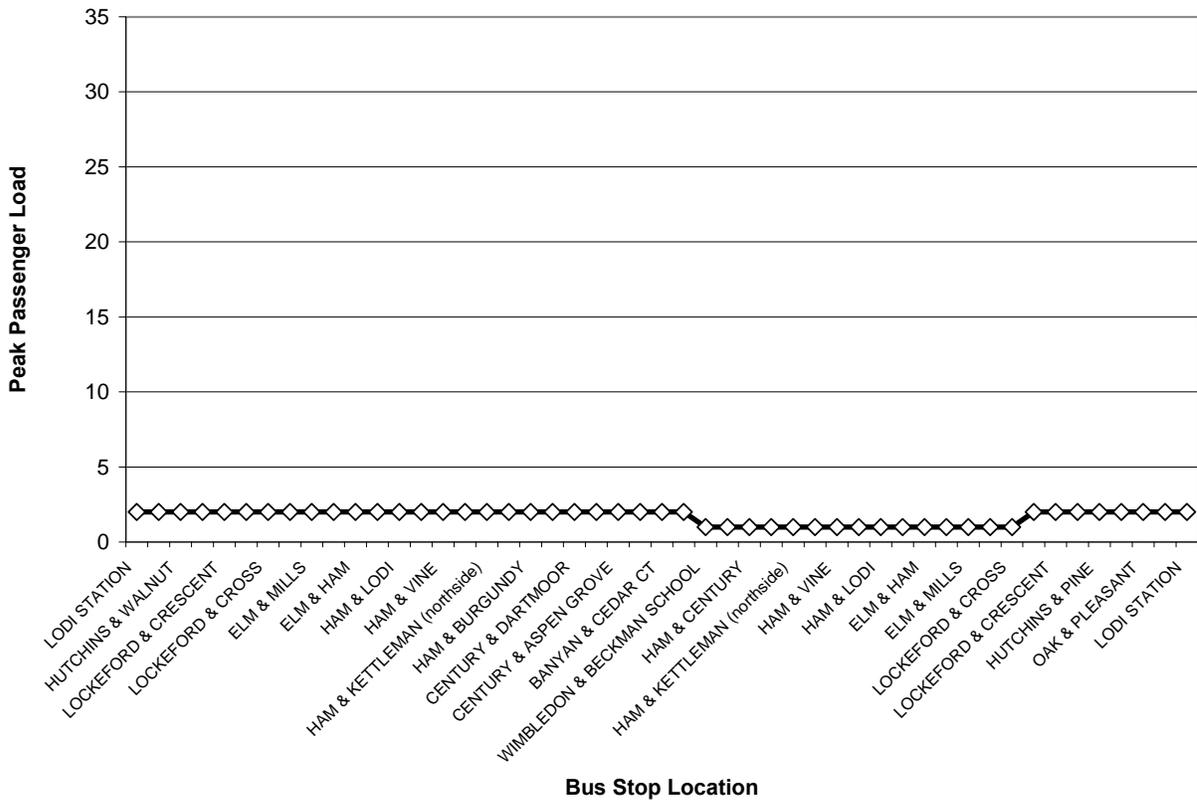
Figure 3-46 Route C Saturday Peak Passenger Load



Sunday

As with Saturday, the Sunday peak load was low due to the low boarding activity. The maximum peak load was two.

Figure 3-47 Route C Sunday Peak Passenger Load



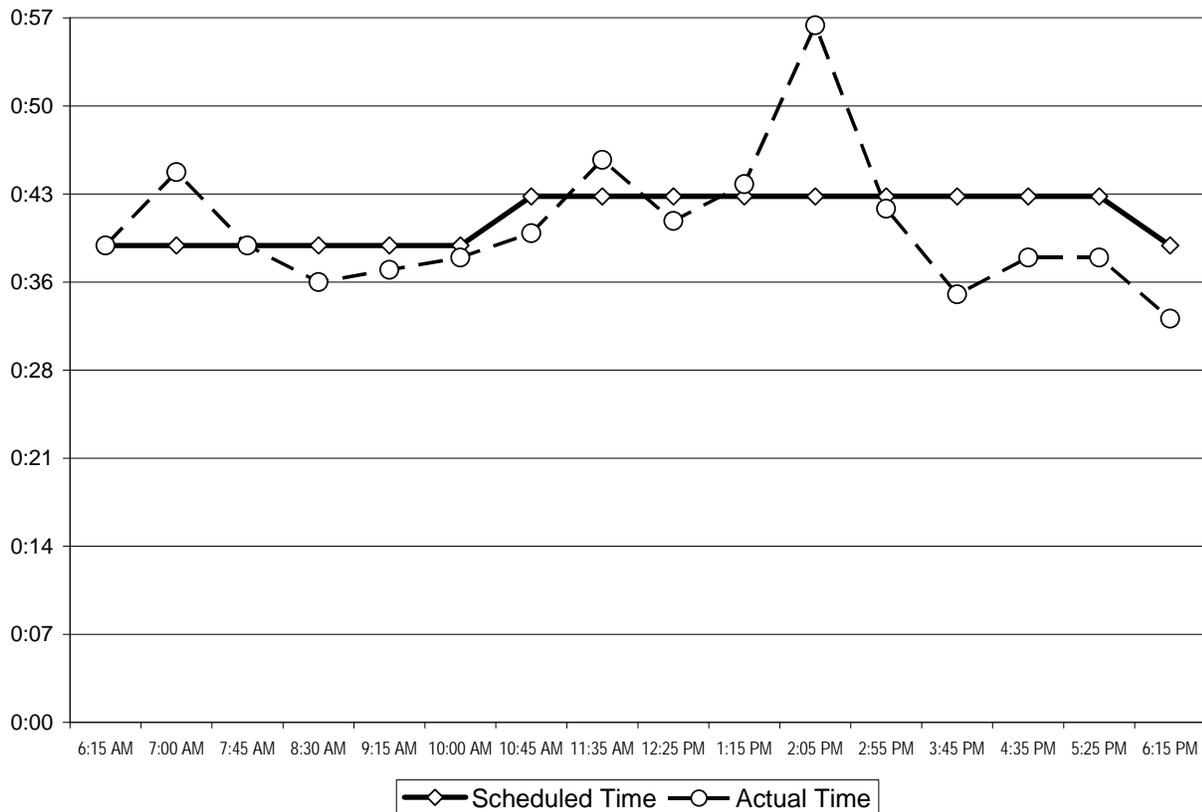
On-time Performance

Weekday

Morning trips were able to complete their runs in approximately the scheduled time. Only the two trips during school bell times ran longer than scheduled. Afternoon trips starting at 3:45 PM were able to complete the task in less than the scheduled time.

On-time performance for Route 3 was poor. Only 66% of timepoints were served on-time and 31% were served late. Trips leaving Lodi Station late generally stayed behind schedule. Some trips were able to recover time between Ham Lane at Kettleman Lane and Wimbledon Drive at Hutchins Street.

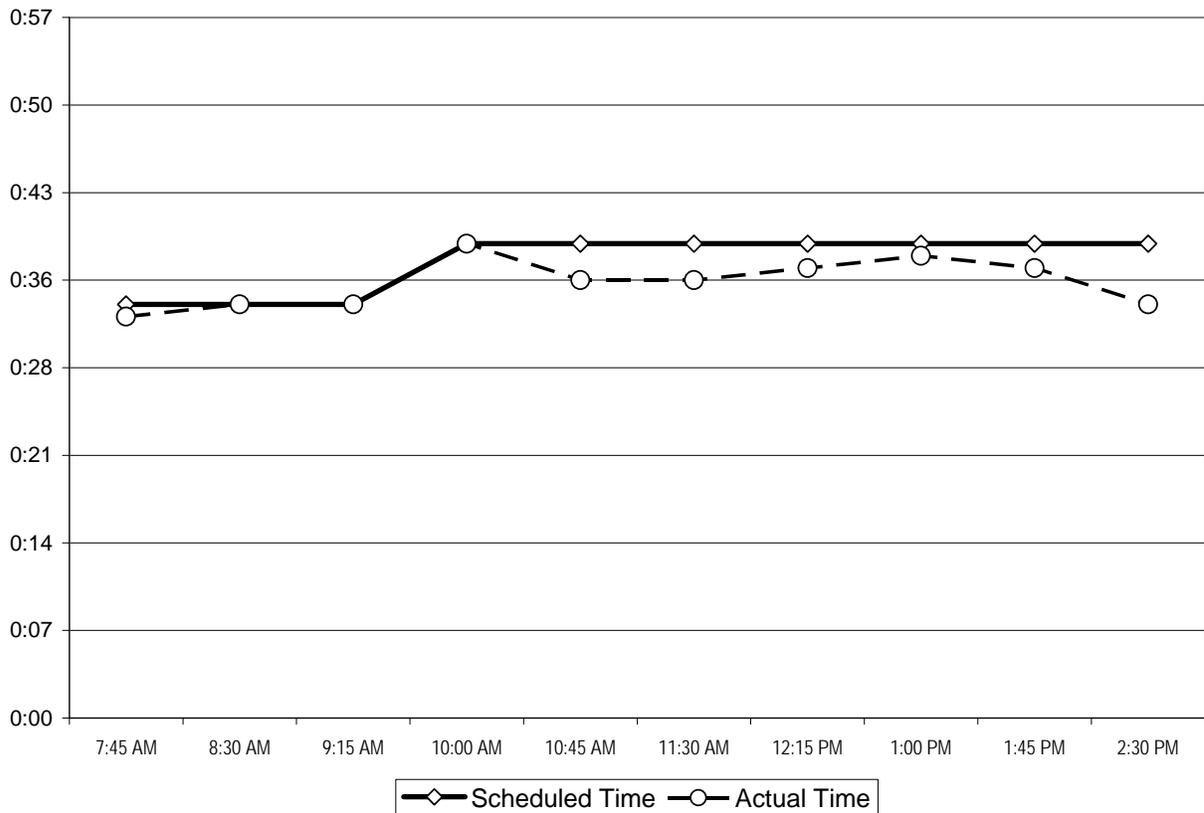
Figure 3-48 Route 3 Weekday Travel Time



Saturday

Travel times on Saturday were approximately the same as the scheduled travel time. While trips took approximately the scheduled travel time (as shown below), many timepoints were served late. Seventy-one percent of timepoints were served on-time while 29% were served late. Generally, trips left Lodi Station late and remained late until reaching Ham Lane at Vine Street, where vehicles were able to recover time before subsequent timepoints.

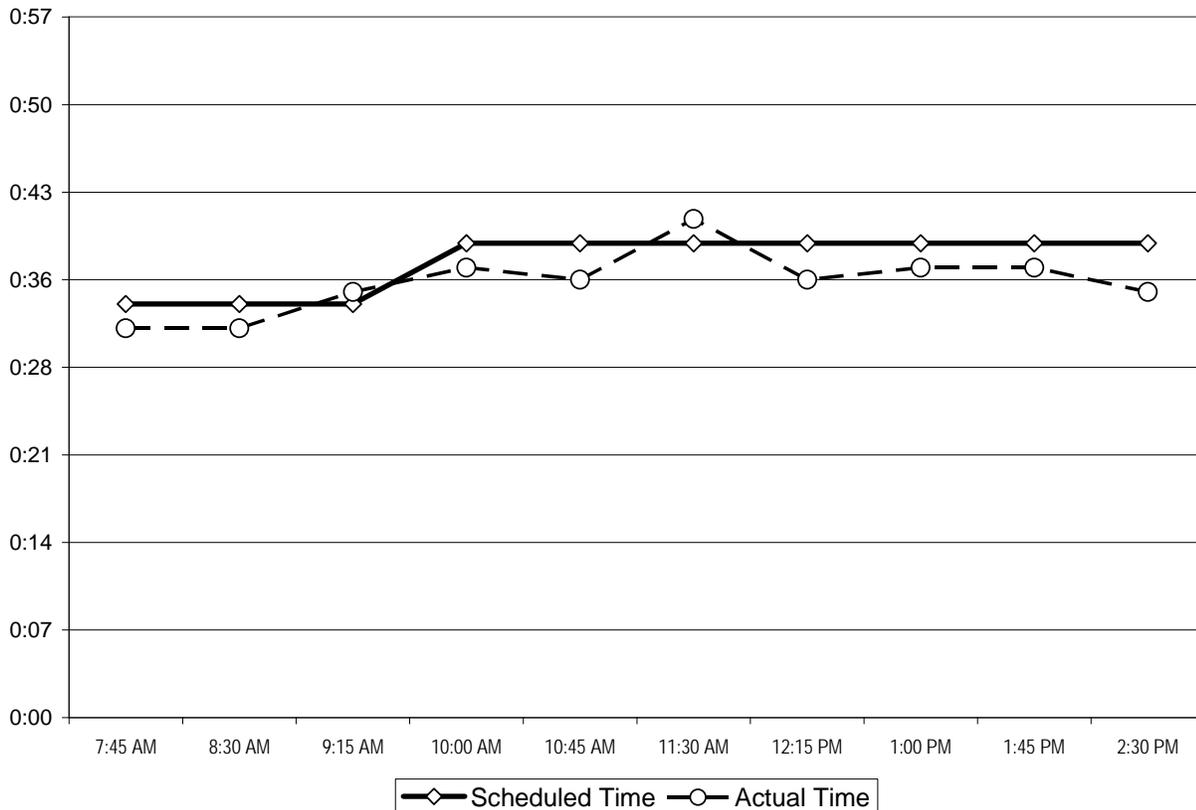
Figure 3-49 Route C Saturday Travel Time



Sunday

As shown below, Sunday total travel times were approximately the same as the scheduled travel times. Sunday trips arrived at 86% of the timepoints on time, 13% late, and 1% early. Trips tended to arrive late at timepoints early along the route but were able to recover time inbound to Lodi Station.

Figure 3-50 Route C Sunday Travel Time



Route 4 - Century

Route 4 connects Lodi Station to the Target and Wal-Mart shopping centers via south Lodi. The route operates primarily on Lodi Avenue, Fairmont Avenue, Vine Street, Church Street, and Century Boulevard. Route 4 serves senior housing located on Mills Avenue and Tokay High School.

Route 4 operates approximately every 45 minutes on weekdays from 6:15 AM to 6:54 PM. On weekends, the route is renamed Route D and operates every 45 minutes from 7:45 AM to 3:09 PM.

Ridership

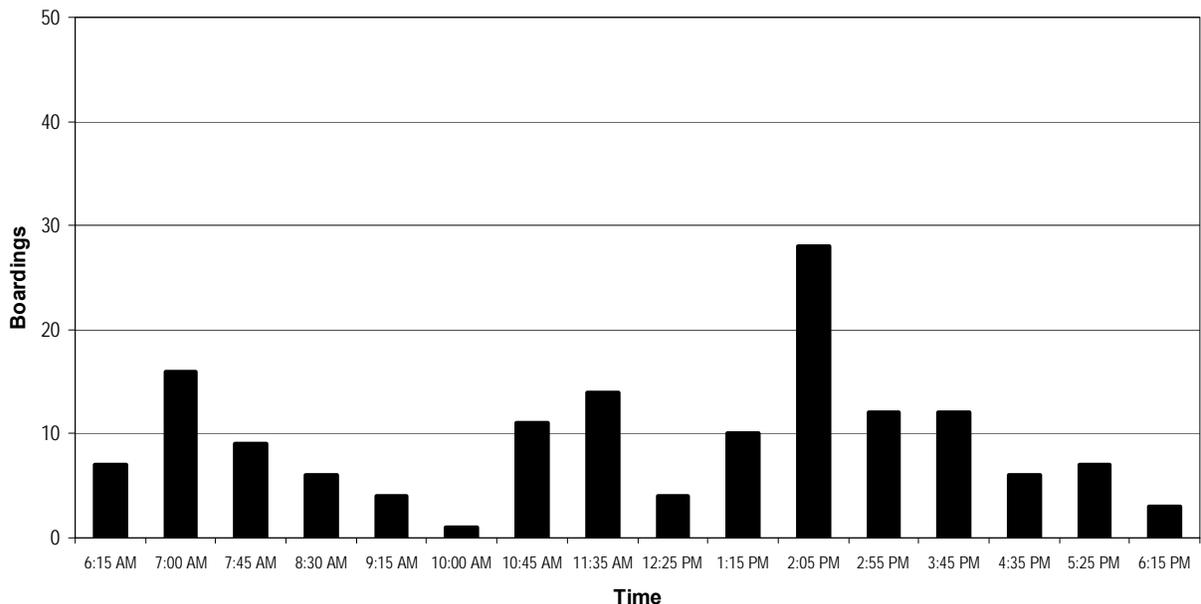
According to ridecheck results, Route 4 experienced 150 weekday boardings, 31 Saturday boardings, and 35 Sunday boardings.

Boardings by Trip

Weekday

Boardings by trip varied throughout the day with a small peak occurring at the morning school bell time and a larger peak occurring at the afternoon bell time. The 2:05 PM trip had 28 boardings and the 7:00 AM trip had 16 boardings. Boarding activity was lowest in the midmorning and late afternoon.

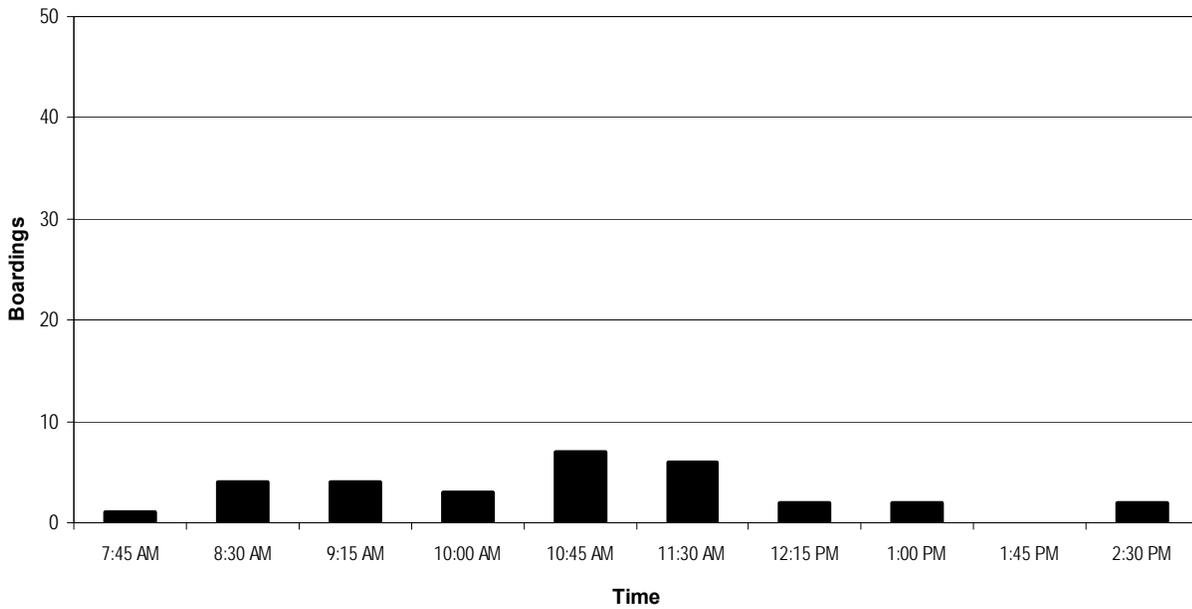
Figure 3-51 Route 4 Weekday Boardings by Trip



Saturday

Boarding activity on Saturday was light with all trips serving less than ten passengers. Ridership generally increased in the morning, peaking at 10:45 AM, and declining after.

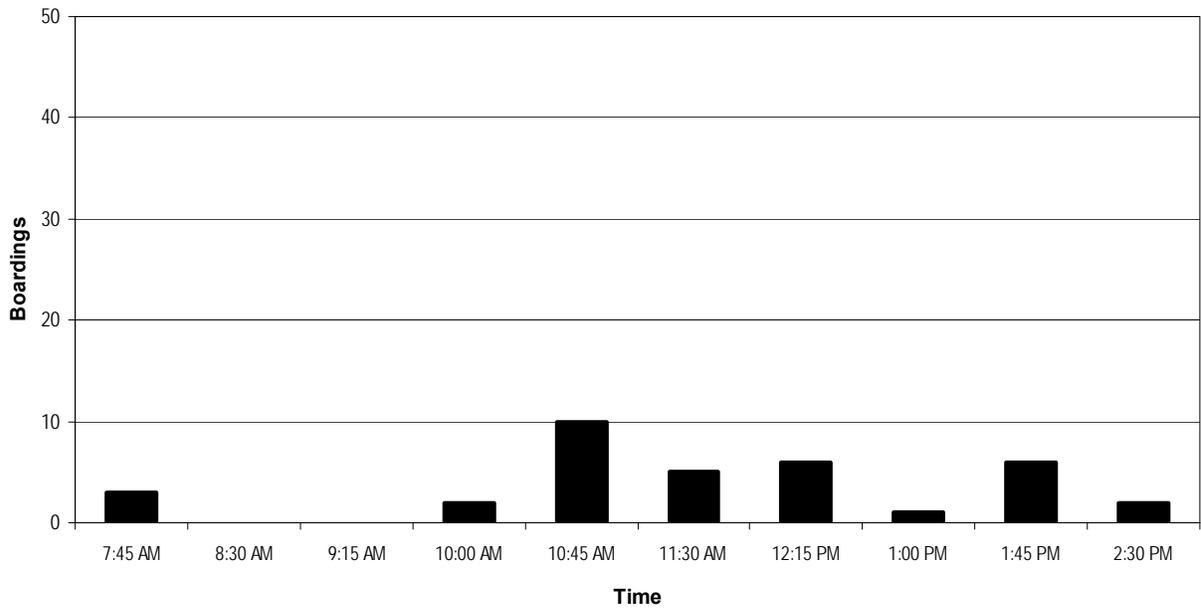
Figure 3-52 Route D Saturday Boardings by Trip



Sunday

Sunday boarding activity was higher in the afternoon than in the morning. Both the 8:30 AM and 9:15 AM trips carried zero passengers. Boarding activity peaked at 10:45 AM with ten boardings.

Figure 3-53 Route D Sunday Boardings by Trip



Top Boarding Locations

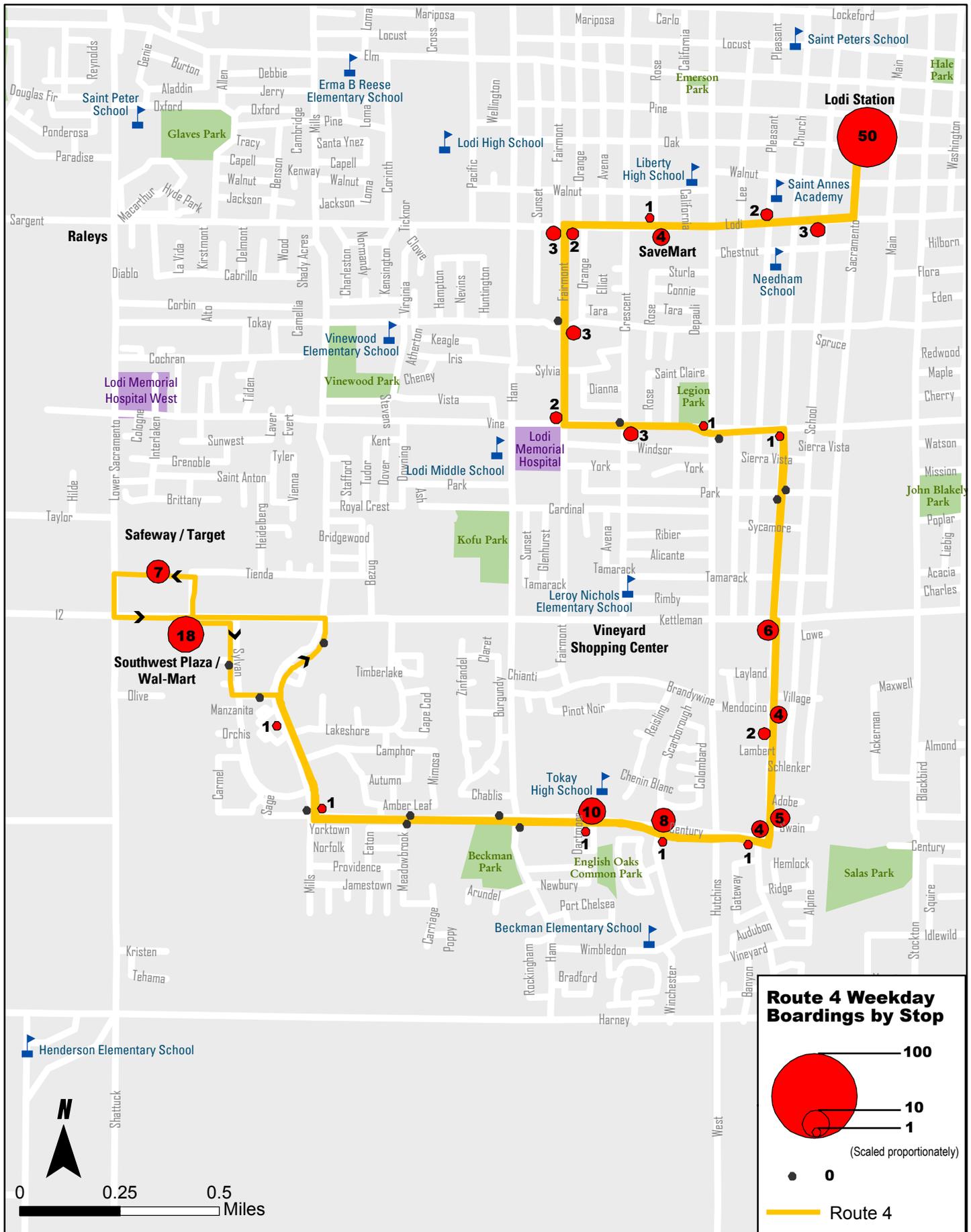
Weekday

Route 4 weekday top boarding locations were at major trip generators. Lodi Station had the most boardings with 50 boardings, followed by Wal-Mart with 18 boardings. Two bus stops near Tokay High School on Century Boulevard at Dartmoor Circle and Scarborough Drive had ten and eight boardings each respectively.

Figure 3-54 Route 4 Weekday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		50
Kettleman Lane	Hollywood Video/ Wal-Mart	18
Century Boulevard	Dartmoor Circle (Tokay High School)	10
Century Boulevard	Scarborough Drive	8
Safeway/Target		7

Figure 3-55 Route 4 Weekday Boardings by Stop



Saturday

Lodi Station had the most passenger boardings with ten total boardings on Saturday. Church Street at Century Boulevard, Target, Wal-Mart, and Lodi Avenue at Crescent Avenue each had three boardings.

Figure 3-56 Route D Saturday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		10
Church Street	Century Boulevard/Swain Drive	3
Safeway/Target		3
Kettleman Lane	Hollywood Video/ Wal-Mart	3
Lodi Avenue	Crescent Avenue (SaveMart)	3

Figure 3-57 Route D Saturday Boardings by Stop



Sunday

On Sunday, the top boarding locations were Wal-Mart with 11 boardings, Vine Street at Hutchins Street with six boardings, and Lodi Station and Target with four boardings each.

Figure 3-58 Route D Sunday Top Boarding Locations

Street	Cross Street	Boardings
Kettleman Lane	Hollywood Video/ Wal-Mart	11
Vine Street	Hutchins Street	6
Lodi Station		4
Safeway/Target		4
Vine Street	Fairmont Avenue	2

Figure 3-59 Route D Sunday Boardings by Stop

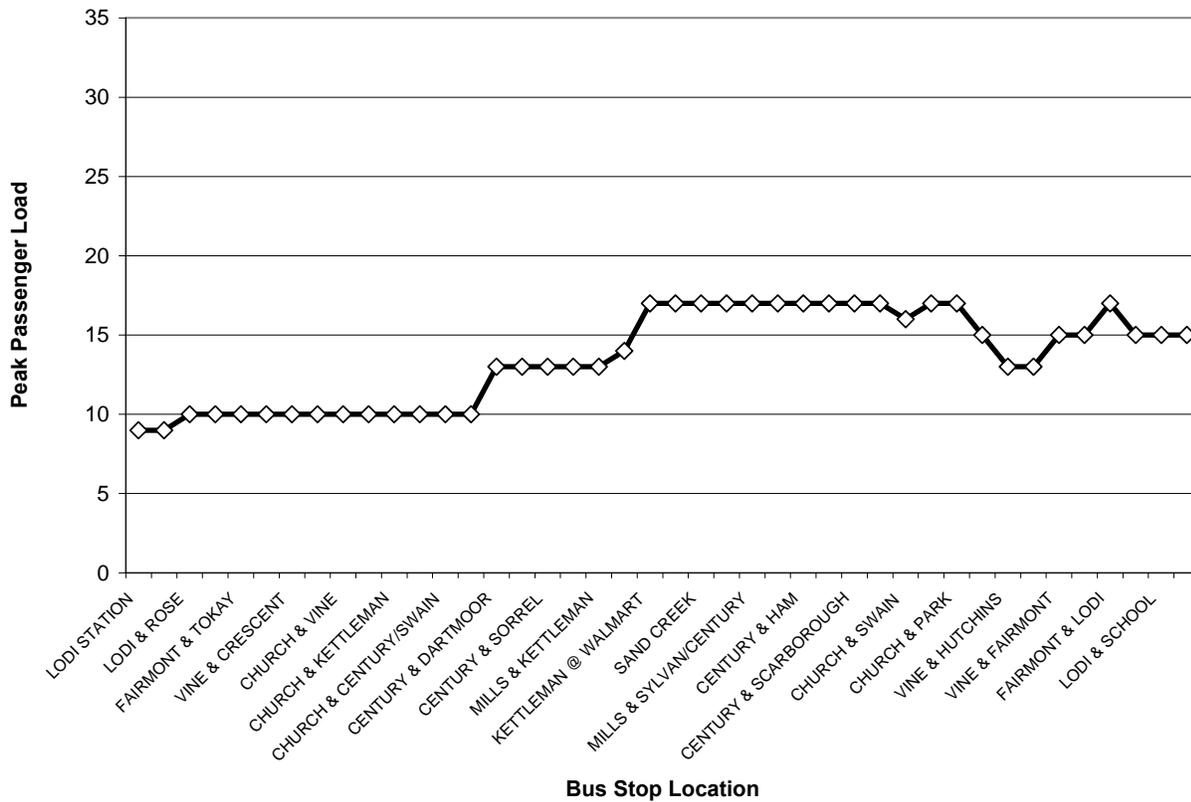


Peak Passenger Load

Weekday

The peak passenger load gradually increased inbound from nine passengers to 17 passengers at Wal-Mart. Inbound, the peak passenger load remained at 17 until Vine and Church Streets when the peak load fluctuated until reaching Lodi Station.

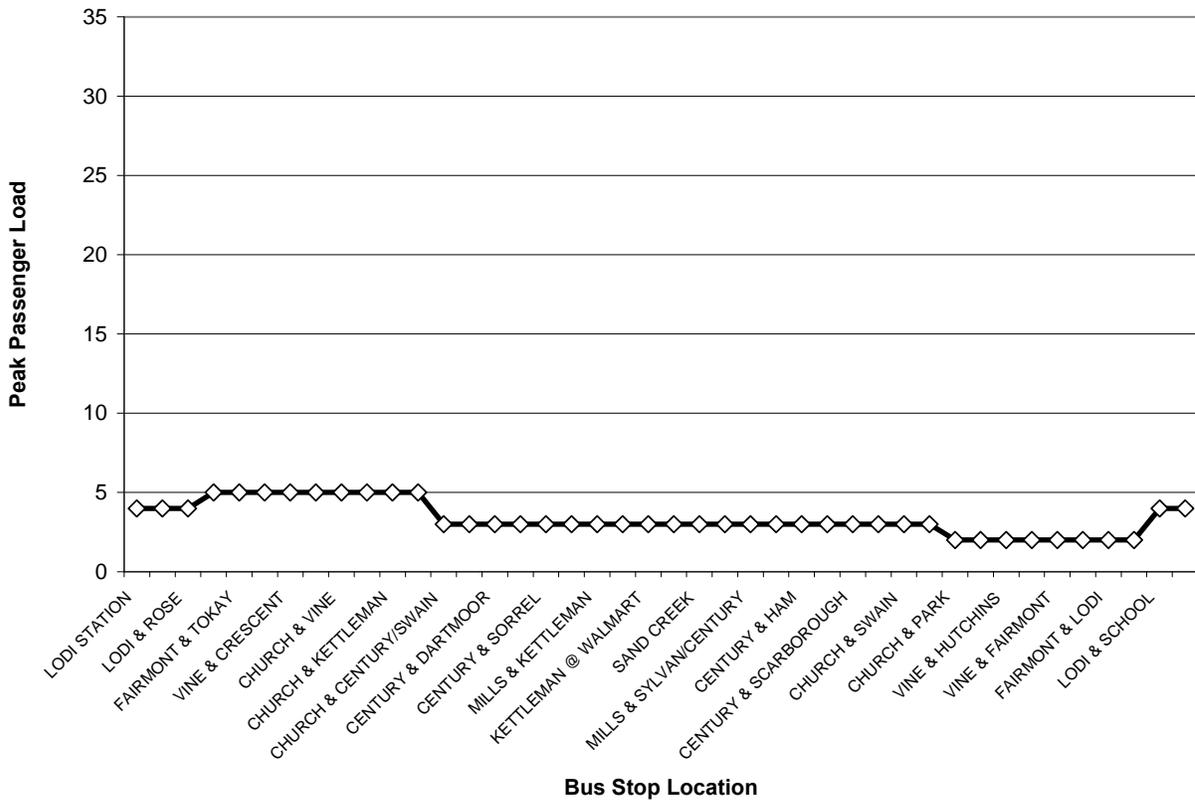
Figure 3-60 Route 4 Weekday Peak Passenger Load



Saturday

The peak passenger load on Saturday was five passengers. The peak occurred between Fairmont Avenue at Lodi Avenue and Church Street at Century Boulevard.

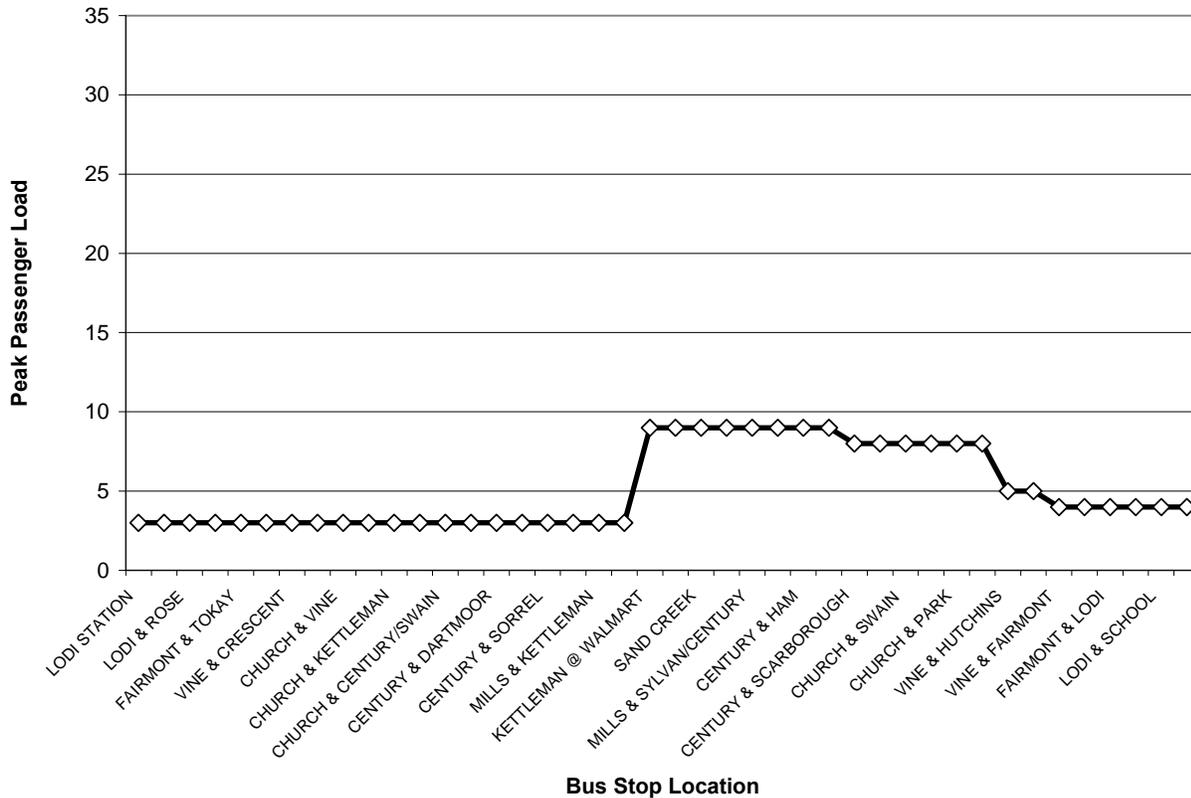
Figure 3-61 Route D Saturday Peak Passenger Load



Sunday

The Sunday passenger load peaked with nine passengers on the vehicle at one time. The peak occurred between Wal-Mart and Century Boulevard at Scarborough Drive inbound. The peak load remained with five passengers or more onboard until Vine Street at Fairmont Avenue.

Figure 3-62 Route D Sunday Peak Passenger Load



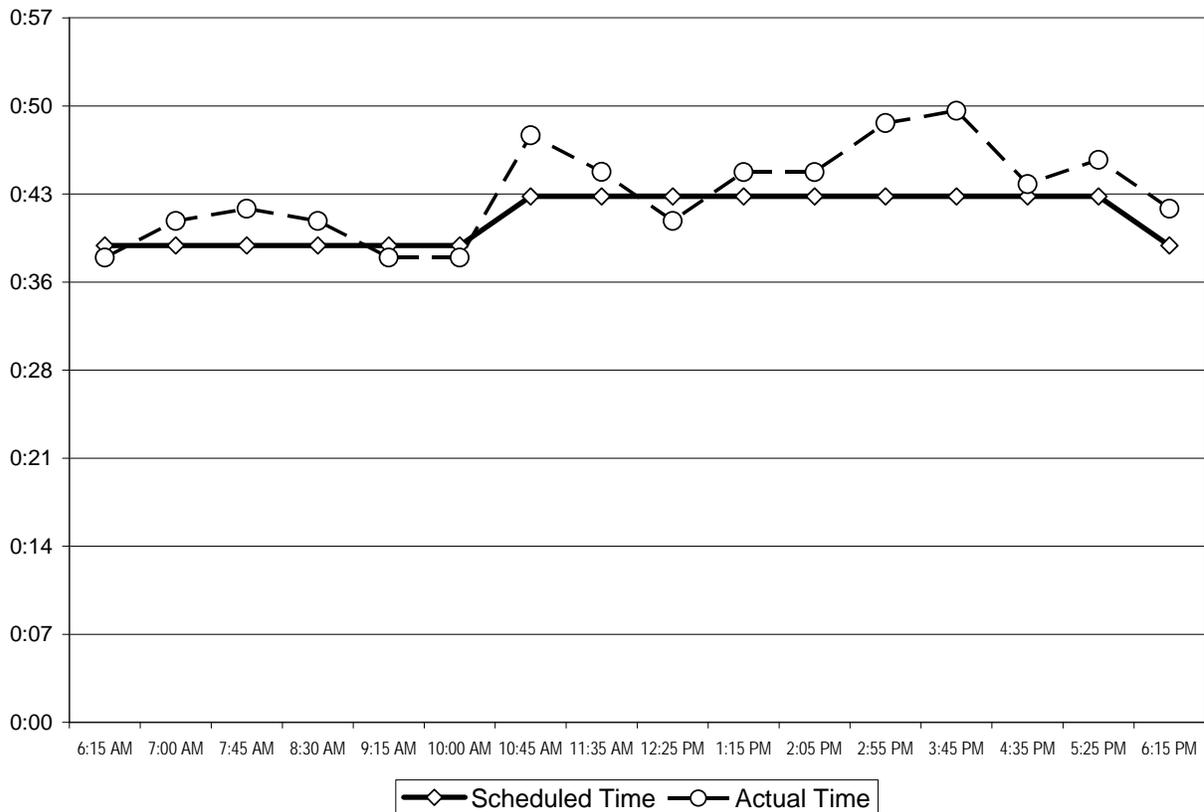
On-time Performance

Weekday

Route 4 took approximately the scheduled travel time to complete most runs. Only three trips took five or more minutes than scheduled to complete at 10:45 AM, 2:55 PM, and 3:45 PM.

Although trips took approximately the scheduled travel time, only 46% of timepoints were served on-time and 54% were served more than five minutes late. Vehicles leaving Lodi Station late were unable to make up time and fell further behind schedule. Trips fell behind schedule on their way to Wal-Mart, were able to recover slightly at Wal-Mart, but fell behind schedule once again on the way back to Lodi Station.

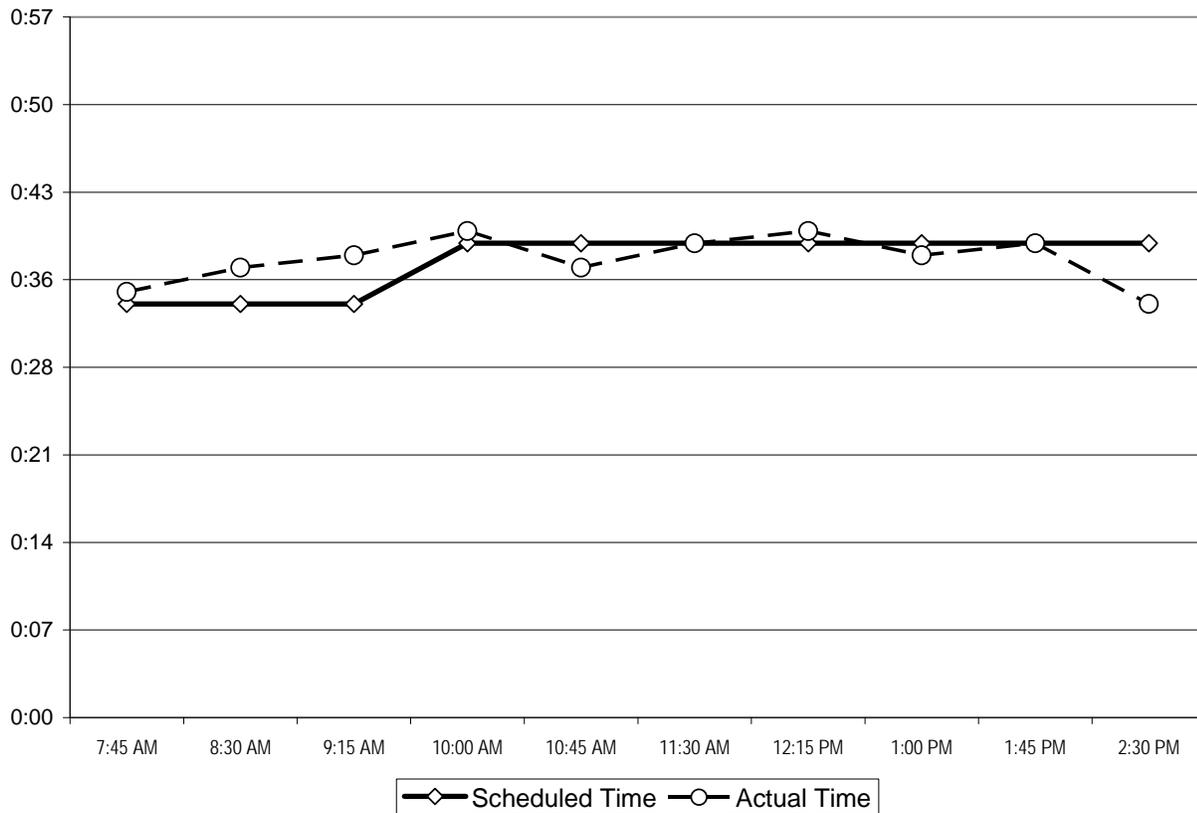
Figure 3-63 Route 4 Weekday Travel Time



Saturday

Saturday showed a similar pattern to weekday trips with trips completing the runs in approximately the scheduled time. Once again, however, trips leaving Lodi Station late were unable to recover time. Trips traveling outbound fell further behind scheduled as the route progressed but were able to make up time at Wal-Mart. On the inbound trips, vehicles fell more behind schedule. As a result, only 48% of timepoints were served on-time and 52% were served late.

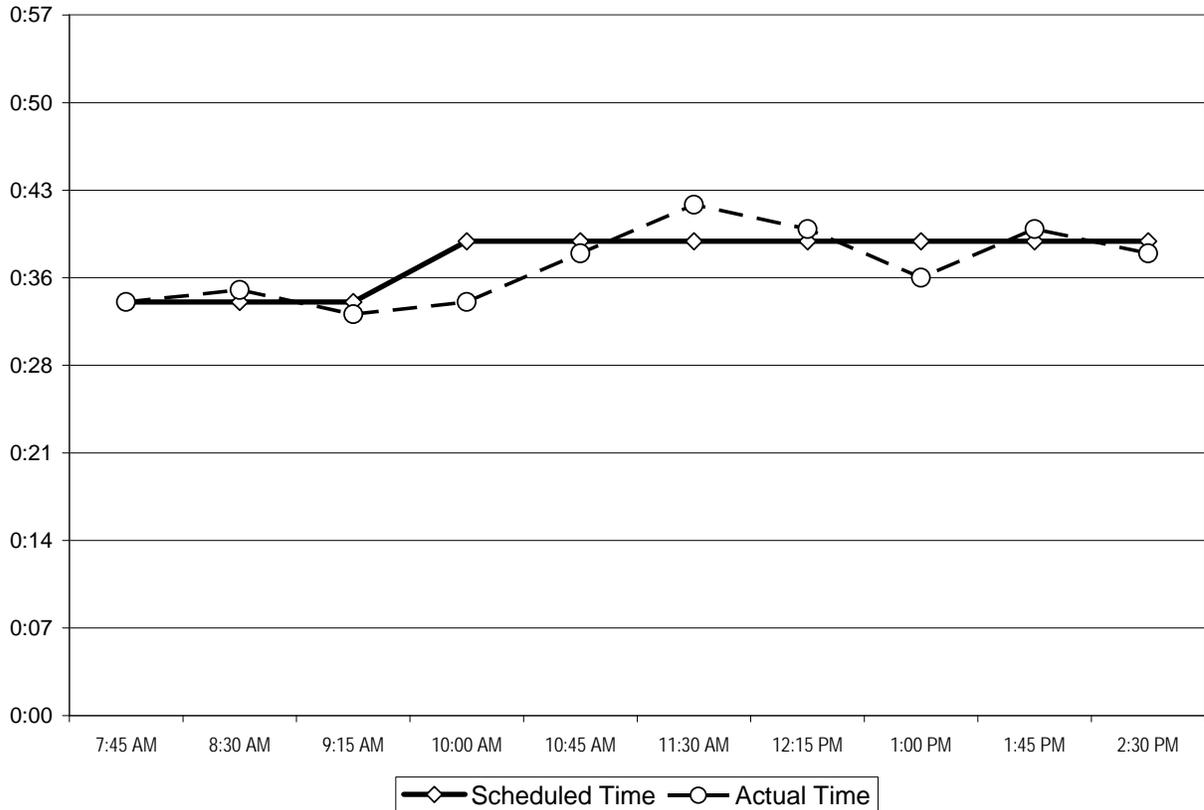
Figure 3-64 Route D Saturday Travel Time



Sunday

Sunday Route D trips performed better than weekday and Saturday trips. As with the other service days, the route took approximately the scheduled travel time to complete. On-time performance, however, was much better with 90% of timepoints being served on-time, 6% late, and 4% early. All trips left Lodi Station on-time.

Figure 3-65 Route D Sunday Travel Time



Route 5 - Cherokee

Route 5 provides service to the eastern edge of Lodi. The route serves the neighborhoods along Calaveras Street and industrial complexes in northeast Lodi, and higher density housing and a mobile home park on Almond Drive. The route also provides service to the commercial centers on Cherokee Lane like K-Mart and Rancho San Miguel.

Route 5 operates approximately every 45 minutes on weekdays from 6:15 AM to 7:00 PM. Weekend service along segments of the route is provided by Route A.

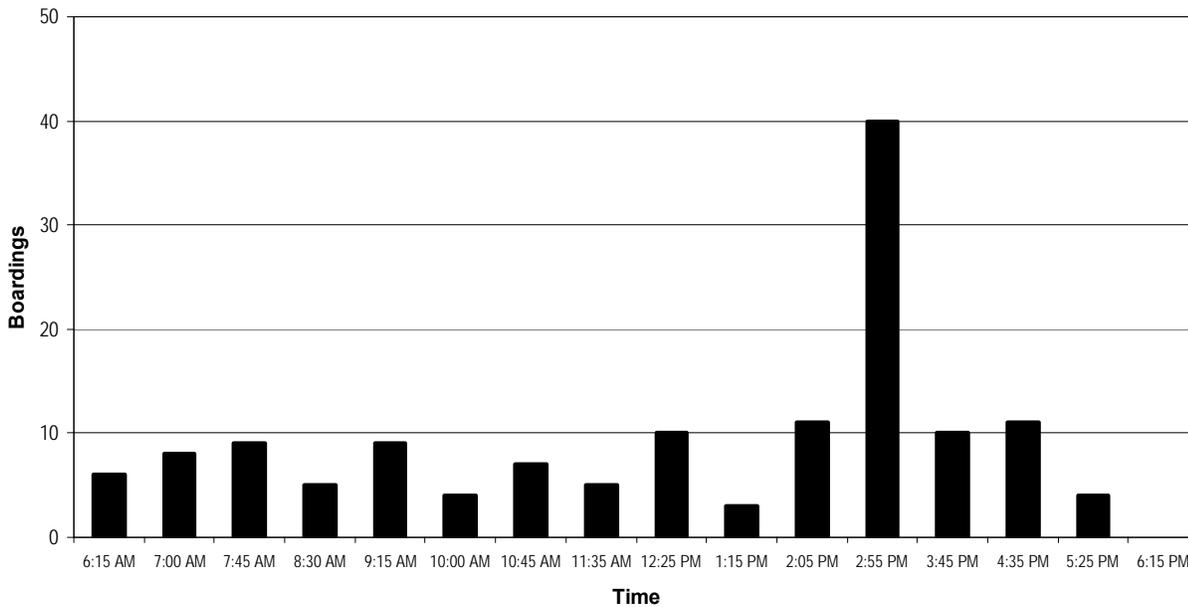
Ridership

Ridecheck results showed 142 weekday boardings.

Boardings by Trip

Passenger boarding activity experienced a large spike at 2:55 PM with 40 boardings. This implies that a large number of passengers boarding the 2:05 PM trips at the secondary schools are transferring from other routes to Route 5 to complete their trip. During the remainder of the day, boarding activity fluctuated but was highest in the early afternoon.

Figure 3-66 Route 5 Weekday Boardings by Trip



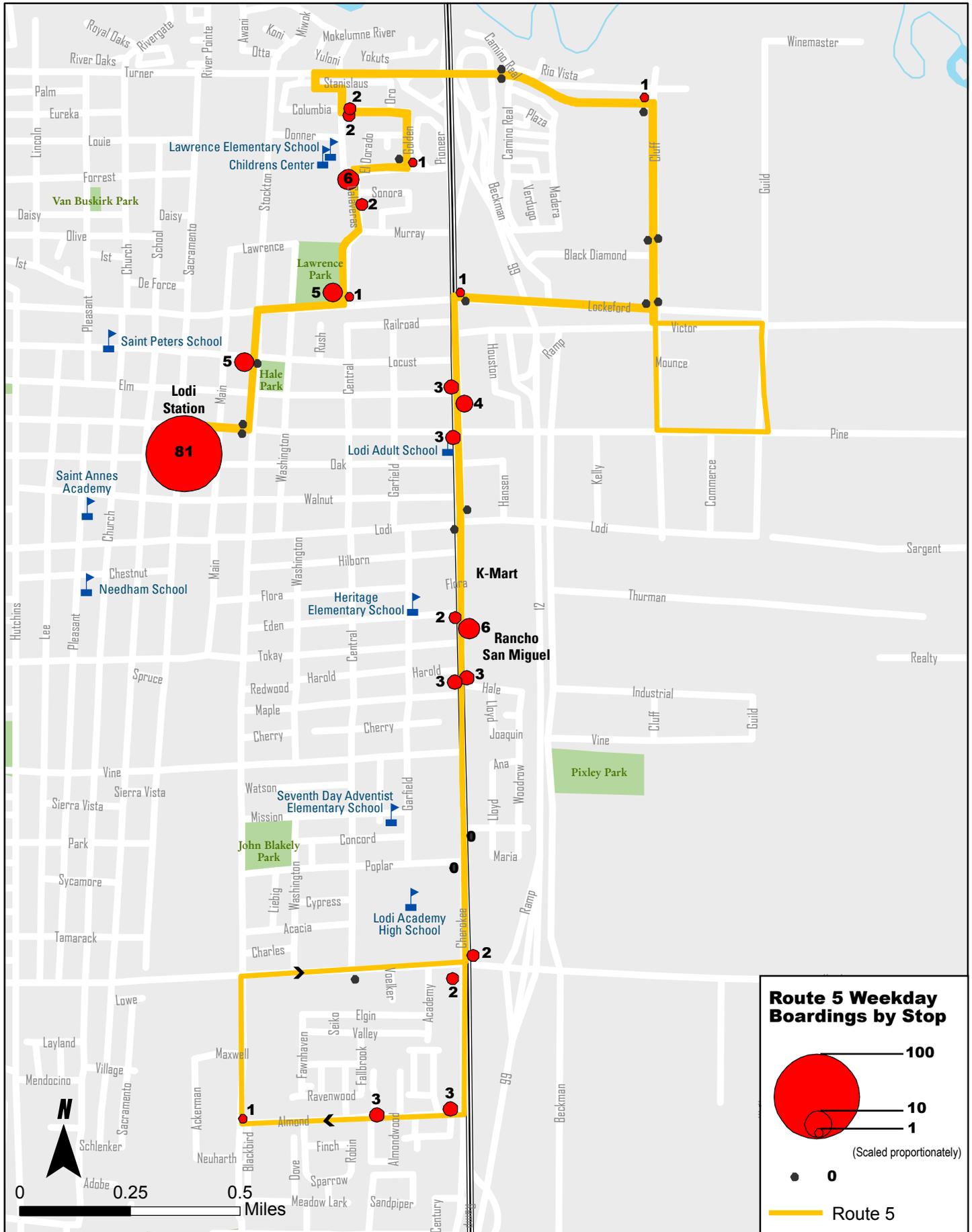
Top Boarding Locations

By far the most utilized passenger boarding location on Route 5 was Lodi Station with 81 boardings. Cherokee Lane at Kmart Center inbound and Calaveras Street at Pioneer Drive each had six boardings.

Figure 3-67 Route 5 Weekday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		81
Cherokee Lane	K-Mart Center	6
Calaveras Street	Pioneer Drive	6
Calaveras Street	Lockeford Street	5
Stockton Street	Locust Street (Midblock)	5

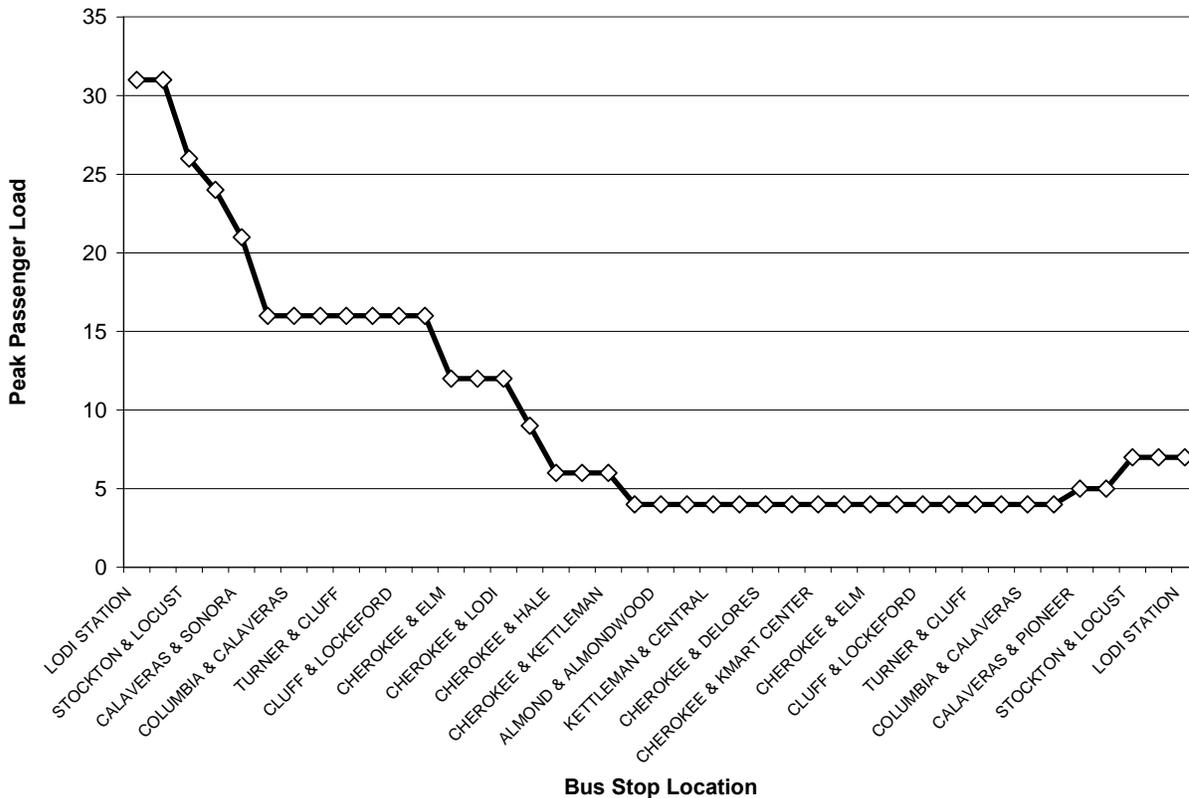
Figure 3-68 Route 5 Weekday Boardings by Stop



Peak Passenger Load

The peak passenger load occurred leaving Lodi Station with 31 passengers onboard. The peak load quickly declined through the residential neighborhoods on Calaveras Street. Peak load leveled off in the industrial park area and declined along Cherokee Lane. Inbound passenger load peaked at seven passengers onboard.

Figure 3-69 Route 5 Weekday Peak Passenger Load

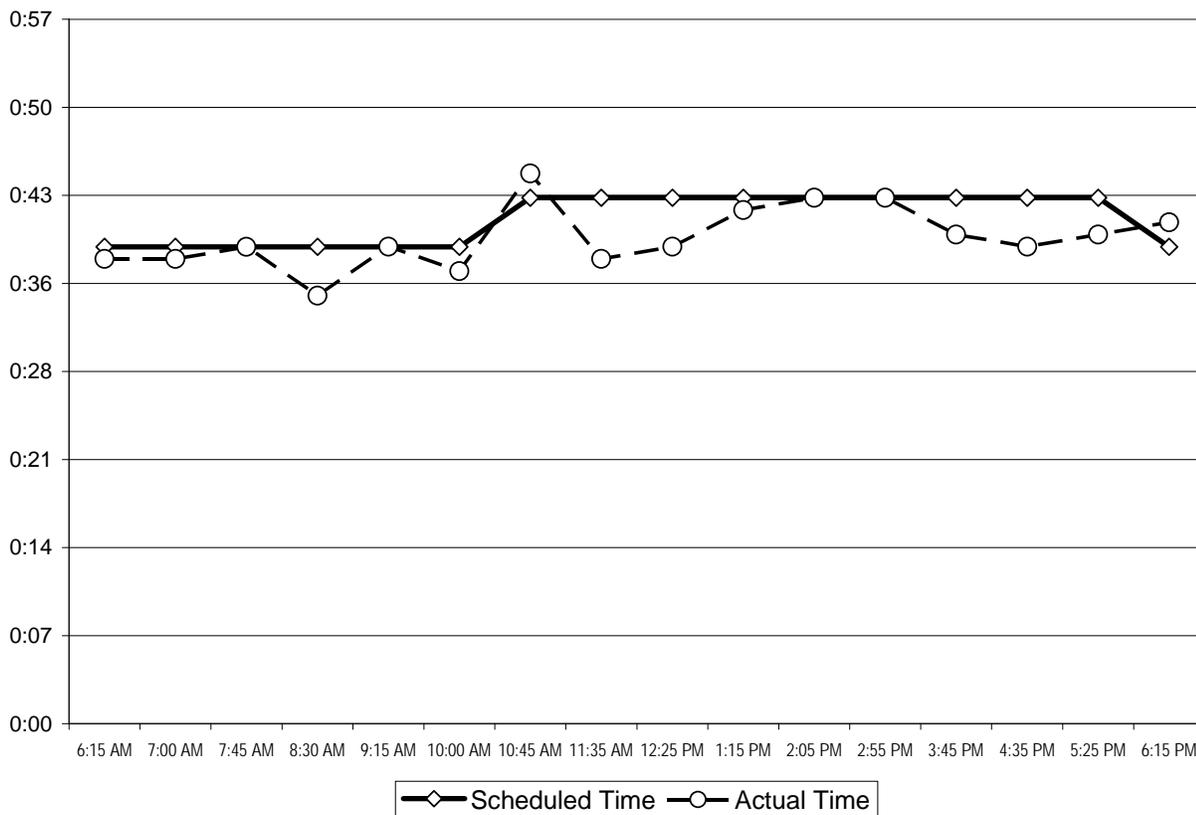


On-time Performance

Route 5 trips were able to complete their runs within approximately the scheduled travel time. Only one trip took longer than scheduled and many trips took up to five minutes less than scheduled.

Eighty-two percent of timepoints were served on-time by Route 5, 15% late, and 3% early. Trips leaving Lodi Station late were unable to recover time during the trip.

Figure 3-70 Route 5 Weekday Travel Time



Route A – Turner/Lower Sacramento/Kettleman/Cherokee

Route A is a weekend only route which serves areas with weekday transit by Route 1 and Route 5. Route A travels in a counter-clockwise loop from Lodi Station. The route travels primarily on Turner Road, Lower Sacramento Road, Kettleman Lane, and Cherokee Lane. Route A serves all roads and stops on weekday Route 1 and most areas on Route 5. The route does not serve the neighborhood north of Pioneer Drive or the business parks east of Highway 99.

Route A operates on weekends from 7:45 AM to 3:09 PM approximately every 45 minutes.

Ridership

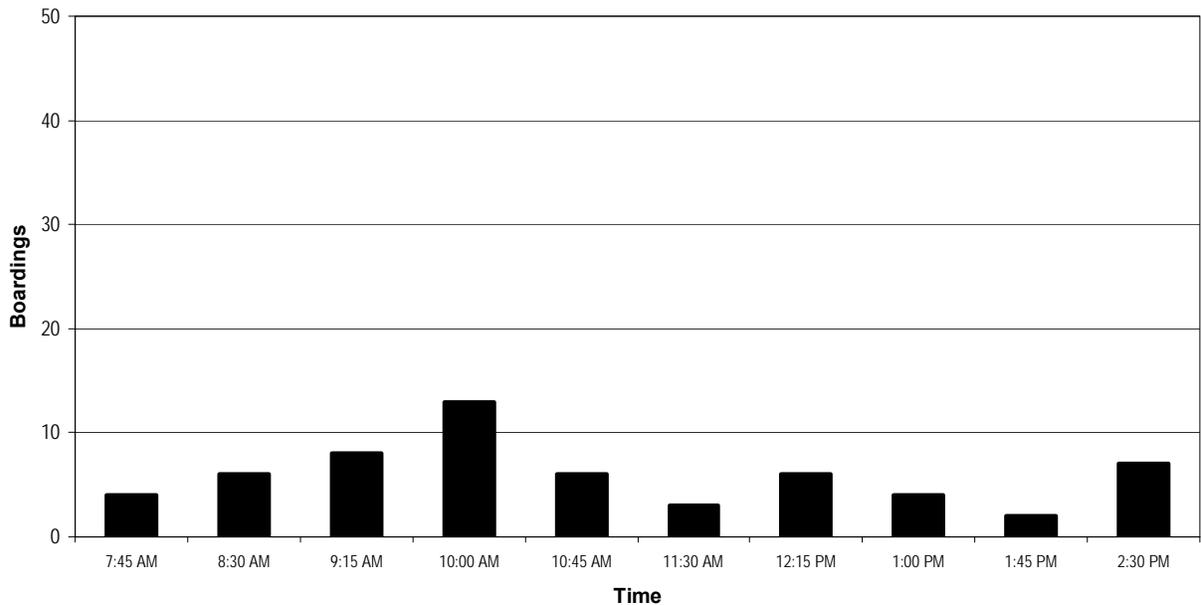
Surveyors recorded 59 Saturday and 22 Sunday boardings during the ridecheck effort.

Boardings by Trip

Saturday

Saturday boarding activity was highest in the midmorning with boarding activity peaking on the 10:00 AM trip with 13 boardings.

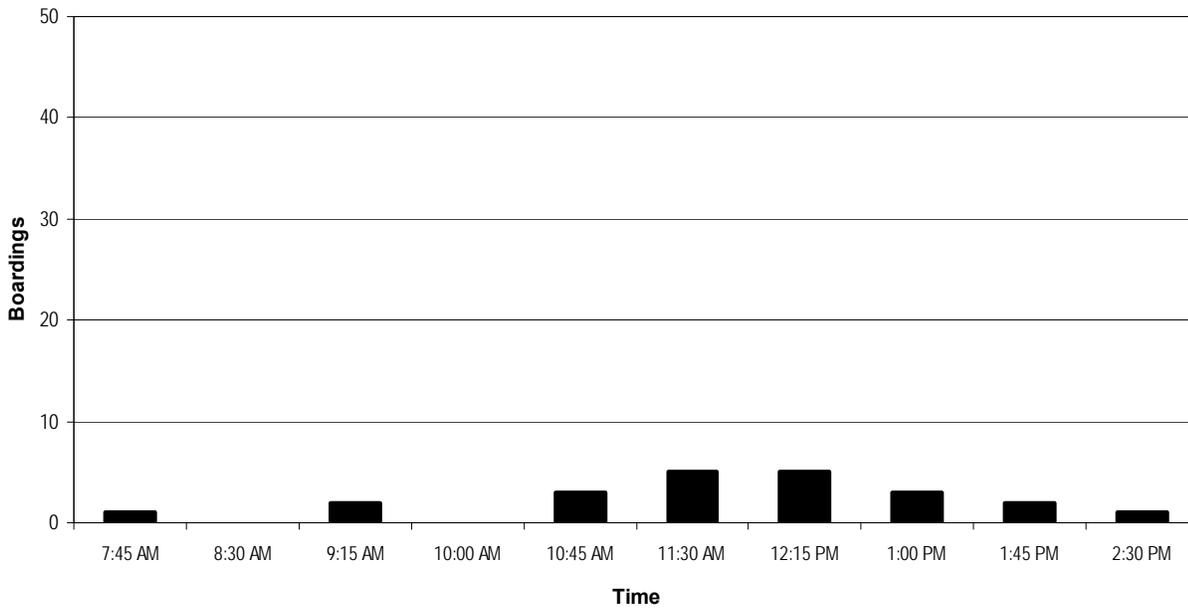
Figure 3-71 Route A Saturday Boardings by Trip



Sunday

Due to low boarding activity, no trip experienced more than five boardings. Morning boarding activity was particularly low with the 8:30 AM and 10:00 AM trips having no boardings.

Figure 3-72 Route A Sunday Boardings by Trip



Top Boarding Locations

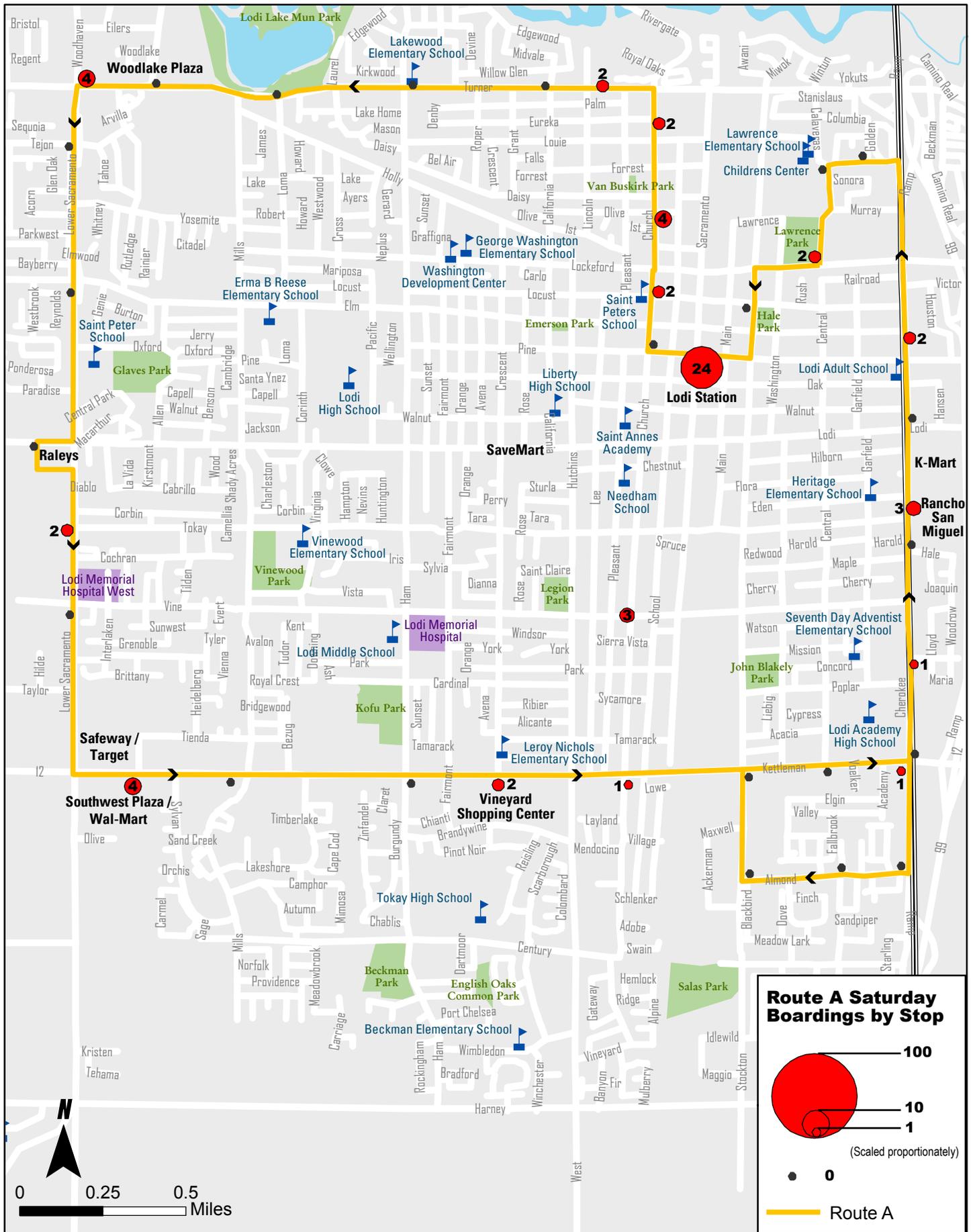
Saturday

The largest number of passenger boardings occurred at Lodi Station with 24 total boardings. Four boardings each occurred at Church Street at Olive Court, Turner Road at Woodlake Plaza, and Wal-Mart.

Figure 3-73 Route A Saturday Top Boarding Locations

Street	Cross Street	Boardings
Lodi Station		24
Church Street	Olive Court	4
Turner Road	Woodlake Plaza	4
Kettleman Lane	Wal-Mart	4

Figure 3-74 Route A Saturday Boardings by Stop



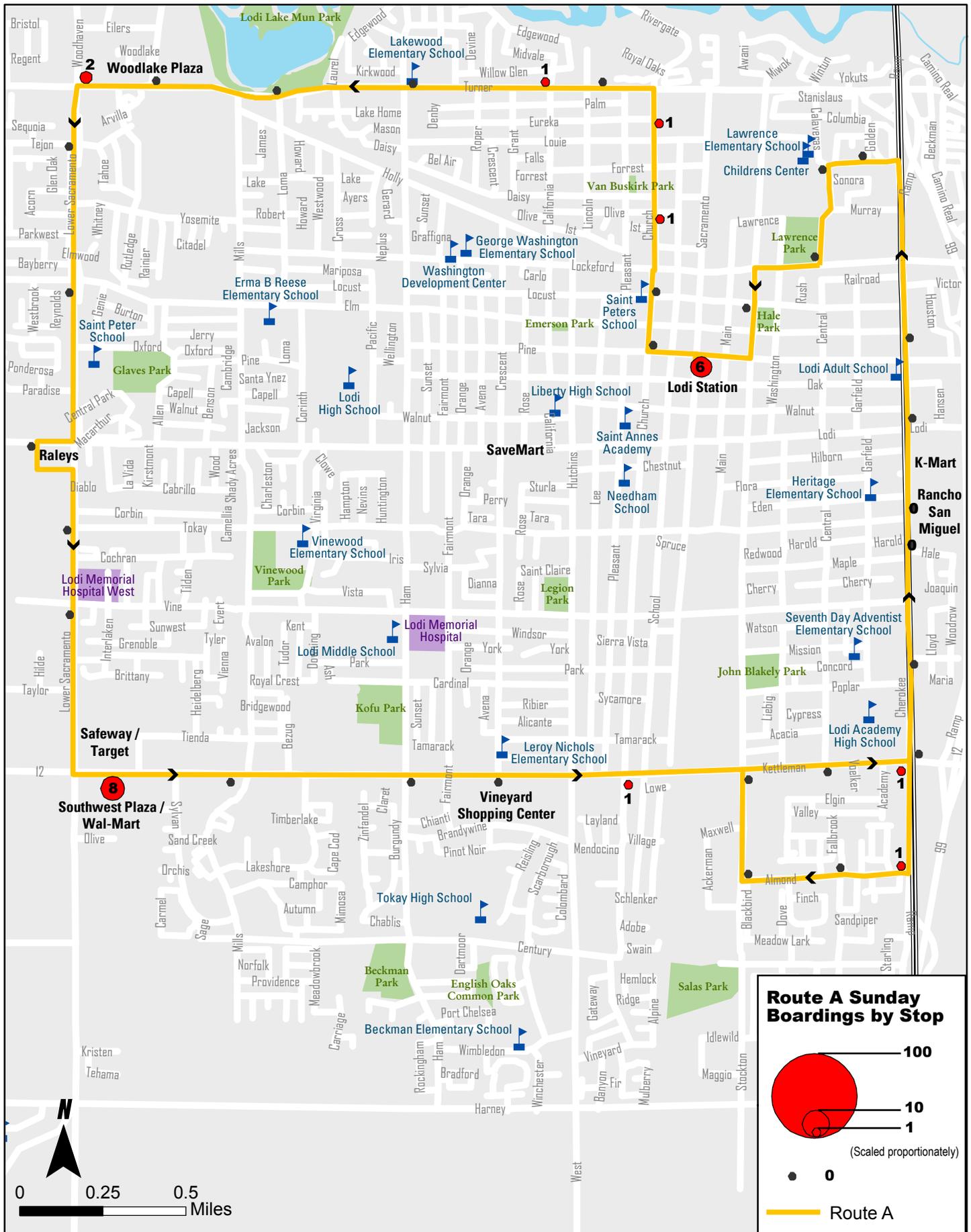
Sunday

With a low number of total boardings on Sunday, only three stops received more than one boarding. Wal-Mart had eight boardings, Lodi Station had six, and Woodlake Plaza had two.

Figure 3-75 Route A Sunday Top Boarding Locations

Street	Cross Street	Boardings
Kettleman Lane	Wal-Mart	8
Lodi Station		6
Turner Road	Woodlake Plaza	2

Figure 3-76 Route A Sunday Boardings by Stop

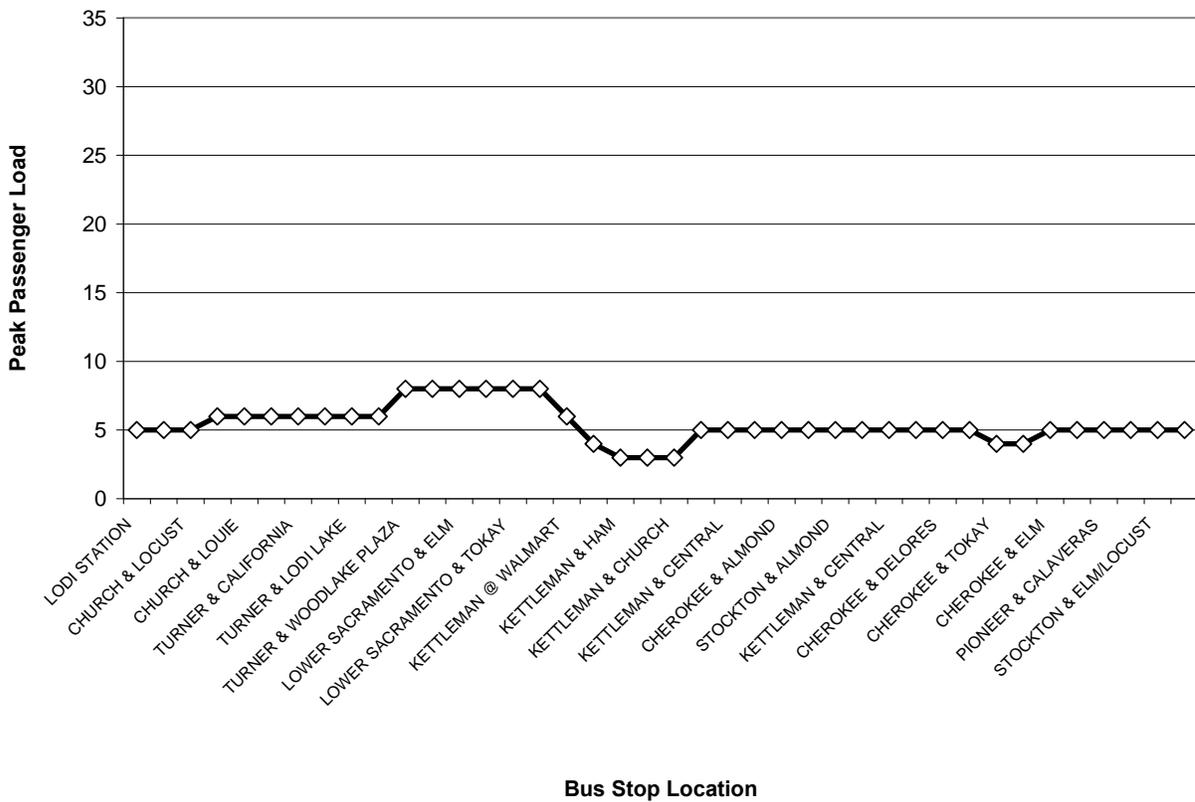


Peak Passenger Load

Saturday

The peak passenger load was experienced between Woodlake Plaza and Wal-Mart on the Saturday Route A with eight total passengers onboard. The peak passenger load remained at approximately five passengers for the remainder of Route A.

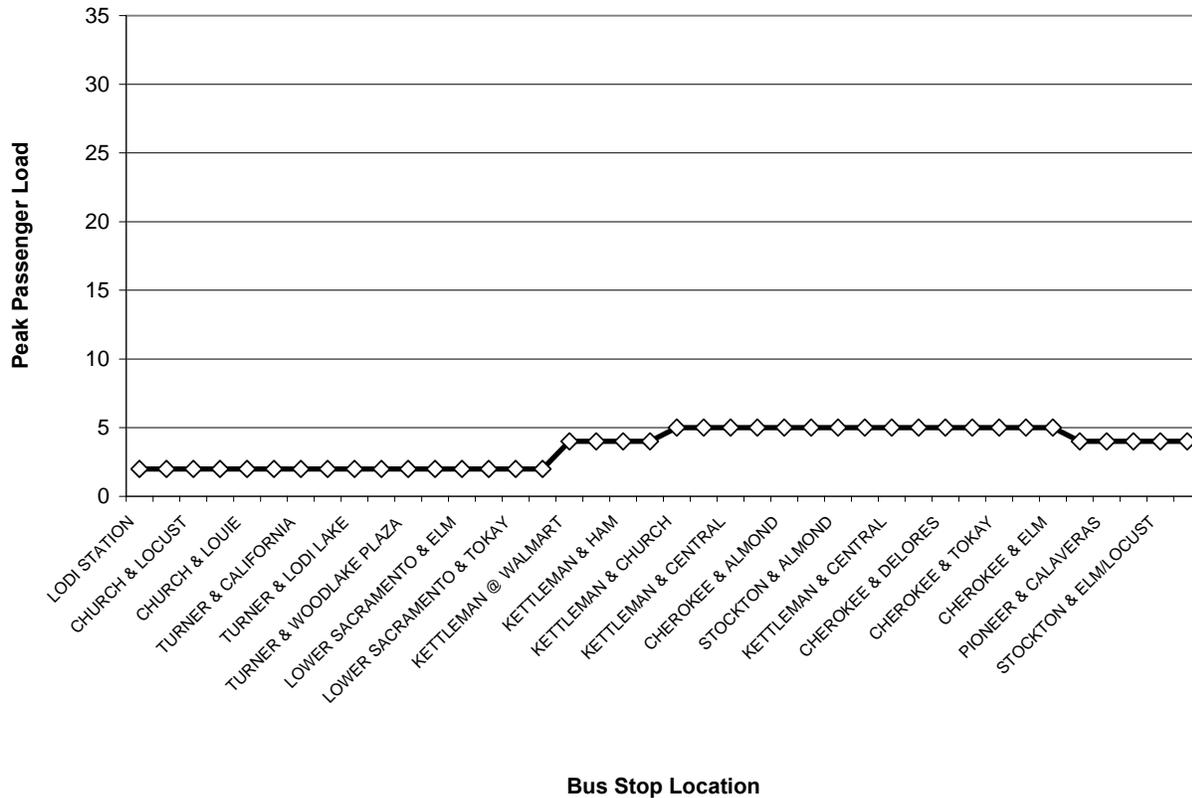
Figure 3-77 Route A Saturday Peak Passenger Load



Sunday

The Sunday passenger load peaked with five passengers onboard between Kettleman Lane at Church Street and Pioneer Drive at Golden Avenue. The first half of the route from Lodi Station to Wal-Mart only had a peak load of two passengers.

Figure 3-78 Route A Sunday Peak Passenger Load



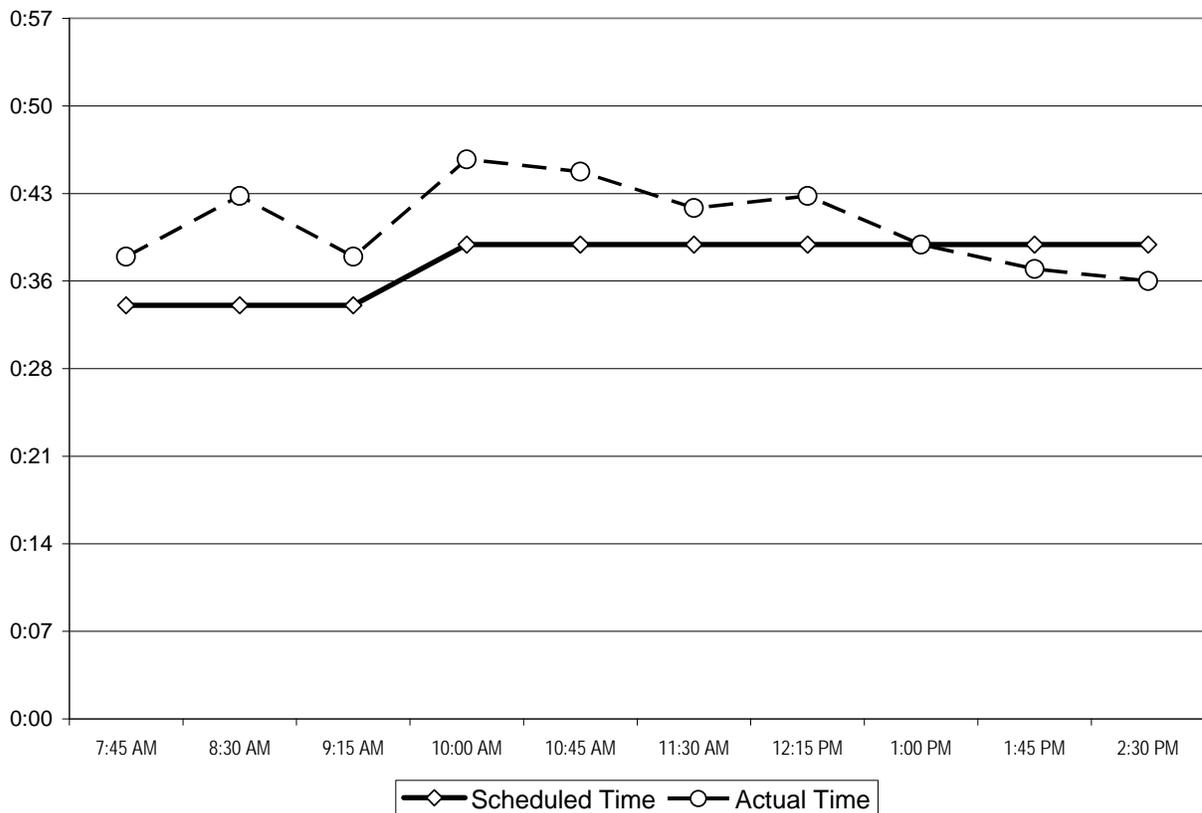
On-time Performance

Saturday

Morning Route A trips took longer to complete than scheduled, running up to nine minutes longer than scheduled. After 1:00 PM, trips took the same as the scheduled travel time or less.

Only 42% of timepoints were served on-time by Route A. Trips leaving Lodi Station late remained late throughout the trip. Drivers were able to recover time at Wal-Mart but fell behind as the route progressed. Trips had a particularly difficult time remaining on-time through the northeast part of the route around Calaveras Street.

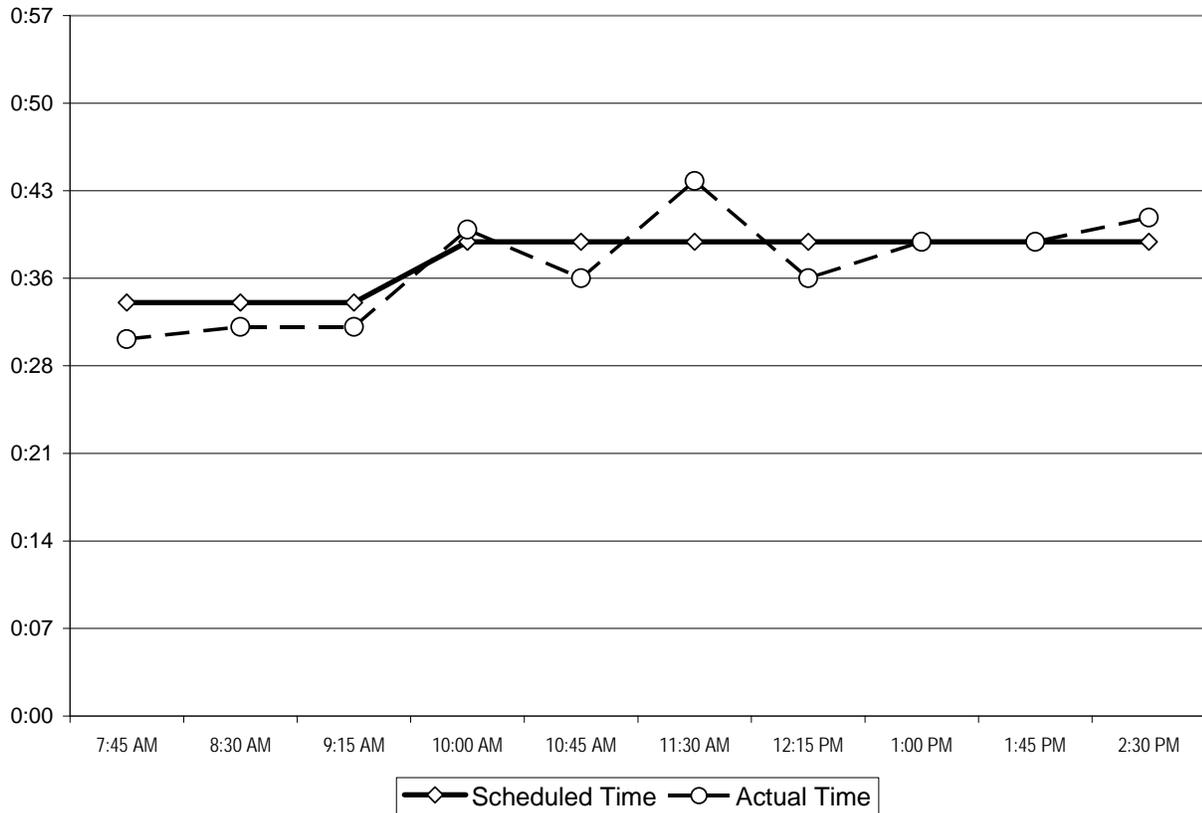
Figure 3-79 Route A Saturday Travel Time



Sunday

On Sunday, trips were able to complete their runs in approximately the scheduled travel time. Sunday on-time performance was much better than Saturday with 84% of individual timepoints being served on-time, 9% early, and 7% late.

Figure 3-80 Route A Sunday Travel Time



Express Routes

GrapeLine operates three “express” routes which act as school trippers for middle and high school students and are open to the general public. The routes operate on school days only and provide morning service to the schools and afternoon service back from the schools. Multiple afternoon trips are scheduled on each express route, however, if no passengers are present at the route’s start point at the beginning of a scheduled trip, the trip will not operate.

Express Route 1 connects residents in the north portion of the town to and from Millswood Middle School. Express Route 1 incorporates pieces of Route 1, 3, and 5. The route serves residential areas in the northeast part of town on Calaveras Street and areas in the northwest portion of Lodi on Woodhaven Lane not currently served by any regular GrapeLine routes. Express Route 1 operates three morning trips to Millswood Middle School and three afternoon trips from Millswood Middle School.

Express Route 2 connects residents living on or near Central Avenue and Oak Street to Lodi Middle School. The route allows people living on Route 2 on Central Avenue to avoid having to transfer to Route 3 at Lodi Station. Express Route 2 operates three morning and three afternoon trips to and from Lodi Middle School.

Express Route 6 connects residents in the southeast corner of Lodi to Tokay High School and Lodi Middle School. Express Route 6 serves Central Avenue, Almond Drive, and residential areas south of Almond Drive not currently served by a regular GrapeLine route. The route provides three morning trips and three afternoon trips. Two afternoon trips serve Tokay High School only and one afternoon trip serves Lodi Middle School only.

Ridecheck Results

Only afternoon express routes were surveyed by survey staff. Surveyors only recorded boarding activity at the schools. Passenger alighting locations were not recorded.

A total of 69 passengers boarded the afternoon express routes during the ridecheck effort. Express Route 2 had the highest number of boardings with 28 passengers using the service. The highest level of boarding activity was at Lodi Middle School where 34 passengers boarded.

Figure 3-81 Express Route Ridership

Express Route	Trip Time	Origin Location	Total Boardings
Route 1	2:25 PM	Millswood Middle School	14
	3:05 PM	Millswood Middle School	1
Route 2	2:15 PM	Lodi Middle School	26
	2:40 PM	Lodi Middle School	2
Route 6	2:15 PM	Tokay High School	18
	2:40 PM	Lodi Middle School	6
	3:05 PM	Tokay High School	2
TOTAL			69

San Joaquin Regional Transportation District (SJRTD) Services

In addition to performing a ridecheck on GrapeLine routes, survey staff rode all SJRTD routes serving Lodi. Surveyors only rode the vehicles within Lodi city limits. Passenger boardings on routes serving Stockton are heaviest in the southbound direction toward Stockton. Passengers generally are not using SJRTD routes to travel within Lodi.

On January 25, 2009, RTD modified all routes serving Lodi. The following information may not represent RTD’s current level of service in Lodi.

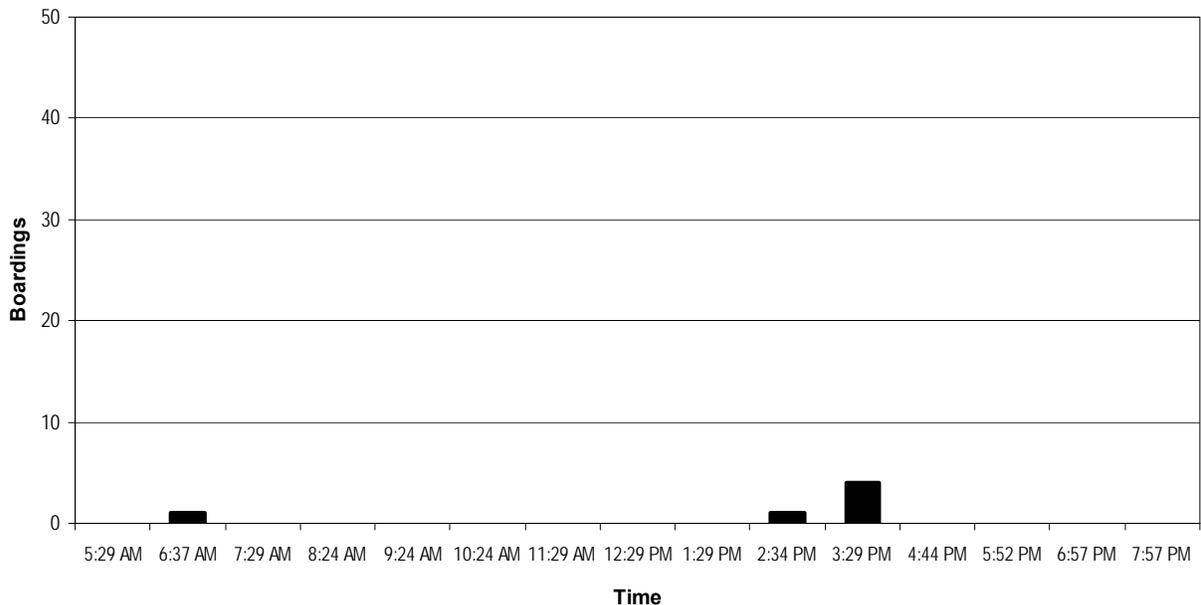
Route 23

Route 23, with service to Delta College and downtown Stockton, had the highest boarding activity in Lodi with 159 weekday boardings, 44 Saturday boardings, and 53 Sunday boardings. Boarding activity was primarily focused on passengers going southbound. Route 23 only has four northbound and southbound stops in Lodi.

Weekday

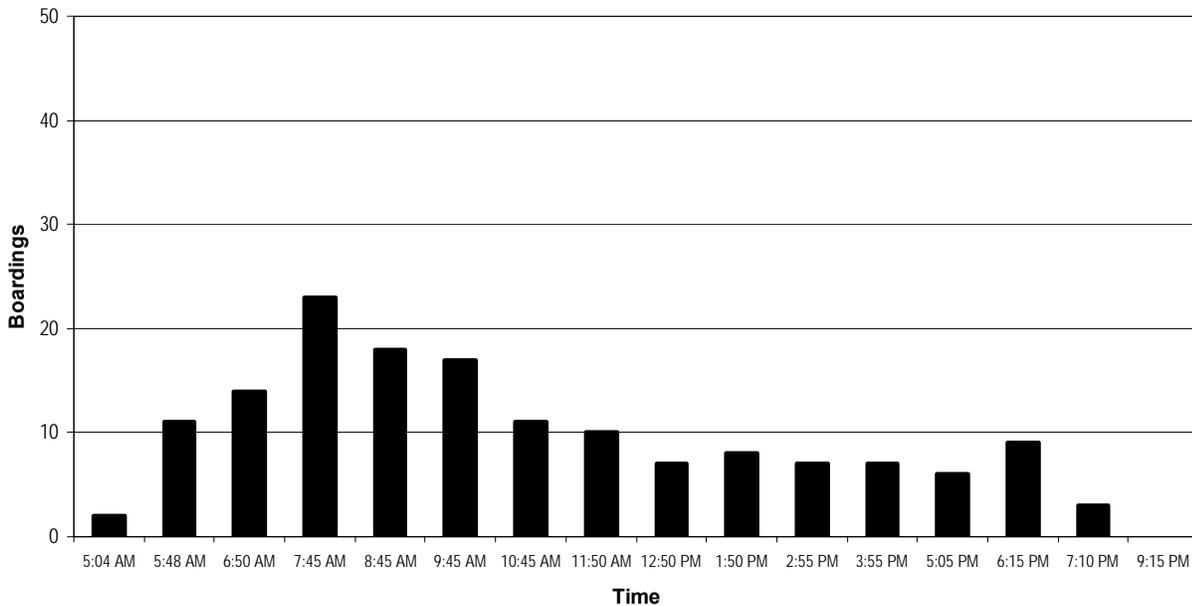
Northbound boardings on Route 23 were very light with only six passengers boarding in Lodi. This demonstrates that Lodi residents generally are not using SJRTD routes to travel within Lodi.

Figure 3-82 SJRTD Route 23 Northbound Weekday Boardings by Trip



Weekday boarding activity heading southbound peaked at 7:45 AM with a total of 23 boardings. Boarding activity gradually declined after the 7:45 AM trip. Most afternoon trips had between six and nine passenger boardings.

Figure 3-83 SJRTD Route 23 Southbound Weekday Boardings by Trip

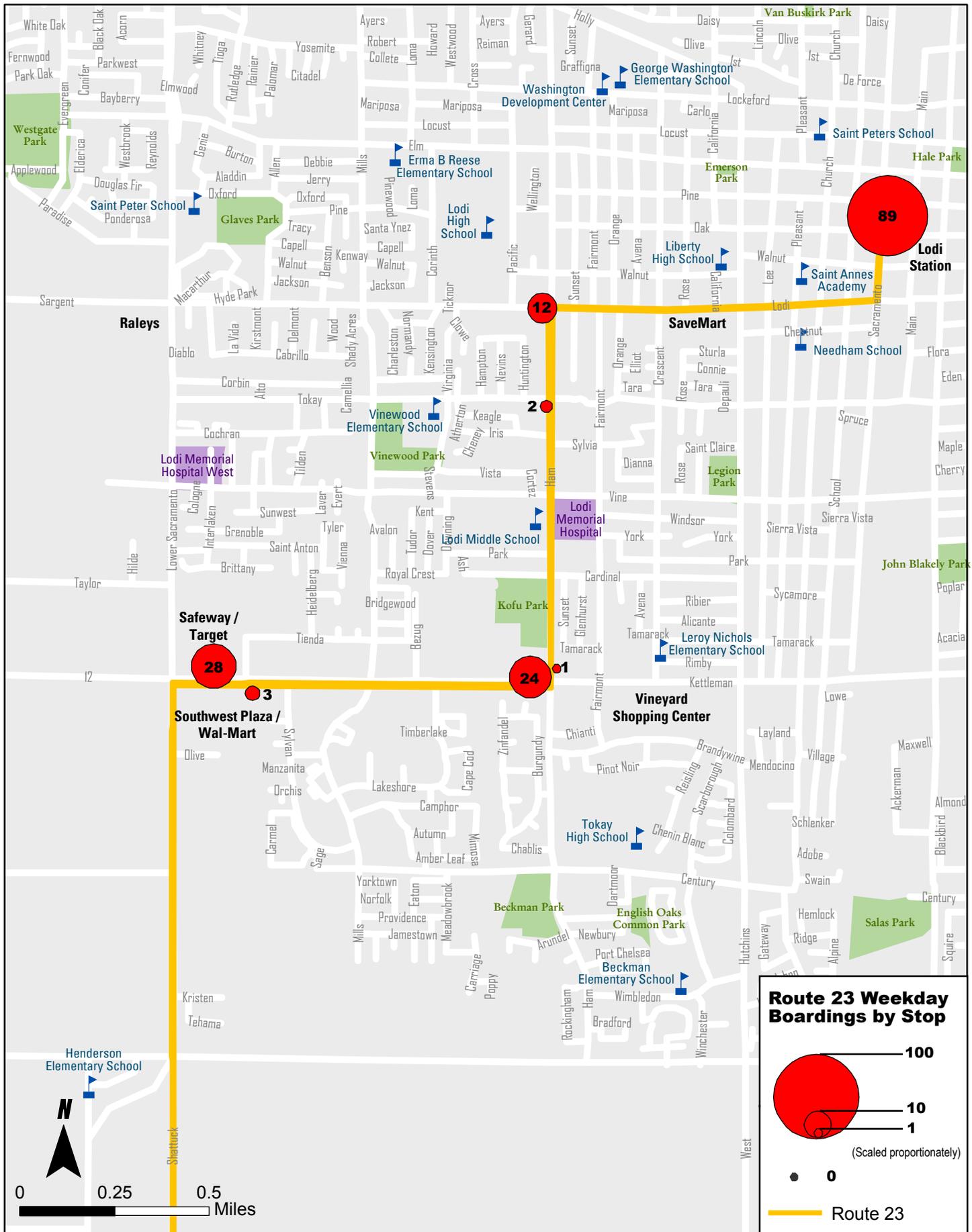


Lodi Station was the most used bus stop for passengers boarding Route 23. A total of 89 passenger boardings were recorded at Lodi Station southbound. Kettleman Lane at Tienda Drive (Target) southbound had 28 boardings and Ham Lane at Kettleman Lane southbound had 24 boardings.

Figure 3-84 Route 23 Weekday Boarding Totals

Street	Cross Street	Boardings
Northbound		
Kettleman Lane	Tienda Drive (Wal-Mart)	3
Ham Lane	Kettleman Lane	1
Ham Lane	Lodi Avenue	2
Lodi Station		0
Southbound		
Lodi Station		89
Ham Lane	Lodi Avenue	12
Ham Lane	Kettleman Avenue	24
Kettleman Lane	Tienda Drive (Target)	28

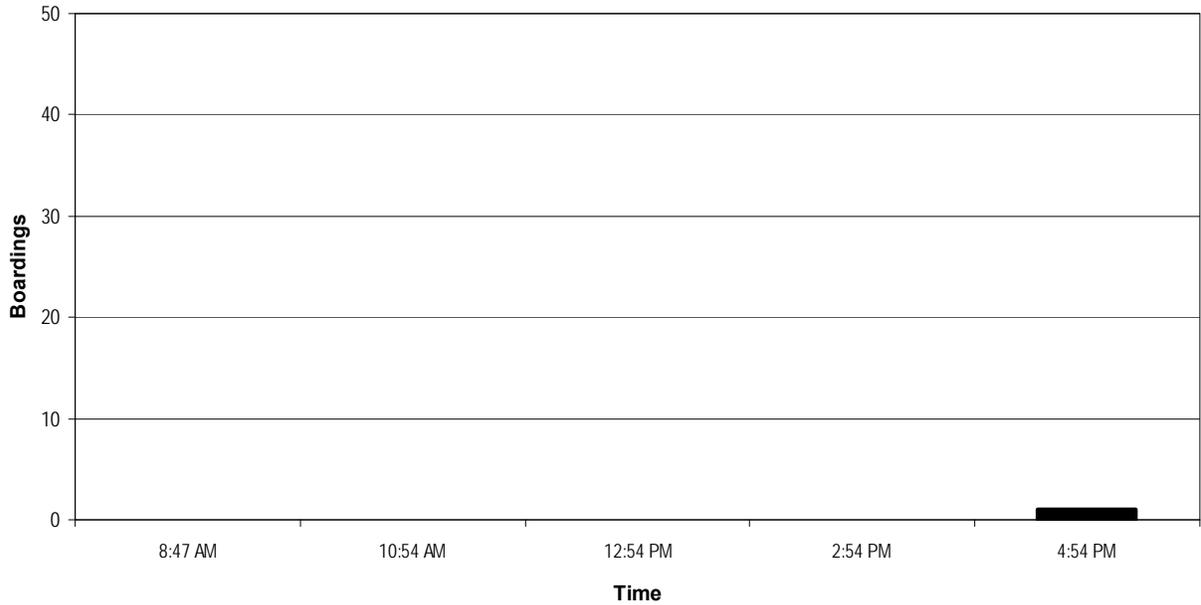
Figure 3-85 Route 23 Weekday Boardings by Stop



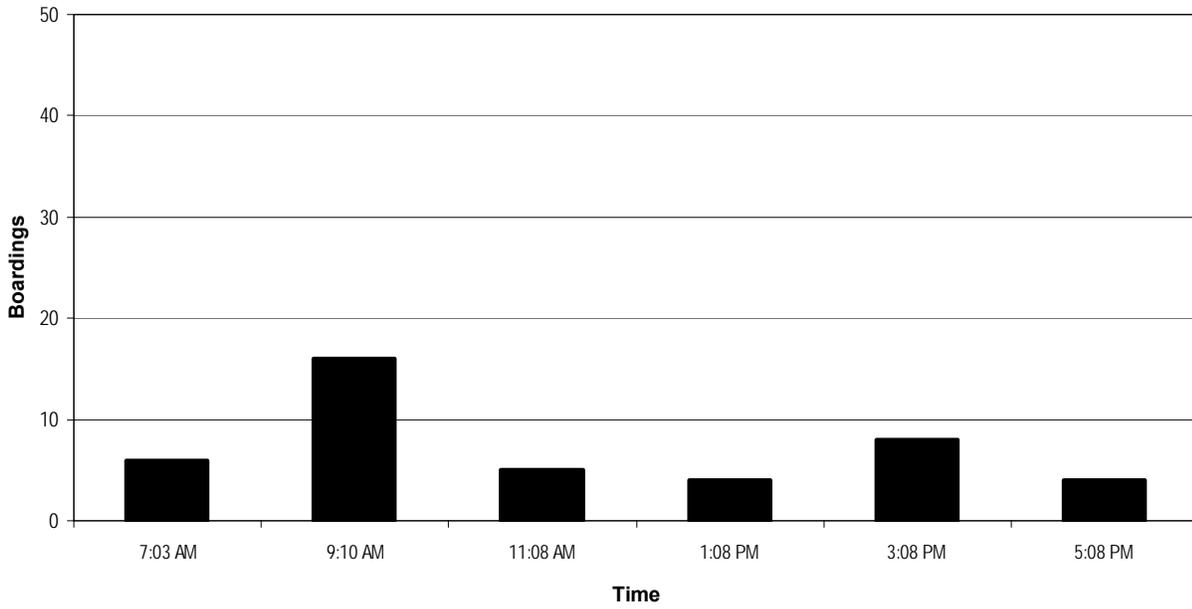
Saturday

Traveling northbound, only one passenger boarded Route 23. Southbound ridership was much higher with a total of 43 passengers. Southbound ridership peaked with the 9:10 AM trip having 16 total boardings in Lodi. All other southbound trips received less than 10 Lodi boardings.

Figure 3-86 SJRTD Route 23 Northbound Saturday Boardings by Trip



**Figure 3-87 SJRTD Route 23 Southbound
Saturday Boardings by Trip**



The largest number of passengers boarded at Lodi Station heading southbound (29 boardings). All other stops experienced less than 10 total boardings.

Figure 3-88 Route 23 Saturday Boarding Totals

Street	Cross Street	Boardings
Northbound		
Kettleman Lane	Tienda Drive (Wal-Mart)	0
Ham Lane	Kettleman Lane	0
Ham Lane	Lodi Avenue	1
Lodi Station		0
Southbound		
Lodi Station		29
Ham Lane	Lodi Avenue	1
Ham Lane	Kettleman Lane	5
Kettleman Lane	Tienda Drive (Target)	8

Figure 3-89 Route 23 Saturday Boardings by Stop



Sunday

Only three passengers boarded Route 23 on Sunday heading northbound while 50 used the service heading southbound. Southbound boarding activity peaked in the morning and late morning with the 9:10 AM and 11:08 AM trips both experiencing over 10 boardings in Lodi.

Figure 3-90 SJRTD Route 23 Northbound Sunday Boardings by Trip

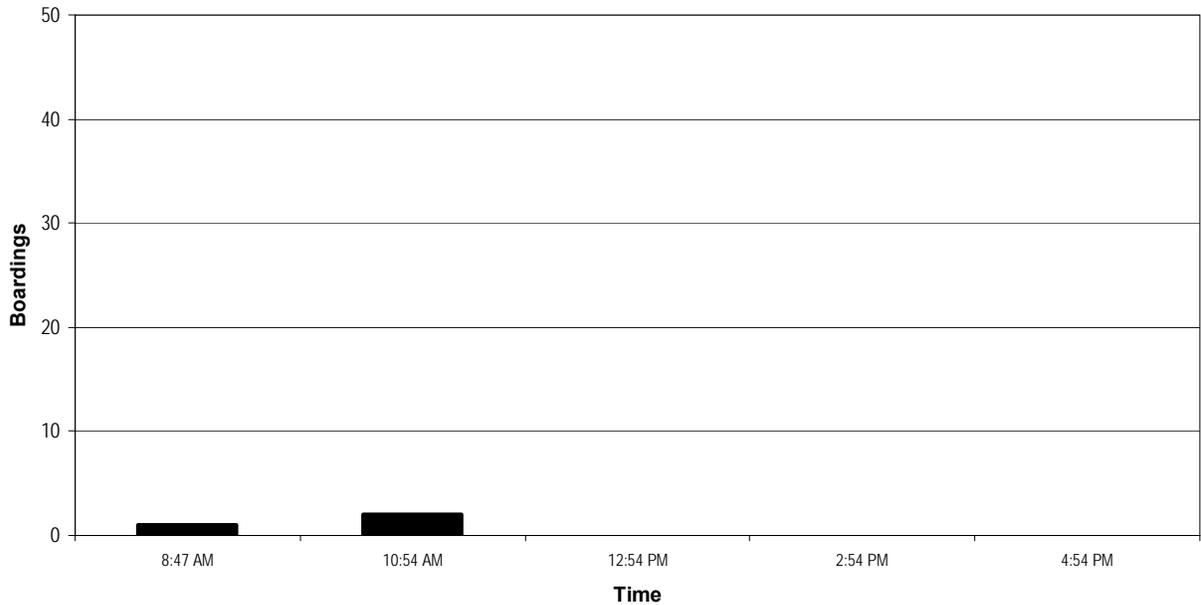
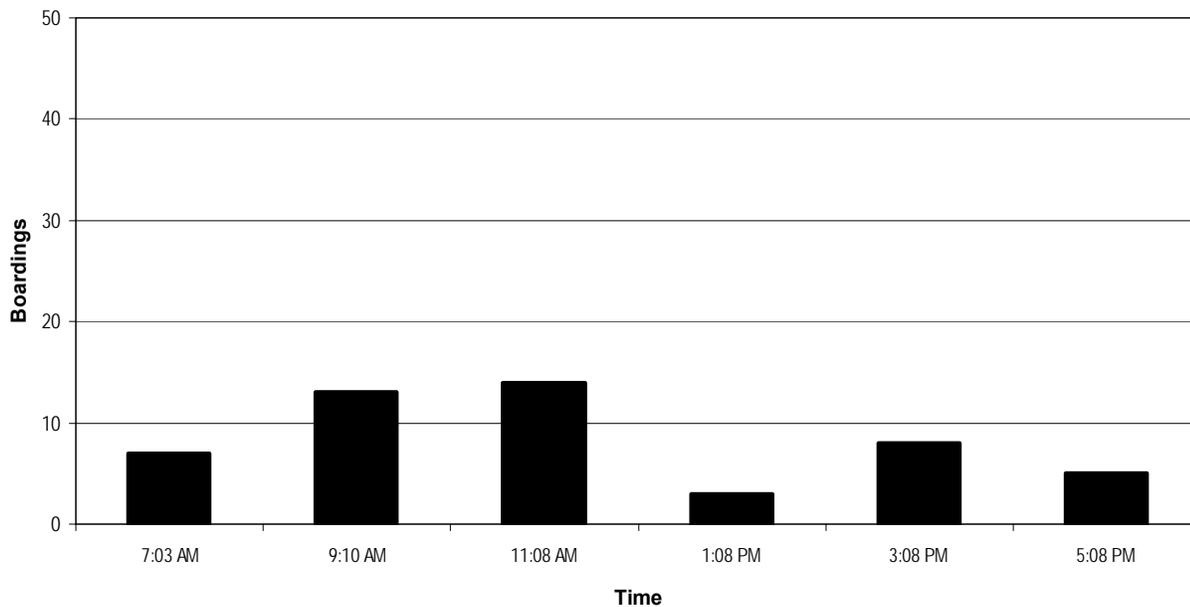


Figure 3-91 SJRTD Route 23 Southbound Sunday Boardings by Trip



Most boarding activity occurred at Lodi Station with 43 total boardings. Kettleman Lane at Tienda Drive southbound had six boardings and northbound had three boardings.

Figure 3-92 Route 23 Sunday Boarding Totals

Street	Cross Street	Boardings
Northbound		
Kettleman Lane	Tienda Drive (Wal-Mart)	3
Ham Lane	Kettleman Lane	0
Ham Lane	Lodi Avenue	0
Lodi Station		0
Southbound		
Lodi Station		43
Ham Lane	Lodi Avenue	0
Ham Lane	Kettleman Lane	1
Kettleman Lane	Tienda Drive (Target)	6

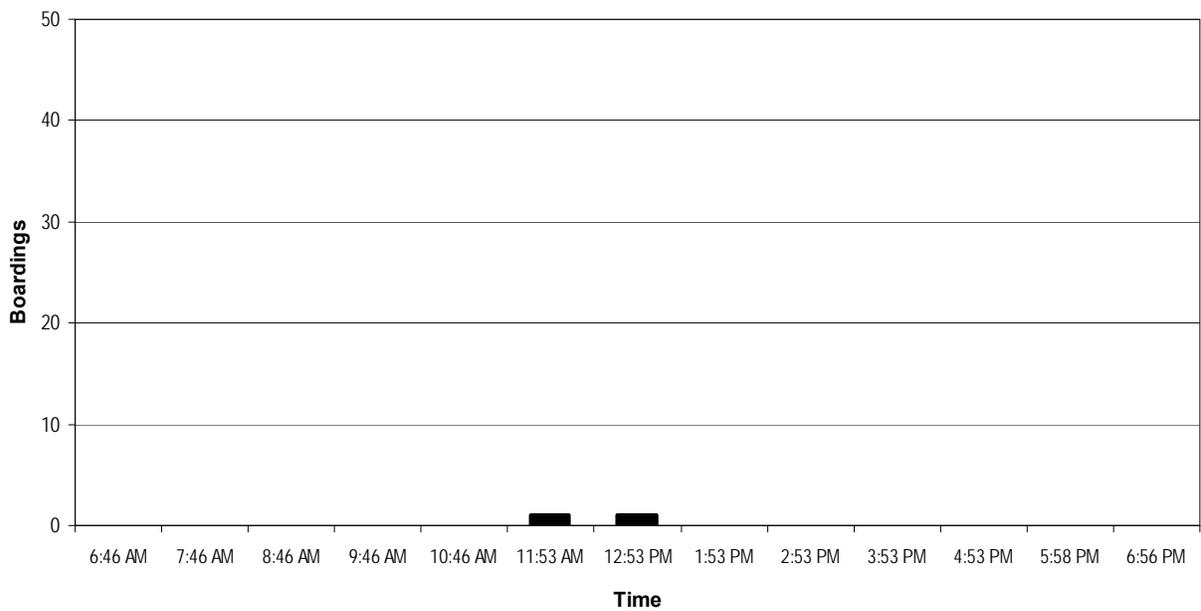
Figure 3-93 Route 23 Sunday Boardings by Stop



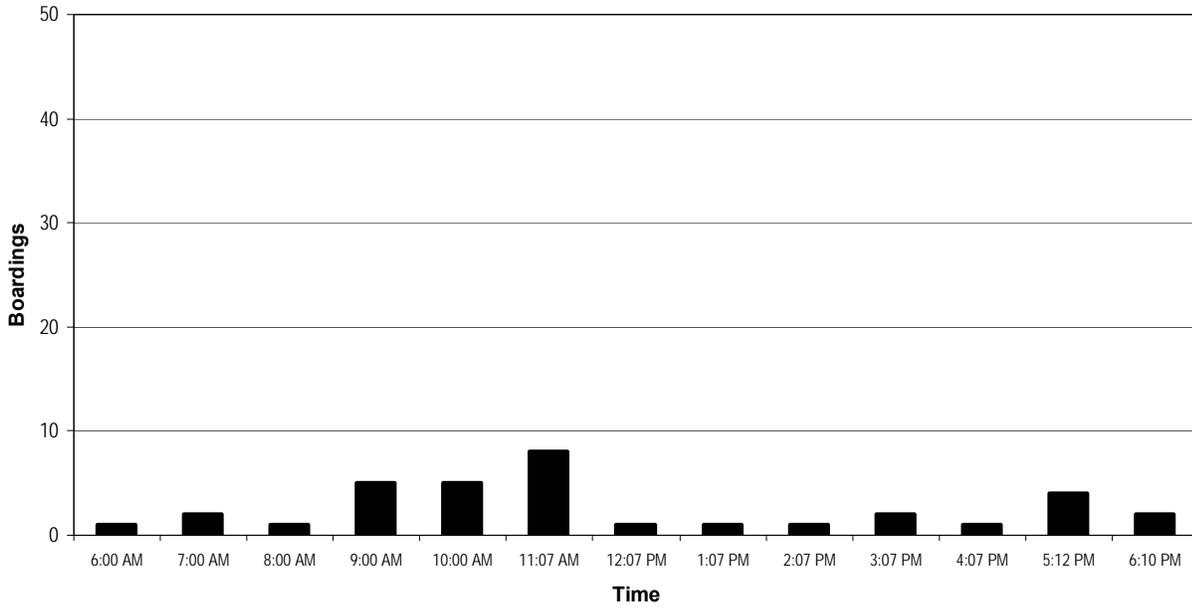
Route 24

Route 24, connecting Lodi Station to Kaiser Permanente in Stockton, only received 36 total weekday boardings. As with Route 23, boardings were focused on passengers traveling southbound with few passengers using the service for travel within Lodi. Only two passengers boarded northbound and 34 boarded southbound with the highest boarding activity occurring between 9:00 AM and 12:00 PM. Route 24 has three northbound and three southbound bus stops.

Figure 3-94 SJRTD Route 24 Northbound Weekday Boardings by Trip



**Figure 3-95 SJRTD Route 24 Southbound
Weekday Boardings by Trip**

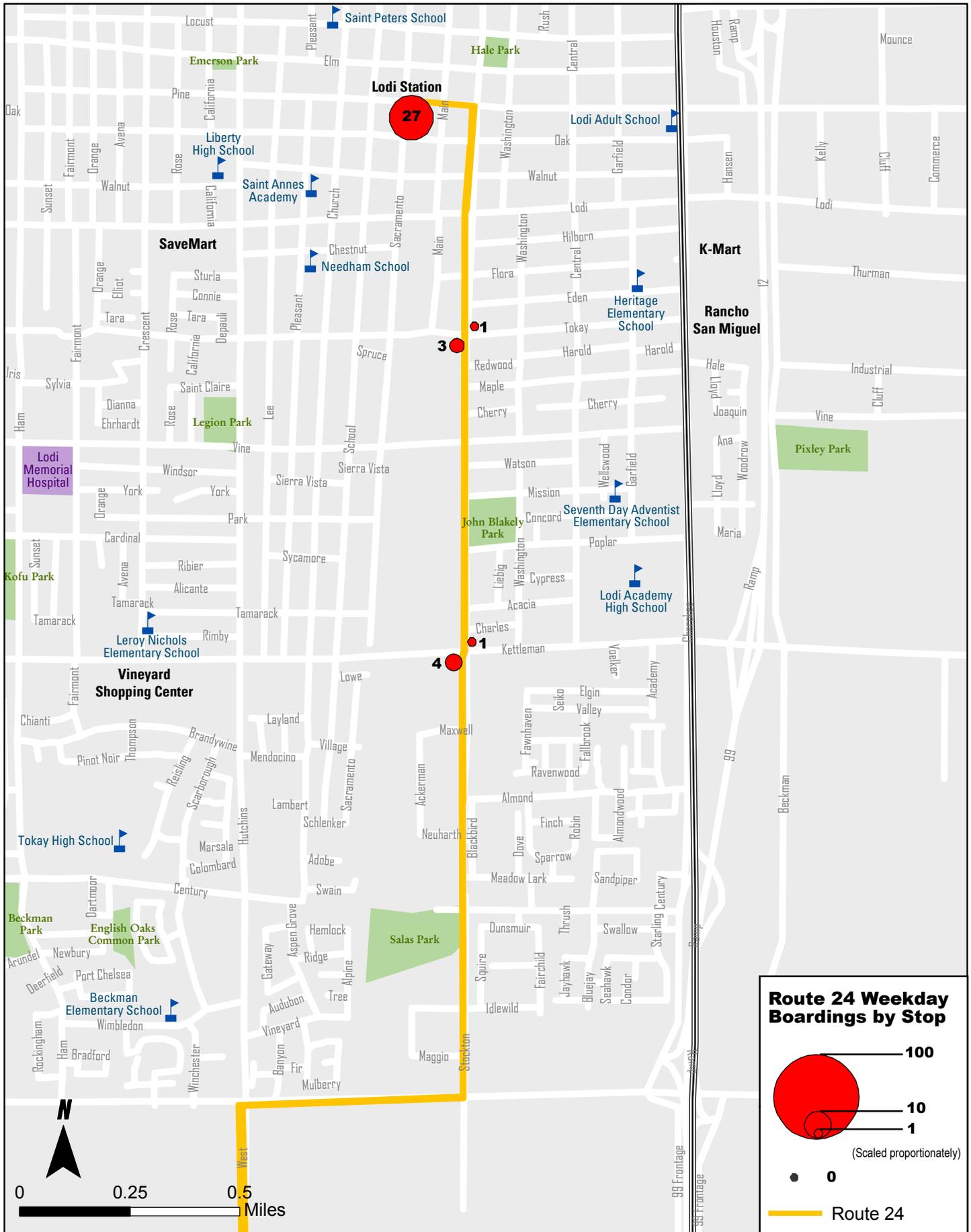


A large majority of southbound passenger boardings were at Lodi Station (27 boardings). Stockton Street at Kettleman Lane had four boardings and Stockton Street at Tokay Street had three boardings. All northbound stops had one or zero boardings.

Figure 3-96 Route 24 Weekday Boarding Totals

Street	Cross Street	Boardings
Northbound		
Stockton Street	Kettleman Lane	1
Stockton Street	Tokay Avenue	1
Lodi Station		0
Southbound		
Lodi Station		27
Stockton Street	Tokay Avenue	3
Stockton Street	Kettleman Lane	4

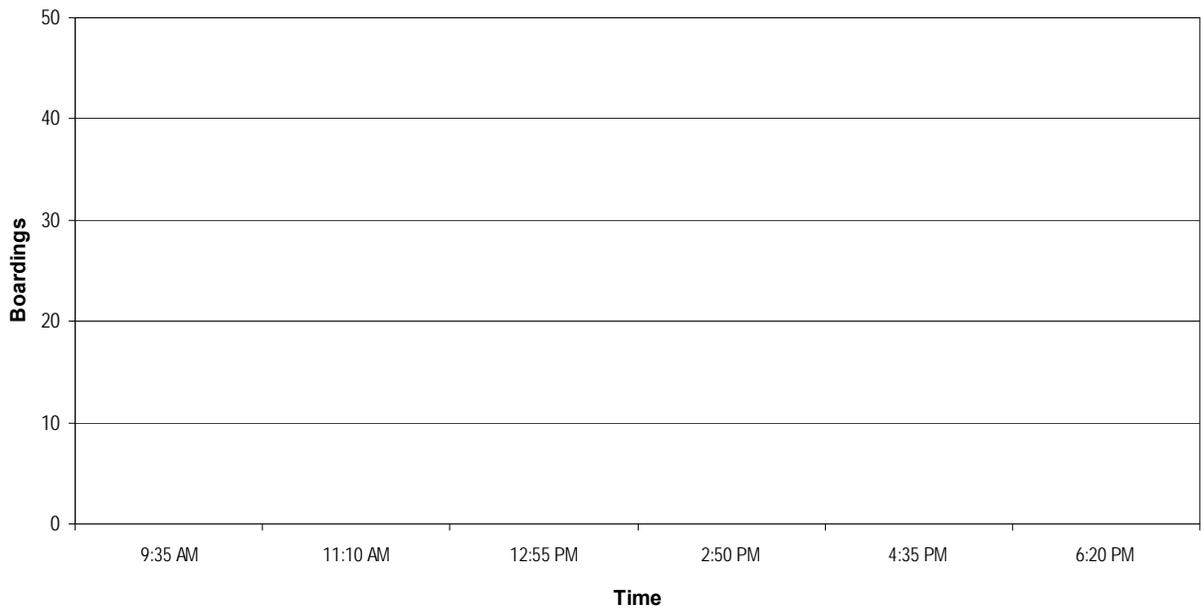
Figure 3-97 Route 24 Weekday Boardings by Stop



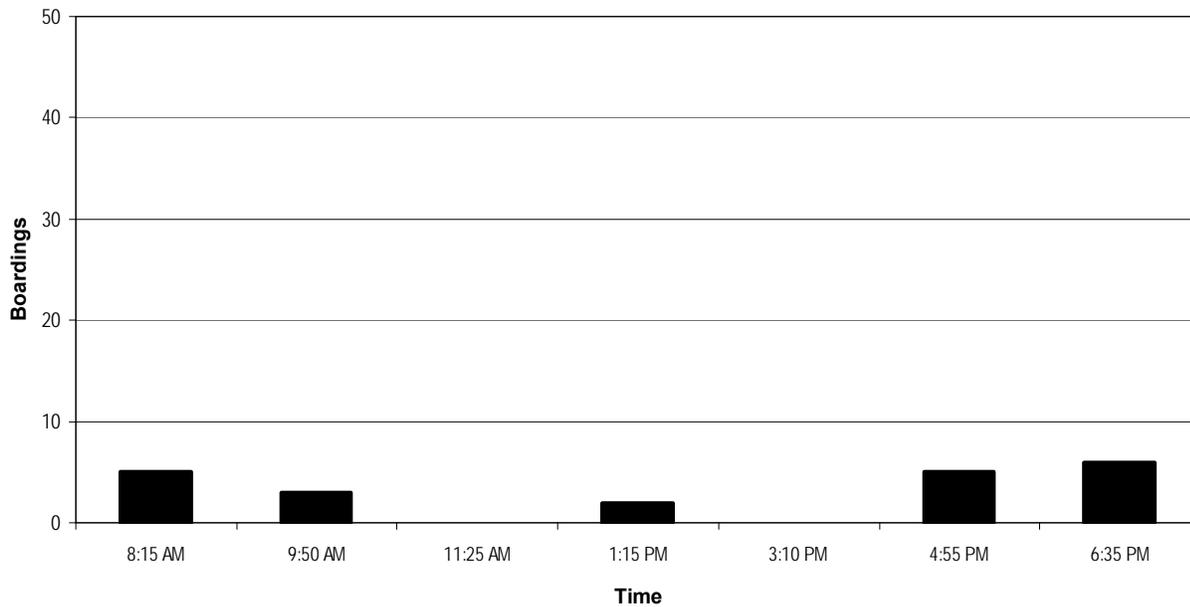
Route 93

The Route 93 Hopper, connecting Lodi to Delta College in Stockton, had 21 boardings on the ridecheck day. Hopper routes provide deviated fixed-route service and operate less often than the normal fixed-routes. All passengers boarded in the southbound direction. Southbound boarding activity was heaviest with the first two morning and last two morning trips. All trips had six or fewer boardings. Zero passengers boarded northbound in Lodi.

Figure 3-98 SJRTD Route 93 Northbound Weekday Boardings by Trip



**Figure 3-99 SJRTD Route 93 Southbound
Weekday Boardings by Trip**



Lodi Station was the top boarding stop in Lodi with 11 boardings. Only two other stops had passenger boardings – Kettleman Lane at Tienda Drive with nine boardings and Kettleman Lane at Lodi Lane with one boarding.

Figure 3-100 Route 93 Weekday Boarding Totals

Street	Cross Street	Boardings
Northbound		
Kettleman Lane	Tienda Drive (Wal-Mart)	0
Ham Lane	Kettleman Lane	0
Ham Lane	Lodi Avenue	0
Lodi Station		0
Southbound		
Lodi Station		11
Ham Lane	Lodi Avenue	0
Ham Lane	Kettleman Lane	1
Kettleman Lane	Tienda Drive (Target)	9

Figure 3-101 Route 93 Weekday Boardings by Stop



Route 97

Route 97, connecting Lodi Station to Arbor Mobile Home Park and Thornton, had very few passenger boardings during the ridecheck. Only seven boardings were recorded in Lodi. All three eastbound boardings occurred on the last trip of the day at 2:05 PM. Westbound boardings were more distributed but two trips had zero Lodi boardings.

**This route has been discontinued.*

Figure 3-102 SJRTD Route 97 Westbound Weekday Boardings by Trip

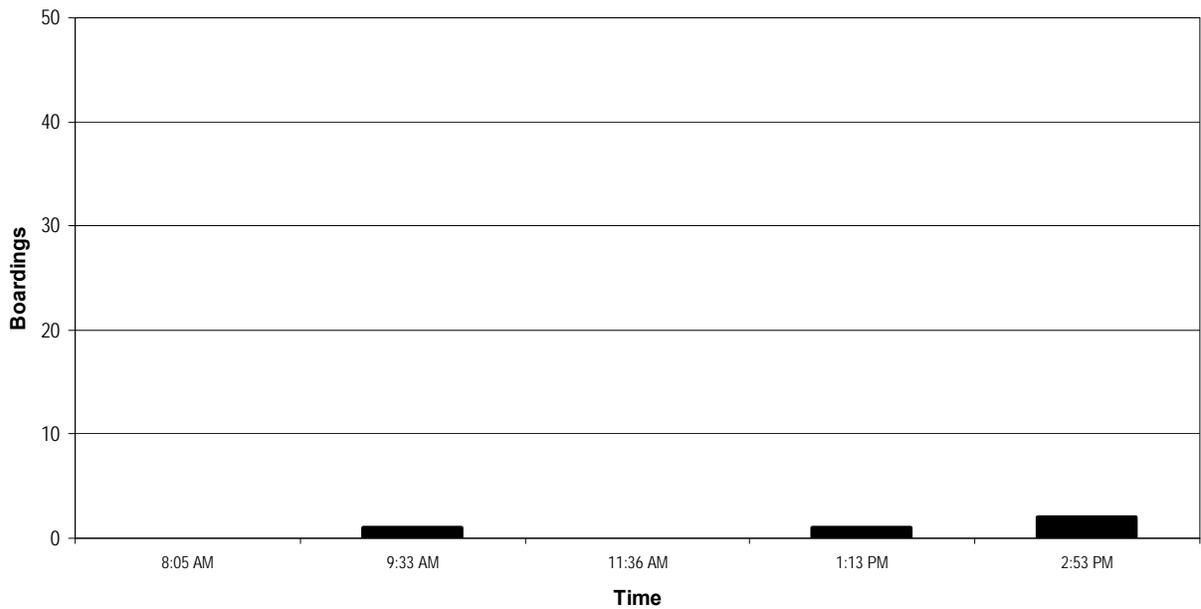
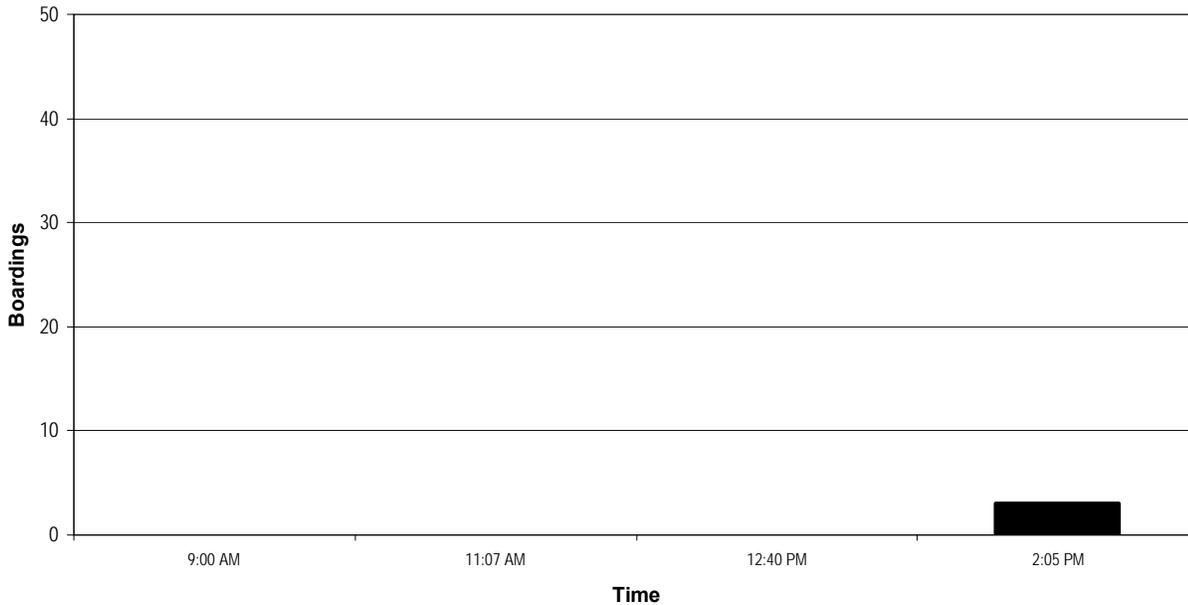


Figure 3-103 SJRTD Route 97 Eastbound Weekday Boardings by Trip



All eastbound and westbound passenger boardings in Lodi occurred at Lodi Station. This shows the strong connection between passengers coming from outlying communities to Lodi Station in order to transfer to local and regional routes to complete their trips.

Figure 3-104 Route 97 Weekday Boarding Totals

Street	Cross Street	Boardings
Westbound		
Arbor Mobile Home Park		1
Cherokee Lane	Elm Street	0
Lodi Station		3
Elm Street	Ham Lane	0
Turner Road	Lower Sacramento Road (Westgate Plaza)	0
Lilac Street	Eilers Lane	0
Eastbound		
Eilers Lane	Lilac Street	0
Turner Road	Lower Sacramento Road (Westgate Plaza)	0
Elm Street	Ham Lane	0
Lodi Station		3
Cherokee Lane	Elm Street	0
Arbor Mobile Home Park		0

Figure 3-105 Route 97 Weekday Boardings by Stop



Summary

GrapeLine ridership declined in each of the past five fiscal years, leading to an increased cost per passenger and a declining number of passengers per hour. Despite declining ridership, the farebox recovery ratio has increased from under 10% to nearly 15%. The average fare per passenger has more than doubled from only \$0.30 in FY 2002/03 to \$0.67 in FY 2006/07. Declining ridership has been attributed to artificially inflated ridership in previous fiscal years and a tightening of the system's fare and transfer policies.

Weekday service peaked during the school bell times. Route 2 serving the Central Avenue and Kettleman Lane corridors carried the most passengers, followed by Route 3 which serves Tokay High School, Lodi High School, Lodi Middle School, and Millswood Middle School. Ridership on weekends was very low.

Chapter 4. On-Board Passenger Survey

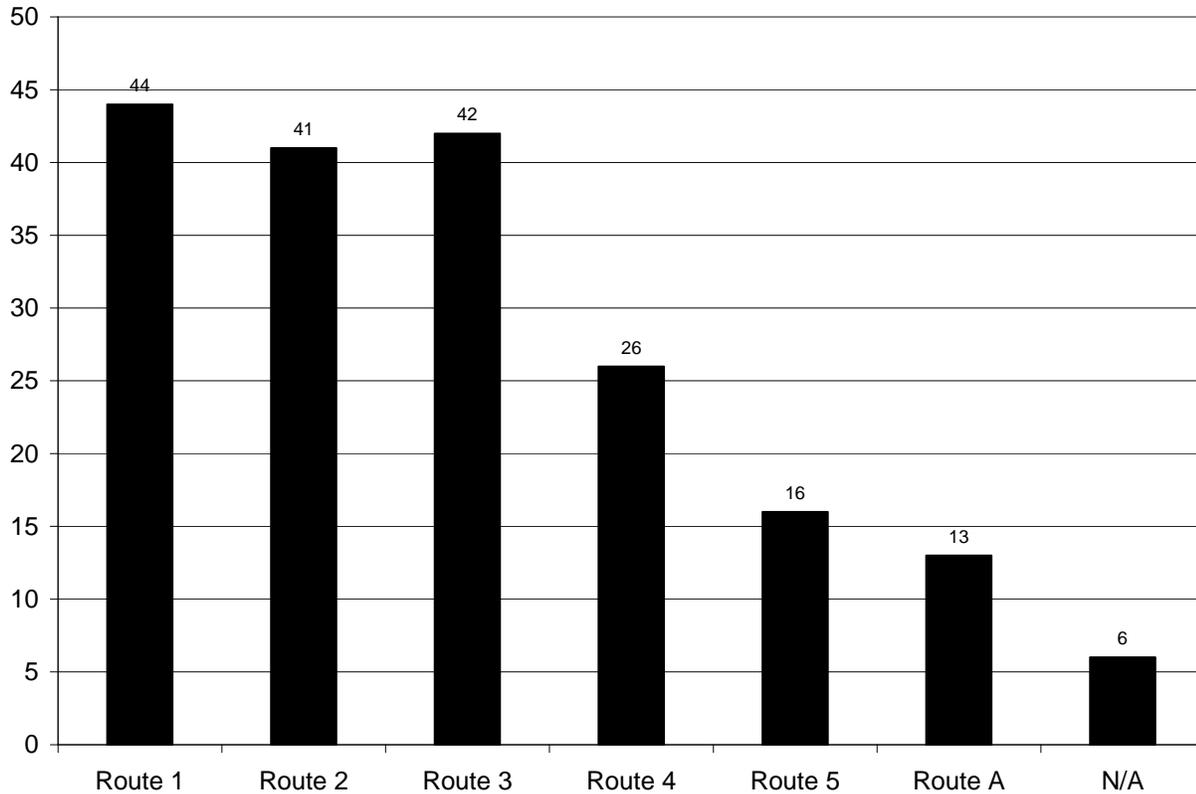
Nelson\Nygaard conducted an on-board passenger survey of passengers in September 2007. An on-board survey is the best way to obtain reliable information about current riders and their travel choices. Passengers were surveyed on all Lodi GrapeLine weekday and weekend routes.

The passenger survey asked detailed questions about how each passenger completes his or her trip and transfers within the system as well as their opinions on the existing services. The survey also collected information on the riders' personal characteristics, such as household size, income, and employment status.

While on-board surveys by definition only capture the opinions of current riders, expanding the number of trips made by existing riders is often the most cost-effective way to increase ridership on local services.

A total of 188 surveys were returned during the survey period. Most surveys were returned by passengers on Routes 1, 2, and 3. Significantly less were collected on Route 4 and 5. Surveys received on weekend Routes B, C, and D were incorporated into their respective weekday route designations. The survey was provided in English and Spanish. A copy of the survey is available in the Appendix B.

Figure 4-1 Survey Responses by Route



Key Findings

Passengers are generally very pleased with GrapeLine service. Eighty-four percent of survey respondents ranked the overall service as “good” or “excellent”. Driver courtesy received the highest survey rating with 89% of respondents rating driver courtesy as “good” or “excellent”. Every good service has room for improvement however and respondents noted their preferred transit improvements would be more weekend service and later evening service.

GrapeLine riders were most likely to use the bus to connect from home to shopping, work, and school/college. An approximately equivalent number of respondents stated that they were either full-time employed or unemployed. Riders were generally low-income with almost half of all respondents reporting that they earn less than \$15,000 annually. Half of respondents also do not have a vehicle in their household. Riders were often Hispanic/Latino (47%) or White/Caucasian (39%).

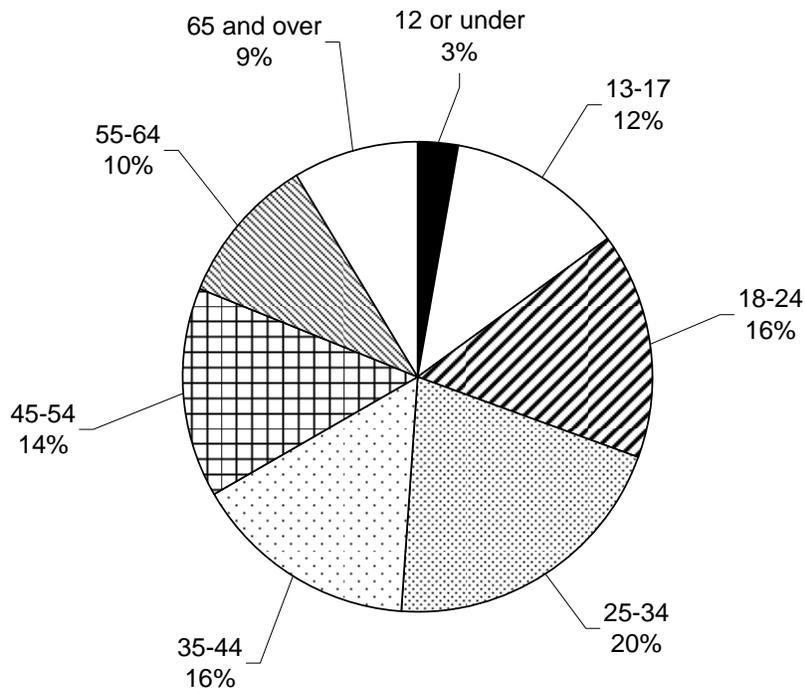
Who Rides Lodi GrapeLine?

The following section provides a profile of current Lodi GrapeLine riders.

Age of Respondents

Of respondents, 50% were between the ages of 25-54 years old. Respondents under 18 years old comprised 15% of the total returned surveys and 9% were returned by respondents 65 or older.

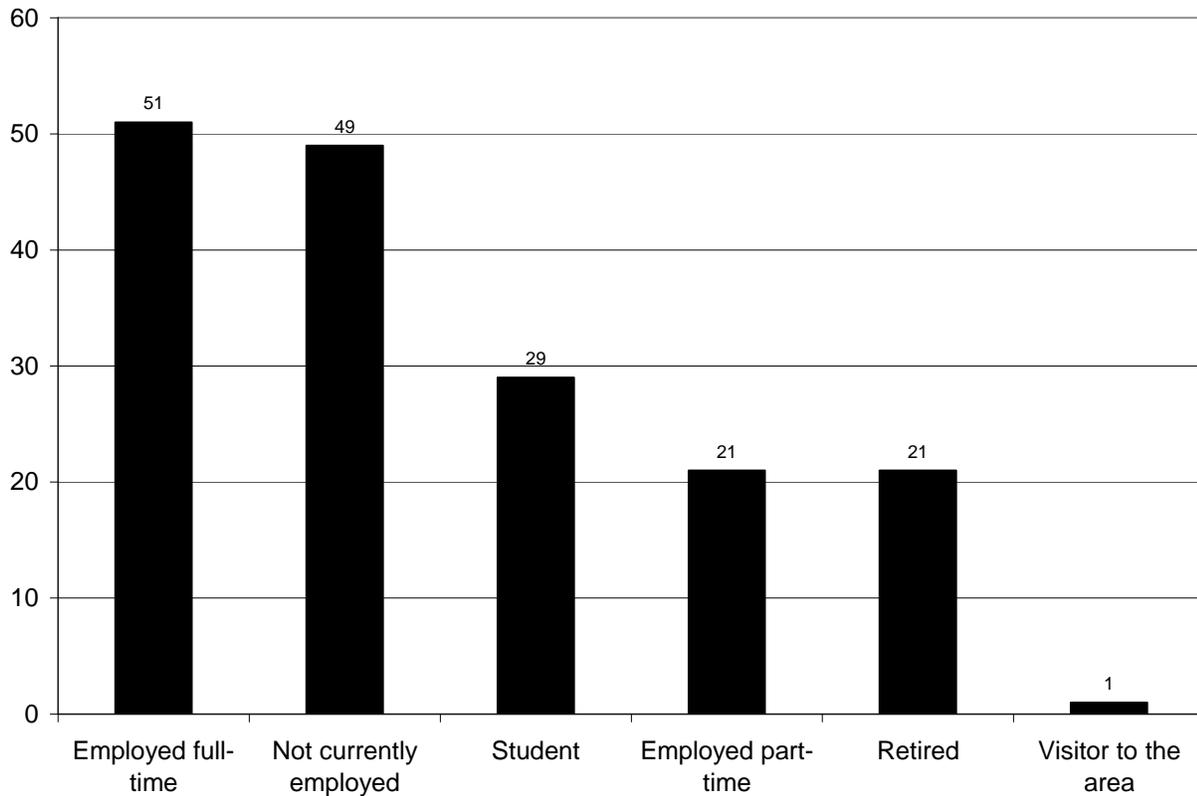
Figure 4-2 Age of Respondents



Employment Status

Respondents were asked what their employment status was. Survey respondents were able to choose more than one option. Approximately the same number of respondents answered that they were either employed full-time (51 respondents) or not currently employed (49 respondents). A total of 29 respondents said they were students and 21 respondents each said they were employed part-time or retired.

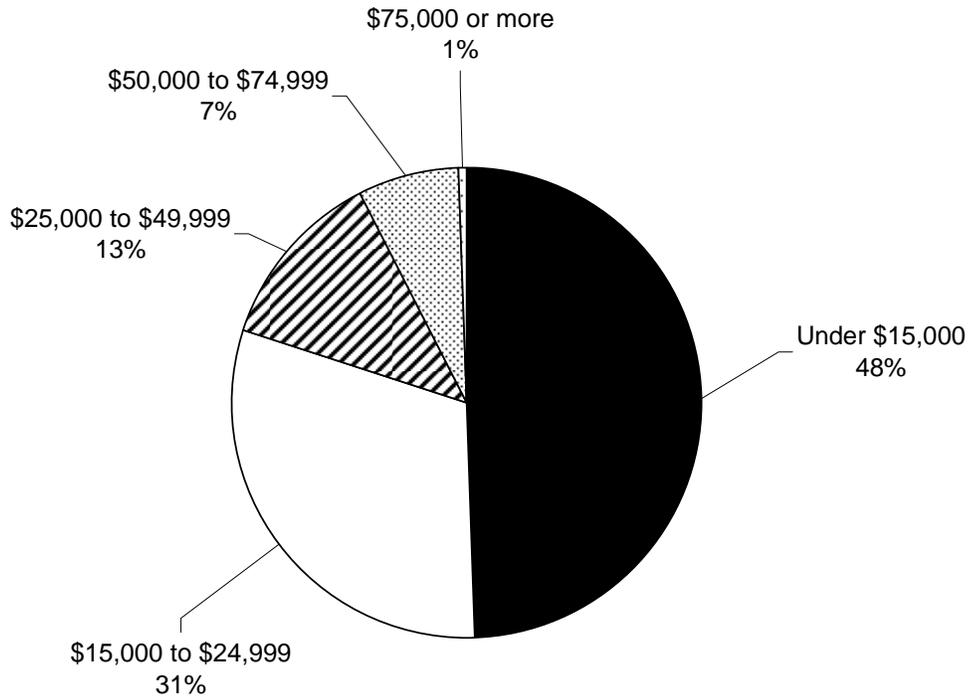
Figure 4-3 Employment Status



Income

Lodi GrapeLine riders were generally low income with 48% of respondents recording that they make under \$15,000 annually. Approximately 79% of respondents had incomes less than \$25,000 annually. Only 8% of respondents earned more than \$50,000 per year.

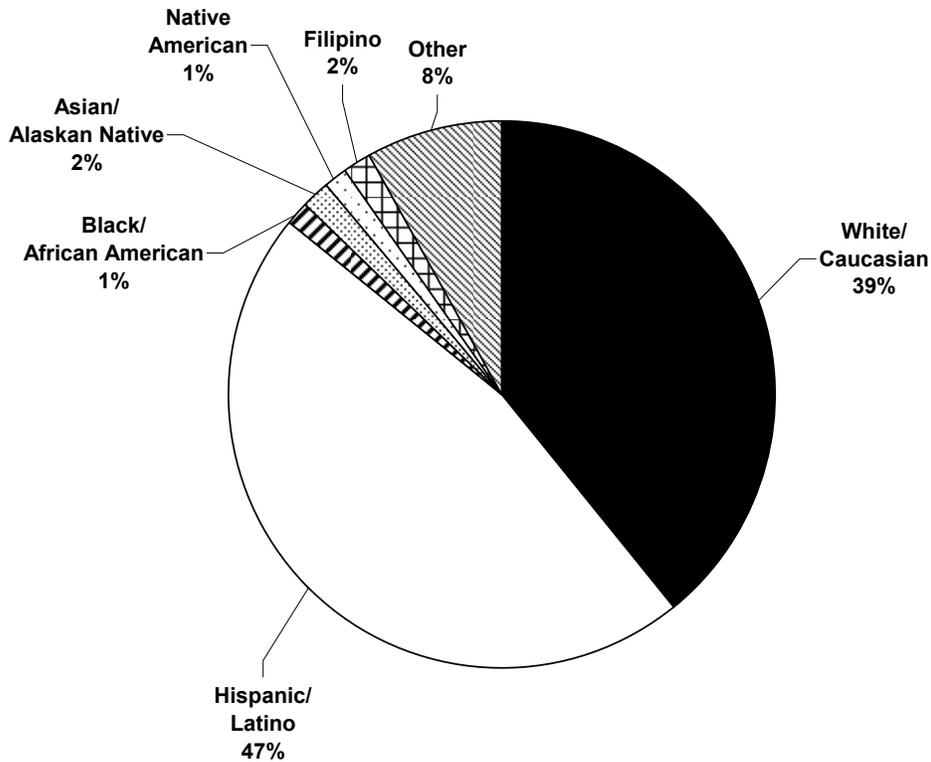
Figure 4-4 Income



Ethnicity

The largest portion of Lodi GrapeLine riders were Hispanic/Latino at 47%, followed by White/Caucasian at 39%. Small percentages of respondents were Black/African American, Asian, Filipino, and Native American. Approximately 8% of respondents marked “other” which respondents mostly answered that they were of mixed racial backgrounds.

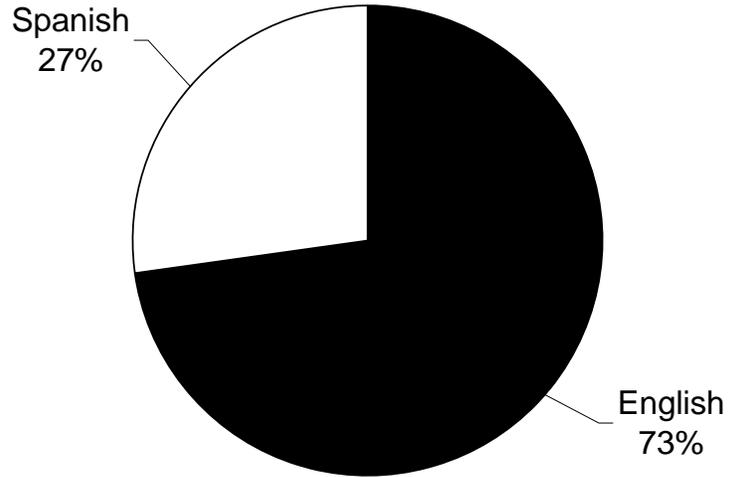
Figure 4-5 Ethnicity



Language

A large majority of survey responses were received in English (73%). The survey was only provided in English and Spanish.

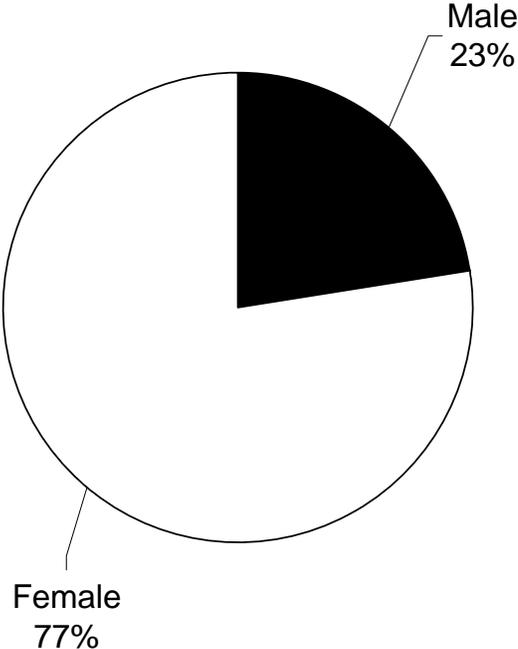
Figure 4-6 Language



Gender

Survey respondents were far more likely to be female than male. Approximately 77% percent of respondents were female.

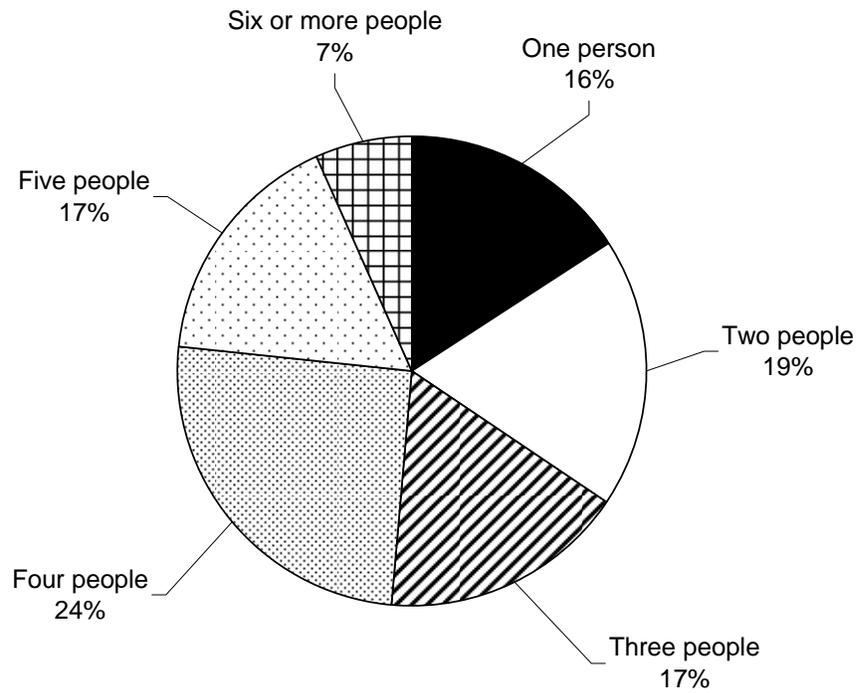
Figure 4-7 Gender



Household Size

Households comprised of 1-2 people amounted to 39% of the respondents. A large majority of households had 4 or fewer people (76%).

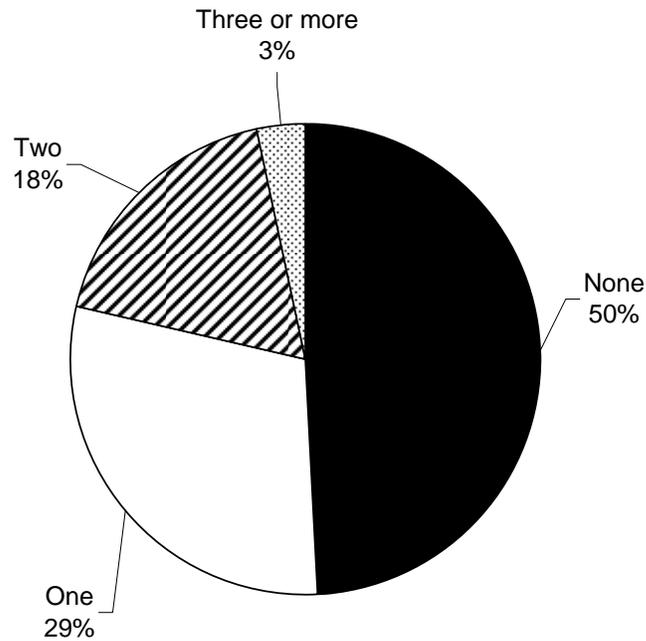
Figure 4-8 Household Size



Number of Motor Vehicles Available in Household

Half of respondents had zero vehicles in their household and 29% had one vehicle available to their household. Only 21% of respondents had 2 or more vehicles available to members of their household.

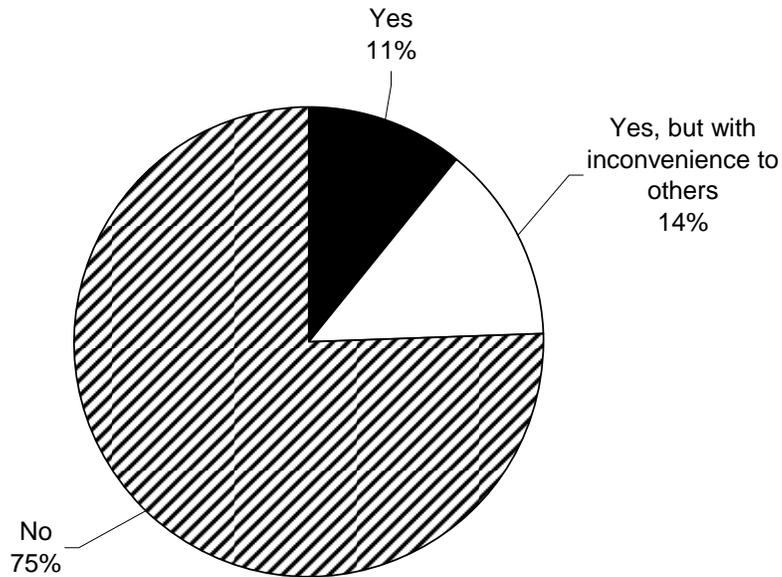
Figure 4-9 Number of Motor Vehicles Available in Household



Auto Access

Although 50% of respondents stated that their household has at least one vehicle, only 11% responded that a vehicle was available for their trip. Fourteen percent reported that a vehicle was available but at an inconvenience to others and 75% stated that no vehicle was available for their trip.

Figure 4-10 Auto Access



How Riders Use GrapeLine Routes

Survey results show that riders are primarily walking to access the bus, are traveling primarily from home to work, shopping, or school, and use GrapeLine more than 3 days per week.

Trip Purpose

To determine trip purpose, passengers were asked two questions: “Where are you coming from?” and “Where are you going to now?” In addition to major categories, such as home and work, passengers were also able to list the specific location of their origin and destination.

Over 90% of respondents were either coming from or returning to home. The most common origin and destination type pairing was respondents traveling between home and shopping (24%) and between home and work (23%). Seventeen percent reported that they were traveling between home and school/college.

Figure 4-11 Trip Purpose

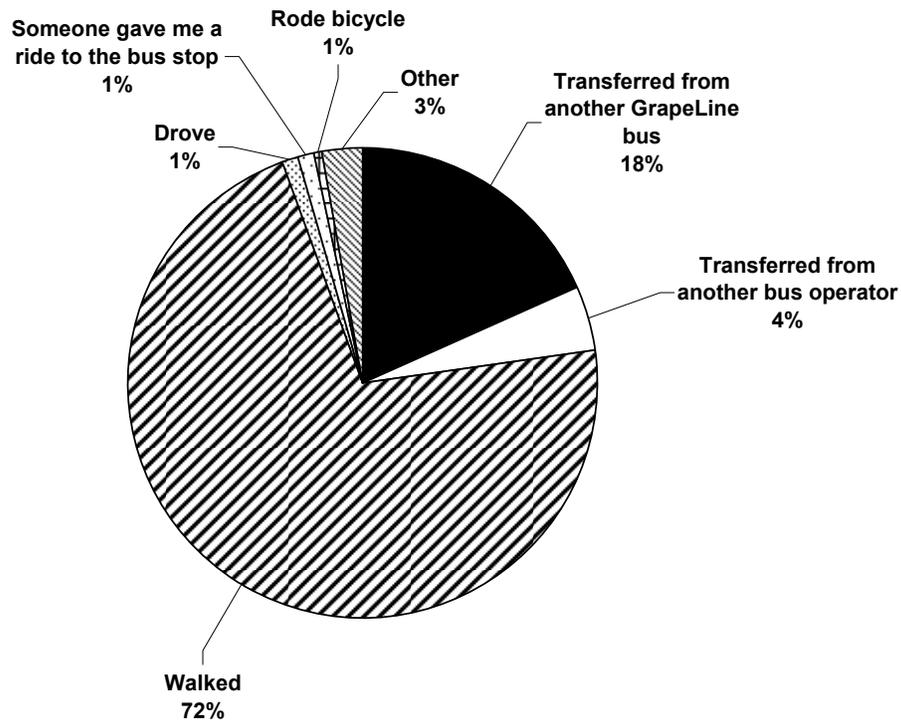
To/From	Home	Shopping	Recreation	School/ College	Social Service	Other	Work	Medical/ Healthcare	Personal Business/ Errands
Home									
Shopping	24.3%								
Recreation	1.8%	1.2%							
School/College	17.2%	0.0%	0.0%						
Social Service	1.8%	0.0%	0.6%	0.0%					
Other	7.1%	0.6%	0.0%	0.0%	0.0%				
Work	22.5%	1.2%	0.0%	0.6%	0.0%	0.6%			
Medical/Healthcare	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%		
Personal Business/Errands	6.5%	2.4%	0.0%	0.0%	0.0%	0.6%	0.6%	0.6%	

Mode to Access to and from the Bus

Determining the mode of access to and from the routes is important because it indicates how well routes are penetrating the service area. In general, local routes should strive to be most accessible by walking than any other mode of transportation.

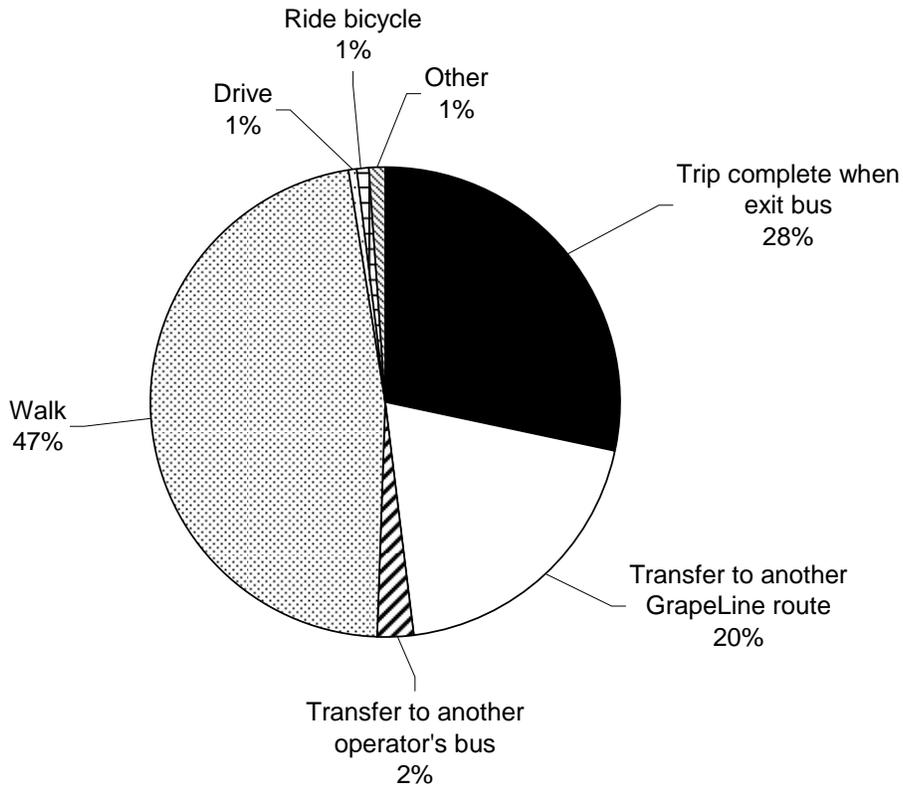
Most respondents accessed the bus route by walking (72%), followed by persons who transferred from another GrapeLine route (18%). The remaining respondents transferred from another bus operator, drove, rode a bicycle, or were given a ride.

Figure 4-12 Mode to Access Bus



When exiting the bus, 47% of respondents stated that they would walk to their final destination, 28% stated that their trip was complete, and 20% were going to transfer to another GrapeLine route.

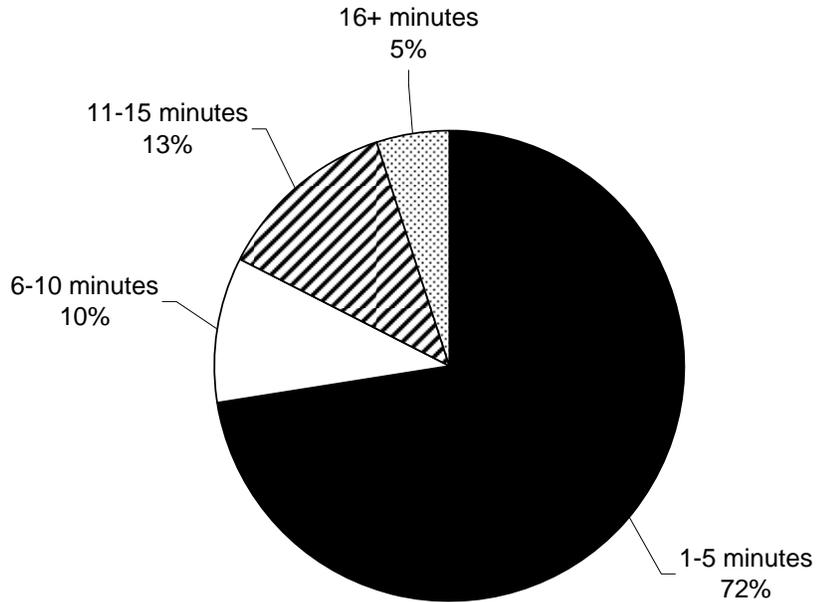
Figure 4-13 Mode to Final Destination



Walk Time

Passengers who accessed the bus or their final destination by walking were asked how long the walk takes. Most respondents indicated that their walk is 5 minutes or less (72%), which equates to a quarter mile or less, assuming a standard walk speed of three miles per hour. A quarter mile is the standard catchment area for transit services along a corridor. Ten percent of respondents walk 6-10 minutes and 18% walk more than 10 minutes.

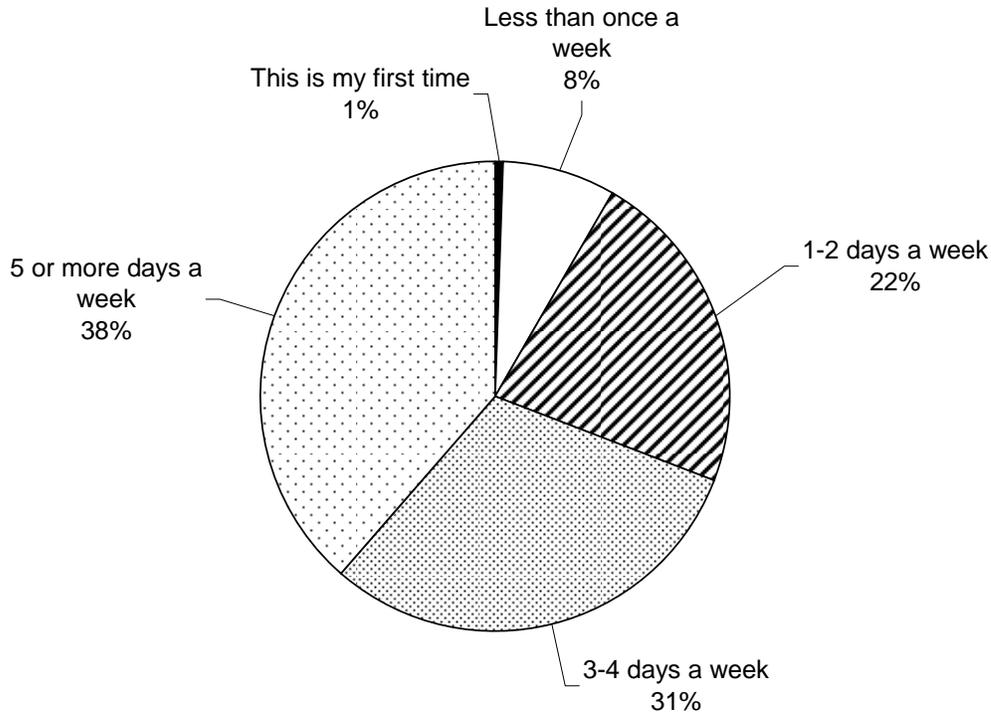
Figure 4-14 Walk Time



Frequency of Ridership

Most Lodi GrapeLine respondents use the service on a regular basis with 69% using the service 3 or more days per week. The largest portion of respondents (38%) uses the service 5 or more days per week. Twenty-two percent of respondents use GrapeLine 1-2 days per week and 8% use the service less than once per week.

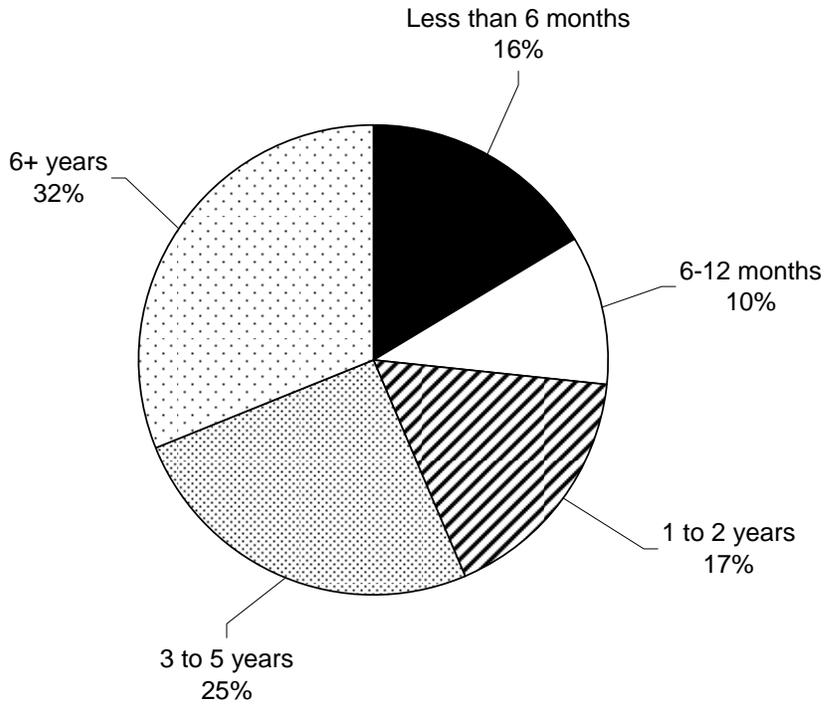
Figure 4-15 Frequency of Use



Duration of Ridership

Over half of GrapeLine respondents were long time riders, using the service for 3 or more years. The service continues to attract new riders, with 26% of respondents stating that they have used the service for 1 year or less. Seventeen percent of respondents have used GrapeLine for 1 to 2 years.

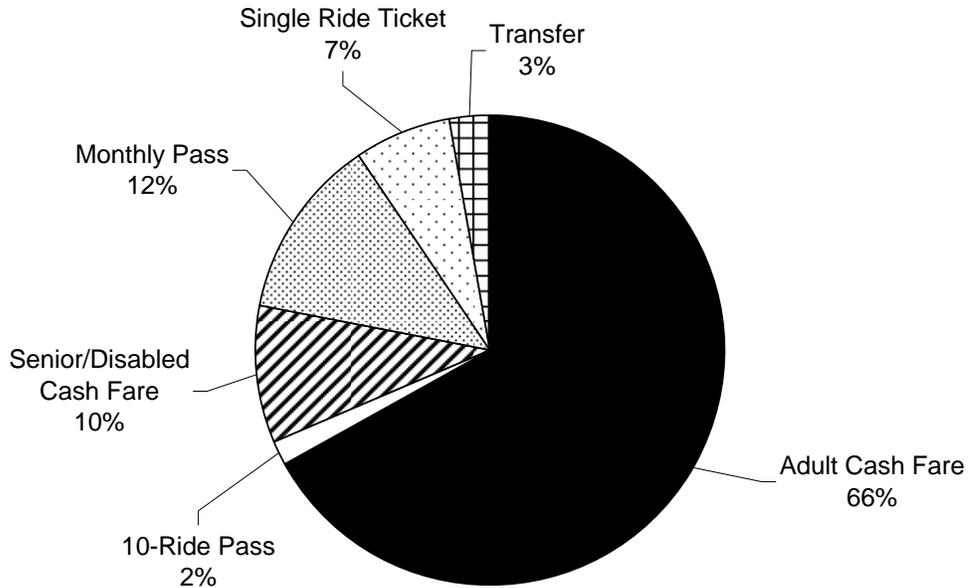
Figure 4-16 Duration of Use



Fare Media

GrapeLine offers passengers a wide variety of fare media to use. Most respondents (66%) used the adult cash fare to pay for their trip, followed by the monthly pass (12%), and the senior/disabled cash fare (10%). Only 3% of respondents used a transfer and 2% used a 10-ride pass.

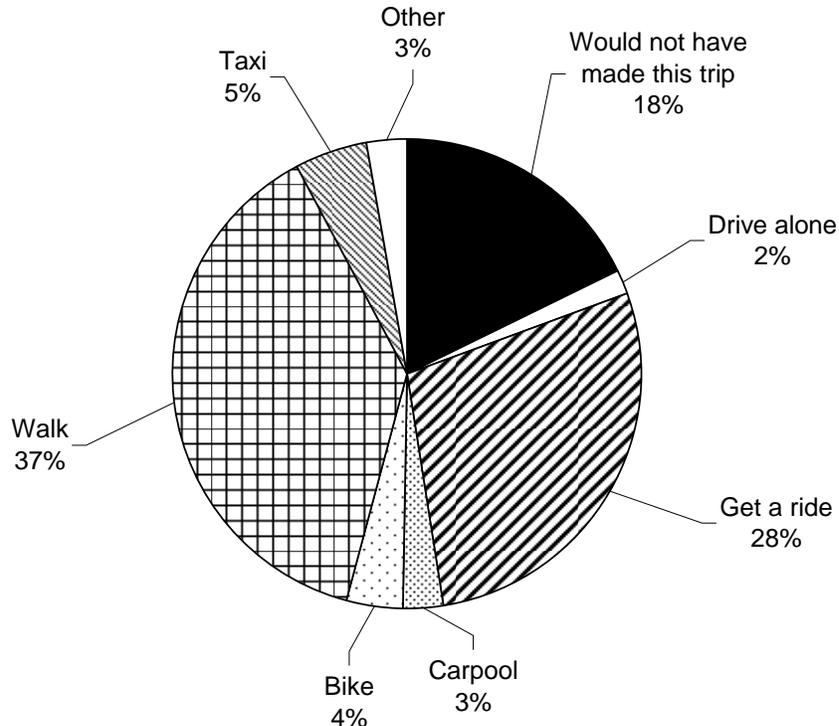
Figure 4-17 Fare Media Used



Transit Dependence and Alternatives to Transit

Eighteen percent of respondents indicated that they “would not have made this trip” if GrapeLine service was not available. This highlights the necessity of GrapeLine to people who may not have other transportation options in order to access work, school, and services. The largest portion of respondents would have walked without GrapeLine (37%), followed by “getting a ride” (28%), and using a taxi (5%).

Figure 4-18 Alternatives to Transit



This question also demonstrates how GrapeLine helps reduce vehicle trips. It is sometimes thought that because transit dependent people do not have the option of driving, transit's role in carrying transit dependents does not contribute toward vehicle trip reduction. In fact, a main impact transit has on vehicle trip reduction is in reducing “chauffeured” trips. In the survey, 28% of respondents stated that they would “get a ride” if bus service was not available. Chauffeured trips are different from carpools because they are made solely to transport one person. Reducing the need for these trips is a vehicle trip reduction benefit. GrapeLine has also helped reduce vehicle trips by reducing drive alone trips (2% of respondents) and taxi trips (5% of respondents) that would have been made without the service. With annual ridership of approximately 242,000 passengers, GrapeLine helps to reduce approximately 84,700 vehicle trips.

Rider Opinions of Transit Service

Passenger Ratings

Survey respondents were asked to rate several aspects of GrapeLine service. In general, respondents were very pleased with GrapeLine service with over 80% rating the overall service as “good” or “excellent”. Driver courtesy received the highest ratings with 60% of respondents stating that driver courtesy was “excellent” and 29% rated it was “good”. All categories except for “information at bus stops” received over 70% of respondents rating them as “good” or “excellent.”

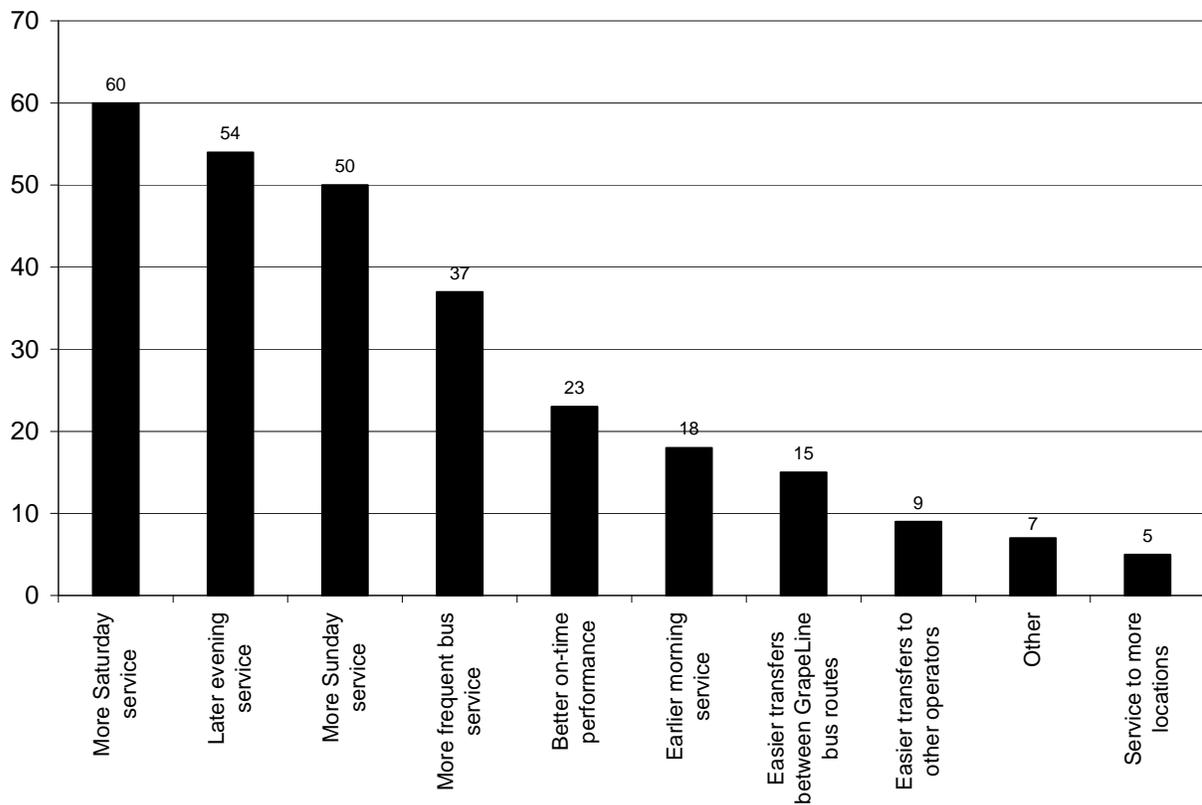
Figure 4-19 Passenger Ratings

	Excellent	Good	Fair	Poor	No Opinion
Overall bus service	38%	47%	12%	2%	1%
Driver courtesy	60%	29%	10%	0%	1%
Seating on bus	39%	46%	12%	2%	1%
Safety/security	38%	46%	10%	4%	2%
Rider information	35%	49%	11%	2%	3%
System easy to understand	37%	46%	14%	2%	2%
Cleanliness of vehicles	39%	40%	16%	4%	1%
Fares	35%	42%	17%	5%	2%
Ease of transfers	37%	38%	15%	5%	5%
On-time performance	32%	42%	22%	2%	2%
Frequency of service	32%	40%	27%	1%	1%
Information at bus stops	29%	36%	21%	8%	5%

Recommended Improvements

The survey presented respondents with a series of transit improvements and asked respondents to mark their preferred choices. Respondents indicated that they would like to see more Saturday service and later evening service as their most requested improvements. GrapeLine service currently operates from approximately 7:00 AM to 3:00 PM on weekends and from 6:15 AM to 7:00 PM on weekdays. The weekend end time for service is early for passengers wishing to make later afternoon trips or those working jobs from 9:00 AM to 5:00 PM. Most passengers requesting later service asked for service to end at 8:00 PM (13 respondents) and 9:00 PM (10 respondents). Respondents also commonly requested more Sunday service and more frequent bus service.

Figure 4-20 Desired Improvements



Express Route Survey

In order to solicit the opinion of express route riders, staff boarded express route afternoon trips and verbally addressed questions to all passengers on the vehicle. A total of 69 passengers rode the afternoon express trips on the day of the ridecheck.

Figure 4-21 Afternoon Express Route Ridership

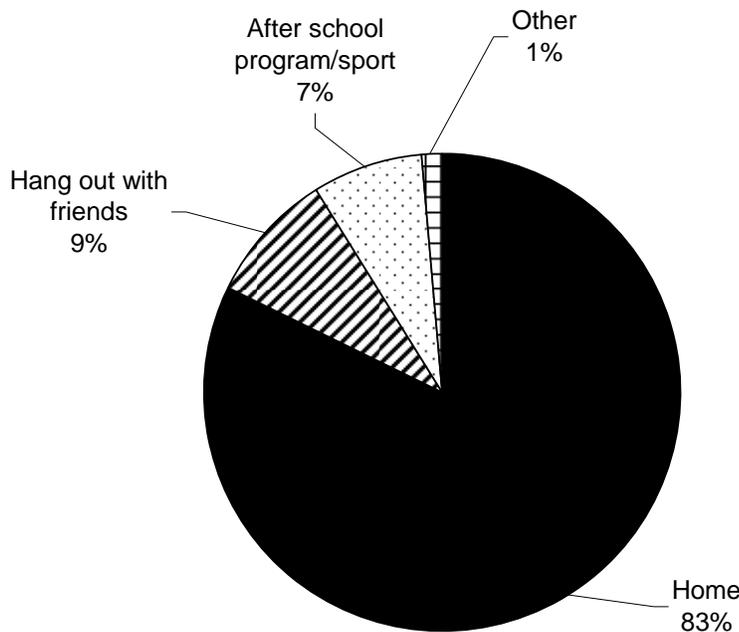
Route Number	Origin School	Total Riders
Express Route 1	Millswood Middle School	15
Express Route 2	Lodi Middle School	28
Express Route 6	Tokay High School	26
Total		69

Passengers were only asked the following three questions:

- Where are you going on this trip?
- If you use GrapeLine buses for trips other than school, what do you use it for?
- How often do you ride GrapeLine?

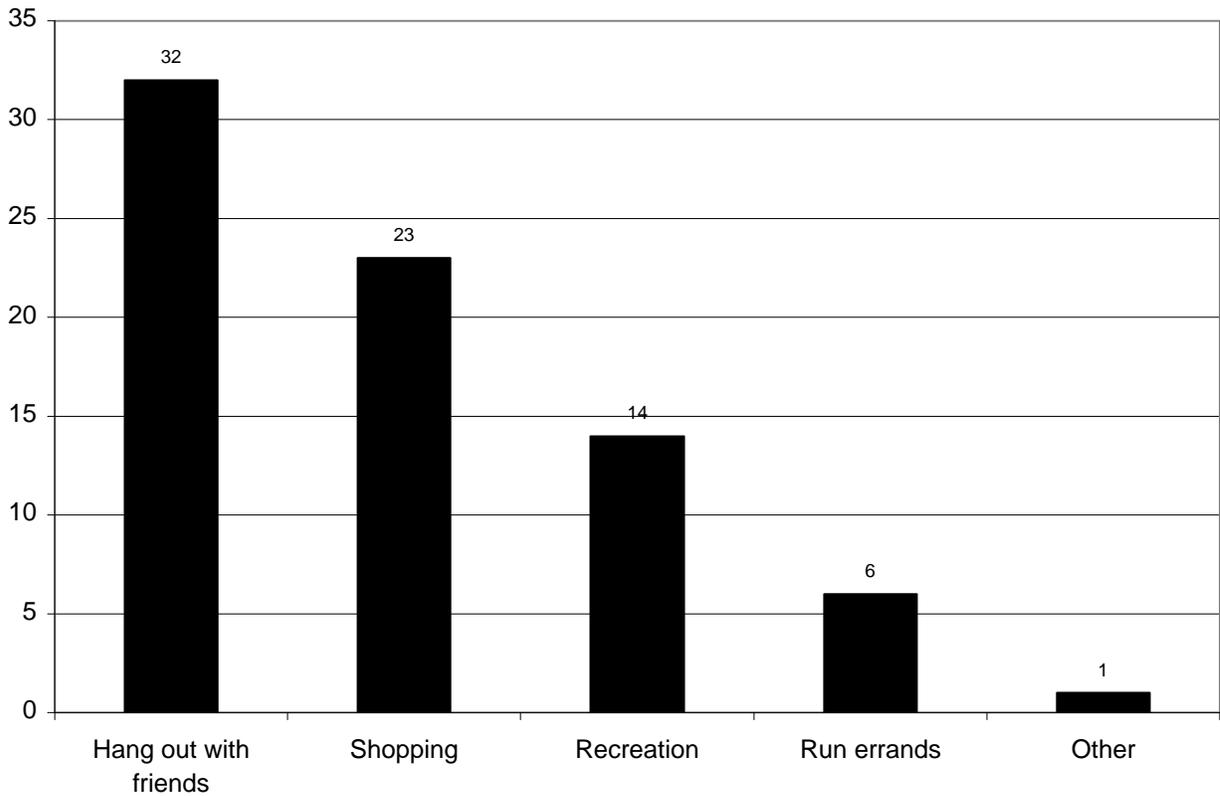
Express route riders were overwhelmingly selected home as their destination when asked where they were going. Eighty-three percent of riders were going home, 9% were traveling to hang out with friends, and 7% were going to an after-school program or sport.

Figure 4-22 Where are you going on this trip?



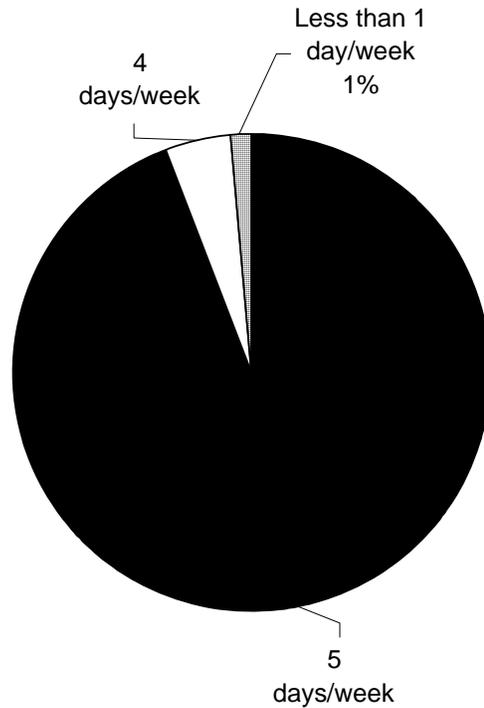
When asked what other trip purposes passengers use GrapeLine for besides going to school, 32 responded that they use the service to meet with friends, 23 use the bus service to go shopping, and 14 use the bus to access recreational activities.

Figure 4-23 If you use GrapeLine buses for trips other than school, what do you use it for?



Almost all passengers responded that they use GrapeLine five days per week (95%). The only other two responses were 4 days per week (4%) and less than once per week (1%).

Figure 4-24 How often do you use GrapeLine?



SJRTD Passenger Survey

In order to solicit feedback from SJRTD passengers on routes serving Lodi, surveyors rode all SJRTD routes serving Lodi. Surveyors only surveyed passengers boarding or alighting the vehicle in Lodi and were only on the vehicles within the Lodi city limits.

SJRTD riders were given an abbreviated form of the Lodi GrapeLine survey. Most survey questions were similar except the SJRTD survey asked passengers if they use GrapeLine buses and how they use them. Responses pertaining to GrapeLine usage are presented below. Additional survey data is available upon request.

Routes 23, 24, 93, and 97 were surveyed on weekday and weekend trips. Due to the short duration the vehicle is within Lodi city limits and low ridership on most routes, the survey response rate was low.

Figure 4-25 Survey Responses by Route

Route	Number of Respondents
23	8
24	24
93	0
97	5

Travel Patterns

A majority of SJRTD respondents were traveling either to or from their home (92%). The most popular origin and destination pairs were between home and work (30%), personal business/errands (22%), and school/college (14%). Delta College in Stockton is a major destination for Lodi residents.

Figure 4-26 Trip Purpose

To/From	Home	Shopping	Recreation	School/College	Other	Work	Medical/Healthcare	Personal Business/Errands
Home								
Shopping	11%							
Recreation	3%	0%						
School/College	14%	0%	0%					
Other	3%	0%	0%	3%				
Work	30%	0%	0%	0%	5%			
Medical/Healthcare	11%	0%	0%	0%	0%	0%		
Personal Business/Errands	22%	0%	0%	0%	0%	0%	0%	

Survey results showed that 21% of respondents were traveling within Lodi, reporting Lodi as their origin and destination. This may suggest that SJRTD is fulfilling a transportation need in Lodi that GrapeLine is not meeting. The largest percentage of passengers (64%) was traveling between Lodi and Stockton.

Figure 4-27 City to City Origin and Destination Pairs

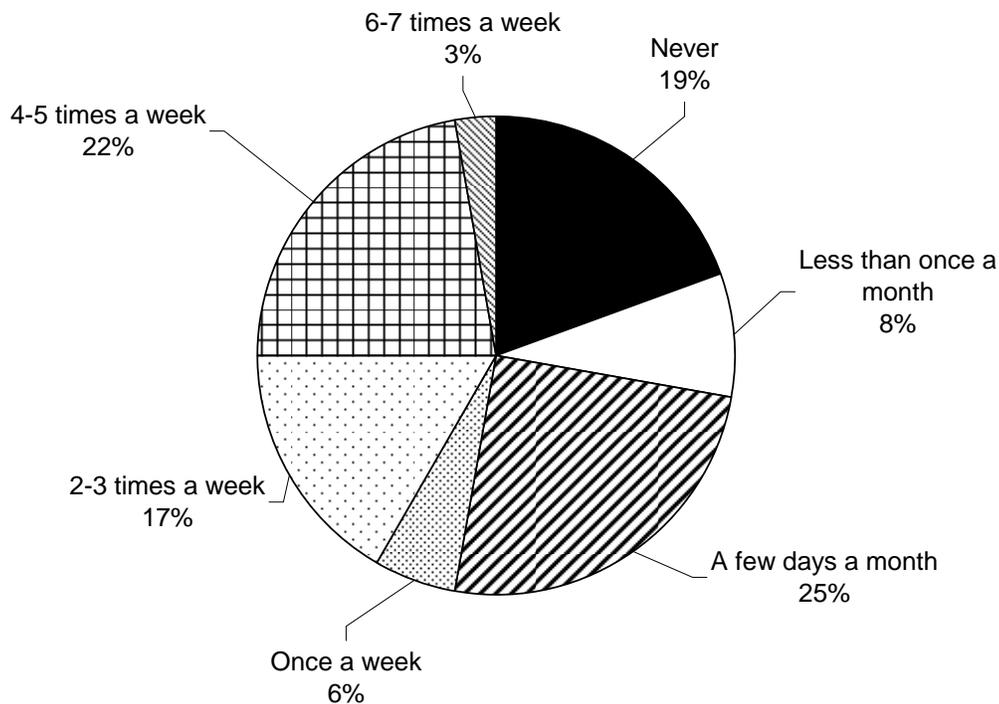
Origin and Destination Cities	% of Trips
Within Lodi	21%
Lodi to/from Stockton	64%
Lodi to/from Thornton	12%
Lodi to/from French Camp	3%

GrapeLine Usage

SJRTD riders were asked a variety of questions on their use of GrapeLine service. Passengers were asked if they use GrapeLine services, how long they have been using GrapeLine services, what they use GrapeLine service for, and if they are not a current rider, why not.

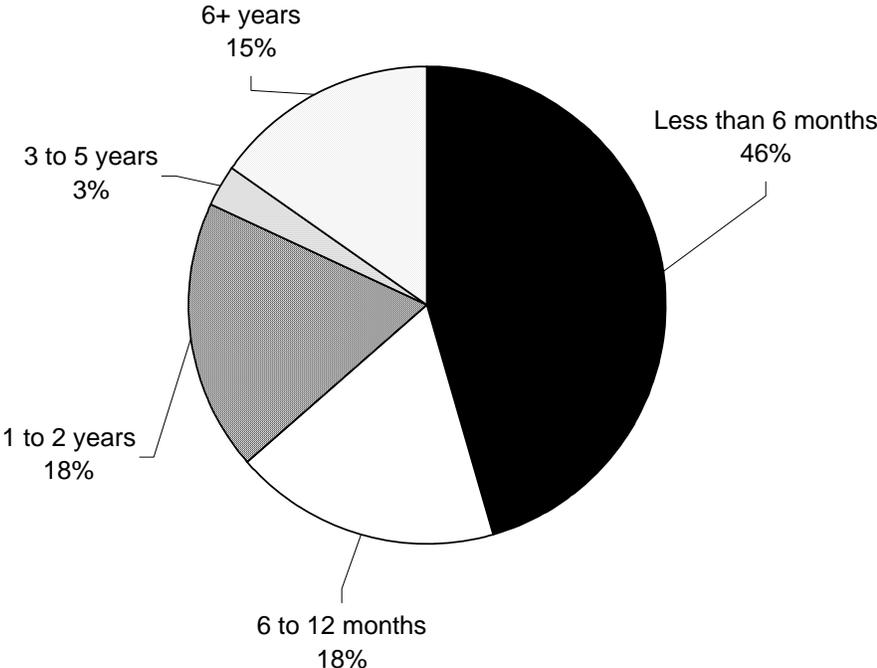
When asked how often SJRTD passengers use GrapeLine buses, most passengers responded that they never use GrapeLine or use it a few times a month or less (51%). Of the respondents using the service once a week or more, the largest portion reported using the service four to five times per week (22%).

Figure 4-28 How often do you ride GrapeLine buses?



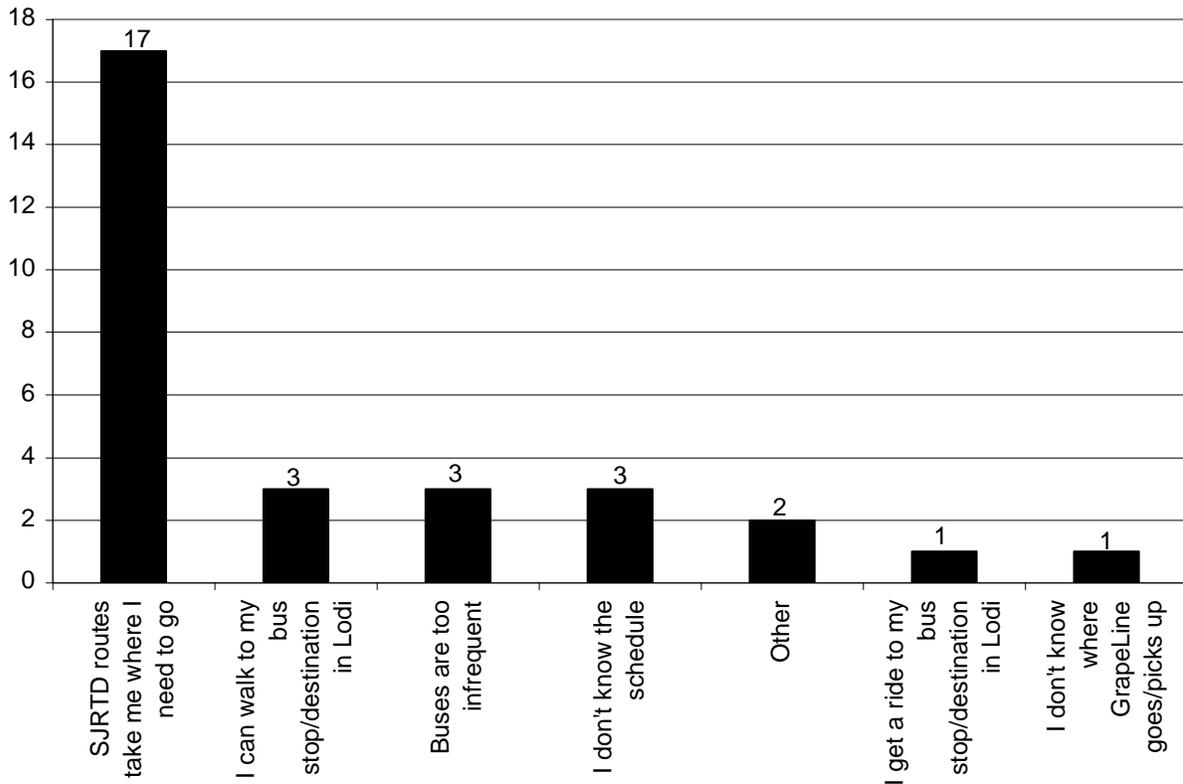
Those using GrapeLine were asked how long they have been a GrapeLine rider. Almost half have used the service for less than six months. Thirty-six percent have used GrapeLine for over one year.

Figure 4-29 How long have you been a GrapeLine rider?



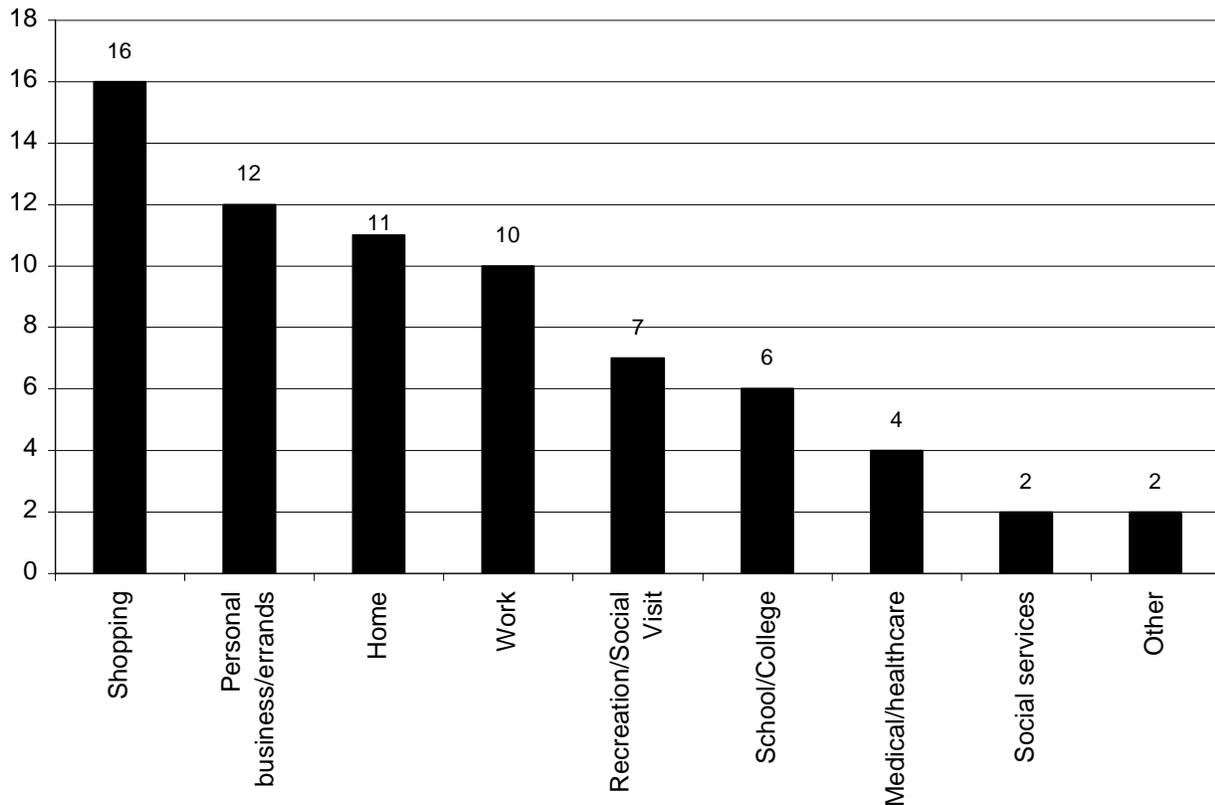
Respondents were asked why they do not use GrapeLine or why they do not use the service more often. The largest number of respondents reported that “SJRTD routes take me where I need to go” (17 responses). Other choices received three or fewer responses. “I can walk to my bus stop/destination in Lodi”, “Buses are too infrequent”, and “I don’t know the schedule” each received three responses. Interesting to note is that GrapeLine routes operate on 45 minute frequencies while the most frequent SJRTD routes in Lodi operate at 60 minute frequencies. Low GrapeLine usage may be due to lack of familiarity with the service and misinformation about the service.

Figure 4-30 Why do you not use GrapeLine or use the service more often?



Survey respondents who use GrapeLine were asked what they use GrapeLine services for. The most popular responses were shopping, running personal errands, and accessing home and work.

Figure 4-31 If you use GrapeLine buses, what do you use them for?



Summary

Passengers are generally pleased with GrapeLine service. Eighty-four percent of survey respondents ranked the overall service as “good” or “excellent”. Driver courtesy received the highest survey rating with 89% of respondents rating driver courtesy as “good” or “excellent”. Respondents noted their preferred transit improvements would be more weekend service and later evening service.

GrapeLine riders were most likely to use the bus to access shopping, work, and school. Approximately an equivalent number of respondents stated that they were full-time employed or unemployed. Riders were generally low-income with almost half of all respondents reporting that they earn less than \$15,000 annually. Half of respondents also do not have a vehicle in their household. Respondents were mainly Hispanic/Latino (47%) or White/Caucasian (39%).

Chapter 5. Existing Dial-A-Ride Services

Overview

In addition to Fixed-Route service, the City of Lodi offers a general public, door-to-door, Dial-A-Ride service. The service provides coverage throughout Lodi, Acampo, Woodbridge, Villa Cerezos mobile home parks and areas. For guaranteed service at the passenger's requested time, passengers are asked to make a reservation at least one day in advance and up to 14 days in advance. Same day requests for service will be fulfilled dependent upon existing reservations and will be charged a double fare.

Dial-A-Ride operates seven days a week with varying service hours. Service with a reservation is available from 6:15 AM to 9:00 PM on weekdays, 7:45 AM to 6:00 PM on Saturdays, and Sundays from 7:45 AM to 4:00 PM. Pick-up with reservations will be no more than 10 minutes before and 20 minutes after the reserved travel time. Passengers should allow 45 minutes of travel time. Service without reservations is available on weekdays from 8:00 AM to 9:00 PM, on Saturdays from 8:00 AM to 5:00 PM, and Sundays from 8:00 AM to 3:00 PM.

Fares

Dial-A-Ride offers two different types of fares: general public and senior/disabled. The general public fare is \$5.00 per ride and the senior/disabled fare is \$1.50. Trips originating or terminating at a location outside of Lodi city limits are subject to a \$1.00 surcharge. Ten-ride tickets are available for \$50.00 for the general public and \$12.00 for seniors and persons with disabilities

Fleet and Facilities

Dial-A-Ride is operated using a fleet of cutaway vehicles. All vehicles are operated, maintained, and stored at the same facility as Fixed-Route services. See Chapter 3 for fleet information.

System Performance

Operating statistics such as operating cost, ridership, service hours, etc. were compiled over the last six fiscal years to assess the performance of GrapeLine's Dial-A-Ride service. Dial-A-Ride operations have generally experienced much the same trend as the Fixed-Route service with both costs and ridership declining.

Figure 5-1 Dial-A-Ride Operating Statistics

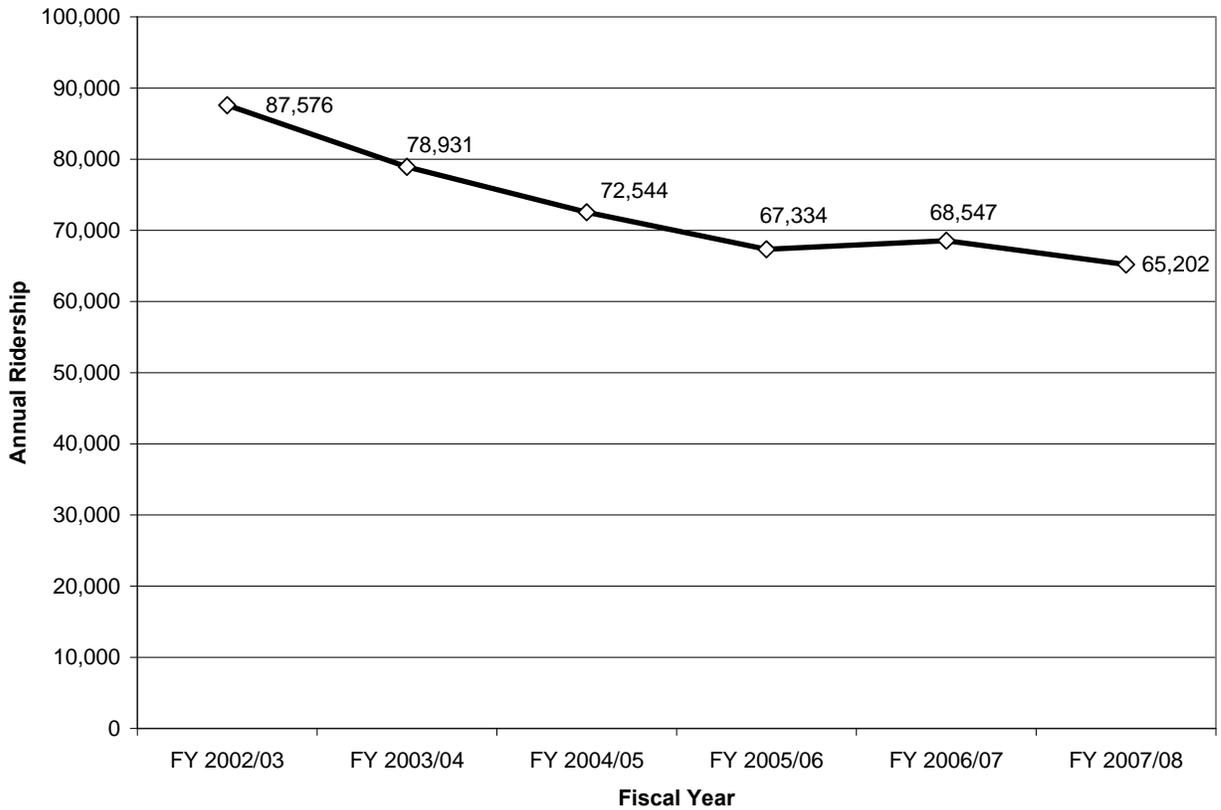
	FY 2002/03	FY 2003/04	FY 2004/05	FY 2005/06	FY 2006/07	FY 2007/08
Operating Cost	\$1,464,826	\$1,269,270	\$1,211,215	\$1,197,550	\$1,324,711	\$1,364,818
<i>Annual Change</i>		-13.4%	-4.6%	-1.1%	10.6%	3.0%
Vehicle Service Hours	26,206	28,427	29,197	27,976	28,944	28,514
<i>Annual Change</i>		8.5%	2.7%	-4.2%	3.5%	-1.5%
Vehicle Service Miles	259,080	274,083	261,198	230,489	245,234	250,724
<i>Annual Change</i>		5.8%	-4.7%	-11.8%	6.4%	2.2%
Annual Ridership	87,576	78,931	72,544	67,334	68,547	65,202
<i>Annual Change</i>		-9.9%	-8.1%	-7.2%	1.8%	-4.9%
Farebox Revenue	\$112,217	\$98,365	\$112,362	\$108,885	\$109,175	\$102,439
<i>Annual Change</i>		-12.3%	14.2%	-3.1%	0.3%	-6.2%
Operating Cost per Service Hour	\$55.90	\$44.65	\$41.48	\$42.81	\$45.77	\$47.86
<i>Annual Change</i>		-20.1%	-7.1%	3.2%	6.9%	4.6%
Operating Cost per Passenger	\$16.73	\$16.08	\$16.70	\$17.79	\$19.33	\$20.93
<i>Annual Change</i>		-3.9%	3.8%	6.5%	8.7%	8.3%
Passengers per Service Hour	3.3	2.8	2.5	2.4	2.4	2.3
<i>Annual Change</i>		-16.9%	-10.5%	-3.1%	-1.6%	-3.4%
Subsidy per passenger	\$15.44	\$14.83	\$15.15	\$16.17	\$17.73	\$19.36
<i>Annual Change</i>		-4.0%	2.1%	6.7%	9.7%	9.2%
Average Fare per Passenger	\$1.28	\$1.25	\$1.55	\$1.62	\$1.59	\$1.57
<i>Annual Change</i>		-2.7%	24.3%	4.4%	-1.5%	-1.4%
Farebox Recovery Ratio	7.7%	7.7%	9.3%	9.1%	8.2%	7.5%
<i>Annual Change</i>		1.2%	19.7%	-2.0%	-9.4%	-8.9%

*Operating data for FY 2004/05, FY 2005/06, FY 2006/07, FY 2007/08 provided by the City of Lodi; operating data for FY 2002/03 and FY 2003/04 provided by the FY 2005-2009 SRTF

Annual Ridership

Dial-A-Ride ridership has declined approximately 26% since FY 2002/03 and is at its lowest level in six years. GrapeLine routinely encourages Dial-A-Ride passengers to use Fixed-Route services. Since Dial-A-Ride service is significantly more expensive per passenger than Fixed-Route service, any decrease in Dial-A-Ride ridership is viewed positively.

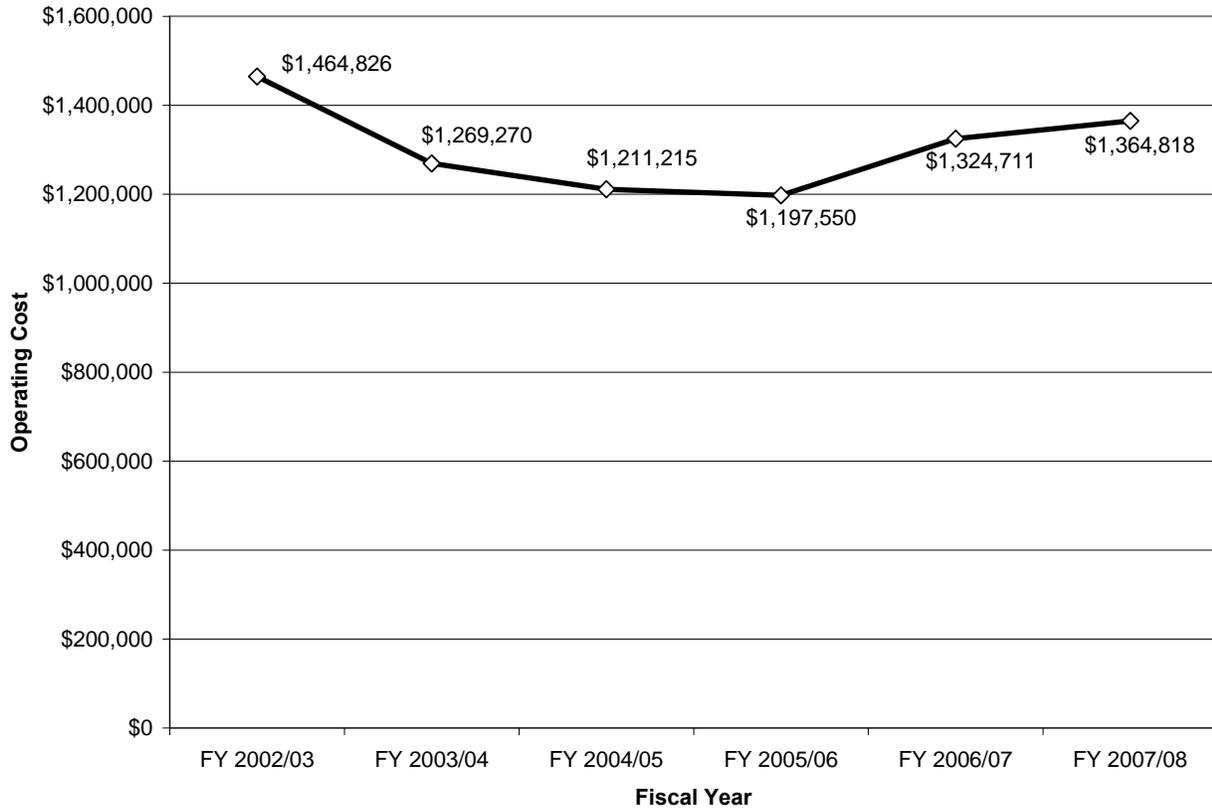
Figure 5-2 Dial-A-Ride Annual Ridership



Operating Cost

The overall operating cost has declined by approximately 7% since FY 2002/03. The operating cost decreased to under \$1.2 million in FY 2005/06 and has increased in each subsequent year. In FY 2007/08 costs increased to over \$1.3 million.

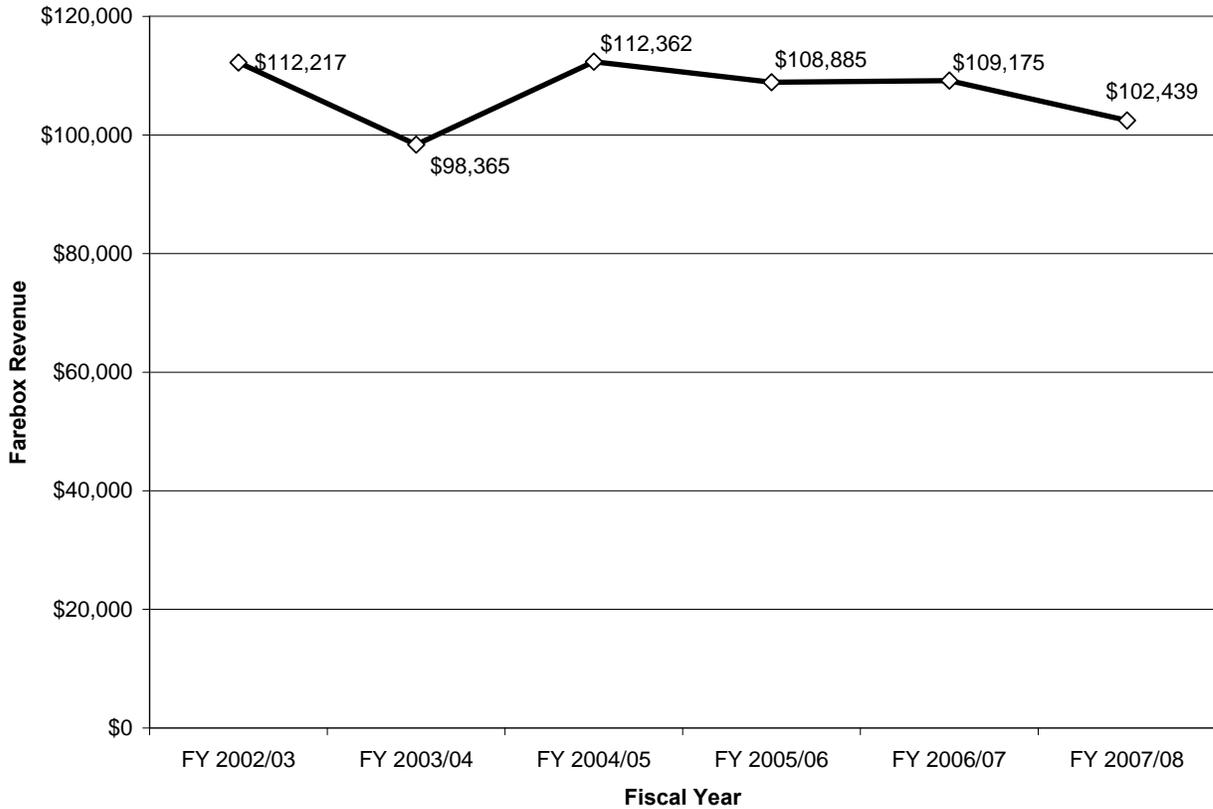
Figure 5-3 Dial-A-Ride Operating Cost



Farebox Revenues

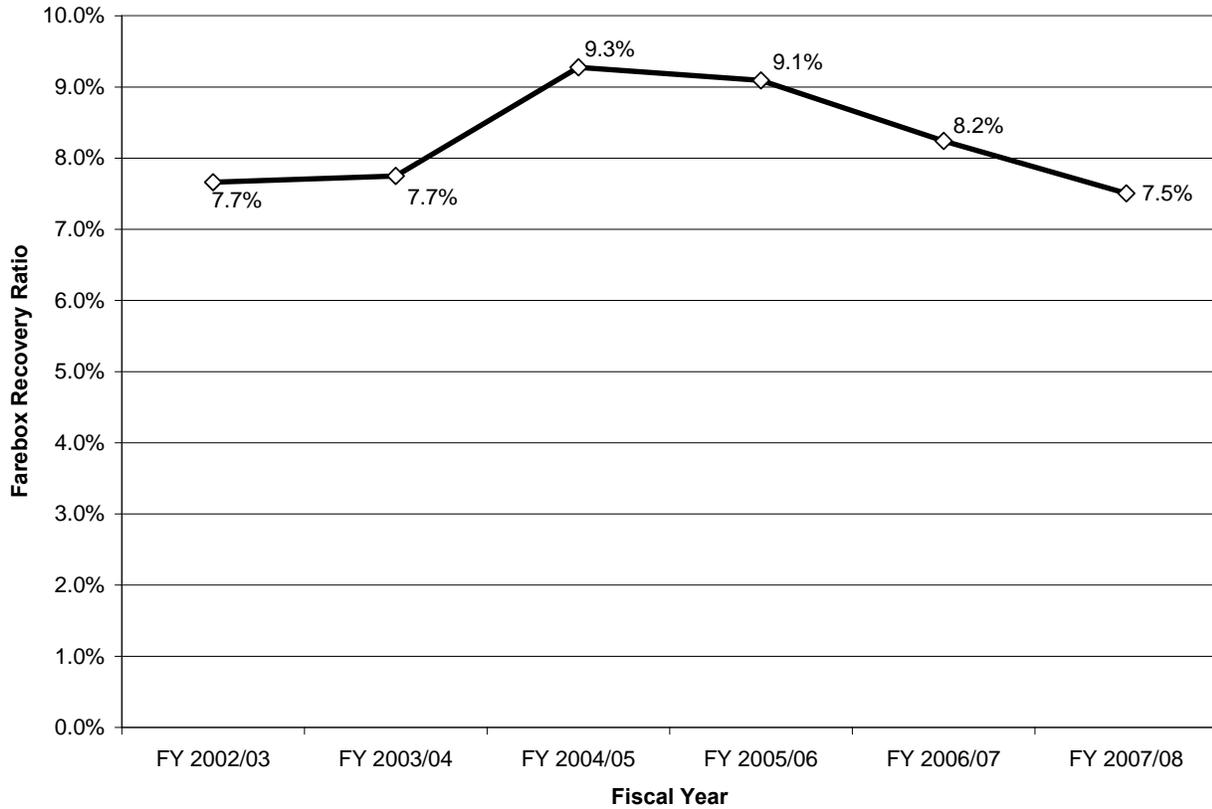
Farebox revenues have fluctuated in the past six years. Revenues peaked in FY 2004/05 when over \$112,000 was received from the farebox. In FY 2007/08, revenues declined to approximately \$102,000.

Figure 5-4 Dial-A-Ride Farebox Revenue



The farebox recovery ratio has also fluctuated due to the operating cost and farebox revenue. The farebox recovery ratio peaked along with farebox revenues in FY 2004/05 at 9.3%. The ratio has since fallen to 7.5% in FY 2007/08.

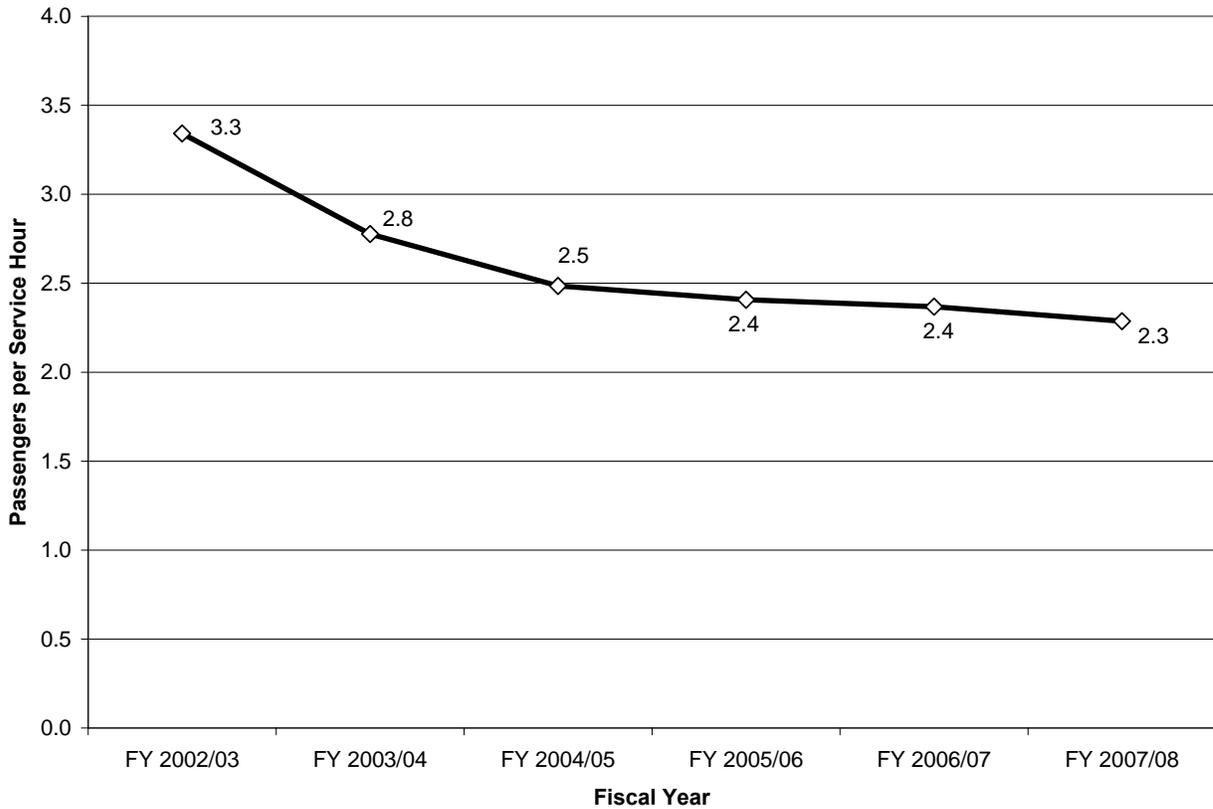
Figure 5-5 Dial-A-Ride Farebox Recovery Ratio



Passengers per Revenue Hour

Due to generally decreasing ridership and increasing service hours, passengers carried per revenue hour has declined in each of the last six years. In FY 2006/07, the Dial-A-Ride averaged 2.3 passengers per revenue hour.

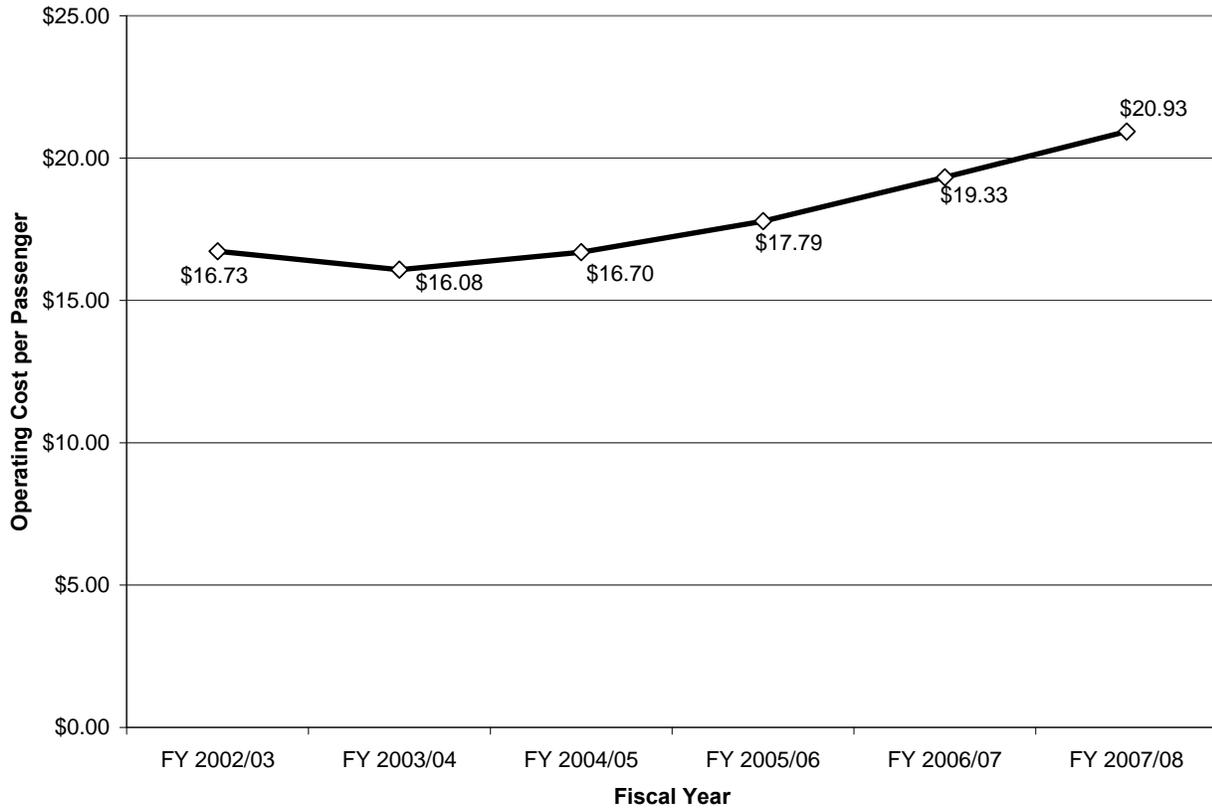
Figure 5-6 Dial-A-Ride Passengers per Revenue Hour



Operating Cost per Passenger

The operating cost per passenger is up 25% since FY 2002/03. The measure declined by almost 4% in FY 2003/04 but has risen in each subsequent fiscal year.

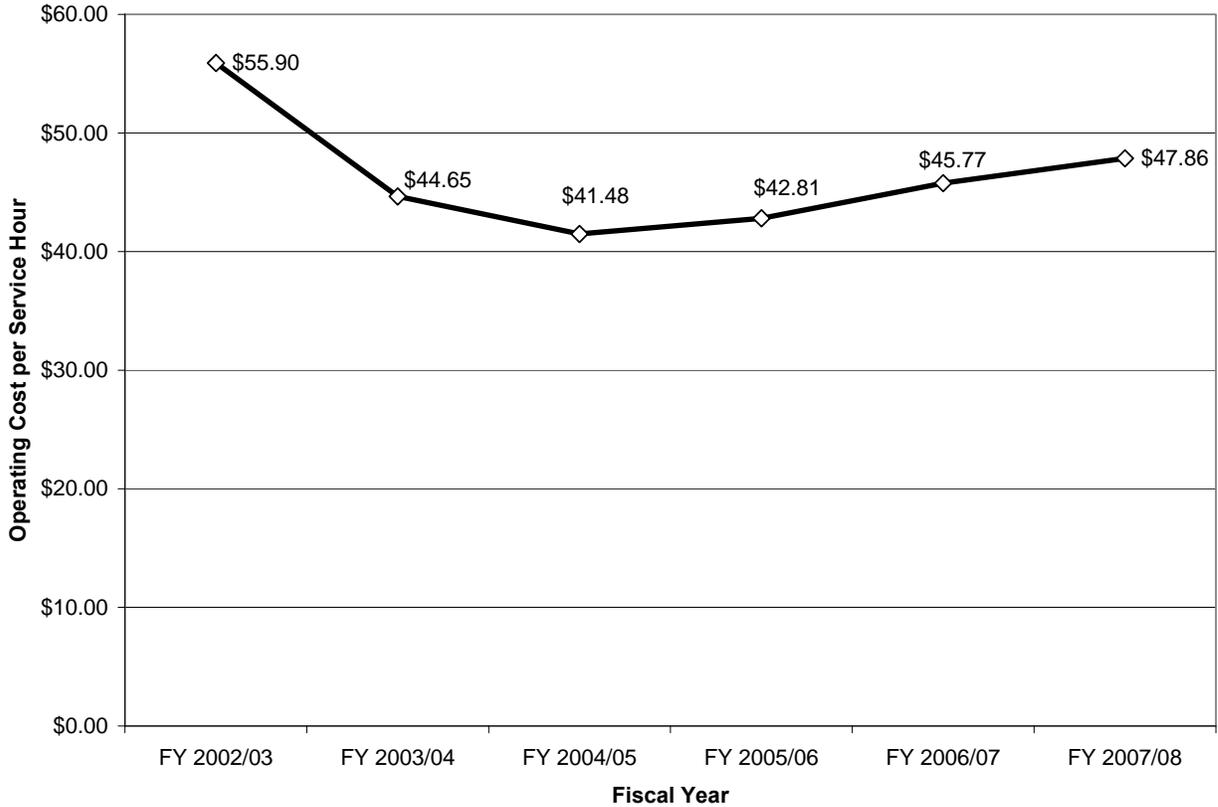
Figure 5-7 Dial-A-Ride Operating Cost per Passenger



Operating Cost per Revenue Hour

The operating cost per revenue hour was highest in FY 2002/03 at \$55.90 per revenue hour when the total operating cost was also at its highest level. The measure declined to its lowest five year level (under \$42 per revenue hour) in FY 2004/05 but has since increased.

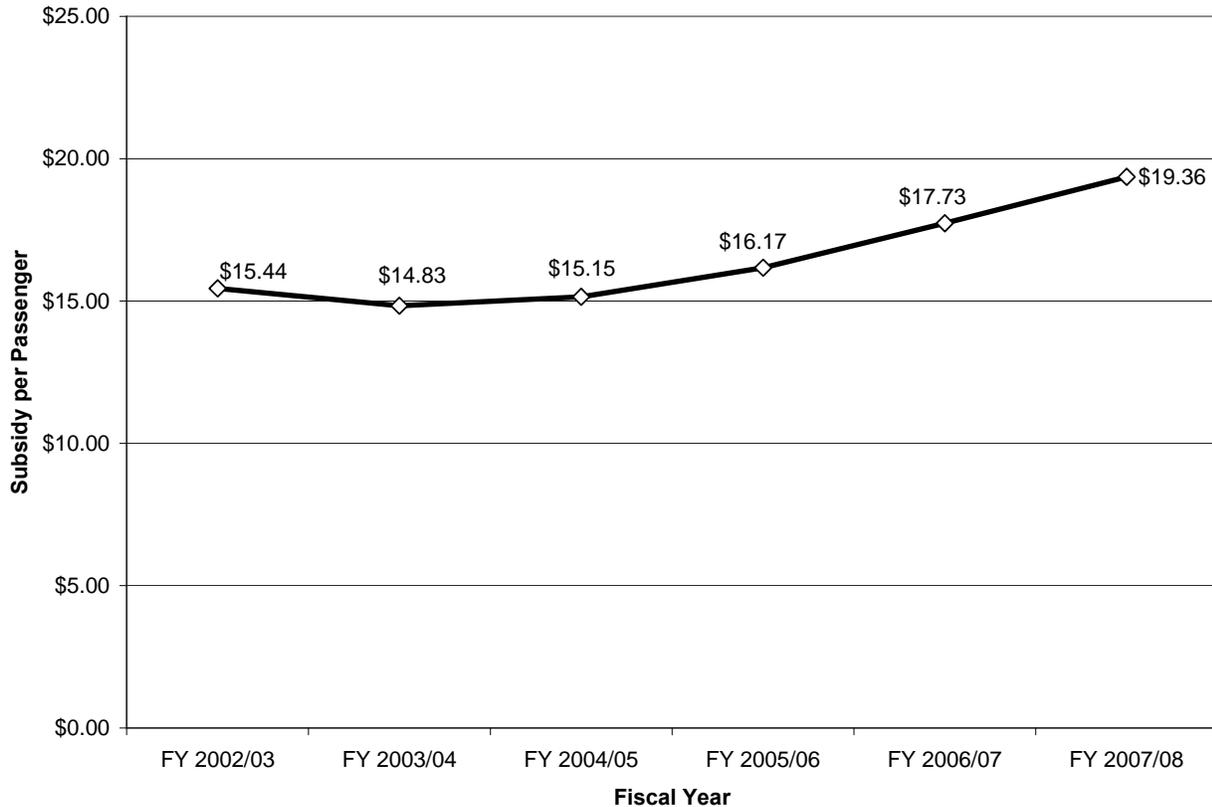
Figure 5-8 Dial-A-Ride Operating Cost per Revenue Hour



Subsidy per Passenger

The subsidy per passenger has increased in five of the last six fiscal years. The measure increased at its largest rate in FY 2006/07. In FY 2007/08, the measure increased 9.2% to \$19.36 per passenger.

Figure 5-9 Dial-A-Ride Subsidy per Passenger



Summary

While declines in ridership are welcomed on Dial-A-Ride because it's more expensive to operate per passenger, declining ridership must be accompanied by a decline in service hours and costs. Dial-A-Ride costs have increased and service hours have been approximately flat over the last two fiscal years. In order to make the service more efficient and cost effective, Dial-A-Ride must reduce costs or performance will continue to suffer.

Chapter 6. Stakeholder Interviews

The intention of this section is to present the array of concerns voiced by business representatives, local agencies and organizations representing a diversity of advocacy groups. Stakeholders were interviewed over the phone between November 16 and November 26, 2007.

Stakeholder Process

Individuals commented on a number of issues regarding transit services. This section provides a summary of the range of perspectives on issues related to transit. Comments are grouped according to general themes.

City of Lodi staff identified stakeholders to provide insight that would reflect the concerns of the community. These individuals were relied upon to describe the “pulse of the community,” but do not necessarily represent the full range of concerns among the citizens of the service area.

The list of stakeholders included in the interview process is included in the Appendix A.

Stakeholder Issues

The interview format afforded stakeholders an opportunity to discuss their concerns about transit in the community and in some cases the region. Comments are classified under the following section headings:

- Strengths and Weaknesses of Transit
- Transit's Needs and Priorities
- General Comments

Strengths and Weaknesses GrapeLine Services

According to stakeholders, the strongest points of the City of Lodi's transit service are as follows:

- Dial-A-Ride provides important transportation service for seniors.
- Service is reliable.
- The GrapeLine system provides important regional connections.

Weaknesses include issues related to the following:

- Dial-A-Ride service area.
- Service span (hours the bus operates each day).

Needs and Priorities for Lodi Transit Services

Almost all stakeholders indicated that the transit system is providing important services for seniors, persons with disabilities and the transit-dependent population. However, a number of persons interviewed stated that the services could be improved. Stakeholders identified a range of primarily short-term priorities.

According to stakeholders, short-term transit priorities are as follows:

- **Expand Dial-A-Ride service area.** Stakeholders indicated that the Dial-A-Ride service should be extended to include rural Lodi and the surrounding communities such as Lockeford and Acampo. Currently Lodi Memorial Hospital Adult Day Care operates its own shuttle service to these areas.
- **Longer service hours.** According to stakeholders, service should run later in the evening. In the 2007 passenger survey, passengers requested service to end after 9:00 PM.
- **Establish better connections to major employers and new development.** Stakeholders stated that there are opportunities to connect GrapeLine to the new Blue Shield of California office in southeastern Lodi and the large-scale mixed-use development on the west side of town. GrapeLine should provide better connections to large employers. The City plans to provide transit incentives to large employers to encourage transit use.
- **On-demand Dial-A-Ride service.** Stakeholders stressed the importance of the current on-demand service. They are concerned that the City plans to transition Dial-A-Ride to a reservation only service. According to stakeholders, reservations will increase wait time and make the service less convenient.

General Comments

In addition to discussing needs and priorities, stakeholders made general comments about the service.

- **Service to wineries.** Some stakeholders thought that GrapeLine should consider introducing a weekend tourist bus serving local wineries. GrapeLine could establish marketing and operating partnerships with wineries to help increase awareness and use of the service and offset costs.
- **Advertising and Public Information.** GrapeLine is not marketed to visitors. GrapeLine should consider partnering with the Chamber of Commerce and the Visitor's Bureau to advertise the service. Additionally, bus stops do not feature route or schedule information which may make using the service difficult for people who are not familiar with GrapeLine.
- **Dial-A-Ride Fare.** The Dial-A-Ride is currently \$1.50 for a one-way trip. Paying the fare can be a hardship for seniors and people with disabilities with fixed incomes.
- **System Performance.** Stakeholders stated that GrapeLine service is reliable and that the Dial-A-Ride does a great job supporting the community.

Chapter 7. Marketing Plan

This chapter reviews GrapeLine's current marketing materials and proposes marketing techniques to improve materials and outreach in Lodi.

Current Status

The following section discusses the current state of GrapeLine's marketing materials.

Schedule Brochure

The current brochure provides passengers with a route map, weekday and weekend schedules, and fare information; however, the brochure can be difficult to read and understand.

Inaccurate routes: The route map shows routes serving the Wal-Mart parking lot which they do not do.

Directional arrows: All routes serving the Target/Safeway parking lot, Route 3, and Route 5 perform a one-way loop. However, the route map does not show directional arrows so deciphering which direction the route travels cannot be determined.

Route confusion: Routes are represented by light colors (some similar to each other) and blend together on shared segments. This makes finding where a route travels difficult. RTD and SCT/Link routes are also not distinguished from GrapeLine routes and may cause passengers to think that GrapeLine operates these routes.

Difficult to read schedules: GrapeLine routes do not have separate timetables. All timepoints are presented on one table with different headers for each route. As a result, timepoints are random and may not represent key destinations.

Weekend service: Weekend service is not represented in the schedule brochure. Without a map, interested riders would be unable to determine where weekend service operates, especially since route names are different.

Inconsistent naming: Although weekend Routes B, C, and D are the same as weekday Routes 2, 3, and 4, the schedule does not note the routes are the same. It's unusual to give a route a different name on weekdays and weekends if the route is essentially the same. Without a weekend map, passengers are unable to see that they are the same.

Map Location Labels: GrapeLine uses a commercial street map as its base map. While the map provides excellent information regarding street location, the map does not provide adequate information about key destinations which are represented in small, pink text.

Alternate Language: Lodi has a high Spanish speaking population and many Spanish speaking bus riders. However, the schedule brochure does not include any information in Spanish.

Express Routes: Express route information is not included anywhere on the schedule.

Website

GrapeLine's website (www.lodi.gov/transit) is hosted by the City of Lodi and provides passengers with general information about the service, system schedules, and route maps.

Because the information displayed in the brochure is equivalent in most cases, all items mentioned for the brochure apply to the website unless otherwise noted.

Weekday Route Map: Unlike the printed schedule, the online map has too many directional arrows. With arrows pointing in both directions all along the routes, passengers may get confused. Express routes are also missing from the route map.

Weekend Route Map: Website visitors cannot zoom in on the website map. Street names are illegible and it is difficult to decipher on the screen exactly where the routes travel.

Alternate Language: Website information is not presented in Spanish.

Lodi Bus Stops

Bus stops and transit vehicles are usually the first thing transit riders and non-transit riders notice. The current bus stop signs for GrapeLine do not provide any route information about what route stops at the location or where the route travels. People cannot walk up to a stop and easily determine where the bus goes or how frequently it operates.

Marketing Plan and Recommendations

User-friendly marketing and useful public information are key elements of successful transit systems. The implementation of the recommended service alternatives provides an opportunity to create new marketing materials, inform the public about the service, and build alliances with local organizations to support the service. This marketing plan provides a description of marketing goals and outlines attainable objectives for reaching those goals.

Marketing Goals and Objectives¹

Marketing goals must support overall goals while focusing primarily on providing public information. The City's focus should be to *provide information about and market its transit program while, at the same time, build alliances and public support for transit in Lodi.*

¹ Marketing goals are intended to be less formal and separate from the goals and objectives detailed in Chapter 8.

Recommended marketing goals for GrapeLine's program are as follows:

- To inform and educate the public about the availability of transit services
- To provide information about accessing and using public transit services
- To maintain and build the loyalty of transit users
- To increase ridership and demand for public transit

These goals are described below, along with objectives.

To inform and educate the public about the availability of transit services

Marketing and outreach activities must inform and educate the public about the availability of transit service. They must recognize potential questions and present accurate answers. This goal is particularly important for the implementation of the recommended service changes and for soliciting private participation in the support of GrapeLine.

This goal is critical because people will be reluctant to try something they do not fully understand, particularly people who always drive or have had a poor experience with transit.

Objectives supporting this goal include the following:

- Provide useful, positive public information about the availability of transit service
- Emphasize the positive elements of public transit and its value to the community
- Promote transit service as a viable travel alternative for Lodi residents

To provide information about accessing and using public transit services

This goal focuses on providing good information about how to access public transit services. The purpose of this goal is to ensure that outreach addresses not only the availability of services, but also how to use them and access them. Some objectives supporting this goal include the following:

- Provide information about transit routes and stop locations
- Provide accurate information about fares, fare policies, transfers and schedules
- Convey messages about access and the availability of public transit by word of mouth and testimonials to businesses, local agencies, co-workers, friends, and family

To maintain and build the loyalty of transit users

Maintaining loyalty is one of the principles of good marketing for any product or service. If consumers can continue to be convinced that the decision they have made to use transit service is the right one, they will continue to be satisfied with the service. They will also share their good experiences with co-workers, friends, and family members.

The following objectives support this goal:

- Keep public information on transit updated and easy to access
- Maintain transit facilities and vehicles in good, clean working order
- Modify transit service schedules as needed to meet the demands of current or prospective transit users

To increase ridership and demand for public transit

The primary focus of this goal is to increase the number of persons using public transit in Lodi. With the implementation of the SRTP and marketing program, it is anticipated that the proportion of current residents who utilize public transit will grow.

Objectives that support this goal are as follows:

- Focus on transit as an alternative to driving alone.
- Ensure the public understands that given the convenience of riding the bus, cost savings, and opportunity costs, taking transit is a good option. Programs should focus on the following:
 - a. **Cost.** Cost savings are realized through transit use versus driving alone. Savings on fuel, parking costs, wear and tear and insurance are advantages.
 - b. **Time.** Service frequencies have increased and bi-directional service will save riders time.
 - c. **Safety.** Transit and transit facilities are safe and secure. Adding shelters and ensuring that adequate lighting is available at stops will enhance riders' comfort and security.
 - d. **Opportunity Costs/Convenience.** Convenience of transit use should be emphasized versus driving. Consumer preference shows that "convenience" is one thing that can convince target markets to choose to ride the bus. Although convenience means different things to different people, routes that serve key destinations, operate in a sufficient time span, are reliable, and provide quick connections are important.
- Focus on joint marketing with private business to promote the availability of public transit

Markets

Four markets were identified for the public information outreach as part of this marketing plan. These markets are as follows:

- **Existing Transit Users.** In one sense, existing transit users are a captive audience. The improvements recommended as part of this SRTP will enhance the service for persons who depend on GrapeLine, but it may also encourage more use of the system. Even though many existing riders are comfortable with the system and knowledgeable about how it works, with service/schedule changes, even current riders will need information about the system.
- **Seniors and Persons with Disabilities.** Many of the current users are senior citizens and persons with disabilities. While many ADA-eligible persons use Dial-A-Ride service, with improvements to the fixed-routes, like more direct routes and additional destinations,

some of these people may prefer the flexibility Fixed-Route transit offers. For this market, it is important to provide information that simplifies the transit system to afford a higher level of comfort using the Fixed-Routes.

- **High School and Middle School Students.** Students represent a growth market currently using GrapeLine. With Express Routes and improved local service, GrapeLine staff should focus information on this group to increase ridership. Young residents who become comfortable with transit and regard transit positively will not only consider riding, but also will understand its value for the community and support it in the future.
- **Commuters.** Perhaps the toughest market to attract to transit in Lodi will be local commuters. Certainly persons without other mobility options are the most likely to consider transit, but persons with jobs served by GrapeLine can be encouraged to use transit by providing good information, routes that meet their needs, and incentives for using transit.

Recommended Marketing Plan

The following strategies are recommended as part of a program to increase awareness of GrapeLine and make GrapeLine more user-friendly:

- Signage Enhancements
- Information and Advertising Campaign
- Improve the Schedule Brochure
- Update the Website
- Employer Outreach
- Summer Bus Pass

Each of these strategies is described in the following sections.

Signage Enhancements

It is important to maximize the casual marketing value of information services such as signage. Information sources should always present the necessary information as clearly and concisely as possible. Ultimately, clear information is the best marketing.

Signs and Amenities at the Key Bus Stops

Informative bus stops provide an invaluable ongoing marketing function. Noticeable, comprehensive bus stop signs show people who are not familiar with the transit service that service is available to them. They also reassure riders that they are at the correct location—something of great concern when buses run with low frequency.

GrapeLine bus stops should be clearly marked with signs that provide as much information as possible. The current bus stop signs provide no route information. They should be updated to provide this information. Additionally, more bus stop shelters at popular boarding locations and additional passenger amenities are recommended to increase passenger convenience and comfort.

All bus stop signs should include the GrapeLine's name and branding, route number, destinations, and a phone number to call for bus information. Adding the website and route frequency is recommended if space is available and if the information will not clutter the sign or confuse passengers.

Elements for bus stop signs include:

- Logo and System Name
- Full Color
- Route Number
- Route Description or Destinations
- Phone Number
- Service span and frequency (space permitting)

Information and Advertising Campaign

The primary objective for an information and advertising campaign should be to provide complete, timely, and accurate public information.

Print Advertisements

While the Lodi News-Sentinel does not enjoy the same popularity as larger newspapers like the San Francisco Chronicle or the Sacramento Bee, it is circulated daily to Lodi residents and provides an inexpensive way to advertise bus services. Print advertising is prior to any public meetings that occur prior to the implementation of recommended service changes. GrapeLine could also place a one-page insert in the newspaper with the full map and schedule, allowing all residents to have direct access to a physical schedule.

Ongoing Public Relations

Some of the best advertising a transit system can get is by word of mouth and one-on-one high touch marketing.

- GrapeLine should increase its participation at local events. Hosting informational booths or tables at the weekly Farmer's Market, downtown events, and Back-to-School nights would provide people who are not typically transit riders a chance to get information and ask questions. At the table, staff would be available to distribute schedules and printed information, answer questions, provide personalized route information to perspective riders, and distribute marketing "goodies" like pens, key chains, etc. with GrapeLine's logo, website, and phone number. Additionally, displaying a vehicle at local fairs and festivals allows the public to board the vehicle and see how comfortable and clean they are.
- Similar to hosting booths, special events also provide the opportunity for non-transit riders to try using the service. These events might include special shopper buses downtown or to Target and Wal-Mart during the holiday season or providing a special shuttle that visits all the holiday displays in town. It is recommended that these services be offered free of charge or at a nominal fee.
- Transit education programs in the schools, at senior housing developments, and at the senior center can create new demand for transit services from transit-dependent

populations. Many seniors and students may not understand how to use transit. Having GrapeLine staff available to speak at school events or senior groups on using transit is an excellent, inexpensive way to advertise the service. Public speaking not only allows one to get across a simple message regarding services and availability, but also allows the speaker to educate potential riders on how to use public transit, making them better riders. Opportunities to address young and elderly populations should be welcomed. These events would allow transit staff to answer questions and explain how to use transit and where their nearest bus stop is located. Such speaking engagements also provide good opportunities for distributing promotional items and information brochures.

Direct Mail

GrapeLine staff is encouraged to undertake a direct mail effort as part of the introduction of any recommended service changes. Direct mail is a strong way to target services to potential riders. For example, transit information can be included with municipal water bills, electric bills, telephone bills, etc. Map and schedule information should be provided when space is available. If space is limited, people should be directed to visit GrapeLine's website or to call the general phone number. In addition to utility bills, staff should consider contacting secondary schools and placing information in student packets. Transit staff should work with the schools to include an announcement about transit services and fare information in report card mailings, PTA newsletters, and other packets sent home with children.

City staff should actively seek opportunities to provide information in the mailers of other organizations like the Chamber of Commerce and church newsletters.

Improve the Schedule Brochure

As stated previously, GrapeLine's map and schedule brochure can be confusing. The following changes are suggested to improve the clarity of the brochure.

Consistency with Route Designation

GrapeLine uses two different designations for routes—weekday and weekend. Weekday routes use numbers while weekend routes use letters. Routes 2, 3, and 4 are equivalent to Routes B, C, and D which may confuse riders. In order to standardize nomenclature, the consulting team recommends designating all routes with numbers and using the same designations on weekdays and weekends. With this system, Routes 2, 3, and 4 will remain 2, 3, and 4 on weekends to reduce confusion. Since Route A is a hybrid of Routes 1 and 5, the route should be renamed Route 6 if kept in its current configuration.

This suggestion is comprehensive and applies to the entire system, not just the schedule brochure.

Major Landmarks

Major landmarks are difficult to see on the route map. All secondary schools and major shopping destinations, like Target and Wal-Mart, should stand out on the map.

Individual Schedules for Routes

In order to make the schedules more user-friendly, separate schedules should be created for each route. This will reduce confusion and allow the timepoints to be based on key stops and destinations instead of arbitrary locations.

Express Routes

When creating the new route map and schedule brochure, GrapeLine must include the routing and schedules for the express routes. In order to avoid school bus regulations, GrapeLine Express Route service is open to the general public. The public may think the service is only for students, however, since no route or schedule information is included in the printed brochure.

Alternate Language

In order to provide equal access to marketing materials, GrapeLine should include Spanish language translations on their printed schedule or create a separate Spanish-only schedule brochure.

Other Transit Operators

GrapeLine provides an excellent customer service by marking other operators' bus routes on their own route map. These routes however should not be featured as prominently as the GrapeLine routes and should include obvious notation that the routes are not operated by GrapeLine.

GrapeLine may want to also consider including Rio Vista Delta Breeze and Calaveras Transit on their route map. At the very least, GrapeLine should include contact information for Rio Vista Delta Breeze, Calaveras Transit, Amtrak California, and Greyhound.

Update the Website

The Internet has become a valuable information resource. A good website should include maps, service information, service changes, special events information, etc. Any website should be maintained regularly and information should be updated as service changes are implemented. While not all of the target markets will have access to the web—many low-income and senior residents have very limited access to the Internet—it is a useful tool for many residents, as well as adult caregivers and others seeking information on services for persons who use GrapeLine.

GrapeLine's website provides a wealth of information. The website simply needs to provide information clearly to the public. All recommendations applying to the printed schedule apply to the website. Updates to the weekend route map should be implemented as soon as possible to allow website visitors to use the map.

Employer Outreach

One of the best means for providing quality public information about transit service is building partnerships with major employers. The City is encouraged to meet with major businesses like Blue Shield of California, Wal-Mart, and Target to involve them in the transit outreach process. For example, Lodi could undertake a pilot program with an interested employer that would subsidize pass sales for employees and may qualify the employer for a tax incentive in doing so. This would help pay for service extensions to areas like the Blue Shield of California Call Center.

Additionally, GrapeLine could partner with retailers and restaurants on promotions by providing discounts to people who use GrapeLine to access the participating businesses. Agreements could be formed where GrapeLine riders receive a discount at a local restaurant or store by presenting their transit pass or a transfer, or GrapeLine could provide a free ride or a discounted fare to passengers showing proof of purchase from the participating store or restaurant on the date the ride is taken.

Summer Bus Pass

GrapeLine should consider implementing a summer pass program for children 17 and under. Many transit agencies offer summer pass specials to increase ridership during traditional slow summer months and provide mobility to children who may not have other transportation options during the daytime. Summer passes should be deeply discounted (e.g. three months for the price of one) to encourage purchase and should be valid only when school is not in session. GrapeLine should offer the passes through intermediate schools, after-school programs, and summer programs as well as advertise through these establishments with announcements in school papers, PTA meetings, and any materials sent directly to parents. Examples of summer student pass programs include the Summer Sizzler offered by YoloBus and Unitrans in Yolo County, the Y-Cruiser offered by the Orange County Transportation Authority (OCTA), and the Summer Youth Bus Pass offered on Roseville Transit, Auburn Transit, Lincoln Transit, and Placer County Transit.

Summary of Recommended Program

Figure 7-1 provides a summary of the recommended marketing program. Most of the strategies are relatively easy to implement, depending on the availability of staff and necessary resources. Estimated costs are provided for each strategy.

Figure 7-1 Summary of Recommended Program

Strategy	Outcome	Cost	Timing
Signage Enhancements	Vehicle and bus stop signs	One time: Up to \$10,000 for significant enhancements to signage	When service recommendations are implemented
Information and Advertising Campaign	Print ads, press releases, public speaking engagements, etc.	Ongoing: \$1,000 to \$2,000 for print ads; up to \$5,000 for direct mail campaign	Immediate and ongoing
Improve the Schedule Brochure	New color brochure with information about transit services	One time: Up to \$10,000 for design, development, printing and distribution; Ongoing: Up to \$5,000 for revisions and reprints	When service recommendations are implemented
Update the Website	Enhanced, accessible website	One time: \$500 to \$4,000 for small scale overhaul of website	Immediate and ongoing
Employer Outreach	Meetings and program coordination with employers	Ongoing: N/A	Immediate and ongoing
Summer Bus Pass	Summer student pass	Ongoing: Up to \$1,000 per printing depending on quantity	Immediate and ongoing

Next Steps: Evaluation of Marketing Impacts

The City must monitor its marketing and public information progress. A strong monitoring program will provide important information about the effectiveness of the marketing and public information efforts. Evaluating the marketing program enables Lodi staff to re-evaluate marketing goals and identify new strategies. Even the most successful businesses will admit that marketing is a trial-and-error process. Evaluating marketing efforts enables GrapeLine to enhance the most successful programs and shift resources away from programs that have either reached their greatest success or require a change in emphasis.

Understanding transit ridership represents one strategy to gauge not only the overall marketing and public information effort, but also the overall recommended route network. Nonetheless, opportunities may be identified to expand outreach to particular target customers or simply adjust the means by which information is provided to the public.

To evaluate the success of the program, GrapeLine is encouraged to conduct follow-up on-board bus surveys. These surveys can help to evaluate any facet of an individual's travel decision-making process, overall familiarity with the transit program, and the effectiveness of Lodi's information distribution network.

Another alternative to evaluate the marketing and public information effort would be to conduct focus groups. Focus groups can be used when more extensive qualitative input is required than a survey can provide. Focus groups can lead to productive work sessions in which GrapeLine can obtain the information required, the participants can feel that they are involved in an important decision-making process. Groups of individuals can be organized to participate in a one- or two-hour focus group to allow for verbal feedback on transit facilities, signage and public information, proposed transit changes, and the comparison of alternative marketing ideas.

Summary

This chapter provides a series of strategies for providing better information about GrapeLine. Implementation of these strategies, in combination with implementation of the recommended fixed-route service, should help sustain GrapeLine's current upswing in ridership.

Chapter 8. Goals and Objectives

Lodi's General Plan is the primary document guiding city policies on land use and transportation, including the role of public transit in meeting mobility needs. The General Plan was created in 1991 before Lodi GrapeLine started operations and as a result does not provide the level of policy guidance that Lodi GrapeLine now requires to monitor system performance. GrapeLine does not have its own set of goals, objectives, and standards.

General Plan

The current General Plan is supportive of transit. The plan is out-of-date and calls for the city to encourage transit as a travel option and explore the need for local and regional fixed-route services and an intermodal transit center. All these have been accomplished by the city. RTD provides interregional services to Lodi and the city operates five local Fixed-Routes. All transit services meet at Lodi Station in Downtown Lodi.

The following transit supportive goals, policies, and implementation programs are taken directly from the General Plan's Circulation Element.

Goal C: To encourage use of transit, where feasible

Policies

1. The City shall continue to provide dial-a-ride services to local, transit-dependent residents. *The city continues to provide dial-a-ride service today although the Lodi GrapeLine attracts not just transit dependants but also "choice" riders.*
2. The City shall provide information to local residents on transit services available for regional trips (such as Greyhound). *Local and regional transit (GrapeLine, RTD, Amtrak, etc.) information is available to Lodi Station in downtown.*
3. The City shall consider expanding its transit service to include limited fixed-route services if sufficient demand exists and if the cost is economically feasible. *The city has implemented and operates five local fixed-routes.*
4. The City shall cooperate with other agencies and jurisdictions to support the development of a multi-modal transportation center at the general site of the SPRR depot to accommodate future fixed-route and dial-a-ride services if such facilities are warranted and economically feasible. *Lodi GrapeLine is based out of Lodi Station. The transit center is served by Amtrak, RTD, SCT/LINK, Calaveras Transit, and Benicia Breeze.*
5. The City shall explore available options to bringing into Lodi interurban transit utilizing existing transit service. *Cost sharing agreements between all San Joaquin County jurisdictions are in place to partially fund RTD interurban services.*

Goal I: To achieve, through a cooperative effort with state, regional, and local jurisdictions, a high quality and diversified regional transportation system

Policies

6. The City shall consider all potentially feasible transit technologies including light rail and the preservation of light rail corridors, as future transportation alternatives. *Light rail service is not currently being considered by the city but as population and density increases, it may become a feasible alternative.*

Implementation Program

4. The City shall evaluate the feasibility of establishing fixed-route transit service, creating interconnected systems of pedestrian and bicycle paths, and requiring that new commercial developments provide bicycle racks. *The city has implemented fixed-route service. The status of pedestrian and bicycle paths is unknown.*
9. The City shall appoint a City transportation system management coordinator to disseminate information to Lodi residents on transit and ridesharing services and to investigate alternative transportation modes for the community. *The City has a designated transportation manager.*

With the current General Plan update, the city should update their goals and policies to better reflect current conditions and help steer Lodi GrapeLine into the future.

Goals, Objectives, Measures, and Standards

While the General Plan serves as the City's guide, GrapeLine should have its own internal set of goals, objectives, measures, and standards to evaluate and monitor the service. Goals, objectives, measures, and standards are most useful when they are easy to understand, easy to monitor, and limited to the most critical service review measures. Long, complex lists of goals, objectives, and standards tend to be overwhelming and difficult to monitor, and as a result are ignored after a short period.

For GrapeLine's first goals, objectives, measures, and standards, Nelson\Nygaard recommends that the system organize goals and objectives into two categories: Service Design and Service Delivery.

Service Design

Service Design goals and objectives should reflect policy level decisions by the City Council. These goals and objectives provide transit staff with some of the guidance needed to determine where, when, and how to provide transit services.

Goal 1: Develop and implement a transit system which balances the need to maximize ridership and productivity with the need to provide a minimum level of service to most residents.

This goal addresses the two general and competing objectives of transit – to provide a highly productive service and to provide adequate coverage. Objectives, standards, and measurements

are proposed for this goal. All items can be easily tracked using information from the City and management reports collected by the contract operator.

Objective 1: Design services with an emphasis towards maximizing ridership and productivity.

All agencies wish to maximize ridership with the current services available. Running an unproductive service or “empty buses” is unpopular with the public and portrays the service in a negative light. To measure system performance, GrapeLine should analyze the average number of passengers per revenue hour for each service type—Fixed-Route and Dial-A-Ride. In FY 2006/07, GrapeLine Fixed-Routes carried an average of 12 passengers per revenue hour, a good performance for the size of the city and the service level.

Nelson\Nygaard suggests setting the minimum service standard at 10.0 passengers per revenue hour for Fixed-Route services and at 2.3 passengers per revenue hour for Dial-A-Ride services. These closely match performance in FY 2006/07. While ridership has generally declined over the past five fiscal years, ridership is expected to increase in FY 2008/09.

Objective 2: Increase system ridership at or above the rate of population growth.

All transit agencies want to see ridership increase. To help guide transit service, GrapeLine should establish a ridership goal. Ridership goals can be difficult since growth may not be focused on an area where bus service is available, and ridership can be affected by a number of factors beyond the control of transit staff. GrapeLine has also experienced an overall decline in ridership over the last five fiscal years although ridership is up so far in FY 2008/09.

To measure system performance, Nelson\Nygaard recommends comparing annual ridership changes to the annual change in the Lodi population. The annual population growth in Lodi has traditionally been lower than San Joaquin County as a whole with Lodi only averaging a growth rate of 1.4% annually since 2000.

Objective 3: Work towards making new developments transit supportive.

By encouraging infill development and higher density housing, GrapeLine can help steer the city towards more transit supportive development and allow GrapeLine to operate more efficiently by serving population concentrations in the city. Staff should work with planners to review development plans in the early project stages to ensure transit amenities such as bus pullouts, shelters, and benches are provided and pedestrian access via sidewalks and residential access points to major arterials are present.

Results of this objective can be seen in future developments. The ultimate goal is to have developers add transit amenities and transit access to all new residential and commercial developments.

Objective 4: Provide transit service coverage to most residential and commercial developments in Lodi.

While productivity is desired in order to have an efficient service, public transit is a public service and needs to provide coverage and access to residents. In order to provide coverage and serve most city residents, residential and commercial areas like shopping centers within Lodi city limits should be within three-quarter miles of a bus route. This will allow GrapeLine to focus on

providing a productive service without tying staff's hands down in trying to provide transit service on all city streets. Residents living within a three-quarter mile radius of a bus route will still be able to access a bus route by walking approximately ten minutes.

Goal 2: Develop and implement a transit system which seeks to maximize passenger convenience.

Convenience is key to attracting transit riders. All passengers want a service that matches their personal schedule. While this is not always possible, GrapeLine should endeavor to make GrapeLine as convenient as possible for passengers. Convenience is essential to increasing ridership, especially by attracting choice riders.

Objective 1: Move towards higher frequency services (headways <= 30 minutes) on routes with the highest ridership.

The best way to accomplish this goal is to increase service frequencies. Passengers want a service that arrives frequently and fits their schedules. Providing more trips allows passengers to have more choice and minimizes wait times if a passenger misses a trip. Over the ten-year planning horizon of this SRTP, GrapeLine should strive to provide 30 minute headways to passengers to maximize convenience. Based on revenue hour projections provided by staff, GrapeLine should try to implement more frequent service within the next three fiscal years.

Service Delivery

Service delivery focuses primarily on measuring how effectively and efficiently the system is executing its mission based on its service design goals and objectives. These include looking at operating statistics such as farebox recovery and monitoring customer service.

Goal 1: Maximize the efficient and effective use of the available financial resources.

This goal aims to efficiently use the limited transit funding available by maximizing performance. Efficiently using the funding available allows a transit agency to get the most service for each dollar spent. Maintaining a highly efficient and effective service shows city residents and City Council that transit is a worthy public service.

Objective 1: Operate in a manner which maximizes performance.

To measure this objective, three standards should be analyzed by GrapeLine staff—operating cost per passenger, operating cost per revenue hour, and the farebox recovery ratio.

Monitoring the operating cost per passenger is critical for GrapeLine. SJCOG evaluates GrapeLine based on this measure and sets an annual goal for GrapeLine. Staff should match SJCOG's goal to their own goal. In FY 2006/07, SJCOG set GrapeLine's goal at \$10.83 per passenger. GrapeLine's combined performance exceeded SJCOG's mandate averaging \$7.67 per passenger. While SJCOG sets a goal combining Fixed-Route and Dial-A-Ride, GrapeLine should also establish standards for Fixed-Route and Dial-A-Ride. Suggested standards are \$5.00 per passenger for Fixed-Route service and \$22.00 per passenger for Dial-A-Ride. These standards represent a maximum level that should not be exceeded and are consistent with FY 2007/08 performance. GrapeLine should establish annual targets in order to improve the service.

In addition to operating cost per passenger, Nelson\Nygaard recommends evaluating services using the operating cost per revenue hour and the farebox recovery ratio measures. For the cost per hour, setting standards separately for Fixed-Route and Dial-A-Ride is recommended. Standards in line with FY 2007/08 performance are \$60 per revenue hour for Fixed-Route services and \$50 per revenue hour for Dial-A-Ride. These represent maximum values that GrapeLine should try to remain below. The farebox recovery ratio is an important efficiency measure used by most transit agencies to determine how productive routes are and evaluate passenger fare price. The ratio measures how much of the total operating cost is recovered from passenger fares. Most agencies strive to recover a minimum of 20% of Fixed-Route costs and a minimum 10% of Dial-A-Ride costs from passenger fares. Nelson\Nygaard recommends using these standards. In FY 2007/08, Fixed-Route fares covered 22% of costs when Measure K funding is factored in. Dial-A-Ride only recovered 7.5% of the total cost.

Goal 2: Consistently earn the highest praise from our passengers.

Public transit exists to serve the public in a safe and efficient manner. One goal every transit system should have is to satisfy customers to the highest degree possible. Passengers are generally concerned about four general areas: reliability, comfort, information, and safety. The following objectives and measures aim to address these issues.

Objective 1: Operate a reliable and safe service.

Passengers depend on transit to take them to work, school, appointments, etc. When passengers can depend on transit, passengers are more likely to use transit. Four measures can evaluate service reliability: the preventive maintenance program, number of roadcalls, on-time performance, and Dial-A-Ride denials.

An agency's preventative maintenance program is essential to safe transit operations and maintaining a reliable service. Preventative maintenance checks help safeguard against vehicle breakdowns during revenue service. These checks are also required by the California Highway Patrol (CHP) and the CHP performs audits on preventative maintenance records and equipment condition. GrapeLine should perform all preventative maintenance checks within 10% of a vehicle's scheduled mileage.

Roadcalls occur when vehicles breakdown during revenue service and assistance is needed. Roadcalls should be kept to a minimum. Roadcalls delay and severely inconvenience passengers, leading to passenger mistrust in service reliability and vehicle safety. A maximum of one roadcall per 15,000 miles on Fixed-Route service and Dial-A-Ride is recommended.

On-time performance impacts passengers more regularly than any performance measure. Poor on-time performance leads to passenger dissatisfaction and will deter use. Industry convention states that a vehicle is "on-time" if the vehicle arrives one minute early and less than five minutes late. During the ridecheck in September 2007, 73% of timepoints were served "on-time". GrapeLine should work to improve this performance and aim for a 95% "on-time" record.

Dial-A-Ride denials are an issue specifically targeted during Federal Transit Administration (FTA) audits of transit services. A denial is defined by the Americans with Disabilities Act (ADA) as not providing the requested trip within one hour of the requested time. The FTA requires that transit agencies minimize denials. In general, however, agencies should work towards having zero ADA denials. GrapeLine should adopt a similar standard.

Objective 2: Maximize passenger comfort.

Along with reliability, passengers want to be comfortable on vehicles and at bus stops. They want to board a vehicle and relax without feeling uneasy about safety or vehicle cleanliness. Passenger comfort can be measured in four ways: passenger load factors, vehicle cleanliness, driver pre-trip vehicle inspections, and bus stop maintenance.

Passenger load factors measure how many passengers are on a vehicle compared with the number of seats. Passengers generally want to sit down during their trip. However, during school times this may not be possible. Total Fixed-Route capacity should not exceed 125% of the seating capacity during the peak times and 100% of the seating capacity during off-peak times. If load factors regularly exceed 100% off peak and 125% during the peak, GrapeLine may need to consider adding trippers to certain trips or increasing service frequency.

Passengers and drivers alike do not want to be in unclean vehicles. Clean vehicles, inside and out, serve as a symbol of civic pride. All buses should be swept daily and have their exteriors washed at least once per week. Graffiti and interior damage should be repaired and removed immediately.

Before leaving the yard, drivers are required to perform a pre-trip vehicle inspection. During this time drivers should ensure that vehicles do not go into service with damaged seats, windows, ventilation, pull cords, radios, and headsigs. Vehicles with any damage should not be allowed into service.

In addition to comfort on vehicles, bus stops should be regularly inspected and kept in good condition. Unmarked stops confuse passengers and will deter ridership by people who are less familiar with the bus system. Bus stops should be inspected on a weekly basis to ensure that bus stop signs are present and legible, damage is removed, trash cans are emptied, and shelters are clean.

Objective 3: Provide high quality and readily available information and marketing services.

A transit service may run well and provide riders with an excellent service but riders also need to be informed of the choices that are available and know where transit goes, when it operates, how often it operates, and where their nearest bus stop is located. Readily available information and marketing services are assets that often become overlooked but are essential to attracting riders and keeping current riders satisfied.

Maps, brochures, and displays should present the public with all the information they need to use GrapeLine. Information should be presented clearly and without clutter. GrapeLine's current system map is confusing and hard to use. Staff should set a goal to revamp their printed schedule and map in order to make this important resource more user-friendly. Marketing materials should be readily available at Lodi Station and other outlets throughout the city. Display placement should be encouraged at bus stops and at Lodi Station to provide a maximum level of passenger information.

GrapeLine should adopt customer service standards. When calling GrapeLine, callers want to know that their questions are being answered in a timely manner. Placing callers on hold can lead to the caller becoming discontent and mistrusting of the service and staff. Once calls are answered, callers should not be placed on hold for more than three minutes. Additionally, persons who log a complaint against GrapeLine want to know that their complaint is being taken

seriously. GrapeLine should adopt a standard that all complaints will be investigated and responded to within 72 hours.

Recommended goals, objectives, measures, and standards are presented below in a user-friendly format.

Figure 8-1 Proposed Goals, Objectives, Measures, and Standards

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
Service Design						
1. Develop and implement a transit system which balances the need to maximize ridership with the need to provide at least a minimal level of service to most residents	1. Design services with an emphasis towards maximizing ridership and productivity	a. passengers/Revenue Hour	Fixed-Route: minimum of 10.0 passengers/hour Dial-A-Ride: minimum of 2.3 passengers/hour	Fixed-Route: 12.0 Dial-A-Ride: 2.4	Fixed-Route: 11.3 Dial-A-Ride: 2.1	Fixed-Route: 12.0 Dial-A-Ride: 2.5
	2. Increase system ridership at or above the rate of population growth	a. Annual change in ridership	Annual increase in Lodi population	Population: Increase of ~1.4% annually since 2000 Ridership: Decline of 8%	Population: Increase of ~1.4% annually since 2000 Ridership: Decline of 6%	1.4% increase in ridership
	3. Work towards making new developments more transit supportive	a. Review development plans and provide input to developers at an early stage	Measured by developer inclusion of transit amenities, pedestrian walkways, higher density housing, and/or developer contribution of funding to transit	Yes	Yes	Review all major development plans

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
Service Design (continued)						
	4. Provide transit service coverage to most residential and commercial developments in Lodi	a. Number of residential units and commercial development within 3/4 miles of a transit route	90% of residential and commercial development within 3/4 miles of a transit route in the city limits	Meets criteria	Meets criteria	Continue to provide adequate coverage throughout the city
2. Develop and implement a transit system which seeks to maximize passenger convenience	1. Move towards higher frequency services (headways <= 30 minutes) on high ridership routes	a. Number of routes with 30 minute service	Development of one or more routes with 30 minute headways by FY 2010/11 Minimum service frequency of 60 minutes	All routes currently at 45 minute frequencies	Continue at 45 minute frequencies	Continue at 45 minute frequencies
Service Delivery						
1. Maximize the efficient and effective use of the available financial resources	1. Operate in a manner which maximizes performance	a. Operating Cost/Passenger	Combined: maximum of \$10.83 Fixed-Route: maximum of \$5.00 Dial-A-Ride: maximum of \$22.00	Combined: \$7.67 Fixed-Route: \$4.53 Dial-A-Ride: \$19.33	Combined: \$8.29 Fixed-Route: \$4.88 Dial-A-Ride: \$20.93	Combined: established by SJCOG Fixed-Route: \$4.50 Dial-A-Ride: \$20.50
		b. Operating Cost/Revenue Hour	Fixed-Route: maximum of \$60.00 Dial-A-Ride: maximum of \$50.00	Fixed-Route: \$54.53 Dial-A-Ride: \$45.77	Fixed-Route: \$55.57 Dial-A-Ride: \$47.86	Fixed-Route: \$55.00 Dial-A-Ride: \$46.00

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
<i>Service Delivery (continued)</i>						
		c. Farebox Recovery Ratio	Fixed-Route: minimum of 20% (including Measure K) Dial-A-Ride: minimum of 10%	Fixed-Route: 23.8% (14.8% without Measure K) Dial-A-Ride: 8.2%	Fixed-Route: 22.4% Dial-A-Ride: 7.5%	Fixed-Route: 20% Dial-A-Ride: 10%
2. Consistently earn the highest praise from our passengers	1. Operate a reliable and safe service	a. Preventative maintenance program	100% of PMs completed within 10% of scheduled mileage	Fixed-Route: 100% Dial-A-Ride: 100%	Fixed-Route: 100% Dial-A-Ride: 100%	Fixed-Route: 100% Dial-A-Ride: 100%
		b. # of roadcalls	Fixed-Route: Less than 1 per 15,000 revenue miles Dial-A-Ride: Less than 1 per 15,000 revenue miles	Fixed-Route: N/A Dial-A-Ride: N/A	Fixed-Route: N/A Dial-A-Ride: N/A	Fixed-Route: <1 per 15,000 miles Dial-A-Ride: <1 per 15,000 miles
		c. On-time performance	Fixed-Route: 95% of scheduled departures on-time or less than 5 minutes late Dial-A-Ride: 95% of pick-ups within 45 minute window	Fixed-Route: 73% (ridecheck data) Dial-A-Ride: N/A	Fixed-Route: N/A Dial-A-Ride: N/A	Fixed-Route: 95% Dial-A-Ride: 95%
		d. Dial-A-Ride service denials	Zero ADA annual denials	N/A	N/A	Zero ADA denials

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
<i>Service Delivery (continued)</i>						
	2. Maximize passenger comfort	a. Passenger load factors	Fixed-Route: maximum peak load-125%, maximum off-peak load-100%	N/A	N/A	Maximum peak load <125% Maximum off-peak load <100%
		b. Vehicle Cleanliness Program	All buses will be swept daily. All buses will have their exterior washed once/week. Graffiti and interior damage will be repaired and removed immediately. Buses will be detailed every 3,000 miles.	N/A	N/A	100% of buses swept daily, cleaned weekly, and detailed in specified time period. Graffiti and damage removed immediately.
		c. Driver pre-trip vehicle inspections	No equipment shall leave the yard with damaged seats, windows, heating/ventilation, pull cords, radios, or headsigs.	N/A	N/A	Vehicles leave yard in good operating condition.
		d. Bus stop maintenance program	Every stop will have a readable sign with basic route information. Each stop will be physically checked, cleaned, and any damage removed at least once/week.	N/A	N/A	All stops checked weekly.

Goals	Objectives	Measurements	Standards	FY 2006/07 Performance	FY 2007/08 Performance	FY 2008/09 Target
<i>Service Delivery (continued)</i>						
	3. Provide high quality and readily available information and marketing services	a. Customer Service Program	All customer service calls will be answered within three minutes. All complaints will be investigated within 72 hours.	N/A	N/A	100% of calls answered within five minutes and 100% of complaints investigated within 72 hours.
		b. Maps, brochures, and displays	Regularly provide a user-friendly map and brochure for distribution to the general public and public agencies. Create user friendly information displays at Lodi Station.	N/A	N/A	Create a new map and schedule brochure that more clearly presents routes and information.

Use of Goals, Objectives, Measures, and Standards

To ensure that GrapeLine is on the right track and that these measures are being well utilized, GrapeLine staff should track all recommended measures and the system's performance on a quarterly basis. With quarterly tracking, staff can analyze and recognize trends and address any issues in a timely manner. An annual report should be prepared and presented to the City Council in order to ensure accountability and proper oversight.

Chapter 9. Service Alternatives and Recommendations

This chapter outlines the issues currently facing GrapeLine and the proposed service alternatives to improve the system.

Issues Impacting Transit Demand

The City of Lodi is faced with many issues impacting transit demand.

Growth and Development

Three major development projects are planned for Lodi within the next ten years: the Southwest Gateway, Westside, and Reynolds Ranch developments. The Southwest Gateway and Westside projects will include a retail center with a Wal-Mart Supercenter and up to 1,350 new housing units. Reynolds Ranch will include a Blue Shield of California Call Center, large retail center, and senior-targeted housing. While the housing slump will affect the home construction in these new developments, construction of the retail centers is expected to proceed and be completed by FY 2009/10. These new retail developments represent areas where significant transit demand may exist and service alternatives will address the need to serve these growth centers.

Service Reliability

While GrapeLine provides a mostly reliable service to passengers, some routes did experience on-time performance issues. During the 2007 ridecheck and survey effort, Route 3 arrived on-time to bus stops 66% of the time and Route 4 arrived on-time only 46% of the time. Most trips were able to complete a roundtrip within the allotted time but could not remain on-time between timepoints due to inaccurate schedule timing. The service plan will propose updated timetables to provide a more reliable service to Lodi residents.

Ridership

Over the last five fiscal years, Fixed-Route ridership has declined over 40%. Passengers per service hour have declined from a high of 18.4 to 11.3 in FY 2007/08. The decline has been attributed to implementing stricter fare and transfer policies, an increase in passenger fares, and more accurate passenger counts. Despite declining ridership, fare revenues have increased over the last five years. GrapeLine staff has seen a large increase in ridership since the beginning of the new fiscal year in July 2008. The goal of this plan is to help maximize service efficiency and continue the recent increase in ridership.

Service Structure

All GrapeLine routes operate on approximately 45-50 minute headways which may be difficult to use and inconvenient for passengers. Some routes, such as Route 5, provide indirect service while others provide overlapping or redundant service.

The service plan will address the need for more frequent service on popular service corridors like Kettleman Lane and Central Avenue and reducing redundant services. These changes will make routes easier to use and more convenient, increasing their attractiveness to passengers.

Weekend Service

GrapeLine operates on weekends from approximately 7:45 AM to 3:00 PM at the same frequency as weekday service. Weekend ridership observed during the ridecheck effort was low, representing less than 20% of the weekday total. Service span may be a factor causing low weekend demand because the service does not accommodate afternoon shoppers or persons working a 9:00 AM to 5:00 PM work schedule.

The plan will examine the need to expand service hours and reconsider the service model used on weekends.

Commuter Service

GrapeLine only provides Fixed-Route local service to Lodi residents and Dial-A-Ride service to residents and those living near Lodi. Because Lodi is located between Sacramento and Stockton, the city is attractive to commuters seeking to live in a smaller city. The intercity operator, RTD, provides hourly service between Lodi and Stockton. However, RTD only provides one commuter trip to Sacramento. To better serve Sacramento commuters, City of Lodi staff has asked the consulting team to design a conceptual commuter route and project service cost.

Service Alternatives

Transit planning often centers on a tradeoff between two competing goals: Coverage and Productivity.

The Social Service Objective and the Coverage Strategy

Some people believe that transit is a social service which, like other social service agencies goes wherever people need it. Since there are isolated people with mobility needs scattered everywhere, this belief tends to produce systems that scatter their service very thinly, providing a little bit of service everywhere. Many agencies are designed solely on this principle, providing Dial-A-Ride service that goes anywhere in the area or hourly one-way Fixed-Routes that cover the city but involve circuitous rides. The downside is that if you try to provide service everywhere then you probably cannot afford to run good service anywhere, and thus will never generate significant levels of ridership. From this standpoint, which we call the Coverage-Based Strategy, ridership is simply not transit's highest goal. The highest goal is to get to people who are "stranded", wherever they may be.

The Ridership Objective and the Productivity Strategy

Some people believe that transit's purpose is simply to move as many people as possible as cost-effectively as possible. High ridership tends to translate into higher impacts of vehicle trip reduction. It also brings in higher fares. The Productivity Strategy states "deploy service for the maximum possible ridership." This strategy does not spread service out equally, but concentrates it where demand is greatest: high density corridors and centers where the automobile is at a disadvantage.

Based on operational issues and feedback from city staff and the community, consulting staff has identified two service alternatives—coverage based and productivity based.

Alternative 1: Coverage-Based System

The coverage system focuses on maintaining the current level of service coverage throughout the city. The proposed route structure streamlines the current routes, reduces route redundancy, and extends service to Reynolds Ranch¹ once the development is complete.

Route 1

Route 1 service will remain unchanged in Alternative 1. The schedule is updated to reflect current operating times and improve on-time performance. Updated timetables are located in Appendix C.

The new Westside Development is planned west of Lower Sacramento Road between Lodi Avenue and Vine Street and is located adjacent to Route 1. A majority of the housing in the development is planned to be low density housing. A small area is zoned as high density development and is located next to the Raley's Shopping Center where Route 1 currently operates. The consulting team does not recommend extending Route 1 service to directly serve the development.

If direct service is demanded, Route 1 could be rerouted with little effect on the schedule to serve the high density and medium density housing directly via Lodi Avenue, the main arterial in the development, and Tokay Street. Both Lodi Avenue and Tokay Street at Lower Sacramento Road are controlled intersections.

¹ For an expanded discussion on service to new developments, see Appendix D.

Figure 9-1 Route 1

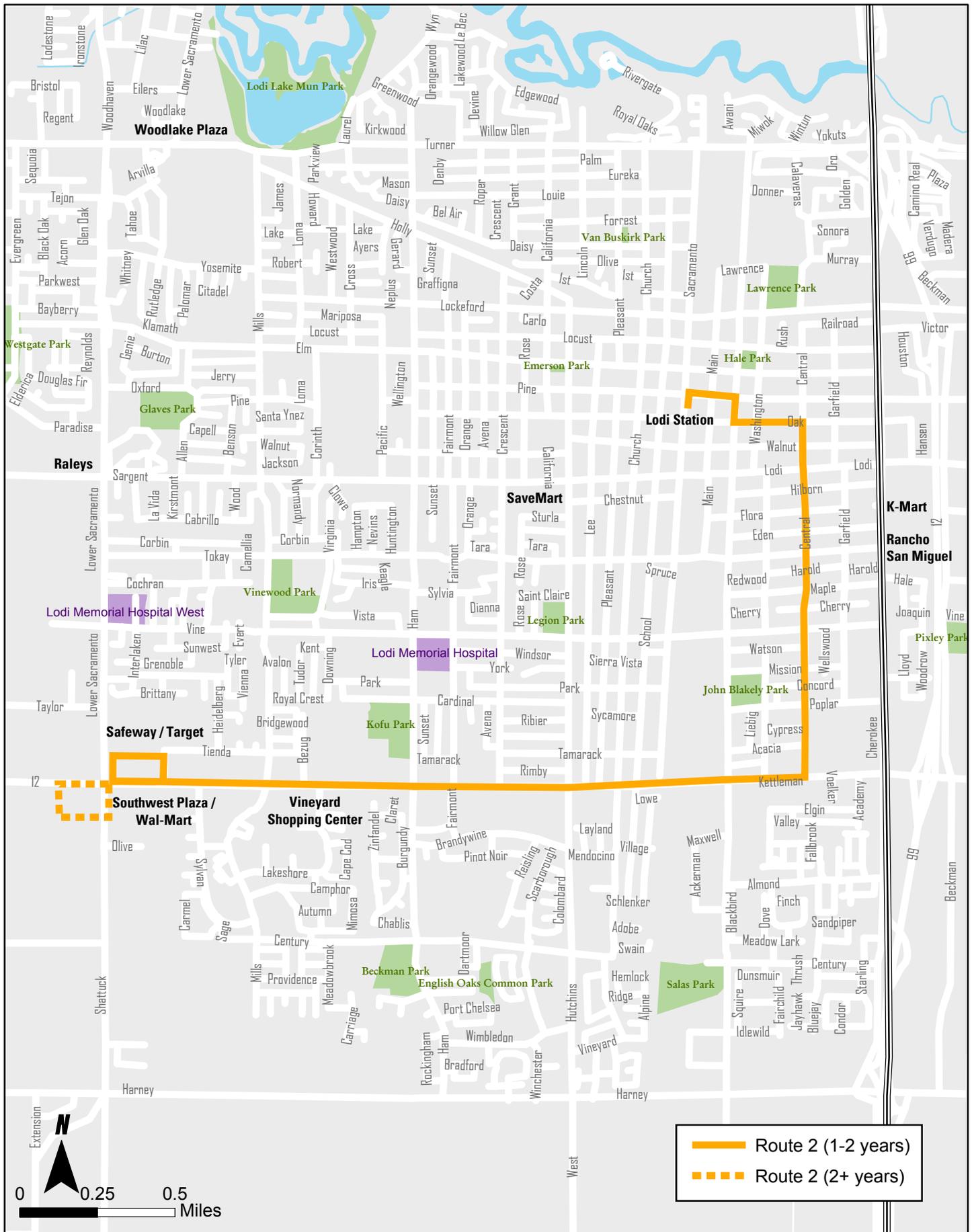


Route 2

Route 2 is currently the most productive GrapeLine route. During the ridecheck effort the route carried an average of 18 passengers per hour, more than any other route. No routing changes are proposed.

The timetable is updated to reflect current operating times. Sample timetables are presented in Appendix C.

Figure 9-2 Route 2



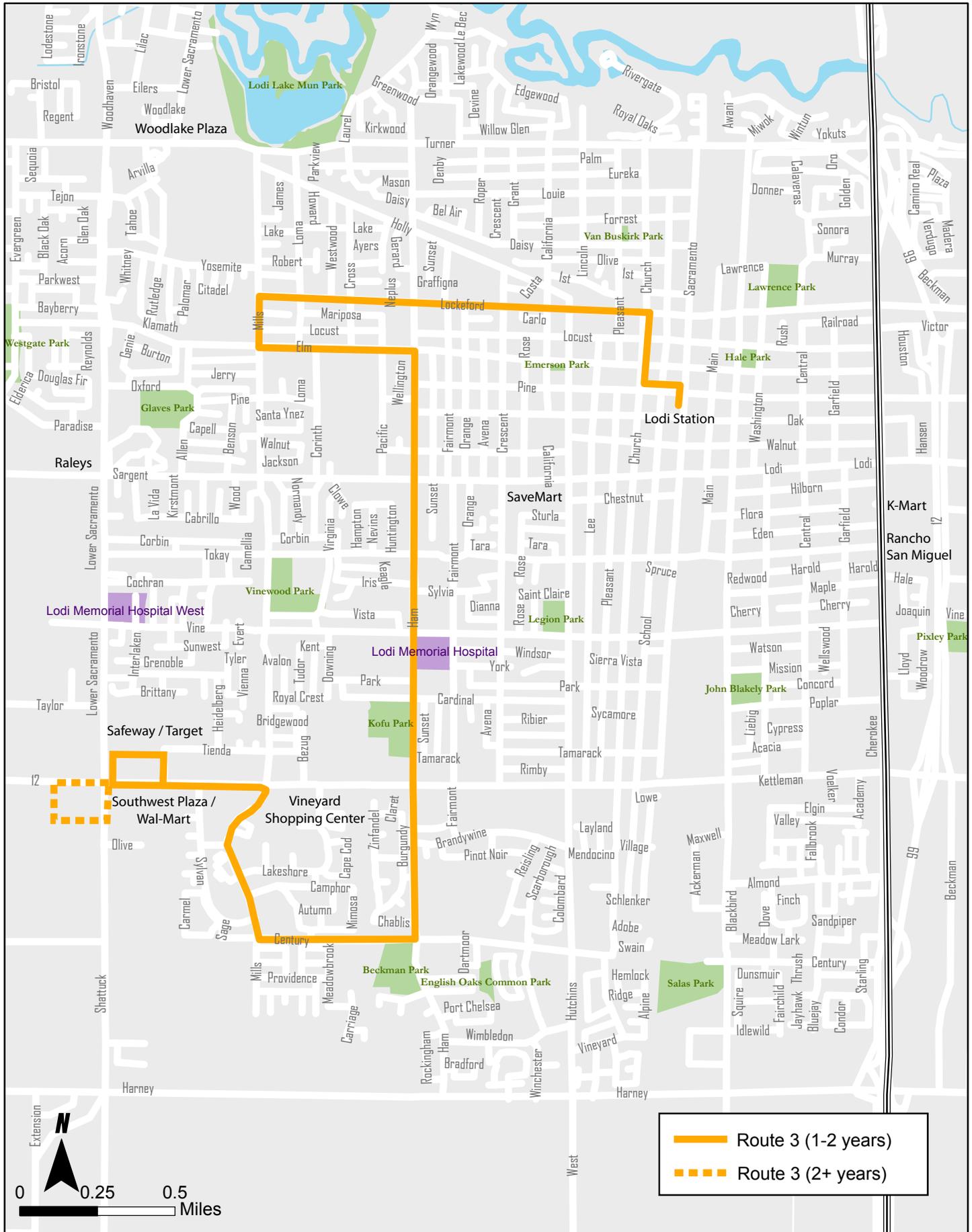
Route 3

Route 3 provides direct service to Millswood Middle School, Lodi Middle School, and Tokay High School. The route performs very well during school bell times but poorly throughout the remainder of the day. Poor performance may be due to confusing one-way service through downtown and along Century Boulevard and Wimbledon Drive and lack of service to major retail hubs such as the Wal-Mart, Safeway, and Target at Kettleman Lane and Lower Sacramento Road.

In order to simplify the route structure and give the route a midday purpose, Route 3 has been streamlined through Downtown and extended to Kettleman Lane and Lower Sacramento Road. In Downtown, the route will follow Pine Street and Church Street to Lockeford Street. This will eliminate confusing one-way service on Walnut and Oak Streets and provide a faster trip along Lockeford Street, directly serving the Buy 4 Less. From Lockeford Street, the route follows the same alignment as the current route until Ham Lane and Century Boulevard. Instead of performing a one-way loop on Century Boulevard and Wimbledon Drive, the route follows the western portion of Century Boulevard and Mills Avenue to access shopping on Kettleman Lane. The abandoned section of Route 3 is covered by the proposed Route 4 changes.

The timetable, located in Appendix C, is updated to reflect changes in the route.

Figure 9-4 Route 3



Route 4

Route 4 has been updated to reduce route redundancy and confusing one-way service. The proposed route uses Stockton Street to access Lodi Avenue, providing direct service to the Smart & Final. Instead of serving Fairmont Avenue which is one block away from Ham Lane and Route 3, the proposed route serves Hutchins Street to Century Boulevard. This alignment serves high density apartments directly and avoids narrow streets like Fairmont Avenue and portions of Church Street where operating a 40' vehicle can be difficult. From Century Boulevard, the proposed alignment directly serves the Century Christian School and Beckman Elementary School on Scarborough Drive, high density housing on Wimbledon Drive, and continues on Ham Lane and Kettleman Lane to the Wal-Mart and Target shopping centers. All abandoned portions of Route 4 are within a quarter of a mile of a transit route.

Once the South Hutchins Annex is completed, Route 4 will be rerouted to serve the shopping center outbound via Hutchins Street, Harney Lane, and Winchester Street. Route 4 will only serve the shopping center in the outbound direction due to turn restrictions and safety issues posed by providing inbound service.

The timetable, located in Appendix C, is updated to reflect changes in the route.

Route 5

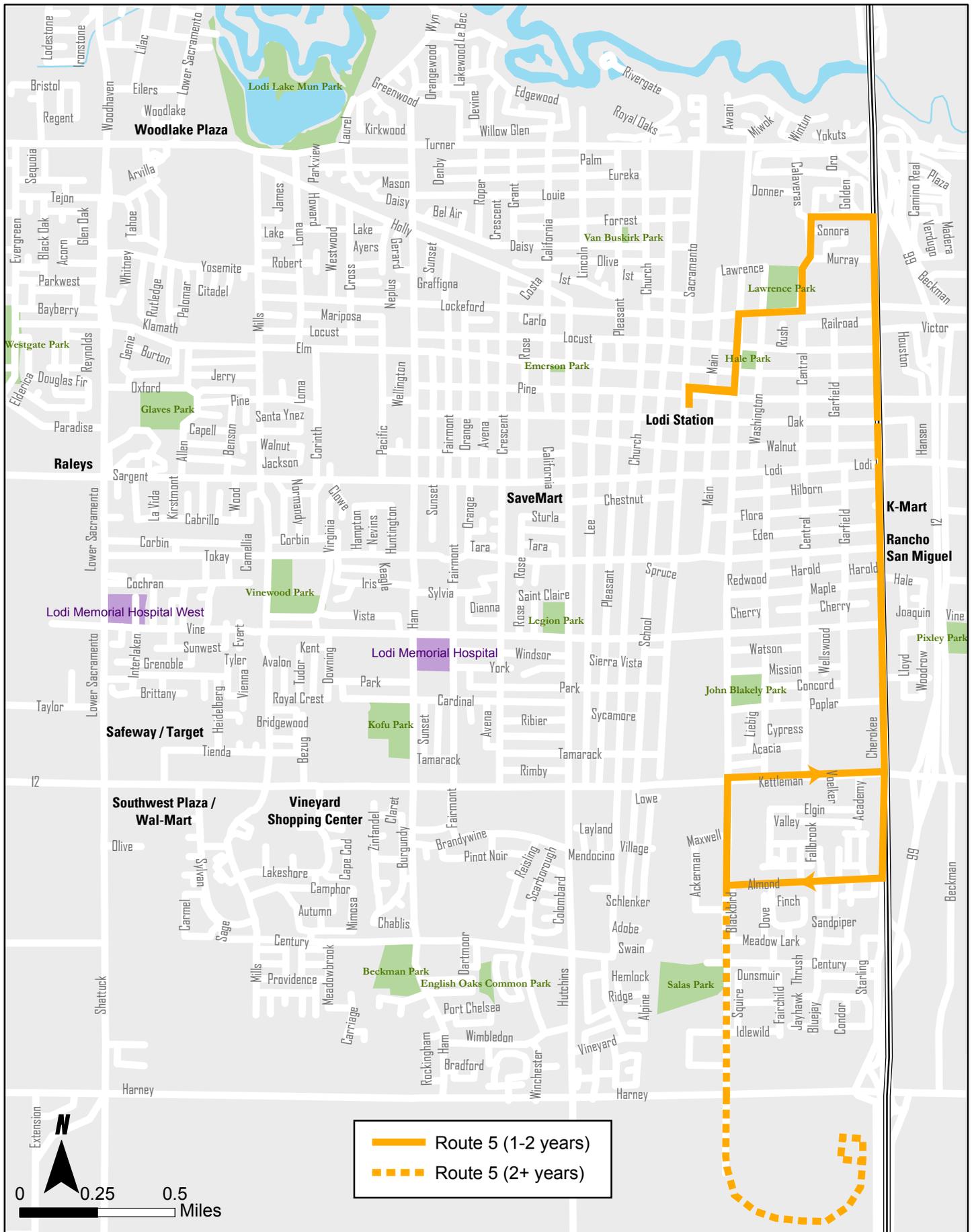
The proposed Route 5 discontinues service east of Highway 99 where few boardings occur. During the ridecheck effort, only one boarding was recorded. The route is streamlined through the northeastern neighborhood and follows Cherokee Lane to Almond Lane, Kettleman Lane, and Stockton Street. The updated routing will provide a faster and less circuitous service to core passengers along the Cherokee Lane corridor. The updated route schedule will have surplus time.

Once retail and senior housing has opened in Reynolds Ranch, Route 5 should be reconfigured to serve the development. The proposed route will bypass Almond Drive and use Stockton Street to access the development. The extra time built into the schedule will allow Route 5 to serve the Reynolds Ranch development.

Consulting staff does not recommend extending Route 5 to the Blue Shield of California facility near Reynolds Ranch until the retail development and senior housing have opened. Blue Shield of California shift hours do not correspond with current Lodi GrapeLine service hours and ample parking is provided by the employer. Both factors will likely translate into very low transit demand. See Appendix D for further explanation.

To support a perceived transit service need to Blue Shield of California, City of Lodi staff should contact Blue Shield staff to obtain employee commute information including home address and zip code and commute mode by employees. Based on where employees live and how they currently commute to work, transit demand can be determined.

Figure 9-5 Route 5



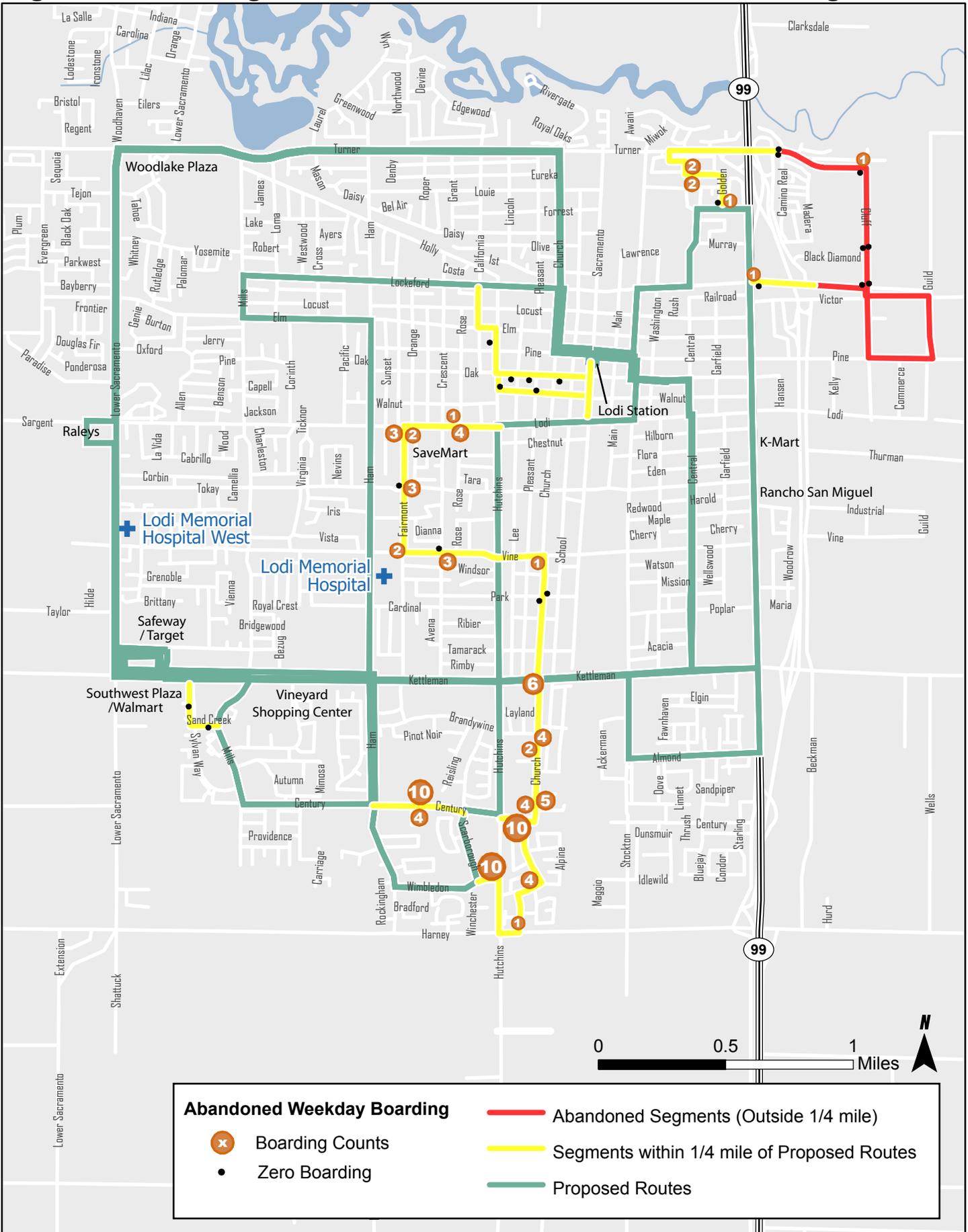
Abandoned Segments

For a large majority of riders, the recommended improvements will provide a clear improvement in bus service. The updated routes will provide direct, simple to use two-way service on all routes.

The general transit/walking distance “rule of thumb” is that a person will walk about a quarter of a mile to reach a bus stop. Many existing passengers who currently board the bus along segments proposed for elimination will still be within a quarter of a mile or less walk of another bus route and thus it is assumed that these will be “retained” passengers (i.e. they will still ride GrapeLine). There are, however, a few areas where existing passengers will no longer be within a quarter of a mile of a route. The impacted areas include the area east of Highway 99 and Almond Drive.

Overall only one boarding would fall outside of the quarter-mile buffer, far less than 1% of daily boarding activity. All passengers would continue to have access to GrapeLine’s general public Dial-A-Ride service.

Figure 9-6 Coverage-Based Alternative: Eliminated Route Segments



Updated Service Maps

The following maps present the updated route network. Figure 9-3 presents the route network within the next one to two years. Once new shopping centers open and residential development increases, the route network will be updated to serve new areas, including service to Reynolds Ranch and the new Gateway/Wal-Mart Supercenter. When the transit stop opens at the Wal-Mart Supercenter, all routes will be rerouted from the Safeway/Target parking lot to the Wal-Mart stop to turn around. Currently Routes 1, 2, and 4 travel through the Target/Safeway parking lot, significantly slowing the routes and requiring the routes to travel through roadways with very high pedestrian activity. With the opening of the Gateway Shopping Center, Routes 1-4 will be configured to meet at an on-site transfer point within Gateway Shopping Center for a timed transfer, providing passengers with two transfer points in Lodi, increasing passenger convenience and comfort.

Figure 9-7 Coverage-Based Alternative Route Map 1-2 Years

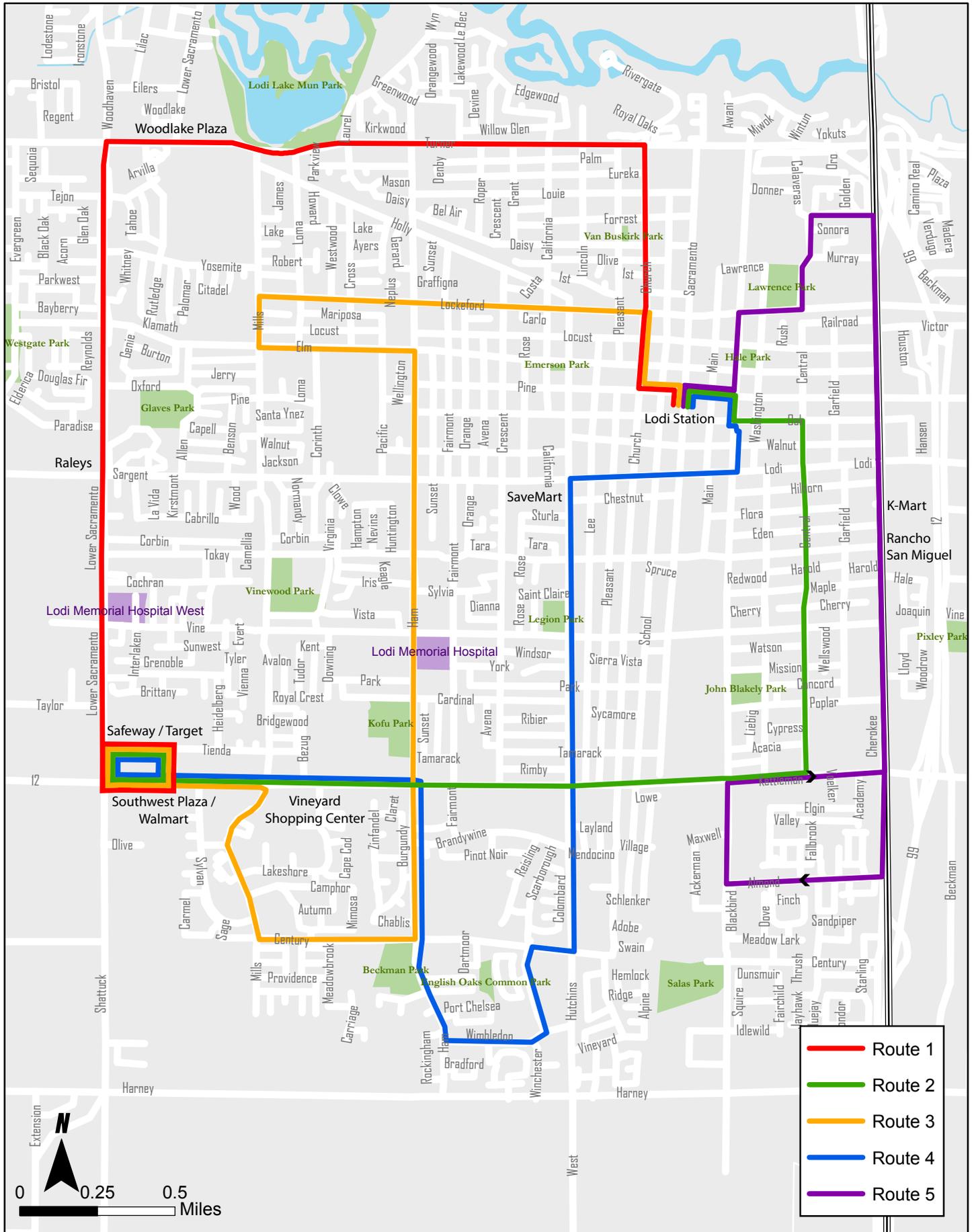
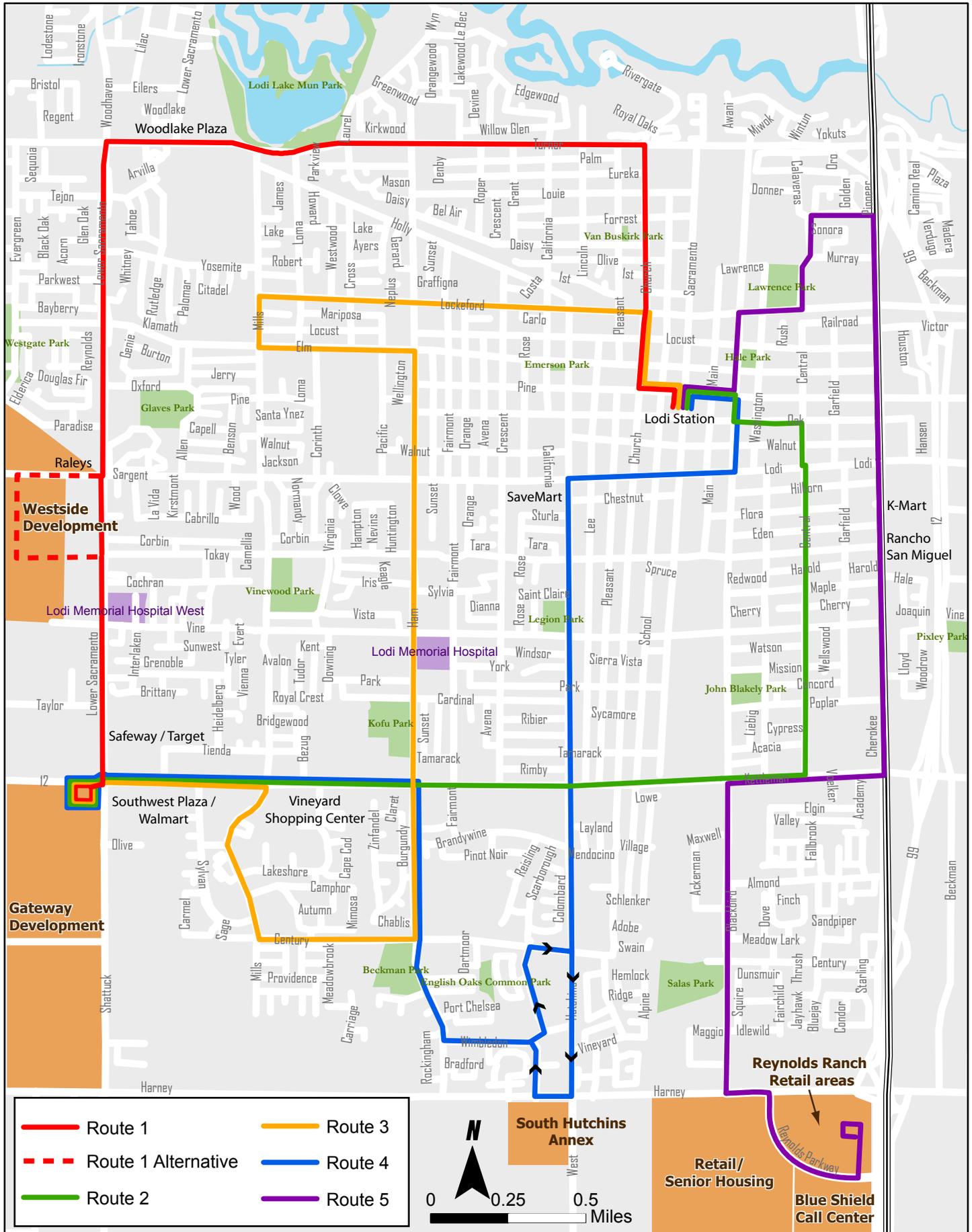


Figure 9-8 Coverage-Based Alternative Route Map 2+ Years



Required Resources

The coverage-based alternative uses status quo funding and service levels. Weekday service will require approximately 16,500 revenue hours. Base weekday Fixed-Route service requires five vehicles and peak service requires eight vehicles. The operating and funding plan is reviewed in Chapter 10.

Alternative 2: Productivity-Based System

This alternative focuses on providing an increased level of service to high ridership corridors. In this alternative, routes are structured to provide 30-minute service on highly productive corridors and hourly service on unproductive corridors. Service is discontinued in areas with low ridership. The scenario assumes a higher level of service hours.

Route 1

Route 1 will be discontinued in this service alternative. Portions of Route 1 will be served by Routes 2 and 3.

Route 2

Route 2 will follow the same alignment as it currently operates. With the additional running time added, the route will serve Lower Sacramento Road between the new Wal-Mart Supercenter and Raley's. Because Route 2 currently has the highest ridership, 30-minute service is recommended.

Route 3

Route 3 has been reconfigured to focus on the Ham Lane corridor. The route will travel on Church Street from the Transit Center to Turner Road and follow Ham Lane to Kettleman Lane. From Kettleman Lane, the route serves the Wal-Mart Supercenter. With a 60-minute roundtrip run time, the route will be able to serve the Gateway neighborhood south of Wal-Mart and the proposed community center on Lower Sacramento Road. Since a road network has not been finalized, no alignment is proposed through the development.

The current Route 3 configuration serves as the school connector route providing direct service to Millswood Middle School, Lodi Middle School, and Tokay High School and traveling close to Lodi High School. As a result of this service model, Route 3 has low ridership throughout the day except during school bell times. The proposed route changes the focus from students to the general public and provides faster service along the Ham Lane corridor connecting passengers to the shopping nexus at Kettleman Lane and Lower Sacramento Road. School tripper service will remain at bell times to transport students who attend Millswood Middle School and Tokay High School which are no longer directly on the route. Sixty-minute service is recommended on the route.

Route 4

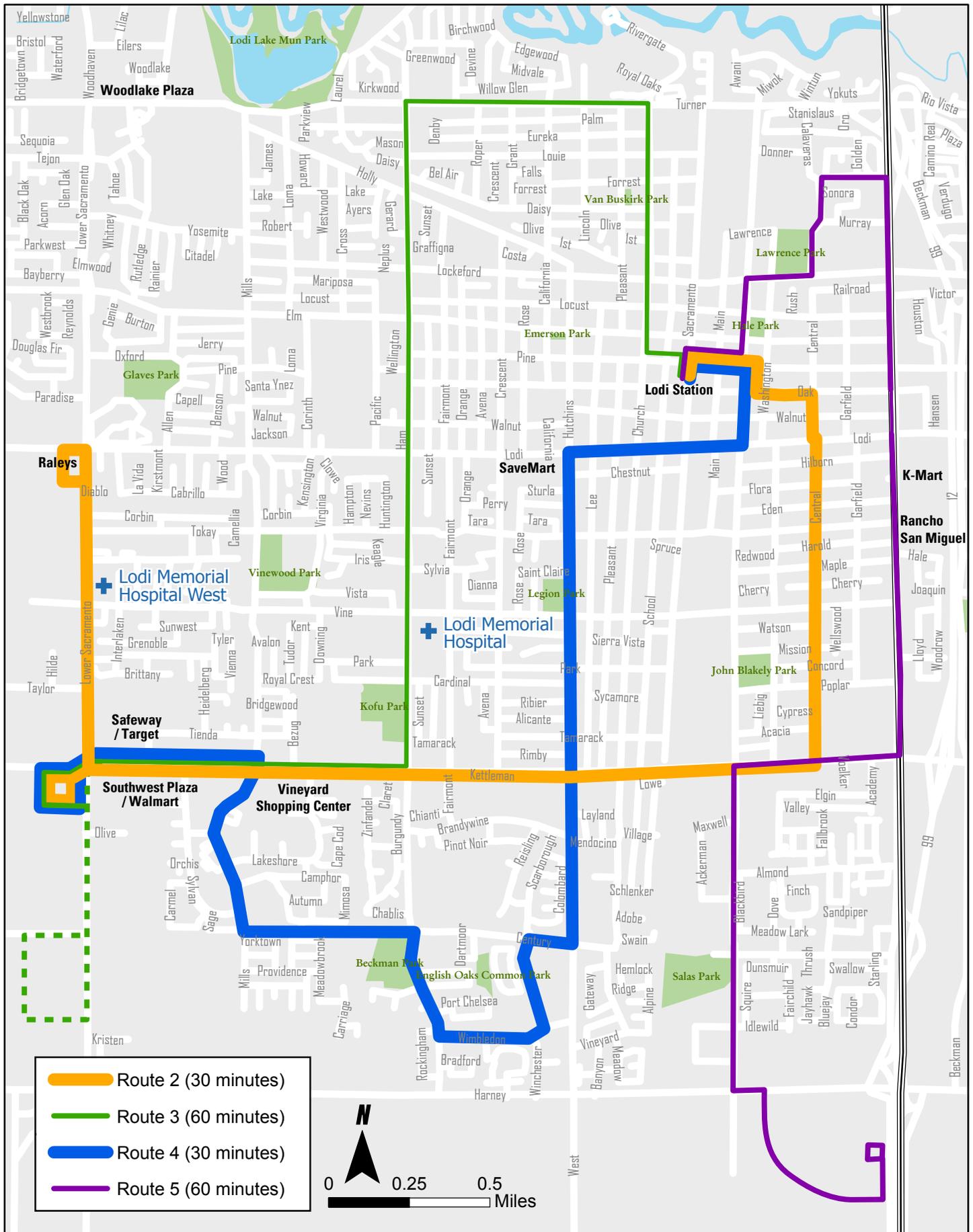
The proposed Route 4 combines the coverage scenario Route 4 with the portion of Route 3 discontinued south of Kettleman Lane. Instead of continuing on Ham Lane to Kettleman Lane as in the coverage scenario, the proposed route follows Century Boulevard to Mills Avenue to

connect to the Wal-Mart stop on Kettleman Lane. Thirty-minute service is recommended on the corridor.

Route 5

Route 5 will remain the same as the coverage scenario recommendation. Service frequency will be decreased from 45 minutes to 60 minutes to allow for more recovery time and to “loosen” up the schedule.

Figure 9-9 Productivity-Based Alternative System Map



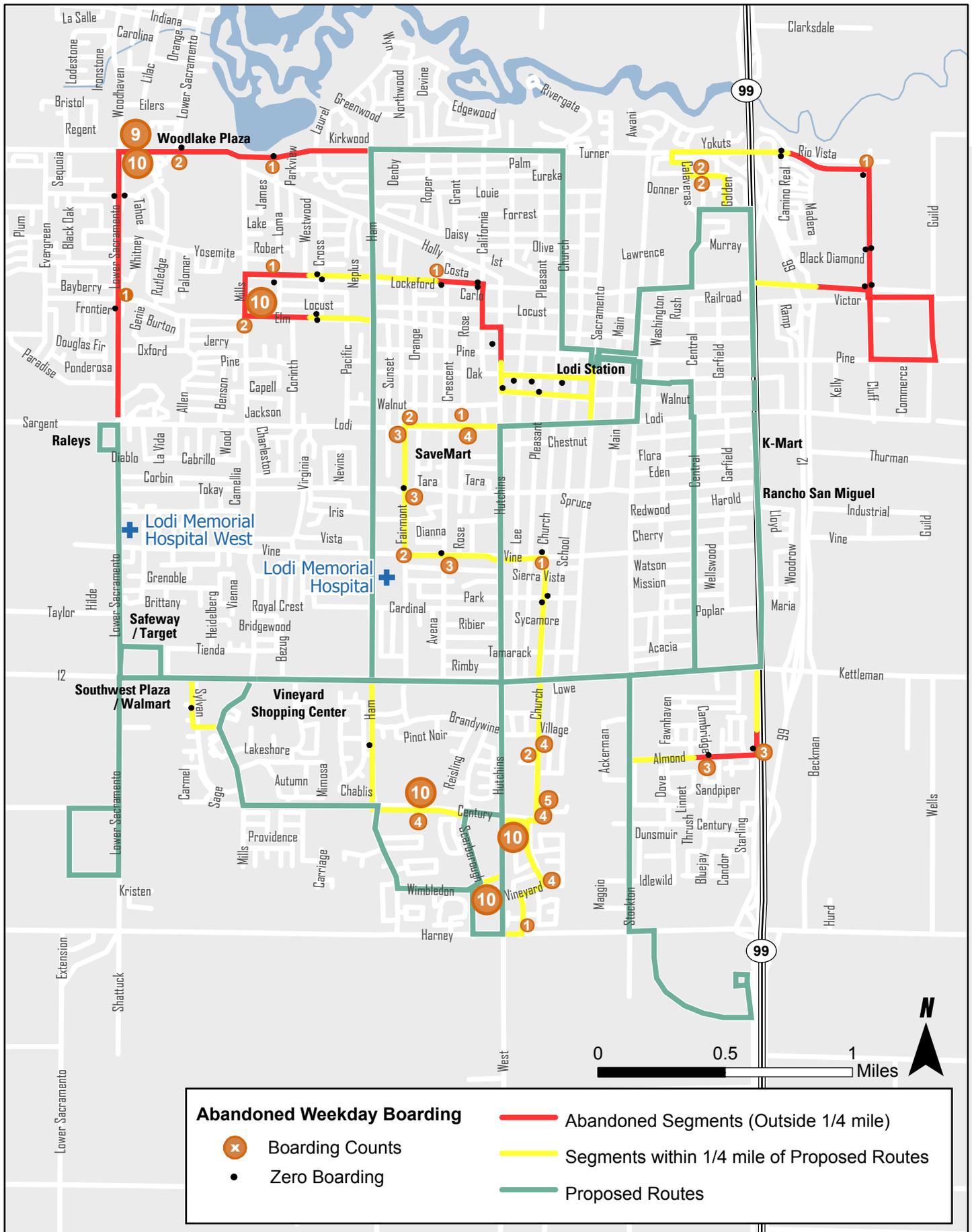
Abandoned Segments

The productivity scenario focuses on providing increased service frequency to areas where ridership is high. As a result, some coverage is lost in the northwest portion of Lodi and service frequencies decrease on two routes.

As stated previously, the general transit/walking distance “rule of thumb” is that a person will walk about a quarter of a mile to reach a bus stop. Many existing passengers who currently board the bus along segments proposed for elimination will still be within a quarter of a mile or less walk of another bus route and thus it is assumed that these will be “retained” passengers. There are, however, a few areas where existing passengers will no longer be within a quarter of a mile of a route. The impacted areas include the area east of Highway 99, Almond Drive, Millswood Middle School, and Lower Sacramento Road at Turner Road.

Overall a total of 43 boardings would fall outside of the quarter mile buffer, 5% of daily boarding activity. Millswood Middle School would still benefit from direct service via express routes and all passengers would continue to have access to GrapeLine’s general public Dial-A-Ride service.

Figure 9-10 Productivity-Based Alternative: Eliminated Route Segments



Required Resources

The productivity-based alternative requires an additional vehicle (approximately 3,400 revenue hours) and approximately 20,000 annual weekday revenue hours. Base weekday Fixed-Route service requires six vehicles and peak service requires nine vehicles.

Commuter Services

Located between Sacramento and Stockton, Lodi is ideally located for commuters traveling to the two job centers. San Joaquin RTD offers hourly service between Lodi and Stockton but only provides one roundtrip per day connecting Lodi with Sacramento. In order to better serve Lodi commuters, the consulting team was asked to develop a commuter route concept for GrapeLine.

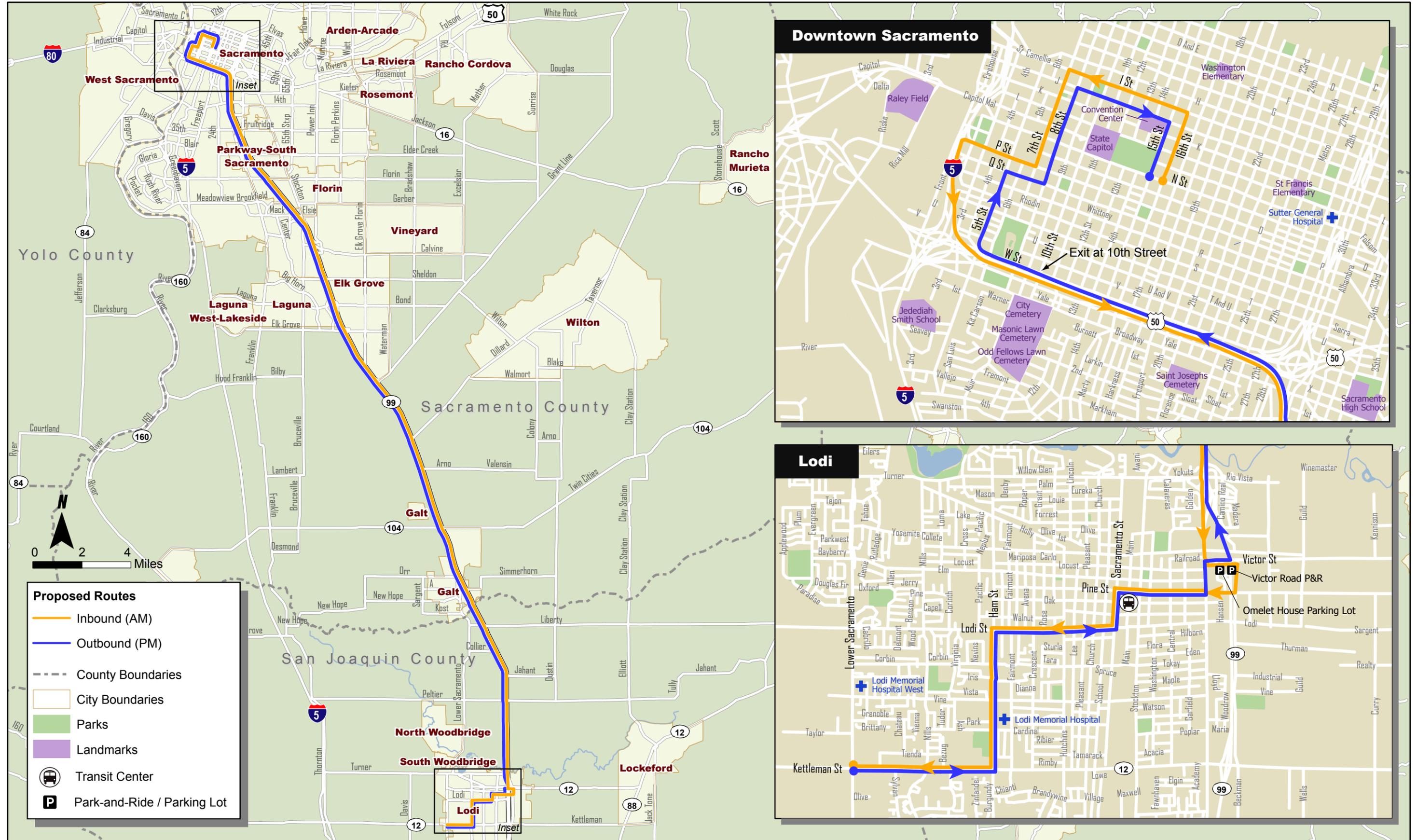
Commuters are a unique market, often consisting of “choice” riders who can be difficult to attract to transit. They demand convenient, fast, on-time bus service if they are going to be convinced to make the switch to transit. Any commuter service must be structured to operate a direct route with few stops and have enough trips to provide choice in arrival and departure times.

To maximize service frequency and convenience for passengers, Lodi GrapeLine should structure commuter services to mirror RTD. RTD Route 163 connects Stockton and Lodi to Sacramento. In Lodi, the route serves the park-and-ride located at Omelet House on Victor Road at Cherokee Lane before continuing on Highway 99 to downtown Sacramento in the morning and Stockton in the afternoon. The proposed GrapeLine commuter route would serve the same RTD stops in Lodi and provide service to the Transit Center and Kettleman Lane and Lower Sacramento Road.

In Lodi, the proposed route will offer four stops: Kettleman Lane and Lower Sacramento Road², Lodi Station, and the two park-and-ride lots. No other stops will be provided in Lodi to minimize the travel time and concentrate ridership. In Sacramento, the route will follow the same alignment as Route 163 and serve the same stops.

² At Kettleman Lane and Lower Sacramento Road, the City of Lodi will need to enter into an agreement with a retail site property owner to secure a site for a park-and-ride location in an existing parking lot. Once the new Wal-Mart Supercenter opens, the old Wal-Mart parking lot may be an ideal location for a park-and-ride lot because parking demand will be low in the existing parking lot.

Figure 9-11 Conceptual Lodi GrapeLine Commuter Route



RTD Route 163 provides an early trip, leaving Lodi at 6:10 AM and arriving in Sacramento at 6:49 AM. The proposed GrapeLine service would leave Lodi Station at 6:30 AM and 7:00 AM, providing approximately 30-minute service to Sacramento from the park-and-ride lots. The 7:00 AM trip has the advantage of leaving Lodi Station after all local buses have arrived at the transit center to allow for transfers between the local and commuter routes. When combined with the RTD route, passengers would be able to access jobs in downtown Sacramento at approximately 7:00 AM, 7:30 AM, and 8:00 AM.

Evening service on RTD Route 163 caters to the earlier workers, beginning in Sacramento at 4:40 PM. As with the morning service, GrapeLine headways are scheduled to provide approximately 30-minute service from Sacramento, beginning in Sacramento at 5:00 PM and 5:30 PM. The 5:00 PM trip is designed to allow passengers to transfer to GrapeLine local routes by their final evening departure time at 6:15 PM.

Figure 9-12 Conceptual Lodi GrapeLine Commuter Route Schedule

TO Sacramento									
	LODI	LODI	LODI	LODI	SACRAMENTO	SACRAMENTO	SACRAMENTO	SACRAMENTO	SACRAMENTO
	Kettleman Ln & Lower Sacramento Rd	Transit Center	Omelet House-700 E. Victor Rd.	Victor Rd & Hwy 99	Q St. & 5th St. (RT Bus Stop)	8th St. & N St. (RT Bus Stop)	8th St./I St. (RT Bus Stop)	J St./11th St. (RT Bus Stop)	15th St./N St. (RT Bus Stop)
RTD Route 163*	--	--	6:10 AM	--	6:49 AM	6:50 AM	6:52 AM	6:55 AM	6:57 AM
Lodi GrapeLine	6:22 AM	6:30 AM	6:35 AM	6:37 AM	7:14 AM	7:15 AM	7:17 AM	7:20 AM	7:22 AM
Lodi GrapeLine	6:52 AM	7:00 AM	7:05 AM	7:07 AM	7:44 AM	7:45 AM	7:47 AM	7:50 AM	7:52 AM
TO Lodi									
	SACRAMENTO	SACRAMENTO	SACRAMENTO	SACRAMENTO	SACRAMENTO	LODI	LODI	LODI	LODI
	N St./16th St.	I St./15th St.	I St./8th St.	Capital St./7th St.	P St./5th St.	Omelet House-700 E. Victor Rd.	Victor Rd & Hwy 99	Transit Center	Kettleman Ln & Lower Sacramento Rd
RTD Route 163*	4:40 PM	4:43 PM	4:45 PM	4:49 PM	4:50 PM	5:40 PM	--	--	--
Lodi GrapeLine	5:00 PM	5:03 PM	5:05 PM	5:09 PM	5:10 PM	6:00 PM	6:02 PM	6:07 PM	6:15 PM
Lodi GrapeLine	5:30 PM	5:33 PM	5:35 PM	5:39 PM	5:40 PM	6:30 PM	6:32 PM	6:37 PM	6:45 PM

*RTD route 163 is not operated by GrapeLine. Schedules are subject to change. Contact RTD for the most up-to-date information.

The proposed route will operate on non-holiday weekdays for approximately twelve service hours per day and require two vehicles. The service will cost approximately \$167,000³.

Figure 9-13 Commuter Route Estimated Annual Cost

Weekday Service Span	Service Hours	# of Vehicles	Total Hours	Estimated Cost Per Hour*	# of Service Days	Total
6:00 AM to 9:00 AM	3	2	6	\$55.57	250	\$83,355
4:00 PM to 7:00 PM	3	2	6	\$55.57	250	\$83,355
Total Estimated Cost						\$166,710

*Based on GrapeLine FY 2007/08 operating cost

Initially the contract operator will provide the vehicles to operate the service. If the service is successful then GrapeLine may wish to consider purchasing large over-the-road coaches at approximately \$500,000⁴ each.

GrapeLine plans to recuperate costs primarily from passenger fares and Measure K. The proposed fare structure will be equivalent to RTD's route structure. A reserved monthly seat on GrapeLine's commuter service will cost passengers \$148 (effective August 2008) and a daily ticket will cost \$14. GrapeLine should pursue a fare agreement with RTD to allow passengers to use their monthly passes between both services.

Commuter Alternatives

If the City of Lodi is not interested in investing and operating commuter service, Lodi may wish to contract with RTD to operate the service. In this arrangement, Lodi would need to form an agreement with RTD where RTD would agree to operate additional trips on Route 163 or operate the commuter route proposed above. This arrangement would be simpler for city staff because Lodi would only have to pay for the service and not purchase or lease vehicles or operate the service. RTD commuter routes recover approximately 50% of their costs through farebox revenue and Measure K. If GrapeLine enters into an agreement with RTD, Lodi would need to subsidize the unfunded portion.

RTD service costs approximately \$95 per revenue hour⁵, including all overhead and vehicle expenses. The annual cost for the proposed service if operated by RTD is estimated to be \$285,000. If farebox returns and Measure K funding continue to cover 50% of the service cost, Lodi would be responsible to fund the remaining \$142,500, saving GrapeLine almost \$25,000 compared to operating the service in-house. The savings could be higher depending on how much GrapeLine's contract operator will charge to provide additional vehicles.

³ All projected costs are based on the FY 2007/08 operating cost per revenue hour (\$55.57). Does not include any additional expense to GrapeLine for additional vehicles provided by the contract operator.

⁴ Bus price based on San Francisco Bay Area Metropolitan Transportation Commission (MTC) estimates

⁵ Commuter route operating cost per revenue hour was \$94.94 in FY 2007/08. Information from Nathaniel Atherstone, RTD planner, on November 6, 2008.

Weekend Service

GrapeLine weekend service is similar to weekday service. Routes 2, 3, and 4 operate as Routes B, C, and D. Route A operates as a large one-way counter-clockwise loop, combining segments of Routes 1 and 5. All routes run on 45-minute frequencies. Passengers living on Routes 1 and 5 are inconvenienced on weekends by the configuration of Route A. One-way loops lead to long travel times and discourage ridership, especially if a passenger's destination is in the opposite travel direction. In order to provide a convenient service to all GrapeLine riders, consulting staff recommends modifying weekend service.

Route 1

Reinstate Route 1 in order to restore two-way service on Lower Sacramento Road and Turner Road. Designate as Route 1 to maintain route consistency with weekday service.

Route 2

Discontinue service in favor of Routes 6 and 7. See below.

Route 3

Discontinue service in favor of Routes 6 and 7.

Route 4

Discontinue service in favor of Routes 6 and 7.

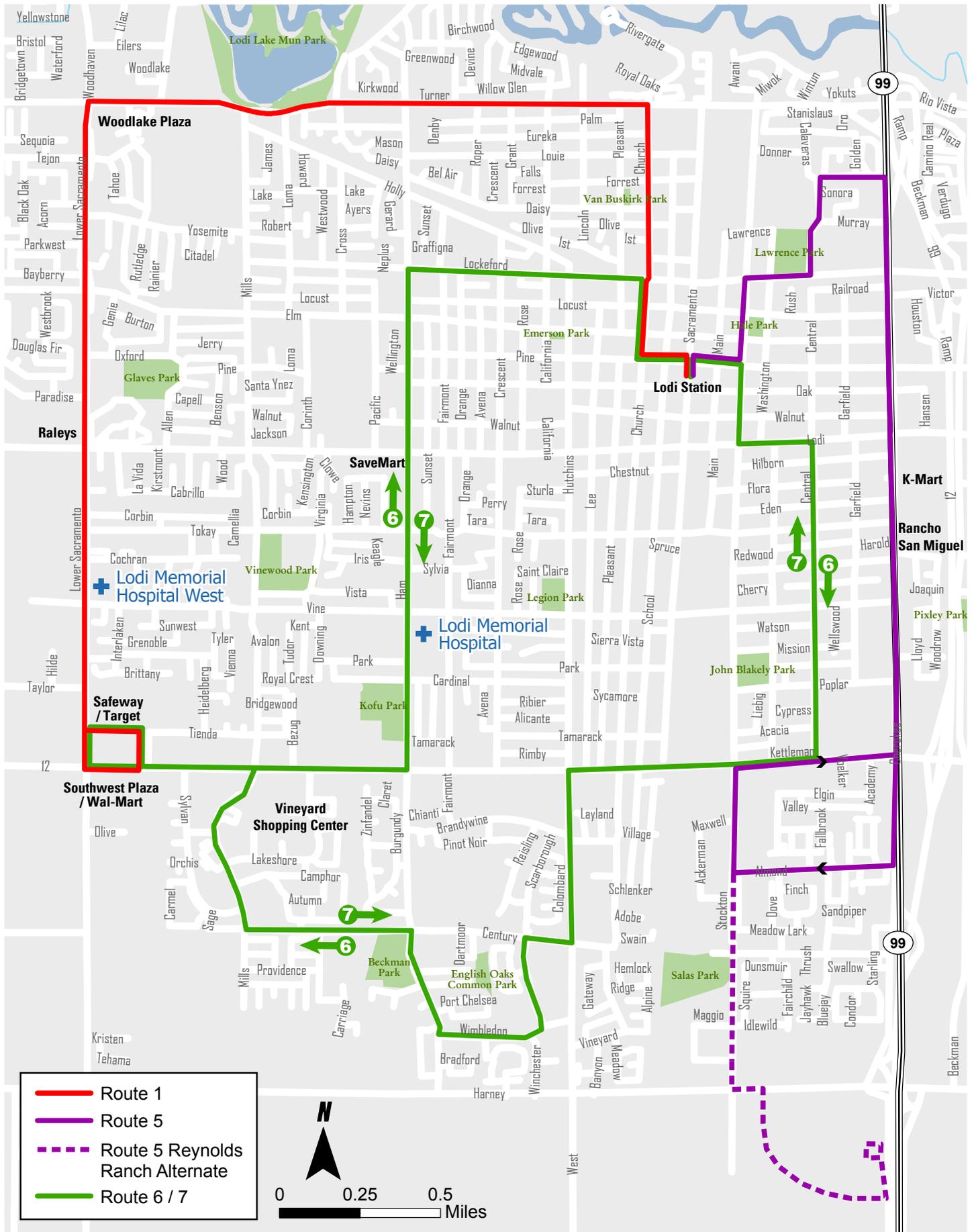
Route 5

Implement updated Route 5 serving Reynolds Ranch to restore two-way service along the Cherokee Lane corridor. Designate as Route 5 to maintain route consistency with weekday service.

Routes 6 and 7

To maintain service coverage throughout the city, the consulting team recommends combining segments of Routes 2, 3, and 4. The proposed route would primarily operate on Lockeford Street, Ham Lane, Kettleman Lane, Mills Avenue, Wimbledon Drive, Hutchins Street, and Central Avenue. Service would be discontinued on route segments near Millswood Middle School, on Hutchins Street between Kettleman Lane and Lodi Avenue, and parts of Lodi Avenue. Route 6 would operate the route in a clockwise loop and Route 7 in a counter-clockwise loop. The routes would operate on 45 minute frequencies.

Figure 9-14 Proposed Weekend Service



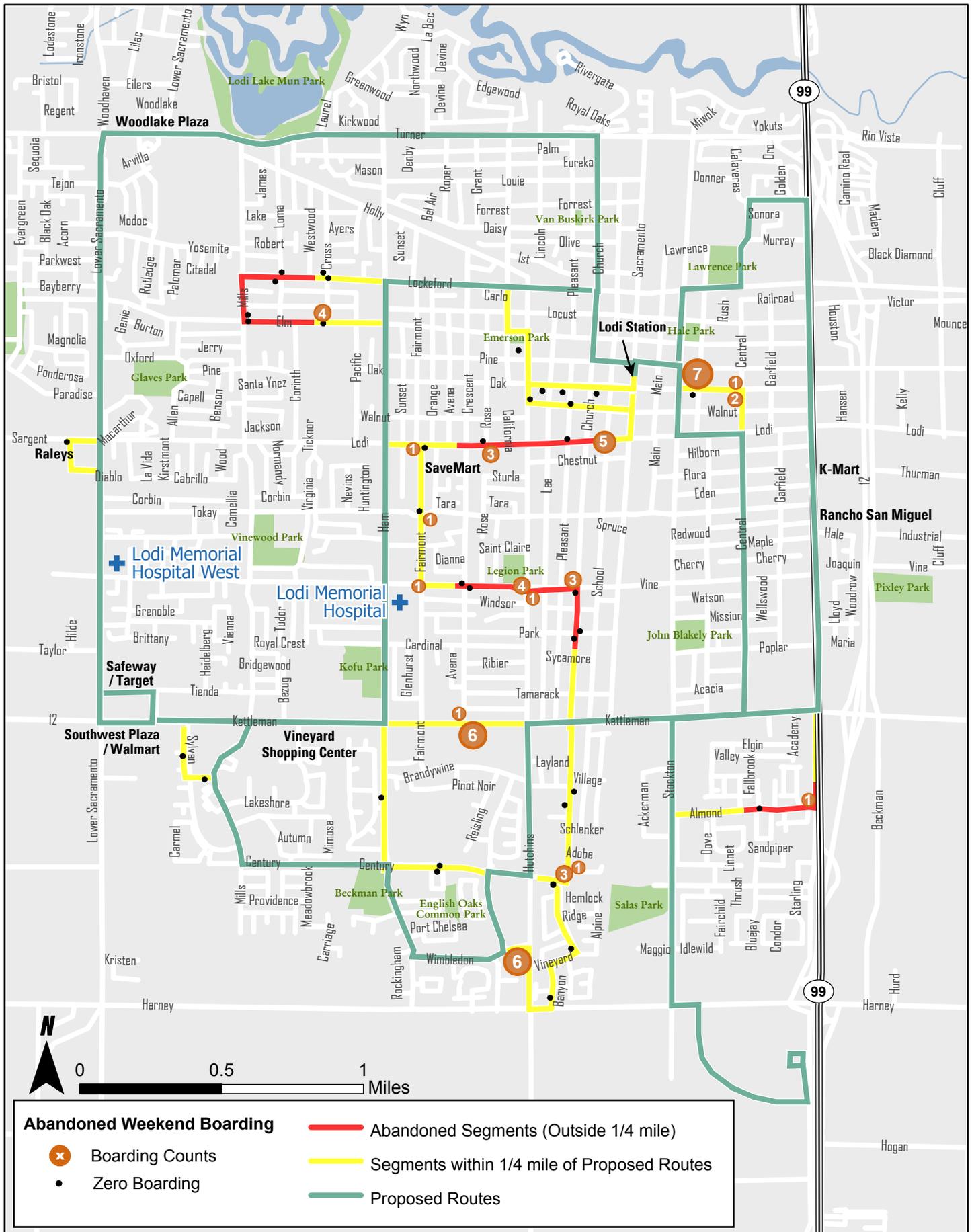
Sample timetables are located in Appendix C.

Abandoned Segments

The proposed service discontinues service on portions of Hutchins Street, Lodi Avenue, Lockeford Street, Elm Street, and Walnut Street.

Overall 11 weekend boardings would fall outside of the quarter mile buffer, 4% of daily boarding activity. All passengers would continue to have access to GrapeLine's general public Dial-A-Ride service.

Figure 9-15 Proposed Weekend Service: Eliminated Route Segments



Required Resources

The proposed service requires the same amount of resources (approximately 3,500 annual service hours) as the current weekend service and provides two-way service to all Lodi residents. No additional resources are necessary.

Service Expansion

Because the limited service span likely deters ridership, the consulting team recommends expanding weekend service to 6:15 PM if resources become available. The expansion would add four more trips per route at 3:15 PM, 4:00 PM, 4:45 PM and 5:30 PM, increase convenience, and allow afternoon shoppers and workers to use GrapeLine more freely.

The additional service would require approximately 1,250 annual revenue hours and is estimated to cost \$70,000.

Fixed-Route Alternative Summary

Figure 9-12 summarizes the proposed alternatives and expansions. All costs are based on the GrapeLine FY 2007/08 operating cost per revenue hour and assume GrapeLine will operate the proposed commuter service in-house.

Figure 9-12 Fixed-Route Service Alternative Summary

	Estimated Revenue Hours	Peak Vehicles	Estimated Cost [†]
Coverage Alternative*	21,500	8	\$1,194,755
Productivity Alternative*	24,900	9	\$1,383,693
Commuter Service	3,000	2	\$166,710
Weekend Expansion	1,250	4	\$69,463

*Includes status quo weekend service

[†]Cost estimates based on the FY 2007/08 operating cost per revenue hour

Dial-A-Ride Service Plan

Nelson\Nygaard has assumed that throughout the ten-year planning horizon GrapeLine will continue to operate the status quo Dial-A-Ride service, with no significant changes in either the service model or service levels.

Chapter 10. Financial and Capital Plan

This chapter presents GrapeLine's operating and capital needs for the ten-year planning horizon. All revenues and costs are projected based on current conditions and guidance from the City of Lodi and the San Joaquin Council of Governments (SJCOG).

Revenues

GrapeLine receives funding from a variety of sources including Federal Transit Administration (FTA) Section 5307 grants, Transportation Development Act (TDA) funds, Measure K, and fare revenues.

Federal Transit Administration (FTA) Section 5307

The FTA Section 5307 Urbanized Area Formula Program is an important source of transit funding for urbanized areas like Lodi. Funding is based on population and is distributed by SJCOG to operators. Smaller suburban communities such as Lodi can use this funding for both transit capital and transit operations. SJCOG staff works with the region's transit operators to determine how these funds are prioritized.

Section 5307 operating funds require a 50% match for operations and a 20% match for all capital programs.

Transportation Development Act (TDA)

For most California transit services, TDA funds are the largest single source of operating revenue. TDA Local Transportation Funds (LTF) are intended to be "transit first" funding, meaning that funds are expected to be spent on transit projects to the extent that such projects are needed to fill all "transit needs that are reasonable to meet". There is no universally accepted definition of reasonable to meet, and individual jurisdictions must make their own determination. SJCOG administers an annual "unmet needs" process to ensure that all reasonable transit needs are met. TDA funds can be used for capital expenditures or operations or a combination thereof, and, importantly, they provide an important source of local match for federal capital funding.

The Local Transportation Fund revenues are derived from a one-quarter cent sales tax, which is collected by the Board of Equalization, and administered locally through the SJCOG, which returns it to local jurisdictions. Since this funding is tied directly to tax revenues that fluctuate with the state of the economy, TDA allocations may not be as robust in the coming years although SJCOG still projects TDA allocations increasing approximately 2% annually for all San Joaquin County jurisdictions.

The City of Lodi currently dedicates all TDA funding to transit.

Congestion Mitigation and Air Quality (CMAQ)

The CMAQ Improvement Program provides funding to transit operators to help meet San Joaquin County's emissions target. The program, authorized through federal transportation legislation, is available to metropolitan areas that are not in compliance with federal air quality standards regarding ozone or carbon monoxide. For SJCOG, CMAQ has funded transit demonstration programs and helps purchase clean air vehicles like Lodi's CNG buses.

Measure K

Measure K is a half cent sales tax dedicated to transportation projects in San Joaquin County. The voter approved program is aimed at improving roads, public transit, and air quality. Measure K funds are administered and distributed by SJCOG. The program will expire in 2040 and is estimated to distribute over \$2.5 billion in funding over the next 30 years.

In FY 2007/08, Lodi received over \$100,000 in Measure K funds. If commuter service is implemented, GrapeLine hopes to receive additional Measure K funding to offset the cost of the service.

Fare Revenue

Farebox revenues are a small yet important component for all transit services. Although GrapeLine does not have a farebox recovery goal set by SJCOG, GrapeLine should strive to exceed a 20% farebox recovery ratio for Fixed-Route and 10% ratio for Dial-A-Ride services before Measure K funding is taken into account.

Projected fare revenues are based on the average fare and ridership for each alternative. Fare revenues are presented in the financial plan.

Figure 10-1 presents operating funding available to GrapeLine. All revenue projections are based on the San Joaquin County Transportation Improvement Plan (June 2008) and guidance from SJCOG in February 2009.

Figure 10-1 Projected Ten-Year Operating Revenues

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
FTA Section 5307	\$1,522,364	\$1,552,811	\$1,583,868	\$1,615,545	\$1,647,856	\$1,680,813	\$1,714,429	\$1,748,718	\$1,783,692	\$1,819,366
<i>Percent Change</i>		2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Transportation Development Act (TDA)	\$1,840,000	\$1,876,800	\$1,914,336	\$1,952,623	\$1,991,675	\$2,031,509	\$2,072,139	\$2,113,582	\$2,155,853	\$2,198,970
<i>Percent Change</i>		2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Measure K	\$121,000	\$123,420	\$125,888	\$128,406	\$130,974	\$133,594	\$136,266	\$138,991	\$141,771	\$144,606
<i>Percent Change</i>		2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Other Revenues*	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	\$3,513,364	\$3,583,031	\$3,654,092	\$3,726,574	\$3,800,505	\$3,875,915	\$3,952,834	\$4,031,290	\$4,111,316	\$4,192,942

All funding increases 2% annually based on SJCOG guidance.

FTA Section 5307 FY 2008/09 apportionment from FTA Federal Apportionment Registers.

TDA and Measure K revenues taken from Lodi's FTIP. TDA does not include STA which may be eliminated by the Governor's Office.

Other revenues include interest income, Greyhound ticket commission, and CNG fuel sales and are based on the FY 2008/09 GrapeLine budget.

Financial Plan

Ten-year operating cost and revenue projections are presented in this section.

The financial plan assumes the following regarding funding:

- All funding sources will increase 2% per year (SJCOG guidance)

Service costs are presented for proposed alternative and service expansions. The service plan assumptions include:

- Operating costs are based on the FY 2007/08 operating cost per revenue hour, increasing 3% annually
- Dial-A-Ride service hours will remain static due to declining ridership until FY 2011/12 and then increase 1% annually

Figure 10-2 presents the estimated service hours and operating costs. Operating costs for the productivity alternative are approximately 16% higher than the coverage alternative because one additional vehicle is required to operate the service.

Figure 10-2 Operating Plan

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Estimated Revenue Service Hours										
Fixed-Route										
Coverage-Based Alternative*	21,500	21,500	21,500	21,500	21,500	21,500	21,500	21,500	21,500	21,500
Productivity-Based Alternative*	21,500	21,500	21,500	24,900	24,900	24,900	24,900	24,900	24,900	24,900
Commuter Service	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Weekend Expansion	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250
Dial-A-Ride	28,500	28,500	28,500	28,500	28,785	29,073	29,364	29,657	29,954	30,253
Estimated Service Costs[†]										
Fixed-Route										
Coverage-Based Alternative*	\$1,230,525	\$1,267,441	\$1,305,464	\$1,344,628	\$1,384,967	\$1,426,516	\$1,469,311	\$1,513,391	\$1,558,792	\$1,605,556
Productivity-Based Alternative*	\$1,230,525	\$1,267,441	\$1,305,464	\$1,557,267	\$1,603,985	\$1,652,104	\$1,701,668	\$1,752,718	\$1,805,299	\$1,859,458
Commuter Service	\$171,701	\$176,852	\$182,158	\$187,623	\$193,251	\$199,049	\$205,020	\$211,171	\$217,506	\$224,031
Weekend Expansion	\$71,542	\$73,688	\$75,899	\$78,176	\$80,521	\$82,937	\$85,425	\$87,988	\$90,627	\$93,346
Dial-A-Ride	\$1,405,062	\$1,447,214	\$1,490,631	\$1,535,350	\$1,597,224	\$1,661,592	\$1,728,555	\$1,798,215	\$1,870,683	\$1,946,072

[†]Service costs based on the FY 2007/08 operating cost per hour increasing at 3% annually

*Alternatives include status quo weekend service

Performance Measures

With the proposed streamlined-coverage and productivity alternatives, passengers per revenue hour reverses its downward trend and begins to increase. Cost productivity measures increase at a slower rate than in past years due to increasing ridership. The farebox recovery ratio, however, declines in the alternatives because no fare increase is programmed. Increasing fares will improve the farebox recovery ratio but will also have a negative effect on ridership.

Performance measures are presented for the coverage-based and productivity-based alternatives.

Coverage-Based Alternative assumptions:

- Status quo service hours through the lifespan of the plan.
- Proposed route changes are implemented in FY 2009/10.
- Fixed-Route ridership increases 5% in FY 2008/09 based on current trend, 3% annually in FY 2009/10 and FY 2010/11, and at 1.5% through the life of the plan.
- Dial-A-Ride ridership declines slightly in FY 2008/09 and FY 2009/10. Ridership increases at 1% starting in FY 2010/11.
- No fare increase.
- Farebox revenues are based on the projected ridership and the average fare per passenger in FY 2007/08.

Figure 10-3 Coverage-Based Alternative Performance Measures

	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Ridership											
Fixed-Route	241,972	254,071	261,693	269,543	273,587	277,690	281,856	286,084	290,375	294,731	299,151
Dial-A-Ride	65,202	64,550	63,904	64,544	65,189	65,841	66,499	67,164	67,836	68,514	69,199
Farebox Revenues											
Fixed-Route	\$161,969	\$170,067	\$175,169	\$180,425	\$183,131	\$185,878	\$188,666	\$191,496	\$194,368	\$197,284	\$200,243
Dial-A-Ride	\$102,439	\$101,414	\$100,400	\$101,404	\$102,418	\$103,442	\$104,477	\$105,521	\$106,577	\$107,642	\$108,719
Passengers/Revenue Hour											
Fixed-Route	11.4	11.8	12.2	12.5	12.7	12.9	13.1	13.3	13.5	13.7	13.9
Dial-A-Ride	2.3	2.3	2.2	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Operating Cost/Passenger											
Fixed-Route	\$4.88	\$4.84	\$4.84	\$4.84	\$4.91	\$4.99	\$5.06	\$5.14	\$5.21	\$5.29	\$5.37
Dial-A-Ride	\$20.93	\$21.77	\$22.65	\$23.09	\$23.55	\$24.26	\$24.99	\$25.74	\$26.51	\$27.30	\$28.12
Combined	\$8.29	\$8.27	\$8.34	\$8.37	\$8.50	\$8.68	\$8.86	\$9.05	\$9.24	\$9.44	\$9.64
Subsidy/Passenger											
Fixed-Route	\$4.21	\$4.17	\$4.17	\$4.17	\$4.25	\$4.32	\$4.39	\$4.47	\$4.54	\$4.62	\$4.70
Dial-A-Ride	\$19.36	\$20.20	\$21.08	\$21.52	\$21.98	\$22.69	\$23.42	\$24.17	\$24.94	\$25.73	\$26.55
Farebox Recovery Ratio											
Fixed-Route	13.7%	13.8%	13.8%	13.8%	13.6%	13.4%	13.2%	13.0%	12.8%	12.7%	12.5%
Dial-A-Ride	7.5%	7.2%	6.9%	6.8%	6.7%	6.5%	6.3%	6.1%	5.9%	5.8%	5.6%

Productivity-Based Alternative

- Coverage-based alternative operates through FY 2010/11. New productivity-based service is implemented in FY 2011/12.
- Fixed-Route ridership increases 5% in FY 2008/09 based on current trend and 3% in FY 2009/10 and FY 2010/11.
- Ridership declines in FY 2011/12 with the implementation of the new service and increases at 5% in the subsequent two years because of the increased convenience provided to passengers with higher frequency routes. Ridership increases at a slower rate after FY 2013/14.
- Dial-A-Ride ridership declines slightly in FY 2008/09 and FY 2009/10. Ridership increases at 1% starting in FY 2010/11.
- No fare increase.
- Farebox revenues are based on the projected ridership and the average fare per passenger in FY 2007/08.

Figure 10-4 Productivity-Based Alternative Performance Measures

	FY 2007/08	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Ridership											
Fixed-Route	241,972	254,071	261,693	269,543	261,457	274,530	288,257	294,022	299,902	305,900	312,018
Dial-A-Ride	65,202	64,550	63,904	64,544	65,189	65,841	66,499	67,164	67,836	68,514	69,199
Farebox Revenues											
Fixed-Route	\$161,969	\$170,067	\$175,169	\$180,425	\$175,012	\$183,762	\$192,951	\$196,810	\$200,746	\$204,761	\$208,856
Dial-A-Ride	\$102,439	\$101,414	\$100,400	\$101,404	\$102,418	\$103,442	\$104,477	\$105,521	\$106,577	\$107,642	\$108,719
Passengers/Revenue Hour											
Fixed-Route	11.4	11.8	12.2	12.5	12.2	12.8	13.4	13.7	13.9	14.2	14.5
Dial-A-Ride	2.3	2.3	2.2	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
Operating Cost/Passenger											
Fixed-Route	\$4.88	\$4.84	\$4.84	\$4.84	\$5.14	\$5.04	\$4.95	\$5.00	\$5.05	\$5.10	\$5.15
Dial-A-Ride	\$20.93	\$21.77	\$22.65	\$23.09	\$23.55	\$24.26	\$24.99	\$25.74	\$26.51	\$27.30	\$28.12
Combined	\$8.29	\$8.27	\$8.34	\$8.37	\$8.82	\$8.76	\$8.70	\$8.85	\$9.01	\$9.16	\$9.32
Subsidy/Passenger											
Fixed-Route	\$4.21	\$4.17	\$4.17	\$4.17	\$4.47	\$4.38	\$4.28	\$4.33	\$4.38	\$4.43	\$4.48
Dial-A-Ride	\$19.36	\$20.20	\$21.08	\$21.52	\$21.98	\$22.69	\$23.42	\$24.17	\$24.94	\$25.73	\$26.55
Farebox Recovery Ratio											
Fixed-Route	13.7%	13.8%	13.8%	13.8%	13.0%	13.3%	13.5%	13.4%	13.3%	13.1%	13.0%
Dial-A-Ride	7.5%	7.2%	6.9%	6.8%	6.7%	6.5%	6.3%	6.1%	5.9%	5.8%	5.6%

Fare Recommendations

Although not programmed into the proposed alternatives, GrapeLine should review its fare structure on a regular basis. Fares should be compared against annual inflation, peer agencies, and farebox recovery ratio targets. GrapeLine staff should review fares every 18-24 months.

Capital Plan

GrapeLine has over \$10 million in capital projects scheduled over the next ten years. The primary capital need will be vehicle purchases. Approximately \$6 million is required to fund vehicle purchases. The capital projects, their costs, and proposed funding sources are presented in Figure 10-5.

Projects that cannot be funded through projected revenues or projected reserves will be postponed until funding is available.

Capital Plan assumptions:

- Vehicle prices are based on Bay Area Metropolitan Transportation Commission (MTC) projections, increasing at 3.5% annually
- The major bus purchase scheduled for FY 2011/12 will be funded by CMAQ (88.5%) and TDA (11.5%)
- Transit security upgrades, solar power project, and bus stop shelters and amenities scheduled for FY 2009/10 will be funded through Proposition 1B or the Economic Stimulus Package
- On all other projects, FTA 5307 will provide 80% of the funding and TDA will provide the 20% local match

Figure 10-5 Capital Plan

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	Total
CAPITAL EXPENSES											
Vehicle Replacement			\$263,052	\$3,638,337	\$187,859	\$486,084		\$312,423	\$862,289	\$223,117	\$5,973,162
<i># of Vehicles</i>			<i>3 cutaways</i>	<i>6 buses + 8 cutaways</i>	<i>2 cutaways</i>	<i>5 cutaways</i>		<i>3 cutaways</i>	<i>8 cutaways</i>	<i>2 cutaways</i>	<i>37 total vehicles</i>
Facility Upgrades				\$200,000	\$200,000		\$200,000		\$200,000		\$800,000
Transit Security Automated Fareboxes		\$510,000									\$510,000
Transit Maintenance Shop Solar Power Project		\$1,000,000									\$1,000,000
Transit Bus Stop Shelters and Amenities		\$25,000									\$25,000
Transit Facilities Security System		\$775,000									\$775,000
Transit Shop Safety & Security Project			\$135,000								\$135,000
Technology Upgrade					\$60,000						\$60,000
Bicycle Support Program			\$75,000								\$75,000
Transit Shop Expansion									\$450,000	\$450,000	\$900,000
Total Capital Expenses	\$0	\$2,310,000	\$473,052	\$3,838,337	\$447,859	\$486,084	\$200,000	\$312,423	\$1,512,289	\$673,117	\$10,253,162
CAPITAL REVENUES											
FTA Section 5307			\$378,442	\$160,000	\$358,287	\$388,867	\$160,000	\$249,939	\$1,209,831	\$538,494	\$3,443,860
TDA			\$94,610	\$458,409	\$89,572	\$97,217	\$40,000	\$62,485	\$302,458	\$134,623	\$1,279,374
CMAQ Grant				\$3,219,928							\$3,219,928
Proposition 1B/Economic Stimulus Package		\$2,310,000									\$2,310,000
Total Capital Revenues	\$0	\$2,310,000	\$473,052	\$3,838,337	\$447,859	\$486,084	\$200,000	\$312,423	\$1,512,289	\$673,117	\$10,253,162

Vehicle Purchase

The City of Lodi owns all GrapeLine vehicles. The fleet is comprised of 30 vehicles including five full-sized buses, one trolley bus, and 24 cutaways. Additionally, GrapeLine has five more vehicles scheduled for purchase. Over the ten-year planning horizon, GrapeLine will need to replace most vehicles at least once. Standard buses have a useful lifetime of approximately twelve years and standard cutaways, five years.

The City currently has a larger spare ratio than is typically recommended or considered desirable for transit operators. GrapeLine needs 18 vehicles to operate peak service. With the proposed service modifications, only one additional vehicle will be added to the peak service over the ten-year horizon. Accounting for all current vehicles and future scheduled purchases, GrapeLine will have a spare ratio of 51%. A “healthy” spare ratio is 10-20%, meaning that a system should have 10-20% more vehicles than is required to operate peak service. GrapeLine, on the other hand, will have one extra vehicle for every two in service. Excess vehicles increase maintenance and storage costs and eat up valuable capital and operating dollars.

The recommended fleet replacement schedule will not replace all vehicles. The goal of the schedule will be to pare down the fleet to 24 vehicles (19 for active service and 5 spares) and reduce the “excessive” spare ratio (51%) to a healthier, more manageable one (20%).

Figure 10-6 Fleet Replacement Schedule

Vehicle Number	Make	Type	Usage	Purchase Year	Retirement Year	Replacement Year(s)
10-001	Ford	Cutaway	Dial-A-Ride/Fixed-Route	1995	2009	Do not replace
10-010	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2008	2013	2013/2018
10-011	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2008	2013	2013/2018
10-012	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	Do not replace
10-013	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	Do not replace
10-014	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	Do not replace
10-015	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-016	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-017	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-018	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-019	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-020	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-021	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-022	Ford	Cutaway	Dial-A-Ride/Fixed-Route	2007	2012	2012/2017
10-023	Ford	Cutaway	Dial-A-Ride	2003	2010	Do not replace
10-024	Ford	Cutaway	Dial-A-Ride	2003	2010	Do not replace
10-025	Ford	Cutaway	Dial-A-Ride	2003	2010	Do not replace
10-026	Ford	Cutaway	Dial-A-Ride	2003	2011	2011/2016
10-027	Ford	Cutaway	Dial-A-Ride	2003	2011	2011/2016

Vehicle Number	Make	Type	Usage	Purchase Year	Retirement Year	Replacement Year(s)
10-028	Ford	Cutaway	Dial-A-Ride	2003	2011	2011/2016
10-030	Ford	Cutaway	Fixed-Route	1995	2009	Do not replace
10-032	Ford	Cutaway	Fixed-Route	1995	2009	Do not replace
10-034	Ford	Cutaway	Fixed-Route	1995	2009	Do not replace
10-041	Amtrans	Cutaway	Fixed-Route	1999	2009	Do not replace
10-044	NABI	Low Floor Bus	Fixed-Route	2000	2012	2012
10-045	NABI	Low Floor Bus	Fixed-Route	2000	2012	2012
10-046	NABI	Low Floor Bus	Fixed-Route	2000	2012	2012
10-047	NABI	Low Floor Bus	Fixed-Route	2000	2012	2012
10-048	NABI	Low Floor Bus	Fixed-Route	2000	2012	2012
10-050	Champlain	Trolley	Fixed-Route	2000	2012	2012
On order, will replace vehicle #10-002				2009	2014	2014
On order, will replace vehicle #10-031				2009	2014	2014
On order, will replace vehicle #10-033				2009	2014	2014
Scheduled for order, unknown which vehicle will be replaced				2009	2014	2014
Scheduled for order, unknown which vehicle will be replaced				2009	2014	2014
Total Number of Vehicle Replacements						37

*Due to the short five-year life span of cutaway vehicles, many will require two replacements during the planning horizon.

Other Capital Projects

In addition to vehicle purchases, GrapeLine has several capital projects programmed over the next ten years. These projects will cost GrapeLine approximately \$4.3 million over the next ten years.

- **Transit Security Automated Fareboxes:** Purchase of automated fareboxes for GrapeLine vehicles
- **Transit Maintenance Shop Solar Power Project:** Solar panel purchase and installation at transit shop to improve energy efficiency
- **Transit Bus Stop Shelters and Amenities:** Completion of bus stop shelter placement and enhancement program
- **Transit Facilities Security System:** Purchase and installation of security cameras, fencing, gates, an elevator safety ceiling, new lighting, and security guards at transit facilities
- **Facility Upgrades:** On-going general expenditure to improve and maintain existing transit facilities

- **Transit Shop Safety and Security Project:** Security cameras, card system, and alarm specifically for transit shop
- **Technology Upgrades:** Global Positioning System (GPS) expansion, computer system upgrades, and upgrading website to include Google Transit application
- **Bicycle Support Program:** Purchase and installation of bicycle racks on vehicles and bicycle lockers and racks at transit facilities
- **Transit Shop Expansion:** Replacement of bus washer and expansion of transit shop

Capital and Operating Reserve

While GrapeLine will have enough funding to operate the service and complete capital projects, establishing a capital and operating reserve fund is recommended. Approximately 5% of GrapeLine's annual funding is recommended for this set-aside or reserve fund in order to back fill operations should there be unanticipated increases in operations (such as a surge in gasoline prices, labor unrest, "acts of god", etc) or fund capital programs such as vehicle and equipment replacement and upgrades.

Establishing a reserve fund is sound fiscal policy and will allow GrapeLine to sustain operations and to provide a local match to fund capital programs even in the event of decreased funding.

Operating and Capital Plan Summary

Using projected revenues and current assumptions, GrapeLine operations and all requested capital programs will be fully funded and funding will be placed into reserves. In order to fund the transit shop expansion and vehicle replacements in FY 2016/17, GrapeLine will have to use projected reserve funds.

Figure 10-7 Operating and Capital Plan Summary

	FY 2008/09	FY 2009/10	FY 2010/11	FY 2011/12	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Expenditures										
Operations										
Coverage-Based Alternative	\$2,635,588	\$2,714,655	\$2,796,095	\$2,879,978	\$2,982,191	\$3,088,108	\$3,197,866	\$3,311,606	\$3,429,476	\$3,551,628
Productivity-Based Alternative	\$2,635,588	\$2,714,655	\$2,796,095	\$3,092,617	\$3,201,209	\$3,313,697	\$3,430,222	\$3,550,933	\$3,675,983	\$3,805,530
Capital	\$0	\$2,310,000	\$473,052	\$3,838,337	\$447,859	\$486,084	\$200,000	\$312,423	\$1,512,289	\$673,117
Total Expenditures Coverage-Based Alternative	\$2,635,588	\$5,024,655	\$3,269,147	\$6,718,315	\$3,430,050	\$3,574,193	\$3,397,866	\$3,624,029	\$4,941,765	\$4,224,745
Total Expenditures Productivity-Based Alternative	\$2,635,588	\$5,024,655	\$3,269,147	\$6,930,954	\$3,649,068	\$3,799,781	\$3,630,222	\$3,863,356	\$5,188,271	\$4,478,647
Revenues										
Fare Revenue										
Coverage-Based Alternative	\$264,408	\$271,482	\$275,570	\$281,829	\$285,549	\$289,320	\$293,143	\$297,018	\$300,945	\$304,926
Productivity-Based Alternative	\$264,408	\$271,482	\$275,570	\$281,829	\$277,430	\$287,205	\$297,427	\$302,331	\$307,322	\$312,403
Non-Fare Revenue	\$3,513,364	\$5,893,031	\$3,654,092	\$6,946,502	\$3,800,505	\$3,875,915	\$3,952,834	\$4,031,290	\$4,111,316	\$4,192,942
Total Expenditures Coverage-Based Alternative	\$3,777,772	\$6,164,513	\$3,929,661	\$7,228,331	\$4,086,054	\$4,165,235	\$4,245,976	\$4,328,308	\$4,412,261	\$4,497,869
Total Expenditures Productivity-Based Alternative	\$3,777,772	\$6,164,513	\$3,929,661	\$7,228,331	\$4,077,935	\$4,163,120	\$4,250,261	\$4,333,621	\$4,418,639	\$4,505,346
Balance										
Annual Surplus (Deficit) Coverage-Based Alternative	\$1,142,184	\$1,139,858	\$660,514	\$510,016	\$656,004	\$591,043	\$848,110	\$704,278	(\$529,503)	\$273,124
Cumulative Funding in Reserves	--	\$2,282,042	\$2,942,556	\$3,452,572	\$4,108,576	\$4,699,619	\$5,547,730	\$6,252,008	\$5,722,505	\$5,995,628
Annual Surplus (Deficit) Productivity-Based Alternative	\$1,142,184	\$1,139,858	\$660,514	\$297,377	\$428,867	\$363,339	\$620,039	\$470,265	(\$769,633)	\$26,698
Cumulative Funding in Reserves	--	\$2,282,042	\$2,942,556	\$3,239,933	\$3,668,800	\$4,032,139	\$4,652,178	\$5,122,443	\$4,352,810	\$4,379,508

*Summary table assumes that all surplus funding not used by operating will be available for capital programs or placed in a capital reserve.

APPENDIX A

STAKEHOLDER LIST AND INTERVIEW QUESTIONNAIRE

Interviewed Stakeholders:

- Ann Areida-Hintz, City of Lodi Senior Center
- Nancy Beckman, Lodi Conference and Visitors Bureau
- Randy Hatch, City of Lodi Community Development
- Peter Pirnejad, City of Lodi Planning
- Terry Whitmire, Lodi Memorial Adult Day Care
- Tracy Williams, LOEL Center

General Questions

1. How familiar are you with the transit service currently provided in Lodi? Do you know who provides it? Answers –

2. What role do you think public transit should play in Lodi? Answer –

3. Who should transit serve? Rank the following markets in order of priority:
 - _____ Commuters
 - _____ Seniors
 - _____ Low income households
 - _____ Students
 - _____ Persons with disabilities
 - _____ General population

4. What population groups currently use transit in Lodi? Answer –

Work and Non Work Trips

5. What are the key local travel needs of seniors, low income, students, Latinos and students in Lodi? Identify key trip purposes, when people need to travel (time of day and day of week), key destinations (recreation, social service or medical facilities, retail concentration – actual locations). Try to get particular needs of different members of the household. Answer:

6. What are the barriers to (travel) mobility for seniors, low income, students, Latinos and students in Lodi? (Examples – limited access to a car (why) – transit

does not go when or where folks live or need to go – transit fares are too high – cultural isolation and language – limited knowledge of available transit services – problems traveling with children – age related problems/disabilities – dial a ride eligibility and availability - fear and security issues). Answer:

7. What are the key commute destinations for Lodi residents? Please indicate sites within Lodi, and communities beyond Lodi. (local business parks, colleges) Answer –

8. How could transit service be changed to better meet the needs of commuters in Lodi? (Longer service hours {for example?} – broader service area {for example?} – reduced fares {what would be affordable?} – more frequent service {when?} – better outreach/marketing {what would work best} – bilingual drivers – etc.) Answer –

**Questions for Planners, Public Administrators, Business Representatives and
Elected Officials**

9. Does transit play a role in economic development and land use planning in Lodi? If yes, please describe (examples) role and if not, why not. Answer –

10. What planning, quality of life and social well-being goals can transit realistic support in the City or region? Give examples. Answer –

Questions for Social Service Agencies/Organizations

11. Please describe type(s) of social; service programs that your organization/agency provides. Program names, who is eligible, funding sources. Answer –
12. How many clients do you serve? (Daily, weekly or yearly). Answer –
13. Where are your program/service facilities located? Answer –
14. How do your clients currently travel to your program facilities? Please provide percentages by type of transportation. (Drive themselves, are driven by family member, friend or neighbor, transit, taxi, compensation to someone within the community, walk etc) Answer –
15. What percentage of your clients has difficulty getting to and from your program?
16. Please describe the types of problems your clients have getting to and from your program? (Examples – limited access to a car {why}– transit does not go when or where folks live or need to go – transit fares are too high – cultural isolation and language – limited knowledge of available transit services – problems traveling with children – age related problems/disabilities – dial-a-ride eligibility & availability – fear and security issues – etc). Answer –
17. How do transportation problems impact program success and participation? Answer –
18. How could transit service be changed to better meet the travel needs of your program? (Longer service hours {for example?} – broader service area {for example?} – reduced fares {what would be affordable?} – more frequent service {when?} – better outreach/marketing {what would work best} – bilingual drivers – etc.) Answer –

Questions for Major Employers

19. Does transit service influence your ability to attract and keep employees? Explain. Answer –
20. How many individuals do you employ? Answer –
21. Where do your employees live? Please name communities and a rough percentage of the employees who live there? For Lodi employees, please indicate the area of the where most of them live. Answer -
22. How do your employees get to and from work? Answer –
23. Approximately how many employees travel to and from work by transit? Answer –
24. How could transit service be changed to better meet the travel needs of your employees? (Longer service hours {for example?} – broader service area {for examples?} – reduced fares {what would be affordable?} – more frequent service {when?} – better outreach/marketing {what would work best} – bilingual drivers – etc.) Answer –

Questions for Schools

25. What is total enrollment at your school? Answer –
26. What neighborhoods do your students come from? Answer –
27. How do your students travel to and from school? Answer -
28. Is off street or on street neighborhood parking a problem? Answer –
29. Is there a congestion/safety problem in front of the school at bell times? Answer –
30. Please provide bell times. – Answer -
31. Do you see a role for transit in solving any congestion or parking problems around the school? Answer -

Questions for School Districts

32. Please provide 5 and 10 year enrollment projections for Lodi middle and high schools. Answer –
33. Please provide locations and projected enrollment for future middle and high schools in Lodi. Answer –

34. Does the District see a role for transit in transporting middle and high school students? Answer -

APPENDIX B

PASSENGER SURVEY

Lodi GrapeLine Passenger Survey

Lodi GrapeLine is conducting this brief survey on bus services. Your responses are very important for planning bus services and making improvements to existing services. Please complete this survey **while you are on the bus** and return the form to the surveyor. Your answers are completely confidential.

You only need to complete this survey one time. If you are offered this survey on another bus, you do not need to fill it out.

Starting Point

1. Where are you coming from? (✓ check one)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₇ Work |
| <input type="checkbox"/> ₂ Shopping | <input type="checkbox"/> ₈ Medical/healthcare |
| <input type="checkbox"/> ₃ Recreation/social visit | <input type="checkbox"/> ₉ Personal business/errands |
| <input type="checkbox"/> ₄ School/college (name: _____) | |
| <input type="checkbox"/> ₅ Social services | |
| <input type="checkbox"/> ₆ Other (where? _____) | |

2. What is the location of that place?

Street Address/Name or Landmark (like Walmart or Target)

Cross Street

City

3. How did you get to the bus stop where you boarded? (✓ check one only)

- ₁ Transferred from another GrapeLine bus (which route? _____)
- ₂ Transferred from another bus operator (which route? _____)
- ₃ Walked (how many minutes? _____)
- ₄ Drove (how many miles? _____)
- ₅ Someone gave me a ride to the bus stop
- ₆ Rode bicycle (how many miles? _____)
- ₇ Other (how? _____)

7. How often do you ride GrapeLine buses? (✓ check one)

- | | |
|---|---|
| <input type="checkbox"/> ₁ This is my first time | <input type="checkbox"/> ₄ 3-4 days a week |
| <input type="checkbox"/> ₂ Less than once a week | <input type="checkbox"/> ₅ 5 or more days a week |
| <input type="checkbox"/> ₃ 1-2 days a week | |

8. How long have you been a GrapeLine rider?

(✓ check one)

- | | |
|--|--|
| <input type="checkbox"/> ₁ Less than 6 months | <input type="checkbox"/> ₄ 3 to 5 years |
| <input type="checkbox"/> ₂ 6 to 12 months | <input type="checkbox"/> ₅ 6+ years |
| <input type="checkbox"/> ₃ 1 to 2 years | |

9. How would you have made this trip if you couldn't ride the bus? (✓ check one)

- | | |
|---|--|
| <input type="checkbox"/> ₁ Would not have made this trip | <input type="checkbox"/> ₆ Walk |
| <input type="checkbox"/> ₂ Drive alone | <input type="checkbox"/> ₇ Taxi |
| <input type="checkbox"/> ₃ Get a ride | <input type="checkbox"/> ₈ Train |
| <input type="checkbox"/> ₄ Carpool | <input type="checkbox"/> ₉ Other: _____ |
| <input type="checkbox"/> ₅ Bike | |

Ending Point

4. Where are you going to now? (✓ check one)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Work | <input type="checkbox"/> ₇ Home |
| <input type="checkbox"/> ₂ Shopping | <input type="checkbox"/> ₈ Medical/healthcare |
| <input type="checkbox"/> ₃ Recreation/social visit | <input type="checkbox"/> ₉ Personal business/errands |
| <input type="checkbox"/> ₄ School/college (name: _____) | |
| <input type="checkbox"/> ₅ Social services | |
| <input type="checkbox"/> ₆ Other (where? _____) | |

5. What is the location of the place you are going to?

Street Address/Name or Landmark (like Walmart or Target)

Cross Street

City

6. How will you get from the bus stop to your destination? (✓ check one only)

- ₁ My trip is complete when I exit this bus
- ₂ Transfer to another GrapeLine bus (which route? _____)
- ₃ Transfer to another operator's bus (which route? _____)
- ₄ Walk (how many minutes? _____)
- ₅ Drive (how many miles? _____)
- ₆ Someone will pick me up at the bus stop
- ₇ Ride bicycle (how many miles? _____)
- ₈ Other (how? _____)

10. How did you pay for this trip?

- | | |
|---|--|
| <input type="checkbox"/> ₁ Adult cash fare | <input type="checkbox"/> ₄ Monthly Pass |
| <input type="checkbox"/> ₂ 10-Ride Pass | <input type="checkbox"/> ₅ Single Ride Ticket |
| <input type="checkbox"/> ₃ Senior/Disabled cash fare | <input type="checkbox"/> ₆ Transfer from: _____ |

11. How many motor vehicles (cars, trucks) are available to members of your household?

- ₁ None
- ₂ One
- ₃ Two
- ₄ Three or more

12. Was a car available to you for this particular trip?

- ₁ Yes
- ₂ Yes, but with inconvenience to others
- ₃ No

13. What improvements would help you choose to ride the bus more often? (✓ check no more than three)

- 1 More frequent bus service
- 2 Earlier morning service (begin when? _____)
- 3 Later evening service (until when? _____)
- 4 More Saturday service
- 5 More Sunday service
- 6 Easier transfers between GrapeLine bus routes
- 7 Easier transfers to other operators bus routes
- 8 Better on-time performance
- 9 Service to _____
- 10 Other: _____

14. Please rate GrapeLine bus service on each of the following:

	Excellent	Good	Fair	Poor	No Opinion
a. On-time performance	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b. Seating on bus	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c. Frequency of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d. Driver courtesy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e. Rider information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f. Information at bus stops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g. Cleanliness of vehicles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h. Safety/security	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i. Ease of transfers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
j. System easy to understand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k. Fares (cost)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
l. Overall bus service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Tell us a little about yourself

15. How old are you?

- 1 12 or under
- 2 13-17
- 3 18-24
- 4 25-34
- 5 35-44
- 6 45-54
- 7 54-64
- 8 65 and over

16. Are you?

- 1 Male
- 2 Female

17. Are you? (✓ check more than one if necessary)

- 1 Employed full-time
- 2 Employed part-time
- 3 Not currently employed
- 4 Student
- 5 Retired
- 6 Visitor to the area

18. What is your ethnic background?

- 1 White/Caucasian
- 2 Hispanic/Latino
- 3 Black/African American
- 4 Asian/Pacific Islander
- 5 Pacific Islander or Hawaiian Native
- 6 Native American
- 7 Filipino
- 8 Other: _____

19. Total household income (for everyone in your household):

- 1 Under \$15,000
- 2 \$15,000 to \$24,999
- 3 \$25,000 to \$49,999
- 4 \$50,000 to \$74,999
- 5 \$75,000 or more

20. How many individuals live in your household? _____

21. Please share any additional comments you have about GrapeLine bus service?

Lodi GrapeLine

Encuesta para pasajeros

La Ciudad de Lodi esta realizando esta encuesta acerca de los servicios prestados por los buses. Sus respuestas son muy importantes para planear los servicios del bus y hacer mejoras a los servicios existentes. Por favor complete esta encuesta mientras usted esta en el bus y devuélvala al encuestador. Sus respuestas son completamente confidenciales. Usted solamente necesita completar esta encuesta una vez. Si le ofrecen esta encuesta en otro bus, usted no necesita llenarla otra vez.

Punto de Partida

1. ¿De donde viene? (✓ marque uno)

- | | |
|--|--|
| <input type="checkbox"/> 1 Casa | <input type="checkbox"/> 7 Trabajo |
| <input type="checkbox"/> 2 Hacer compras | <input type="checkbox"/> 8 Medico/Servicios médicos |
| <input type="checkbox"/> 3 Recreación/visita social | <input type="checkbox"/> 9 Negocios personales/
diligencias |
| <input type="checkbox"/> 4 Escuela/Universidad (nombre: _____) | |
| <input type="checkbox"/> 5 Servicios Sociales | |
| <input type="checkbox"/> 6 Otro (¿donde? _____) | |

2. ¿Cuál es la dirección de ese lugar?

Dirección/nombre del sitio (ejemplo: Walmart o Target)

Calle que cruza

Ciudad

3. ¿Cómo llegó usted a la parada del bus en donde usted abordo? (✓ marque solo uno)

- 1 Transferí/Cambié (¿Cual ruta? _____)
- 2 Transferí/Cambié desde bus operador por otra agencia de tránsito (¿Cual ruta? _____)
- 3 Caminé (¿Cuántos minutos? _____)
- 4 Manejé (¿Cuántas millas? _____)
- 5 Alguien me llevó a la parada del bus
- 6 En bicicleta (¿Cuántas millas? _____)
- 7 Otra (¿Cómo? _____)

7. ¿Cuántas veces usted usa los servicios de Bus del GrapeLine? (✓ marque uno)

- 1 Esta es mi primera vez
- 2 Menos de una vez por semana
- 3 1-2 días por semana
- 4 3-4 días por semana
- 5 5 días por semana
- 6 6-7 días por semana

8. ¿Por cuánto tiempo usted ha usado el servicio? (✓ marque uno)

- | | |
|---|--|
| <input type="checkbox"/> 1 Menos de 6 meses | <input type="checkbox"/> 4 3 a 5 años |
| <input type="checkbox"/> 2 6 a 12 meses | <input type="checkbox"/> 5 6 a 9 años |
| <input type="checkbox"/> 3 1 a 2 años | <input type="checkbox"/> 6 10 o más años |

Punto de Llegada

4. ¿A donde va? (✓ marque uno)

- | | |
|--|--|
| <input type="checkbox"/> 1 Casa | <input type="checkbox"/> 7 Trabajo |
| <input type="checkbox"/> 2 Hacer compras | <input type="checkbox"/> 8 Medico/Servicios médicos |
| <input type="checkbox"/> 3 Recreación/visita social | <input type="checkbox"/> 9 Negocios personales/
diligencias |
| <input type="checkbox"/> 4 Escuela/Universidad (nombre: _____) | |
| <input type="checkbox"/> 5 Servicios Sociales | |
| <input type="checkbox"/> 6 Otro (¿donde? _____) | |

5. ¿Dónde se va bajar de este bus?

Dirección/nombre del sitio (ejemplo: Walmart o Target)

Calle que cruza

Ciudad

6. ¿Cómo va a completar su viaje? (✓ marque solo uno)

- 1 Mi viaje será terminado cuando me baje de este bus
- 2 Transfiriendo/Cambiando a otro bus (¿Cuál ruta? _____)
- 3 Transfiriendo/Cambiando a bus operador por otra agencia de tránsito (¿Cual ruta? _____)
- 4 Voy a caminar (¿Cuántos minutos? _____)
- 5 Voy a manejar (¿Cuántas millas? _____)
- 6 Alguien me recogerá en la parada del bus
- 7 En bicicleta (¿Cuántas millas? _____)
- 8 Otro (¿Cómo? _____)

9. ¿Cómo habría hecho usted este viaje, si usted no hubiera podido viajar en el bus? (✓ marque uno)

- 1 No hubiera podido hacer el viaje
- 2 Manejaría mi carro
- 3 Conseguir alguien quien me lleve
- 4 Usaría el servicio viajando en group "Carpool"
- 5 En bicicleta
- 6 Caminando
- 7 Taxi
- 8 Amtrak
- 9 Otro: _____

10. ¿Cómo pago por el viaje?

- 1 En efectivo - tarifa de Adulto
- 2 Billete de 10 viajes
- 3 En efectivo - Tarifa para Deshabilitados/Tercera Edad
- 4 Pase de un mes
- 5 Billete
- 6 Se transfirió de otro bus desde: _____

Continúa 

11. ¿Cuántos vehículos (carros, camionetas) hay disponibles en su casa?

- 0 Ninguno
- 1 Uno
- 2 Dos
- 3 Tres o más

12. ¿Usted tenía un carro disponible para hacer este viaje?

- 1 Sí
- 2 Sí, pero sería inconveniente para otras personas
- 3 No

13. ¿Qué mejoras podría hacer el Departamento de Transito para que usted decida usar nuestros ser vicios más seguido? (✓ marque no más de tres opciones)

- 1 Más frecuencia en el servicio
- 2 Servicio más temprano en la mañana (empezando desde: _____)
- 3 Servicio más tarde (hasta las _____)
- 4 Más servicio los Sábados
- 5 Más servicio los Domingos
- 6 Conexiones fáciles entre rutas de GrapeLine
- 7 Conexiones fáciles a buses por otras agencias de tránsito
- 8 Que el servicio se preste a tiempo
- 9 Servicio a: _____
- 10 Otro: _____

14. ¿Por favor de una calificación de nuestro servicio

	Excelente	Bueno	Regular	Pobre	Opinión
a. Servicio a tiempo	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b. Disponibilidad de sillas en el bus	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c. Frecuencia en el servicio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d. Cortesía del conductor	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e. Información acerca de la ruta	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f. Información de las paradas de bus	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g. Limpieza del vehiculo	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
h. Seguridad	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
i. Transbordos fáciles	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
j. El sistema es fácil de entender	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
k. Tarifas (costo)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
l. Todo el servicio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Comente un poquito acerca de usted

15. ¿Cuántos años tiene?

- 1 12 o menos
- 2 13-17
- 3 18-24
- 4 25-34
- 5 35-44
- 6 45-54
- 7 55-64
- 8 65 o más

16. ¿Es usted?

- 1 Hombre
- 2 Mujer

17. ¿Esta usted? (✓ marque no más de tres opciones)

- 1 Trabajando tiempo completo
- 2 Trabajando medio tiempo
- 3 No esta trabajando en este momento
- 4 Estudiante
- 5 Retirado
- 6 Turista o visitante en el área

18. ¿Cuál es su grupo étnico?

- 1 Blanco
- 2 Latino
- 3 Negro/Africano-Americano
- 4 Asiático
- 5 Nativo de Hawaii o una isla del Pacifico
- 6 Indígena de América o Nativo de Alaska
- 7 Filipino
- 8 Otro: _____

19. Total de ingresos en su casa (Por todos los que viven en su casa):

- 1 Menos de \$15,000
- 2 \$15,000 a \$24,999
- 3 \$25,000 a \$49,999
- 4 \$50,000 a \$74,999
- 5 \$75,000 o más

20. ¿Cuántos viven en su casa? _____

21. ¿Tiene usted comentarios adicionales acerca del servicio de GrapeLine?

SJRTD Routes 23 and 24 Passenger Survey

The City of Lodi is conducting this brief survey on bus services within the city. Your responses are very important for planning bus services and making improvements to existing services. Please complete this survey **while you are on the bus** and return the form to the surveyor. Your answers are completely confidential.

You only need to complete this survey one time. If you are offered this survey on another bus, you do not need to fill it out.

Starting Point

1. Where are you coming from? (✓ check one)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₇ Work |
| <input type="checkbox"/> ₂ Shopping | <input type="checkbox"/> ₈ Medical/healthcare |
| <input type="checkbox"/> ₃ Recreation/social visit | <input type="checkbox"/> ₉ Personal business/errands |
| <input type="checkbox"/> ₄ School/college (name: _____) | |
| <input type="checkbox"/> ₅ Social services | |
| <input type="checkbox"/> ₆ Other (where? _____) | |

2. What is the location of that place?

Street Address/Name or Landmark (like Walmart or Target)

Cross Street

City

3. How did you get to the bus stop where you boarded?

(✓ check one only)

- ₁ Transferred from a GrapeLine bus (which route? _____)
- ₂ Transferred from another SJRTD bus (which route? _____)
- ₃ Walked (how many minutes? _____)
- ₄ Drove (how many miles? _____)
- ₅ Someone gave me a ride to the bus stop
- ₆ Rode bicycle (how many miles? _____)
- ₇ Other (how? _____)

7. How would you have made this trip if you couldn't ride the bus? (✓ check one)

- | | |
|---|--|
| <input type="checkbox"/> ₁ Would not have made this trip | <input type="checkbox"/> ₆ Walk |
| <input type="checkbox"/> ₂ Drive alone | <input type="checkbox"/> ₇ Taxi |
| <input type="checkbox"/> ₃ Get a ride | <input type="checkbox"/> ₈ Train |
| <input type="checkbox"/> ₄ Carpool | <input type="checkbox"/> ₉ Other: _____ |
| <input type="checkbox"/> ₅ Bike | |

8. How often do you ride GrapeLine buses? (✓ check one)

- | | |
|--|--|
| <input type="checkbox"/> ₁ Never | <input type="checkbox"/> ₅ 2-3 times per week |
| <input type="checkbox"/> ₂ Less than once per month | <input type="checkbox"/> ₆ 4-5 times per week |
| <input type="checkbox"/> ₃ A few days a month | <input type="checkbox"/> ₇ 6-7 times per week |
| <input type="checkbox"/> ₄ Once a week | |

9. If you ride GrapeLine, how long have you been a GrapeLine rider?

(✓ check one)

- | | |
|--|--|
| <input type="checkbox"/> ₁ Less than 6 months | <input type="checkbox"/> ₄ 3 to 5 years |
| <input type="checkbox"/> ₂ 6 to 12 months | <input type="checkbox"/> ₅ 6+ years |
| <input type="checkbox"/> ₃ 1 to 2 years | |

Ending Point

4. Where are you going to now? (✓ check one)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Work | <input type="checkbox"/> ₇ Home |
| <input type="checkbox"/> ₂ Shopping | <input type="checkbox"/> ₈ Medical/healthcare |
| <input type="checkbox"/> ₃ Recreation/social visit | <input type="checkbox"/> ₉ Personal business/errands |
| <input type="checkbox"/> ₄ School/college (name: _____) | |
| <input type="checkbox"/> ₅ Social services | |
| <input type="checkbox"/> ₆ Other (where? _____) | |

5. What is the location of the place you are going to?

Street Address/Name or Landmark (like Walmart or Target)

Cross Street

City

6. How will you get from the bus stop to your destination? (✓ check one only)

- ₁ My trip is complete when I exit this bus
- ₂ Transfer to a GrapeLine bus (which route? _____)
- ₃ Transfer to another SJRTD bus (which route? _____)
- ₄ Walk (how many minutes? _____)
- ₅ Drive (how many miles? _____)
- ₆ Someone will pick me up at the bus stop
- ₇ Ride bicycle (how many miles? _____)
- ₈ Other (how? _____)

10. If you use GrapeLine buses, what do you use them for? (✓ all that apply)

all that apply)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Home | <input type="checkbox"/> ₇ Work |
| <input type="checkbox"/> ₂ Shopping | <input type="checkbox"/> ₈ Medical/healthcare |
| <input type="checkbox"/> ₃ Recreation/social visit | <input type="checkbox"/> ₉ Personal business/errands |
| <input type="checkbox"/> ₄ School/college (name: _____) | |
| <input type="checkbox"/> ₅ Social services | |
| <input type="checkbox"/> ₆ Other (where? _____) | |

11. If you do not use GrapeLine buses, why not? (✓ all that apply)

- ₁ SJRTD routes take me where I need to go
- ₂ I can walk to my bus stop/destination in Lodi
- ₃ I get a ride to my bus stop/destination in Lodi
- ₄ Buses are too infrequent
- ₅ I don't know the schedule
- ₆ I don't know where Lodi GrapeLine goes/picks up
- ₇ Other _____

Over 

Tell us a little about yourself

12. How old are you?

- ₁ 12 or under
- ₂ 13-17
- ₃ 18-24
- ₄ 25-34
- ₅ 35-44
- ₆ 45-54
- ₇ 54-64
- ₈ 65 and over

13. Are you?

- ₁ Male
- ₂ Female

14. Are you? (✓ check more than one if necessary)

- ₁ Employed full-time
- ₂ Employed part-time
- ₃ Not currently employed
- ₄ Student
- ₅ Retired
- ₆ Visitor to the area

15. What is your ethnic background?

- ₁ White/Caucasian
- ₂ Hispanic/Latino
- ₃ Black/African American
- ₄ Asian/Pacific Islander
- ₅ Pacific Islander or Hawaiian Native
- ₆ Native American
- ₇ Filipino
- ₈ Other: _____

16. Total household income (for everyone in your household):

- ₁ Under \$15,000
- ₂ \$15,000 to \$24,999
- ₃ \$25,000 to \$49,999
- ₄ \$50,000 to \$74,999
- ₅ \$75,000 or more

17. How many individuals live in your household? _____

18. Please share any additional comments you have about SJRTD or GrapeLine bus service?

APPENDIX C

SAMPLE TIMETABLES

STATUS QUO UPDATES

ROUTE 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
	+1		+1			-2	-2	+1		
6:15 AM	6:18 AM	6:21 AM	6:24 AM	6:27 AM	6:37 AM	6:40 AM	6:42 AM	6:45 AM	6:48 AM	6:54 AM
7:00 AM	7:03 AM	7:06 AM	7:09 AM	7:12 AM	7:22 AM	7:25 AM	7:27 AM	7:30 AM	7:33 AM	7:39 AM
7:45 AM	7:48 AM	7:51 AM	7:54 AM	7:57 AM	8:07 AM	8:10 AM	8:12 AM	8:15 AM	8:18 AM	8:24 AM
8:30 AM	8:33 AM	8:36 AM	8:39 AM	8:42 AM	8:52 AM	8:55 AM	8:57 AM	9:00 AM	9:03 AM	9:09 AM
9:15 AM	9:18 AM	9:21 AM	9:24 AM	9:27 AM	9:37 AM	9:40 AM	9:42 AM	9:45 AM	9:48 AM	9:54 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:22 AM	10:25 AM	10:27 AM	10:30 AM	10:33 AM	10:39 AM
10:45 AM	10:48 AM	10:52 AM	10:56 AM	11:00 AM	11:10 AM	11:13 AM	11:15 AM	11:18 AM	11:22 AM	11:28 AM
11:35 AM	11:38 AM	11:42 AM	11:46 AM	11:50 AM	12:00 PM	12:03 PM	12:05 PM	12:08 PM	12:12 PM	12:18 PM
12:25 PM	12:28 PM	12:32 PM	12:36 PM	12:40 PM	12:50 PM	12:53 PM	12:55 PM	12:58 PM	1:02 PM	1:08 PM
1:15 PM	1:18 PM	1:22 PM	1:26 PM	1:30 PM	1:40 PM	1:43 PM	1:45 PM	1:48 PM	1:52 PM	1:58 PM
2:05 PM	2:08 PM	2:12 PM	2:16 PM	2:20 PM	2:30 PM	2:33 PM	2:35 PM	2:38 PM	2:42 PM	2:48 PM
2:55 PM	2:58 PM	3:02 PM	3:06 PM	3:10 PM	3:20 PM	3:23 PM	3:25 PM	3:28 PM	3:32 PM	3:38 PM
3:45 PM	3:48 PM	3:52 PM	3:56 PM	4:00 PM	4:10 PM	4:13 PM	4:15 PM	4:18 PM	4:22 PM	4:28 PM
4:35 PM	4:38 PM	4:42 PM	4:46 PM	4:50 PM	5:00 PM	5:03 PM	5:05 PM	5:08 PM	5:12 PM	5:18 PM
5:25 PM	5:28 PM	5:32 PM	5:36 PM	5:40 PM	5:50 PM	5:53 PM	5:55 PM	5:58 PM	6:02 PM	6:08 PM
6:15 PM	6:18 PM	6:21 PM	6:24 PM	6:27 PM	6:37 PM	6:40 PM	6:42 PM	6:45 PM	6:48 PM	6:54 PM

ROUTE 2										
Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Kettleman/ Crescent	Wal-Mart	Kettleman/ Crescent	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
			-1	+1	-1					
6:15 AM	6:17 AM	6:20 AM	6:21 AM	6:25 AM	6:34 AM	6:38 AM	6:40 AM	6:43 AM	6:46 AM	6:51 AM
7:00 AM	7:02 AM	7:05 AM	7:06 AM	7:10 AM	7:19 AM	7:23 AM	7:25 AM	7:28 AM	7:31 AM	7:36 AM
7:45 AM	7:47 AM	7:50 AM	7:51 AM	7:55 AM	8:04 AM	8:08 AM	8:10 AM	8:13 AM	8:16 AM	8:21 AM
8:30 AM	8:32 AM	8:35 AM	8:36 AM	8:40 AM	8:49 AM	8:53 AM	8:55 AM	8:58 AM	9:01 AM	9:06 AM
9:15 AM	9:17 AM	9:20 AM	9:21 AM	9:25 AM	9:34 AM	9:38 AM	9:40 AM	9:43 AM	9:46 AM	9:51 AM
10:00 AM	10:02 AM	10:05 AM	10:06 AM	10:10 AM	10:19 AM	10:23 AM	10:25 AM	10:28 AM	10:31 AM	10:36 AM
10:45 AM	10:47 AM	10:51 AM	10:53 AM	10:58 AM	11:09 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:26 AM
11:35 AM	11:37 AM	11:41 AM	11:43 AM	11:48 AM	11:59 AM	12:03 PM	12:05 PM	12:08 PM	12:11 PM	12:16 PM
12:25 PM	12:27 PM	12:31 PM	12:33 PM	12:38 PM	12:49 PM	12:53 PM	12:55 PM	12:58 PM	1:01 PM	1:06 PM
1:15 PM	1:17 PM	1:21 PM	1:23 PM	1:28 PM	1:39 PM	1:43 PM	1:45 PM	1:48 PM	1:51 PM	1:56 PM
2:05 PM	2:07 PM	2:11 PM	2:13 PM	2:18 PM	2:29 PM	2:33 PM	2:35 PM	2:38 PM	2:41 PM	2:46 PM
2:55 PM	2:57 PM	3:01 PM	3:03 PM	3:08 PM	3:19 PM	3:23 PM	3:25 PM	3:28 PM	3:31 PM	3:36 PM
3:45 PM	3:47 PM	3:51 PM	3:53 PM	3:58 PM	4:09 PM	4:13 PM	4:15 PM	4:18 PM	4:21 PM	4:26 PM
4:35 PM	4:37 PM	4:41 PM	4:43 PM	4:48 PM	4:59 PM	5:03 PM	5:05 PM	5:08 PM	5:11 PM	5:16 PM
5:25 PM	5:27 PM	5:31 PM	5:33 PM	5:38 PM	5:49 PM	5:53 PM	5:55 PM	5:58 PM	6:01 PM	6:06 PM
6:15 PM	6:17 PM	6:20 PM	6:21 PM	6:25 PM	6:34 PM	6:38 PM	6:40 PM	6:43 PM	6:46 PM	6:51 PM

STATUS QUO UPDATES

ROUTE 3										
Lodi Station	Lockeford/ Crescent	Elm/ Mills	Ham/ Oak	Ham/ Kettleman	Wimbledon/ Hutchins	Ham/ Kettleman	Ham/ Oak	Elm/ Mills	Lockeford/ Crescent	Lodi Station
	+3		+1		-3	-1				
6:15 AM	6:20 AM	6:23 AM	6:26 AM	6:29 AM	6:36 AM	6:40 AM	6:44 AM	6:46 AM	6:49 AM	6:54 AM
7:00 AM	7:05 AM	7:08 AM	7:11 AM	7:14 AM	7:21 AM	7:25 AM	7:29 AM	7:31 AM	7:34 AM	7:39 AM
7:45 AM	7:50 AM	7:53 AM	7:56 AM	7:59 AM	8:06 AM	8:10 AM	8:14 AM	8:16 AM	8:19 AM	8:24 AM
8:30 AM	8:35 AM	8:38 AM	8:41 AM	8:44 AM	8:51 AM	8:55 AM	8:59 AM	9:01 AM	9:04 AM	9:09 AM
9:15 AM	9:20 AM	9:23 AM	9:26 AM	9:29 AM	9:36 AM	9:40 AM	9:44 AM	9:46 AM	9:49 AM	9:54 AM
10:00 AM	10:05 AM	10:08 AM	10:11 AM	10:14 AM	10:21 AM	10:25 AM	10:29 AM	10:31 AM	10:34 AM	10:39 AM
10:45 AM	10:50 AM	10:54 AM	10:58 AM	11:02 AM	11:11 AM	11:15 AM	11:19 AM	11:21 AM	11:24 AM	11:29 AM
11:35 AM	11:40 AM	11:44 AM	11:48 AM	11:52 AM	12:01 PM	12:05 PM	12:09 PM	12:11 PM	12:14 PM	12:19 PM
12:25 PM	12:30 PM	12:34 PM	12:38 PM	12:42 PM	12:51 PM	12:55 PM	12:59 PM	1:01 PM	1:04 PM	1:09 PM
1:15 PM	1:20 PM	1:24 PM	1:28 PM	1:32 PM	1:41 PM	1:45 PM	1:49 PM	1:51 PM	1:54 PM	1:59 PM
2:05 PM	2:10 PM	2:14 PM	2:18 PM	2:22 PM	2:31 PM	2:35 PM	2:39 PM	2:41 PM	2:44 PM	2:49 PM
2:55 PM	3:00 PM	3:04 PM	3:08 PM	3:12 PM	3:21 PM	3:25 PM	3:29 PM	3:31 PM	3:34 PM	3:39 PM
3:45 PM	3:50 PM	3:54 PM	3:58 PM	4:02 PM	4:11 PM	4:15 PM	4:19 PM	4:21 PM	4:24 PM	4:29 PM
4:35 PM	4:40 PM	4:44 PM	4:48 PM	4:52 PM	5:01 PM	5:05 PM	5:09 PM	5:11 PM	5:14 PM	5:19 PM
5:25 PM	5:30 PM	5:34 PM	5:38 PM	5:42 PM	5:51 PM	5:55 PM	5:59 PM	6:01 PM	6:04 PM	6:09 PM
6:15 PM	6:20 PM	6:23 PM	6:26 PM	6:29 PM	6:36 PM	6:40 PM	6:44 PM	6:46 PM	6:49 PM	6:54 PM

ROUTE 4										
Lodi Station	Fairmont/ Lodi	Vine/ Hutchins	Church/ Swain	Mills/ Century	Wal-Mart	Mills/ Century	Church/ Swain	Vine/ Hutchins	Fairmont/ Lodi	Lodi Station
	+2		+2		-3	-2		+2		
6:15 AM	6:19 AM	6:22 AM	6:26 AM	6:29 AM	6:36 AM	6:39 AM	6:43 AM	6:47 AM	6:50 AM	6:55 AM
7:00 AM	7:04 AM	7:07 AM	7:11 AM	7:14 AM	7:21 AM	7:24 AM	7:28 AM	7:32 AM	7:35 AM	7:40 AM
7:45 AM	7:49 AM	7:52 AM	7:56 AM	7:59 AM	8:06 AM	8:09 AM	8:13 AM	8:17 AM	8:20 AM	8:25 AM
8:30 AM	8:34 AM	8:37 AM	8:41 AM	8:44 AM	8:51 AM	8:54 AM	8:58 AM	9:02 AM	9:05 AM	9:10 AM
9:15 AM	9:19 AM	9:22 AM	9:26 AM	9:29 AM	9:36 AM	9:39 AM	9:43 AM	9:47 AM	9:50 AM	9:55 AM
10:00 AM	10:04 AM	10:07 AM	10:11 AM	10:14 AM	10:21 AM	10:24 AM	10:28 AM	10:32 AM	10:35 AM	10:40 AM
10:45 AM	10:49 AM	10:53 AM	10:58 AM	11:02 AM	11:11 AM	11:14 AM	11:18 AM	11:22 AM	11:25 AM	11:30 AM
11:35 AM	11:39 AM	11:43 AM	11:48 AM	11:52 AM	12:01 PM	12:04 PM	12:08 PM	12:12 PM	12:15 PM	12:20 PM
12:25 PM	12:29 PM	12:33 PM	12:38 PM	12:42 PM	12:51 PM	12:54 PM	12:58 PM	1:02 PM	1:05 PM	1:10 PM
1:15 PM	1:19 PM	1:23 PM	1:28 PM	1:32 PM	1:41 PM	1:44 PM	1:48 PM	1:52 PM	1:55 PM	2:00 PM
2:05 PM	2:09 PM	2:13 PM	2:18 PM	2:22 PM	2:31 PM	2:34 PM	2:38 PM	2:42 PM	2:45 PM	2:50 PM
2:55 PM	2:59 PM	3:03 PM	3:08 PM	3:12 PM	3:21 PM	3:24 PM	3:28 PM	3:32 PM	3:35 PM	3:40 PM
3:45 PM	3:49 PM	3:53 PM	3:58 PM	4:02 PM	4:11 PM	4:14 PM	4:18 PM	4:22 PM	4:25 PM	4:30 PM
4:35 PM	4:39 PM	4:43 PM	4:48 PM	4:52 PM	5:01 PM	5:04 PM	5:08 PM	5:12 PM	5:15 PM	5:20 PM
5:25 PM	5:29 PM	5:33 PM	5:38 PM	5:42 PM	5:51 PM	5:54 PM	5:58 PM	6:02 PM	6:05 PM	6:10 PM
6:15 PM	6:19 PM	6:22 PM	6:26 PM	6:29 PM	6:36 PM	6:39 PM	6:43 PM	6:47 PM	6:50 PM	6:55 PM

STATUS QUO UPDATES

ROUTE 5										
Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Turner/ Cluff	Cherokee/ Lodi	Kettleman/ Central	Cherokee/ Lodi	Turner/ Cluff	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
			+1	+1	-2	-1		+1		
6:15 AM	6:17 AM	6:20 AM	6:23 AM	6:27 AM	6:35 AM	6:39 AM	6:43 AM	6:46 AM	6:49 AM	6:54 AM
7:00 AM	7:02 AM	7:05 AM	7:08 AM	7:12 AM	7:20 AM	7:24 AM	7:28 AM	7:31 AM	7:34 AM	7:39 AM
7:45 AM	7:47 AM	7:50 AM	7:53 AM	7:57 AM	8:05 AM	8:09 AM	8:13 AM	8:16 AM	8:19 AM	8:24 AM
8:30 AM	8:32 AM	8:35 AM	8:38 AM	8:42 AM	8:50 AM	8:54 AM	8:58 AM	9:01 AM	9:04 AM	9:09 AM
9:15 AM	9:17 AM	9:20 AM	9:23 AM	9:27 AM	9:35 AM	9:39 AM	9:43 AM	9:46 AM	9:49 AM	9:54 AM
10:00 AM	10:02 AM	10:05 AM	10:08 AM	10:12 AM	10:20 AM	10:24 AM	10:28 AM	10:31 AM	10:34 AM	10:39 AM
10:45 AM	10:47 AM	10:51 AM	10:55 AM	11:00 AM	11:10 AM	11:14 AM	11:18 AM	11:21 AM	11:24 AM	11:29 AM
11:35 AM	11:37 AM	11:41 AM	11:45 AM	11:50 AM	12:00 PM	12:04 PM	12:08 PM	12:11 PM	12:14 PM	12:19 PM
12:25 PM	12:27 PM	12:31 PM	12:35 PM	12:40 PM	12:50 PM	12:54 PM	12:58 PM	1:01 PM	1:04 PM	1:09 PM
1:15 PM	1:17 PM	1:21 PM	1:25 PM	1:30 PM	1:40 PM	1:44 PM	1:48 PM	1:51 PM	1:54 PM	1:59 PM
2:05 PM	2:07 PM	2:11 PM	2:15 PM	2:20 PM	2:30 PM	2:34 PM	2:38 PM	2:41 PM	2:44 PM	2:49 PM
2:55 PM	2:57 PM	3:01 PM	3:05 PM	3:10 PM	3:20 PM	3:24 PM	3:28 PM	3:31 PM	3:34 PM	3:39 PM
3:45 PM	3:47 PM	3:51 PM	3:55 PM	4:00 PM	4:10 PM	4:14 PM	4:18 PM	4:21 PM	4:24 PM	4:29 PM
4:35 PM	4:37 PM	4:41 PM	4:45 PM	4:50 PM	5:00 PM	5:04 PM	5:08 PM	5:11 PM	5:14 PM	5:19 PM
5:25 PM	5:27 PM	5:31 PM	5:35 PM	5:40 PM	5:50 PM	5:54 PM	5:58 PM	6:01 PM	6:04 PM	6:09 PM
6:15 PM	6:17 PM	6:20 PM	6:23 PM	6:27 PM	6:35 PM	6:39 PM	6:43 PM	6:46 PM	6:49 PM	6:54 PM

COVERAGE ALTERNATIVE 1-2 YEARS

ROUTE 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
6:15 AM	6:18 AM	6:21 AM	6:24 AM	6:27 AM	6:37 AM	6:40 AM	6:42 AM	6:45 AM	6:48 AM	6:54 AM
7:00 AM	7:03 AM	7:06 AM	7:09 AM	7:12 AM	7:22 AM	7:25 AM	7:27 AM	7:30 AM	7:33 AM	7:39 AM
7:45 AM	7:48 AM	7:51 AM	7:54 AM	7:57 AM	8:07 AM	8:10 AM	8:12 AM	8:15 AM	8:18 AM	8:24 AM
8:30 AM	8:33 AM	8:36 AM	8:39 AM	8:42 AM	8:52 AM	8:55 AM	8:57 AM	9:00 AM	9:03 AM	9:09 AM
9:15 AM	9:18 AM	9:21 AM	9:24 AM	9:27 AM	9:37 AM	9:40 AM	9:42 AM	9:45 AM	9:48 AM	9:54 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:22 AM	10:25 AM	10:27 AM	10:30 AM	10:33 AM	10:39 AM
10:45 AM	10:48 AM	10:52 AM	10:56 AM	11:00 AM	11:10 AM	11:13 AM	11:15 AM	11:18 AM	11:22 AM	11:28 AM
11:35 AM	11:38 AM	11:42 AM	11:46 AM	11:50 AM	12:00 PM	12:03 PM	12:05 PM	12:08 PM	12:12 PM	12:18 PM
12:25 PM	12:28 PM	12:32 PM	12:36 PM	12:40 PM	12:50 PM	12:53 PM	12:55 PM	12:58 PM	1:02 PM	1:08 PM
1:15 PM	1:18 PM	1:22 PM	1:26 PM	1:30 PM	1:40 PM	1:43 PM	1:45 PM	1:48 PM	1:52 PM	1:58 PM
2:05 PM	2:08 PM	2:12 PM	2:16 PM	2:20 PM	2:30 PM	2:33 PM	2:35 PM	2:38 PM	2:42 PM	2:48 PM
2:55 PM	2:58 PM	3:02 PM	3:06 PM	3:10 PM	3:20 PM	3:23 PM	3:25 PM	3:28 PM	3:32 PM	3:38 PM
3:45 PM	3:48 PM	3:52 PM	3:56 PM	4:00 PM	4:10 PM	4:13 PM	4:15 PM	4:18 PM	4:22 PM	4:28 PM
4:35 PM	4:38 PM	4:42 PM	4:46 PM	4:50 PM	5:00 PM	5:03 PM	5:05 PM	5:08 PM	5:12 PM	5:18 PM
5:25 PM	5:28 PM	5:32 PM	5:36 PM	5:40 PM	5:50 PM	5:53 PM	5:55 PM	5:58 PM	6:02 PM	6:08 PM
6:15 PM	6:18 PM	6:21 PM	6:24 PM	6:27 PM	6:37 PM	6:40 PM	6:42 PM	6:45 PM	6:48 PM	6:54 PM

ROUTE 2										
Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Kettleman/ Crescent	Wal-Mart	Kettleman/ Crescent	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
6:15 AM	6:17 AM	6:20 AM	6:21 AM	6:25 AM	6:34 AM	6:38 AM	6:40 AM	6:43 AM	6:46 AM	6:51 AM
7:00 AM	7:02 AM	7:05 AM	7:06 AM	7:10 AM	7:19 AM	7:23 AM	7:25 AM	7:28 AM	7:31 AM	7:36 AM
7:45 AM	7:47 AM	7:50 AM	7:51 AM	7:55 AM	8:04 AM	8:08 AM	8:10 AM	8:13 AM	8:16 AM	8:21 AM
8:30 AM	8:32 AM	8:35 AM	8:36 AM	8:40 AM	8:49 AM	8:53 AM	8:55 AM	8:58 AM	9:01 AM	9:06 AM
9:15 AM	9:17 AM	9:20 AM	9:21 AM	9:25 AM	9:34 AM	9:38 AM	9:40 AM	9:43 AM	9:46 AM	9:51 AM
10:00 AM	10:02 AM	10:05 AM	10:06 AM	10:10 AM	10:19 AM	10:23 AM	10:25 AM	10:28 AM	10:31 AM	10:36 AM
10:45 AM	10:47 AM	10:51 AM	10:53 AM	10:58 AM	11:09 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:26 AM
11:35 AM	11:37 AM	11:41 AM	11:43 AM	11:48 AM	11:59 AM	12:03 PM	12:05 PM	12:08 PM	12:11 PM	12:16 PM
12:25 PM	12:27 PM	12:31 PM	12:33 PM	12:38 PM	12:49 PM	12:53 PM	12:55 PM	12:58 PM	1:01 PM	1:06 PM
1:15 PM	1:17 PM	1:21 PM	1:23 PM	1:28 PM	1:39 PM	1:43 PM	1:45 PM	1:48 PM	1:51 PM	1:56 PM
2:05 PM	2:07 PM	2:11 PM	2:13 PM	2:18 PM	2:29 PM	2:33 PM	2:35 PM	2:38 PM	2:41 PM	2:46 PM
2:55 PM	2:57 PM	3:01 PM	3:03 PM	3:08 PM	3:19 PM	3:23 PM	3:25 PM	3:28 PM	3:31 PM	3:36 PM
3:45 PM	3:47 PM	3:51 PM	3:53 PM	3:58 PM	4:09 PM	4:13 PM	4:15 PM	4:18 PM	4:21 PM	4:26 PM
4:35 PM	4:37 PM	4:41 PM	4:43 PM	4:48 PM	4:59 PM	5:03 PM	5:05 PM	5:08 PM	5:11 PM	5:16 PM
5:25 PM	5:27 PM	5:31 PM	5:33 PM	5:38 PM	5:49 PM	5:53 PM	5:55 PM	5:58 PM	6:01 PM	6:06 PM
6:15 PM	6:17 PM	6:20 PM	6:21 PM	6:25 PM	6:34 PM	6:38 PM	6:40 PM	6:43 PM	6:46 PM	6:51 PM

COVERAGE ALTERNATIVE 1-2 YEARS

ROUTE 3												
Lodi Station	Lockeford/ Crescent	Elm/ Mills	Ham/ Oak	Ham/ Kettleman	Mills/ Century	Wal-Mart	Mills/ Century	Ham/ Kettleman	Ham/ Oak	Elm/ Mills	Lockeford/ Crescent	Lodi Station
6:15 AM	6:18 AM	6:21 AM	6:24 AM	6:27 AM	6:30 AM	6:37 AM	6:40 AM	6:43 AM	6:47 AM	6:49 AM	6:52 AM	6:57 AM
7:00 AM	7:03 AM	7:06 AM	7:09 AM	7:12 AM	7:15 AM	7:22 AM	7:25 AM	7:28 AM	7:32 AM	7:34 AM	7:37 AM	7:42 AM
7:45 AM	7:48 AM	7:51 AM	7:54 AM	7:57 AM	8:00 AM	8:07 AM	8:10 AM	8:13 AM	8:17 AM	8:19 AM	8:22 AM	8:27 AM
8:30 AM	8:33 AM	8:36 AM	8:39 AM	8:42 AM	8:45 AM	8:52 AM	8:55 AM	8:58 AM	9:02 AM	9:04 AM	9:07 AM	9:12 AM
9:15 AM	9:18 AM	9:21 AM	9:24 AM	9:27 AM	9:30 AM	9:37 AM	9:40 AM	9:43 AM	9:47 AM	9:49 AM	9:52 AM	9:57 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:15 AM	10:22 AM	10:25 AM	10:28 AM	10:32 AM	10:34 AM	10:37 AM	10:42 AM
10:45 AM	10:48 AM	10:52 AM	10:56 AM	11:00 AM	11:03 AM	11:12 AM	11:15 AM	11:18 AM	11:22 AM	11:24 AM	11:27 AM	11:32 AM
11:35 AM	11:38 AM	11:42 AM	11:46 AM	11:50 AM	11:53 AM	12:02 PM	12:05 PM	12:08 PM	12:12 PM	12:14 PM	12:17 PM	12:22 PM
12:25 PM	12:28 PM	12:32 PM	12:36 PM	12:40 PM	12:43 PM	12:52 PM	12:55 PM	12:58 PM	1:02 PM	1:04 PM	1:07 PM	1:12 PM
1:15 PM	1:18 PM	1:22 PM	1:26 PM	1:30 PM	1:33 PM	1:42 PM	1:45 PM	1:48 PM	1:52 PM	1:54 PM	1:57 PM	2:02 PM
2:05 PM	2:08 PM	2:12 PM	2:16 PM	2:20 PM	2:23 PM	2:32 PM	2:35 PM	2:38 PM	2:42 PM	2:44 PM	2:47 PM	2:52 PM
2:55 PM	2:58 PM	3:02 PM	3:06 PM	3:10 PM	3:13 PM	3:22 PM	3:25 PM	3:28 PM	3:32 PM	3:34 PM	3:37 PM	3:42 PM
3:45 PM	3:48 PM	3:52 PM	3:56 PM	4:00 PM	4:03 PM	4:12 PM	4:15 PM	4:18 PM	4:22 PM	4:24 PM	4:27 PM	4:32 PM
4:35 PM	4:38 PM	4:42 PM	4:46 PM	4:50 PM	4:53 PM	5:02 PM	5:05 PM	5:08 PM	5:12 PM	5:14 PM	5:17 PM	5:22 PM
5:25 PM	5:28 PM	5:32 PM	5:36 PM	5:40 PM	5:43 PM	5:52 PM	5:55 PM	5:58 PM	6:02 PM	6:04 PM	6:07 PM	6:12 PM
6:15 PM	6:18 PM	6:21 PM	6:24 PM	6:27 PM	6:30 PM	6:37 PM	6:40 PM	6:43 PM	6:47 PM	6:49 PM	6:52 PM	6:57 PM

ROUTE 4										
Lodi Station	Lodi/ Hutchins	Hutchins/ Kettleman	Wimbledon/ Ham	Ham/ Kettleman	Wal-Mart	Ham/ Kettleman	Wimbledon/ Ham	Hutchins/ Kettleman	Lodi/ Hutchins	Lodi Station
6:15 AM	6:18 AM	6:21 AM	6:26 AM	6:29 AM	6:36 AM	6:39 AM	6:42 AM	6:47 AM	6:50 AM	6:54 AM
7:00 AM	7:03 AM	7:06 AM	7:11 AM	7:14 AM	7:21 AM	7:24 AM	7:27 AM	7:32 AM	7:35 AM	7:39 AM
7:45 AM	7:48 AM	7:51 AM	7:56 AM	7:59 AM	8:06 AM	8:09 AM	8:12 AM	8:17 AM	8:20 AM	8:24 AM
8:30 AM	8:33 AM	8:36 AM	8:41 AM	8:44 AM	8:51 AM	8:54 AM	8:57 AM	9:02 AM	9:05 AM	9:09 AM
9:15 AM	9:18 AM	9:21 AM	9:26 AM	9:29 AM	9:36 AM	9:39 AM	9:42 AM	9:47 AM	9:50 AM	9:54 AM
10:00 AM	10:03 AM	10:06 AM	10:11 AM	10:14 AM	10:21 AM	10:24 AM	10:27 AM	10:32 AM	10:35 AM	10:39 AM
10:45 AM	10:48 AM	10:52 AM	10:57 AM	11:01 AM	11:08 AM	11:11 AM	11:14 AM	11:19 AM	11:22 AM	11:26 AM
11:35 AM	11:38 AM	11:42 AM	11:47 AM	11:51 AM	11:58 AM	12:01 PM	12:04 PM	12:09 PM	12:12 PM	12:16 PM
12:25 PM	12:28 PM	12:32 PM	12:37 PM	12:41 PM	12:48 PM	12:51 PM	12:54 PM	12:59 PM	1:02 PM	1:06 PM
1:15 PM	1:18 PM	1:22 PM	1:27 PM	1:31 PM	1:38 PM	1:41 PM	1:44 PM	1:49 PM	1:52 PM	1:56 PM
2:05 PM	2:08 PM	2:12 PM	2:17 PM	2:21 PM	2:28 PM	2:31 PM	2:34 PM	2:39 PM	2:42 PM	2:46 PM
2:55 PM	2:58 PM	3:02 PM	3:07 PM	3:11 PM	3:18 PM	3:21 PM	3:24 PM	3:29 PM	3:32 PM	3:36 PM
3:45 PM	3:48 PM	3:52 PM	3:57 PM	4:01 PM	4:08 PM	4:11 PM	4:14 PM	4:19 PM	4:22 PM	4:26 PM
4:35 PM	4:38 PM	4:42 PM	4:47 PM	4:51 PM	4:58 PM	5:01 PM	5:04 PM	5:09 PM	5:12 PM	5:16 PM
5:25 PM	5:28 PM	5:32 PM	5:37 PM	5:41 PM	5:48 PM	5:51 PM	5:54 PM	5:59 PM	6:02 PM	6:06 PM
6:15 PM	6:18 PM	6:21 PM	6:26 PM	6:29 PM	6:36 PM	6:39 PM	6:42 PM	6:47 PM	6:50 PM	6:54 PM

COVERAGE ALTERNATIVE 1-2 YEARS

ROUTE 5										
Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Cherokee/ Lodi	Cherokee/ Kettleman	Stockton/ Almond	Cherokee/ Kettleman	Cherokee/ Lodi	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
6:15 AM	6:17 AM	6:20 AM	6:24 AM	6:27 AM	6:31 AM	6:35 AM	6:38 AM	6:42 AM	6:45 AM	6:49 AM
7:00 AM	7:02 AM	7:05 AM	7:09 AM	7:12 AM	7:16 AM	7:20 AM	7:23 AM	7:27 AM	7:30 AM	7:34 AM
7:45 AM	7:47 AM	7:50 AM	7:54 AM	7:57 AM	8:01 AM	8:05 AM	8:08 AM	8:12 AM	8:15 AM	8:19 AM
8:30 AM	8:32 AM	8:35 AM	8:39 AM	8:42 AM	8:46 AM	8:50 AM	8:53 AM	8:57 AM	9:00 AM	9:04 AM
9:15 AM	9:17 AM	9:20 AM	9:24 AM	9:27 AM	9:31 AM	9:35 AM	9:38 AM	9:42 AM	9:45 AM	9:49 AM
10:00 AM	10:02 AM	10:05 AM	10:09 AM	10:12 AM	10:16 AM	10:20 AM	10:23 AM	10:27 AM	10:30 AM	10:34 AM
10:45 AM	10:47 AM	10:50 AM	10:54 AM	10:57 AM	11:01 AM	11:05 AM	11:08 AM	11:12 AM	11:15 AM	11:19 AM
11:35 AM	11:37 AM	11:40 AM	11:44 AM	11:47 AM	11:51 AM	11:55 AM	11:58 AM	12:02 PM	12:05 PM	12:09 PM
12:25 PM	12:27 PM	12:30 PM	12:34 PM	12:37 PM	12:41 PM	12:45 PM	12:48 PM	12:52 PM	12:55 PM	12:59 PM
1:15 PM	1:17 PM	1:20 PM	1:24 PM	1:27 PM	1:31 PM	1:35 PM	1:38 PM	1:42 PM	1:45 PM	1:49 PM
2:05 PM	2:07 PM	2:10 PM	2:14 PM	2:17 PM	2:21 PM	2:25 PM	2:28 PM	2:32 PM	2:35 PM	2:39 PM
2:55 PM	2:57 PM	3:00 PM	3:04 PM	3:07 PM	3:11 PM	3:15 PM	3:18 PM	3:22 PM	3:25 PM	3:29 PM
3:45 PM	3:47 PM	3:50 PM	3:54 PM	3:57 PM	4:01 PM	4:05 PM	4:08 PM	4:12 PM	4:15 PM	4:19 PM
4:35 PM	4:37 PM	4:40 PM	4:44 PM	4:47 PM	4:51 PM	4:55 PM	4:58 PM	5:02 PM	5:05 PM	5:09 PM
5:25 PM	5:27 PM	5:30 PM	5:34 PM	5:37 PM	5:41 PM	5:45 PM	5:48 PM	5:52 PM	5:55 PM	5:59 PM
6:15 PM	6:17 PM	6:20 PM	6:24 PM	6:27 PM	6:31 PM	6:35 PM	6:38 PM	6:42 PM	6:45 PM	6:49 PM

COVERAGE ALTERNATIVE 2+ YEARS

ROUTE 1										
Lodi Station	Church/ Olive Ct	Turner/ Ham	Woodlake Plaza	Raley's	Wal-Mart (Depart)	L Sac/ Lodi	Woodlake Plaza	Turner/ Ham	Church/ Olive Ct	Lodi Station
6:15 AM	6:18 AM	6:21 AM	6:24 AM	6:27 AM	6:35 AM	6:41 AM	6:43 AM	6:46 AM	6:49 AM	6:55 AM
7:00 AM	7:03 AM	7:06 AM	7:09 AM	7:12 AM	7:20 AM	7:28 AM	7:30 AM	7:33 AM	7:36 AM	7:42 AM
7:45 AM	7:48 AM	7:51 AM	7:54 AM	7:57 AM	8:05 AM	8:13 AM	8:15 AM	8:18 AM	8:21 AM	8:27 AM
8:30 AM	8:33 AM	8:36 AM	8:39 AM	8:42 AM	8:50 AM	8:58 AM	9:00 AM	9:03 AM	9:06 AM	9:12 AM
9:15 AM	9:18 AM	9:21 AM	9:24 AM	9:27 AM	9:35 AM	9:43 AM	9:45 AM	9:48 AM	9:51 AM	9:57 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:20 AM	10:28 AM	10:30 AM	10:33 AM	10:36 AM	10:42 AM
10:45 AM	10:48 AM	10:52 AM	10:56 AM	11:00 AM	11:08 AM	11:16 AM	11:18 AM	11:21 AM	11:25 AM	11:31 AM
11:35 AM	11:38 AM	11:42 AM	11:46 AM	11:50 AM	11:58 AM	12:06 PM	12:08 PM	12:11 PM	12:15 PM	12:21 PM
12:25 PM	12:28 PM	12:32 PM	12:36 PM	12:40 PM	12:48 PM	12:56 PM	12:58 PM	1:01 PM	1:05 PM	1:11 PM
1:15 PM	1:18 PM	1:22 PM	1:26 PM	1:30 PM	1:38 PM	1:46 PM	1:48 PM	1:51 PM	1:55 PM	2:01 PM
2:05 PM	2:08 PM	2:12 PM	2:16 PM	2:20 PM	2:28 PM	2:36 PM	2:38 PM	2:41 PM	2:45 PM	2:51 PM
2:55 PM	2:58 PM	3:02 PM	3:06 PM	3:10 PM	3:18 PM	3:26 PM	3:28 PM	3:31 PM	3:35 PM	3:41 PM
3:45 PM	3:48 PM	3:52 PM	3:56 PM	4:00 PM	4:08 PM	4:16 PM	4:18 PM	4:21 PM	4:25 PM	4:31 PM
4:35 PM	4:38 PM	4:42 PM	4:46 PM	4:50 PM	4:58 PM	5:06 PM	5:08 PM	5:11 PM	5:15 PM	5:21 PM
5:25 PM	5:28 PM	5:32 PM	5:36 PM	5:40 PM	5:48 PM	5:56 PM	5:58 PM	6:01 PM	6:05 PM	6:11 PM
6:15 PM	6:18 PM	6:21 PM	6:24 PM	6:27 PM	6:35 PM	6:43 PM	6:45 PM	6:48 PM	6:51 PM	6:57 PM

ROUTE 2										
Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Kettleman/ Crescent	Wal-Mart (Depart)	Kettleman/ Crescent	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
6:15 AM	6:17 AM	6:20 AM	6:21 AM	6:25 AM	6:35 AM	6:42 AM	6:44 AM	6:47 AM	6:50 AM	6:55 AM
7:00 AM	7:02 AM	7:05 AM	7:06 AM	7:10 AM	7:20 AM	7:27 AM	7:29 AM	7:32 AM	7:35 AM	7:40 AM
7:45 AM	7:47 AM	7:50 AM	7:51 AM	7:55 AM	8:05 AM	8:12 AM	8:14 AM	8:17 AM	8:20 AM	8:25 AM
8:30 AM	8:32 AM	8:35 AM	8:36 AM	8:40 AM	8:50 AM	8:57 AM	8:59 AM	9:02 AM	9:05 AM	9:10 AM
9:15 AM	9:17 AM	9:20 AM	9:21 AM	9:25 AM	9:35 AM	9:42 AM	9:44 AM	9:47 AM	9:50 AM	9:55 AM
10:00 AM	10:02 AM	10:05 AM	10:06 AM	10:10 AM	10:20 AM	10:27 AM	10:29 AM	10:32 AM	10:35 AM	10:40 AM
10:45 AM	10:47 AM	10:51 AM	10:53 AM	10:58 AM	11:08 AM	11:15 AM	11:17 AM	11:20 AM	11:23 AM	11:28 AM
11:35 AM	11:37 AM	11:41 AM	11:43 AM	11:48 AM	11:58 AM	12:05 PM	12:07 PM	12:10 PM	12:13 PM	12:18 PM
12:25 PM	12:27 PM	12:31 PM	12:33 PM	12:38 PM	12:48 PM	12:55 PM	12:57 PM	1:00 PM	1:03 PM	1:08 PM
1:15 PM	1:17 PM	1:21 PM	1:23 PM	1:28 PM	1:38 PM	1:45 PM	1:47 PM	1:50 PM	1:53 PM	1:58 PM
2:05 PM	2:07 PM	2:11 PM	2:13 PM	2:18 PM	2:28 PM	2:35 PM	2:37 PM	2:40 PM	2:43 PM	2:48 PM
2:55 PM	2:57 PM	3:01 PM	3:03 PM	3:08 PM	3:18 PM	3:25 PM	3:27 PM	3:30 PM	3:33 PM	3:38 PM
3:45 PM	3:47 PM	3:51 PM	3:53 PM	3:58 PM	4:08 PM	4:15 PM	4:17 PM	4:20 PM	4:23 PM	4:28 PM
4:35 PM	4:37 PM	4:41 PM	4:43 PM	4:48 PM	4:58 PM	5:05 PM	5:07 PM	5:10 PM	5:13 PM	5:18 PM
5:25 PM	5:27 PM	5:31 PM	5:33 PM	5:38 PM	5:48 PM	5:55 PM	5:57 PM	6:00 PM	6:03 PM	6:08 PM
6:15 PM	6:17 PM	6:20 PM	6:21 PM	6:25 PM	6:35 PM	6:42 PM	6:44 PM	6:47 PM	6:50 PM	6:55 PM

COVERAGE ALTERNATIVE 2+ YEARS

ROUTE 3												
Lodi Station	Lockeford/ Crescent	Elm/ Mills	Ham/ Oak	Ham/ Kettleman	Mills/ Century	Wal-Mart (Depart)	Mills/ Century	Ham/ Kettleman	Ham/ Oak	Elm/ Mills	Lockeford/ Crescent	Lodi Station
6:15 AM	6:18 AM	6:21 AM	6:24 AM	6:27 AM	6:30 AM	6:35 AM	6:40 AM	6:43 AM	6:47 AM	6:49 AM	6:52 AM	6:57 AM
7:00 AM	7:03 AM	7:06 AM	7:09 AM	7:12 AM	7:15 AM	7:20 AM	7:25 AM	7:28 AM	7:32 AM	7:34 AM	7:37 AM	7:42 AM
7:45 AM	7:48 AM	7:51 AM	7:54 AM	7:57 AM	8:00 AM	8:05 AM	8:10 AM	8:13 AM	8:17 AM	8:19 AM	8:22 AM	8:27 AM
8:30 AM	8:33 AM	8:36 AM	8:39 AM	8:42 AM	8:45 AM	8:50 AM	8:55 AM	8:58 AM	9:02 AM	9:04 AM	9:07 AM	9:12 AM
9:15 AM	9:18 AM	9:21 AM	9:24 AM	9:27 AM	9:30 AM	9:35 AM	9:40 AM	9:43 AM	9:47 AM	9:49 AM	9:52 AM	9:57 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:15 AM	10:20 AM	10:25 AM	10:28 AM	10:32 AM	10:34 AM	10:37 AM	10:42 AM
10:45 AM	10:48 AM	10:52 AM	10:56 AM	11:00 AM	11:03 AM	11:08 AM	11:13 AM	11:16 AM	11:20 AM	11:22 AM	11:25 AM	11:30 AM
11:35 AM	11:38 AM	11:42 AM	11:46 AM	11:50 AM	11:53 AM	11:58 AM	12:03 PM	12:06 PM	12:10 PM	12:12 PM	12:15 PM	12:20 PM
12:25 PM	12:28 PM	12:32 PM	12:36 PM	12:40 PM	12:43 PM	12:48 PM	12:53 PM	12:56 PM	1:00 PM	1:02 PM	1:05 PM	1:10 PM
1:15 PM	1:18 PM	1:22 PM	1:26 PM	1:30 PM	1:33 PM	1:38 PM	1:43 PM	1:46 PM	1:50 PM	1:52 PM	1:55 PM	2:00 PM
2:05 PM	2:08 PM	2:12 PM	2:16 PM	2:20 PM	2:23 PM	2:28 PM	2:33 PM	2:36 PM	2:40 PM	2:42 PM	2:45 PM	2:50 PM
2:55 PM	2:58 PM	3:02 PM	3:06 PM	3:10 PM	3:13 PM	3:18 PM	3:23 PM	3:26 PM	3:30 PM	3:32 PM	3:35 PM	3:40 PM
3:45 PM	3:48 PM	3:52 PM	3:56 PM	4:00 PM	4:03 PM	4:08 PM	4:13 PM	4:16 PM	4:20 PM	4:22 PM	4:25 PM	4:30 PM
4:35 PM	4:38 PM	4:42 PM	4:46 PM	4:50 PM	4:53 PM	4:58 PM	5:03 PM	5:06 PM	5:10 PM	5:12 PM	5:15 PM	5:20 PM
5:25 PM	5:28 PM	5:32 PM	5:36 PM	5:40 PM	5:43 PM	5:48 PM	5:53 PM	5:56 PM	6:00 PM	6:02 PM	6:05 PM	6:10 PM
6:15 PM	6:18 PM	6:21 PM	6:24 PM	6:27 PM	6:30 PM	6:35 PM	6:40 PM	6:43 PM	6:47 PM	6:49 PM	6:52 PM	6:57 PM

ROUTE 4										
Lodi Station	Lodi/ Hutchins	Hutchins/ Kettleman	Wimbledon/ Ham	Ham/ Kettleman	Wal-Mart (Depart)	Ham/ Kettleman	Wimbledon/ Ham	Hutchins/ Kettleman	Lodi/ Hutchins	Lodi Station
6:15 AM	6:18 AM	6:21 AM	6:26 AM	6:29 AM	6:35 AM	6:40 AM	6:43 AM	6:48 AM	6:51 AM	6:55 AM
7:00 AM	7:03 AM	7:06 AM	7:11 AM	7:14 AM	7:20 AM	7:25 AM	7:28 AM	7:33 AM	7:36 AM	7:40 AM
7:45 AM	7:48 AM	7:51 AM	7:56 AM	7:59 AM	8:05 AM	8:10 AM	8:13 AM	8:18 AM	8:21 AM	8:25 AM
8:30 AM	8:33 AM	8:36 AM	8:41 AM	8:44 AM	8:50 AM	8:55 AM	8:58 AM	9:03 AM	9:06 AM	9:10 AM
9:15 AM	9:18 AM	9:21 AM	9:26 AM	9:29 AM	9:35 AM	9:40 AM	9:43 AM	9:48 AM	9:51 AM	9:55 AM
10:00 AM	10:03 AM	10:06 AM	10:11 AM	10:14 AM	10:20 AM	10:25 AM	10:28 AM	10:33 AM	10:36 AM	10:40 AM
10:45 AM	10:48 AM	10:52 AM	10:57 AM	11:01 AM	11:07 AM	11:12 AM	11:15 AM	11:20 AM	11:23 AM	11:27 AM
11:35 AM	11:38 AM	11:42 AM	11:47 AM	11:51 AM	11:57 AM	12:02 PM	12:05 PM	12:10 PM	12:13 PM	12:17 PM
12:25 PM	12:28 PM	12:32 PM	12:37 PM	12:41 PM	12:47 PM	12:52 PM	12:55 PM	1:00 PM	1:03 PM	1:07 PM
1:15 PM	1:18 PM	1:22 PM	1:27 PM	1:31 PM	1:37 PM	1:42 PM	1:45 PM	1:50 PM	1:53 PM	1:57 PM
2:05 PM	2:08 PM	2:12 PM	2:17 PM	2:21 PM	2:27 PM	2:32 PM	2:35 PM	2:40 PM	2:43 PM	2:47 PM
2:55 PM	2:58 PM	3:02 PM	3:07 PM	3:11 PM	3:17 PM	3:22 PM	3:25 PM	3:30 PM	3:33 PM	3:37 PM
3:45 PM	3:48 PM	3:52 PM	3:57 PM	4:01 PM	4:07 PM	4:12 PM	4:15 PM	4:20 PM	4:23 PM	4:27 PM
4:35 PM	4:38 PM	4:42 PM	4:47 PM	4:51 PM	4:57 PM	5:02 PM	5:05 PM	5:10 PM	5:13 PM	5:17 PM
5:25 PM	5:28 PM	5:32 PM	5:37 PM	5:41 PM	5:47 PM	5:52 PM	5:55 PM	6:00 PM	6:03 PM	6:07 PM
6:15 PM	6:18 PM	6:21 PM	6:26 PM	6:29 PM	6:35 PM	6:40 PM	6:43 PM	6:48 PM	6:51 PM	6:55 PM

COVERAGE ALTERNATIVE 2+ YEARS

ROUTE 5										
Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Cherokee/ Lodi	Cherokee/ Kettleman	Reynolds Ranch	Cherokee/ Kettleman	Cherokee/ Lodi	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
6:15 AM	6:17 AM	6:20 AM	6:24 AM	6:27 AM	6:35 AM	6:43 AM	6:46 AM	6:50 AM	6:53 AM	6:57 AM
7:00 AM	7:02 AM	7:05 AM	7:09 AM	7:12 AM	7:20 AM	7:28 AM	7:31 AM	7:35 AM	7:38 AM	7:42 AM
7:45 AM	7:47 AM	7:50 AM	7:54 AM	7:57 AM	8:05 AM	8:13 AM	8:16 AM	8:20 AM	8:23 AM	8:27 AM
8:30 AM	8:32 AM	8:35 AM	8:39 AM	8:42 AM	8:50 AM	8:58 AM	9:01 AM	9:05 AM	9:08 AM	9:12 AM
9:15 AM	9:17 AM	9:20 AM	9:24 AM	9:27 AM	9:35 AM	9:43 AM	9:46 AM	9:50 AM	9:53 AM	9:57 AM
10:00 AM	10:02 AM	10:05 AM	10:09 AM	10:12 AM	10:20 AM	10:28 AM	10:31 AM	10:35 AM	10:38 AM	10:42 AM
10:45 AM	10:47 AM	10:50 AM	10:54 AM	10:57 AM	11:05 AM	11:13 AM	11:16 AM	11:20 AM	11:23 AM	11:27 AM
11:35 AM	11:37 AM	11:40 AM	11:44 AM	11:47 AM	11:55 AM	12:03 PM	12:06 PM	12:10 PM	12:13 PM	12:17 PM
12:25 PM	12:27 PM	12:30 PM	12:34 PM	12:37 PM	12:45 PM	12:53 PM	12:56 PM	1:00 PM	1:03 PM	1:07 PM
1:15 PM	1:17 PM	1:20 PM	1:24 PM	1:27 PM	1:35 PM	1:43 PM	1:46 PM	1:50 PM	1:53 PM	1:57 PM
2:05 PM	2:07 PM	2:10 PM	2:14 PM	2:17 PM	2:25 PM	2:33 PM	2:36 PM	2:40 PM	2:43 PM	2:47 PM
2:55 PM	2:57 PM	3:00 PM	3:04 PM	3:07 PM	3:15 PM	3:23 PM	3:26 PM	3:30 PM	3:33 PM	3:37 PM
3:45 PM	3:47 PM	3:50 PM	3:54 PM	3:57 PM	4:05 PM	4:13 PM	4:16 PM	4:20 PM	4:23 PM	4:27 PM
4:35 PM	4:37 PM	4:40 PM	4:44 PM	4:47 PM	4:55 PM	5:03 PM	5:06 PM	5:10 PM	5:13 PM	5:17 PM
5:25 PM	5:27 PM	5:30 PM	5:34 PM	5:37 PM	5:45 PM	5:53 PM	5:56 PM	6:00 PM	6:03 PM	6:07 PM
6:15 PM	6:17 PM	6:20 PM	6:24 PM	6:27 PM	6:35 PM	6:43 PM	6:46 PM	6:50 PM	6:53 PM	6:57 PM

PRODUCTIVITY ALTERNATIVE

ROUTE 2												
Lodi Station	Oak/ Washington	Central/ Vine	Central/ Poplar	Kettleman/ Crescent	Wal-Mart	Raleys	Wal-Mart	Kettleman/ Crescent	Central/ Poplar	Central/ Vine	Oak/ Washington	Lodi Station
6:00 AM	6:02 AM	6:05 AM	6:06 AM	6:10 AM	6:19 AM	6:27 AM	6:35 AM	6:39 AM	6:41 AM	6:44 AM	6:47 AM	6:52 AM
6:30 AM	6:32 AM	6:35 AM	6:36 AM	6:40 AM	6:49 AM	6:57 AM	7:05 AM	7:09 AM	7:11 AM	7:14 AM	7:17 AM	7:22 AM
7:00 AM	7:02 AM	7:05 AM	7:06 AM	7:10 AM	7:19 AM	7:27 AM	7:35 AM	7:39 AM	7:41 AM	7:44 AM	7:47 AM	7:52 AM
7:30 AM	7:32 AM	7:35 AM	7:36 AM	7:40 AM	7:49 AM	7:57 AM	8:05 AM	8:09 AM	8:11 AM	8:14 AM	8:17 AM	8:22 AM
8:00 AM	8:02 AM	8:05 AM	8:06 AM	8:10 AM	8:19 AM	8:27 AM	8:35 AM	8:39 AM	8:41 AM	8:44 AM	8:47 AM	8:52 AM
8:30 AM	8:32 AM	8:35 AM	8:36 AM	8:40 AM	8:49 AM	8:57 AM	9:05 AM	9:09 AM	9:11 AM	9:14 AM	9:17 AM	9:22 AM
9:00 AM	9:02 AM	9:05 AM	9:06 AM	9:10 AM	9:19 AM	9:27 AM	9:35 AM	9:39 AM	9:41 AM	9:44 AM	9:47 AM	9:52 AM
9:30 AM	9:32 AM	9:35 AM	9:36 AM	9:40 AM	9:49 AM	9:57 AM	10:05 AM	10:09 AM	10:11 AM	10:14 AM	10:17 AM	10:22 AM
10:00 AM	10:02 AM	10:05 AM	10:06 AM	10:10 AM	10:19 AM	10:27 AM	10:35 AM	10:39 AM	10:41 AM	10:44 AM	10:47 AM	10:52 AM
10:30 AM	10:32 AM	10:35 AM	10:36 AM	10:40 AM	10:49 AM	10:57 AM	11:05 AM	11:09 AM	11:11 AM	11:14 AM	11:17 AM	11:22 AM
11:00 AM	11:02 AM	11:05 AM	11:06 AM	11:10 AM	11:19 AM	11:27 AM	11:35 AM	11:39 AM	11:41 AM	11:44 AM	11:47 AM	11:52 AM
11:30 AM	11:32 AM	11:35 AM	11:36 AM	11:40 AM	11:49 AM	11:57 AM	12:05 PM	12:09 PM	12:11 PM	12:14 PM	12:17 PM	12:22 PM
12:00 PM	12:02 PM	12:05 PM	12:06 PM	12:10 PM	12:19 PM	12:27 PM	12:35 PM	12:39 PM	12:41 PM	12:44 PM	12:47 PM	12:52 PM
12:30 PM	12:32 PM	12:35 PM	12:36 PM	12:40 PM	12:49 PM	12:57 PM	1:05 PM	1:09 PM	1:11 PM	1:14 PM	1:17 PM	1:22 PM
1:00 PM	1:02 PM	1:05 PM	1:06 PM	1:10 PM	1:19 PM	1:27 PM	1:35 PM	1:39 PM	1:41 PM	1:44 PM	1:47 PM	1:52 PM
1:30 PM	1:32 PM	1:35 PM	1:36 PM	1:40 PM	1:49 PM	1:57 PM	2:05 PM	2:09 PM	2:11 PM	2:14 PM	2:17 PM	2:22 PM
2:00 PM	2:02 PM	2:05 PM	2:06 PM	2:10 PM	2:19 PM	2:27 PM	2:35 PM	2:39 PM	2:41 PM	2:44 PM	2:47 PM	2:52 PM
2:30 PM	2:32 PM	2:35 PM	2:36 PM	2:40 PM	2:49 PM	2:57 PM	3:05 PM	3:09 PM	3:11 PM	3:14 PM	3:17 PM	3:22 PM
3:00 PM	3:02 PM	3:05 PM	3:06 PM	3:10 PM	3:19 PM	3:27 PM	3:35 PM	3:39 PM	3:41 PM	3:44 PM	3:47 PM	3:52 PM
3:30 PM	3:32 PM	3:35 PM	3:36 PM	3:40 PM	3:49 PM	3:57 PM	4:05 PM	4:09 PM	4:11 PM	4:14 PM	4:17 PM	4:22 PM
4:00 PM	4:02 PM	4:05 PM	4:06 PM	4:10 PM	4:19 PM	4:27 PM	4:35 PM	4:39 PM	4:41 PM	4:44 PM	4:47 PM	4:52 PM
4:30 PM	4:32 PM	4:35 PM	4:36 PM	4:40 PM	4:49 PM	4:57 PM	5:05 PM	5:09 PM	5:11 PM	5:14 PM	5:17 PM	5:22 PM
5:00 PM	5:02 PM	5:05 PM	5:06 PM	5:10 PM	5:19 PM	5:27 PM	5:35 PM	5:39 PM	5:41 PM	5:44 PM	5:47 PM	5:52 PM
5:30 PM	5:32 PM	5:35 PM	5:36 PM	5:40 PM	5:49 PM	5:57 PM	6:05 PM	6:09 PM	6:11 PM	6:14 PM	6:17 PM	6:22 PM
6:00 PM	6:02 PM	6:05 PM	6:06 PM	6:10 PM	6:19 PM	6:27 PM	6:35 PM	6:39 PM	6:41 PM	6:44 PM	6:47 PM	6:52 PM
6:30 PM	6:32 PM	6:35 PM	6:36 PM	6:40 PM	6:49 PM	6:57 PM	7:05 PM	7:09 PM	7:11 PM	7:14 PM	7:17 PM	7:22 PM

PRODUCTIVITY ALTERNATIVE

ROUTE 3												
Lodi Station	Church/ Olive Ct	Turner/ Ham	Ham/ Oak	Ham/ Kettleman	Wal-Mart	Gateway	Wal-Mart	Ham/ Kettleman	Ham/ Oak	Turner/ Ham	Church/ Olive Ct	Lodi Station
6:00 AM	6:03 AM	6:06 AM	6:09 AM	6:12 AM	6:19 AM	6:27 AM	6:35 AM	6:42 AM	6:45 AM	6:48 AM	6:51 AM	6:54 AM
7:00 AM	7:03 AM	7:06 AM	7:09 AM	7:12 AM	7:19 AM	7:27 AM	7:35 AM	7:42 AM	7:45 AM	7:48 AM	7:51 AM	7:54 AM
8:00 AM	8:03 AM	8:06 AM	8:09 AM	8:12 AM	8:19 AM	8:27 AM	8:35 AM	8:42 AM	8:45 AM	8:48 AM	8:51 AM	8:54 AM
9:00 AM	9:03 AM	9:06 AM	9:09 AM	9:12 AM	9:19 AM	9:27 AM	9:35 AM	9:42 AM	9:45 AM	9:48 AM	9:51 AM	9:54 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:19 AM	10:27 AM	10:35 AM	10:42 AM	10:45 AM	10:48 AM	10:51 AM	10:54 AM
11:00 AM	11:03 AM	11:06 AM	11:09 AM	11:12 AM	11:19 AM	11:27 AM	11:35 AM	11:42 AM	11:45 AM	11:48 AM	11:51 AM	11:54 AM
12:00 PM	12:03 PM	12:06 PM	12:09 PM	12:12 PM	12:19 PM	12:27 PM	12:35 PM	12:42 PM	12:45 PM	12:48 PM	12:51 PM	12:54 PM
1:00 PM	1:03 PM	1:06 PM	1:09 PM	1:12 PM	1:19 PM	1:27 PM	1:35 PM	1:42 PM	1:45 PM	1:48 PM	1:51 PM	1:54 PM
2:00 PM	2:03 PM	2:06 PM	2:09 PM	2:12 PM	2:19 PM	2:27 PM	2:35 PM	2:42 PM	2:45 PM	2:48 PM	2:51 PM	2:54 PM
3:00 PM	3:03 PM	3:06 PM	3:09 PM	3:12 PM	3:19 PM	3:27 PM	3:35 PM	3:42 PM	3:45 PM	3:48 PM	3:51 PM	3:54 PM
4:00 PM	4:03 PM	4:06 PM	4:09 PM	4:12 PM	4:19 PM	4:27 PM	4:35 PM	4:42 PM	4:45 PM	4:48 PM	4:51 PM	4:54 PM
5:00 PM	5:03 PM	5:06 PM	5:09 PM	5:12 PM	5:19 PM	5:27 PM	5:35 PM	5:42 PM	5:45 PM	5:48 PM	5:51 PM	5:54 PM
6:00 PM	6:03 PM	6:06 PM	6:09 PM	6:12 PM	6:19 PM	6:27 PM	6:35 PM	6:42 PM	6:45 PM	6:48 PM	6:51 PM	6:54 PM

PRODUCTIVITY ALTERNATIVE

ROUTE 4										
Lodi Station	Lodi/ Hutchins	Hutchins/ Kettleman	Wimbledon/ Ham	Mills/ Century	Wal-Mart	Mills/ Century	Wimbledon/ Ham	Hutchins/ Kettleman	Lodi/ Hutchins	Lodi Station
6:00 AM	6:04 AM	6:07 AM	6:14 AM	6:17 AM	6:25 AM	6:33 AM	6:36 AM	6:43 AM	6:46 AM	6:50 AM
6:30 AM	6:34 AM	6:37 AM	6:44 AM	6:47 AM	6:55 AM	7:03 AM	7:06 AM	7:13 AM	7:16 AM	7:20 AM
7:00 AM	7:04 AM	7:07 AM	7:14 AM	7:17 AM	7:25 AM	7:33 AM	7:36 AM	7:43 AM	7:46 AM	7:50 AM
7:30 AM	7:34 AM	7:37 AM	7:44 AM	7:47 AM	7:55 AM	8:03 AM	8:06 AM	8:13 AM	8:16 AM	8:20 AM
8:00 AM	8:04 AM	8:07 AM	8:14 AM	8:17 AM	8:25 AM	8:33 AM	8:36 AM	8:43 AM	8:46 AM	8:50 AM
8:30 AM	8:34 AM	8:37 AM	8:44 AM	8:47 AM	8:55 AM	9:03 AM	9:06 AM	9:13 AM	9:16 AM	9:20 AM
9:00 AM	9:04 AM	9:07 AM	9:14 AM	9:17 AM	9:25 AM	9:33 AM	9:36 AM	9:43 AM	9:46 AM	9:50 AM
9:30 AM	9:34 AM	9:37 AM	9:44 AM	9:47 AM	9:55 AM	10:03 AM	10:06 AM	10:13 AM	10:16 AM	10:20 AM
10:00 AM	10:04 AM	10:07 AM	10:14 AM	10:17 AM	10:25 AM	10:33 AM	10:36 AM	10:43 AM	10:46 AM	10:50 AM
10:30 AM	10:34 AM	10:37 AM	10:44 AM	10:47 AM	10:55 AM	11:03 AM	11:06 AM	11:13 AM	11:16 AM	11:20 AM
11:00 AM	11:04 AM	11:07 AM	11:14 AM	11:17 AM	11:25 AM	11:33 AM	11:36 AM	11:43 AM	11:46 AM	11:50 AM
11:30 AM	11:34 AM	11:37 AM	11:44 AM	11:47 AM	11:55 AM	12:03 PM	12:06 PM	12:13 PM	12:16 PM	12:20 PM
12:00 PM	12:04 PM	12:07 PM	12:14 PM	12:17 PM	12:25 PM	12:33 PM	12:36 PM	12:43 PM	12:46 PM	12:50 PM
12:30 PM	12:34 PM	12:37 PM	12:44 PM	12:47 PM	12:55 PM	1:03 PM	1:06 PM	1:13 PM	1:16 PM	1:20 PM
1:00 PM	1:04 PM	1:07 PM	1:14 PM	1:17 PM	1:25 PM	1:33 PM	1:36 PM	1:43 PM	1:46 PM	1:50 PM
1:30 PM	1:34 PM	1:37 PM	1:44 PM	1:47 PM	1:55 PM	2:03 PM	2:06 PM	2:13 PM	2:16 PM	2:20 PM
2:00 PM	2:04 PM	2:07 PM	2:14 PM	2:17 PM	2:25 PM	2:33 PM	2:36 PM	2:43 PM	2:46 PM	2:50 PM
2:30 PM	2:34 PM	2:37 PM	2:44 PM	2:47 PM	2:55 PM	3:03 PM	3:06 PM	3:13 PM	3:16 PM	3:20 PM
3:00 PM	3:04 PM	3:07 PM	3:14 PM	3:17 PM	3:25 PM	3:33 PM	3:36 PM	3:43 PM	3:46 PM	3:50 PM
3:30 PM	3:34 PM	3:37 PM	3:44 PM	3:47 PM	3:55 PM	4:03 PM	4:06 PM	4:13 PM	4:16 PM	4:20 PM
4:00 PM	4:04 PM	4:07 PM	4:14 PM	4:17 PM	4:25 PM	4:33 PM	4:36 PM	4:43 PM	4:46 PM	4:50 PM
4:30 PM	4:34 PM	4:37 PM	4:44 PM	4:47 PM	4:55 PM	5:03 PM	5:06 PM	5:13 PM	5:16 PM	5:20 PM
5:00 PM	5:04 PM	5:07 PM	5:14 PM	5:17 PM	5:25 PM	5:33 PM	5:36 PM	5:43 PM	5:46 PM	5:50 PM
5:30 PM	5:34 PM	5:37 PM	5:44 PM	5:47 PM	5:55 PM	6:03 PM	6:06 PM	6:13 PM	6:16 PM	6:20 PM
6:00 PM	6:04 PM	6:07 PM	6:14 PM	6:17 PM	6:25 PM	6:33 PM	6:36 PM	6:43 PM	6:46 PM	6:50 PM
6:30 PM	6:34 PM	6:37 PM	6:44 PM	6:47 PM	6:55 PM	7:03 PM	7:06 PM	7:13 PM	7:16 PM	7:20 PM

PRODUCTIVITY ALTERNATIVE

ROUTE 5												
Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Cherokee/ Lodi	Cherokee/ Kettleman	Stockton/ Maggio	Shopping Center	Stockton/ Maggio	Cherokee/ Kettleman	Cherokee/ Lodi	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
6:00 AM	6:02 AM	6:05 AM	6:09 AM	6:12 AM	6:16 AM	6:24 AM	6:32 AM	6:36 AM	6:39 AM	6:43 AM	6:46 AM	6:50 AM
7:00 AM	7:02 AM	7:05 AM	7:09 AM	7:12 AM	7:16 AM	7:24 AM	7:32 AM	7:36 AM	7:39 AM	7:43 AM	7:46 AM	7:50 AM
8:00 AM	8:02 AM	8:05 AM	8:09 AM	8:12 AM	8:16 AM	8:24 AM	8:32 AM	8:36 AM	8:39 AM	8:43 AM	8:46 AM	8:50 AM
9:00 AM	9:02 AM	9:05 AM	9:09 AM	9:12 AM	9:16 AM	9:24 AM	9:32 AM	9:36 AM	9:39 AM	9:43 AM	9:46 AM	9:50 AM
10:00 AM	10:02 AM	10:05 AM	10:09 AM	10:12 AM	10:16 AM	10:24 AM	10:32 AM	10:36 AM	10:39 AM	10:43 AM	10:46 AM	10:50 AM
11:00 AM	11:02 AM	11:05 AM	11:09 AM	11:12 AM	11:16 AM	11:24 AM	11:32 AM	11:36 AM	11:39 AM	11:43 AM	11:46 AM	11:50 AM
12:00 PM	12:02 PM	12:05 PM	12:09 PM	12:12 PM	12:16 PM	12:24 PM	12:32 PM	12:36 PM	12:39 PM	12:43 PM	12:46 PM	12:50 PM
1:00 PM	1:02 PM	1:05 PM	1:09 PM	1:12 PM	1:16 PM	1:24 PM	1:32 PM	1:36 PM	1:39 PM	1:43 PM	1:46 PM	1:50 PM
2:00 PM	2:02 PM	2:05 PM	2:09 PM	2:12 PM	2:16 PM	2:24 PM	2:32 PM	2:36 PM	2:39 PM	2:43 PM	2:46 PM	2:50 PM
3:00 PM	3:02 PM	3:05 PM	3:09 PM	3:12 PM	3:16 PM	3:24 PM	3:32 PM	3:36 PM	3:39 PM	3:43 PM	3:46 PM	3:50 PM
4:00 PM	4:02 PM	4:05 PM	4:09 PM	4:12 PM	4:16 PM	4:24 PM	4:32 PM	4:36 PM	4:39 PM	4:43 PM	4:46 PM	4:50 PM
5:00 PM	5:02 PM	5:05 PM	5:09 PM	5:12 PM	5:16 PM	5:24 PM	5:32 PM	5:36 PM	5:39 PM	5:43 PM	5:46 PM	5:50 PM
6:00 PM	6:02 PM	6:05 PM	6:09 PM	6:12 PM	6:16 PM	6:24 PM	6:32 PM	6:36 PM	6:39 PM	6:43 PM	6:46 PM	6:50 PM

PROPOSED WEEKEND SERVICE

ROUTE 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
7:45 AM	7:48 AM	7:51 AM	7:54 AM	7:57 AM	8:07 AM	8:10 AM	8:12 AM	8:15 AM	8:18 AM	8:24 AM
8:30 AM	8:33 AM	8:36 AM	8:39 AM	8:42 AM	8:52 AM	8:55 AM	8:57 AM	9:00 AM	9:03 AM	9:09 AM
9:15 AM	9:18 AM	9:21 AM	9:24 AM	9:27 AM	9:37 AM	9:40 AM	9:42 AM	9:45 AM	9:48 AM	9:54 AM
10:00 AM	10:03 AM	10:06 AM	10:09 AM	10:12 AM	10:22 AM	10:25 AM	10:27 AM	10:30 AM	10:33 AM	10:39 AM
10:45 AM	10:48 AM	10:51 AM	10:54 AM	10:57 AM	11:07 AM	11:10 AM	11:12 AM	11:15 AM	11:18 AM	11:24 AM
11:30 AM	11:33 AM	11:36 AM	11:39 AM	11:42 AM	11:52 AM	11:55 AM	11:57 AM	12:00 PM	12:03 PM	12:09 PM
12:15 PM	12:18 PM	12:22 PM	12:26 PM	12:30 PM	12:40 PM	12:43 PM	12:45 PM	12:48 PM	12:52 PM	12:58 PM
1:00 PM	1:03 PM	1:07 PM	1:11 PM	1:15 PM	1:25 PM	1:28 PM	1:30 PM	1:33 PM	1:37 PM	1:43 PM
1:45 PM	1:48 PM	1:52 PM	1:56 PM	2:00 PM	2:10 PM	2:13 PM	2:15 PM	2:18 PM	2:22 PM	2:28 PM
2:30 PM	2:33 PM	2:37 PM	2:41 PM	2:45 PM	2:55 PM	2:58 PM	3:00 PM	3:03 PM	3:07 PM	3:13 PM

ROUTE 5										
Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Cherokee/ Lodi	Cherokee/ Kettleman	Stockton/ Madrid	Cherokee/ Kettleman	Cherokee/ Lodi	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
7:45 AM	7:47 AM	7:50 AM	7:54 AM	7:57 AM	8:01 AM	8:05 AM	8:08 AM	8:12 AM	8:15 AM	8:19 AM
8:30 AM	8:32 AM	8:35 AM	8:39 AM	8:42 AM	8:46 AM	8:50 AM	8:53 AM	8:57 AM	9:00 AM	9:04 AM
9:15 AM	9:17 AM	9:20 AM	9:24 AM	9:27 AM	9:31 AM	9:35 AM	9:38 AM	9:42 AM	9:45 AM	9:49 AM
10:00 AM	10:02 AM	10:05 AM	10:09 AM	10:12 AM	10:16 AM	10:20 AM	10:23 AM	10:27 AM	10:30 AM	10:34 AM
10:45 AM	10:47 AM	10:50 AM	10:54 AM	10:57 AM	11:01 AM	11:05 AM	11:08 AM	11:12 AM	11:15 AM	11:19 AM
11:30 AM	11:32 AM	11:35 AM	11:39 AM	11:42 AM	11:46 AM	11:50 AM	11:53 AM	11:57 AM	12:00 PM	12:04 PM
12:15 PM	12:17 PM	12:20 PM	12:24 PM	12:27 PM	12:31 PM	12:35 PM	12:38 PM	12:42 PM	12:45 PM	12:49 PM
1:00 PM	1:02 PM	1:05 PM	1:09 PM	1:12 PM	1:16 PM	1:20 PM	1:23 PM	1:27 PM	1:30 PM	1:34 PM
1:45 PM	1:47 PM	1:50 PM	1:54 PM	1:57 PM	2:01 PM	2:05 PM	2:08 PM	2:12 PM	2:15 PM	2:19 PM
2:30 PM	2:32 PM	2:35 PM	2:39 PM	2:42 PM	2:46 PM	2:50 PM	2:53 PM	2:57 PM	3:00 PM	3:04 PM

ROUTE 5 (REYNOLDS RANCH ALTERNATE)										
Lodi Station	Stockton/ Pine	Calaveras/ Pioneer	Cherokee/ Lodi	Cherokee/ Kettleman	Reynolds Ranch	Cherokee/ Kettleman	Cherokee/ Lodi	Calaveras/ Pioneer	Stockton/ Locust	Lodi Station
7:45 AM	7:47 AM	7:50 AM	7:54 AM	7:57 AM	8:05 AM	8:13 AM	8:16 AM	8:20 AM	8:23 AM	8:27 AM
8:30 AM	8:32 AM	8:35 AM	8:39 AM	8:42 AM	8:50 AM	8:58 AM	9:01 AM	9:05 AM	9:08 AM	9:12 AM
9:15 AM	9:17 AM	9:20 AM	9:24 AM	9:27 AM	9:35 AM	9:43 AM	9:46 AM	9:50 AM	9:53 AM	9:57 AM
10:00 AM	10:02 AM	10:05 AM	10:09 AM	10:12 AM	10:20 AM	10:28 AM	10:31 AM	10:35 AM	10:38 AM	10:42 AM
10:45 AM	10:47 AM	10:50 AM	10:54 AM	10:57 AM	11:05 AM	11:13 AM	11:16 AM	11:20 AM	11:23 AM	11:27 AM
11:30 AM	11:32 AM	11:35 AM	11:39 AM	11:42 AM	11:50 AM	11:58 AM	12:01 PM	12:05 PM	12:08 PM	12:12 PM
12:15 PM	12:17 PM	12:20 PM	12:24 PM	12:27 PM	12:35 PM	12:43 PM	12:46 PM	12:50 PM	12:53 PM	12:57 PM
1:00 PM	1:02 PM	1:05 PM	1:09 PM	1:12 PM	1:20 PM	1:28 PM	1:31 PM	1:35 PM	1:38 PM	1:42 PM
1:45 PM	1:47 PM	1:50 PM	1:54 PM	1:57 PM	2:05 PM	2:13 PM	2:16 PM	2:20 PM	2:23 PM	2:27 PM
2:30 PM	2:32 PM	2:35 PM	2:39 PM	2:42 PM	2:50 PM	2:58 PM	3:01 PM	3:05 PM	3:08 PM	3:12 PM

PROPOSED WEEKEND SERVICE

ROUTE 6											
Lodi Station	Stockton/ Lodi	Central/ Vine	Central/ Poplar	Hutchins/ Kettleman	Wimbledon/ Ham	Mills/ Century	Wal-Mart	Ham/ Kettleman	Ham/ Oak	Lockeford/ Crescent	Lodi Station
7:45 AM	7:49 AM	7:52 AM	7:55 AM	7:57 AM	8:02 AM	8:05 AM	8:13 AM	8:15 AM	8:18 AM	8:21 AM	8:25 AM
8:30 AM	8:34 AM	8:37 AM	8:40 AM	8:42 AM	8:47 AM	8:50 AM	8:58 AM	9:00 AM	9:03 AM	9:06 AM	9:10 AM
9:15 AM	9:19 AM	9:22 AM	9:25 AM	9:27 AM	9:32 AM	9:35 AM	9:43 AM	9:45 AM	9:48 AM	9:51 AM	9:55 AM
10:00 AM	10:04 AM	10:07 AM	10:10 AM	10:12 AM	10:17 AM	10:20 AM	10:28 AM	10:30 AM	10:33 AM	10:36 AM	10:40 AM
10:45 AM	10:49 AM	10:52 AM	10:55 AM	10:57 AM	11:02 AM	11:05 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:25 AM
11:30 AM	11:34 AM	11:37 AM	11:40 AM	11:42 AM	11:47 AM	11:50 AM	11:58 AM	12:00 PM	12:03 PM	12:06 PM	12:10 PM
12:15 PM	12:19 PM	12:22 PM	12:25 PM	12:27 PM	12:32 PM	12:35 PM	12:43 PM	12:45 PM	12:48 PM	12:51 PM	12:55 PM
1:00 PM	1:04 PM	1:07 PM	1:10 PM	1:12 PM	1:17 PM	1:20 PM	1:28 PM	1:30 PM	1:33 PM	1:36 PM	1:40 PM
1:45 PM	1:49 PM	1:52 PM	1:55 PM	1:57 PM	2:02 PM	2:05 PM	2:13 PM	2:15 PM	2:18 PM	2:21 PM	2:25 PM
2:30 PM	2:34 PM	2:37 PM	2:40 PM	2:42 PM	2:47 PM	2:50 PM	2:58 PM	3:00 PM	3:03 PM	3:06 PM	3:10 PM

ROUTE 7											
Lodi Station	Lockeford/ Crescent	Ham/ Oak	Ham/ Kettleman	Wal-Mart	Mills/ Century	Wimbledon/ Ham	Hutchins/ Kettleman	Central/ Poplar	Central/ Vine	Stockton/ Lodi	Lodi Station
7:45 AM	7:49 AM	7:52 AM	7:55 AM	8:03 AM	8:05 AM	8:08 AM	8:13 AM	8:15 AM	8:18 AM	8:21 AM	8:25 AM
8:30 AM	8:34 AM	8:37 AM	8:40 AM	8:48 AM	8:50 AM	8:53 AM	8:58 AM	9:00 AM	9:03 AM	9:06 AM	9:10 AM
9:15 AM	9:19 AM	9:22 AM	9:25 AM	9:33 AM	9:35 AM	9:38 AM	9:43 AM	9:45 AM	9:48 AM	9:51 AM	9:55 AM
10:00 AM	10:04 AM	10:07 AM	10:10 AM	10:18 AM	10:20 AM	10:23 AM	10:28 AM	10:30 AM	10:33 AM	10:36 AM	10:40 AM
10:45 AM	10:49 AM	10:52 AM	10:55 AM	11:03 AM	11:05 AM	11:08 AM	11:13 AM	11:15 AM	11:18 AM	11:21 AM	11:25 AM
11:30 AM	11:34 AM	11:37 AM	11:40 AM	11:48 AM	11:50 AM	11:53 AM	11:58 AM	12:00 PM	12:03 PM	12:06 PM	12:10 PM
12:15 PM	12:19 PM	12:22 PM	12:25 PM	12:33 PM	12:35 PM	12:38 PM	12:43 PM	12:45 PM	12:48 PM	12:51 PM	12:55 PM
1:00 PM	1:04 PM	1:07 PM	1:10 PM	1:18 PM	1:20 PM	1:23 PM	1:28 PM	1:30 PM	1:33 PM	1:36 PM	1:40 PM
1:45 PM	1:49 PM	1:52 PM	1:55 PM	2:03 PM	2:05 PM	2:08 PM	2:13 PM	2:15 PM	2:18 PM	2:21 PM	2:25 PM
2:30 PM	2:34 PM	2:37 PM	2:40 PM	2:48 PM	2:50 PM	2:53 PM	2:58 PM	3:00 PM	3:03 PM	3:06 PM	3:10 PM

APPENDIX D

RECOMMENDATIONS FOR NEW DEVELOPMENTS

The following section expands the discussion on each large planned development and recommended transit service.

Reynolds Ranch

Reynolds Ranch is a residential and commercial development planned for the southeast corner of Lodi. The retail center will include a Winco Foods, Walgreens, Costco, Kohls, and Home Depot. Senior housing will be the dominant residential land use. The original site plan called for over 700 new homes, however, due to the recent housing market, the development plan is being revised to include less housing and more retail. Retail establishments are expected to open in FY 2009/10.

In addition to residential and retail development, Blue Shield is opening a new call center on Cherokee Lane in October 2008. The site is expected to employ a maximum of 1,600 employees on two shifts-6:00 AM to 3:00 PM and 3:00 PM to 11:00 PM. Parking will be available for approximately 900 vehicles. Because shifts do not match Grapeline service hours and the large parking lot, transit demand will likely be very low.

Extending Route 5 to serve Reynolds Ranch is not recommended until retail establishments have opened. See Alternative 1, Route 5. If service is requested before stores open, Grapeline and Blue Shield should survey employees to determine their current commute mode and interest in transit before service is extended.

Gateway Development

The Gateway Development is a large residential and commercial development planned for the southwest corner of Lodi, west of Lower Sacramento Road between Kettleman Lane and Harney Lane. The development will feature mostly low density residential housing with high residential on Kettleman Lane and medium density residential housing in the core of the development. The area will feature a new Wal-Mart Supercenter slated for construction at Kettleman Lane and Lower Sacramento Road within the next year.

Based on the development type, transit demand will likely be low to the residential neighborhoods. The Wal-Mart Supercenter will experience significant demand and routes will be rerouted from the Safeway and Target parking lots to the transit turnaround planned for the shopping center.

To best serve the new residential areas, school tripper service should be extended to serve the neighborhood. Students in the new development will be in Tokay High School and Lodi Middle School districts. Service on Express Route 6 could be altered to serve the new development and both schools.

In the productivity-based alternative, Route 3 will have enough time built into its schedule to serve the Gateway development hourly. The extension into the development could also be used to serve the new Lodi Community Center planned on Lower Sacramento Road.

Westside Development

The new Westside Development, planned west of Lower Sacramento Road between Lodi Avenue and Vine Street, is located adjacent to Route 1. A majority of the housing in the development is planned to be low density. A small area is zoned for high density development and is located next to the Raley's Shopping Center where Route 1 currently operates. Residents in these higher density areas will be able to walk less than five minutes to access Route 1. As a result, the consulting team does not recommend extending Route 1 to serve the Westside Development. See Alternative 1, Route 1 for a possible service alignment if service is requested.