

Executive Summary
City of Lodi Short Range Transit Plan 2019-2029
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This document presents a ten-year Short-Range Transit Plan (SRTP) developed for the City of Lodi's transit program. A SRTP is intended to provide a detailed business plan to guide improvements to the transit organization and is also important to qualify for state and Federal funding. It includes a review of demographics and transit needs, a series of surveys and ridership counts, a review of the effectiveness and efficiency of existing services, analysis of a wide range of options, and the results of public input processes. The resulting SRTP provides operational, capital and institutional plans, including an implementation plan.

SURVEYS AND DATA COLLECTION

This SRTP study included surveys of Lodi fixed Routes 1-5 and VineLine Dial-a-Ride (DAR), which yielded a total of 174 completed surveys. Surveys detailed passenger ridership characteristics, trip patterns, and opinions regarding services and desired improvements. On-time performance and boarding and alighting data were also collected on all daily runs of Routes 1–5. A community survey seeking input on transit needs and use was widely advertised, but resulted in only 20 participants.

EXISTING DEMOGRAPHICS

The population of Lodi, per the 2018 US Census estimates, was 67,121. In 2017 (latest year for more detailed data), the total number of **households without vehicles** was 713, or 3.2 percent of all households. **Youth** (persons 5 to 17 years of age) total 12,912, or 20 percent of total population. **Elderly** persons over age 65 total 8,943 (13.9 percent). There are a total of 10,627 **low income persons** living in Lodi (16.5 percent of total population). Persons who indicate they have **limited mobility** total 10,421, or 16.2 percent of total population. The SRTP provides graphics showing the areas with relatively high concentrations of transit dependent populations.

OVERVIEW OF LODI TRANSIT

Lodi Transit is a service provided through the City of Lodi, offering fixed route services, express routes, and general public DAR service and Americans with Disabilities Act (ADA) paratransit throughout the city. Management, marketing, planning and vehicle maintenance are provided by City employees, while day-to-day operations are provided by a private contractor. The City Council is the decision-making body.

The fixed route service consists of up to 8 buses at a time operating a total of 8 bus routes on weekdays (including 3 Express Routes) and 4 on weekends. Service is generally provided from 6:30 AM to 7:30 PM weekdays, with express service starting at 6:10 AM. Saturday service

operates from 7:30 AM to 9:30 PM, and from 8:30 AM to 4:30 PM on Sundays. Ridership on the fixed route service in Fiscal Year (FY) 2017/18 was 270,503 boardings, which is a 34 percent increase from ridership in FY 2011/12 (at a time when many systems have been losing ridership). The transit system is achieving performance standards set by San Joaquin Council of Governments (SJCOG), but does not have established goals and objectives (which are therefore recommended in this plan).

The DAR program provides curb-to-curb public transit and ADA paratransit service throughout the City. Service encompasses all of the hours of local fixed route service. Up to eight vehicles are in operation at peak times. Ridership in FY 2017/18 was 31,163 passengers, reflecting a 13 percent reduction from FY 2011/12. This reflects efforts to encourage more passengers to use fixed routes in lieu of the less efficient DAR (which carries fewer passengers per hour, thus is more costly per passenger-trip).

SHORT RANGE TRANSIT PLAN ELEMENTS

Service Plan

The service plan focuses on **realignment of Routes 1-5** to increase service area and improve scheduling. The main features of the recommended realignment include:

- Route 1 detours east from Lower Sacramento Road to serve the neighborhood around Henry Glaves, Jr. Park.
- Routes 1 and 2 are rerouted out of the Safeway parking lot for increased safety.
- Route 3 serves the Buena Vista loop currently served by Route 5 to free up time on that route, and would no longer serve the Century Blvd loop south of Kettleman Lane, which would be covered by Route 4. This provides more convenient service to passengers in the Buena Vista loop area (who currently have to ride all of Route 5). Additionally, Route 3 will no longer serve the area east of Ham Lane between Lockeford Street and Elm Street. Passengers in this area will still be within two blocks of Route 1 or 3.
- Route 4 is shifted off of Ham Lane to serve the Route 3 area.
- The Buena Vista Loop is dropped from Route 5 so that it has time to serve the growing area of Reynolds Ranch. The DMV would still be served on-demand, but the schedule would operate as if it is not served to speed travel for the large majority of passengers. While this will occasionally delay the route's arrival at the Transit Center, this deviation currently occurs on only 3% of runs and does not affect opportunities for transfers.

Another service recommendation is to **eliminate the final 3:30 PM run on Sundays**, which has a very low productivity. While 1,090 passenger trips would be lost, this saves the transit system \$13,850 each year.

The service plan is shown in Figure E-1. Ridership is forecast to increase by 8.3 percent in the first year of the plan (25,000 new boardings), rising to 12.8 percent (41,000 new boarding) in the long-term. Significantly, the percentage ridership increase is more than twice the percentage increase in operating cost, indicating a substantial improvement in the overall cost efficiency of the transit program.

Capital Plan

The plan calls for extensive capital investments, as follows:

- Bus Purchases – Lodi will need to replace 15 fixed route vehicles and 23 fixed route/DAR vehicles in the plan period. The cost of vehicles over the plan period is estimated at \$20,149,000. Starting in 2026, vehicles will be Battery Electric Buses, per State requirements.
- Automatic Vehicle Location (AVL) technology should be provided on future bus purchases.
- A large bus stop improvement program to improve shelters and accessibility to stops is planned for 2020/21, and replacement of five shelters every four years is included in the plan. This is projected to cost a total \$664,000 over the plan period. In the Reynolds Ranch area, two stops are already available (with pullouts and shelters) along Reynolds Ranch Parkway just to the south of Rocky Way and Lebaron Boulevard, though a stop on Rocky Way closer to Costco and Dick’s Sporting Goods should also be considered.
- Online fare purchasing software and continued maintenance is recommended (starting in 2022/23), adding \$235,000 over the plan period.
- The Sunset Village Hub will need to be planned and engineered, and the cost is yet to be determined.

The total cost of capital equipment over the plan period is estimated at \$21,361,000, not including the Sunset Village Hub.

Marketing/Institutional Plan

Numerous marketing strategies are identified in the plan, with recommendations to increase the marketing budget in order to implement the strategies. The increased budget can be used through the contract, or through a part-time position with the City of Lodi.

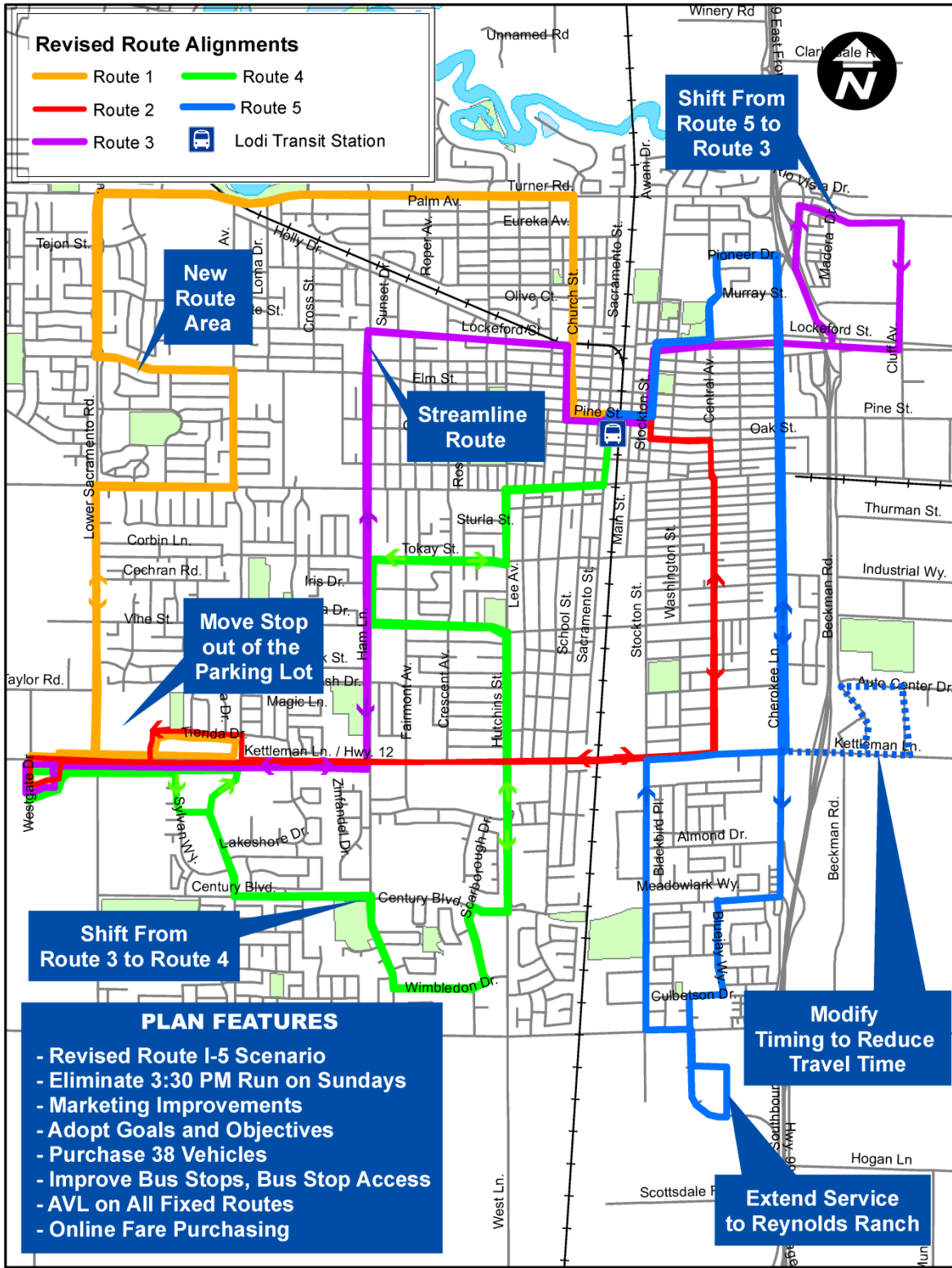
The City of Lodi staff should review and adopt goals, objectives and standards presented in the plan. The City should also consider operating RTD routes 23, 723 and 93, all of which serve Lodi. This will require ascertaining true costs of the routes as well as revenue implications. The City of Lodi has been discussing inter-agency agreements and options for cost-sharing with RTD, but until reliable cost estimates can be ascertained, no changes are recommended.



0 0.25 0.5 1 Miles

Figure E-1

Lodi SRTP Features



Financial Plan

The overall impact of this plan will be to increase operating costs by \$120,000 to \$250,000 per year (or 5.2 percent) over the plan period, with much of the increase attributed to a larger marketing budget and an increased bus stop maintenance budget.

The total costs for vehicle purchases over the next ten years will be on the order of \$20 Million, with an additional \$1.2 Million needed for AVL, bus stop improvements and fare payment software and maintenance.

While it will not significantly impact the revenues collected, Lodi should eliminate transfers and instead offer a day pass to passengers. This will provide increased convenience for passengers and operators, speed up the boarding process, and reduce the potential for conflicts between passengers and staff over transfer issues. Additionally, discounted student fares and monthly student passes will be considered, potentially supported partially through LCTOP funds.

Summary

Overall, under this SRTP ridership is forecast to increase by 12.8 percent, while costs increase by 5.3 percent (due largely to increased marketing and added inflation). Ridership per passenger hour improves from 8.7 systemwide to 9.4 and service coverage and quality is improved through the route realignment. The plan recommends adopting goals, objectives and standards, identifies a robust marketing program, addresses warranted capital improvements and outlines a balanced budget for the plan period. In summary, it will enhance the effectiveness of the City's transit program, improve the quality of transit services to Lodi residents and guide improvements over the next ten years.

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