



# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Adopt Resolution Authorizing City Manager to Approve Contract Change Order with MV Public Transportation, Inc., to Complete Short-Range Transit Plan for City of Lodi (\$10,270)

**MEETING DATE:** May 19, 2004

**PREPARED BY:** Public Works Director

**RECOMMENDED ACTION:** That the City Council adopt a resolution authorizing the City Manager to approve a contract change order with MV Public Transportation, Inc., to complete a Short-Range Transit Plan for the City of Lodi.

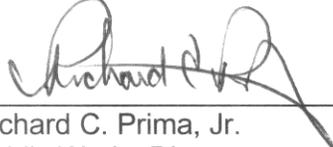
**BACKGROUND INFORMATION:** The attached proposed Short-Range Transit Plan (SRTP) includes analysis of the current services to identify unproductive and/or underproductive routes, service peaks, unproductive runs and frequently used/infrequently used bus stops. The SRTP will also evaluate current headways and whether or not they are sufficient. Major destinations will be examined and outlined not only for Fixed Route (FR) but also for Dial-A-Ride (DAR). This data will then be evaluated against trip times and demands to determine if more efficient routing is needed.

A demographic analysis will be performed to monitor usage by age group, as well as destinations. This data will be incorporated into a report noting recommendations for improvements and/or changes to the existing services (DAR and FR). Additionally, capital needs will be addressed, including recommended vehicles, bus stop locations and bus stop amenities.

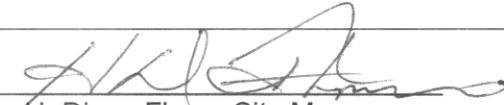
The Short-Range Transit Plan is a requirement of the Federal Transit Administration, and they have requested the City to complete one this Federal fiscal year (03/04).

**FUNDING:** Transit Fund: \$10,270

  
\_\_\_\_\_  
Ruby Paiste, Acting Finance Director

  
\_\_\_\_\_  
Richard C. Prima, Jr.  
Public Works Director

Prepared by Tiffani M. Fink, Transportation Manager  
Attachment  
RCP/TF/pmf

**APPROVED:**   
\_\_\_\_\_  
H. Dixon Flynn, City Manager

**CITY OF LODI, CALIFORNIA**  
**Short Range Transit Plan**

The City of Lodi staff has asked that a review of current services, both fixed route and Dial-a-Ride, be conducted to determine where services may be altered or improved to better serve the needs of the community. This review will be developed into a short range transit plan, meeting the planning needs of the system as well as those requirements of state funding sources. This review may be conducted by MV staff in conjunction with City staff, both locally and off-site, in the following manner:

**1.0 - Analysis of Current Services**

Using on/off data gathered by the drivers, an analysis of passenger movements will be conducted. This analysis will include a summary of passenger boarding and alightings at each stop on the fixed routes by time of day, both in table and graph format. Major items to be addressed in this portion of the study include:

- Identification of unproductive or underproductive route segments
- Identification of frequently used and underused bus stops
- Identification of service peaks and unproductive runs

Data supplied will also be used to determine if sufficient running time is allocated to the fixed routes at particular times of day, based on passenger volumes and peak hour traffic conditions. If the fixed route system includes route deviations at particular times of day, these deviations will be reviewed for their appropriateness both in terms of routing and time.



## **2.0 Origin / Destination Analysis**

Common origins and destinations frequently utilized by transit riders will be identified and plotted against the route structure to determine where routes might require adjustment to better serve primary locations, either as a result of routing or of timing (i.e. schools). Additionally, trip data from the Dial-a-Ride service will also be plotted against the fixed routes to determine where major dial-a-ride destinations are in relation to the fixed route system, within and outside of a ¾-mile ADA paratransit service boundary. Major destinations include:

- Schools
- Major employers
- Major retail establishments
- Human Service and social agencies
- Medical facilities
- Government facilities
- Public and multi-family housing

## **3.0 Demographic Analysis**

The demographics in the service area, in terms of population densities, will be charted to determine where those densities and population characteristics support public transit. In addition to overall population densities by census tract, the following population groups will be evaluated:

- Senior Population (55+)
- Disabled Population
- Youth Population (< 16)
- Low-Income Population



## **4.0 Development of Service Alternatives**

Based on these analyses, service alternatives will be developed for consideration by City staff. These alternatives will focus on developing new route structures to serve the identified populations, modifying existing routes to serve current populations, and determining where additional or reallocated resources in the system may be required to improve headways and overall service levels. These alternatives will be developed in consideration of the current scope of services provided by MV however, recommendations for future services will be included (within 5 years).

A summary of these alternatives will be provided to City staff in draft form for review and comment, and modifications included in a summary draft document.

## **5.0 Capital Recommendations**

Recommendations for capital improvements, including:

- Bus Stop Signs,
- Bus Stop Shelters and Benches, and
- Vehicles,

Will be made in response to each of the service alternatives provided in section 4.0. Recommended improvements will be prioritized according to City needs and priorities and cost projections included for decision making and budgeting purposes.

## **6.0 Marketing**

An evaluation of current marketing practices will be conducted to determine best efforts in terms of cost per passenger and cost per new rider. Additional marketing concepts will be provided aimed at improving employer participation in transit services, as well as at gaining new general public ridership. The current fare structure and the impact of



changes will be evaluated to determine where expanded fare media may improve use of the services by the community.

### **7.0 Draft and Final Plan**

A draft of recommendations in each area, to include a summary of the analysis performed, will be provided to City staff for review and comment. Once all comments have been received, the desired alternatives and capital plan will be adjusted to reflect staff comments and recommendations, and will be incorporated into a five-year short range transit plan.

### **6.0 Time Frame**

It is anticipated that this study will be conducted over the course of four months, once data collection on the fixed routes has begun. Recommendations for improvements will consider the cost structures of the current service contract when prioritized for implementation, and Year One of the plan will be considered to be FY 2004/2005. New or expanded services that require additional funding, both operating and capital, will be programmed in Years Two through Five of the plan.



RESOLUTION NO. 2004-101

A RESOLUTION OF THE LODI CITY COUNCIL AUTHORIZING THE  
CITY MANAGER TO APPROVE A CONTRACT CHANGE ORDER WITH  
MV PUBLIC TRANSPORTATION, INC., TO COMPLETE SHORT-RANGE  
TRANSIT PLAN FOR CITY OF LODI

---

WHEREAS, the Short-Range Transit Plan includes analysis of the current services to identify unproductive and/or underproductive routes, service peaks, unproductive runs, and frequently/infrequently used bus stops; and

WHEREAS, the Short-Range Transit Plan will also evaluate current headways and whether or not they are sufficient; and

WHEREAS, major destinations will be examined and outlined not only for Fixed Route but also for Dial-A-Ride, and the data will then be evaluated against trip times and demands to determine if more efficient routing is needed; and

WHEREAS, a demographic analysis will be performed to monitor usage by age group and destination; and

WHEREAS, the data will then be incorporated into a report noting recommendations for improvements and/or changes to the existing services and will also address capital needs, including recommended vehicles, bus stop locations, and bus stop amenities; and

WHEREAS, the Short-Range Transit Plan is a requirement of the Federal Transit Administration who has requested that the City complete a Plan this Federal fiscal year 2003-04.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve Contract Change Order with MV Public Transportation, Inc., to complete Short-Range Transit Plan for the City of Lodi in an amount not to exceed \$10,270.

Dated: May 19, 2004

---

I hereby certify that Resolution No. 2004-101 was passed and adopted by the Lodi City Council in a regular meeting held May 19, 2004, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hitchcock, Howard, Land, and  
Mayor Hansen

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON  
City Clerk