



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Adopt Resolution Accepting City of Lodi Short-Range Transit Plan Update

MEETING DATE: September 4, 2013

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Adopt resolution accepting City of Lodi Short-Range Transit Plan update.

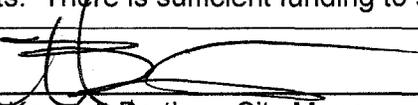
BACKGROUND INFORMATION: On May 1, 2013, the City Council authorized the City Manager to execute the Professional Services Agreement for the Short-Range Transit Plan (SRTP) update with LSC Transportation Consultants, Inc. (LSC). City staff began the SRTP update with a kick-off meeting, prior to the consultant team providing numerous public outreach activities, gathering information from Lodi transit users and community members. Public participation included two public workshops (poster sessions) held on June 12, 2013 at the Lodi Public Library and Transit Station; individual bus surveys taken on June 12, 2013; and three public workshops held on July 18, 2013 at Loel Senior Center, Lodi Public Library, and Farmer's Market (large bus on display). The first set of meetings was primarily to gather information from the public about how the existing transit system can be improved to better meet their needs. The second series of meetings provided results, presented alternatives for extended hours, and gathered additional public input on route recommendations. At the August 13, 2013 Shirtsleeve meeting, LSC presented to City Council an overview of the existing transit services, recommendations for expanded hours and route modifications, and an updated capital improvement plan.

The SRTP is a requirement of the Federal Transit Administration. The current SRTP accepted by Council in 2009, provided a 10-year plan for the Lodi's transit system. Since then, the City reduced services, increased fares, and implemented the majority of the current SRTP capital improvement recommendations. The SRTP update includes recommendations for expanded hours, route modifications, and capital improvement plan; updated financial plan, including forecasting available funding and expenditures; and recommending marketing strategies. The draft SRTP was posted on the City's transit website with the public 30-day comment period, through September 1, 2013.

As discussed at the recent City Council Shirtsleeve meeting, combined fixed route and demand response passenger ridership has increased by 4.8% over the past three fiscal years. In addition, passengers are pleased with both the fixed route and demand response services. They have, however, requested service to Costco/Home Depot and DMV, later weekday and weekend evening service, and earlier weekday service for commuting. The recommendations include expanding hours until 7:30 p.m. on the weekdays, until 9:30 p.m. on Saturday, and until 4:30 p.m. on Sunday; beginning weekday service at 6:30 a.m.; eliminating the lowest performing route, Express Route 7; and adding service to Costco/Home Depot and DMV on Route 5.

The expanded service hour recommendations are within the current State and federal revenue projections and are budgeted this fiscal year. Lodi transit utilizes federal, State, Measure K, and fare box revenue to fund all transit operations and capital projects. There is sufficient funding to support all projected vehicle

APPROVED:

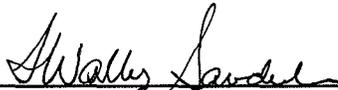

Konrad Bartlam, City Manager

operations and capital projects based on information provided by the San Joaquin Council of Government. Lodi transit is currently and projected to meet the required performance measures provided by SJCOG. As recommended in the SRTP and with Council's approval, City staff will proceed with implementing the recommendations by mid-September or early October. At a separate Council meeting this fall, staff will present an advertising policy and program guidelines for advertising on the new large transit buses.

The SRTP update (FY 2013/14 through FY 2023/24), including the Executive Report, is available at the Public Works Department and on the City website.

FISCAL IMPACT: Proposed expanded hours, route changes, and enhancements are included in the FY 2013/14 budget. The estimated additional operational expense is \$177,675 and estimated fare box revenue is \$20,496. No general funds are utilized for transit services and infrastructure projects.

FUNDING AVAILABLE: Not applicable.



F. Wally Sandelin
Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager/Senior Traffic Engineer

FWS/PJF/pmf

From: Randi Johl
Sent: Thursday, August 15, 2013 02:09 PM
To: Jennifer Robison
Subject: FW: Missed meeting

From: Randi Johl
Sent: Wednesday, August 14, 2013 12:02 PM
To: 'Abby Weaver'
Cc: Abby Weaver; City Council; Rad Bartlam; Steve Schwabauer; Wally Sandelin; Paula Fernandez
Subject: RE: Missed meeting

Thank you for your email Mr. Weaver. It was received by the City Council and forwarded to the City Manager's office for information, response and/or handling.

Randi Johl-Olson, JD, MMC
City Clerk, City of Lodi
Legislative Director, California City Clerks Association
221 West Pine Street
Lodi, California 95240
(209) 333-6702 Telephone
(209) 333-6807 Facsimile

From: Abby Weaver [mailto:rawyoyo@yahoo.com]
Sent: Wednesday, August 14, 2013 11:59 AM
To: Randi Johl
Cc: clifford Weaver; Abby Weaver
Subject: Missed meeting

I called and requested a reservation and return trip on the Dial-A-Ride system from Brenda the Dispatcher and was told the meeting was at 7:00 pm and was given the reservations. The only issue is the meeting was at 7:00 am this fact should have been known by Brenda as it is her job to know. I would have liked to be there for once not to complain but to congratulate you on the council on a good job as you all know I and others have been asking for the transit hours to be extended for a long time. The proposed extended hours are very good for the disabled and persons that depend on the transit system to go where they need to especially on the weekend days if approved it would allow the afore mentioned the ability to socialize,shop,visit etc.whereas now the hours are prohibitive, Just because we depend on transit to get around is not a good reason to have to limit our activities to certain hours. So in closing i would like to encourage all to VOTE YES on the extended hours for the transit system and thank you.

CLIFFORD J WEAVER
rawyoyo@yahoo.com;
cliffordjweaver@yahoo.com;
1-209-679-2699

I-1

Jennifer Robison

From: Randi Johl
Sent: Tuesday, September 03, 2013 02:52 PM
To: Paula Fernandez
Cc: Jennifer Robison
Subject: RE: Accept Short Range Transit Plan on 9/4/13 Council agenda

We'll blue sheet it -

From: Paula Fernandez
Sent: Tuesday, September 03, 2013 02:51 PM
To: Randi Johl
Subject: Accept Short Range Transit Plan on 9/4/13 Council agenda

Randi,
We received the following email from MV Transportation from a transit customer. He is in favor of the City's recommendation in the Short Range Transit Plan. Thanks. PJF

Paula Fernandez
Transportation Manager/Sr TE
City of Lodi
(209) 333-6800 ext. 2667

From: Jeff Kohlhepp [mailto:jeff.kohlhepp@mvtransit.com]
Sent: Tuesday, September 03, 2013 2:38 PM
To: Paula Fernandez; Julia Tyack
Subject: FW: Ken Swanson

Hello,

Not that it changes anything now but here is a service request from Ken Swanson.

Thanks,

Jeff

From: Rose Sivils
Sent: Sunday, September 01, 2013 10:30 AM
To: Jeff Kohlhepp
Subject: Ken Swanson

Hi Jeff,

Ken Swanson is unable to attend the city council meeting this coming Wednesday but would like for the city to know that he would like extended hours on the weekends and during special events through out the year.

Could you please forward his request to the city?

Thanks,

Jennifer Robison

From: Randi Johl
Sent: Thursday, September 05, 2013 08:12 AM
To: Julia Tyack
Cc: Paula Fernandez; Jennifer Robison
Subject: RE: Support of Extended Hours in Short Range Transit Plan Council Item tonight

We'll add to record.

Randi Johl-Olson, JD, MMC
City Clerk, City of Lodi
Legislative Director, California City Clerks Association
221 West Pine Street
Lodi, California 95240
(209) 333-6702 Telephone
(209) 333-6807 Facsimile

From: Julia Tyack
Sent: Wednesday, September 04, 2013 04:47 PM
To: Randi Johl
Cc: Paula Fernandez
Subject: Support of Extended Hours in Short Range Transit Plan Council Item tonight

Good afternoon,

I received a phone call this afternoon from a Dial-A-Ride passenger named Mary Heaster-Goslak.

She cannot attend the meeting tonight but wanted to express her support of extending service hours. She says she has frequently been unable to attend events because service doesn't run as late as she would like. Having extended hours would eliminate much of her stress, and help her "not feel as isolated".

Thanks,
Julia

I-1
(Blue sheet)

RESOLUTION NO. 2013-____

A RESOLUTION OF THE LODI CITY
COUNCIL ACCEPTING THE CITY OF LODI
SHORT-RANGE TRANSIT PLAN UPDATE

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NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby accept the City of Lodi Short-Range Transit Plan update, as shown in the Executive Summary marked Exhibit A attached hereto; and

BE IT FURTHER RESOLVED that the entire report consisting of approximately 145 pages is on file in the Public Works Department and available for public review.

Dated: September 4, 2013

=====

I hereby certify that Resolution No. 2013-____ was passed and adopted by the City Council of the City of Lodi in a regular meeting held September 4, 2013, by the following vote:

AYES: COUNCIL MEMBERS –

NOES: COUNCIL MEMBERS –

ABSENT: COUNCIL MEMBERS –

ABSTAIN: COUNCIL MEMBERS –

RANDI JOHL-OLSON
City Clerk

2013-____

City of Lodi Short Range Transit Plan Executive Summary

The City of Lodi has retained LSC Transportation Consultants, Inc. to prepare an update to the current Short Range Transit Plan, which was last updated in 2009. This study provides an opportunity to develop plans that will tailor transit services to current and near-term future conditions in the study area. The document first presents and reviews the setting for transportation, including demographic factors, as well as recent operating history of Lodi Transit services and the results of on-board passenger surveys. The findings were then used to guide the next steps in the development of the Plan, presented as the evaluation of various alternatives related to service, capital, funding and managerial. Finally, a recommended plan is presented including financial forecasts for the 10-year plan.

Study Area

This study considers the entirety of the City of Lodi. Population of the area in 2010, per the US Census Bureau, was 62,225 persons. Of this total, 14.7 percent were elderly (age 65 or above), 15.7 percent were low-income, 16.7 were youths (age 5 to 16 years), and 6.5 percent of households did not own a private vehicle. Population from 2000 to 2010 grew by 9.1 percent, and is expected to grow by 2.8 percent by 2015, based on forecasts from the San Joaquin Council of Governments.

Existing Transit Services

Transit services in the City of Lodi are operated primarily by Lodi Transit, with more regional connections available through SCT/Link and San Joaquin RTD. Existing local fixed route services include five weekday routes, four Express routes and four weekend routes. Demand response service is provided through Dial-A-Ride and VineLine, with Dial-A-Ride open to the general public. The service operates a total of 26 vehicles for both fixed route and demand response services. Systemwide ridership in Fiscal Year 2012-13 on all Lodi Transit services was 218,819 one-way passenger-trips, an increase of 4.8 percent since Fiscal Year 2010-11.

Transit Development Plan

Service Plan

- ♦ **Extend Weekday Service on Fixed Route to 7:15 PM** – All weekday fixed route services, Routes 1 through 5, will be extended until 7:15 PM. The addition of one evening run will provide more options for commuters within the City of Lodi that do not work a standard “8 to 5” schedule, and will allow for after work errands to be run as well. This will increase farebox revenues by \$7,300 and operating subsidy by \$53,000, and would serve an additional 10,000 passenger-trips per year.
- ♦ **Extend Saturday Service on Fixed Route to 9:15 PM** – Service on the Saturday weekend routes will be extended until 9:15 PM, and will allow for more recreational options to residents and visitors, particularly for shopping and dining in downtown. The extra six runs will expand ridership by approximately 2,600 passenger-trips per year, increase farebox revenues by \$2,100 annually and increase operating subsidy by \$56,100 per year.
- ♦ **Extend Sunday Service on Fixed Route to 4:15 PM** – Sunday service will be expanded to 4:15 PM through the provision of 3 additional runs. This will allow for more options to residents, including those related to church service and recreational / shopping opportunities. The extended service will

increase vehicle revenue hours by 484 hours, farebox revenues by \$1,400 and operating subsidy by \$27,700 per year.

- ♦ **Expand Weekday Service on Fixed Route to Begin at 6:30 AM** – One additional run at 6:30 AM will be offered, which in turn will substantially increase the ability of the transit service to serve commuters. Further, connections to San Joaquin RTD would be enhanced. This expanded service will increase operating subsidy by \$55,000 and farebox revenues by \$4,800, and will service an additional 6,100 passenger-trips per year.
- ♦ **Add the Costco / Home Depot Shopping Area as a Scheduled Stop on Route 5 and Add On-Demand Service to DMV** – The southern portion of Lodi does not currently have much transit service, and one major destination was noted as not being served at all – the Costco / Home Depot shopping center. A scheduled stop on Route 5 will be added, and will be achieved by making the Cluff / Beckman loop “on-demand” so that there are no increases in operating costs. Additionally, the DMV will also be added as an on-demand stop. Overall, operating subsidy will decrease due to an increase in farebox revenues of roughly \$6,700 per year.
- ♦ **Eliminate Express Route 7** – Express Route 7 has the lowest ridership of any route operated, and will be eliminated so that resources can be used elsewhere. The service only carries roughly 1.1 passengers per hour, yet costs roughly \$62.12 per passenger-trip to operate. This will save the City roughly \$36,000 in operating subsidy per year.
- ♦ **Expand Weekday Service on Dial-A-Ride / VineLine to 7:30 PM** – Expansions to the demand response services are required with expansions to the fixed route service. On weekdays, the service will be expanded to 7:30 PM, adding one additional hour of service. This will increase operating subsidy by \$28,360 per year, vehicle revenue hours by 298 hours and farebox revenues by \$8,440.
- ♦ **Expand Saturday Service on Dial-A-Ride / VineLine to 9:30 PM** – Service on Saturdays within the Dial-A-Ride / VineLine program will also be extended to 9:30 PM. Adding 6 hours of new service will increase annual vehicle revenue hours by 313 hours, farebox revenues by \$590 and operating subsidy by \$13,160.
- ♦ **Expand Sunday Service on Dial-A-Ride / VineLine to 4:30 PM** – Sunday service on Dial-A-Ride / VineLine will be expanded to 4:30 PM. This will increase vehicle revenue hours by 160 hours, farebox revenues by \$370 and operating subsidy by \$7,310 per year.

Capital Plan

- ♦ **Fleet Replacement** – Over the 10-year plan period, a total of 44 vehicles will be purchased; this includes two rounds of replacement vehicles for the entire fleet (those that warrant replacement). Both fixed route and demand response vehicles will need replacement. The total cost for the bus purchases is roughly \$9.36 million of the next ten years.
- ♦ **Install Bus Wash Facility and Upgrade Fueling Facility** – The City of Lodi will be upgrading their existing CNG fueling station and will install an in-house bus washing facility at the existing Municipal Services Building. It is estimated that this will cost on the order of \$240,000 in Fiscal Year 2013-14.
- ♦ **Bus Stop Improvements** – The City of Lodi should conduct bus stop improvements including new concrete pads, bus shelters and benches, and other passenger amenities. The City has dedicated roughly \$100,000 every year for these various improvements throughout the system.

- ♦ **Southwest Lodi Transit Station and Expansion to Lodi Transit Station** – A need for a new transit station in southwest Lodi has been identified, ideally located near or at the intersection of Kettleman Lane and Lower Sacramento Road. The City should develop an RFP to complete a study for the new station, which would include potential site locations, site design strategies, a preferred design and associated costs. For this study, an estimated \$30,000 has been allocated for the study and an additional \$750,000 for construction. Additionally, the City of Lodi is planning to expand the existing Lodi Transit Station. This project will also require an initial planning study to determine feasibility, site locations, design and cost. An estimated \$30,000 is included for the study in Fiscal Year 2016-17, in addition to roughly \$1 million for purchase of land. Another \$1 million is budgeted for construction in Fiscal Year 2019-20.
- ♦ **Install Additional Security Cameras on Vehicles and at the Lodi Transit Station** – Additional cameras will be installed on the existing 32-foot vehicles, as well as future vehicle purchases when needed. Additionally, cameras will be installed at the Lodi Transit Station and / or the Lodi Parking Structure. These costs are estimated to be roughly \$191,000 in Fiscal Year 2014-15 and \$143,300 in Fiscal Year 2018-19. An additional \$174,200 is allocated for other bus equipment purchases in Fiscal Year 2013-14, which includes on-vehicle cameras.
- ♦ **Install Automatic Vehicle Locator (AVL) Technology on Buses** – The City of Lodi will install AVL equipment on all the existing fleet and on short-term vehicle replacement purchases. In total, it is estimated that this will cost roughly \$418,200 for all vehicles (note that AVL equipment can be reused and transferred to replacement vehicles at a later date, eliminating the need to purchase more equipment).
- ♦ **Install Real-Time Traveler Information Displays at Key Locations** – A real-time bus arrival / departure screen will be installed at the Lodi Transit Station and at the Kettleman Lane / Tienda Drive stop in southern Lodi. A total of \$40,000 has been allocated for this system in Fiscal year 2014-15.
- ♦ **Vault and Farebox Equipment** – The vault and farebox equipment used by Lodi Transit will be upgraded. The vault will be located at the existing building where dispatch and operations are housed. The plan has included \$148,000 for the purchase of all equipment in Fiscal Year 2013-14.

Institutional and Management Plan

- ♦ **Demand Response Strategies** – The agency should continue enforcement of existing policies related to no-shows and late cancellations. Additionally, the City should consider implementing passenger incentive programs to further aid in lowering occurrences of no-shows and late cancellations.
- ♦ **Improve Service Quality** – The City of Lodi should continue to conduct regular monitoring activities, including on-time performance surveys, annual passenger surveys and boarding and alighting counts.
- ♦ **Marketing for New Services and Service Changes** – For new services and service changes, the City of Lodi should conduct expansive marketing efforts to ensure all passengers and residents are informed. This may include posting flyers in the downtown and working with existing businesses and social service agencies. In addition, advertising through the website and on vehicles should continue.

Financial Plan

- ♦ **Make Full Use of Existing Subsidy Funding Sources** – Lodi should continue to make use of the

existing subsidy funding sources available to them, including LTF, STA, FTA 5307 and Measure K for operating revenues. Over the 10-year plan period, these funding sources (excluding passenger revenues and advertising) will total \$40,432,200.

- ♦ **Advertising Revenues** – Advertising on the existing EZ Rider buses will provide a fairly significant amount of local funding to Lodi Transit. It is estimated that for the six vehicles, advertising could generate roughly \$47,232 per year.

In total, operating revenues are forecast to exceed operating costs for every year of the plan. The financial plan indicates that the plan elements can be fully funded, while still generating a positive balance. Overall, the Short Range Transit Plan will expand transit ridership by at least 16 percent, will better allow Lodi Transit services to serve a wider segment of the population, and will enhance the capital aspects of the transit program by providing adequate facilities and well-equipped vehicles.

RESOLUTION NO. 2013-164

A RESOLUTION OF THE LODI CITY
COUNCIL ACCEPTING THE CITY OF LODI
SHORT-RANGE TRANSIT PLAN UPDATE

=====

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BE IT FURTHER RESOLVED that the entire report consisting of approximately 145 pages is on file in the Public Works Department and available for public review.

Dated: September 4, 2013

=====

I hereby certify that Resolution No. 2013-164 was passed and adopted by the City Council of the City of Lodi in a regular meeting held September 4, 2013, by the following vote:

- AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Mounce, and Mayor Nakanishi
- NOES: COUNCIL MEMBERS – None
- ABSENT: COUNCIL MEMBERS – None
- ABSTAIN: COUNCIL MEMBERS – None



RANDI JOHL-OLSON
City Clerk

City of Lodi Short Range Transit Plan

Executive Summary

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September 4, 2013
City of Lodi
City Council Meeting

Short Range Transit Plan



Existing Conditions - Transit

TABLE 6: Historical Ridership by Month

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

Source: City of Lodi, 2013

Existing Conditions – Public Outreach Results

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



Service Plan Recommendations

- Expand GrapeLine Fixed Route and DAR/VineLine hours
 - GrapeLine Fixed Route weekday hours to 7:15 PM
 - Dial-A-Ride / VineLine hours to 7:30 PM
 - GrapeLine Fixed Route Saturday hours to 9:15 PM
 - Dial-A-Ride / VineLine hours to 9:30 PM
 - GrapeLine Fixed Route Sunday hours to 4:15 PM
 - Dial-A-Ride / VineLine hours to 4:30 PM
- Begin weekday GrapeLine services earlier
 - Start at 6:30 AM
- Eliminate Express Route 7
 - Lowest performing route in the system, with about 1 passenger per hour
- Add service to Costco and the DMV on Route 5



Service Plan Recommendations

Lodi Transit SRTP Update - Recommended Service Plan Elements

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

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



Capital Plan Recommendations

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



Questions or Comments?



Performance Measures

City of Lodi TDA Performance Measures

	Standards for City of Lodi				Current City of Lodi Performance	Anticipated Performance with Plan Elements	
	Baseline (FY 2010-11)	FY 2012-13	FY 2013-14	FY 2014-15	FY 2012-13	FY 2013-14	FY 2014-15
Cost per Vehicle Hour	\$129.11	\$135.11	\$137.82	\$140.85	\$93.81	\$88.28	\$92.62
Passenger-Trips per Vehicle Hour	6.6	6.8	6.9	6.9	6.9	6.8	7.1
Subsidy per Passenger-Trip	\$12.40	\$12.40	\$12.40	\$12.40	\$12.75	\$12.11	\$12.15

Source: City of Lodi Transit, 2013