

**CITY OF LODI
INFORMAL INFORMATIONAL MEETING
"SHIRTSLEEVE" SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, SEPTEMBER 10, 2002**

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, September 10, 2002 commencing at 7:05 a.m.

A. ROLL CALL

Present: Council Members – Hitchcock, Howard, Land, Nakanishi, and Mayor Pennino

Absent: Council Members – None

Also Present: City Manager Flynn, City Attorney Hays, and Deputy City Clerk Taylor

B. CITY COUNCIL CALENDAR UPDATE

Deputy City Clerk Taylor reviewed the weekly calendar (filed).

C. TOPIC(S)

C-1 "Policy on Transit Service Outside of Regular Operations"

Public Works Director Richard Prima reported that for some time the City has received requests and provided transportation services outside regular scheduled routes and operations. Mr. Prima stated that the City is not responsible to provide these services; however, the Transportation Manager has been encouraged to review, consider, and coordinate requests that will not interfere with regular operations. Mr. Prima submitted a table summarizing special services provided during the past year (filed), and stated the current draft policy should be formalized to address more specific guidelines and requirements as defined by the City Council and as required by the Transportation Development Act (TDA) and Federal Transportation Administration (FTA). Mr. Prima introduced Transportation Manager Tiffani Fink, sharing that as a past employee of Stanislaus Council of Governments and Caltrans, Ms. Fink is well versed in the transit field, specifically in the field of federal regulations and guidelines.

Transportation Manager Fink believed that regularly scheduled transportation services need to remain primary, with requests for additional services being secondary. She stated that customers should be encouraged to use existing scheduled services whenever possible, deferring to special service on a case by case basis. Ms. Fink shared that current special services provided are a mix of free, paid, or a configured portion of cost, and that requests are sometimes received less than 24 hours before service is needed. She stated that a list of criteria for evaluating and accommodating requests would include a service request deadline and specific details about group size, destination, and timeline for service. These guidelines would further ensure the City operates within the guidelines of the TDA and FTA, its funding sources, as outlined in the draft policies and procedures (filed). She noted that guidelines specify that the City's first commitment is to provide service to the general public, and that requests for special service must not interfere with regularly scheduled service or compete unfairly with private operators and charters willing and able to provide service.

In response to Council Member Howard, Ms. Fink replied that the City is responsible for establishing and collecting a fee for services to recoup costs. She stated costs encompass what the City pays to Laidlaw for driver wages, equipment maintenance, overhead, and insurance, and stated the current estimate is \$35 per hour, which is lower than many comparison cities. Ms. Fink noted that fees would be reviewed semi-annually to address increased costs in insurance, wages, equipment costs, and renegotiated contracts.

Ms. Fink commented that if a public need cannot be met by a charter service, the City can provide service to charitable or public service organizations and non-profit organizations at a direct cost of \$19.50 per hour, which is what Laidlaw charges the City for services.

However, these services are limited to 40 events per year, including City and non-profit events, for a maximum \$10,000 cumulative value. Anything over the annual limit would require charging the full rate. It is proposed that once each year, all applicants for special service shall be invited to submit requests to qualify for service. A schedule for the year will be created to distribute services fairly while adhering to the 40-event/\$10,000 limit.

Ms. Fink explained that the Transportation Manager or Transit Operator would evaluate requests received at least three weeks prior to an event, allowing time to review guidelines and coordinate staff and equipment to meet the request. Applicants would be notified within three days if their request did not meet policy conditions, allowing time for them to seek alternate transportation. Once an application is accepted, service is scheduled. The applicant would be required to confirm details three days prior to the event. Revisions to service would not be accepted later than 24 hours before the event.

In response to Council Member Howard, Ms. Fink stated that no fee would be charged for cancellation of service or significant changes in the number of people, as the fees are collected at the time of service. Ms. Fink shared that a fee of \$2.00 per person is the current rate, but that a group filling a bus to capacity would be charged a lesser fee of \$35.00, the flat fee cost for the use of the bus. Calls requesting additional service would be reviewed and costs would be quoted based on availability.

Mayor Pro Tempore Hitchcock requested clarification on the annual report for special services listing service to Calaveras County. Ms. Fink stated that Calaveras County has a small service, but their annual fair draws a large crowd. The City of Lodi and Laidlaw agreed to provide City buses and Laidlaw drivers for two days of service, and received full reimbursement from Calaveras County for all costs.

Mayor Pro Tempore Hitchcock remarked that most services should have a cost associated with them since there is a cost to the City for operation, and that non-profits certainly recognize that costs are being incurred when the City goes outside the realm of regular service. Public Works Director Prima responded that transit dollars pay for many of the non-profit uses, but services provided to the City must be billed internally to meet the record keeping requirements for transit funding. Ms. Hitchcock stated she supports an internal accounting system to record transit service provided without revenue collection. Further, service should remain local with special requests being limited only to non-profit and City-sponsored events, regardless of available staff and equipment.

Mayor Pennino stated that transit dollars pay for many special services, such as the Parks and Recreation-sponsored Junior Giants, which would otherwise have to be paid with general fund dollars. Likewise, the annual Council auction dinner transportation could be charged to transit funds, the transit, or could be charged to the general fund or protocol account.

Council Member Nakanishi stated that if no complaints have been received from private businesses, the City should continue to provide services for special events and non-profit organizations. He voiced support for keeping transit services local and reviewing requests as received.

At the request of Council Member Nakanishi, Pat Patrick of the Lodi District Chamber of Commerce addressed the Council with regard to private industry and transit provisions. Mr. Patrick stated that Taylor Tours does not routinely seek the same services provided by the City, during the past year he would have liked to have an opportunity to provide service for some of the special events which utilized City transportation. Mr. Patrick stated that there is a real value in using City service for community events such as the Sandhill Crane Festival, which brings a lot of revenue to the City and would likely realize a hardship in having to pay for transportation. He reported that the Chamber utilizes the system for Leadership Lodi programs, and that Lodi transit will soon provide transportation for local pastors to tour the new Salvation Army facility. He believed that the community is fortunate to have a good transit system and that the City has been generous in working to provide support of events and programs. While Ron Taylor Tours provides service at about \$65, it is still a bargain and should be considered for larger

groups and destinations outside the Lodi community. The Chamber appreciates the City transit service and cooperation, and would not want to abuse the system, or cut into another private business in its conducting of meetings, programs, and special events.

In response to Council Member Nakanishi, City Attorney Hays reported that legal requirements for utilizing transportation without paying for services refers to private enterprise systems such as airlines, buses, and railroads, but does not apply to the City using its own transit system.

Council Member Land stated that past uses such as the Mondavi Museum opening in Napa, and transporting students from San Francisco for culinary classes in Lodi are questionable uses, which he would not support for future consideration. He suggested that with regard to the Sandhill Crane Festival, perhaps the cost of the fees could be built into the entry fee, or the coordinators could get a local business to underwrite transit costs. He further suggested the Chamber consider charging each Leadership Lodi participant an additional \$2 to cover the cost of transportation.

Mayor Pennino stated that Lodi transit buses are not designed for long-distance service and preferred that it remain local. He reviewed a portion of the services report, stating that wine tours, transportation for the District Attorney, and transportation for Culinary School students from San Francisco should have been referred to the private sector. Further, he noted that the High School Football Dinner and the Century Assembly Easter Celebration were questionable services, but that he supports services for the Gabriel Homes to St. Paul trip, which falls under the auspices of our regular local transit services.

Mayor Pro Tempore Hitchcock suggested that since the City provides support and contributions to the Chamber and Downtown Lodi Business Partnership (DLBP), perhaps an estimate of transportation costs could be underwritten in City contributions in the annual budget to offer in-kind support for their transportation needs. It would stimulate the economy and provide both groups with a set amount of transportation funding to plan their events accordingly throughout the year.

Council Member Howard stated that the money given by the City to the Chamber of Commerce and DLBP are for them to use as they best see the need and how they appropriate those funds is up to them. She stated they would need to address, recognize, and plan for transportation expenses within their current funding. In reviewing the draft policy, Ms. Howard voiced her support for Item #1 indicating that special services must not interfere with regular service, nor compete unfairly with private operators. She supported Item #3, which calls for the review and adjustment of service rates semi-annually, and Item #4 providing services to charitable or public service organizations at a reduced rate of service, but added that the City of Lodi should also be given a reduced rate. She stated that Item #2 should be removed from the policy, since regular customers should pay the total cost for services without extending a price break difference if the total cost exceeds the operating cost. Ms. Howard stated that the policy should include a specific description of the geographic area of operation. Ms. Howard expressed her concern that the document specify a 72 hour revision or cancellation notice, and that after that deadline the customer would still be liable for the full cost of services.

In response to Council Member Howard, Ms. Fink reported that while the City provided more than 40 special transit services last year, it is a TDA requirement that the City adhere to a maximum of 40 special services not to exceed \$10,000 per year. Ms. Howard stated that perhaps this limitation would encourage an existing business to expand its service or a new business to move to Lodi.

Mayor Pennino stated he would support the Chamber addressing Council during budget meetings to request funding specifically for Leadership Lodi and Sandhill Crane Festival transportation expenses. Additionally, special events should be brought before Council on a case by case basis. Mayor Pennino also requested that geographic specifications be added to the policy, and that Item #2 be reworded to clarify the fees charged for transit services.

Continued September 10, 2002

In response to Council Member Nakanishi, Ms. Fink stated that service for the Senior Service Center or Loel Senior Center would not be restricted in any capacity as they would fall under the auspices of regular requests for service.

City Manager Flynn requested Council input on the definition of City-sponsored event in comparison to a private event, and whether the definition was the distinction of having a Council member or City staff member involved. He offered the Parade of Lights and the Grape Festival Parade as examples. Mayor Pennino and Mayor Pro Tempore Hitchcock voiced their agreement that these two items were City-sponsored events, and Mayor Pennino encouraged staff to bring requests before Council for consideration on a case by case basis as needed.

D. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS

None.

E. ADJOURNMENT

No action was taken by the City Council. The meeting was adjourned at 7:55 a.m.

ATTEST:

Jacqueline L. Taylor
Deputy City Clerk

Mayor's & Council Member's Weekly Calendar

WEEK OF SEPTEMBER 10, 2002

Tuesday, September 10, 2002	Reminder Shirtleeve Session 1. Policy on Transit Service Outside of Regular Operations (PW) 11:30 a.m. Pennino. The United Way Campaign Kick-Off Luncheon, The Outback Steakhouse, Stockton. 6:00 p.m. Pennino. Lodi Community Art Center, "9/11 We Remember" Art Show, Suite 1365, Lakewood Mall.
Wednesday, September 11, 2002	6:30 p.m. Pennino, Hitchcock, Howard, Land and Nakanishi. "9/11 Observance" sponsored by the Woman's Club of Lodi at the Lodi Veterans Plaza. 7:30 – 8:30 p.m. Pennino. 9-11 "A Service of Remembrance" sponsored by Lodi Evangelical Pastors at Hutchins Street Square Outdoor Park.
Thursday, September 12, 2002	5:00 p.m. Pennino. 2 x 2 Meeting with the Lodi School District, Carnegie Forum ~ Large Conference Room. 5:00 p.m. Pennino and Land. United Way 7 th Annual Community Day of Caring Event, corner of School and Pine Streets, Lodi. 6:30 p.m. Pennino. Jewel of the Valley, Book Release Party given by the Lodi Arts Commission, Hutchins Street Square Under the Columns. Pennino and Land. Samaritan Ministries Adopt-A-Block 1 st Annual Fundraising Dinner, Century Assembly Gymnasium, 550 West Century Blvd, Lodi.
Friday, September 13, 2002	6:30 p.m. Pennino and Land. Samaritan Ministries Adopt-A-Block 1 st Annual Fundraising Dinner, Century Assembly Gymnasium, 550 West Century Blvd, Lodi.
Saturday, September 14, 2002	5:30 p.m. Pennino and Nakanishi. Boys and Girls Club 5 th Annual Lodi Community Ceremony Hall of Fame Dinner, Boys and Girls Club 275 Poplar Street, Lodi.
Sunday, September 15, 2002	
Monday, September 16, 2002	2:00 – 5:00 p.m. Pennino. Lodi Youth Commission Teen Lead Government Day Sessions. Carnegie Forum, Lodi.

Disclaimer: This calendar contains only information that was provided to the City Clerk's office



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Policy on Transit Service Outside of Regular Operations

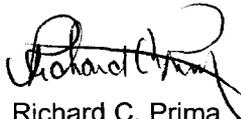
MEETING DATE: September 10, 2002 (Shirtsleeve Session)

PREPARED BY: Public Works Director

The City Council, in the past, has requested that staff develop more formal policies on use of the City's transit services for uses other than regular service. As we developed the transit system and tried to promote use of transit over the past few years, we have provided some services at little or no charge for many uses which need to be evaluated and discussed for future direction. Based on Federal and State requirements, we have drafted the attached policy for the use of the City's transit service for other than regular operations (Exhibit A). A significant requirement is that the City confirm with private charters that the proposed service is not unfairly competing with them.

For additional information, Exhibit B shows the current GrapeLine and Dial-A-Ride service hours and rates.

Note that the draft policy does not address service area. The requirement that the proposed special service not unduly impact the provision of regular service will prevent someone from chartering a City bus for an extended trip. However, the Council may wish to set some specific area limits.


Richard C. Prima, Jr.
Public Works Director

RCP/lm

Attachments

cc: Tiffani Fink, Transportation Manager

APPROVED: _____
H. Dixon Flynn -- City Manager



CITY OF LODI

PUBLIC WORKS DEPARTMENT

POLICIES AND PROCEDURES

TRANSIT - 1

USE OF TRANSIT SERVICES OUTSIDE OF
REGULAR OPERATIONS

9/10/02

DRAFT

INTRODUCTION

The following policy regarding special transit services by the City of Lodi (under agreement with our operator) applies to all service which falls outside the scope of regularly operated transit service regardless of whether that service is categorized as Dial-A-Ride Service or fixed-route service (GrapeLine). For example, a group of people may reserve a Dial-A-Ride trip(s) and pay regular fares during normal operating hours and not be considered "special" service.

POLICY

Users of the City of Lodi's transit system shall be encouraged to utilize regularly offered services to address their transportation needs. Should regularly scheduled service (whether Dial-A-Ride or fixed-route service) inadequately serve the request of the transit user, the following criteria shall be evaluated to determine whether the City's transit system is able to accommodate that need, and how the service shall be charged.

1. The request for special service must not interfere with regularly scheduled service to the public or compete unfairly with private operators where private operators are willing and able to provide this service (Transportation Development Act (TDA) requirements, March 2001.)
2. For requests where the number of riders equates to the usage of a bus solely for that special service, payment shall be equal to the average of the three lowest current rates charged by private charter providers operating in the same area and at least equal to the fully allocated cost of services for each special service event operated (operator hourly rate plus maintenance, overhead, insurance, etc). (TDA)
3. All special service rates shall be reviewed and adjusted at least semiannually to reflect variations in actual costs. (TDA)
4. If a public need cannot be met by a private charter service, the City of Lodi's transit service may provide services to charitable or public service organizations (examples: Lodi Boys and Girls Club, City events, Sandhill Crane Festival, etc.) at direct cost (operators' hourly rate), not to exceed a total of \$10,000 or 40 special services a year (cumulative total for all qualified agencies). (TDA)
5. For the purpose of transit services rendered for City functions, the City shall be billed at direct cost. However, once a total of \$10,000 or 40 special services a year (cumulative total of all qualified agencies) has been performed by the transit service, the fully allocated cost of operations will be charged for service to City functions.

DRAFT**DRAFT**

PROCEDURE

The City of Lodi's Transportation Manager, in conjunction with the transit operator, shall determine that the above requirements have been fulfilled. Upon that determination, the following procedures will be required of the applicant:

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1. All applications for special services shall be submitted to either the Transportation Manager or transit operator no less than three (3) weeks prior to an event. (Applications will be made available at City Hall and the Transit Office.) This shall allow for the proper arrangements to be made to accommodate the service.
2. The transit operator shall attempt to utilize existing service to the extent possible to meet the requested needs of applicants. All requests which are eligible under the standard daily operations of Dial-A-Ride/GrapeLine service shall be operated as such. Payment for services requiring capacity of less than full occupancy shall be charged per person according to published rates not to exceed the fully allocated hourly cost of operations.
3. Applications which do not meet the conditions of the policy shall be returned within three (3) working days to the applicant to allow for alternative transportation arrangements to be made.
4. Applicant shall contact the transit operator three (3) days before event to confirm details submitted in applications. Any modifications must be made at least 24 hours in advance.
5. Payment is due in full at the time of service. City of Lodi departments will be billed according to City billing practices.
6. In January of each year, all applicants for special service who qualify for a reduced rate will be invited to submit their requests for the upcoming year. At that time, they will be assigned to the yearly schedule not to exceed 40 special services or \$10,000 a year. This will allow for agencies who have events scheduled for later in the year to apply for reduced rate service instead of scheduling solely on a first-come-first-served basis.

Richard C. Prima, Jr.
Public Works Director

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RCP/TF/lm

**City of Lodi Dial-A-Ride and Grapeline
Service Hours and Fares**

	Dial-A-Ride	Grapeline
Service Hours		
Monday – Friday	Reservations: 6:15 AM – 9:00 PM Demand Response: 8:00 AM – 9:00 PM	6:15 AM – 7:00 PM
Saturday	Reservations: 7:45 AM – 6:00 PM Demand Response: 8:00 AM – 5:00 PM	7:45 AM – 4:45 PM
Sunday	Reservations: 7:45 AM – 4:00 PM Demand Response: 8:00 AM – 3:00 PM	7:45 AM – 4:00 PM
		First and last runs from Lodi Station
Fares: Single Rides		
Seniors/Disabled/Medicare	\$1.00	\$0.25
General	\$2.00	\$0.50
Out of Town Fares	\$2.50	N/A
Fares: Monthly Passes		
Seniors/Disabled/Medicare	N/A	\$10.00
General	N/A	\$20.00
Fares: Monthly Passes Low Income*		
Seniors/Disabled/Medicare	N/A	\$7.50
General	N/A	\$15.00
*Low income criteria --- same as City utilities		

Hours	Service Provided	Description	Month of event	Paid		No Charge	Unknown
				Paid Full Cost	Partial Cost		
17.33	Junior Giants	trip to San Francisco	Aug-01			X	
55.83	Camp Lodi	transportation for day camp to various locations	Aug-01	X			
6.92	Lodi Art Commission		Aug-01				X
5.23	Japanese Exchange Students	transportation to various locations	Aug-01			X	
4.17	Wine Tour	tour of various wineries in area	Aug-01				X
68.09	Grape Festival	shuttle service from parking to west gate	Sep-01		X		
3.33	District Attorney transportation	dinner transportation for County DA	Sep-01			X	
5.25	City Hall	unknown	Sep-01			X	
14.58	EUD Tour	tour for Electric Utilities	Sep-01			X	
15.14	Two Wine Tours	tour of various wineries in area	Sep-01				X
3.42	Media Tour	show media around Lodi	Oct-01			X	
4.17	Lodi Leadership Tour	in conjunction with Lodi Leadership event	Oct-01			X	
24.25	Salmon Festival	parking shuttle	Oct-01			X	
12.5	Culinary School Special	transport from SF to HSS	Oct-01			X	
1.42	Boys and Girls Club Halloween Special	transportation to events on Halloween	Oct-01			X	
111.43	Sandhill Crane Festival	shuttles for the Crane Festival	Nov-01			X	
2.25	Public Works Tour		Nov-01			X	
8.75	New Hope School Special	Kids to Lodi Arts Commission	Nov-01			X	

Hours	Service Provided	Description	Month of event	Paid		No Charge	Unknown
				Paid Full Cost	Partial Cost		
10	Napa Special	transportation to opening of Mondavi museum	Nov-01			X	
9.34	Thanksgiving Day Dial-A-Ride	overtime (double rate for operation)	Nov-01		X		
7	City Hall		Nov-01			X	
8.17	Parade of Lights	transit to parade	Nov-01			X	
9	Public Works to Sacramento	APWA luncheon	Dec-01			X	
4.33	Boys and Girls Club to Cal Skate	rollerskating event at roller rink	Dec-01			X	
9.75	Gabriel Homes to St. Paul's		Dec-01				X
22	New Year's Eve Dial-A-Ride	overtime (double rate for operation)	Dec-01		X		
34	New Year's Eve Dial-A-Ride	overtime (double rate for operation)	Jan-02		X		
6.33	Teen Leadership	event for the Teen Leadership program	Feb-02			X	
9.5	Lions Club/ City Council event	Lunch at Parking Structure	Feb-02			X	
8	City of Riverbank Trolley Special	for CNG groundbreaking	Mar-02			X	
6.5	Lodi High Football Dinner	transportation for the dinner	Mar-02			X	
9.98	Century Assembly Easter Celebration	transportation for service	Mar-02			X	
2.23	Boys and Girls Club to Council Meeting	transportation to City Council meeting	Apr-02			X	

Hours	Service Provided	Description	Month of event	Paid		No Charge	Unknown
				Paid Full Cost	Partial Cost		
8	Firefighters to Sacramento	transportation for memorial	Apr-02			X	
4.13	Happy Hours Preschool to PD and FD	visit to PD and FD	Apr-02			X	
4.02	MSC Water Tour	transportation for water tour	Apr-02			X	
7.27	Wedding Special	transportation for a wedding	Apr-02	X			
4.38	Fire Station Grand Opening	transportation for event	Apr-02			X	
22	Calaveras County Fair	loan of equipment to Calaveras Transit	May-02	X			
12.55	Translators for Central Festival	provided translators for event	May-02			X	
11.77	Pombo Special	transit to Sacramento	Jun-02			X	
3.27	Parks and Recreation Tour		Jun-02			X	
	Lodi Leadership Tour	transportation in conjunction with Lodi Leadership event	Jul-02			X	
	Camp Lodi	transportation for day camp to various locations	Jul-02	X			
	Japanese Exchange Students	transportation to various events throughout the City	Jul-02			X	
	Rosewood Special Service	transportation to Lodi Lake per Tony Goehring	Jul-02			X	
	Japanese Exchange Students	transportation to various events throughout the City	Aug-02			X	
	Boys and Girls Club to 49ers Training Camp	transportation to Stockton for event	Aug-02			X	

Hours	Service Provided	Description	Month of event	Paid		No Charge	Unknown
				Paid Full Cost	Partial Cost		
	180 Club 3 Thursday mornings	transportation of 140 students for grant program	Aug-02			X	
	Junior Giants	transportation to Pac Bell Park in SF	Aug-02			X	
	180 Club 4 mornings	transportation of 140 students for grant program	Sep-02			X	
	Labor Day race	transportation for volunteers	Sep-02			X	(overtime)
	Boys and Girls Club	transportation of children home from program	on-going			X	
	Needham School	transportation of children to Heritage School	on-going			X	