

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, AUGUST 13, 2013**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, August 13, 2013, commencing at 7:00 a.m.

Present: Council Member Hansen, Council Member Johnson, Mayor Pro Tempore Katzakian, and Mayor Nakanishi

Absent: Council Member Mounce

Also Present: City Manager Bartlam, City Attorney Schwabauer, and City Clerk Johl-Olson

B. Topic(s)

B-1 Presentation on Draft City of Lodi Short-Range Transit Plan Update (PW)

Traffic Engineer Paula Fernandez and Gordon Shaw with LSC Transportation Consultants, Inc. provided a PowerPoint presentation on behalf of the Public Works Department in regard to the Short-Range Transit Plan update. Specific topics of discussion included the purpose of the short range transit plan, existing conditions, service plan recommendations, capital plan recommendations, management plan recommendations, and performance measures.

In response to Council Member Hansen, Mr. Shaw confirmed that there is a bus stop within one quarter of a mile of almost every house in the City of Lodi and they are located approximately two blocks from one another.

In response to Council Member Johnson, Ms. Fernandez stated that there is no student discount per se but there is a youth pass available during the summer months.

In response to Council Member Hansen, Mr. Bartlam and Ms. Fernandez confirmed that the school district does not provide general bus service to students with few exceptions including out of town service.

In response to Council Member Hansen, Mr. Shaw stated the 218,819 figure represents the total number of rides for 2012-2013.

In response to Council Member Johnson, Mr. Shaw stated the decline in Dial-A-Ride usage may be due to higher fixed-route usage and a segment of the ridership aging so that they no longer use Dial-A-Ride. Mr. Shaw indicated routes can be adjusted as needed for Dial-A-Ride throughout the year.

In response to Mayor Pro Tempore Katzakian, Mr. Shaw stated express routes are designed to serve schools more than anything else and run during peak times.

In response to Council Member Hansen, Mr. Shaw described how individual rides are calculated and the process for gaining public input through poster service.

In response to Council Member Hansen, Mr. Shaw stated currently routes end at 3:00 p.m. on Saturday and 1:00 p.m. on Sunday. Mr. Shaw indicated the recommendation is to extend the hours to 9:00 p.m. on Saturday and 4:00 p.m. on Sunday.

In response to Mayor Nakanishi, Mr. Shaw indicated there is an increase in federal funds to cover the recommended extension of service hours and most if not all cities over 50,000 do provide transit services. Mr. Bartlam briefly explained the history of the City providing transit services through contract over the last 15 years while maintaining ownership of the equipment and infrastructure.

In response to Mayor Pro Tempore Katzakian and Mayor Nakanishi, Mr. Shaw stated transit service operations vary from city to city in that some are provided through contract while others may be in-house or provided jointly through the county or a joint powers agreement.

In response to Council Member Hansen, Ms. Fernandez stated Council acceptance of the plan is scheduled for September 4, 2013, and the extended hours would begin in mid-September.

In response to Council Member Hansen, Mr. Shaw stated certain loops will be available based on demand to ensure all buses can meet as needed for transfer requirements. Mr. Shaw stated the on demand service will be advertised and placards will be placed at bus stops and on the buses themselves.

In response to Council Member Johnson, Mr. Shaw stated the Costco stop is permanent and not on demand. Ms. Fernandez indicated staff previously spoke to Blue Shield about employee transit needs and will review the same if the company expresses an increased interest for transit use.

In response to Council Member Hansen, Ms. Fernandez confirmed that staff has not looked into options for electric charging buses in light of the fact that the City has its own electric utility primarily due to costs associated with the same.

In response to Council Member Johnson, Mr. Shaw stated that, with respect to general comments received, the biggest concern expressed pertained to the lack of seating and shelter at the bus stops and the biggest compliment expressed pertained to the great relationship between the riders and the drivers. Mr. Shaw stated comparatively out of all comments received the City performed very well.

In response to Mayor Pro Tempore Katzakian, Ms. Fernandez indicated that Public Works continues to make efforts to install shelters and benches at bus stops throughout the year at an average rate of 7 to 8 annually.

In response to Council Member Johnson, Mr. Shaw stated based on his experience with other communities there are both pros and cons to advertising on benches at bus stops.

In response to Mayor Nakanishi, Ms. Fernandez stated transit employees do receive customer service and courtesy training. She stated that, based on the responses at the public hearing, all riders with the exception of one, expressed good relationships with their drivers. Mr. Shaw indicated the City received a 4.9 out of 5 on the survey question pertaining to driver quality and interaction.

In response to Council Member Hansen, Ms. Fernandez stated the City currently does not have advertising policies for buses and any advertising funds generated would need to go back into transit for operations or capital projects.

In response to Council Member Hansen, Mr. Shaw stated the 12.75 number is paid for by federal funds and does not receive General Fund dollars. Mr. Shaw indicated the number will go down to the average of 12.40 based on increased ridership during extended hours and both numbers are good based on comparisons with other similar communities.

In response to Mayor Nakanishi, Ms. Fernandez briefly discussed the funding for operations in 2012-2013, which is paid through Transportation Development Act funds, Measure K funds, and fare box recovery.

In response to Council Member Johnson, Ms. Fernandez stated the standard numbers are created by the San Joaquin Council of Governments based on a formula and the City must meet two out of three criteria to receive funding.

In response to Mayor Pro Tempore Katzakian, Mr. Shaw confirmed that the fares are set by the City Council based on market conditions and the fare amount that patrons are able to pay for usage.

Myrna Wetzel expressed her concerns about advertisement clutter on buses and stops. In response to Ms. Wetzel, Ms. Fernandez stated Dial-A-Ride and Vine Line provide transportation between Lodi and Woodbridge.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:05 a.m.

ATTEST:

Randi Johl-Olson
City Clerk



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CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Presentation on Draft City of Lodi Short-Range Transit Plan Update

MEETING DATE: August 13, 2013 (Shirtsleeve Session)

PREPARED BY: Public Works Director

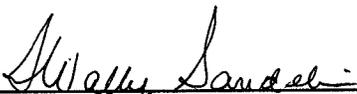
RECOMMENDED ACTION: Presentation on draft City of Lodi Short-Range Transit Plan update.

BACKGROUND INFORMATION: Staff will present information on the draft City of Lodi Short-Range Transit Plan update (FY 2013/14 – FY 2023/24), a 10-year planning document designed to provide a blueprint for sustainable transit service in our community. The presentation will provide an overview of the existing transit services, recommendations for route modifications, extended hours, capital improvement plan, financial plan and marketing strategies.

Public participation included two public workshops held on June 12, 2013 at the Lodi Public Library and Transit Station; individual bus surveys taken on June 12, 2013; comment cards posted at City Hall, the Transit Station, and City transit website for two weeks; 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.

FISCAL IMPACT: Not applicable

FUNDING AVAILABLE: Not applicable


 F. Wally Sandelin
 Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager

FWS/PJF/pmf

cc: Transportation Manager/Senior Traffic Engineer
 LSC Transportation Consultants, Inc., Principal Gordon Shaw
 SJCOG, Associate Regional Planner Zepeda

APPROVED:


 Konradt Bartlam, City Manager



Short Range Transit Plan

August 13, 2013

City of Lodi

City Council Shirtsleeve Meeting

- Purpose of the Study
- Existing Conditions – Community and Transit
- Potential Service Alternatives
- Potential Capital Alternatives
- Draft Plan / Recommendations



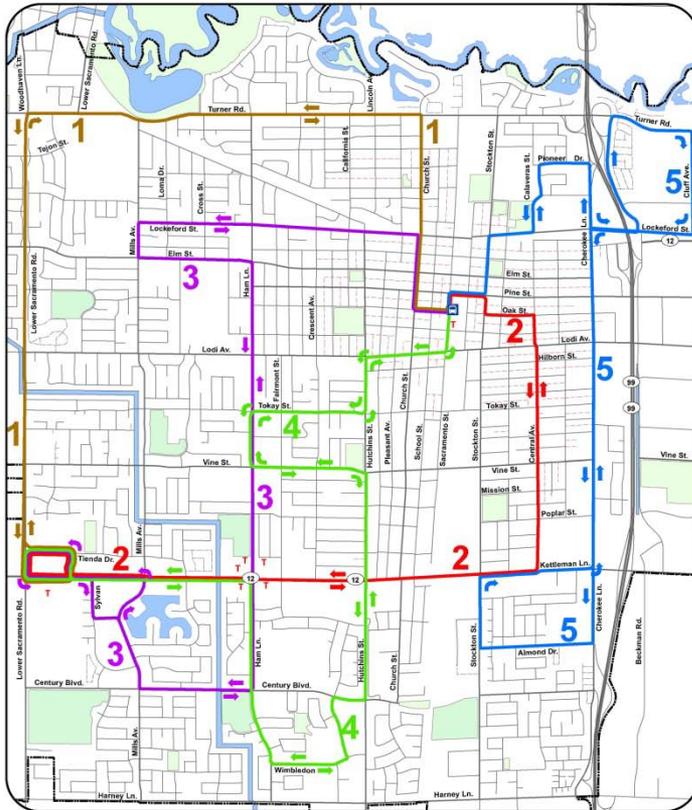
Purpose of the Study

- What is this project used for?
 - Review existing services and identify current service areas and level of service
 - Identify community's transit demand and need
 - Develop strategies to address mobility and needs
 - Goal is to enhance and improve transit options in the City of Lodi

Existing Conditions - Transit

CITY OF LODI
PUBLIC WORKS DEPARTMENT

GRAPELINE
WEEKDAY
BUS ROUTES



- Bus Routes - Weekday**
- Lodi Transit Station
 - Bus Stops - Weekday
 - Bus Route 1
 - Bus Route 2
 - Bus Route 3
 - Bus Route 4
 - Bus Route 5

Date: 6/10/2013

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CITY OF LODI
PUBLIC WORKS DEPARTMENT

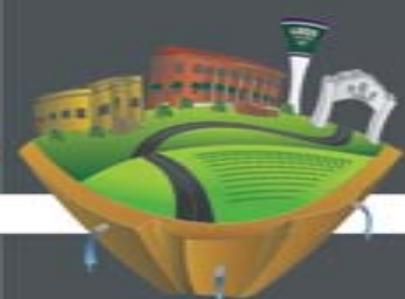
GRAPELINE
WEEKEND
BUS ROUTES



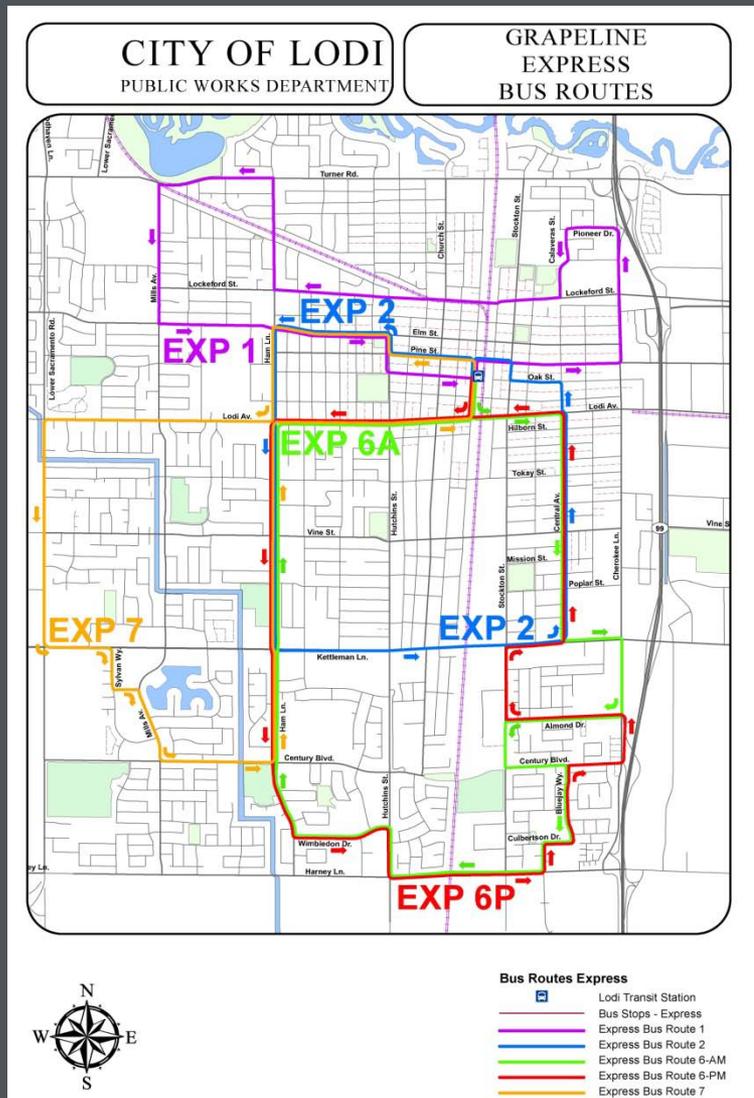
- Bus Routes - Weekend**
- Lodi Transit Station
 - Bus Stop
 - Transfer Point
 - Bus Route 1/30
 - Bus Route 5/31
 - Bus Route 2/22
 - Bus Route 34

Date: 6/10/2013

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Existing Conditions - Transit





Existing Conditions - Transit

TABLE 6: Historical Ridership by Month

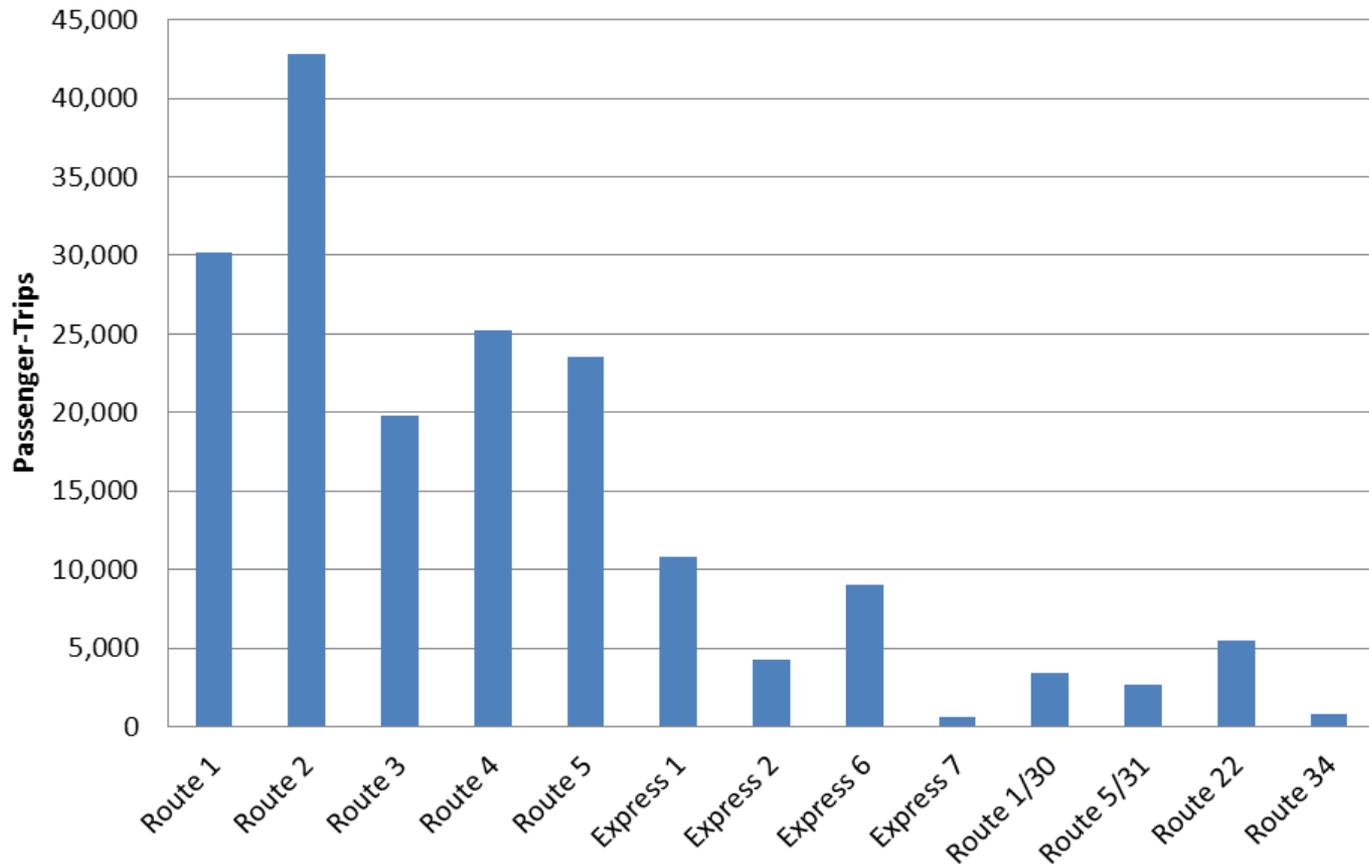
	FixedRoute - GrapLine				Dial A Ride - VineLine			
	FY 10-11	FY 11-12	FY 12-13	% Change	FY 10-11	FY 11-12	FY 12-13	% Change
				FY 10-11 to 12-13				FY 10-11 to 12-13
July	12,143	13,918	14,754	21.5%	3,050	2,703	2,900	-4.9%
August	17,006	17,731	15,913	-6.4%	3,094	2,965	3,250	5.0%
September	15,508	16,385	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 GrapLine and VineLine Ridership	208,769	213,547	218,819	4.8%				

Source: City of Lodi, 2013



Existing Conditions - Transit

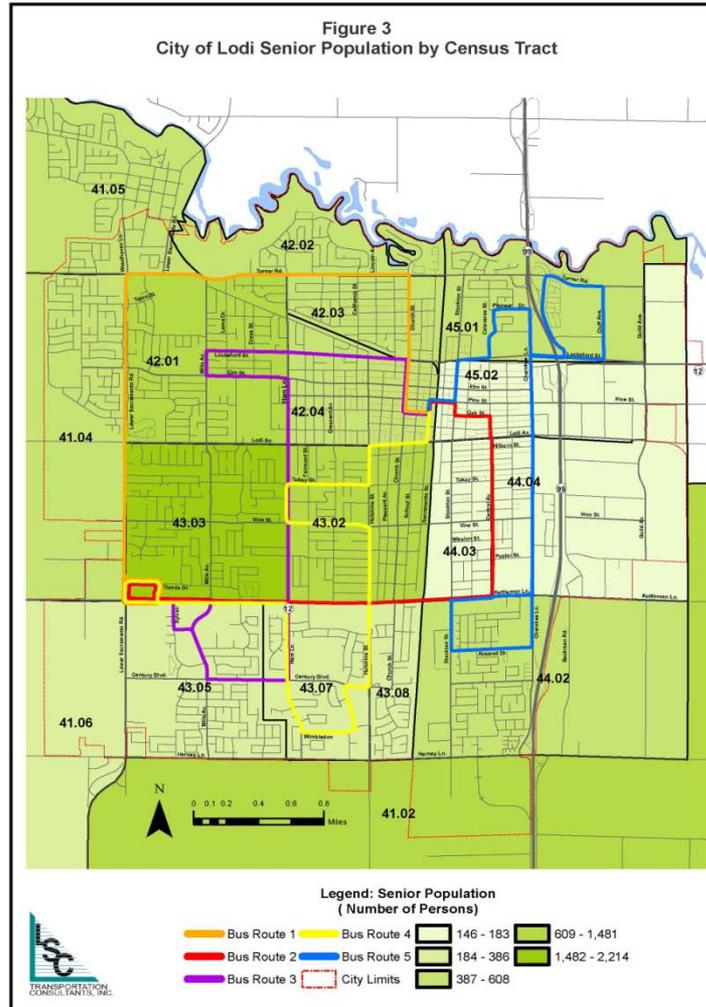
GrapeLine Ridership by Route



Existing Conditions - Community



Figure 3
City of Lodi Senior Population by Census Tract





Existing Conditions – Needs & Demand

- What are transit needs?
 - The number of people in a given area likely to require a passenger transportation service
 - The number of trips that would be made by those persons if they had minimal limitations on their personal mobility
 - **Lodi Transit Needs = 1,642 passenger-trips per day; 492,690 per year**
- What is transit demand?
 - The number of trips likely to be made over a given period within a given area at a given price
 - **Lodi Transit Demand = 88,400 passenger-trips per year for local service**

Existing Conditions – Public Outreach

- Public Outreach Efforts

- Poster sessions at Public Library and Lodi Transit Station on June 12th
- Public workshops at Loel Senior Center and Public Library on July 18th
- Poster session at Farmer's Market on July 18th



Existing Conditions – Public Outreach

• Conclusions

- 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





Potential Service Alternatives

- Expand GrapeLine Fixed Route and DAR/VineLine hours
 - GrapeLine Fixed Route weekend hours to 9:15 PM? 8:15 PM? 7:15 PM?
 - Dial-A-Ride / VineLine hours to 9:30 PM? 8:30 PM? 7:30 PM?
 - GrapeLine Fixed Route weekday hours to 7:15 PM?
 - Dial-A-Ride / VineLine hours to 7:30 PM?
- Begin weekday GrapeLine services earlier
 - Start at 6:30 AM?
 - Start at 7:00 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



Potential Capital Alternatives

- 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

Draft Plan/Recommendations – Service Plan



Lodi Transit SRTP Update - Recommended Service Plan Elements

All Figures in Thousands

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	\$32,480	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	\$40,000	6,400	\$4,467
Eliminate Express Route 7	-\$28,119	-600	-\$410
<i>Total Net Impact</i>	<i>\$221,881</i>	<i>24,100.0</i>	<i>\$20,496</i>

Note 1: This analysis assumes an annual inflation rate of 3 percent.

Source: LSC Transportation Consultants, Inc.



Draft Plan/Recommendations - Institutional

- Institutional elements
 - Improve service quality
 - Continue conducting annual on-board passenger surveys, boarding/alighting counts by stop and tracking on-time performance
 - Marketing for new services and service changes
 - Develop advertising policy, using existing advertising panels on EZ Rider buses



Draft Plan – TDA Performance

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	\$89.51	\$93.76
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	\$12.30	\$12.31

Source: City of Lodi Transit, 2013



Questions or Comments?