

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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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

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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

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.