

manteca *transit*



CITY OF MANTECA

MANTECA TRANSIT SHORT RANGE TRANSIT PLAN

DECEMBER 2018



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CITY OF MANTECA

Manteca Transit

FY 2018-2019 to FY 2027-2028

Short Range Transit Plan

April 2019

City of Manteca City Council 2019

Mayor – Benjamin J. Cantu

Vice Mayor – David Breitenbucher

Councilmember – Jose Nuño

Councilmember - Gary Singh

Councilmember – Debby Moorhead

City of Manteca City Staff

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Deputy Public Works Director – Koosun Kim

Transit Supervisor – Juan Portillo

Transit Consultant – John Andoh

Community Survey by PublicTransit.us

The preparation of this Short Range Transit Plan (SRTP) has been funded in part by a grant from the United States Department of Transportation (USDOT), through Section 5307 of the Federal Transit Act. The contents of this SRTP reflect the views of the City of Manteca, and are not necessarily those of USDOT, the Federal Transit Administration (FTA), or the San Joaquin Council of Governments (SJCOG). The City of Manteca is solely responsible for the accuracy of information presented in this SRTP.

Civil Rights Compliance. In compliance with Title VI regulations of the Civil Rights Act of 1964, no person in the United States of America shall, on grounds of race, color, or national origin, be excluded from participating in, or denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance. City of Manteca must ensure that federally supported transit service and related benefits are distributed in an equitable manner. City of Manteca has certified that it is in compliance with Title VI regulations.

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EXECUTIVE SUMMARY

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CHAPTER 1 – EXECUTIVE SUMMARY

The City of Manteca is home to 81,345 residents and a host of popular destinations to work, play, and shop. Historically an agricultural community, Manteca has grown into its own as a Bay Area suburb following completion of State Route 120. Dubbed “The Family City,” the community has seen a 36-percent population increase since 2000 and has been served by Manteca Transit, the City’s public transit system founded in November 2006.

The City offers three local fixed routes Monday through Saturday, a shuttle connecting the Altamont Corridor Express (ACE) Station with the Manteca Transit Center on weekdays, with senior and persons with disabilities Manteca Transit Dial-A-Ride on weekdays and general public dial-a-ride service on Saturdays. Manteca Transit Dial-A-Ride also acts as the Americans with Disabilities Act (ADA) Complementary Paratransit program. The transit system also facilitates regional connections with San Joaquin Regional Transit District (RTD) via the Manteca Transit Center, and along Main Street and at the Lathrop/Manteca ACE Station. By utilizing these services, patrons can connect with such communities as Ripon, San Jose, Stockton, and Tracy.

Key Findings

- Nearly 95 percent of Manteca residents believe public transit is important to their community’s quality of life.
- Current Manteca Transit passengers rate the overall system highly, particularly with respect to safety and cleanliness.
- “Shopping trips” account for nearly 40 percent of fixed-route ridership.
- “Saturday fixed-route service” was the most commonly requested service enhancement among onboard survey respondents and the second most requested enhancement among community survey respondents.
- System ridership has grown, has declined 3.8 percent from FY 2016-2017. Total annual passenger trips was 61,685 in FY 2017-18. Manteca Transit has declined in passenger trips every year since FY 2014-2015.

Report Overview

The Short-Range Transit Plan (SRTP) presents a “blueprint” for short-term operational, financial, and capital improvements for Manteca Transit. The SRTP, covering a ten-year horizon, includes strategies to increase service efficiency and effectiveness as well as how to finance implementation of those strategies. These strategies reflect findings from passengers and non-passengers (community) input as well as a review of transit system performance.

An outline of this SRTP contents is as follows:

1. Executive Summary,
2. Overview and Population Analysis,
3. Evaluation of System Performance,
4. Community Outreach,
5. Operations Plan,
6. Marketing Plan,
7. Implementation Plan, and
8. Financial and Capital Plans.

Appendices

- A. Boarding and Alighting Charts,
- B. Ridecheck Data,
- C. Goals and Objectives, and
- D. Survey Instruments.

The [Overview and Population Analysis](#) (Chapter 2) describes The City’s demographic characteristics, with a focus on those population groups most relevant to transit planning. It includes a Transit Needs Index map, which provides a general idea of the geographic distribution of Manteca residents who are more likely to depend on public transit for basic mobility. In addition, it overlays the existing fixed-route network on a map of likely transit-dependent populations to illustrate how well the current transit service “connects” with these populations.

The [Evaluation of System Performance](#) (Chapter 3) evaluates Manteca Transit services, providing a snapshot of current transit usage and system performance. Such data include ridership at the system level and by line as well as stop activity along each route. Also included is an analysis of several performance indicators including passengers/service hour, cost/ride, and farebox recovery (by system and by mode).

[Community Outreach](#) (Chapter 4) provides extensive survey data through public outreach efforts including onboard passengers’ surveys, community surveys, stakeholder surveys, and community workshops. Detailed tables of initial findings and data cross-tabulations are presented along with narrative explaining each survey question.

[Operations Plan](#) (Chapter 5) were developed based on findings from Chapters 2 through 4. Program recommendations are segregated into two categories:

Administrative Recommendations

- Implement multi-year (phased) bus stop improvement program.
- Implement a day pass program.
- Improve availability of transit passes.
- Improved fare collection, including use of mobile ticketing and electronic fare collection.
- Pursue all available grants to support public transit operations.
- Appropriately allocate costs between fixed route and demand response services based off revenue hours.
- Increase marketing efforts to increase ridership.
- Pursue additional funding sources such Low Carbon Transit Operations Program (LCTOP), Federal Transit Administration Sections 5310 and 5339 and use more Section 5307 funding in the Manteca Urbanized Area to enhance public transit services in Manteca.

Operational Recommendations

- Revise current route alignments so as to increase “transit footprint” throughout Manteca.
 - Revise Manteca Transit routes to implement a new Route 3 serving the southeastern portion of the City and a new Route 4 to serve the Woodward Avenue/McKinley Avenue corridors, connecting Great Wolf Lodge, Stadium Center and the current Lathrop/Manteca ACE Station. Evaluate Route 2 service to Woodbridge Del Webb.
- Revise current route alignments to enhance on-time performance as well as maintain inter-route connectivity.
- Increase fares to match a regional fare structure for passenger convenience.
- Pursue interregional partnerships with ACE, Amtrak San Joaquin, Greyhound and other interregional buses traveling along the I-5 corridor.
- Expanded hours: Monday through Friday from 4:00 a.m. to 8:00 p.m. and Saturday from 9:00 a.m. to 6:00 p.m.
- 30-minute service on weekdays on Routes 1 and 2.
- Addition of Sunday service during the same hours as Saturday service.
- Discontinue general public Dial-A-Ride service on Saturday and to the ACE Station. Dial-A-Ride will only be for seniors and persons with disabilities.
- Consider a partnership route with TRACER (City of Tracy’s transit system) for travel between Tracy Transit Station and Manteca Transit Center, Monday through Friday.
- Improve coordination and restructure of RTD County Hopper & Commuter service into/out of Manteca to points north, south, east and west.

Capital Projects

- Expand Manteca Transit Center parking to prepare for ACE service in 2021.
- Purchase five replacement and five additional larger heavy duty low-floor transit buses.
- Purchase electric support vehicles and associated infrastructure.
- Purchase intelligent transportation systems (ITS) to support Manteca Transit activities.
- Build a transit maintenance facility and purchase associated equipment to support the

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transit maintenance facility at the current Solid Waste Facility on Wetmore Street.

- Improve passenger amenities and add more bus shelters, benches and trash cans.
- Build a new ACE Station and Park and Ride Lot at McKinley Avenue @ State Route 120.
- Continue transit security improvements.
- Continue to upgrade Manteca Transit Center.

Following the Operations Plan chapter is the [Marketing Plan](#) (Chapter 6). The Marketing Plan assess existing marketing and outreach efforts related to the City's transit system and provides a series of tiered recommendations to enhance community awareness of Manteca Transit as well as to improve the impact and availability of service information.

The [Implementation Plan](#) (Chapter 7) creates a hierarchy among service and marketing recommendations and establishes a proposed timeframe for developing each of the respective recommendations. Finally, the [Financial and Capital Plan](#) (Chapter 8) compares existing operating expenses to detailed cost projections for the recommended improvements. The chapter then identifies potential funding sources throughout the next ten years using a combination of fare revenues, local subsidies, and federal grants.

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OVERVIEW
AND
POPULATION
ANALYSIS

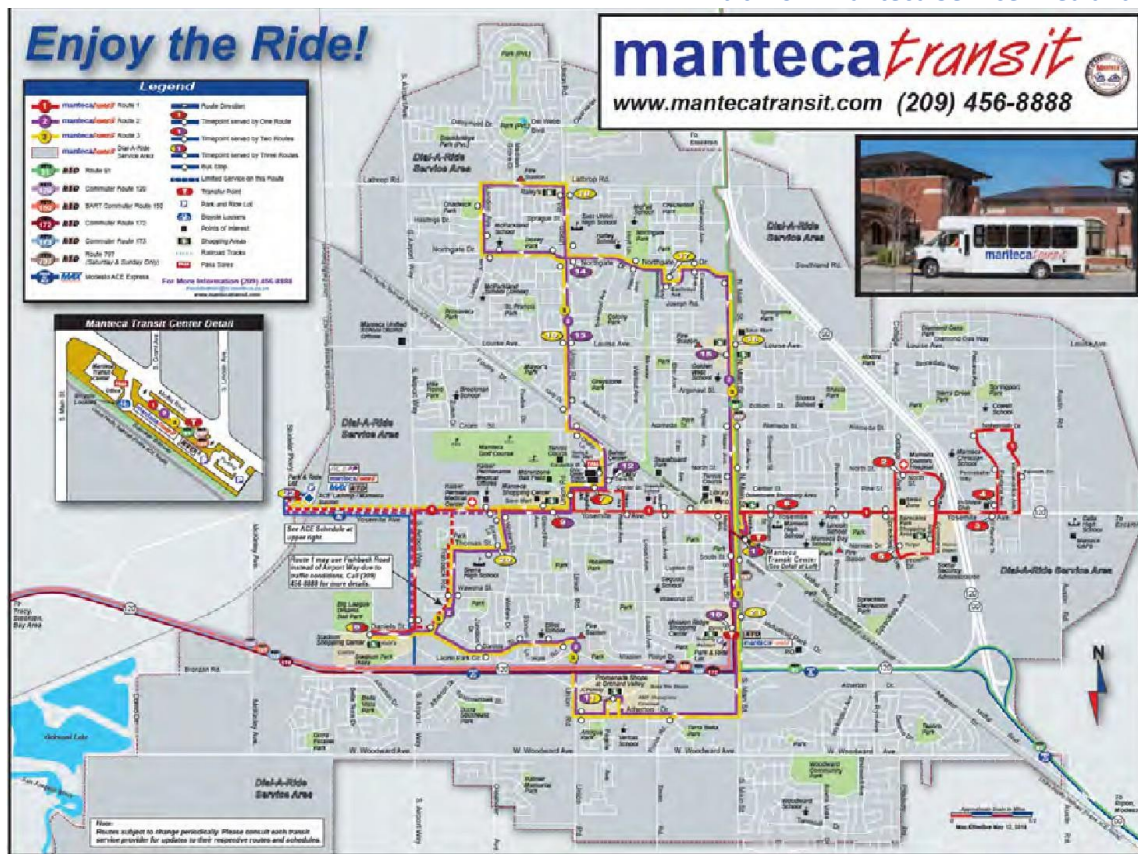
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CHAPTER 2 – OVERVIEW AND POPULATION ANALYSIS

The City of Manteca is home to 81,345 residents and a host of popular destinations to work, play, and shop. Historically an agricultural community, Manteca has grown into its own as a Bay Area suburb following completion of State Route 120. Dubbed “The Family City,” the community has seen a 36-percent population increase since 2000 and has been served by Manteca Transit, the City’s public transit system founded in November 2006.

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Exhibit 2.0.1 Manteca Service Area and Route Map



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Exhibit 2.02 Fare Structure

Fare category	Adult (18 -61)	Youth (2-18)	Seniors (62+), persons with disabilities, & Medicare Cardholders
Fixed-route fares			
One-way fare	\$1.00	\$0.75	\$0.50
10-Ride Pass	\$9.00	\$7.00	\$4.50
31-Day Pass	\$35.00	\$28.00	\$28.00
Dial-A-Ride and ADA Complementary Paratransit*			
One-way fare	\$2.00	\$2.00	\$2.00
10-Ride Pass	\$20.00	\$20.00	\$20.00
31-Day Pass	\$60.00	\$60.00	\$60.00

**Open to the general public for rides to/from the ACE Station and on Saturday.*

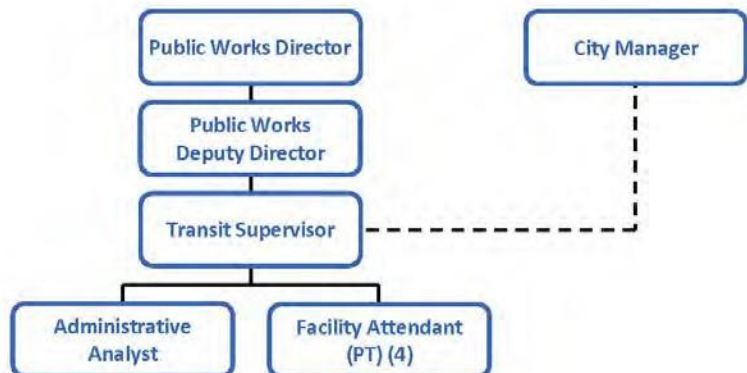
Up to two children under two rides free with each fare-paying adult. Children under six must be accompanied by a passengers age 12 or older. One Personal Care Attendant (PCA) rides free with an ADA passenger. All other companions pay the appropriate fare.

The Manteca Transit Fixed-Route 31-Day Pass can be used for Manteca Transit Dial-A-Ride on Saturday or to/from the ACE station at no additional charge. The City is working on options for online pass sales (such as Token Transit). Currently passes are only available at the Manteca Transit Center and through the City's Parks and Recreation Department.

General Management and Organization

Manteca Transit is officially part of the Public Works Department under the Engineering Division. Previously, Transit was a part of the Finance Department, before it was returned to Public Works in December 2017. A full-time Transit Supervisor was hired in October 2018 and an Administrative Analyst was hired in June 2018 reporting to the Deputy Director of Public Works – Engineering. Transit Supervisor reports to the City Manager as it relates to Disadvantaged Business Enterprise (DBE) compliance.

Exhibit 2.03 Organizational Chart



The Manteca City Council is the governing body for Manteca Transit. The council meets formally on the first and third Tuesday of each month at 7:00 p.m. at the City's Council Chambers, located at 1001 W. Center Street in Manteca. While this location is served by Manteca Transit, the service ends at 7:00 p.m., making it problematic to use transit to attend City Council meetings. The City does not have any transit-related

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committee or citizens' advisory board.

Operations are provided under contract by National Express Transit Corporation (NEXT), which assumed operations in November 2016. Prior to that time, service was provided by MV Transportation. Since November 2006, NEXT was selected through a competitive Request For Proposal (RFP) process. The RFP included several improvements over the prior contract, including more performance accountability (including mystery riders), better language about maintenance, and a standard for wages. NEXT general manager is full-time and based in Manteca.

Transit management reviews monthly reports, performs quality assurance checks, and meets with contractor management to monitor program performance. Transit management regularly receives performance information and takes appropriate action to address problems or issues faced by the contractor.

In May 2018, recent changes to service includes added service to the ACE Station as well Saturday fixed-route service on Routes 1 and 2. The contractor gathers data specific to these new services to facilitate evaluation, which will be assessed in January 2019.

The City has good relationships with other agencies, including the cities of Escalon, Lodi, and Tracy. The City participates with SJCOG through the Social Services Transportation Advisory Council, Technical Advisory Committee and Interagency Transit Committee. The Transit Supervisor and Deputy Director of Public Works share responsibility for intergovernmental relations. The City also works with the FTA to provide information and address any identified deficiencies.

With recent designation of RTD as San Joaquin County's Consolidated Transportation Service Agency, additional mobility options are available for ADA-certified riders, including the Access Program (allowing ADA customers to ride fixed-route transit free of charge) and RTD Go! (which provides Uber subsidies for certain trips), ADA complementary paratransit in-person assessments, discount fare cards for seniors, veterans and persons with disabilities, Van Go microtransit program (With free transfers to Manteca Transit) and travel training.

Service Planning

The City's Short-Range Transit Plan, completed in 2006, 2009 and 2014, included program goals and objectives, which conform to the SJCOG's goals and objectives.

The City actively works to identify residential and commercial developments that may require transportation, as well as identifies and projects future service needs based on current utilization. Transit staff regularly communicate with the City's Community Development Department with respect to upcoming development projects.

The City works collaboratively with agencies serving persons with disabilities and meets all federal and state requirements regarding serving persons with disabilities. Special fixed-route fares are offered to youth, seniors, Medicare card holders, and persons with disabilities. All vehicles are ADA-compliant.

Annual Unmet Transit Needs hearings are the City's primary public participation opportunity. In addition, the City conducts public hearings any time a proposed route or service change exceeds a 25 percent change in miles and hours. Public hearings are held at the Manteca Transit Center (which features ample meeting space) and Manteca City Hall, both of which are accessible by transit.

The City also conducts surveys of passengers and non-passengers to support transit planning. Surveys are typically conducted both onboard the bus and at the Manteca Transit Center.

Scheduling, Dispatch, and Operations

Transit operators are assigned to routes through the bidding process based on seniority. Transit operators are not formally rotated through routes but may do so as the bid allows. The bidding process is defined by the Collective Bargaining Agreement (CBA) with the Teamsters Local 439.

Manteca Transit currently has 11 operators to cover 10 shifts, including one standby transit operator. There are six full-time shifts and five part-time shifts. Forty-five percent of transit operators are part-time. Vacation time is scheduled in advance, and part-time transit operators are eligible for vacation. The labor agreement includes a clear and communicated policy on absences and sick leave requiring prior notice.

Vehicles are assigned to routes based on mode and passenger loads. Five 20-passenger vehicles are designated as fixed-route and three 13-passenger vehicles are designated as Manteca Transit Dial-A-Ride. All transit operators are qualified to drive all vehicles.

Fares are collected onboard the buses using drop vaults and will soon transition to Genfare Odyssey fareboxes. At the end of the day, the dispatcher removes the fareboxes from the vehicles and secures them in a locked cabinet. The money is counted twice the next morning (initially using a coin counter) in a room equipped with cameras. Revenue is deposited daily with the City's Finance Department, transported by the dispatcher via personal vehicle. Deposits are reconciled back to transit operator reports, and cash receipts for pass sales are reconciled back to the number of passes issued.

Personnel Management and Training

The City's contractor is recruiting a sufficient number of transit operators to meet the program's needs. It has been fully staffed since the start of the contract in November 2017. When needed, National Express has a recruiter who posts the open positions to job boards. In addition, NEXT participates in joint recruiting efforts in Modesto and Stockton, which conduct monthly recruitments. Inexperienced recruits are trained by NEXT trainers in Modesto or Stockton. NEXT has an Equal Employment Opportunity (EEO) Program that satisfies the equal employment opportunity and affirmative action responsibilities under Title VI of the Civil Rights Act of 1964 and Part II, Section 110(a) of the UMTA Standard Grant Contract (formerly 109a), as part of the grant approval process, and 49 U.S.C. Section 5332, "Non-discrimination."

NEXT management places an emphasis on motivating employees, starting with an open door policy for employees to share their issues and concerns. Management conducts quarterly one-on-one check-ins with each employee to discuss their goals, how they think things are going, what we are doing well, what should change, and so forth. Management also selects an Employee of the Month with recognition and a prize. Management believes it is important to celebrate successes and give employees something to work towards and look forward to.

Employee turnover is relatively low as of November 2017. Since the beginning of the contract, only one transit operator has resigned (to pursue a higher-paying job). Transit operators received up to a five dollar per hour raise at the beginning of the new contract. NEXT hosts employee events such as pizza parties nearly every quarter. Manteca won the NEXT's Target Zero Safety Contest and earned a bowling party for its employees. NEXT is currently working on developing a transit operator score card based on speeding

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events, DriveCam events, attendance, pre/post-trip inspections and other safety factors so it can focus on individual needs for additional training and support.

All transit operators were trained or re-trained as part of the NEXT start-up in November 2017. Monthly safety meetings, which meet the state requirement for training, address locally identified issues as well as company safety standards.

NEXT addresses rule enforcement through Attendance and Safety points as part of a progressive discipline policy. Accumulation of six Safety points or eight Attendance points will result in termination. The employee handbook includes a clear policy regarding absences and tardiness. NEXT's drug and alcohol policy is compliant with state and federal requirements. Random testing is done an average of twice per quarter, which exceeds the required level of testing for an agency the size of Manteca Transit.

NEXT transit operators and their dependents are offered group medical insurance, dental insurance, and vision insurance. Employees also receive basic life insurance, accidental death and dismemberment, and long term disability coverage. As a retirement benefit, NEXT offers a 401(k) plan with up to a 4 percent match. There are also voluntary options for additional life insurance, short-term disability, employee assistance programs, and legal coverage. Benefits are the same for full-time and part-time employees. Information about benefits is provided upon hiring.

Administration

In January of each year the City begins its annual budget process. Preliminary departmental budgets are completed in February and finalized in March. The preliminary City budget is released to the City Council in May and finalized and adopted in June. City staff regularly compare budgeted expectations for the transit program with actual revenue and expenses. Substantial excesses over budgeted expenses are approved by the Deputy Director of Public Works. The City uses New World Enterprise Resource Planning (ERP) software.

Grant application and compliance responsibilities are clearly defined within the City. Federal grant applications are made through the FTA's Transit Award Management System (TrAMS), and all grants are tracked using a locally maintained spreadsheet. Processes and deadlines are delineated in a procedural document specific to Transit. In 2013 and 2014, funds lapsed due to a lack of eligible projects for Section 5339 funds. SJCOG redistributed the excess Section 5307 funds in a coordinated process. The TSSSDRA projects are being delivered with a rescope of projects and PTMISEA projects are on-going.

The City provides effective oversight of its operations contract. In addition to regular meetings with contractor management, it receives monthly maintenance reports with the following information:

- Odometer readings for the month;
- Total miles for the month;
- Total revenue service miles for the month;
- Total revenue service hours for the month;
- Fuel usage for the month;
- PMI Information by vehicle:
 - Date of service,
 - Type of service, and
 - Mileage at time of PMI;

- Out of service log by vehicle:
 - Date out of service,
 - Date back in service,
 - Mileage at time taken out of service, and
 - Reason it was taken out of service; and
- Road calls.

City staff puts this monthly information into a spreadsheet in order to track each vehicle by fiscal year. This enables staff to ensure that PMIs are being completed on time, vehicles are placed back in service in a timely manner when there is an issue, and that vehicles are not constantly have the same maintenance issues.

The City's risk management is handled through its Human Resources Manager. The City is responsible for providing insurance for the transit facility, bus stops, etc. NEXT is responsible for providing insurance for transit assets. NEXT processes minor accidents and injuries directly through its insurance company. Major accidents and injuries are processed through the insurance company's crisis hotline. The contractor has an appropriate level of liability coverage. Attendance at the monthly safety meetings is required of all staff, and a Safety Committee meets monthly as well. NEXT's General Manager is responsible for proactive safety initiatives.

The operations, as well as transit advertising and janitorial contracts, are approved by the Manteca City Council. Contracts have a limited and defined term, clearly specified scope of work, and explicit price for goods or services. All other facility management services are provided by the City's Public Works Department, while copier and computer maintenance are provided by the City's IT division. Facility management services are clearly defined by the Facility Management Plan.

The City's accounts receivable function is kept separate from the purchasing authorization function and the disbursement authorization function. Invoice terms, quantities, and prices are verified against purchase orders, and receipt of goods or services is verified before invoices are paid.

The City maintains a Transit Procurement Policy as well as a City Purchasing Policy. The Transit Procurement Policy is in compliance with FTA requirements, including FTA standard terms and conditions. All purchasing and procurement policies and procedures are well defined and appropriate. The City competitively procures fuel, vehicles, and other items of major expense, and may piggyback on other contracts when appropriate, depending on the item.

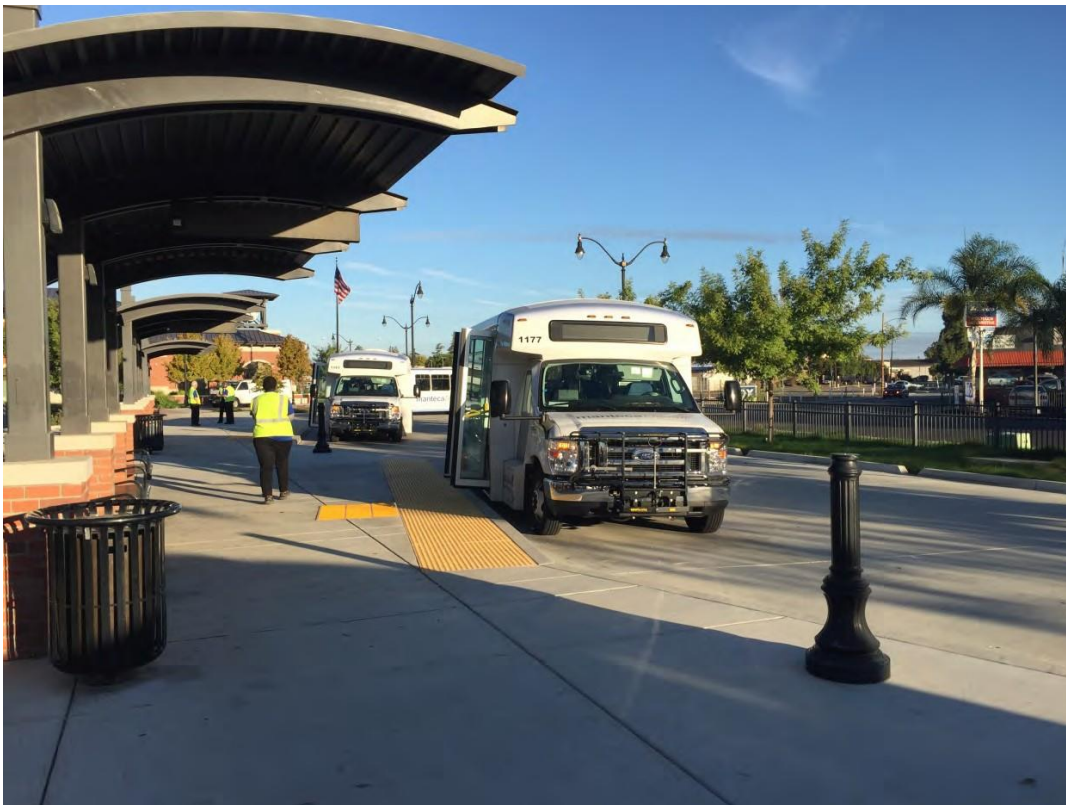
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Manteca Transit Center



Manteca Transit Center bus bays



Vehicles at Manteca Transit Center

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Manteca Transit Vehicle



Dispatching Area



Pass sales windows at Manteca Transit Center



Manteca Transit Center community/meeting room

Maintenance

NEXT Preventive maintenance is conducted every 5,000 miles or 45 days, whichever occurs first. This schedule conforms with the manufacturer's recommended schedule. Compliance with the preventive maintenance schedule is tracked in the contractor's monthly report spreadsheet.

Body work and major refurbishments are contracted out. The contractor's facility is sufficient, with four bays and appropriate space for offices, administration staff, and record storage.

The City received eight new vehicles in 2018. The average age of the new fleet at the time of this audit was three months, with an average mileage of 2,700.

Vehicles are inspected each day prior to pull-out. If safety concerns are found, the vehicle is not put into service but is scheduled for repair. All revenue vehicles are very similar and can be swapped out if one must be taken out of service. However, the 20-passenger buses usually take priority for repairs given their ability to accommodate both wheelchairs and a larger number of ambulatory passengers.

When breakdowns occur, dispatch notifies maintenance directly. Maintenance schedules are communicated to dispatch. Maintenance usually notifies the dispatcher when a vehicle repair is complete,

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but this can be improved upon.

Exhibit 2.04 Manteca Transit Fleet Inventory

Make	Model	Year	Fuel	PAX	WC	Mileage	Mode
Chevy	ARBOC Spirit of Mobility	2010	Gas	21	2	217,152	Fixed-route
LF270FP	Champion	2018	Gas	20	2	2,997	Demand-response
LF270FP	Champion	2018	Gas	20	2	2,257	Demand-response
LF270FP	Champion	2018	Gas	20	2	3,052	Demand-response
LF270FP	Champion	2018	Gas	20	2	2,975	Fixed-route
LF270FP	Champion	2018	Gas	20	2	2,458	Fixed-route
LF270FP	Champion	2018	Gas	13	3	2,531	Fixed-route
LF270FP	Champion	2018	Gas	13	3	2,545	Fixed-route
LF270FP	Champion	2018	Gas	13	3	2,533	Fixed-route
Ford	Fusion	2014	Gas Hybrid	4	0	7,301	Support/non-revenue

2.1 DEMOGRAPHIC OVERVIEW

To effectively balance demand (defined as current as well as near-term mobility needs of Manteca) with current and likely transit resources, we begin with a population analysis to see where individuals who are most likely to utilize public transit (i.e., transportation-disadvantaged individuals) reside. This chapter seeks to provide a foundation of how well Manteca Transit’s potential passengers with those destinations deemed most important (healthcare, housing, education, employment, etc.).

A community’s demographic profile provides insight into mobility supply and demand. Traditionally ride-dependent populations include individuals who lack the physical or economic means to transport themselves and therefore are more likely to rely on other modes of travel such as transit to address their mobility needs. Historically, such groups include low-income individuals, seniors, youth, persons with disabilities, and persons with limited or no access to a personal vehicle. Identifying areas with significant ride-dependent populations can help identify gaps between existing service (e.g., coverage, frequency) and demand. Maps illustrating the distribution and density of such populations are presented on the following pages.

The demographic overview on the following pages includes maps based on census data at the census block level. A census block is a statistical area defined by physical and cultural features (such as streets, roads, and geographic features) as well as legal boundaries. The minimum size of a census block is 30,000 square feet, or 0.69 acres.⁵ A block group is the aggregation of individual blocks and typically contains a population between 600 and 3,000 individuals. Data grouped at the block group level is the most precise level of information made available to the public by the United States Census Bureau. Use of census block group data in demographic analysis allows demographic differentiation by neighborhood, which is of particular importance in assessing demand for transit service.

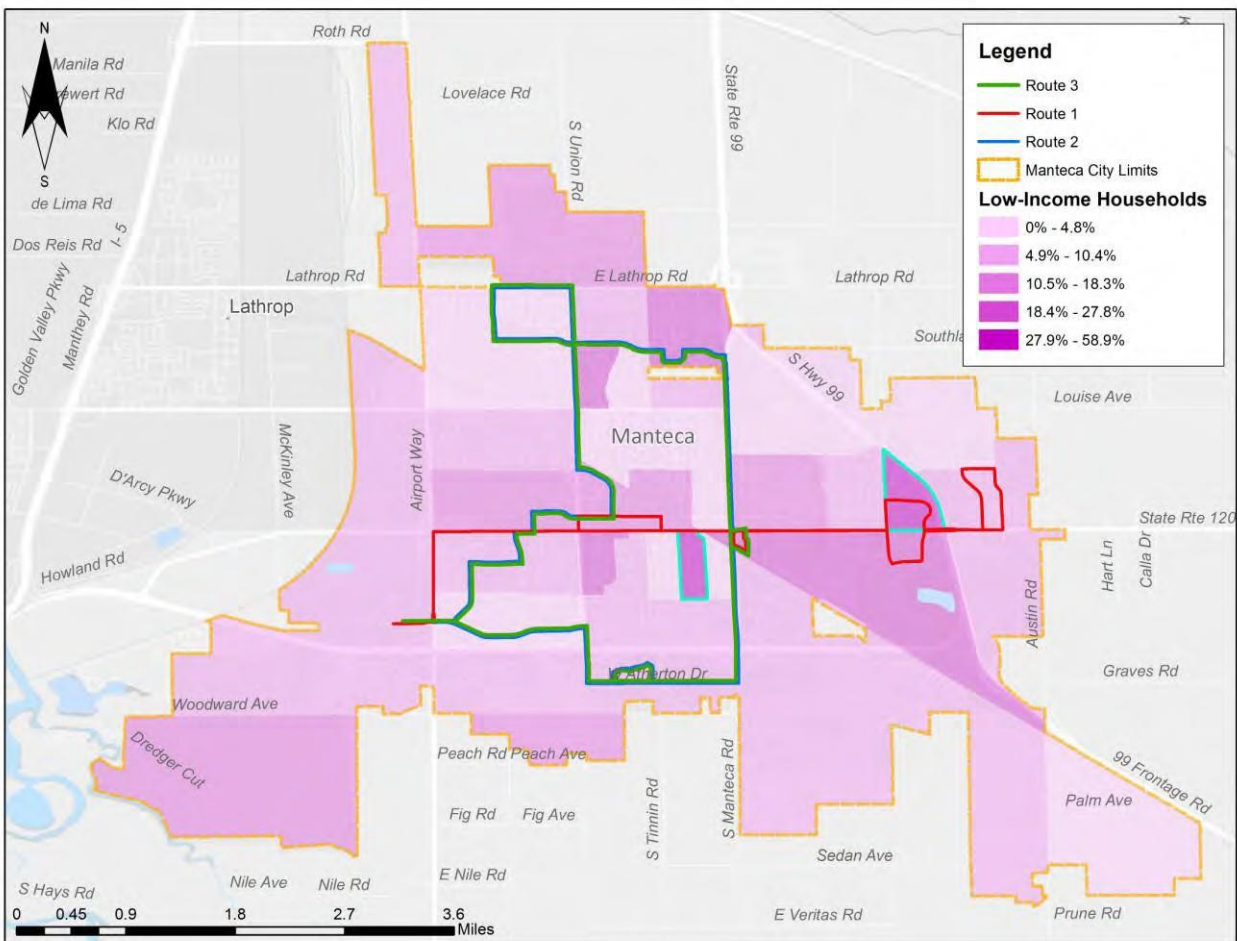
⁵Chapter 11, “Census Blocks and Block Groups,” *Geographical Areas Reference Manual*, U.S. Census Bureau, www.census.gov.

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Low-Income Households

The 2012-2016 American Community Survey identified 7.5 percent of families and 9.7 percent of individuals in Manteca as living below the poverty level.⁶ This translates to approximately 6,491 residents living in poverty. Low-income households are often dependent upon public transit as they often do not have access to a personal vehicle, need to share a single vehicle, or may lack the financial resources to safely/legally operate said vehicle. Of note are two block groups in central and eastern Manteca, as low-income households within those areas constitute 58.9 and 40.4 percent of total households, respectively (see Exhibit 2.1.1). These two areas are well above the remaining block groups with the third highest percentage of low-income households at 27.8 percent.

Exhibit 2.1.1 Low-Income Households



⁶ The United States Department of Health and Human Services poverty guidelines define a four-person household with an annual income of \$23,550 or less as living below the poverty level. (Source: aspe.hhs.gov/poverty/13poverty.cfm.)

No-Vehicle Households

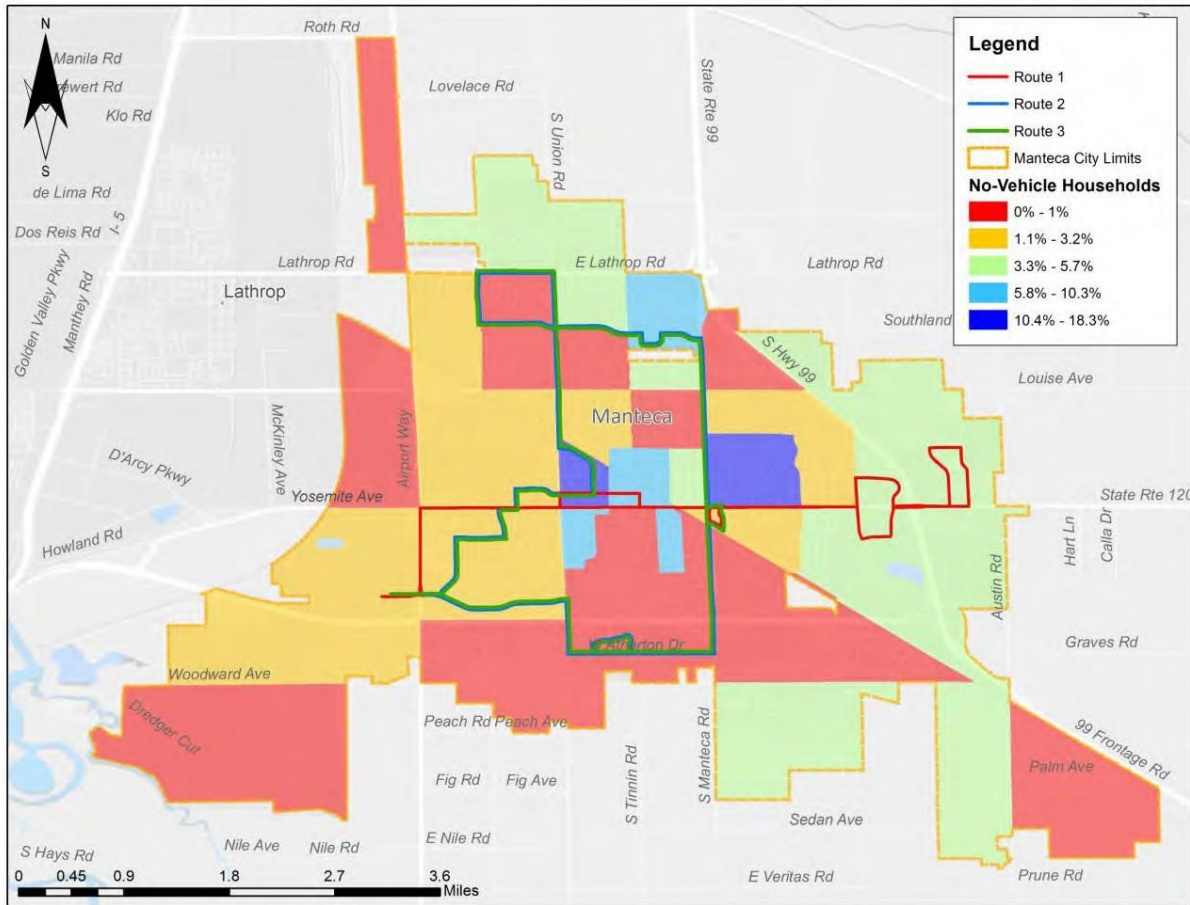
According to the 2012-2016 American Community Survey, more than one-quarter (27.1 percent) of all Manteca households are single-vehicle households, while a further four percent do not have access to a personal vehicle at all. On an aggregate basis, this “limited vehicle accessibility” is less than that of the county at-large.

Exhibit 2.1.2 shows the distribution of such households as a percentage of total households. All mapping reflects the block group level. In this exhibit, the block group with the largest number of no-vehicle households (18 percent) lies in the center of the city and includes a number of multifamily housing units including the Fairway Estates, Stonegate, and Westwood apartment complexes. This particular block group is currently well served by transit as all three routes pass through it. Additionally, the area just north of Yosemite Avenue between Main Street and Powers Avenue includes two block groups with limited vehicle access. While these block groups also include a number of multifamily housing units, the majority of their housing composition is made up of single family homes. Transit service runs along at least one border of each of these blockgroups.

The location of no-vehicle households is often congruent with that of low-income households. Exhibit 2.1.2 reflects findings similar to Exhibit 2.1.1, most notably in the City’s central block groups. Interestingly, despite eastern Manteca exhibiting moderate access to personal vehicles, the block group at the intersection of Yosemite Avenue and State Route 99 represents the highest percentage of low-income households. This is likely the result of households sharing vehicles, which still denotes a significant dependence on alternative modes of transportation.

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Overview and Population Analysis

Exhibit 2.1.2 No-Vehicle Households

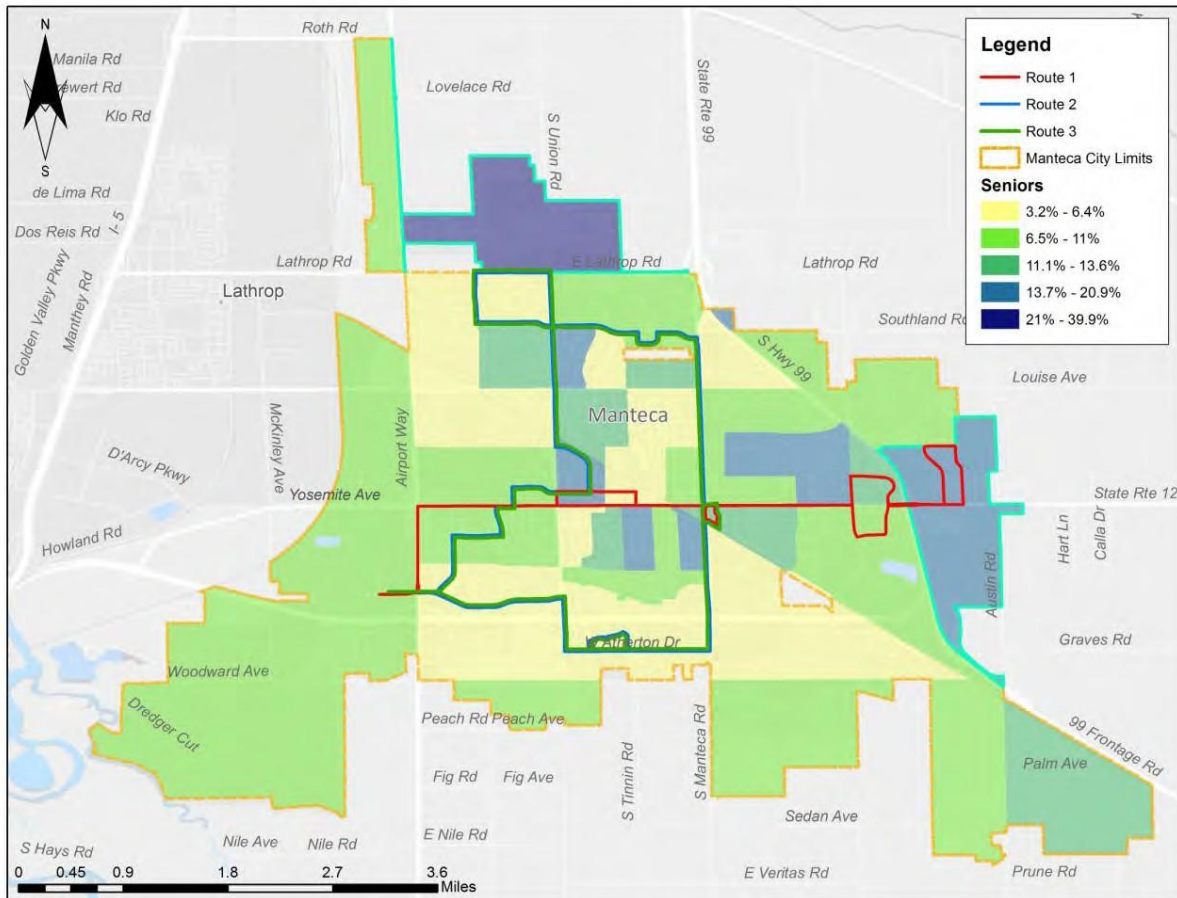


Seniors

In the 2012-2016 American Community Survey, ten percent of Manteca residents were identified as age 65 or older, which translates to approximately 6,706 individuals. Seniors frequently give up driving either by choice or because they can no longer safely operate a vehicle. As such, public transit serves as an increasingly important mode of travel.

Exhibit 2.1.3 illustrates the distribution of Manteca’s senior population. Manteca is home to a number of adult communities and retirement centers. As seen in the map, the block group that contains the largest senior population (39.8 percent) is the northernmost tip of the city which includes the Del Webb Woodbridge community. This is followed by the block group at the eastern limits of the city (20.8 percent) which includes the Prestige Senior Living Facility. While Manteca Transit’s fixed route service operates within or adjacent to each of these block group, many senior residents may not be able to access traditional fixed-route bus stops. Manteca Transit Dial-A-Ride provides curb-to-curb transportation to these residents within city limits. Further discussion regarding the most frequently served Manteca Transit Dial-A-Ride locations can be found in the Existing Service Evaluation chapter (Chapter 3).

Exhibit 2.1.3 Senior Population



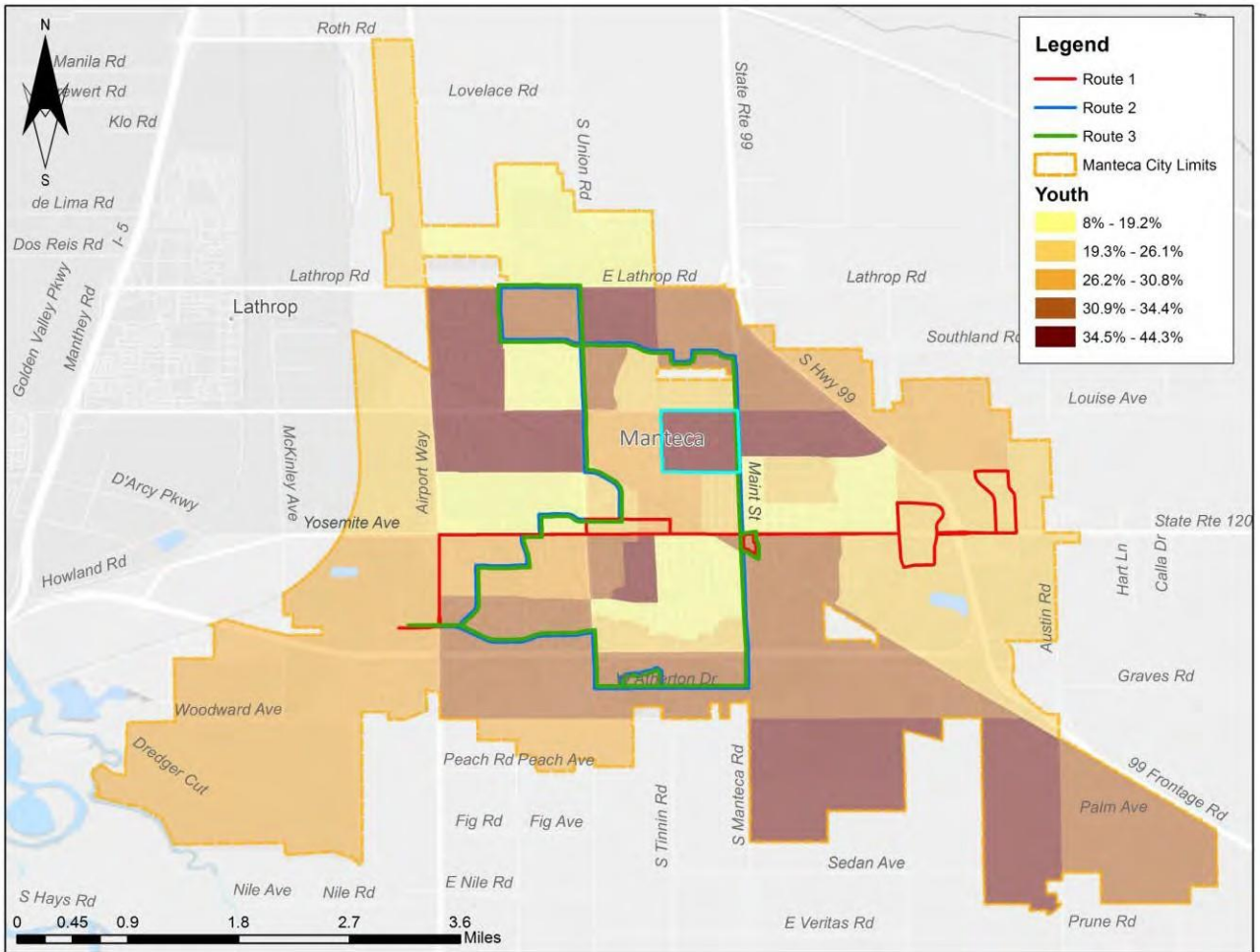
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Youth

The 2012-2016 American Community Survey identified approximately 19,915 individuals (or 29.4 percent of the city’s population) as being under the age of 18. Youth often constitute a significant portion of public transit ridership either because they are not yet of driving age or do not have ready access to a personal vehicle.

Manteca’s youth population is dispersed throughout the city (as shown in Exhibit 2.1.4), with the greatest concentration of youth (44.2 percent) in the block group to the southwest of the Main Street and Louise Avenue intersection. A number of other block groups dispersed throughout the City exhibit dense youth populations. It should be noted that the Woodward community as well as a number of residences in western Manteca between Lathrop Road and Northgate Drive exhibit a large youth population which is not presently served by transit.

Exhibit 2.1.4 Youth Population



2.2 TRANSIT NEED WITHIN THE CITY OF MANTECA

To aid in the identification of ride-dependent populations within the City, our project team prepared the Transit Needs Index (TNI) map (Exhibit 2.2.1) using 2010 Decennial Census and 2012-2016 five-year American Community Survey data.

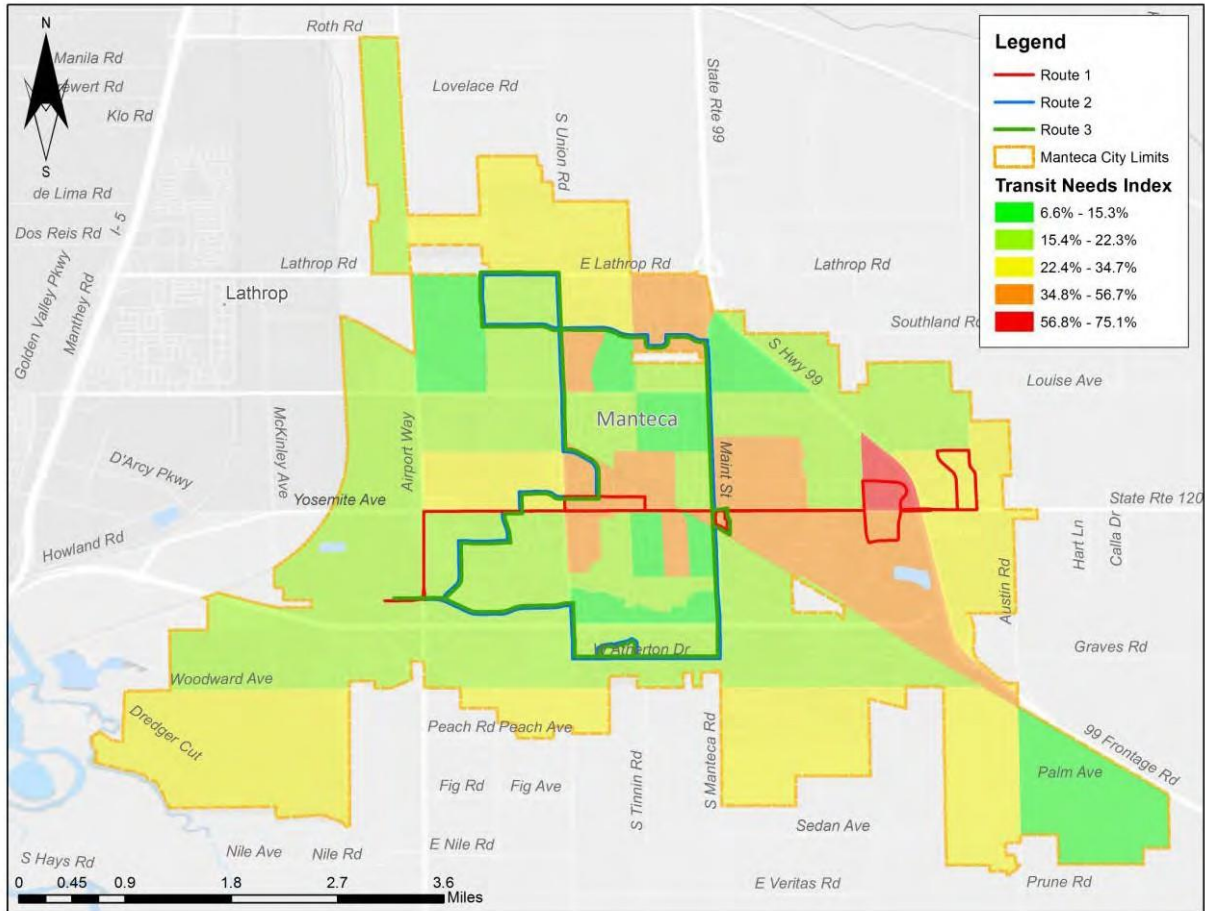
The TNI provides a visual representation of estimated transit demand within census block groups. The TNI is an estimated regression model wherein the effect that each population group has on the overall demand for public transit within each block group is controlled by multipliers. These multipliers are developed in-house and based on transit industry research as well as past analyses completed by Moore & Associates. The formula developed for this particular map is as follows:

$$\begin{aligned} TNI = & \text{percent low-income households} + \text{percent of persons commuting via public transit} \\ & + (1.25 * \text{percent zero-vehicle households}) + (0.5 * \text{percent of persons over 65}) + \\ & (0.25 * \text{percent of persons under 18}) \end{aligned}$$

The formula above accounts for the demographic groups previously discussed in this chapter (low-income households, households without access to a personal vehicle, seniors, and youth) as well as census-reported existing public transit ridership. As depicted in the model, the percent of low-income households is left untouched as it is traditionally a reasonable indicator for transit demand. However, households without access to personal vehicles are multiplied by 1.25 as this population group is typically heavily dependent upon public transit. Likewise, a multiplier value less than one is applied to senior and youth populations as they are typically less reliant upon public transit given their access to friends and family members, school buses, adult day health care transportation, etc.

A higher TNI score indicates that a census block has a higher proportion of residents belonging to one or more transit-disadvantaged groups. In the TNI map for the Manteca Transit service area (Exhibit 2.2.1), darker colors denote areas with a higher TNI score and therefore a higher proportion of residents are more likely to use/need transit. Unlike the individual maps presented in Section 2.1, the index map provides a composite picture of the individual socio-demographic components/contributors indicating likely transit use.

Exhibit 2.2.1 Transit Needs Index



TNI Map Discussion

As seen in Exhibit 2.2.1, the central and eastern portions of the City reflect the greatest need for public transit. This finding is in line with the prior individual demographic maps, as both areas were repeatedly identified as having particularly high percentages of transit-disadvantaged residents. Many of the block groups identified in the TNI are already served by transit. However, little service exists south of Woodward Avenue. Block groups south of Woodward Avenue all exhibit very low to moderate transit demand. As such much of the transit needs in these communities are met via the Manteca Transit Dial-A-Ride program (as shown in Exhibit 3.2.3).

It should be noted that some census block groups with higher percentages of transportation-dependent populations are lightly populated (see Exhibit 2.2.2), suggesting a higher-than-actual demand. Given the results of the TNI, as well as community input as described in the Existing Service Evaluation chapter, current transit service within Manteca meets the needs of residents. However, opportunities to improve transit’s footprint within the community based on these findings are discussed in the Operations Plan.

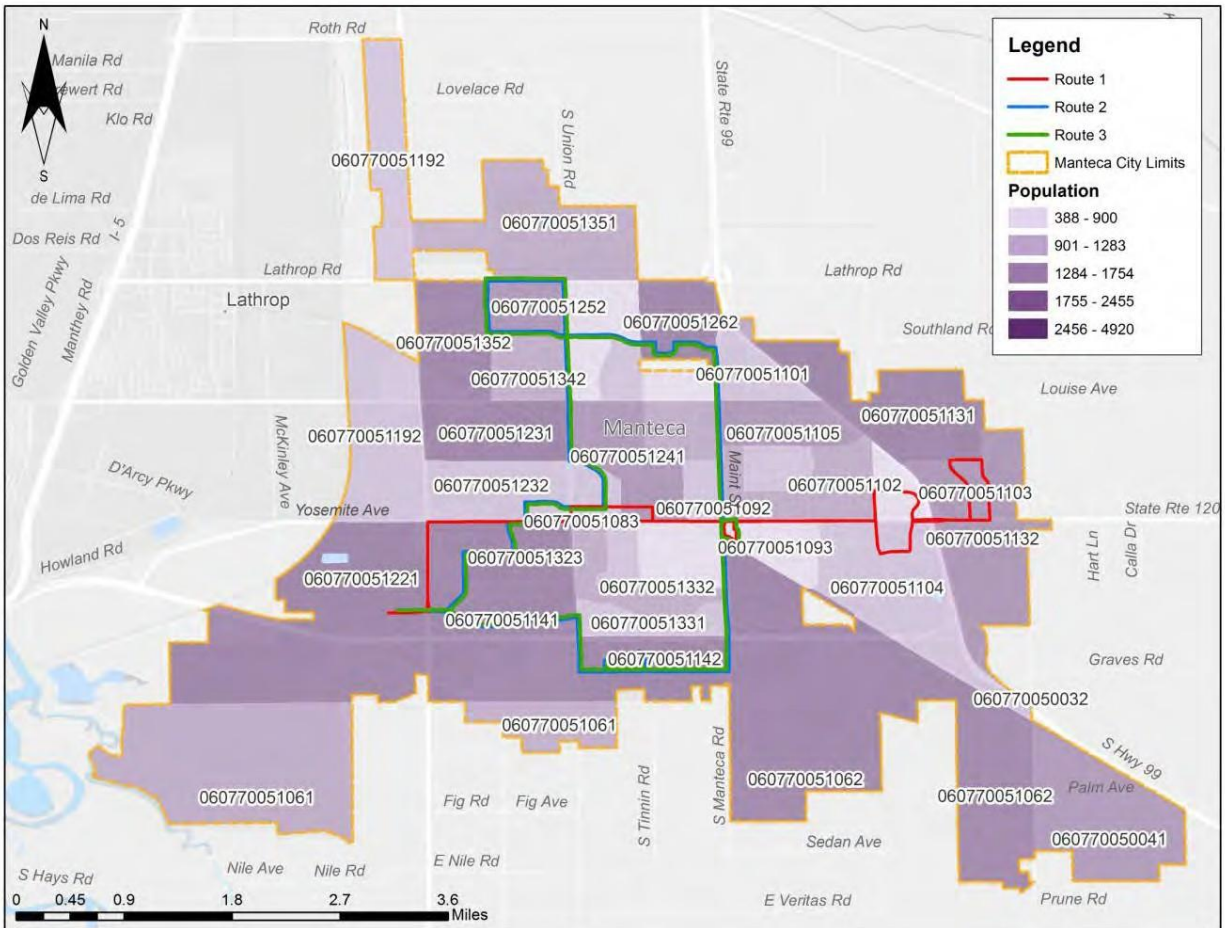
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TNI Map Limitations

The TNI map is used as a tool to identify potential markets based on predicted need, yet two points must be defined. First, “need” does not always translate to demand. This is true because while persons with no vehicle access are more likely to use transit than those with vehicles, persons without vehicle access still make the majority of their trips in a vehicle (either getting a ride from a friend, borrowing a car, etc.). However, the Transit Needs Index provides the best estimation of transit demand based purely on weighted demographic data, and therefore can assist in identifying where transit is more likely to succeed.

Second, the values used in the TNI are percent’s, and not absolute numbers. This means that while a large *proportion* of the population in a given census block may use transit, the *total number* of people using transit may be relatively low if the overall population of the census block is modest. In order to clarify this distinction, a map that denotes population is included (Exhibit 2.2.2), as well as a table which associates each individual block group with its respective transit-disadvantaged populations (Exhibit 2.2.3).

Exhibit 2.2.2 Census Block Group Population



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Exhibit 2.2.3 Transit-Dependent Populations by BlockGroup

Block Group	Total Population	Percent Low-Income	Percent Youth	Percent Senior	Percent No-	Percent Transit Ridership
060770051142	4920	7.7%	34.4%	3.8%	0.0%	2.8%
060770051062	4736	8.0%	36.5%	7.8%	4.2%	0.0%
060770051221	4186	9.4%	30.8%	8.6%	1.9%	0.0%
060770050032	3901	3.5%	36.8%	13.6%	5.6%	0.9%
060770051352	3514	1.5%	36.6%	3.7%	1.3%	0.9%
060770051231	3291	6.5%	36.9%	4.3%	1.8%	0.0%
060770051131	3190	2.7%	30.0%	10.3%	5.7%	0.3%
060770051141	3128	4.8%	32.4%	6.2%	2.3%	5.0%
060770051262	3084	20.9%	33.0%	10.0%	8.1%	0.0%
060770051132	2455	9.2%	23.0%	20.9%	3.5%	0.0%
060770051241	2265	3.2%	29.0%	11.3%	2.3%	2.0%
060770051341	2175	1.7%	32.0%	5.0%	0.7%	7.4%
060770051105	2140	2.6%	35.8%	9.5%	2.2%	4.8%
060770050041	2043	1.6%	31.3%	11.4%	0.5%	2.4%
060770051083	1936	18.3%	28.5%	3.3%	9.8%	6.2%
060770051313	1754	7.5%	28.9%	17.7%	0.0%	0.0%
060770051081	1653	2.3%	44.3%	3.2%	0.0%	0.0%
060770051351	1580	13.7%	13.0%	39.9%	4.9%	0.0%
060770051102	1561	6.1%	18.5%	18.2%	3.0%	0.0%
060770051342	1543	3.7%	19.2%	12.8%	1.0%	5.9%
060770051323	1492	21.8%	33.4%	3.3%	7.4%	5.9%
060770051332	1453	9.5%	18.9%	10.5%	0.0%	0.0%
060770051092	1399	14.0%	14.8%	9.1%	13.3%	5.0%
060770051312	1354	10.4%	17.0%	16.8%	10.3%	2.9%
060770051061	1325	16.9%	28.0%	10.6%	0.0%	0.0%
060770051322	1283	5.3%	40.5%	12.8%	0.0%	0.0%
060770051091	1263	12.2%	25.3%	15.9%	14.5%	13.3%
060770051101	1211	2.2%	31.5%	3.2%	0.0%	0.0%
060770051331	1194	6.6%	25.8%	6.4%	0.0%	0.0%
060770051104	1143	24.8%	25.9%	9.9%	5.1%	0.0%
060770051232	1091	15.7%	18.5%	8.9%	1.9%	1.6%
060770051082	1009	3.6%	26.1%	9.3%	3.5%	4.2%
060770051192	1007	7.8%	25.7%	11.0%	0.0%	0.0%
060770051242	1003	11.7%	24.5%	18.2%	18.3%	1.8%
060770051251	944	1.5%	24.7%	4.9%	0.0%	0.0%
060770051261	900	5.4%	25.2%	12.0%	3.9%	0.0%

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Block Group	Total Population	Percent Low-Income	Percent Youth	Percent Senior	Percent No-Vehicle	Percent Transit Ridership
060770051252	848	8.5%	36.1%	10.6%	4.5%	0.0%
060770051334	834	40.4%	17.9%	10.0%	7.5%	0.0%
060770051093	833	27.1%	34.0%	13.1%	3.2%	0.0%
060770051343	814	27.8%	32.7%	16.8%	0.0%	5.8%
060770051103	797	58.9%	25.2%	13.0%	5.3%	0.0%
060770051333	574	0.0%	16.6%	17.6%	0.0%	0.0%
060770051321	388	0.0%	8.0%	18.3%	0.0%	0.0%

3

EVALUATION OF SYSTEM PERFORMANCE

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CHAPTER 3 – EVALUATION OF SYSTEM PERFORMANCE

3.1 FIXED-ROUTE FINDINGS

This chapter presents the ridership and productivity analysis arising from the direct observation (ride check) of Manteca Transit. Publictransit.us completed the ride checks between January 15th and 17th, 2019 and February 5, 2019. The evaluation includes an analysis of ridership and on-time performance by route.

Approximately 95 percent of scheduled runs were checked. Schools were in session during the weekday load check.

Overall Findings

Exhibit 3.1.1 summarizes overall boardings and alightings for all Manteca Transit routes, as assessed at each time-point spot-checked. There were a total of 166 boardings and 171 alightings recorded for the system over the three weekdays checked, and 54 and 55 boardings and alightings, respectively, on the two Saturdays checked.

“On-time performance” is defined as departing exactly at the times at each time point in the timetable, or departing no more than five minutes later. In no case should buses be leaving earlier than the scheduled time, though this is very common. In the case of most transit systems, on-time performance is in the range of 80 to 90 percent. In the January weekday load check, the City’s fixed-route service achieved 96 percent overall on- time performance. For details, please refer to each route discussion.

Exhibit 3.1.1 System Boardings & Alightings

Route	WEEKDAY		SATURDAY	
	Boardings	Alightings	Boardings	Alightings
1	77	76	34	35
2	59	64	20	20
3	30	31	n.a.	n.a.
Total	166	171	54	55

Route Profiles

This section presents summary and analysis describing operating and performance data for each route including:

- Route description, including major corridors and trip generators;
- Schedule, including days of operation, service span, and frequency;
- Schedule adherence for observed trips;
- Identification of key stops along the route;

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- Average vehicle load at each stop; and
- Assessment of route-specific performance.

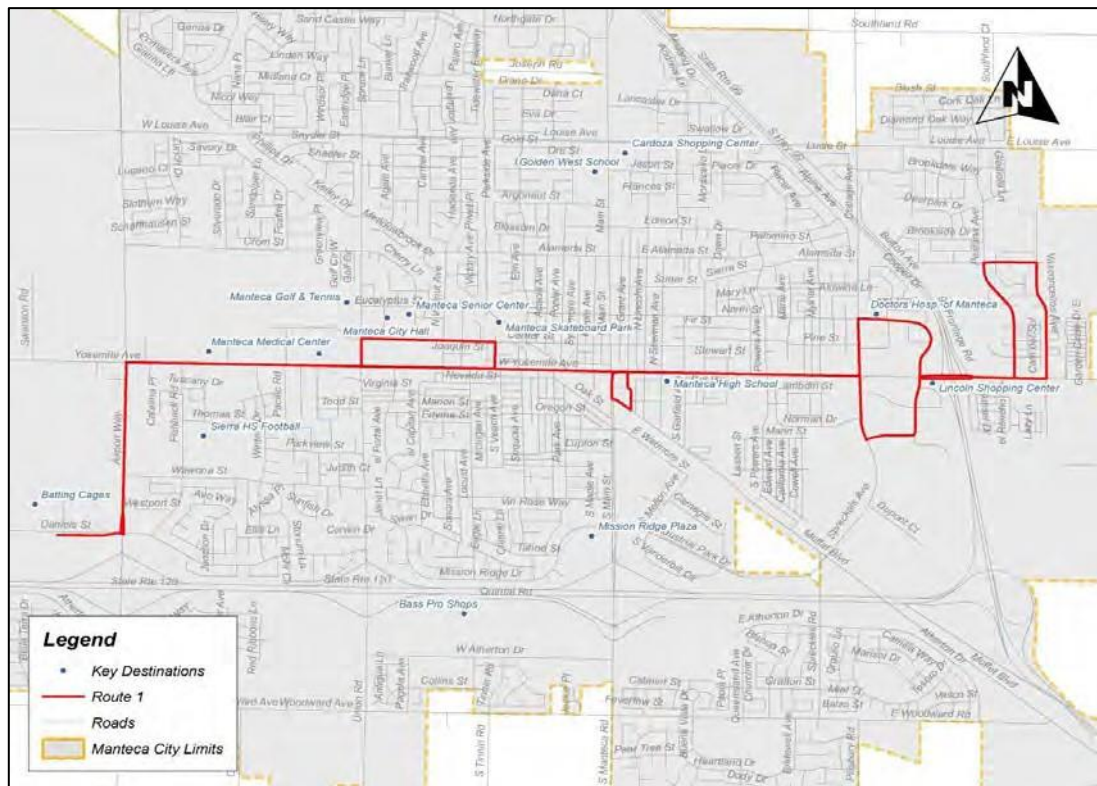
Unless otherwise noted, all operating data reflects the January and February 2019 ride check results. All ridership charts are reflective of November 2018 ride checks. The Excel spreadsheets presenting the January and February 2019 ride check results are available in Microsoft Excel spreadsheet format from the Transit Supervisor.

ROUTE 1:

Overview

Route 1 originates at the Manteca Transit Center and travels along East Yosemite Avenue, Cottage Avenue, Vasconcellos Avenue, Commerce Avenue, Spreckels Avenue, West Yosemite Avenue, Center Street, and Stadium Center before returning to the Manteca Transit Center along the same alignment. The route serves the Doctors Hospital of Manteca, Stadium Center, Spreckels Park, Lincoln Shopping Center, City Hall, and Kaiser Permanente Medical Center. In addition, two a.m. and two p.m. trips serve the Lathrop/Manteca ACE Station. When the ACE Station is served, Stadium Center is not served. Route 1's alignment is shown in Exhibit 3.1.2.

Exhibit 3.1.2 Route 1



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Service along Route 1 is provided on a 60-minute basis beginning at 6:00 a.m., with the last trip returning to the Manteca Transit Center at 7:00 p.m. The time required to complete each run or circuit is 56 minutes, except when serving the ACE Station, on weekdays when the run time is exactly 60 minutes. On Saturday, Route 1 operate between 9:00 a.m. and 3:56 p.m.

Boarding and Alighting

The five most productive stops in terms of weekday boardings on Route 1 were:

- Manteca Transit Center 18
- Commerce Avenue & Historic Plaza Way 12
- East Yosemite Avenue & East Powers Avenue 5
- East Yosemite Avenue & Spreckles Avenue 4
- Spreckles Avenue & Norman Avenue 4

The five most productive stops in terms of weekday alightings on Route 1 were:

- East Yosemite Avenue & Sherman Avenue 20
- Stadium Way & Daniels Street 5
- East Yosemite Avenue & Cottage Avenue 4
- Pestana Avenue & Pennebaker Way 4
- East Yosemite Avenue & Spreckles Avenue 4

The five stops with the most boardings on Saturdays were:

- East Yosemite Avenue & Cottage Avenue 4
- Manteca Transit Center 2
- East Yosemite Avenue & East Powers Avenue 2
- West Yosemite Avenue & St. Dominica Drive 2
- West Yosemite Avenue & Union Road 2

The five stops with the most boardings on Saturdays were:

- East Yosemite Avenue & Cottage Avenue 4
- Manteca Transit Center 2
- East Yosemite Avenue & East Powers Avenue 2
- West Yosemite Avenue & St. Dominica Drive 2
- West Yosemite Avenue & Union Road 2

Ridership Load

“Ridership load” is the average number of passengers on board a bus averaged over a trip or over the entire route for an entire day. If an average run for Route 1 leaving the Manteca Transit Center has five people aboard, it has an average load of five passengers until the next bus stop. If one person gets off at the next bus stop but no one boards, the average load from the 1st bus stop after the Transit Center to the 2nd stop would be four persons, and so forth.

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Exhibit 3.1.3a Route 1 Weekday Loads – January 17, 2019

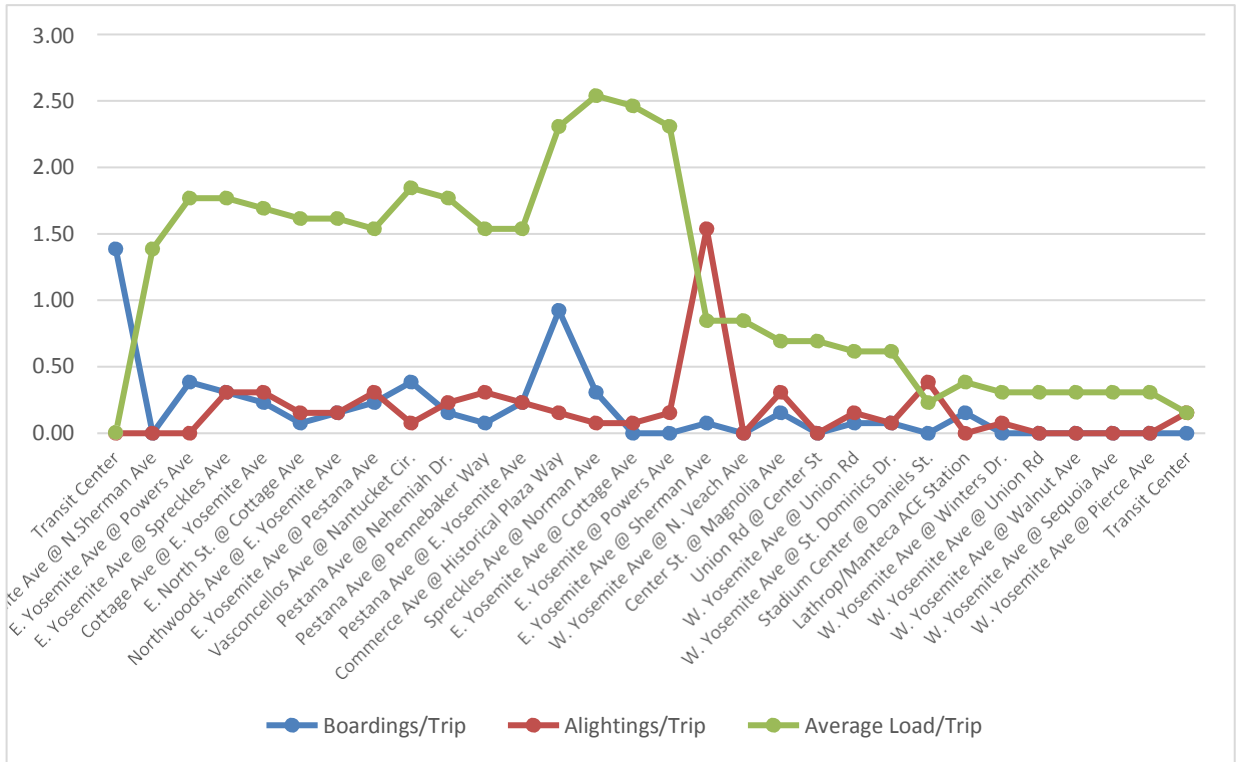
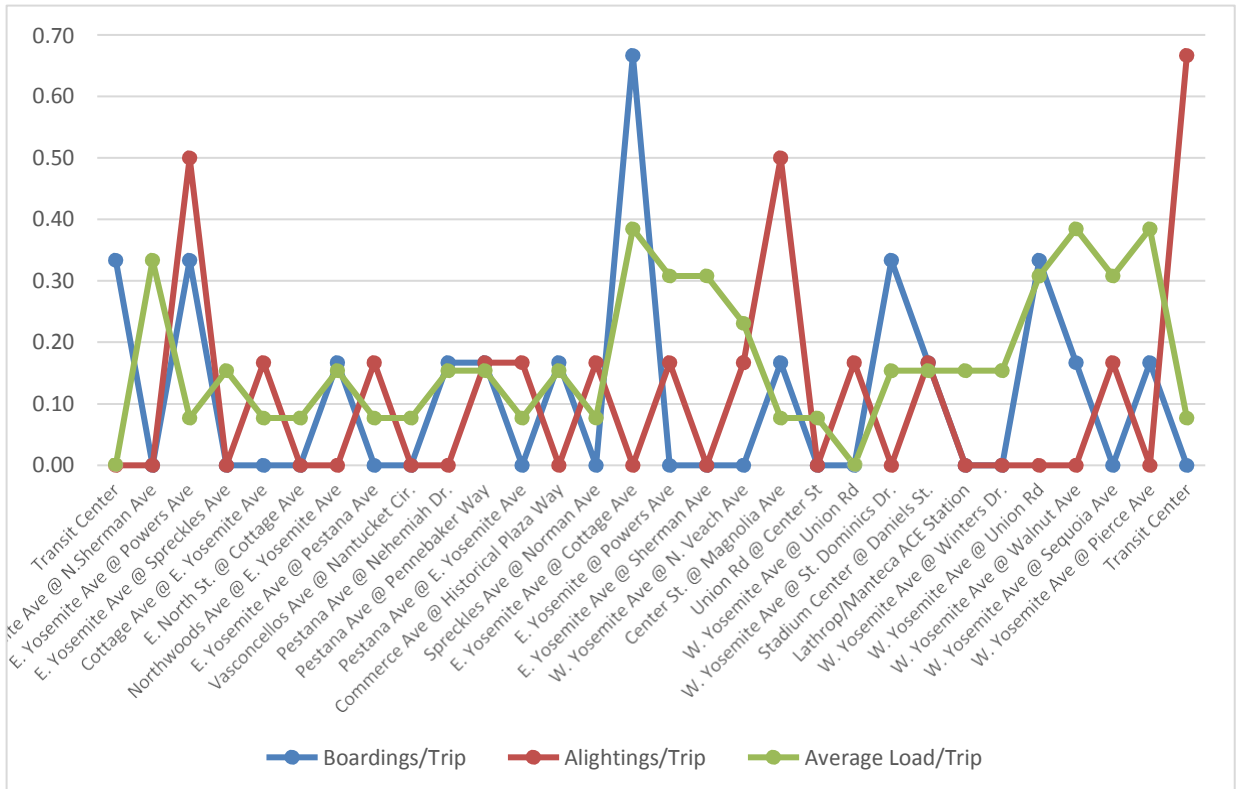


Exhibit 3.1.3b Route 1 Saturday Loads – January 26, 2019



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Over most of Route 1, average weekday loads are the highest on the East Yosemite Avenue segment, reflecting perhaps high population densities and the large number of destinations in that area. In contrast, the West Yosemite Avenue segment is relatively nonproductive. On the Saturday Route 1 check, average loads were very low, reflecting Route 1’s very low Saturday ridership.

Boarding and alighting patterns on Route 1 in 2013 were completely different than in 2019, since Route 1 included a segment along North Main Street covered by different routes in 2019.

Schedule Adherence

Exhibit 3.1.4 presents schedule adherence data for on-time spot checks conducted on Tuesday, February 19th, 2019. This data reflects the percentage of spot-checked timepoints at which the bus was noted to be on-time, defined as on the exact scheduled time, 1 to 4 minutes late, or 5 minutes or more late.

It should be noted that the majority of times checked averaged from 1 to 3 minutes late. One cause of this appears to be that the segment of Route 1 east of the Manteca Transit Center appears to be scheduled 1-2 minutes “too tight” for the distance traveled, since each trip checked was consistently 1-2 minutes behind the scheduled times. The driver noted that he usually was behind schedule in the late afternoon, usually exacerbated by severe traffic congestion on East Yosemite Avenue and the on- and off-ramps of Highway 99 and the multiphase traffic signals at this location.

Portions of Route 1 west of downtown appear to be “too loose” with arrivals at West Yosemite and Union Road four minutes early, even in the late afternoon. On the other hand, arrival times at the Manteca Transit Center appeared to be consistent, despite being delayed by freight trains on both afternoon trips checked. Freight trains and traffic backups at the Main Street and Yosemite Avenue intersection often delays buses prior to arrival at the Manteca Transit Center, though less than two blocks away.

Exhibit 3.1.4 Route 1 On-Time Performance – February 2019

Early		Late		On-Time				Total Time- Point s
Time	Percent	Time	Percent	Exact Time		1-4 Minutes late		
				Time- Point	Percent	Time- Point	Percent	
0	0.0%	0	0.0%	10	34.5%	19	65.5%	29

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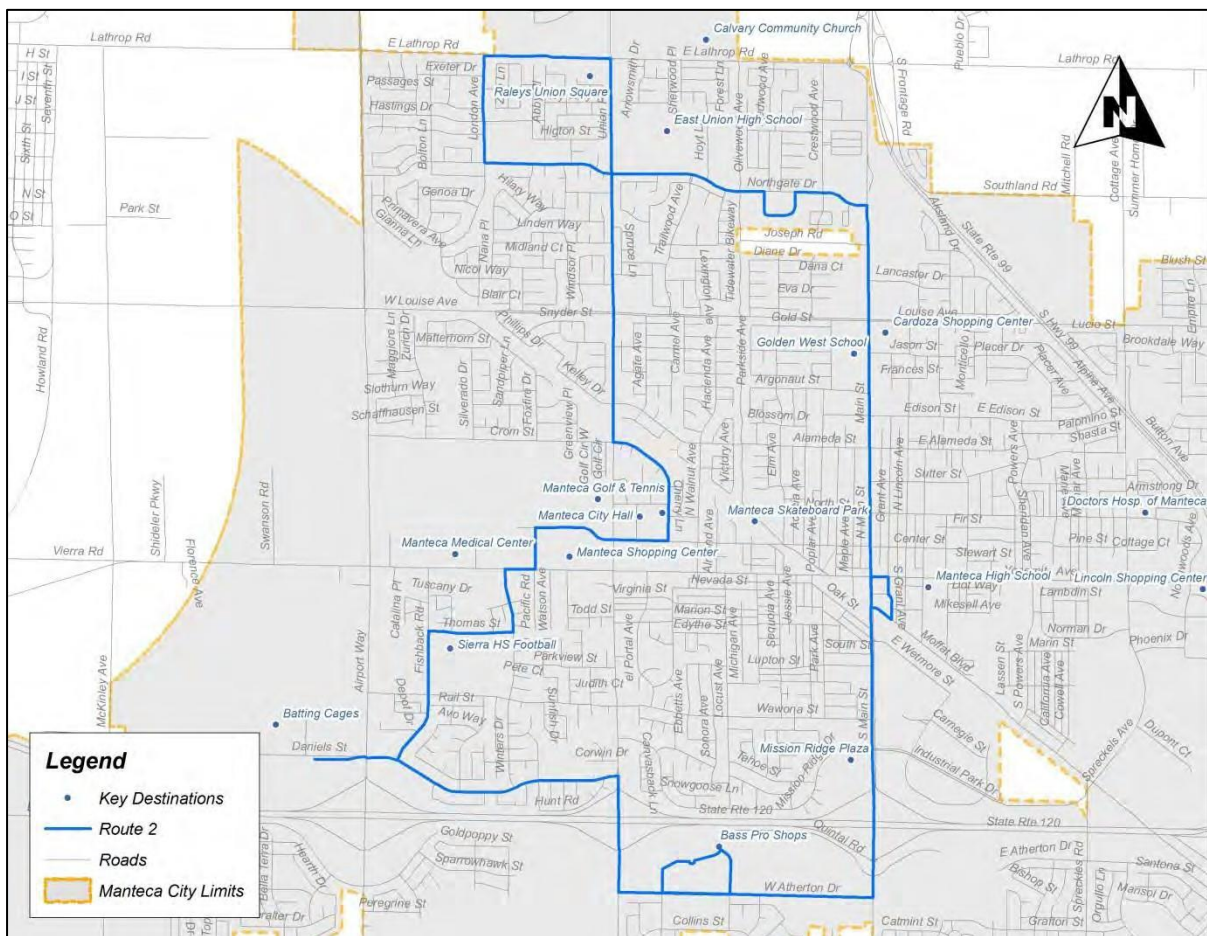
ROUTE 2:

Overview

Route 2 originates at the Manteca Transit Center and travels clockwise along South Main Street, Atherton Drive, Daniels Street, Fishback Road, Yosemite Avenue, West Center Street, Union Road, Northgate Drive, London Avenue, Lathrop Road, and Main Street before returning back to the Manteca Transit Center. Among the trip generators located along Route 2 are the Promenade Shops at Orchard Valley, Stadium Center, Manteca Senior Center, Walgreens, and Walmart.

Service along Route 2 is provided on a 60-minute basis beginning at 6:00 a.m., with the last trip returning to the Manteca Transit Center at 7:00 p.m. The time required to complete each run or circuit is 58 minutes, except when serving the ACE Station, on weekdays when the run time is exactly 60 minutes. On Saturday, Route 1 operate between 9:00 a.m. and 3:58 p.m.

Exhibit 3.1.5 Route 2 Map



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Boarding and Alighting

As Exhibit 3.1.6 illustrates, the most productive segments of Route 2 appear to be immediately south of the Transit Center along South Main Street near Walmart and adjacent shopping areas, and along North Main Street. The least productive segment is in West Manteca, presumably reflecting a relative lack of origins and destinations compared to other areas.

Exhibit 3.1.6a Route 2 Weekday Ridership Loads – January 16, 2019

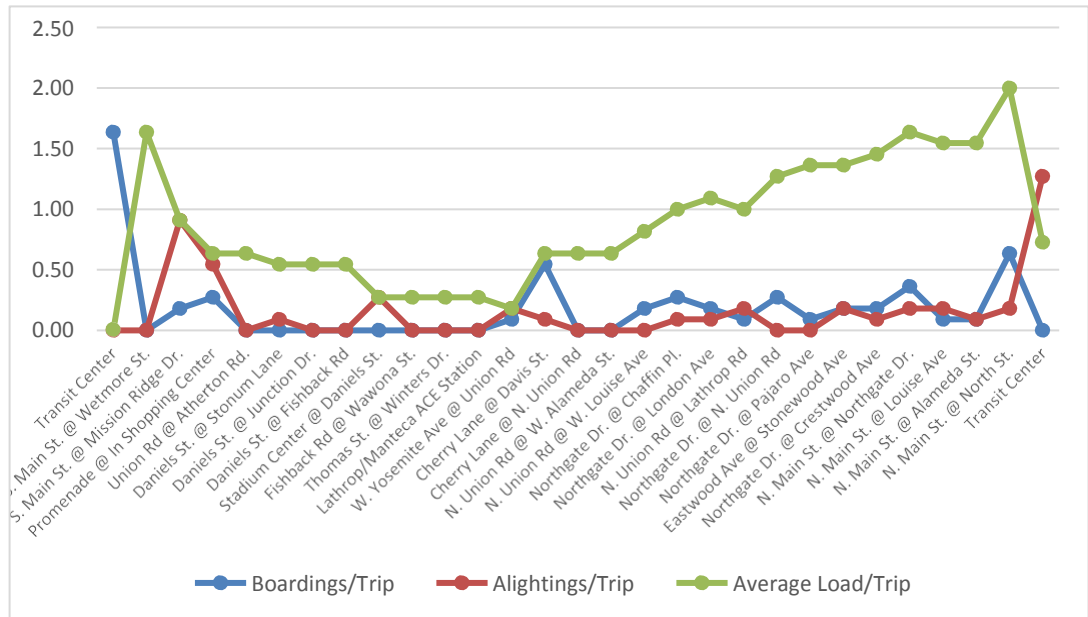
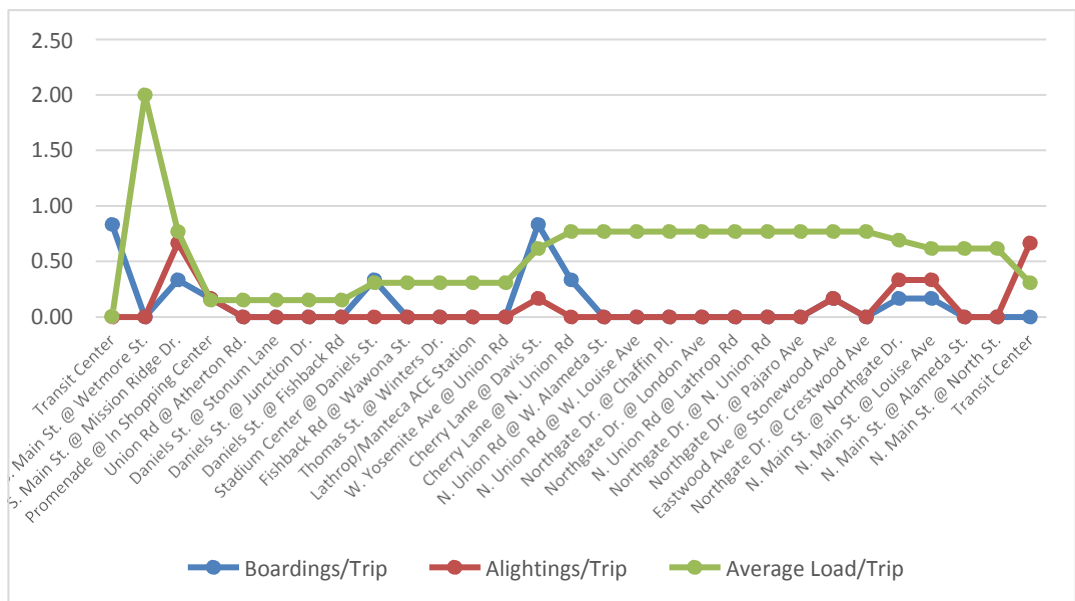


Exhibit 3.1.3b Route 1 Saturday Loads – February 5, 2019



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Schedule Adherence

Exhibit 3.1.7 presents schedule adherence data for spot checks conducted on Tuesday, February 19, 2019. This data reflects the percentage of surveyed timepoints at which the bus was noted to be on-time (defined as within five minutes after the published schedule time), early, and late for Route 2 on weekdays.

Route 2 on-time performance was very similar to Route 1, with a large percentage running 1-4 minutes behind schedule, but generally not 5 or minutes late. The times shown as “early” were only one minute in each case, perhaps reflecting differences in the driver’s timepiece vs. the surveyor’s cell phone.

The driver also noted that she normally served a lot of high school students in the afternoon, but on the day checked, there were fewer students than usual.

Another key factor impacting Route 2 on-time performance is the typical 3-4 block southbound traffic backup on North Main Street at Yosemite Avenue that usually begins after lunchtime. Delays at this location are also sometimes exacerbated by freight trains.

The one case shown as “late” was failure of the Route 2 bus to serve the Manteca/Lathrop ACE station about 5:30 p.m.

Exhibit 3.1.7 Route 2 On-Time Performance –February, 2019

Early		Late		On-Time				Total Time- Point s
				Exact Time		1-4 Minutes late		
Time	Percent	Time	Percent	Time- Point	Percent	Time- Point	Percent	
2	6.7%	1	3.3%	12	40.0%	15	50.0%	30

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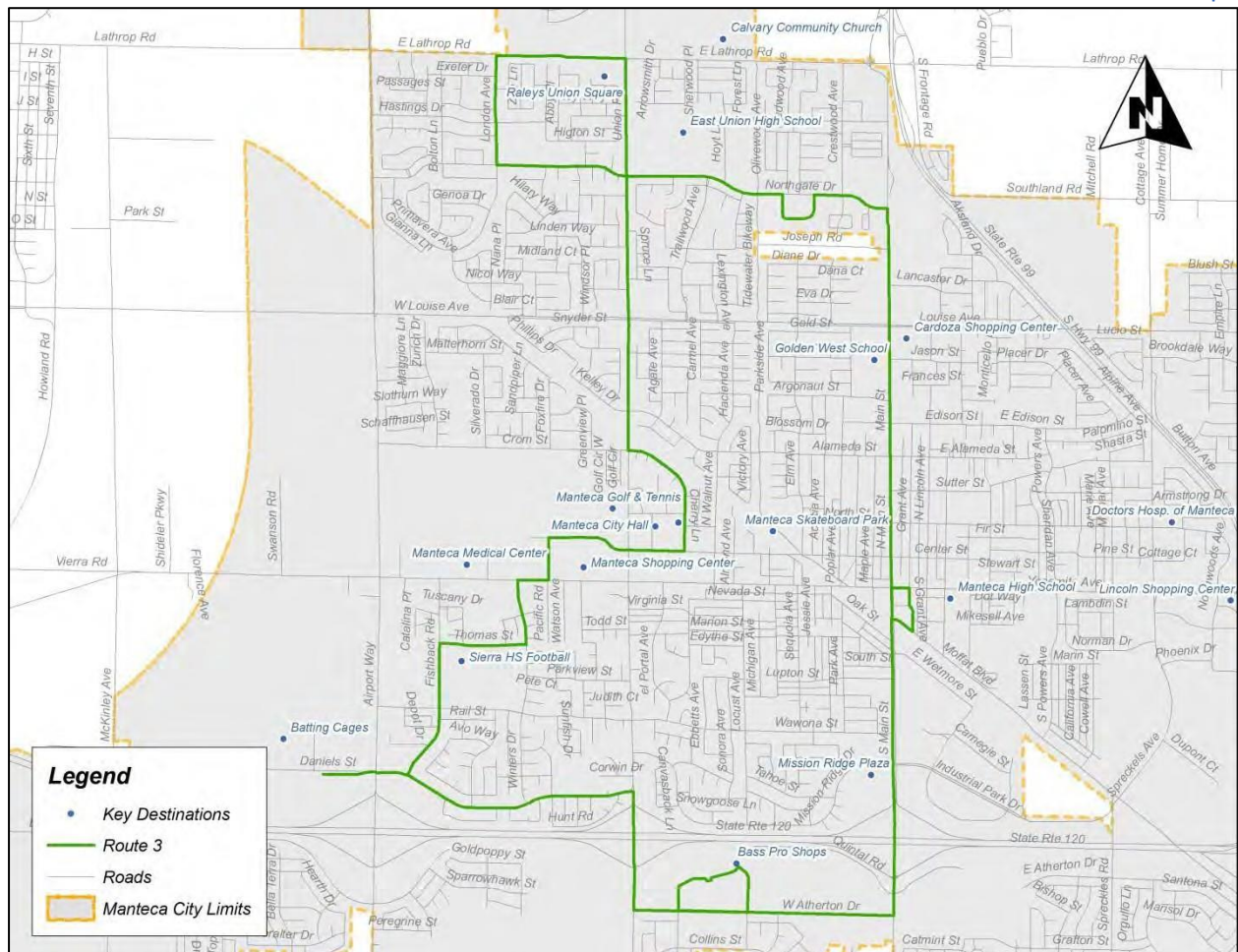
ROUTE 3:

OVERVIEW

Route 3's alignment starts at the Manteca Transit Center and travels along North Main Street, Northgate Drive, Lathrop Road, London Avenue, Union Road, Cherry Lane, Center Street, Yosemite Avenue, Winters Drive, Fishback Road, Daniels Street, and Atherton Drive before returning to the Manteca Transit Center. Route 3 operates as a counter-clockwise loop complementing Route 2.

Route 3 serves the Promenade Shops at Orchard Valley, Stadium Center, Manteca Senior Center, Walgreens, and Walmart.

Exhibit 3.1.8 Route 3 Map



Service along Route 3 is provided on a 60-minute basis beginning at 6:00 a.m., with the last trip returning to the Manteca Transit Center at 7:00 p.m. The time required to complete each run or circuit is 58 minutes, except when serving the ACE Station, on weekdays when the run time is exactly 60 minutes. On Saturday, Route 1 operate between 9:00 a.m. and 3:58 p.m.

Boarding and Alighting

The five most productive stops in terms of weekday boardings on Route 3 were:

- Manteca Transit Center 8
- Eastwood Avenue & Stonewood Avenue 3
- Promenade Shopping Center 3
- North Union Street & Alameda Street 2
- Cherry Lane & North Union Road 2

The five most productive stops in terms of weekday alightings on Route 3 were:

- Manteca Transit Center 4
- Cherry Lane & Eucalyptus Street 3
- Promenade Shopping Center 3
- Eastwood Avenue & Stonewood Avenue 2
- North Union Street & Lathrop Road 2

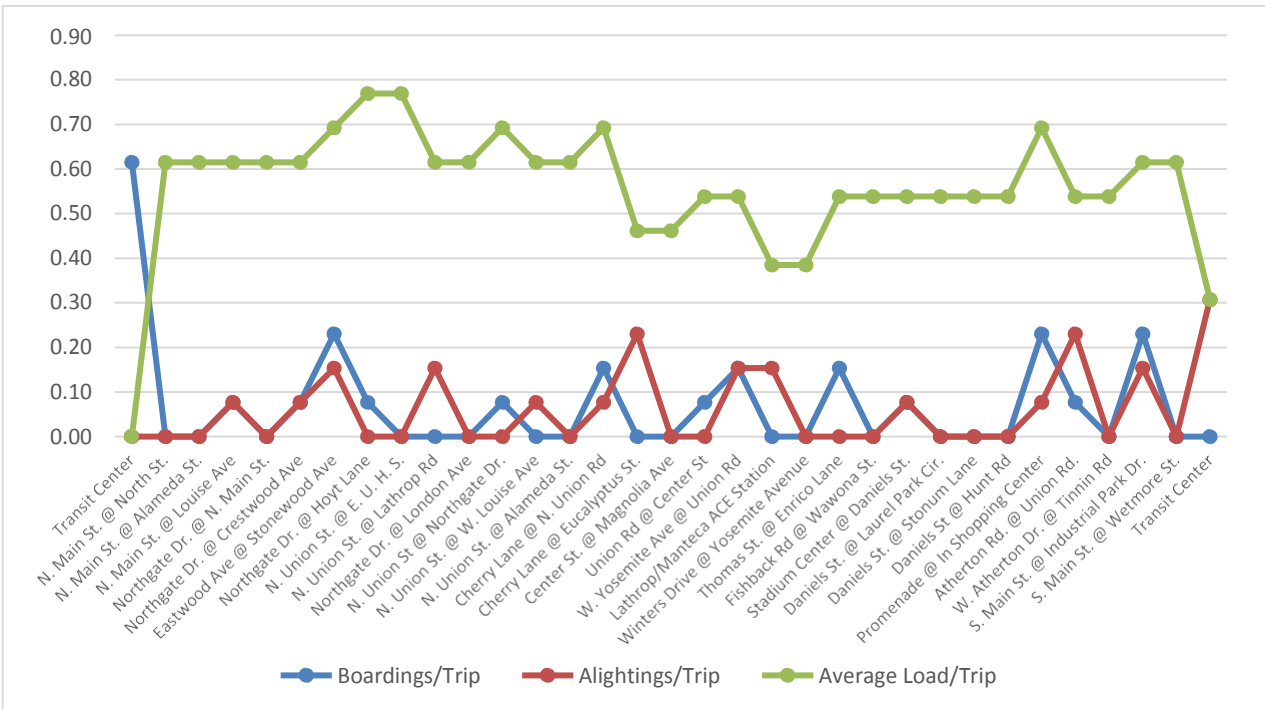
There was one other location that had two boardings, and four locations that had two alightings.

Ridership Load

Exhibit 3.1.9 highlights Route 3's significant boarding and alighting activity at those bus stops in proximity to shopping centers or city services. For example, the two stops with the greatest activity were Center Street at Magnolia Avenue and Stadium Center at Daniels Street. The former is near Manteca City Hall while the latter serves the Stadium Center.

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Exhibit 3.1.9 Route 3 Weekday Ridership Loads, January 15, 2019



Route 3 does not operate on Saturdays.

Schedule Adherence

Exhibit 3.1.10 presents schedule adherence data. This data reflects the percentage of surveyed time-points at which the bus was noted to be on-time (defined as within five minutes after the published schedule time), early, and late for Route 3 on weekdays.

As with Routes 1 and 2, Route 3 showed the same pattern of exact departures at scheduled times and running 1-4 minutes behind schedule. Route 3 can also be impacted by freight trains crossing immediately adjacent to the Manteca Transit Center, but less so than Routes 1 and 2 by congestion at the intersection of Main Street and Yosemite Avenue.

Exhibit 3.1.10 Route 3 On-Time Performance – February, 2019

Time	Early		Late		On-Time				Total Time-Points
	Percent	Time-Point	Percent	Time-Point	Exact Time		1-4 Minutes late		
					Percent	Time-Point	Percent	Time-Point	
-	0	0.0%	0	0.0%	10	53.0%	9	47.0%	19

FEEDER SERVICE TO ACE LATHROP/MANTECA STATION

OVERVIEW

The Lathrop/Manteca ACE Station is served by early morning and late afternoon shuttle and deviations of Routes 1, 2, and 3. If there is a request for service, select Manteca Transit Dial-A-Ride trips serve the ACE station before entering Manteca Transit Dial-A-Ride service in the morning, and resuming service at 5:00 p.m. through 7:00 p.m. Although Manteca Transit Dial-A-Ride operates on Saturdays, there is no service to the ACE station since no trains operate on Saturdays.

Routes 1, 2, and 3 also deviate to the ACE station on weekdays from 6:00 a.m. to 8:00 a.m. and 5:00 p.m. to 7:00 p.m. as part of their regular service. There is no Saturday service.

Boarding and Alighting

No passengers were also reported by Manteca Transit staff for the days the load checker was working.

Only two boardings and two alightings were recorded at the Lathrop/Manteca ACE station. These boardings occurred on Route 1 and the alightings on Route 3.

3.2 MANTECA TRANSIT DIAL-A-RIDE FINDINGS

OVERVIEW

The City offers Manteca Transit Dial-A-Ride services, Monday through Friday from 6:00 a.m. to 7:00 p.m. and Saturdays from 9:00 a.m. to 4:00 p.m. Manteca Transit Dial-A-Ride service is available throughout the City and is offered to seniors aged 62 and over, Medicare recipients, and persons with disabilities. Additionally, Saturday services are open to the general public, as well as weekday service to/and from the Lathrop/Manteca ACE Station. Next day reservations are required to ride Manteca Transit Dial-A-Ride.

On-time Performance

Unlike the fixed-route service, onboard observations were not conducted. Rather, performance data was taken from National Express Monthly Report for the week of February 4 through 8, 2019. The City's adopted dial-a-ride pick-up policy allows transit operators to arrive 15 minutes prior to or after the requested pick-up time, thus giving passengers a 30-minute pick-up window. Of the 214 trips reviewed during the observation period, almost all trips were on time when checked as shown below.

Exhibit 3.2.1 Manteca Transit Dial-A-Ride Performance Data

	February	Percent
Total Trips	214	100%
On-Time	207	97%
Early	0	0%
Late	7	3%
No Show	10	(4%)

It should be noted that additional findings regarding on-time performance are reflected in Exhibit 4.2.12 in the Manteca Transit Dial-A-Ride passenger survey wherein 87 percent of respondents indicated their scheduled trip arrived on time.

Additionally, the City, not as formal policy, allows for same-day reservations provided they can accommodate the additional trip without cancelling an existing reservation. Data from the manifests indicated nearly 7.5 percent of trips were scheduled and completed on the same day. The ability to operate on time and still accommodate same-day trips as needed ensures passengers receive reliable service with appropriate scheduling flexibility.

FY 2018-2019 to FY 2027-2028 Short Range Transit Plan

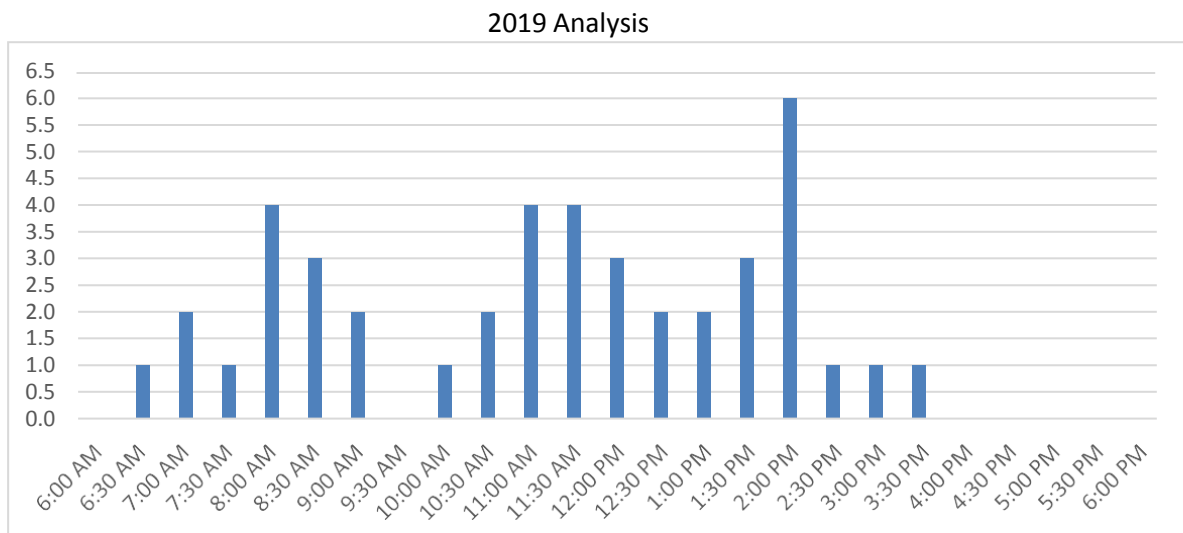
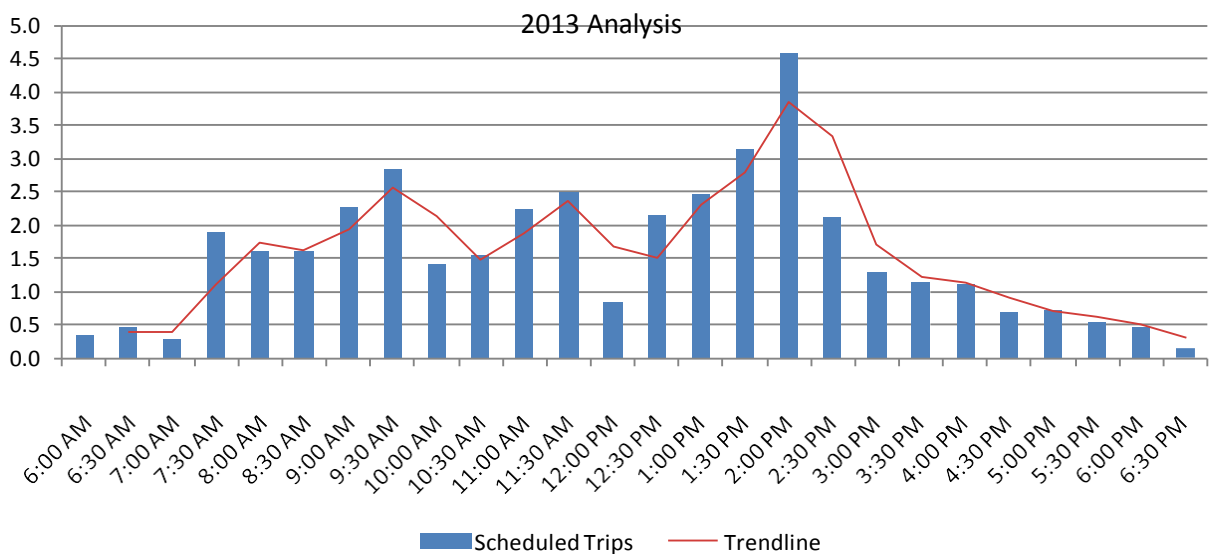
City of Manteca/Manteca Transit

Evaluation of System Performance

Trip Distribution by Day-Part

This section analyses the distribution of scheduled trips spot checked on selected days. Such analysis provides insight into the typical operations of Manteca Transit Dial-A-Ride such as peak load and peak operating hours. In 2013, Dial-A-Ride carried its peak load between 1:30 p.m. and 2:30 p.m. based on analysis of dial-a-ride manifests over a one-month period. This pattern was also followed in 2019 with a peak of 10 trips served between approximately 1:30 p.m. and 2:30 p.m. despite the trip records for two buses over two days being checked.

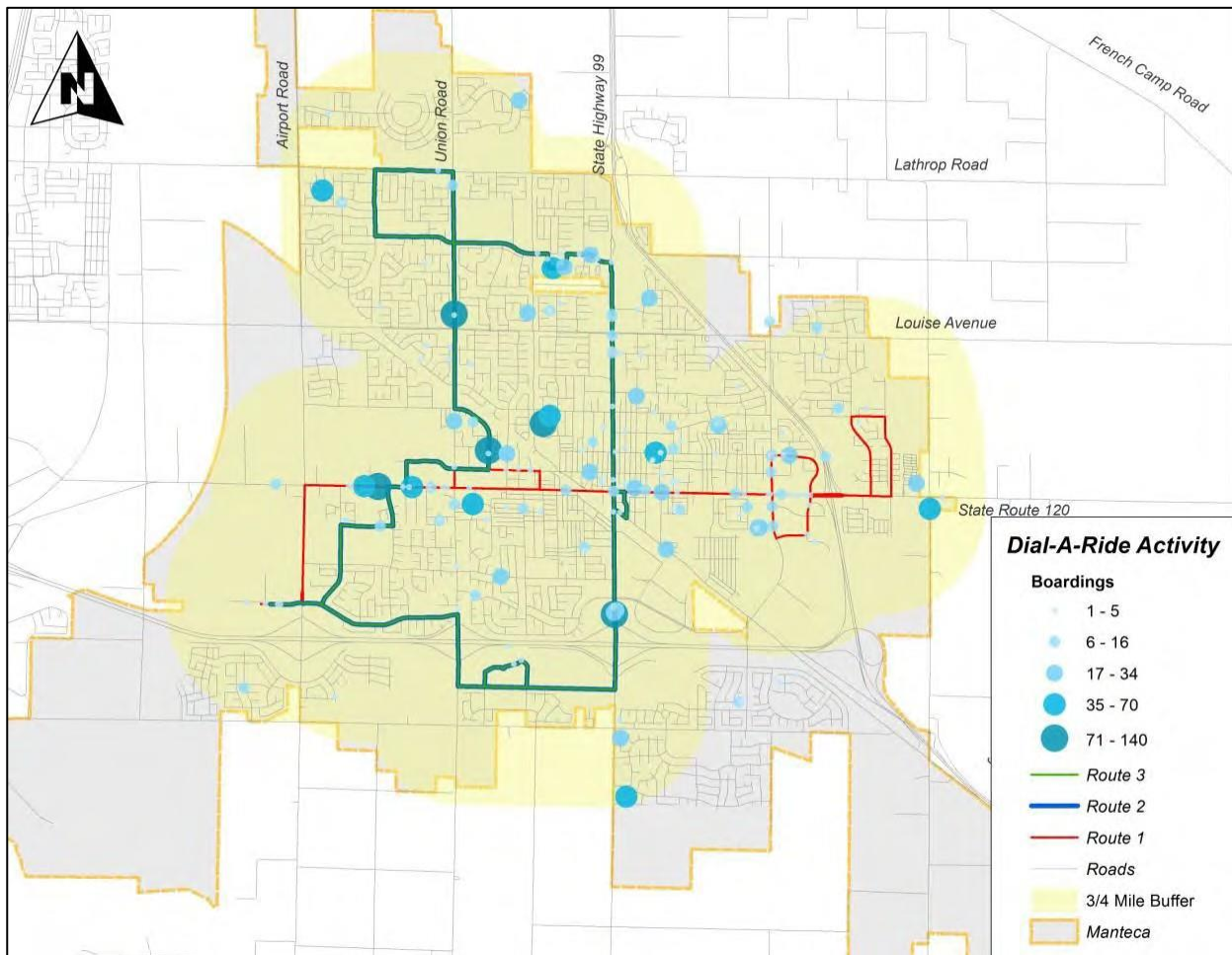
Exhibit 3.2.2 Manteca Transit Dial-A-Ride Trip Distribution by Day



Trip Origins

Exhibit 3.2.3 presents the boarding and alighting locations of Manteca Transit Dial-A-Ride trips utilizing the same trip manifests as those for the on-time performance review. While the vast majority of trips originate along existing fixed-route route alignments, it should be noted that some trips originate at the limit of, or just beyond the three-quarter mile walkable distance buffer. This suggests that there is a possibility some Manteca Transit Dial-A-Ride passengers may potentially shift to fixed-route ridership at least for some of their trips should route alignments be adjusted. This can be addressed through travel training programs.

Exhibit 3.2.3 Manteca Transit Dial-A-Ride Activity



FY 2018-2019 to FY 2027-2028 Short Range Transit Plan
City of Manteca/Manteca Transit
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3.3 PERFORMANCE METRICS

FIXED-ROUTE

Exhibit 3.3.1 presents performance data for Manteca Transit’s fixed-route service across the past six years. The table highlights key service indicators such as passenger trips, operating cost, and fare revenue. Data presented in the exhibit is intended to expand upon the ride check data as it reveals possible trends across an extended period of time.

Manteca Transit generally mirrored that of the system as a whole. Passenger trips saw a net decrease of 0.5 percent, though after a 19.5 percent increase in FY 2013/14 it decreased steadily for the remainder of the period.

Exhibit 3.3.1 Fixed-Route Performance Metrics

Performance Measure	Fixed-Route					
	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Operating Cost (Actual \$)	\$465,839	\$533,539	\$430,401	\$489,297	\$646,945	\$1,105,745
<i>Annual Change</i>		14.5%	-19.3%	13.7%	32.2%	70.9%
Fare Revenue (Actual \$)	\$28,710	\$37,848	\$32,243	\$32,886	\$28,871	\$29,320
<i>Annual Change</i>		31.8%	-14.8%	2.0%	-12.2%	1.6%
Vehicle Service Hours (VSH)	9,912	9,954	9,948	10,023	9,973	10,320
<i>Annual Change</i>		0.4%	-0.1%	0.8%	-0.5%	3.5%
Vehicle Service Miles (VSM)	130,361	131,570	131,419	131,675	131,282	135,031
<i>Annual Change</i>		0.9%	-0.1%	0.2%	-0.3%	2.9%
Passengers	48,072	57,447	57,096	54,527	49,969	49,713
<i>Annual Change</i>		19.5%	-0.6%	-4.5%	-8.4%	-0.5%
Employees	7	13	8	8	8	14
<i>Annual Change</i>		85.7%	-38.5%	0.0%	0.0%	75.0%
Performance Indicators						
Operating Cost/VSH (Actual \$)	\$47.00	\$53.60	\$43.27	\$48.82	\$64.87	\$107.15
<i>Annual Change</i>		14.0%	-19.3%	12.8%	32.9%	65.2%
Operating Cost/Passenger (Actual \$)	\$9.69	\$9.29	\$7.54	\$8.97	\$12.95	\$22.24
<i>Annual Change</i>		-4.2%	-18.8%	19.0%	44.3%	71.8%
Passengers/VSH	4.85	5.77	5.74	5.44	5.01	4.82
<i>Annual Change</i>		19.0%	-0.6%	-5.2%	-7.9%	-3.9%
Passengers/VSM	0.37	0.44	0.43	0.41	0.38	0.37
<i>Annual Change</i>		18.4%	-0.5%	-4.7%	-8.1%	-3.3%
Farebox Recovery	6.16%	7.09%	7.49%	6.72%	4.46%	2.65%
<i>Annual Change</i>		15.1%	5.6%	-10.3%	-33.6%	-40.6%
Hours/Employee	1416.0	765.7	1243.5	1252.9	1246.6	737.1
<i>Annual Change</i>		-45.9%	62.4%	0.8%	-0.5%	-40.9%
TDANon-Required Indicators						
Operating Cost/VSM	\$3.57	\$4.06	\$3.28	\$3.72	\$4.93	\$8.19
<i>Annual Change</i>		13.5%	-19.2%	13.5%	32.6%	66.2%
VSM/VSH	13.15	13.22	13.21	13.14	13.16	13.08
<i>Annual Change</i>		0.5%	-0.1%	-0.6%	0.2%	-0.6%
Fare/Passenger	\$0.60	\$0.66	\$0.56	\$0.60	\$0.58	\$0.59
<i>Annual Change</i>		10.3%	-14.3%	6.8%	-4.2%	2.1%

*Sources: FY 2012/13 – FY 2014/15 data from prior Triennial Performance Audit.
FY 2015/16 – FY 2017/18 data from Transit Operators Financial Transaction Reports.*

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MANTECA TRANSIT DIAL-A-RIDE

Exhibit 3.3.2 presents performance metrics for Manteca Transit Dial-A-Ride service across the past six years. Unlike the fixed-route service, Manteca Transit Dial-A-Ride performance showed a modest decline in many of the recorded metrics. Overall Manteca Transit Dial-A-Ride passenger trips saw a net decrease of 15.4 percent, despite an increase of 10.3 percent in FY 2013/14. Vehicle Service Hours increased steadily across the five-year period and then declined in FY 2017-2018, while Vehicle Service Miles generally increased as well and then declined.

Exhibit 3.3.2 Manteca Transit Dial-A-Ride Performance Metrics

Performance Measure	Demand-Response					
	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Operating Cost (Actual \$)	\$465,838	\$418,686	\$430,401	\$326,198	\$431,297	\$451,643
<i>Annual Change</i>		-10.1%	2.8%	-24.2%	32.2%	4.7%
Fare Revenue (Actual \$)	\$28,393	\$29,179	\$28,604	\$27,845	\$26,058	\$23,090
<i>Annual Change</i>		2.8%	-2.0%	-2.7%	-6.4%	-11.4%
Vehicle Service Hours (VSH)	4,187	4,213	4,307	4,344	4,559	4,177
<i>Annual Change</i>		0.6%	2.2%	0.9%	4.9%	-8.4%
Vehicle Service Miles (VSM)	44,427	46,775	49,027	48,400	50,017	43,312
<i>Annual Change</i>		5.3%	4.8%	-1.3%	3.3%	-13.4%
Passengers	14,461	15,952	15,903	14,463	14,137	11,966
<i>Annual Change</i>		10.3%	-0.3%	-9.1%	-2.3%	-15.4%
Employees	5	5	3	3	4	4
<i>Annual Change</i>		0.0%	-40.0%	0.0%	33.3%	0.0%
Performance Indicators						
Operating Cost/VSH (Actual \$)	\$111.26	\$99.38	\$99.93	\$75.09	\$94.60	\$108.13
<i>Annual Change</i>		-10.7%	0.6%	-24.9%	26.0%	14.3%
Operating Cost/Passenger (Actual \$)	\$32.21	\$26.25	\$27.06	\$22.55	\$30.51	\$37.74
<i>Annual Change</i>		-18.5%	3.1%	-16.7%	35.3%	23.7%
Passengers/VSH	3.45	3.79	3.69	3.33	3.10	2.86
<i>Annual Change</i>		9.6%	-2.5%	-9.8%	-6.9%	-7.6%
Passengers/VSM	0.33	0.34	0.32	0.30	0.28	0.28
<i>Annual Change</i>		4.8%	-4.9%	-7.9%	-5.4%	-2.3%
Farebox Recovery	6.1%	7.0%	6.6%	8.5%	6.0%	5.1%
<i>Annual Change</i>		14.3%	-4.6%	28.4%	-29.2%	-15.4%
Hours/Employee	837.4	842.6	1435.7	1448.0	1139.8	1044.3
<i>Annual Change</i>		0.6%	70.4%	0.9%	-21.3%	-8.4%
TDA Non-Required Indicators						
Operating Cost/VSM	\$10.49	\$8.95	\$8.78	\$6.74	\$8.62	\$10.43
<i>Annual Change</i>		-14.6%	-1.9%	-23.2%	27.9%	20.9%
VSM/VSH	10.61	11.10	11.38	11.14	10.97	10.37
<i>Annual Change</i>		4.6%	2.5%	-2.1%	-1.5%	-5.5%
Fare/Passenger	\$1.96	\$1.83	\$1.80	\$1.93	\$1.84	\$1.93
<i>Annual Change</i>		-6.8%	-1.7%	7.0%	-4.3%	4.7%

*Sources: FY 2012/13 – FY 2014/15 data from prior Triennial Performance Audit.
FY 2015/16 – FY 2017/18 data from Transit Operators Financial Transaction Reports*

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SYSTEM

Exhibit 3.3.3 presents system performance metrics for Manteca Transit. Data included in the table represents a combination of Manteca Transit fixed-route and Manteca Transit Dial-A-Ride data. Operating cost saw its greatest change in FY 2017/18. Given there were not corresponding increases in vehicle service hours and vehicle service miles, this is likely due to the new transit operations contract that began in November 2017. Ridership experienced a net increase of 2.5 percent, though after an increase in FY 2013/14 it decreased steadily for the remainder of the period.

Exhibit 3.3.3 System Performance Indicators

Performance Measure	System-wide					
	FY 2012/13	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18
Operating Cost (Actual \$)	\$931,677	\$952,225	\$860,802	\$815,495	\$1,078,242	\$1,557,388
<i>Annual Change</i>		2.2%	-9.6%	-5.3%	32.2%	44.4%
Fare Revenue (Actual \$)	\$57,103	\$67,027	\$60,847	\$60,731	\$54,929	\$52,410
<i>Annual Change</i>		17.4%	-9.2%	-0.2%	-9.6%	-4.6%
Vehicle Service Hours (VSH)	14,099	14,167	14,255	14,367	14,532	14,497
<i>Annual Change</i>		0.5%	0.6%	0.8%	1.1%	-0.2%
Vehicle Service Miles (VSM)	174,788	178,345	180,446	180,075	181,299	178,343
<i>Annual Change</i>		2.0%	1.2%	-0.2%	0.7%	-1.6%
Passengers	62,533	73,399	72,999	68,990	64,106	61,679
<i>Annual Change</i>		17.4%	-0.5%	-5.5%	-7.1%	-3.8%
Employees	12	18	11	11	12	18
<i>Annual Change</i>		50.0%	-38.9%	0.0%	9.1%	50.0%
Performance Indicators						
Operating Cost/VSH (Actual \$)	\$66.08	\$67.21	\$60.39	\$56.76	\$74.20	\$107.43
<i>Annual Change</i>		1.7%	-10.2%	-6.0%	30.7%	44.8%
Operating Cost/Passenger (Actual)	\$14.90	\$12.97	\$11.79	\$11.82	\$16.82	\$25.25
<i>Annual Change</i>		-12.9%	-9.1%	0.2%	42.3%	50.1%
Passengers/VSH	4.44	5.18	5.12	4.80	4.41	4.25
<i>Annual Change</i>		16.8%	-1.2%	-6.2%	-8.1%	-3.6%
Passengers/VSM	0.36	0.41	0.40	0.38	0.35	0.35
<i>Annual Change</i>		15.0%	-1.7%	-5.3%	-7.7%	-2.2%
Farebox Recovery	6.1%	7.0%	7.1%	7.4%	5.1%	3.4%
<i>Annual Change</i>		14.8%	0.4%	5.4%	-31.6%	-33.9%
Hours/Employee	1174.9	787.1	1295.9	1,306.1	1,211.0	805.4
<i>Annual Change</i>		-33.0%	64.7%	0.8%	-7.3%	-33.5%
TDA Non-Required Indicators						
Operating Cost/VSM	\$5.33	\$5.34	\$4.77	\$4.53	\$5.95	\$8.73
<i>Annual Change</i>		0.2%	-10.7%	-5.1%	31.3%	46.8%
VSM/VSH	12.40	12.59	12.66	12.53	12.48	12.30
<i>Annual Change</i>		1.5%	0.6%	-1.0%	-0.5%	-1.4%
Fare/Passenger	\$0.91	\$0.91	\$0.83	\$0.88	\$0.86	\$0.85
<i>Annual Change</i>		0.0%	-8.7%	5.6%	-2.7%	-0.8%

*Sources: FY 2012/13 – FY 2014/15 data from prior Triennial Performance Audit.
FY 2015/16 – FY 2017/18 data from Transit Operators Financial Transaction Reports.*

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COMMUNITY
OUTREACH

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CHAPTER 4 – COMMUNITY OUTREACH

4.1 FIXED ROUTE ONBOARD SURVEY

A survey of Manteca Transit local fixed route passengers was conducted by Publictransit.us across three weekdays in mid-January 2019 and two Saturdays in early February 2019. Twenty-three valid responses were collected during this effort. It should be noted that the 2019 survey effort, unlike the 2013 effort, was proportionate to the approximate 100 individuals served daily by Manteca Transit, this estimated based on the relatively high transfer rate (50%) identified in the survey (Question 3).

Survey Instrument

The survey instrument (see Appendix C) included 27 “baseline” questions as well as a number of follow-up questions depending upon the characteristics/travel patterns of the individual respondent. The bilingual form included English on one side and Spanish on the other. The survey instrument was identical to that used in the 2013 effort by Moore & Associates.

Survey Administration

The survey was conducted primarily by Publictransit.us staff with extensive load check and onboard survey experience. This involved riding the bus for three weekdays and on two Saturdays. Prior to conducting the surveys, this staff person became familiar with Manteca Transit, reviewed the survey instrument, and was readily identifiable to bus drivers and passengers by using an identity badge.

Data Collection

Most surveys were completed via intercept methodology. That is, every person appearing to be 16 years of age or older boarding Manteca Transit’s fixed-route service during the survey period was invited to participate. 100% of valid surveys were completed in English. The two surveys completed in Spanish were not validated because only two or three of the 29 survey questions were filled out. Two English surveys were also rejected due to this reason.

Analysis and Key Findings

Question 1: Where did you board the bus today (busstop)?

Respondents were asked to identify the cross-streets nearest their starting location and/or a local landmark. According to the survey, the five most common boarding locations in 2013 by percentage of total responses are shown in Exhibit 4.1.1.¹ Results varied somewhat due to the difference in sample sizes between 2013 and 2019.

Exhibit 4.1.1 Most Common Boarding Locations

Stop Location	Boardings	
	2013 Survey	2019 Survey
Manteca Transit Center	28.3%	17.4%
Stadium Center	12.4%	4.3%
Yosemite Avenue/Union Road	10.7%	8.7%
Main Street/Louise Avenue	7.9%	0.0%
Cherry Lane/Davis Street	7.6%	0.0%

Question 2: Where will you get off the bus today?

The most common alighting locations based on the 2013 and 2019 surveys are shown in Exhibit 4.1.2.

Exhibit 4.1.2 Most Common Alighting Locations

Stop Location	Alightings	
	2013 Survey	2019 Survey
Manteca Transit Center	18.7%	4.3%
Stadium Center	12.4%	0.0%
Main Street/Mission Ridge (Walmart)	0.0%	13.0%
Center St./Magnolia Ave.	9.3%	0.0%
Main St./Louise Ave.	8.6%	0.0%
Yosemite Ave./Union Rd.	8.6%	4.3%

¹ Presented as percentages to ensure comparability of the 2013 and 2019 surveys. It should also be noted that the load check summarized in Chapter 3 provides more insight into boarding and alighting locations than onboard survey data.

Question 3: Does this trip include a transfer to another Manteca Transit bus?

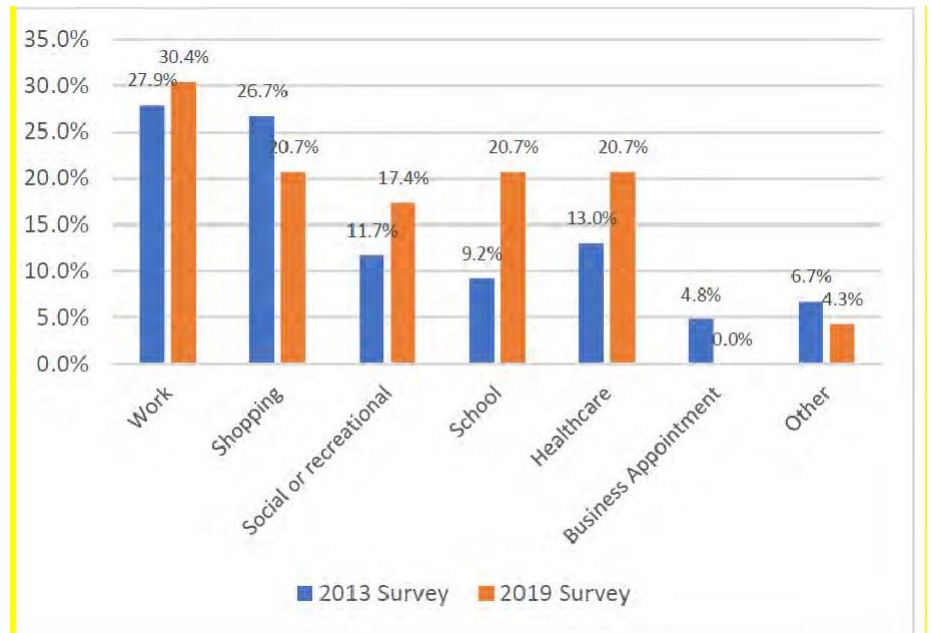
Exhibit 4.1.3 Percentage Transfers

Percent Transfers	Alightings	
	2013 Survey	2019 Survey
No transfers	70.0%	50.0%
Transfer to another Manteca Transit bus	30.0%	50.0%
Number of surveys	290	20

Question 4: What is the primary purpose for today's trip?

In the 2019 survey, participants were provided with seven response options including "other." "Work" (30.4%), "shopping" (20.7%), school)20.7%and "healthcare" (20.7%) were the most common responses.

Exhibit 4.1.4 Trip Purpose

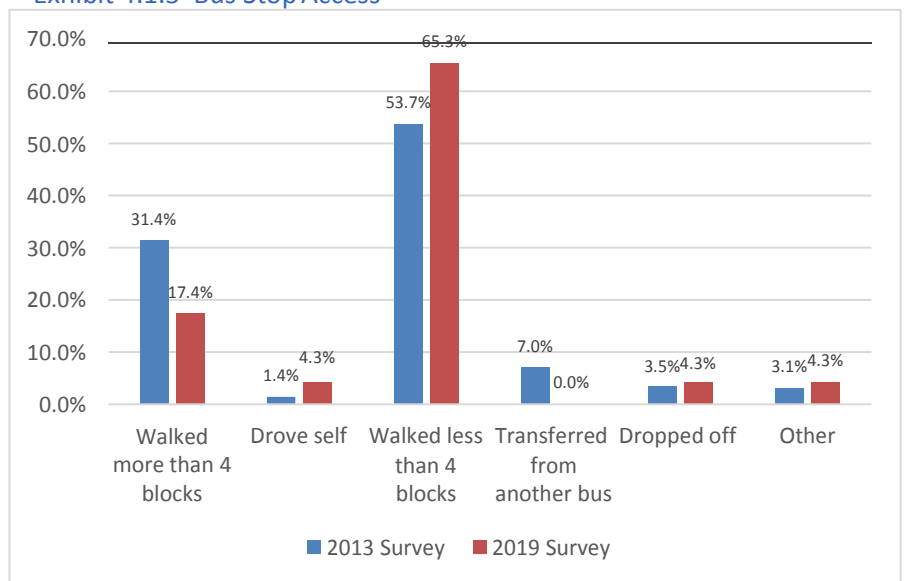


Question 5: How did you travel to the starting busstop?

This question was intended to provide insight into how people accessed the bus. In the 2019 survey, more than 80 percent (19 of 23 respondents) walked to access the bus versus 85 percent in the 2013 survey. Sixty-five percent walked less than four blocks versus 54 percent in 2013. Seventeen percent indicated walking more than four blocks, while none transferred from another bus (contradicting the results of Question 3, which indicated that 50 percent transferred).

As in 2013, Manteca Transit operates three separate fixed routes that are scheduled to meet at the Manteca Transit Center with timed transfers every hour from 6:00 a.m. to 6:00 p.m., weekdays.

Exhibit 4.1.5 Bus Stop Access



FY 2018-2019 to FY 2027-2028 Short Range Transit Plan

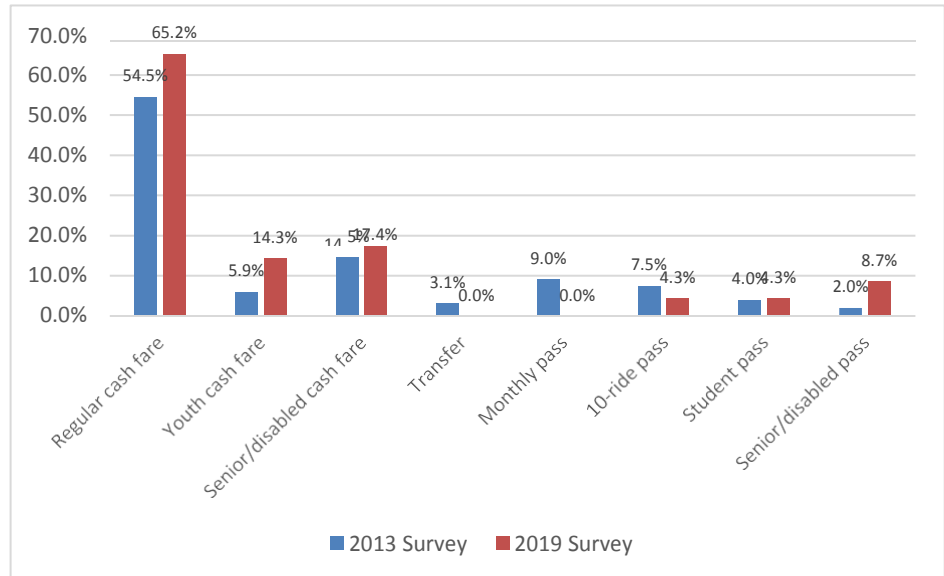
City of Manteca/Manteca Transit

Community Outreach

Question 6: How did you pay for this ride?

In the 2019 survey, 65.2 percent of passengers paid the regular cash fare. A total of 4.3% paid by reduced youth fares, and 17.4 percent paid senior/disabled cash fares. There were no transfers or monthly passes recorded. Only one person (4.3% paid with a 10-ride ticket, and two (8.7%) paid with a senior/disabled monthly pass.

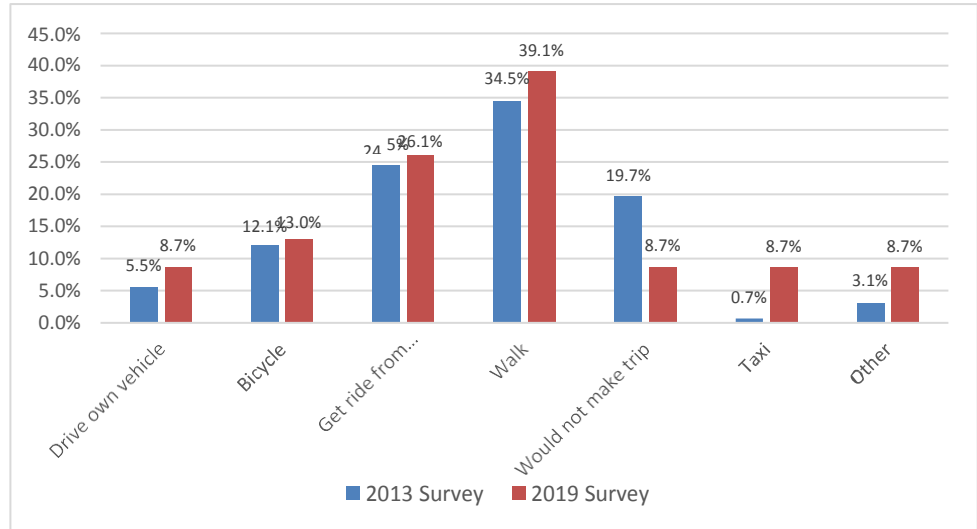
Exhibit 4.1.6 Fare Media Used



Question 7: How would you have traveled if Manteca Transit service had not been available?

Most Manteca Transit riders are heavily “transit dependent.” In 2019, about 39 percent would have walked if Manteca Transit had not been available. About 26 percent would have obtained a ride with family or friends, while about nine percent would not have made the trip. About nine percent would drive their own vehicle.

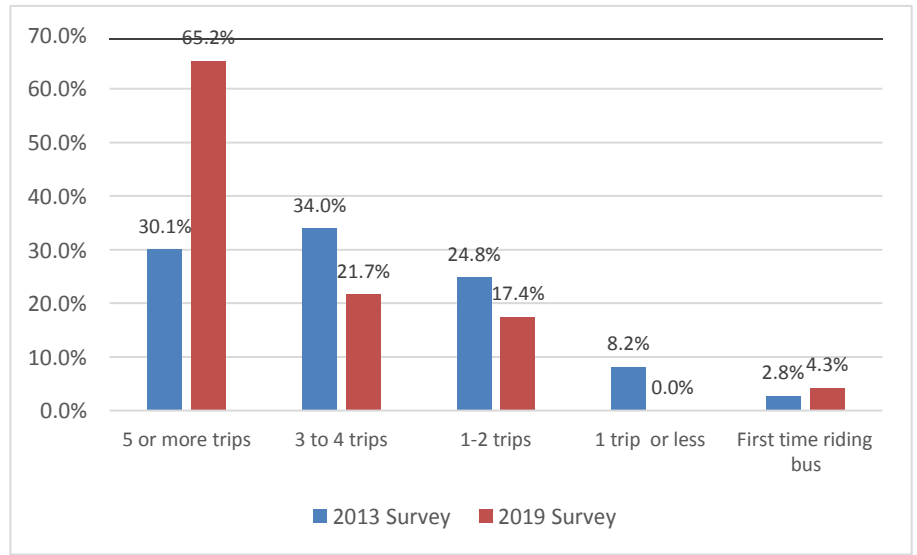
Exhibit 4.1.7 How riders would have traveled without Manteca Transit



Question 8: In a typical week, how many one-way trips do you make using Manteca Transit?

Sixty-five (65) percent of Manteca Transit riders use the bus three to five days per week in the 2019 survey. On the other hand, only 17 percent made one or fewer trips per week. One person (4.3%) indicated the day of the survey was her first time riding Manteca Transit.

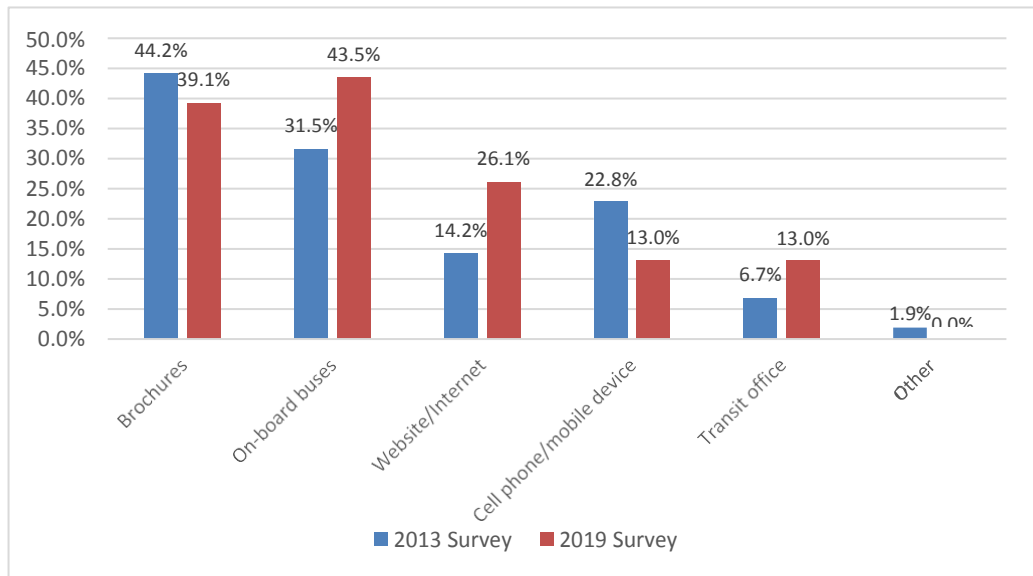
Exhibit 4.1.8 How Often Respondents Use Manteca Transit Per Week



Question 9: What is your most common source for obtaining information regarding Manteca Transit?

Most Manteca Transit users in the 2019 onboard survey used conventional sources to obtain transit information. Specifically about 39 percent obtained information from Manteca Transit brochures, about 44 percent from on-board buses, and 13 percent from the transit office. Roughly speaking, about the same proportion of riders obtained information from the Internet/cell phones in both survey years, though the survey sample size was limited compared to the 2013 survey.

Exhibit 4.1.9 Source of Information About Manteca Transit

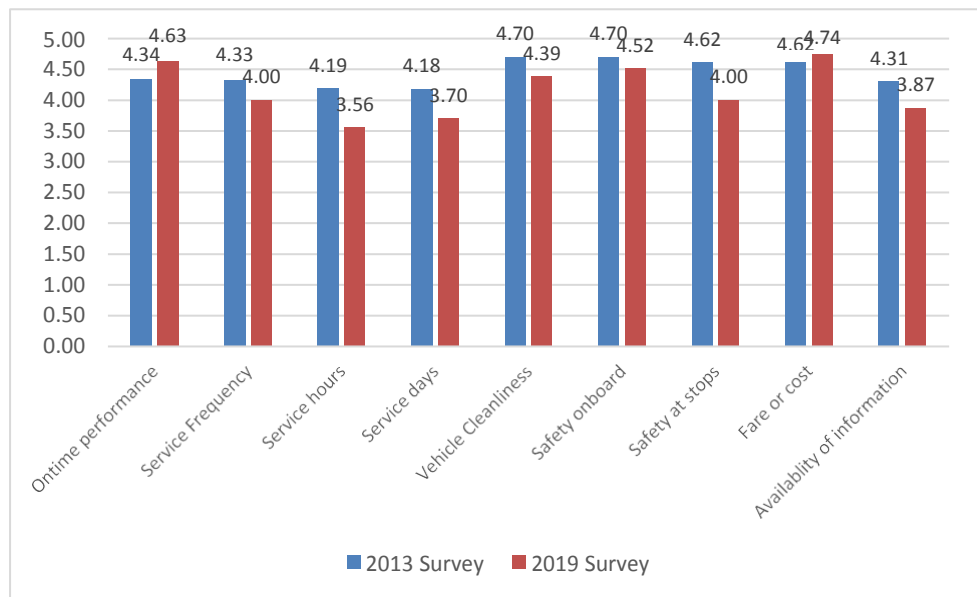


Question 10: Rate the Manteca Transit service characteristics.

In both the 2013 and 2019 surveys that employed a five-point rating system (wherein 1=poor and 5=excellent), respondents were asked to rate a variety of Manteca Transit service attributes including on-time performance, service frequency, service hours, vehicle cleanliness, and fare/cost.

In the 2019 survey, seven of nine service characteristics were rated 4.0 (very good) or above. The lowest ranked aspects were service hours at 3.56, service days at 3.70, and availability of information at 3.87, respectively. As in the 2013 survey, the highest-rated characteristics were vehicle cleanliness and safety onboard the bus. The two lowest-rated characteristics were service hours (i.e., the length of the service day, or when Manteca Transit operates) and service days. As concluded in 2013, the relatively low rating for “service days” is likely due to the absence of Sunday service. The low rating for service hours probably reflects a desire for longer service into the early evening, despite the fact that Manteca Transit ridership after 5:00 p.m. is uniformly low.

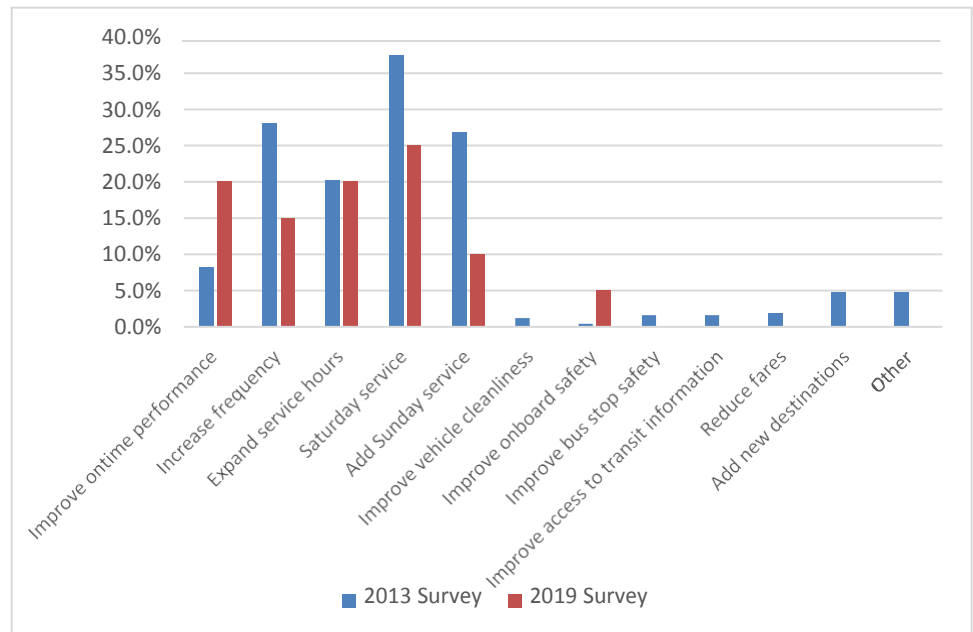
Exhibit 4.1.10 Service Characteristic Ratings



Question 11: Select the one service improvement which is most important to you. (choose only one) In the 2013 survey, participants were provided twelve potential service improvements from which to identify the one they believed to be most important. While respondents were instructed to select only one response, a handful of surveys were returned with multiple responses selected. To ensure survey validity, only the first reply by some persons was considered valid, and also as to not give unfair weight to the desires of a few individuals versus all Manteca Transit riders.

In the 2013 survey, the most preferred improvement was “Saturday fixed-route service” (37.4 percent) which has been implemented, followed by “more frequent service” (28 percent).

Exhibit 4.1.11 Preferred Service Improvement

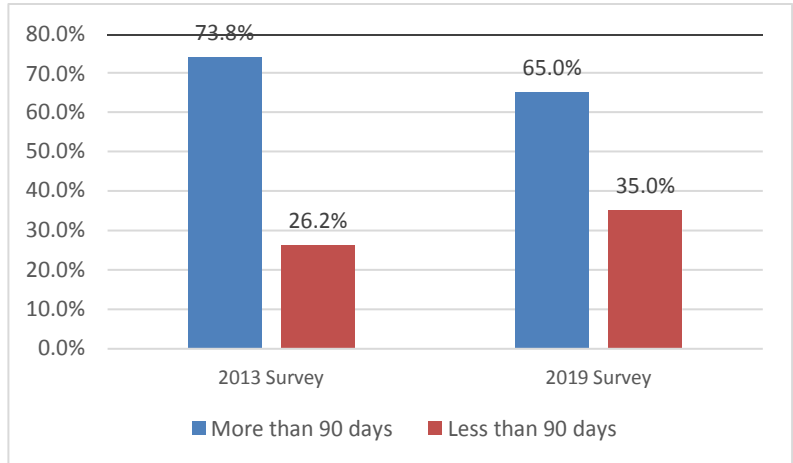


The third and final portion of the survey included 16 questions regarding passengers’ demographics, reasons for choosing to ride Manteca Transit, and access to the Internet and smart phones.

Question 12: How long have you been using Manteca Transit?

Nearly three-quarters of survey respondents have been using Manteca Transit for more than 90 days.

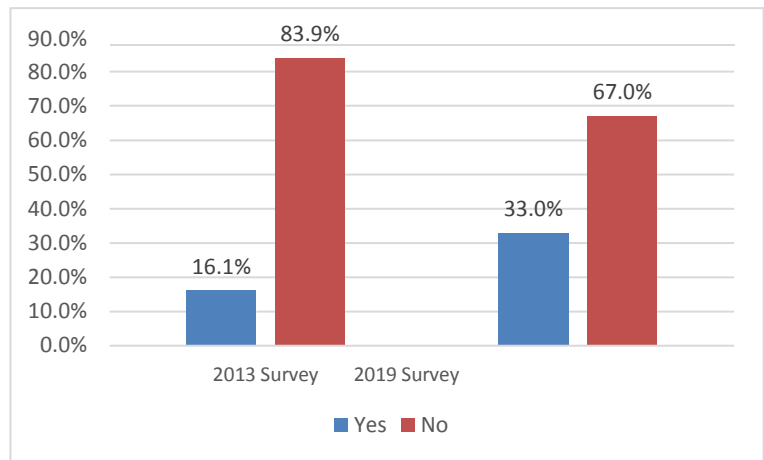
Exhibit 4.1.12 How long riders have used Manteca Transit



Question 13: Did you start using Manteca Transit within the last 30 days?

About one-third (33 percent) of respondents began using Manteca Transit within the last 30 days.

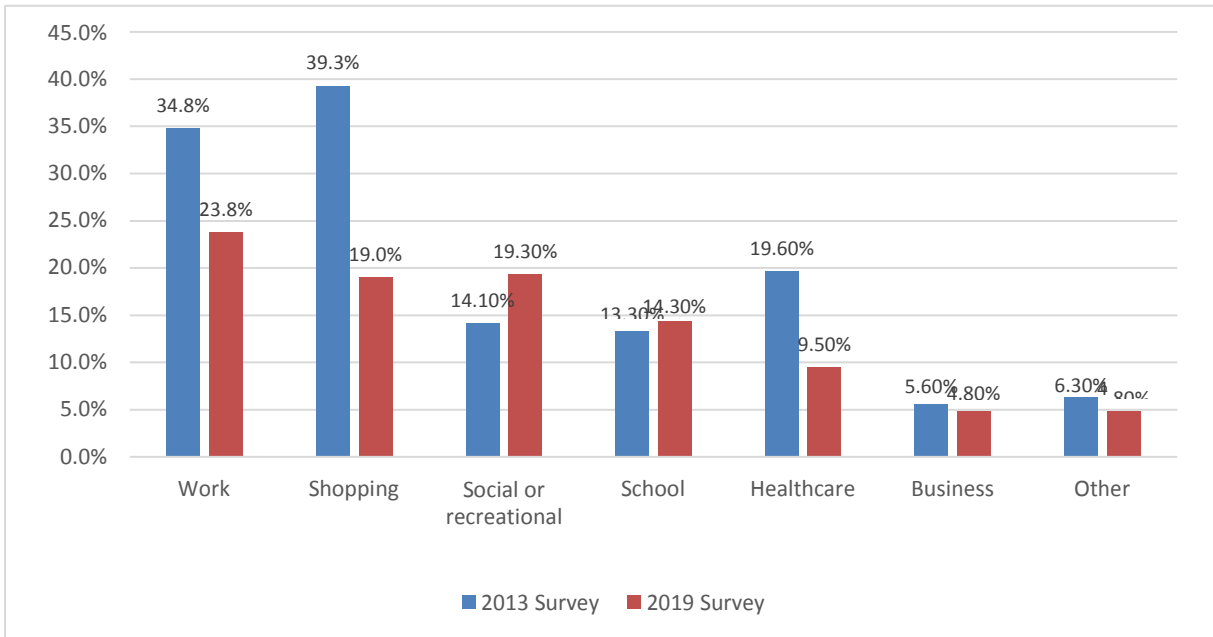
Exhibit 4.1.13 Began Using Manteca Transit Within Previous 30 Days



Question 14: Where are you typically traveling when you ride Manteca Transit? (choose only one)

In the 2019 survey, traveling to work was the most common response (39.3 percent), followed by shopping, and travel to social or recreational activity (34.8 percent). The other significant responses were “healthcare and “social/recreational event.”

Exhibit 4.1.14 Typical Trip Purpose

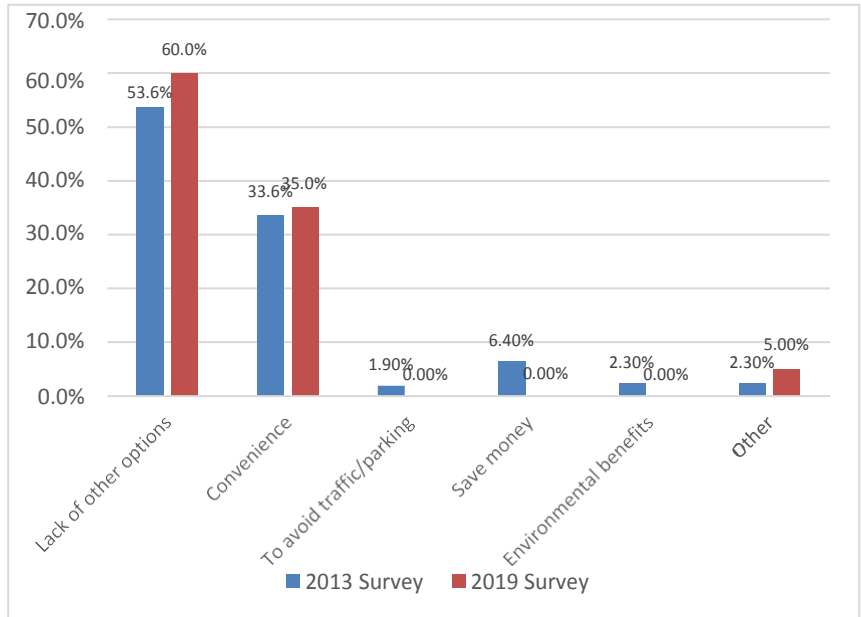


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Question 15: What is the main reason you ride Manteca Transit? (choose only one)

More than half of respondents cited a lack of other options as their primary reason for choosing Manteca Transit, while another one-third use it out of convenience.

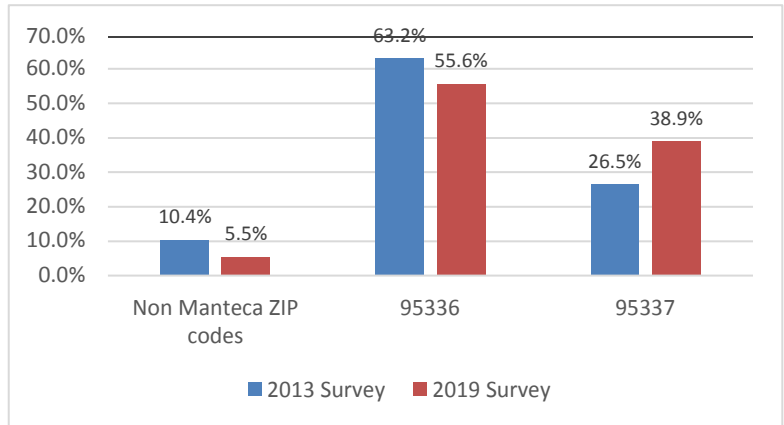
Exhibit 4.1.15 Why riders use Manteca Transit?



Question 16: What is your home ZIP code?

In the 2019 survey, all but one respondent reported their zip code as being in Manteca.

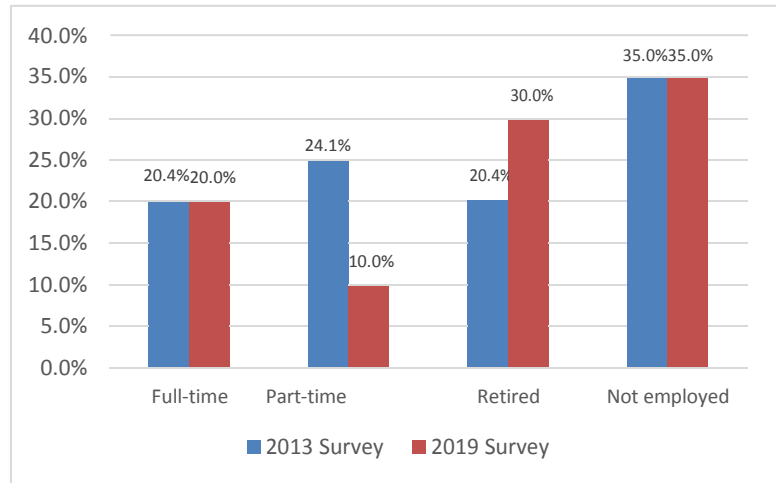
Exhibit 4.1.16 Home ZIP Code



Question 17: What is your current employment status?

Fewer than half of respondents indicated being employed at least part-time. More than one-fifth are retired. The 35 percent who indicated they were not employed includes students, retired persons and presumably those actively looking for employment.

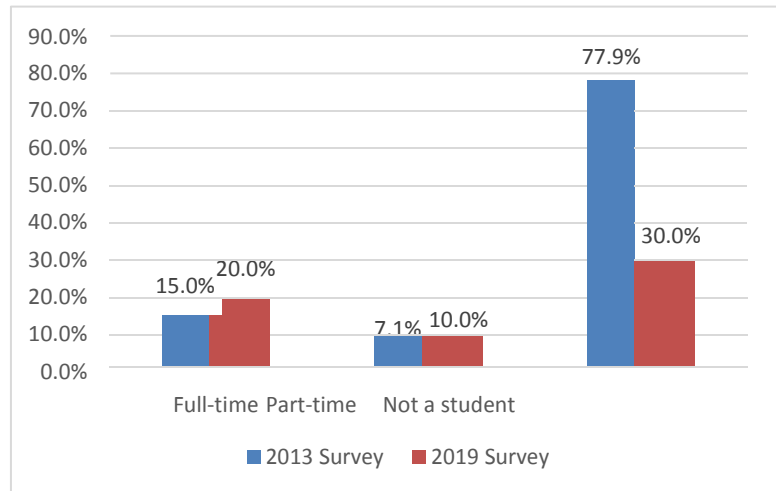
Exhibit 4.1.17 Employment Status



Question 18: Are you a student?

Slightly more than 22 percent of respondents indicated being full- or part-time students.

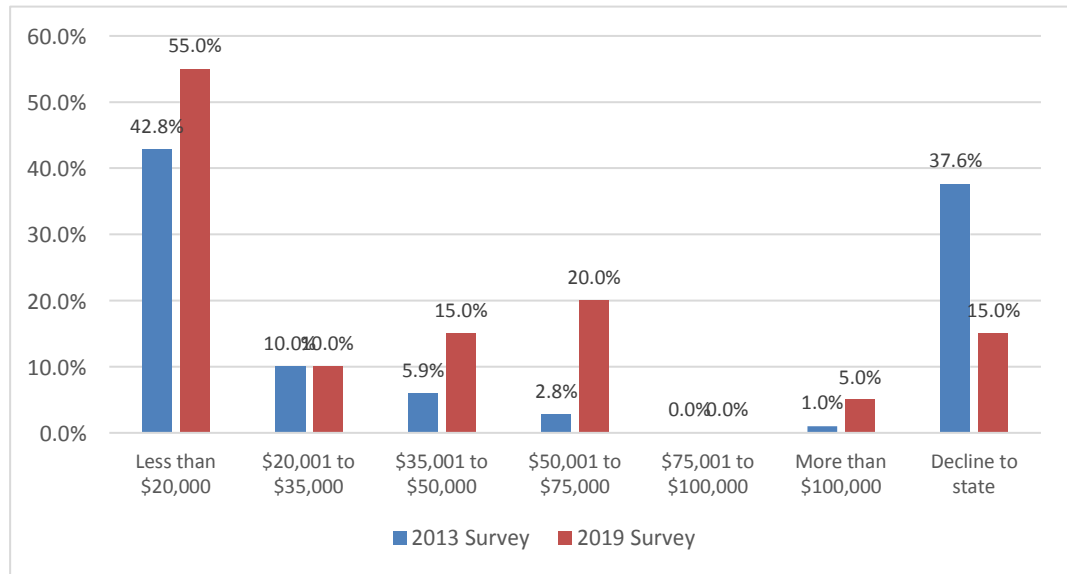
Exhibit 4.1.18 "Are you a student?"



Question 19: What is your approximate annual household income?

More than one-third of those surveyed declined to provide a response to this question. “Less than \$20,000” was the most frequently cited response overall, representing 68.5 percent of the 181 individuals who indicated their income.

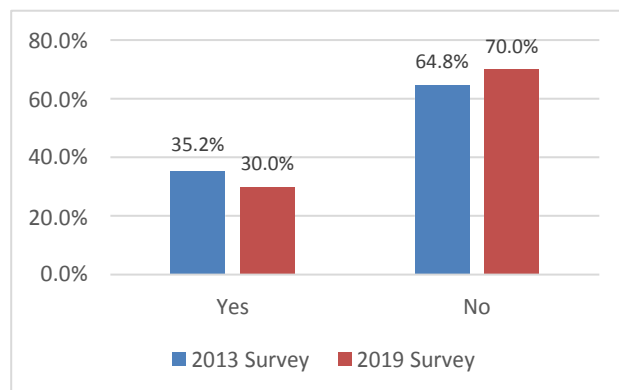
Exhibit 4.1.19 Annual Household Income (All Responses)



Question 20: Do you have a valid driver’s license?

Nearly two-thirds of respondents cited lack of a valid driver’s license.

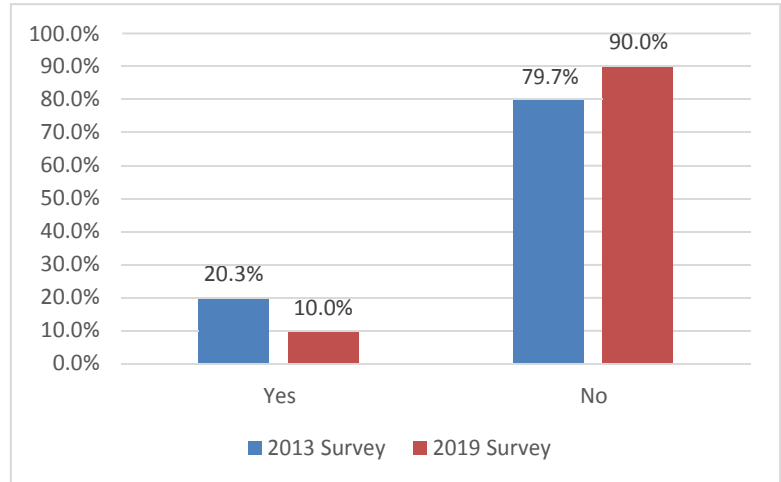
Exhibit 4.1.20 Possession of valid driver’s License



Question 21: Do you have access to a personal vehicle?

Approximately 80 percent of respondents said they do not have access to a personal vehicle.

Exhibit 4.1.21 Access to a Personal Vehicle



Analysis

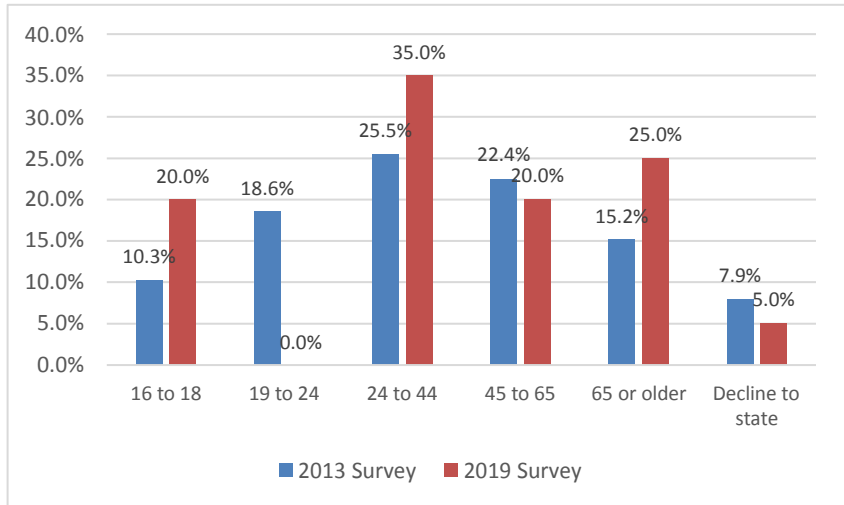
In the last five years, local fixed route bus ridership has declined significantly in California and around the United States. One theory expounded by academics and others is that people who would otherwise use local bus transit have been diverted to Uber, Lyft and other ridesharing services, particularly in large cities like San Francisco, Sacramento and Los Angeles. On the other hand, while Manteca Transit has declined somewhat from about 57,000 annual riders in FY 2012-13 to roughly 49,000 in FY 2017-18, this does not appear to be a result of ridesharing, given the expense of trips and the average low incomes of Manteca Transit riders.

Another trend noted by UCLA researchers are increases in personal vehicle ownership by lower income households since the 2008-2012 “Great Recession.” This trend may have impacted Manteca Transit slightly, given the apparent drop in vehicle availability from 20% in 2013 to only 10% in 2019. However, this only remains only speculation, given the small sample size of the 2019 onboard survey.

Question 22: What is your age?

Nearly 48 percent of respondents are working age adults between the ages of 25 and 64. Young adults age 19 to 24 make up nearly one-fifth of the sample.

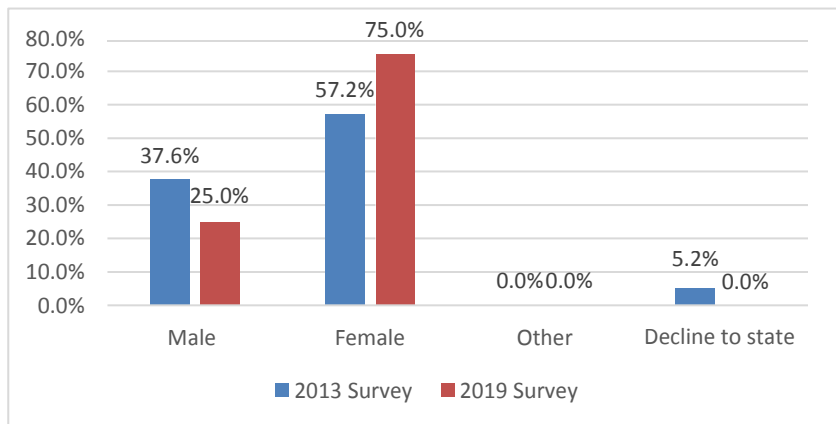
Exhibit 4.1.22 Age of Manteca Transit survey respondents



Question 23: What is your gender?

Most Manteca riders (75 percent) were female.

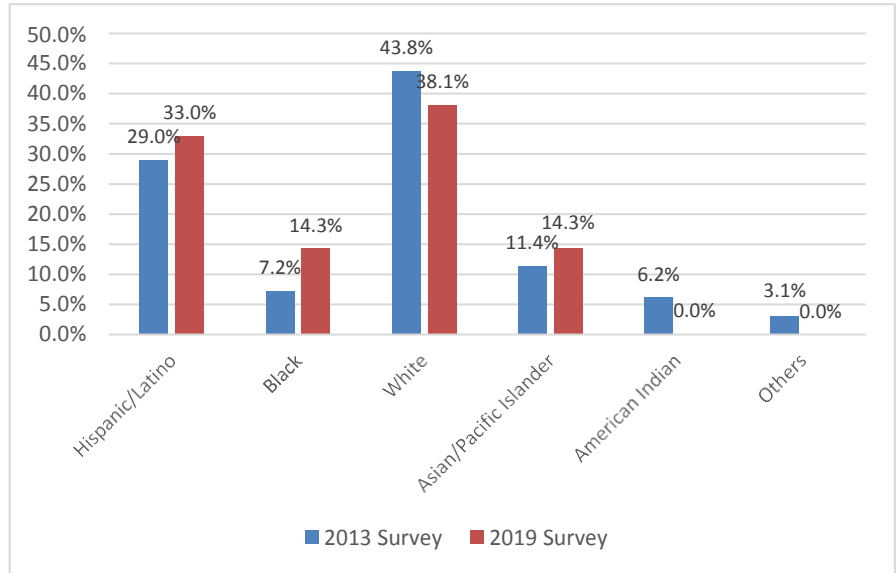
Exhibit 4.1.23 Respondent Gender



Question 24: Are you...? [Respondents were asked to describe their ethnicity]

In the 2019 survey, approximately 38 percent of respondents described themselves as White, while 33 percent identified as Hispanic/Latino.

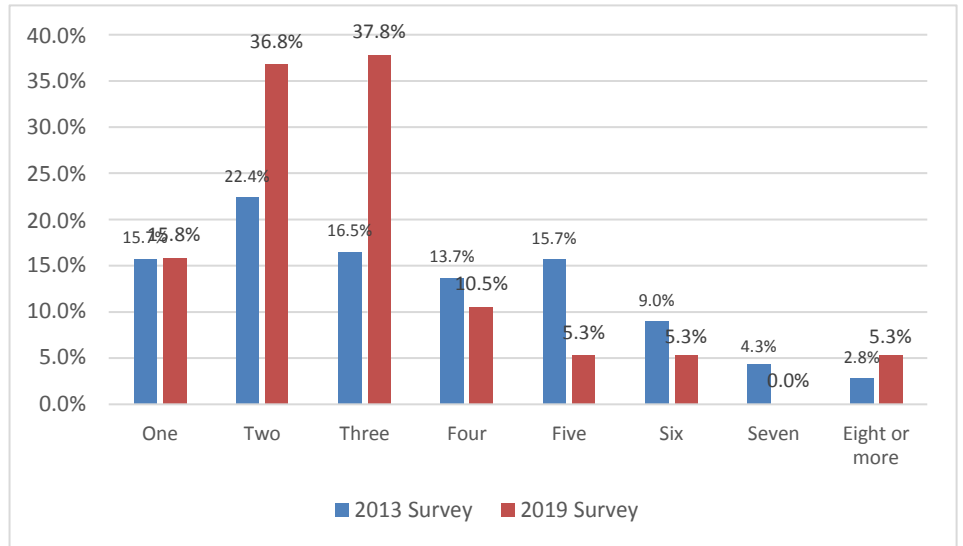
Exhibit 4.1.24 Respondent Ethnicity



Question 25: How many people live in your household?

Approximately 68 percent of respondents live in a household of four persons or fewer. Just over seven percent live in a household with seven or more residents.

Exhibit 4.1.25 Household Size



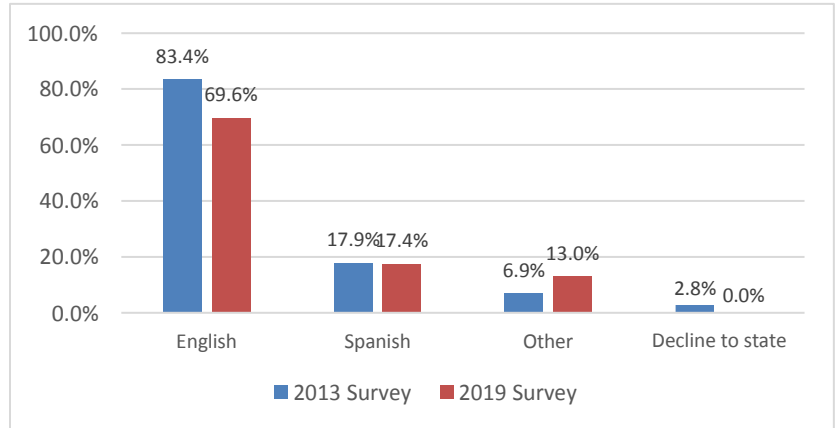
The onboard sample size in 2019 was too small to speculate about the poverty rates of Manteca Transit riders. However, overall incomes are low, reflected in low access to personal vehicles and a relatively large number of retired persons.

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Question 26: Please indicate which languages are spoken in your home. (select all that apply)

English was cited as the home language for more than 83 percent of respondents. Approximately 18 percent indicated speaking Spanish. “Other” responses in the 2013 survey included Punjabi (9), Filipino (4), American Sign Language (2), Burmese (1), and Tagalog (1), and Korean, Chinese and French in the 2019 survey (one each).

Exhibit 4.1.26 Respondent Home Language

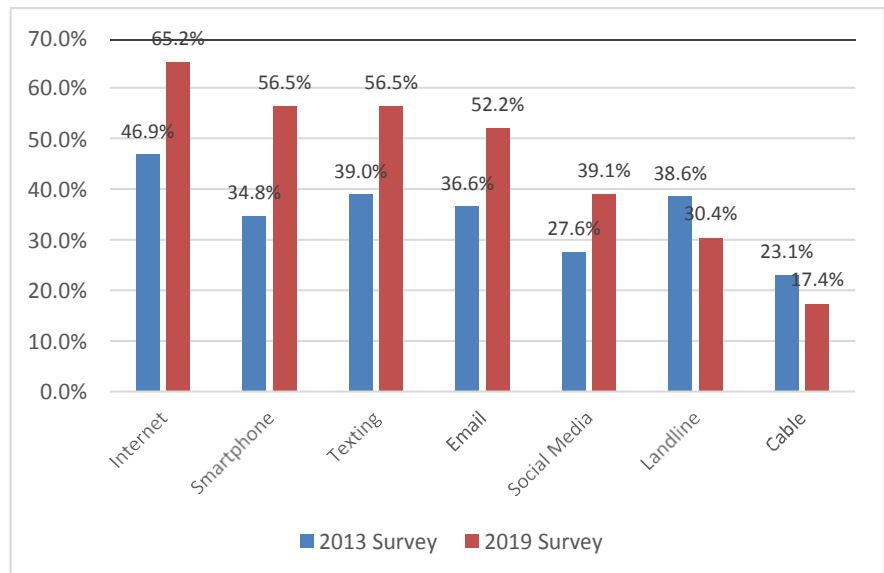


Question 27: Please indicate which of the following technologies you have access to. (select all that apply)

Compared to the 2013 survey, access to “pre-Internet” information technologies has declined somewhat as Internet-related technology use has increased, from 38.6 percent with access to landlines in 2013 to 30.4 percent in the 2019 survey. For cable and satellite TV, usage/availability has declined from 23.1% in 2013 to 17.4 percent in 2019 (it is speculative how many transit riders still have cable or satellite due to relatively low incomes, or simply switched to Internet information technologies in the last five years.)

Overall, 79.3 percent have access to the various forms of Internet technologies, e.g., “Internet,” smartphones, texting, email and social media. This reflects steady growth since the 2013 survey. While Manteca Transit can improve its website, the importance of brochures and information distributed on the bus remains very high.

Exhibit 4.1.27 Access to Information Technology



4.2 MANTECA TRANSIT DIAL-A-RIDE SURVEY

To garner feedback from Manteca Transit Dial-A-Ride passengers, in the 2013 survey effort, surveys were distributed to registered passengers via U.S. mail, in both English and Spanish. Included with the 2013 mailers were postage-paid envelopes to facilitate survey responses. A total of 61 surveys were returned completed out of the 361 surveys distributed, representing a 16.9 percent response rate.

In the 2019 effort, fifteen surveys were handed out on the Dial-A-Ride buses, but only seven valid surveys were returned by Friday, February 8, 2019. A large mail-out survey effort was precluded by budget and time constraints.

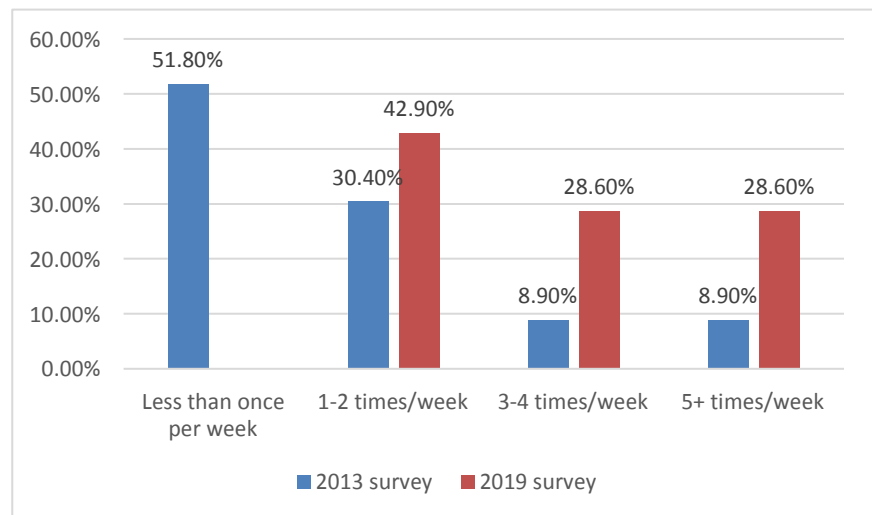
Survey Instrument

The surveys in both years included 29 questions grouped within two sections. The first section was intended to gather information about the passenger, while the second section focused primarily on trip purpose. Although the survey was available in both English- and Spanish-language versions, none were completed in Spanish.

Question 1: How often do you ride Manteca Transit Dial-A-Ride in a typical week?

Passengers were asked how frequently they use Manteca Transit Dial-A-Ride. As seen in Exhibit 4.2.1, in the 2013 survey effort, the most common response was “less than once per week” at nearly 52 percent, while 30 percent of passenger indicated using the service “one to two times per week.” In the 2019 survey, the results reflected heavy users of Dial-A-Ride, since no infrequent users were intercepted on the bus.

Exhibit 4.2.1 Trip Frequency

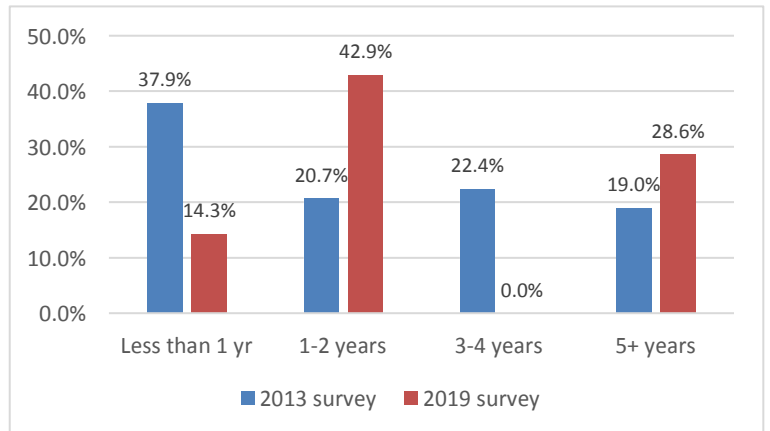


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Question 2: How long have you been a Manteca Transit Dial-A-Ride patron?

Respondents were asked to indicate how long they have been a Manteca Transit Dial-A-Ride passenger. As seen in Exhibit 4.2.2, the most common response (37.9 percent) in the 2013 mail survey was “less than one year.” The remaining three options were relatively evenly selected, with “five years or more” representing the least common response at 19 percent.

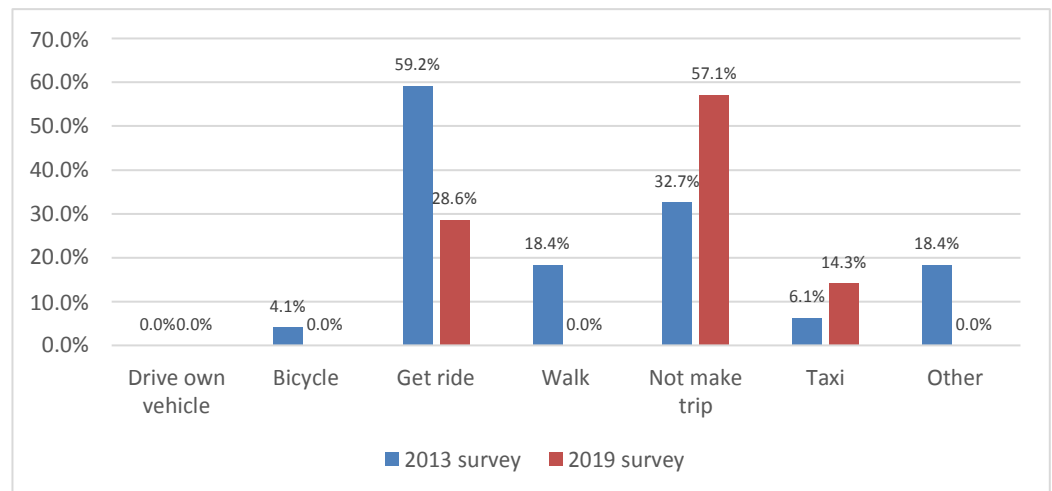
Exhibit 4.2.2 Duration of Patronage



Question 3: How would travel if Manteca Transit Dial-A-Ride was not available?

In the 2013 survey, 59.2 percent indicated they would get a ride from a family member or friend. The second most common response then was “wouldn’t make trip” at 32.7 percent, followed by “walk” and “other” each at 18.4 percent. In the 2019 survey, a majority of Dial-A-Ride users indicated they would not make the trip, while two would obtain rides from family or friends.

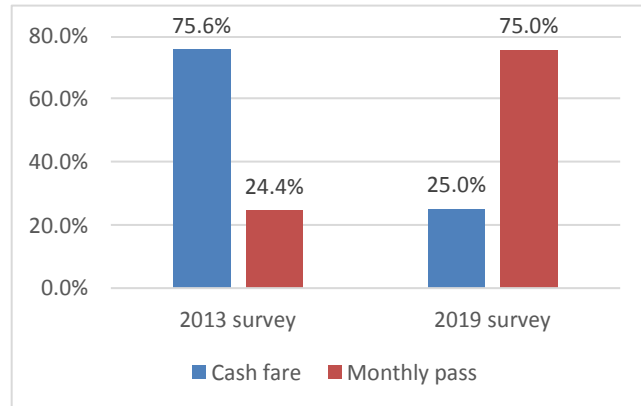
Exhibit 4.2.3 Alternatives to Manteca Transit Dial-A-Ride



Question 4: How do you typically pay for your Manteca Transit Dial-A-Ride trip?

In the 2013 survey, 76 percent of respondents paid a cash fare and 24 percent paid with a monthly pass. This probably reflects the preponderance of infrequent users answering the mail-in survey in 2013. In the 2019 survey, most users paid their fares with a monthly pass, likely reflecting the relatively heavy usage of Dial-A-Ride by the respondents compared to the 2013 survey sample.

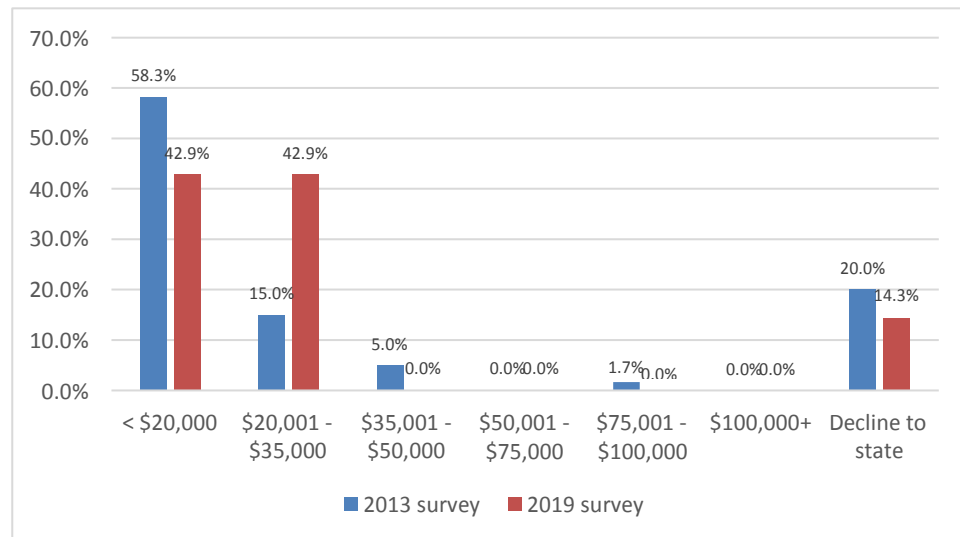
Exhibit 4.2.4 Typical Method of Payment



Question 5: What is your approximate annual household income?

Almost all respondents in both the 2013 survey and 2019 survey had household incomes of less than \$35,000, the majority less than \$20,000 per year.

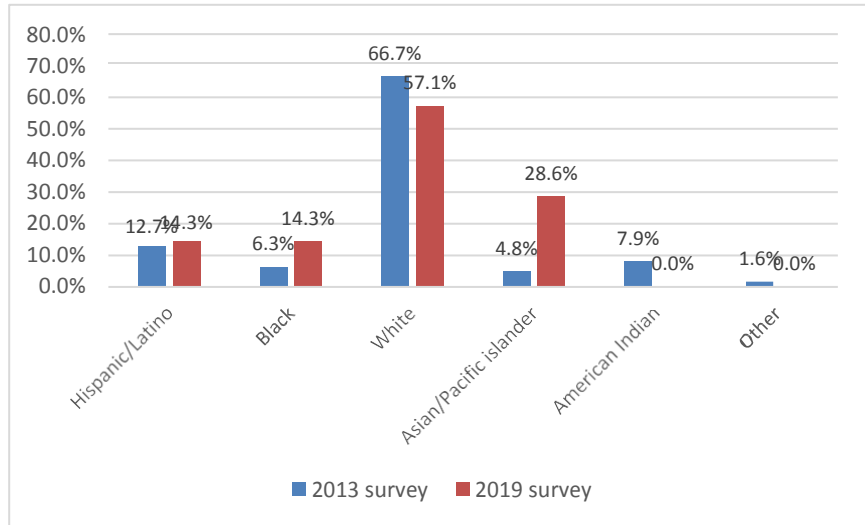
Exhibit 4.2.5 Annual Household Income



Question 6: Please indicate your race/ethnicity.

Exhibit 4.2.6 presents respondents' reported race/ethnicity. Approximately two-thirds of respondents indicated being White, followed by 12.7 percent who reported being Hispanic/Latino.

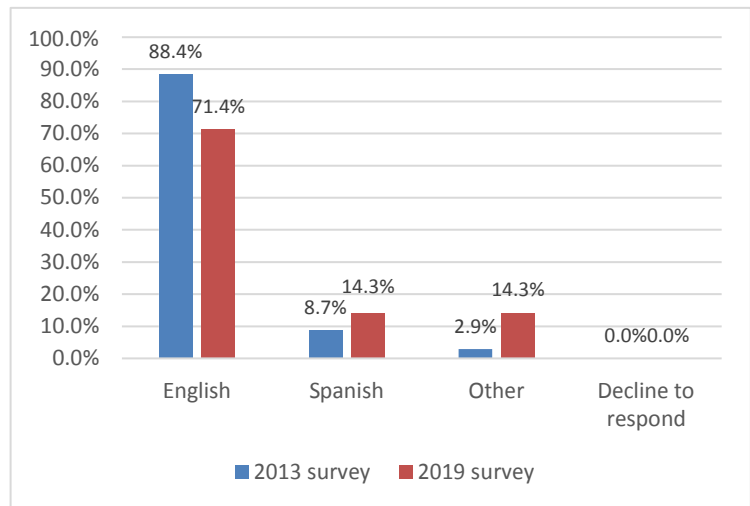
Exhibit 4.2.6 Passenger-Reported Race/Ethnicity



Question 7: Please select which languages are spoken in your home.

In 2013, 88 percent of respondents indicated speaking English at home, with 71 percent indicating English in the 2019 survey. One person spoke Spanish at home (14.3%) and one person indicated that he spoke Punjabi at home (14.3%).

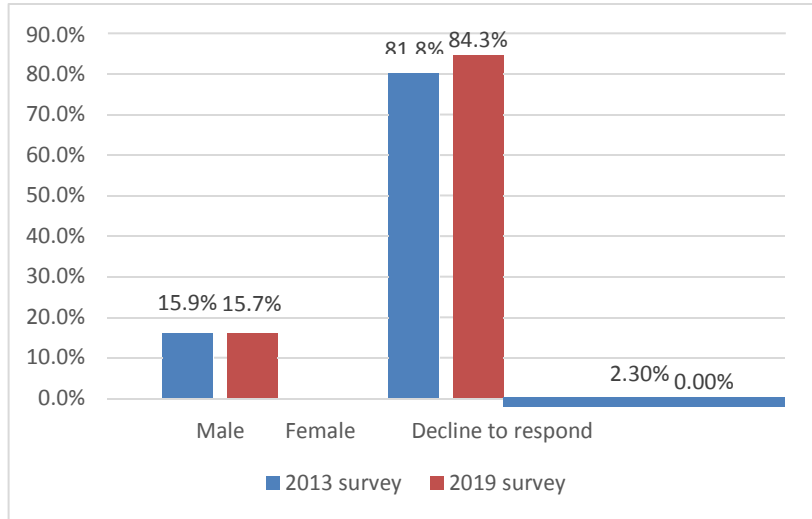
Exhibit 4.2.7 Languages Spoken



Question 8: What is your gender?

Survey respondents were overwhelmingly female at 81.8 percent and 84.3%, respectively in 2013 and 2019. versus 15.9 percent male.

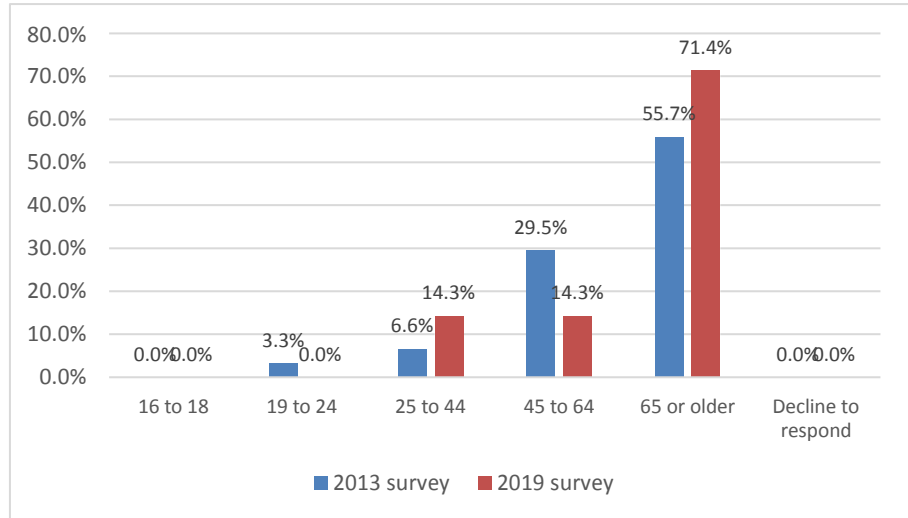
Exhibit 4.2.8 Gender



Question 9: What is your age?

As expected, most Manteca Transit Dial-A-Ride passengers are older persons.

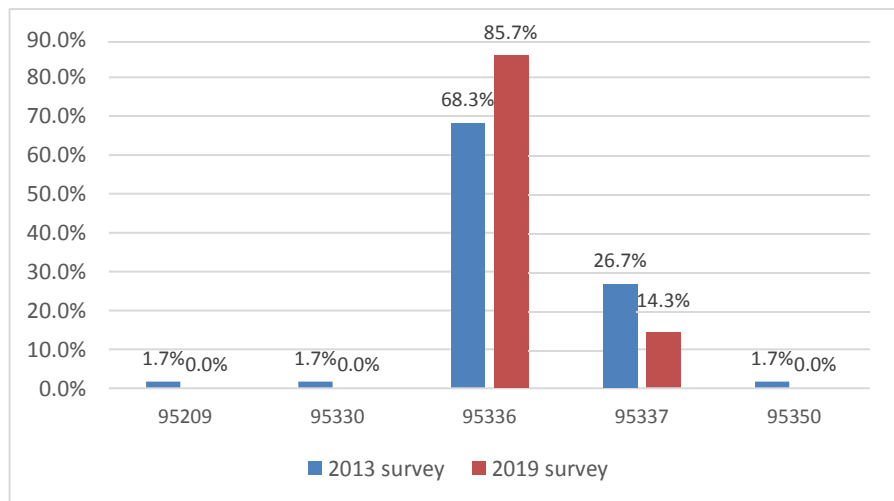
Exhibit 4.2.9 Age



Question 10: What is your home zip code?

Unlike the 2013 survey, all Manteca Transit Dial-A-Ride respondents' home ZIP codes are in Manteca.

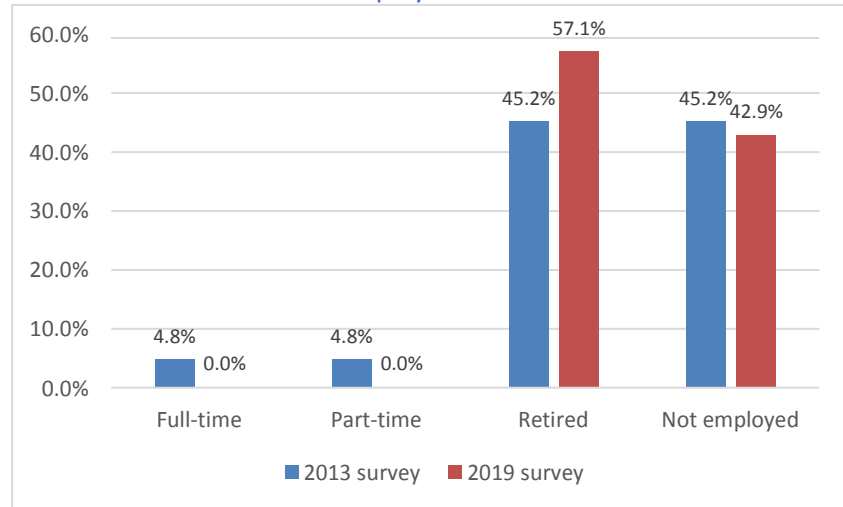
Exhibit 4.2.10 Home Zip Code



Question 11: What is your current employment status?

The overwhelming majority of respondents in both surveys identified themselves as “not employed” or “retired.”

Exhibit 4.2.11 Employment Status



The remaining questions on both the 2013 and 2019 surveys asked participants to refer to their most recent trip while completing the survey. Questions 12 through 22 solicited yes/no responses in order to gauge overall passenger opinion regarding various service aspects.

Exhibit 4.2.12 presents the responses as a graph depicting the percentage of affirmative answers to each question. As seen in the exhibit, passengers were overall quite pleased with the Manteca Transit Dial-A-Ride service. Only one person answered “No” to almost all categories.

The analysis for 2019 was revised to display questions in the order asked, and to become understandable (order of questions reversed by Excel).

Exhibit 4.2.12a Passenger Satisfaction 2013 Survey

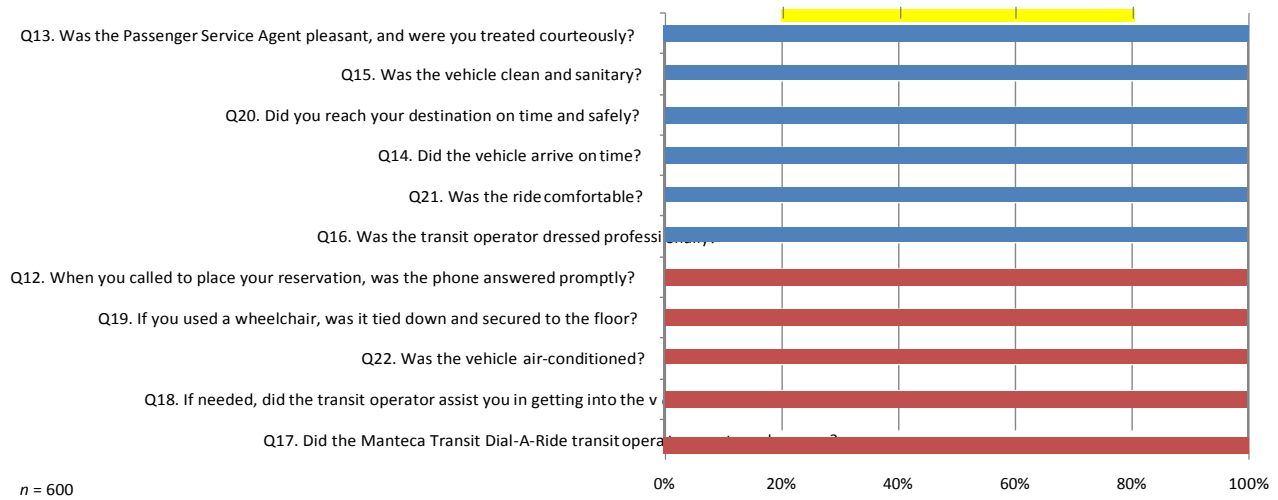
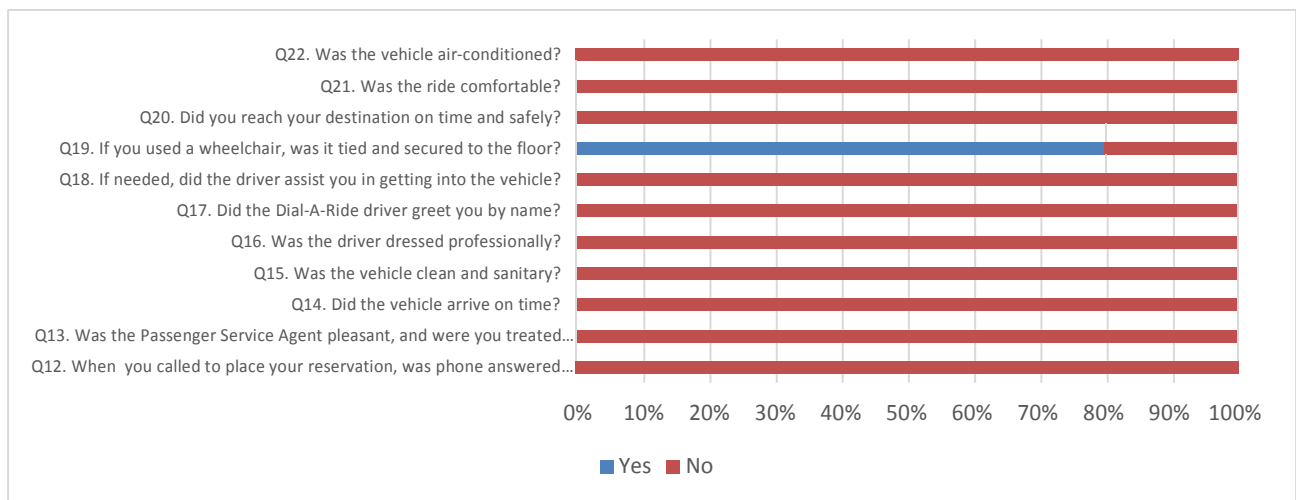


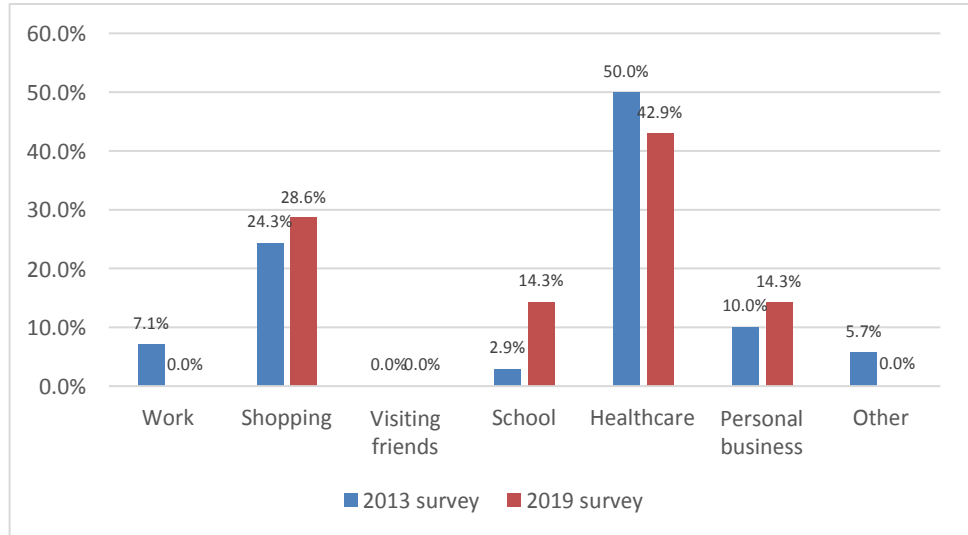
Exhibit 4.2.12b Passenger Satisfaction 2014 Survey



Question 23: What was the primary reason for the trip?

Health care was reported as the most common trip purpose in both the 2013 and 2019 surveys, followed by shopping.

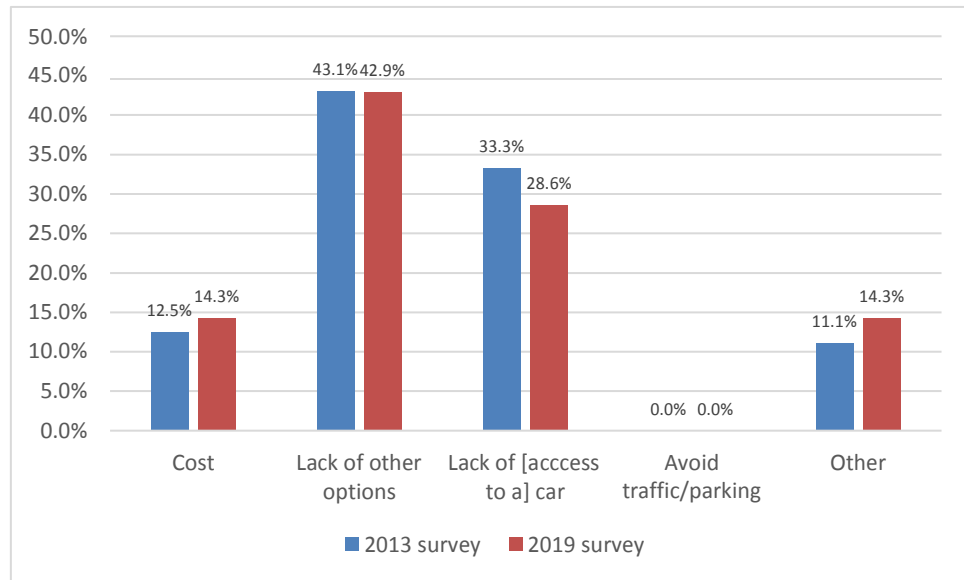
Exhibit 4.2.13 Trip Purpose



Question 24: Why did you choose Manteca Transit Dial-A-Ride for this trip?

“Lack of other options” was the most commonly cited response in both surveys, followed by “lack of [access to a] car.” In the 2013 survey, several persons had miscellaneous reasons for using Manteca Transit Dial-A-Ride; in the 2019 survey, one person cited “comfort.”

Exhibit 4.2.14 Reason for Using Manteca Transit Dial-A-Ride



Question 25: In the last month, were you denied any trips you tried to arrange on Dial-A-Ride?

A summary of answers to this question were not included in the summary of the 2013 survey. All persons answering the 2019 reported no trip denials.

Question 26: When you called to make your reservation, were you able to get a ride for the day and time you wanted?

A summary of answers to this question were not included in the summary of the 2013 survey. In the 2019 survey, five persons said “yes” to this question, and two said “no.”

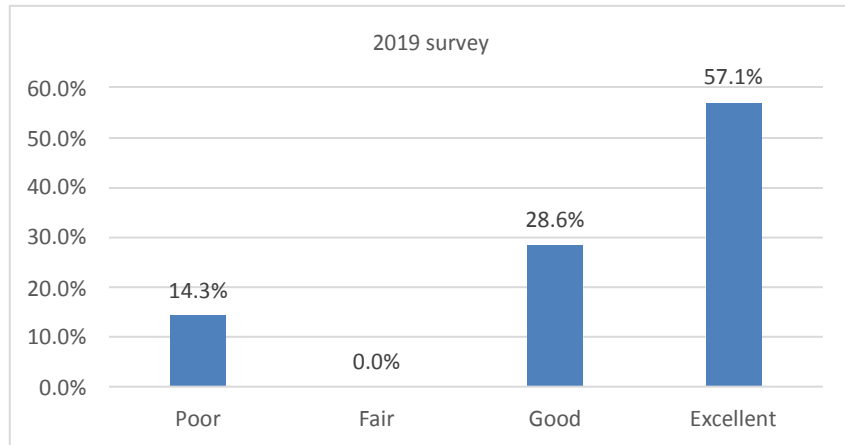
Question 26a: If no, when you were offered a ride at another time did you...?

A summary of answers to this question were not included in the summary of the 2013 survey. One person in the 2019 survey said she accepted the ride, and another “didn’t remember.”

Question 27: How would you rate the ride reservation process overall?

A summary of answers to this question were not included in the summary of the 2013 survey. In 2019, one person answered “Poor,” none “Fair,” two “Good” and three “Excellent.”

Exhibit 4.2.14 Rating of Dispatching Process 2019



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4.3 COMMUNITY SURVEY

In 2013, to support future transit service development, the City engaged Moore & Associates to conduct a statistically valid survey of households located throughout Manteca. While the onboard survey targeted current Manteca Transit passengers, the concurrent community (or household) survey focused on non-passengers. The community survey was crafted to address the following:

1. Assess non-passenger awareness of – and attitudes regarding – Manteca Transit and its services.
2. Identify and quantify the current mobility needs and travel patterns of residents who do not regularly use public transit.
3. Identify (perceived as well as actual) barriers that either influence or prevent use of the Manteca Transit.
4. Identify actions that the City could take that would potentially convert non-passengers into transit passengers.

Sampling Plan

The City has two postal codes assigned to residential units: 95336 and 95337. As of 2010, there were approximately 21,600 residential units within the city, approximately 60 percent of which lie within 95336 with the balance in 95337.

Moore & Associates distributed bilingual surveys to approximately 2,500 households throughout Manteca. Approximately 60 percent were mailed to randomly selected households within the 95336 zip code, while the balance was mailed to randomly selected households within the 95337 postal code. The mailing included a bilingual (English and Spanish) survey along with a postage-paid reply envelope.

Moore & Associates received 233 valid responses to the household mailer, translating to a 9-percent response rate. In order to achieve a statistically valid sample of residents within Manteca, the household survey was supplemented with an intercept survey. This resulted in an additional 166 valid responses.

The intercept survey utilized the same survey instrument as the household (direct mail) survey. In terms of data collection methodology, qualified Moore & Associates survey personnel were stationed at key traffic generators (e.g., retail centers, public buildings, etc.) throughout Manteca. Each surveyor was bilingual and wore a vest/badge identifying themselves as a representative of the City. The intercept survey included an initial qualifier action confirming that the prospect resided within Manteca.

On an aggregate basis, 399 valid responses were achieved, reflecting a (combined) 95-percent confidence level and +/- five percent margin of error.

Survey Instrument

The survey included 27 questions grouped within three sections. The estimated completion time was eight to ten minutes.

The survey form included a brief explanation of survey purpose and anticipated benefit. Participants had the option of providing basic contact information, thereby qualifying for a random drawing for a variety of gift cards. Although the survey was available in both English and Spanish-language versions, only five percent were completed in Spanish.

Clarification Questions

The survey included two clarification questions which were used in some instances to determine if the individual could be considered a passenger or non-passenger as well as their resident status.

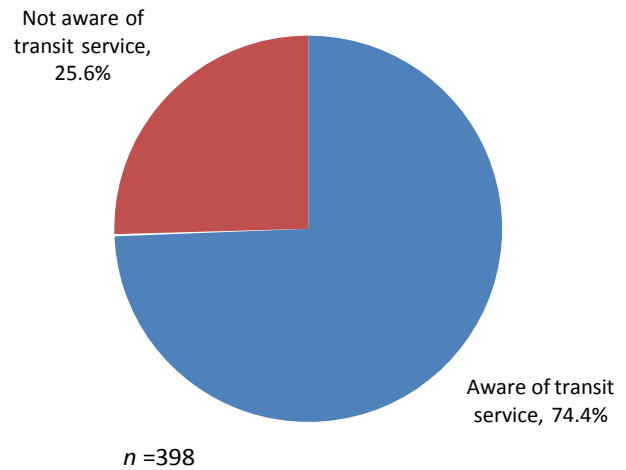
- Have you ridden either Manteca Transit’s fixed-route or Manteca Transit Dial-A-Ride service within the last 30 days?
- Do you live within the City of Manteca?

Approximately 19 percent of respondents said they had ridden Manteca Transit within the 90 days prior to survey contact. More than 88 percent indicated living within Manteca city limits. Where applicable crosstabs were developed for questions where ridership or residency status is significant. Instances where crosstabs were utilized are noted throughout this section.

Question 1: Are you aware of Manteca Transit?

Seventy-four percent of respondents indicated some level of “unaided” awareness regarding Manteca Transit and/or the services it provides. While this finding is encouraging, increased marketing and outreach efforts could help reach the additional 25 percent of individuals unaware of the service.

Exhibit 4.3.1 Awareness of Manteca Transit

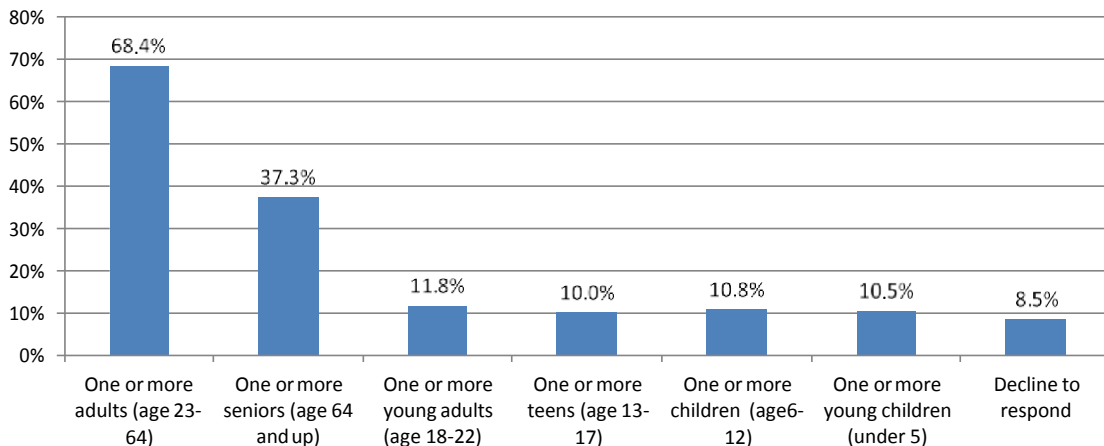


Question 2: Who lives in your household?

Respondents were provided seven options (including “decline to respond”) and were asked to select all that applied to them.

Sixty-eight percent selected “one or more adults (age 23 to 64),” while 37 percent chose “one or more seniors (age 64 and up).” Interestingly, only about 31 percent indicated living in a household with children (age 17 or younger, which is inclusive of three categories). By contrast (based on U.S. Census 2010), 77 percent of Manteca households included one or more persons age 17 or younger.

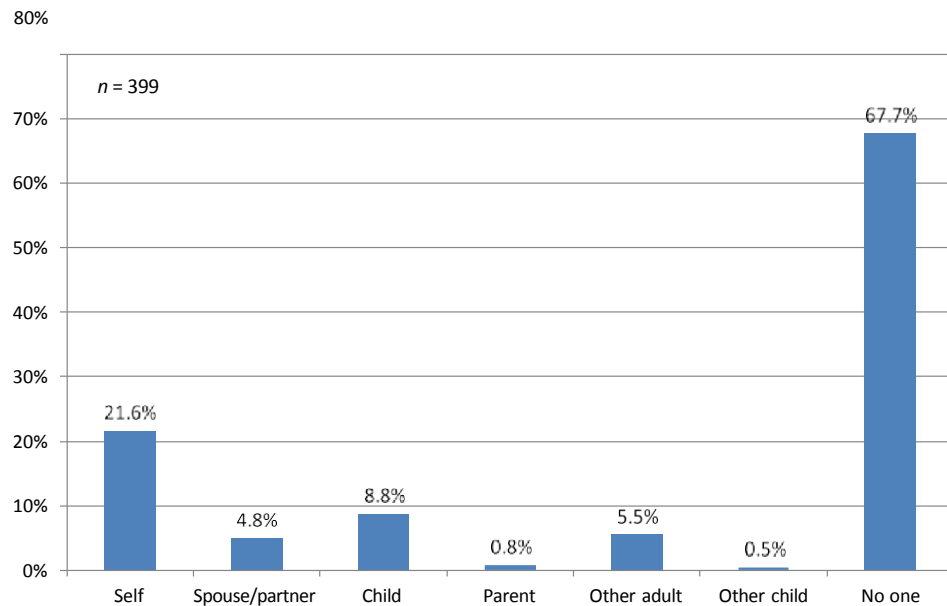
Exhibit 4.3.2 Household Composition



Question 3: Has anyone living in your household ridden Manteca Transit at any time?

Forty-two percent of respondents indicated that someone in their household had actually ridden Manteca Transit. However, the single most common response was “no one” (nearly 68 percent).

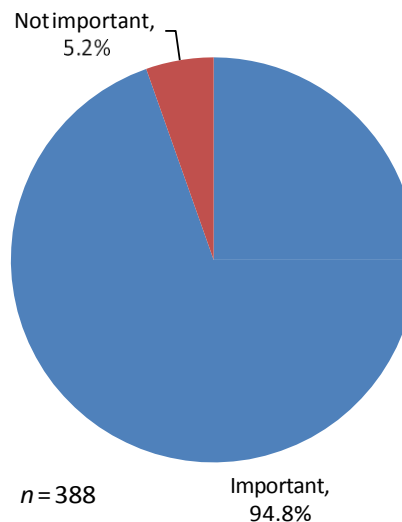
Exhibit 4.3.3 Recent Transit Usage



Question 4: Do you believe public transit plays an important role in your community’s quality of life?

While brand awareness (Question 1) is important, the results of Question 3 suggest the City has (also) been successful in converting awareness to positive perception (i.e., support), which in turn can also lead to possible patronage (i.e., increased ridership).

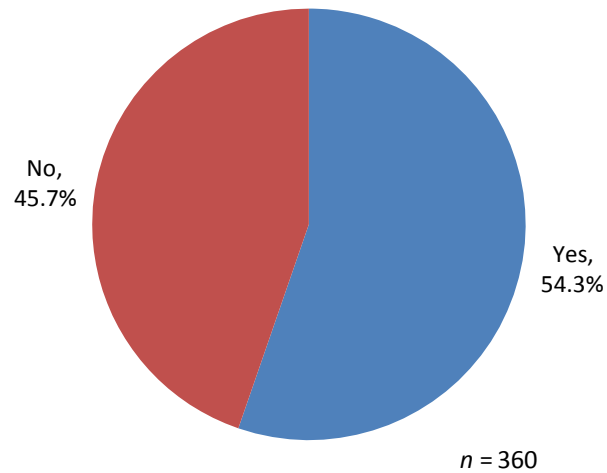
Exhibit 4.3.4 Importance of Transit to Community Quality of Life



Question 5: Do you believe public transit helps serve the mobility needs of your household?

More than half of all respondents indicated a belief public transit helps serve the mobility needs of their household, even though only one-third indicated someone in their household had ever ridden Manteca Transit.

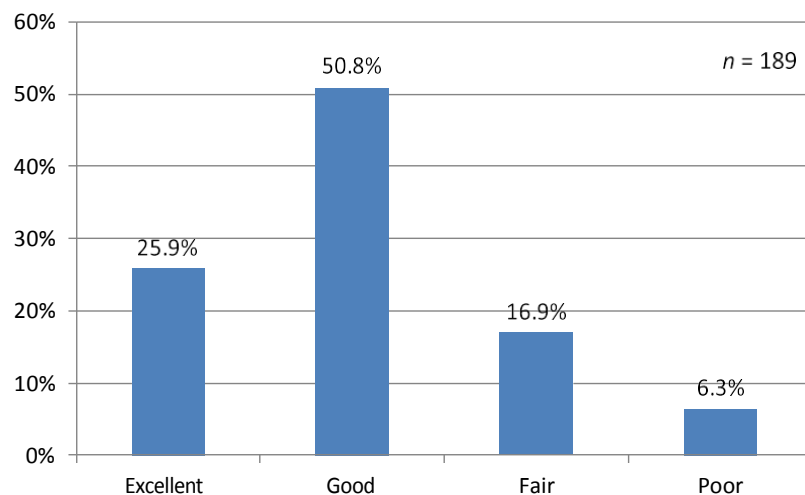
Exhibit 4.3.5 Transit’s Role in Serving Household Mobility Needs



Question 6: Please indicate your overall perception of Manteca Transit.

More than half of all respondents indicated “no opinion” of Manteca Transit. Of those who provided a specific response, more than three-quarters rated the service positively (i.e., good or excellent).

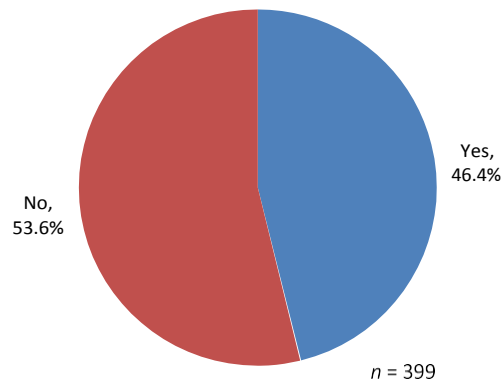
Exhibit 4.3.6 Perception of Manteca Transit



Question 7: Do you know the location of the Manteca Transit bus stop nearest to your home?

Nearly 54 percent of respondents could not identify the location of the bus stop nearest their home. We believe this “information deficit” represents an important ridership growth opportunity for the City, as our market research in other communities has revealed a definite link between “bus stop awareness” and ridership growth.

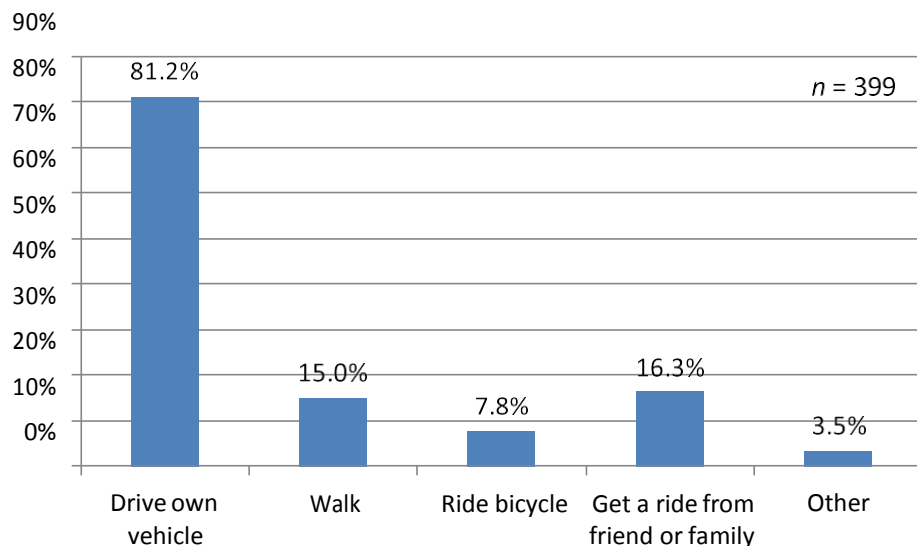
Exhibit 4.3.7 Bus Stop Awareness



Question 8: What is your most common method of travel within Manteca?

“Drive own vehicle” was the most frequently cited response, representing more than 81 percent of respondents. Given the relatively modest level of transit service provided (in terms of service days and frequency), we do not find this surprising. Sixteen percent said they typically rely upon a friend or family member. (Some respondents provided multiple responses, resulting in a total greater than 100 percent.)

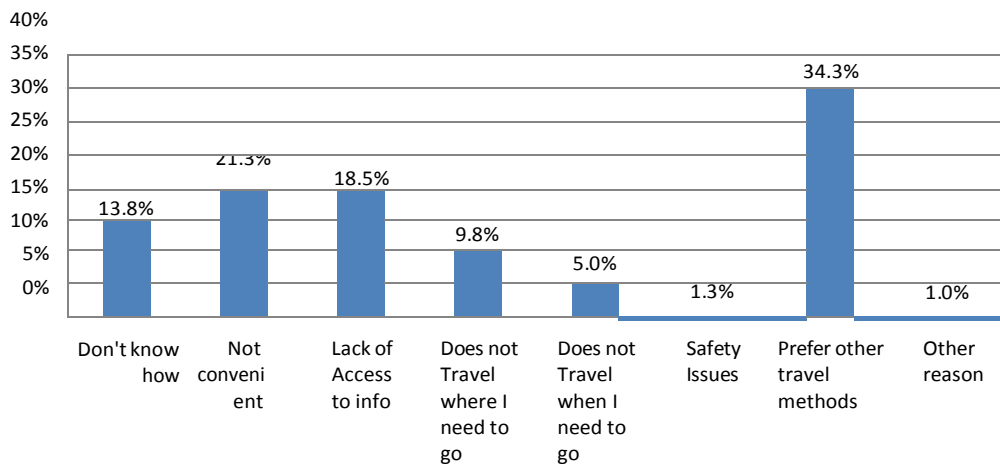
Exhibit 4.3.8 Most Common Method of Travel



Question 9: What is the primary reason you do not use Manteca Transit?

Slightly more than one-third of all respondents do not use Manteca Transit because they prefer other travel methods, chiefly the personal vehicle as seen in exhibit 4.3.8. Another 21.3 percent perceive the bus as inconvenient, 18.5 percent lack access to service information, and 13.8 percent simply do not know how to ride. Given two of these three reasons arise from a lack of information, we believe there is clear potential for nearly one-third of respondents to become (at least periodic) transit passengers if the City was to increase availability of basic transit information such as bus schedules, a how-to-ride video, or easy-to-understand route map.

Exhibit 4.3.9 Primary Barriers to Transit Usage

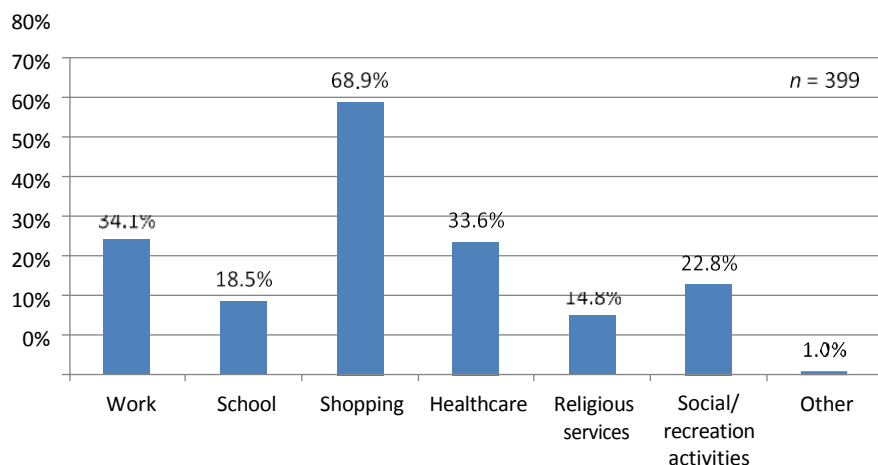


n = 399

Question 10: Please rank your top travel destinations within Manteca. (choose up to three)

“Shopping” was selected as a top travel destination by nearly 70 percent of respondents, with “work” and “healthcare” each cited by approximately one-third. Selection of “shopping” was not surprising given the profile age and household income data. However, we believe the market segment who selected “work” represents a ridership growth opportunity (given the respondents both live and work in Manteca).

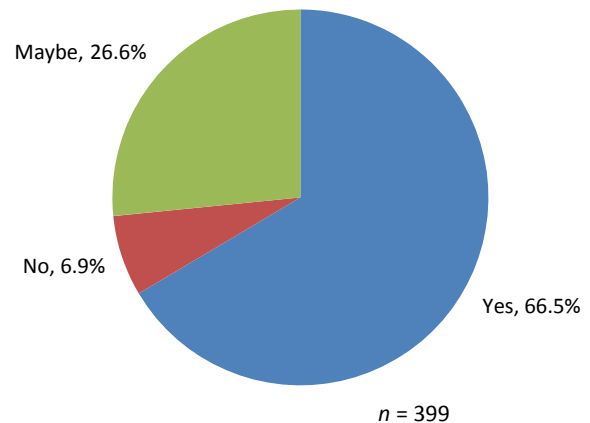
Exhibit 4.3.10 Top Travel Destinations within Manteca



Question 11: If your normal method of travel was not available, would you consider using Manteca Transit?

More than 93 percent of respondents (those who indicated “yes” and “maybe”) said they would consider using Manteca Transit if their normal method of travel was not available. Less than seven percent of all respondents indicated they would not consider riding the bus regardless of the absence of alternatives. Clearly, the “93 percent” market segment represents an important ridership growth opportunity for the City. Traditionally, “convenience” (most commonly viewed as ease of access) and “reliability” are the top motivators to potential transit usage. Therefore, one possible marketing tactic could be a targeted mailer to households within one-quarter mile of current Manteca Transit routes. While the focus of such a mailer would be promoting the services convenience and reliability, we recommend also including an easy link to an improved transit webpage/website.

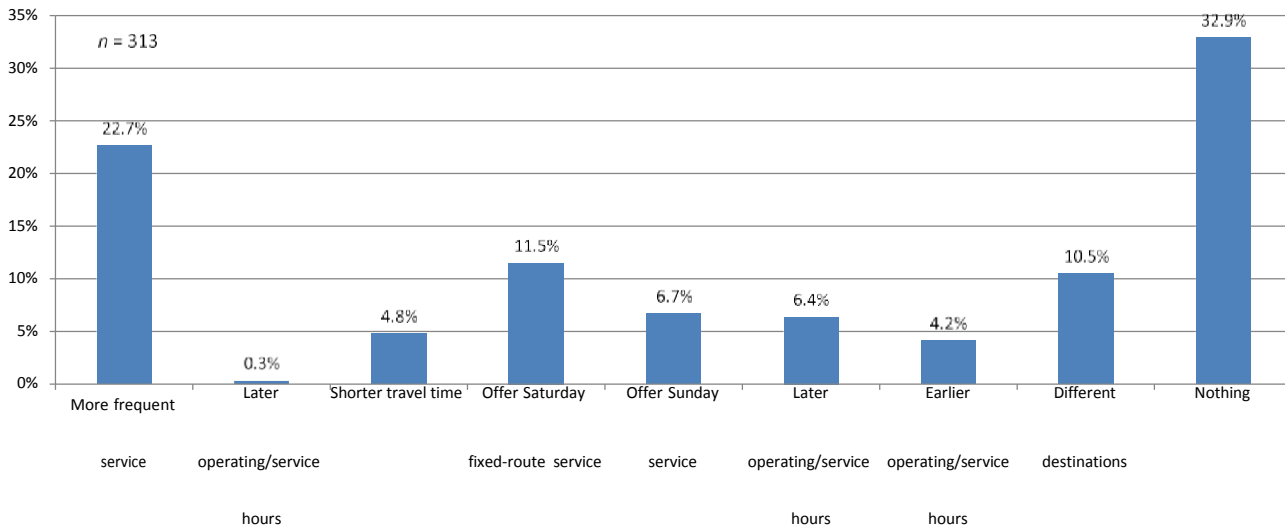
Exhibit 4.3.11 Consideration of Public Transit



Question 13: What is the top service improvement the City could make that would cause you to start using Manteca Transit for some or all of your trips? (select one)

Those who indicated not having used Manteca Transit were asked which service improvements might encourage them to do so. While more than 32 percent of respondents indicated no improvement would cause them to start using Manteca Transit, another 22 percent cited “more frequent service” while 11 percent said, “offer Saturday bus service.” These findings are consistent with the approximately 21 percent who said they do not ride because they perceive the service as “not convenient.” Here again, “convenience” is often viewed as similar to “ease of access” (e.g., proximity of bus stop to home or destination). Therefore, there is a possibility this is more an issue of “awareness” (i.e., where bus actually travels) versus actual service level.

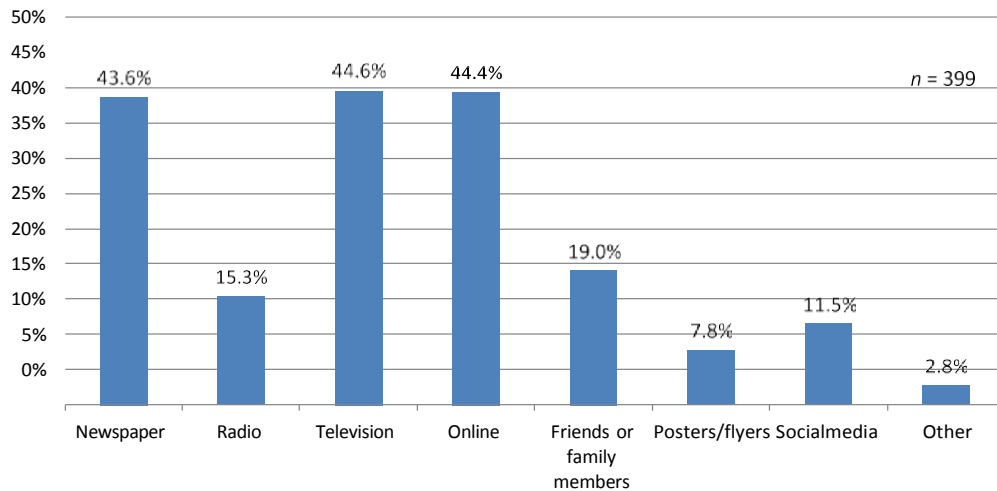
Exhibit 4.3.13 Preferred Service Improvement



Question 14: How do you normally access news and other community information?

“Local newspaper,” “television,” and “online” were cited nearly equally as typical means for accessing news and community information. Therefore, we conclude the most effective transit promotion would be through the Manteca/Ripon Bulletin newspaper (both print and online) as well as through online community portals (such as blogs).

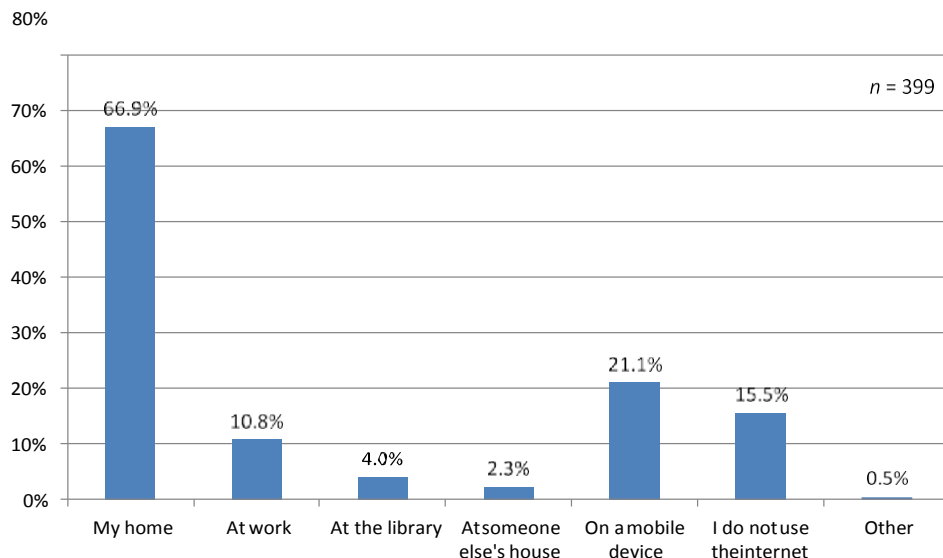
Exhibit 4.3.14 Most Common News/Information Access Channels



Question 15: Where do you typically access the Internet?

“At home” was the most frequently cited location for accessing the Internet (66.9 percent). Slightly more than 21 percent said they use a mobile device, while 15.5 percent do not typically utilize/access the Internet. Potential tactics for leveraging the Internet as a promotional channel are discussed within the marketing chapter.

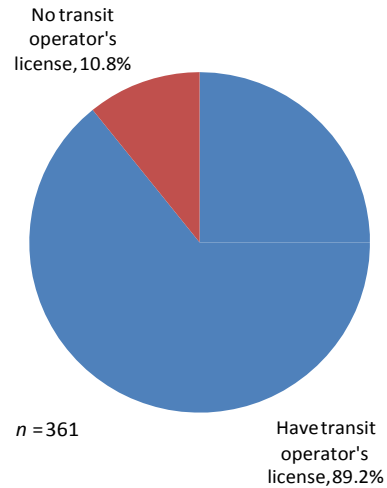
Exhibit 4.3.15 Method of Accessing Internet



Question 16: Do you have a valid driver's license?

The majority of respondents (89.2 percent) indicated having a valid driver's license.

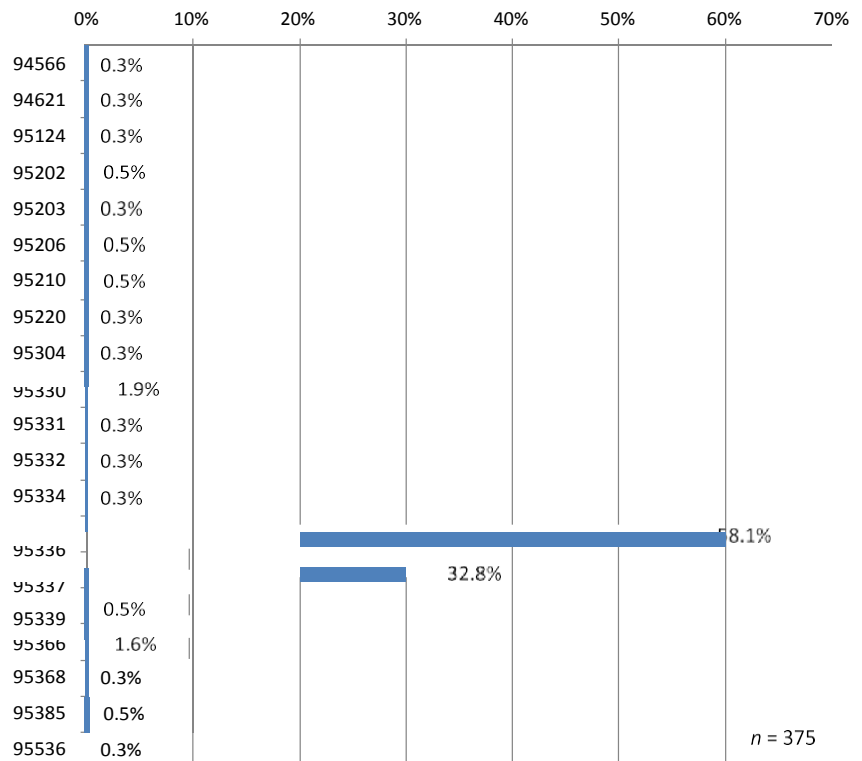
Exhibit 4.3.16 Driver's License Possession



Question 17: What is your home ZIP code?

Nearly 91 percent of respondents cited a Manteca ZIP Code. The balance were likely respondents to the concurrent intercept survey.

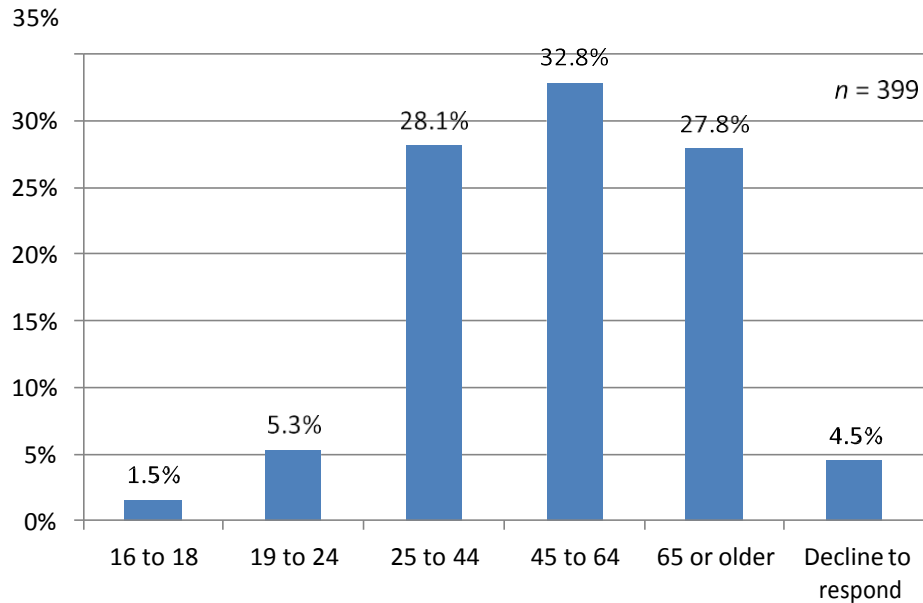
Exhibit 4.3.17 Home ZIP Code



Question 18: What is your age?

Persons age 45 to 64 were the most-represented age group, composing nearly one-third of all respondents. Relatively few respondents cited being younger than age 25.

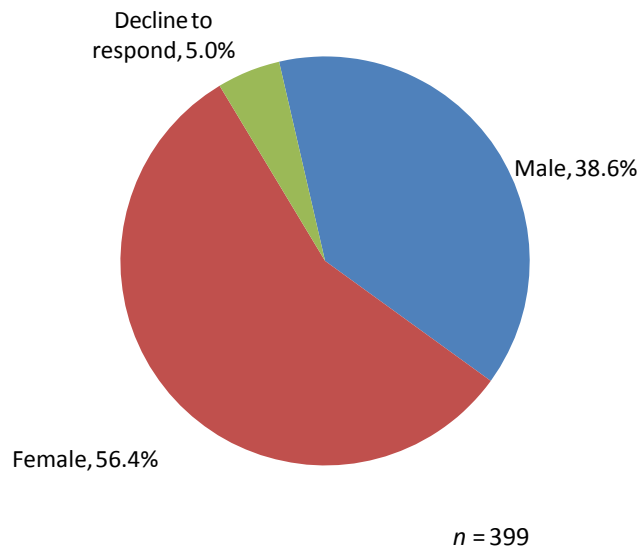
Exhibit 4.3.18 Respondent Age



Question 19: What is your gender?

The survey sample was skewed toward “female.” While those who chose “decline to respond” introduce a response bias which could have potentially raised the survey share of males somewhat, the total sample would still likely skewed. It should be noted these findings are similar to onboard survey results shown in Exhibit 4.1.14.

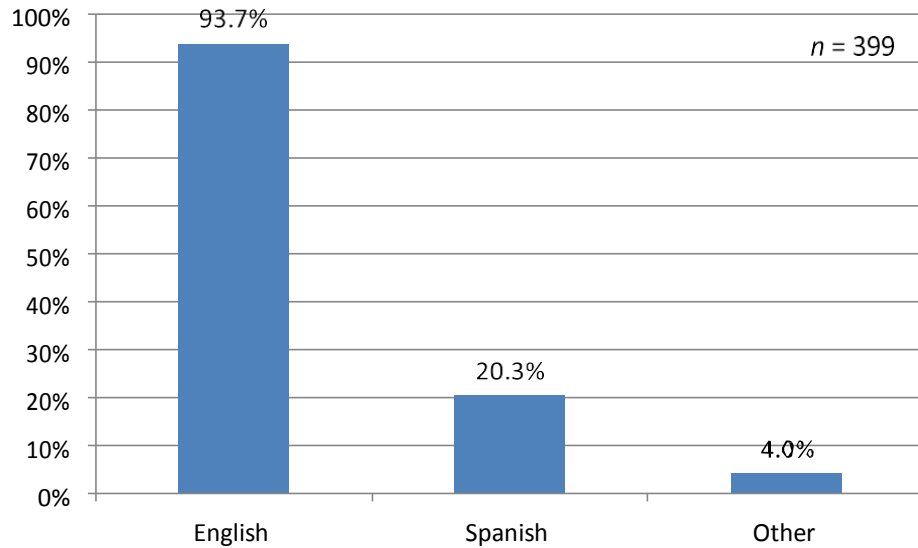
Exhibit 4.3.19 Respondent Gender



Question 20: Please indicate which languages are spoken in your home. (select all that apply)

English is spoken in the homes of nearly 94 percent of respondents. Approximately 20 percent speak Spanish, which suggests there are a number of households where both languages are spoken.

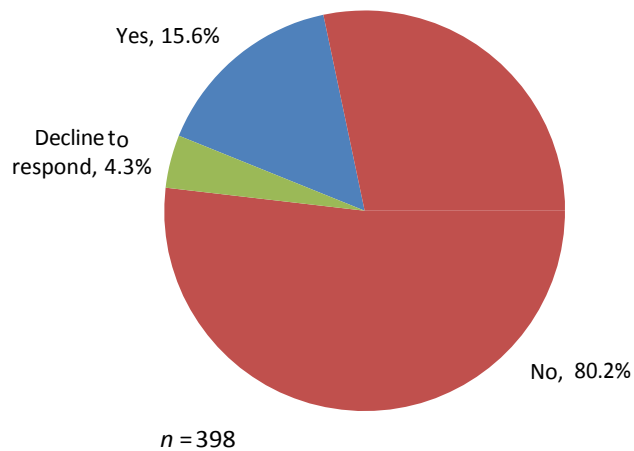
Exhibit 4.3.20 Languages Spoken at Home



Question 21: Are there any members of your household who do not speak English very well?

Nearly 16 percent of respondents indicated having a family member who does not speak English very well. This supports the marketing recommendations that all future Manteca Transit promotional materials be provided in a bilingual format (English/Spanish).

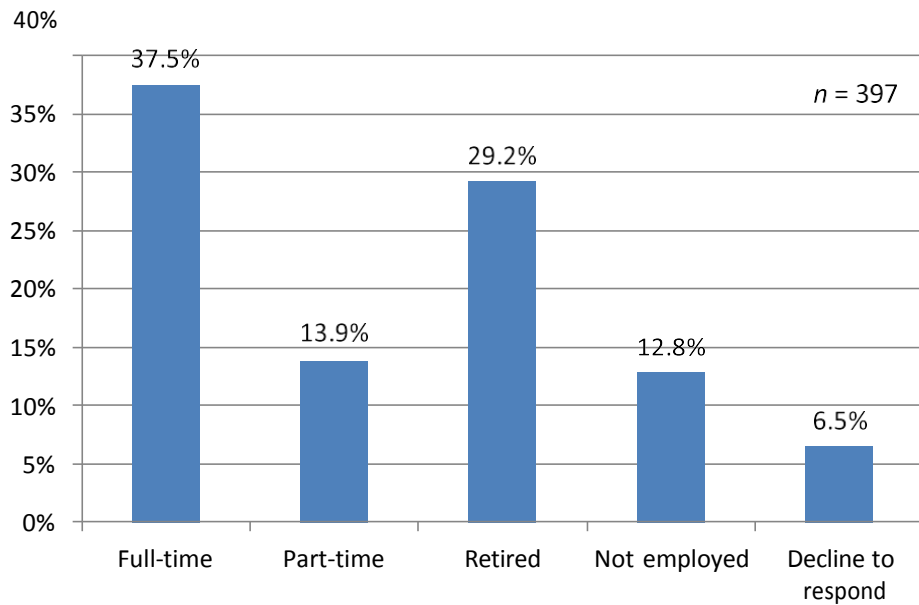
Exhibit 4.3.21 Limited English Proficiency of Household Members



Question 22: What is your employment status?

Slightly more than half of respondents (51.4 percent) indicated being employed at least part-time. More than 29 percent cited being retired, which is consistent given the high rate of response from individuals identifying themselves as age 65 and above.

Exhibit 4.3.22 Employment Status



Question 23: If employed, do you work in Manteca? If no, in what city do you work?

Approximately 45 percent of employed respondents indicated a work place within Manteca. Of those who indicated working outside Manteca, Stockton was the most frequently cited location, followed by Tracy and Lathrop.

Once again, the number of survey respondents citing Manteca as both a home and work location translates to a significant pool of (easy-to-reach) potential transit passengers. However, for those who work outside of Manteca, the City should look partner with other public transportation providers in the region to promote possible inter-service usage (RTD, ACE, MAX).

Exhibit 4.3.23 Employment Location

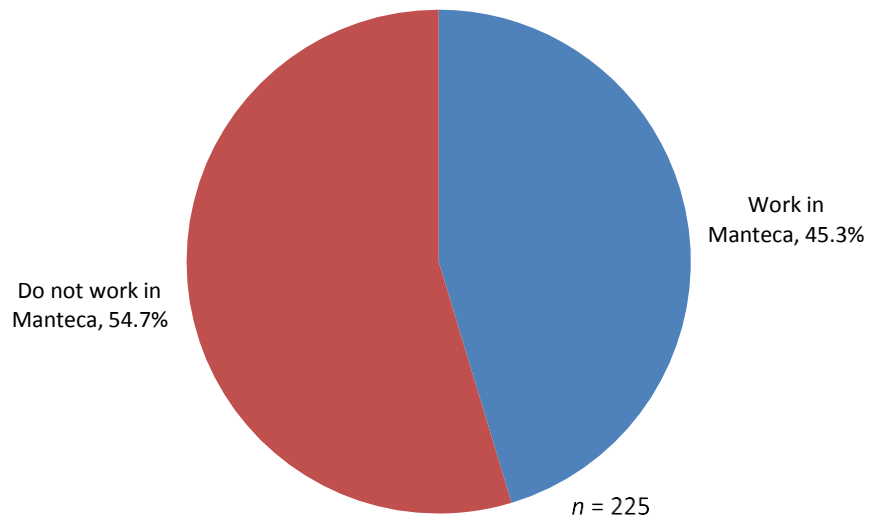
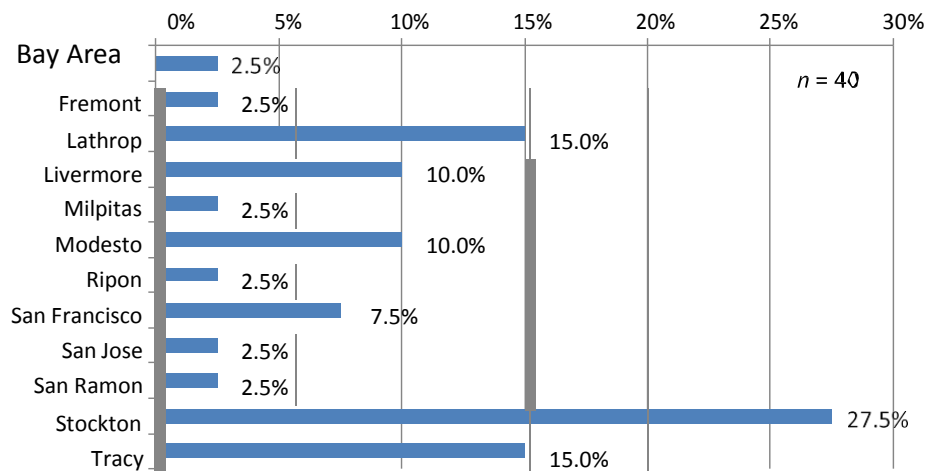


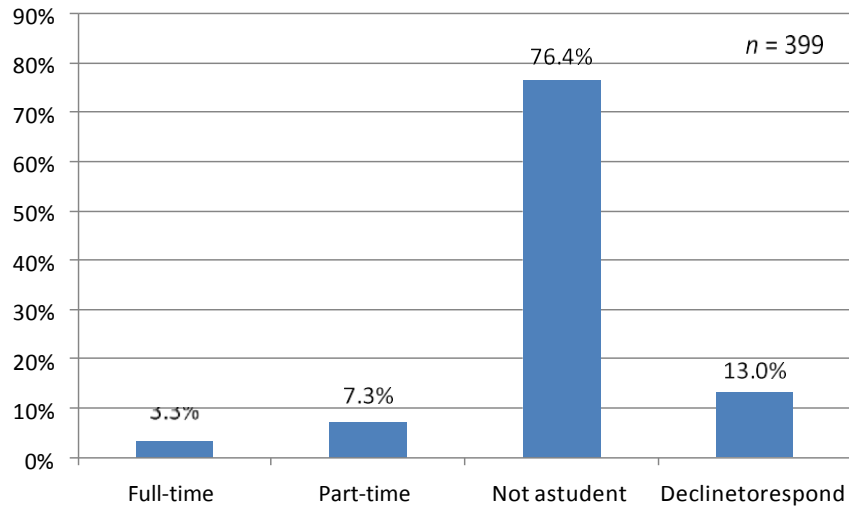
Exhibit 4.3.24 Location of Employment – Outside Manteca



Question 24: Are you a student?

Fewer than 12 percent of respondents indicated being either a full- or part-time student.

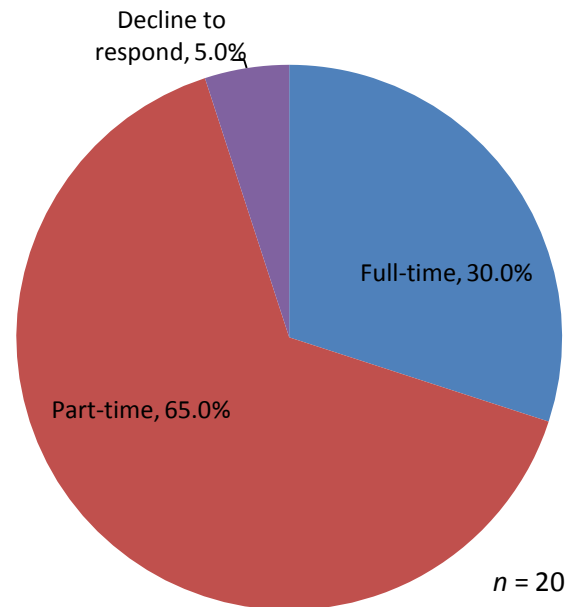
Exhibit 4.3.25 Student Status



Question 25: If you are a student, do you go to school in Manteca?

Exhibit 4.3.26 represents a cross tabulation between student status and residency. Of those who are Manteca residents, 65 percent indicated attending school part-time, while 30 percent indicated they are full-time students.

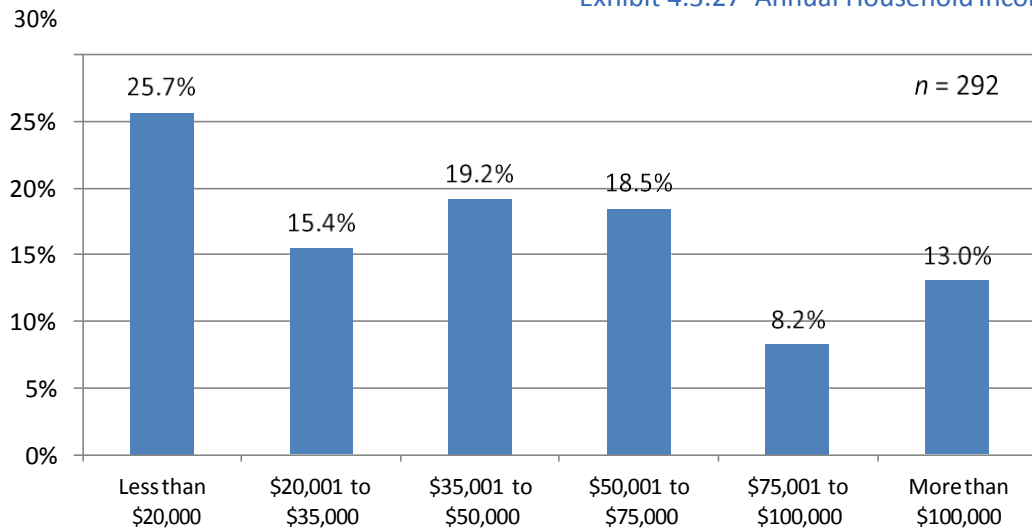
Exhibit 4.3.26 Manteca Resident's Student Status



Question 26: What is your approximate annual household income?

Nearly 27 percent of survey participants declined to provide a response. Of those who did respond, “less than \$20,000” was the most frequently cited category, yet not by an overwhelming margin. Household incomes were spread throughout the range of possible response options, with respondents citing more than \$75,000 comprising approximately 21 percent of the total survey sample.

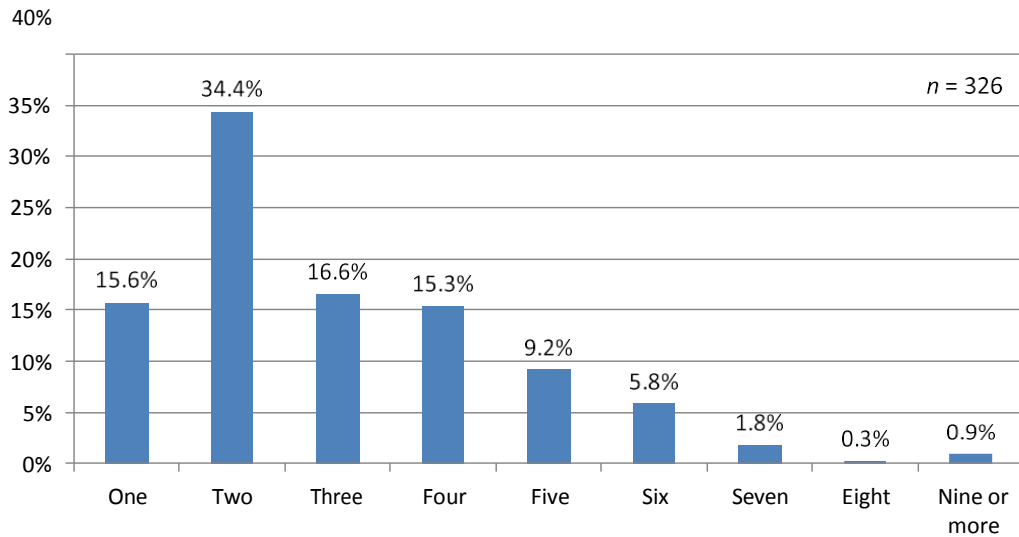
Exhibit 4.3.27 Annual Household Income



Question 27: How many people live in your household?

More than 18 percent of survey participants declined to provide a response. Among those who provided a response, nearly 82 percent live in a household with four or fewer residents. Larger households are less common, with just three percent citing a household of more than six individuals.

Exhibit 4.3.28 Household Size



4.4 COMMUNITY WORKSHOPS

In addition to surveying efforts, seven community workshops between Fall 2013 and Winter 2014 were held in order to interact with current/potential transit passengers, provide information about the project (including survey findings), and collect feedback from members of the community regarding service recommendations as well as service branding preferences. In addition, a public workshop was held on Monday, November 19, 2018 at 6:00 p.m. to gather additional comments. A list of workshop dates and locations is provided in Exhibit 4.4.1.

Exhibit 4.4.1 Community Meetings/Workshops

Monday, November 11, 2013	
Manteca Transit Center	1:00 PM
Del Webb Community Center	3:00 PM
Juniper Apartments	6:00 PM
Wednesday, February 26, 2014	
Manteca Senior Center	12:30 PM
Manteca Library	3:00 PM
Manteca Transit Center	4:30 PM
Juniper Apartments	6:00 PM
Monday, November 19, 2018	
Manteca Transit Center	6:00 PM

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5

OPERATIONS PLAN

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CHAPTER 5 – OPERATIONS PLAN

This chapter outlines the recommended service enhancements for the Manteca Transit. Recommendations are based on the perceived needs of the community as identified through various public outreach efforts as well as field observations and discussions with City and NEXT staff as summarized in the Existing Service Evaluation.

5.1 RECOMMENDATIONS BY CATEGORY

The following list summarizes the recommendations developed for Manteca Transit, segregated into administrative or operational categories.

A. Administrative Recommendations

- Implement multi-year (phased) bus stop improvement program.
- Implement a day pass program.
- Improve availability of transit passes.
- Improved fare collection, including use of mobile ticketing and electronic fare collection.
- Pursue all available grants to support public transit operations.
- Appropriately allocate costs between fixed route and demand response services based off revenue hours.
- Increase marketing efforts to increase ridership.
- Pursue additional funding sources such Low Carbon Transit Operations Program (LCTOP), Federal Transit Administration Sections 5310 and 5339 and use more Section 5307 funding in the Manteca Urbanized Area to enhance public transit services in Manteca.

B. Operational Recommendations

- Revise current route alignments so as to increase “transit footprint” throughout Manteca.
 - Revise Manteca Transit routes to implement a new Route 3 serving the southeastern portion of the City and a new Route 4 to serve the Woodward Avenue/McKinley Avenue corridors, connecting Great Wolf Lodge, Stadium Center and the current Lathrop/Manteca ACE Station. Evaluate Route 2 service to Woodbridge Del Webb.
- Revise current route alignments to enhance on-time performance as well as maintain inter-route connectivity.
- Increase fares to match a regional fare structure for passenger convenience.
- Pursue interregional partnerships with ACE, Amtrak San Joaquin, Greyhound and other interregional buses traveling along the I-5 corridor.
- Expanded hours: Monday through Friday from 4:00 a.m. to 8:00 p.m. and Saturday from 9:00 a.m. to 6:00 p.m.

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- 30-minute service on weekdays on Routes 1 and 2.
- Addition of Sunday service during the same hours as Saturday service.
- Discontinue general public Dial-A-Ride service on Saturday and to the ACE Station. Dial-A-Ride will only be for seniors and persons with disabilities.
- Consider a partnership route with TRACER (City of Tracy's transit system) for travel between Tracy Transit Station and Manteca Transit Center, Monday through Friday.
- Improve coordination and restructure of RTD County Hopper & Commuter service into/out of Manteca to points north, south, east and west.

5.2 ADMINISTRATIVE RECOMMENDATIONS

Implement a multi-year (phased) bus stop improvement program

In 2018, the City completed an inventory of its 76 bus stops. The inventory identified which route each stop served, existing stop conditions, and any noteworthy information at each location. It also prioritized recommended improvements based on stop use and safety considerations. The City retained Siegfried Engineering, Inc. to develop site plans and complete amenity installation. Upon completion of the initial round of improvements approximately 12 stops feature shelters.

At a minimum, every stop should include signage identifying it as a Manteca Transit bus stop, as well as the route(s) that serve it. The City should plan to utilize available capital funds to install no less than two complete shelters (inclusive of benches, solar lighting, and trash cans) annually.

Prioritization should be based on stop activity as well as safety and ADA compliance. It is recommended activity thresholds be established within three tiers, with the highest priority given to stops which experience 30 or more daily boardings, followed by stops which experience 15 to 29 daily boardings, and finally the lowest priority should be given to stops which experience fewer than 14 daily boardings. Additionally, careful attention should be paid to ADA standards to ensure any improvements made are in compliance. Finally, an effort shall be made to ensure improvements are distributed throughout the community to maintain environmental justice best practices.

Bus shelters and benches no longer used should be removed when transit route alignments are relocated.

Implement a day pass program.

The City currently offers free transfers between its three fixed routes. This could be impacting farebox recovery, and the addition of transfer fees could also be explored in the aforementioned fare elasticity study. According to FY 2017-2018 ridership data, 13 percent of passengers utilize “transfers” as their way of “paying” for their trip. Currently none of the peer transit operators charge for transfers from route to route. Based on the 13-percent transfer rate, the City could potentially increase its farebox revenue by nearly \$2,000 annually if a transfer fee was implemented. This would represent a nearly six-percent increase in fixed-route farebox revenue, however provide a penalty for those transferring based on the current system design. All the peer operators do not offer free transfers, as they offer Day Passes, except Lodi. Stanislaus County transit operators and eTrans offer a 25 cent transfer between transit operators. MAX and Manteca Transit just started a transfer program.

The new Genfare Odyssey fare collection system has been set up to allow for day pass implementation at a rate of \$4.00 for adult, \$3.00 for youth and \$2.00 for seniors, persons with disabilities and Medicare card holders. Implementing a day pass system and eliminating transfers could provide more of an incentive to encourage more transit trips and generate additional long term revenue. Upon implementation of a day pass program, transfers should be eliminated consistent with other valley cities.

Additionally, the City should partner with RTD and ACE to allow for transfers between Manteca Transit, RTD and ACE to foster more regional connectivity.

Improve availability of transit passes

Ready access to transit fare media (multi-ride passes) encourages transit ridership and provides passengers with convenience and cost savings. Transit passes are currently sold onboard transit vehicles, as well as at the Manteca Transit Center and City's Parks and Recreation Department office. While the existing sales locations may be sufficient to meet current passengers need, having such limited sales locations reduces transit's visibility within the community. Therefore, additional sales outlets be established. This could include selling bus passes at Walmart, Save Mart, CVS, Walgreens and other national retailers. Not only does this increase Manteca Transit visibility within the City, but it provides access to pass sales in locations more likely to be frequented by community members. Unlike online sales, this method requires a degree of reliance upon outside entities, which may result in additional oversight. However, in order to maintain consistency, initial staff time estimates will be held at four hours. Tasks would involve production of passes, delivery to retail locations, and other general oversight activities.

The most effective method of increasing access to transit passes is to create an online sales mechanism. Utilizing an established payment service such as PayPal would allow the City to sell multi-trip and monthly passes online. Not only would this likely increase transit's online presence on the City's website and provide a convenient payment option for passengers, but it allows for future expansion should the City wish to upgrade to electronic fareboxes in the future. An estimated four additional staff hours each week would be required to offer such a service. The 10-Ride, 31-Day passes would be only offered online. A pass by mail program with pass by mail envelope placed on the buses should also be provided for those that may not have the ability to purchase online or make it to a pass outlet.

Improved fare collection, including use of mobile ticketing and electronic fare collection.

Manteca Transit has purchased the Genfare Odyssey fare collection system which has the ability to issue magnetic stripe passes, period passes such as 7-Day, 31-Day and 1-Day passes, local and regional transfers and improve data collection. Additionally, the fare collection would be secure and trackable. NEXT is in the process of transitioning from manual collection and manual passes made by a local printer to the electronic fare collection system. It is very critical and important that the City continues to monitor this transition and establish a relationship jointly with NEXT with Genfare to ensure future needs are met with the new Genfare system.

With widespread adoptions of smartphones has come increased utilization of mobile applications in the public transportation industry. These mobile applications provide a valuable means of connecting with the community to communicate transit information, and even offer ways to engage passengers in many new and exciting ways such as by offering rewards. These rewards include discounts from community-specific locations based on the passenger's individual preferences and travel patterns (noted by the application). Data garnered from the application found that two of three people took action on the offer

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they received from the app. This mobile application, like many others utilized in the industry, provide additional incentives for people to try transit and work to tie the agency to the community. Apps include Transit, Token Transit, HopThru and Swiftly and Matusbi. Many of these apps can be available to the City for free minus a fee taken off the top of purchase of the pass by the passenger on the app.

The City should work with one of the above mentioned vendors to develop a mobile application that can provide transit information to current and prospective passengers. This information could include general FAQ's, "real-time" arrival updates, bus passes and community incentives.

Pursue all available grants to support public transit operations.

Historically, the City has not used all available funding for public transit operators. This includes fully using its FTA Sections 5307 and 5339 funding, Low Carbon Transit Options Program (LCTOP) funding and discretionary grants that could support Manteca Transit operational and capital needs. Due to the City not spending its large balance of FTA funding, SJCOG implemented a call for projects for the FTA Section 5307 funds to spend down the funds before they were lost and transferred lapsing FTA Section 5339 funds to the City of Lodi as a loan. This SRTP update includes a financial plan that includes more use of the FTA funds, including maximizing the funds to the fullest extent possible for operational and capital needs and provides additional information on how other funding sources could be used to support Manteca Transit. It is recommended that City Transit and Finance staff pursue training to understand the use of these various funding sources which could reduce the dependence of Transportation Development Act funding.

Appropriately allocate costs between fixed route and demand response services based off revenue hours.

In the reporting of operating expense by mode, the City appears to allocate its expenses equally between the two modes, despite a significant difference in annual Vehicle Service Hours. Given the City files separate reports to the State Controller for its fixed-route service and its specialized demand-response service, as well as for the National Transit Database (NTD) report, individual operating expenses must be reported for each mode. In both FY 2015-2016 and FY 2016-2017, the operating expenses reported for each mode were very similar, if not identical, though the number of vehicle service hours operated for demand-response were less than half those operated for fixed-route service.

	Operating Expenses	Annual Revenue Hours
FY 2016 Fixed-Route	\$436,998	10,023
FY 2016 Specialized Services	\$431,957	4,344
FY 2017 Fixed-Route	\$565,850	9,973
FY 2017 Specialized Services	\$565,850	4,559

**Source: Transit Operators Financial Transaction Reports.*

When operating costs is not specifically itemized by mode, it cannot be accurately represented absent a defined calculation methodology which can cause actual modal operating cost to be over or underrepresented, resulting in a skewed farebox recovery ratio or other cost-related performance metrics.

Starting with FY 2017-2018, the City should allocate its annual modal expenses according to the actual amount of service being provided. The City should define a ratio of fixed-route and demand-response operating costs based on annual revenue hours in order to accurately reflect the cost of each mode.

Certain costs may need to be factored in on a mode-specific basis. If this is the case, that amount can be deducted from the total operating cost before determining the split of operating cost based on the percentage of hours, then added back in to the appropriate mode only. This is critical if the City elects to use FTA Section 5307 funds to allocate to ADA paratransit costs with an 80% Federal share and 20% local match which can demonstrate additional use of FTA funds for transit operations.

Increase marketing efforts to increase ridership.

Chapter 6 provides additional information to further promote Manteca Transit to the residents and visitors of Manteca. In 2013, the City sponsored a community survey to assess public awareness and perception of its transit system as well as identify potential barriers for use. According to the survey, 74 percent of respondents were aware of its services, yet less than 19 percent indicated using either Manteca Transit's fixed route and Dial-A-Ride service in the last 30 days. Additionally, less than half of respondents (46.4 percent) could identify the bus stop nearest to their home, while approximately 14 percent said they didn't know how to use transit. Twenty-two percent noted the service was not convenient, 19 percent indicated they lacked access to service information, and just under 10 percent said it does not travel where they need it to go. These all potentially represent barriers for usage of a service that was also rated good or excellent by 76 percent of respondents. This data also communicates the lack of general awareness regarding Manteca Transit throughout the community – and a valuable opportunity for increased brand awareness.

The recommendations presented in this Marketing Plan are crafted to address these markets. If successfully implemented, the following goals can be achieved:

- Increase ridership through promotion and easily accessible information.
- Increase community awareness and support of Manteca Transit.
- Establish “top-of-mind” service awareness.
- Raise awareness of regional transit connectivity.

In order to achieve the aforementioned goals, The City must successfully pursue the supporting objectives. With this in mind, the City have identified the following marketing objectives:

- Develop a Marketing Plan to guide advertising, promotion, and public communications;
- Implement the recommendations included in the Marketing Plan to increase awareness of and passenger support for Manteca Transit;
- Expand outreach efforts to businesses, residential communities, and the community at large;
- Demonstrate increases in ridership and fare revenue; and
- Determine if the City needs to rebrand Manteca Transit.

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Pursue additional funding sources such Low Carbon Transit Operations Program (LCTOP), Federal Transit Administration Sections 5310 and 5339 and use more Section 5307 funding in the Manteca Urbanized Area to enhance public transit services in Manteca

As explained above in pursuing more grants to support Manteca Transit operational and capital needs, as Manteca Transit grows to meet the needs of the growing Manteca community, the financial needs of Manteca Transit are going to increase. Per the memorandum of understanding between SJCOG and the City, the City is to participate in a cooperative planning effort with other eligible recipients that operate in the Manteca Urbanized Area, including RTD, San Joaquin Regional Rail Commission (SJRRRC) and the City of Ripon to share all FTA funds in the urbanized area based on project need. The City will need to continue to demonstrate its need for these funds through the SRTP and other documented planning processes. With that in mind, other funding sources such as FTA Section 5310 which can support seniors and persons with disabilities transportation administered by Caltrans can help with vehicle replacement needs for Manteca Transit Dial-A-Ride or technology equipment needs. FTA Section 5339 funds also administered by Caltrans can help with fixed route bus replacement needs, transit passenger amenities and other bus support equipment needs. Lastly, Caltrans offers the LCTOP funds that could be used to fund expansion routes in low income areas or marketing initiatives such as free ridership days or student passes to access educational opportunities.

5.3 OPERATIONAL RECOMMENDATIONS

- Revise current route alignments so as to increase “transit footprint” throughout Manteca.
 - Revise Manteca Transit routes to implement a new Route 3 serving the southeastern portion of the City and a new Route 4 to serve the Woodward Avenue/McKinley Avenue corridors, connecting Great Wolf Lodge, Stadium Center and the current Lathrop/Manteca ACE Station. Evaluate Route 2 service to Woodbridge Del Webb.
- Revise current route alignments to enhance on-time performance as well as maintain inter-route connectivity.

Revise current route alignments to increase “transit footprint” throughout the City

- *Revise Manteca Transit routes to implement a new Route 3 serving the southeastern portion of the City and a new Route 4 to serve the Woodward Avenue/McKinley Avenue corridors, connecting Great Wolf Lodge, Stadium Center and the current Lathrop/Manteca ACE Station. Evaluate Route 2 service to Woodbridge Del Webb*

Routes 2 and 3 currently run along the same alignment in opposite directions. By doing so, transit service along the routes is greater, yet an element of service redundancy also results. Given service operates on a one-hour loop, the City could better utilize its resources by separating the alignments of Routes 2 and 3 so as to increase transit’s footprint. As a result, more Manteca residents would be served by local fixed routes, and dependency on Manteca Transit Dial-A-Ride would likely decline.

Exhibit 5.3.1 highlights the proposed alignments. By separating Routes 2 and 3 along Yosemite Avenue, additional time is gained by both routes. Route 2 currently operates within the Woodward Avenue area to the southeast. The revised alignment would provide service to the Juniper Apartments, which was a common request during community outreach in 2013 and 2014 (see Chapter 4, Section 4). The proposed Route 2 alignment also enhances service to communities south of Yosemite Avenue, such as the neighborhood surrounding Sequoia Park. Expansion opportunities to the Woodbridge Del Webb could also be achieved.

The proposed Route 3 alignment follows the original route yet includes a run east to the Diamond Oaks community, as well as a stretch to the west to serve the Manteca Adult School at West Louise Avenue and South Airport Way. As seen in Exhibit 5.3.1, the two modifications to Route 3 greatly expand its coverage throughout the surrounding neighborhood/corridor while providing a similar level of service as the current service through timed-transfers at the Manteca Transit Center.

A new Route 4 would be created during the time-frame of the SRTP to serve the Woodward Avenue and McKinley Avenue corridor. This route would connect to the Lathrop/Manteca ACE Station, Manteca Transit Center, Great Wolf Lodge (currently under construction) and Stadium Center once Daniels Avenue is able to continue through to Stadium Center. This route would also serve the new Manteca ACE Station being proposed on McKinley Avenue near State Route 120.

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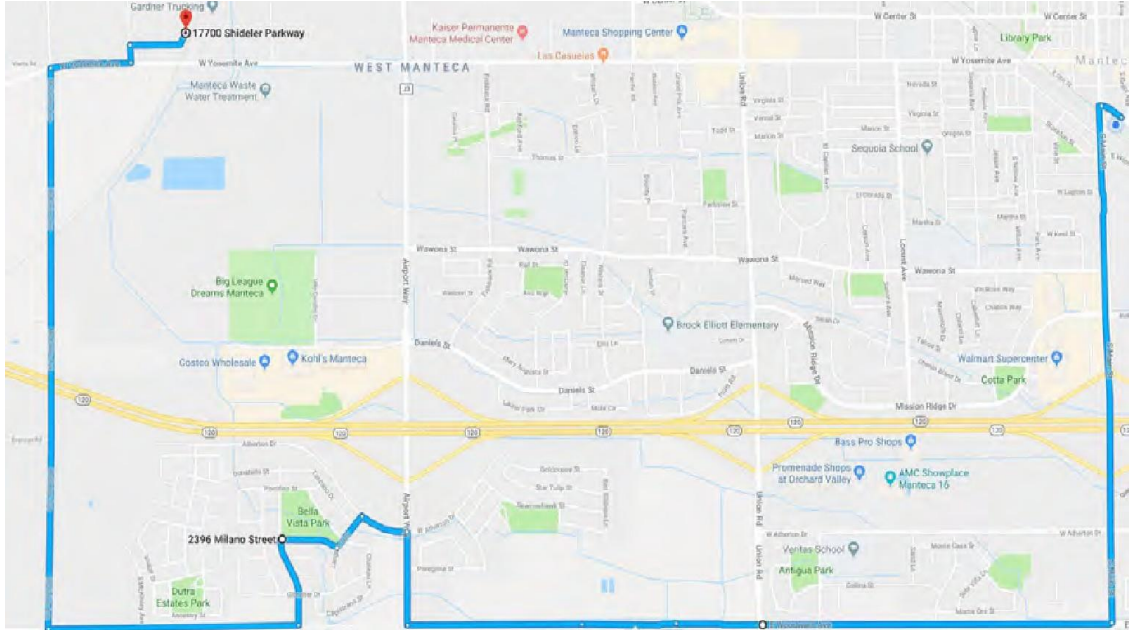
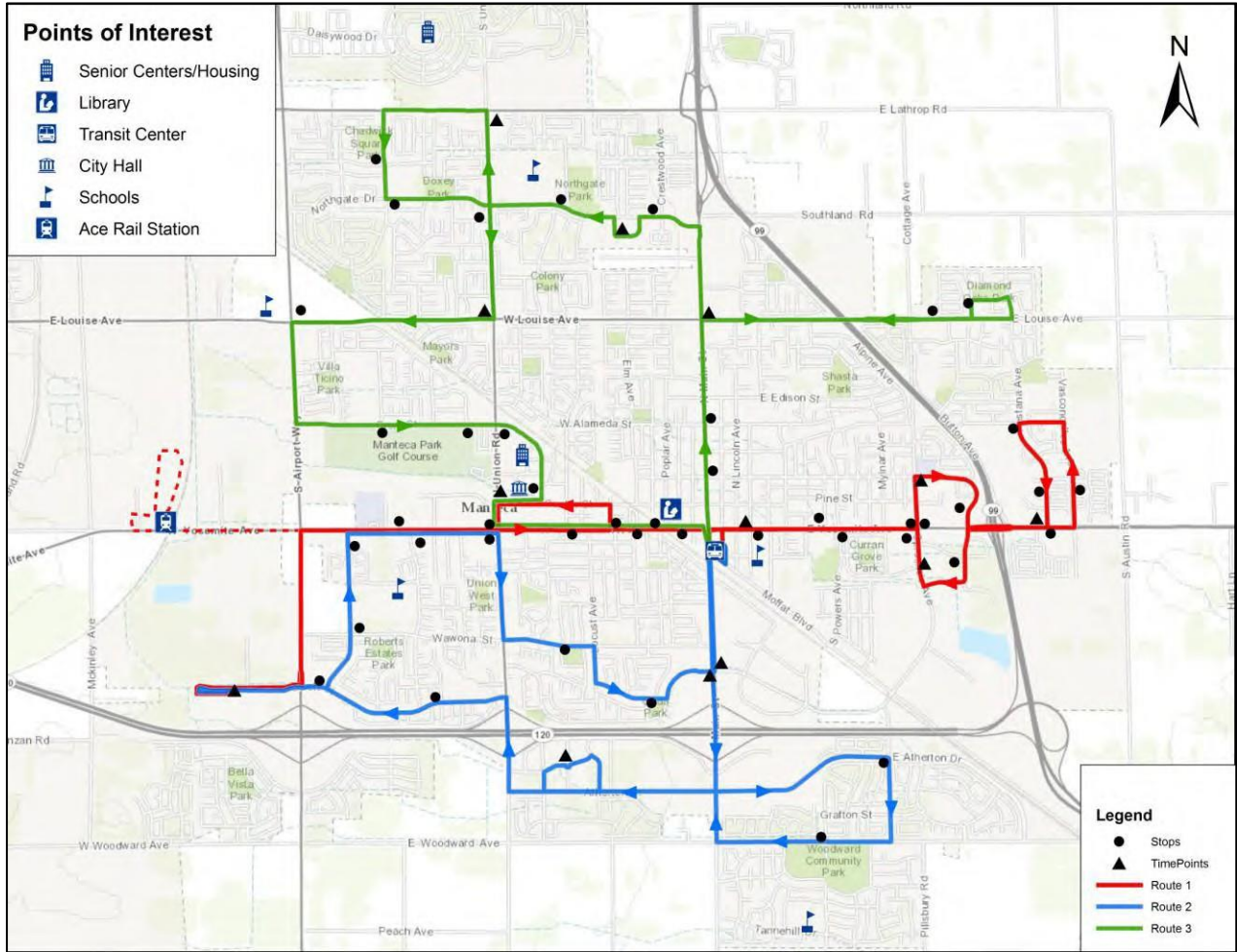
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The redesign of Routes 2 and 3, and the addition of Route 4 would allow potential transfer opportunities to exist at Stadium Center, which is expected to be Manteca's new entertainment district (Big League Dreams, Great Wolf Lodge, additional hotels and Stadium Center), Manteca Transit Center, Lathrop/Manteca ACE Station, and at Manteca City Hall.

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Exhibit 5.3.1 Proposed System Routing



Revise current route alignments to enhance on-time performance as well as support inter-route connectivity

The Service Evaluation chapter (Chapter 3) revealed that Route 3 experienced deteriorating on-time performance during the latter half of the service day. This impacts passenger satisfaction as well as timed transfers to other routes. Exhibit 5.3.2 presents an updated system schedule based on the alignments discussed in the prior recommendation. The revised Route 2 and 3 route alignments are each shorter in terms of mileage than the existing routes. As such, the time necessary to complete a single circuit is reduced by seven and ten minutes, respectively. The revised schedules provide increased time at stops with typically heavy boarding and alighting activity as observed during ridechecks and provide additional layover time at the Manteca Transit Center. The additional layover time serves two purposes: first, it establishes a buffer to better ensure timed-transfers, and second, it provides additional time should future route expansions be required as the City grows.

In May 2018, all three routes were extended to the ACE Station during the peak period, and the creation of an ACE Shuttle connecting Lathrop/Manteca ACE Station and Manteca Transit Center was created. The extension of all three routes to the ACE Station has caused the last two trips in the afternoon to decline in its on time performance with delays upwards of 10 minutes to depart the ACE Station itself based on traffic congestion and the design of the station to allow for egress. With the proposed redesign of Routes 2 and 3, it is still recommended that Route 2, 3 and the future Route 4 serve the Lathrop/Manteca ACE Station during the peak period on weekdays and on Saturday when ACE starts Saturday service.

In order to ensure a modal shift of those driving to the ACE Station in the morning and from the ACE Station in the evening to using Manteca Transit, direct bus service from the neighborhoods must be provided without a transfer. This may result in a shorten alignment during the peak period on weekdays to serve the ACE Station on Routes 2 and 3 particularly to access the ACE Station. If residents on Routes 2 and 3 are forced to transfer to a shuttle or Route 1, those potential passengers are likely not use Manteca Transit and Route 1 does not cover as much of the residential areas of the City as Routes 2 and 3 does.

ACE is anticipated to be at the Manteca Transit Center by 2021 or later. ACE anticipates operating three trains between North Lathrop and Ceres, and one direct Ceres to San Jose train or four North Lathrop to Ceres trains with a transfer to San Jose trains at North Lathrop. Once this train extension is opened, it is recommended that the ACE Shuttle be eliminated. The City should continue to work with SJRRC to fund the fares or the operational cost of the ACE Shuttle and to promote the ACE Shuttle to ACE passengers at the Lathrop/Manteca ACE Station.

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Exhibit 5.3.2 Proposed Schedule

Route 1									
Manteca Transit Center	North at Cottage	estana at Yosemite	Spreckels at Norman	Yosemite at Sherman	Center at Magnolia	ACE Station	Stadium Center at Daniels	Yosemite at Union	Manteca Transit Center
6:00 AM	6:05 AM	6:10 AM	6:19 AM	6:23 AM	6:29 AM	6:37 AM	-	6:48 AM	6:56 AM
7:00 AM	7:05 AM	7:10 AM	7:19 AM	7:23 AM	7:29 AM	-	7:37 AM	7:48 AM	7:56 AM
8:00 AM	8:05 AM	8:10 AM	8:19 AM	8:23 AM	8:29 AM	-	8:37 AM	8:48 AM	8:56 AM
9:00 AM	9:05 AM	9:10 AM	9:19 AM	9:23 AM	9:29 AM	-	9:37 AM	9:48 AM	9:56 AM
10:00 AM	10:05 AM	10:10 AM	10:19 AM	10:23 AM	10:29 AM	-	10:37 AM	10:48 AM	10:56 AM
11:00 AM	11:05 AM	11:10 AM	11:19 AM	11:23 AM	11:29 AM	-	11:37 AM	11:48 AM	11:56 AM
12:00 PM	12:05 PM	12:10 PM	12:19 PM	12:23 PM	12:29 PM	-	12:37 PM	12:48 PM	12:56 PM
1:00 PM	1:05 PM	1:10 PM	1:19 PM	1:23 PM	1:29 PM	-	1:37 PM	1:48 PM	1:56 PM
2:00 PM	2:05 PM	2:10 PM	2:19 PM	2:23 PM	2:29 PM	-	2:37 PM	2:48 PM	2:56 PM
3:00 PM	3:05 PM	3:10 PM	3:19 PM	3:23 PM	3:29 PM	-	3:37 PM	3:48 PM	3:56 PM
4:00 PM	4:05 PM	4:10 PM	4:19 PM	4:23 PM	4:29 PM	-	4:37 PM	4:48 PM	4:56 PM
5:00 PM	5:05 PM	5:10 PM	5:19 PM	5:23 PM	5:29 PM	5:37 PM	-	5:48 PM	5:56 PM
6:00 PM	6:05 PM	6:10 PM	6:19 PM	6:23 PM	6:29 PM	6:37 PM	-	6:48 PM	6:56 PM
Route 2									
Manteca Transit Center	Main at Madison Ridge	Promenade Shops	Stadium Center at Daniels	Yosemite at Union	Main at Industrial	Manteca Transit Center			
6:00 AM	6:06 AM	6:18 AM	6:29 AM	6:34 AM	6:44 AM	6:48 AM			
7:00 AM	7:06 AM	7:18 AM	7:29 AM	7:34 AM	7:44 AM	7:48 AM			
8:00 AM	8:06 AM	8:18 AM	8:29 AM	8:34 AM	8:44 AM	8:48 AM			
9:00 AM	9:06 AM	9:18 AM	9:29 AM	9:34 AM	9:44 AM	9:48 AM			
10:00 AM	10:06 AM	10:18 AM	10:29 AM	10:34 AM	10:44 AM	10:48 AM			
11:00 AM	11:06 AM	11:18 AM	11:29 AM	11:34 AM	11:44 AM	11:48 AM			
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4:00 PM	4:06 PM	4:18 PM	4:29 PM	4:34 PM	4:44 PM	4:48 PM			
5:00 PM	5:06 PM	5:18 PM	5:29 PM	5:34 PM	5:44 PM	5:48 PM			
6:00 PM	6:06 PM	6:18 PM	6:29 PM	6:34 PM	6:44 PM	6:48 PM			
Route 3									
Manteca Transit Center	Main at Louise	Eastwood at Stonewood	Union at Lathrop	Union at Louise	Center at Magnolia	Manteca Transit Center			
6:00 AM	6:12 A	6:16 AM	6:21 AM	6:29 AM	6:38 AM	6:48 AM			
7:00 AM	7:12 AM	7:16 AM	7:21 AM	7:29 AM	7:38 AM	7:48 AM			
8:00 AM	8:12 A	8:16 AM	8:21 AM	8:29 AM	8:38 AM	8:48 AM			
9:00 AM	9:12 AM	9:16 AM	9:21 AM	9:29 AM	9:38 AM	9:48 AM			
10:00 AM	10:12 AM	10:16 AM	10:21 AM	10:29 AM	10:38 AM	10:48 AM			
11:00 AM	11:12 AM	11:16 AM	11:21 AM	11:29 AM	11:38 AM	11:48 AM			
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3:00 PM	3:12 PM	3:16 PM	3:21 PM	3:29 PM	3:38 PM	3:48 PM			
4:00 PM	4:12 P	4:16 PM	4:21 PM	4:29 PM	4:38 PM	4:48 PM			
5:00 PM	5:12 PM	5:16 PM	5:21 PM	5:29 PM	5:38 PM	5:48 PM			
6:00 PM	6:12 P	6:16 PM	6:21 PM	6:29 PM	6:38 PM	6:48 PM			

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Route 4										
Transit Center	Main @ Mission Ridge	Woodward @ Main	Atherton @ Airport	McKiniely @ Woodward	ACE Station	Woodward @ McKinley	Airport @ Atherton	Main @ Woodward	Main @ Industrial Park	Transit Center
6:00 AM	6:05 AM	6:15 AM	6:20 AM	6:35 AM	6:50 AM	7:05 AM	7:13 AM	7:18 AM	7:33 AM	7:38 AM
7:00 AM	7:05 AM	7:15 AM	7:20 AM	7:35 AM	7:50 AM	8:05 AM	8:13 AM	8:18 AM	8:33 AM	8:38 AM
8:00 AM	8:05 AM	8:15 AM	8:20 AM	8:35 AM	8:50 AM	9:05 AM	9:13 AM	9:18 AM	9:33 AM	9:38 AM
9:00 AM	9:05 AM	9:15 AM	9:20 AM	9:35 AM	9:50 AM	10:05 AM	10:13 AM	10:18 AM	10:33 AM	10:38 AM
10:00 AM	10:05 AM	10:15 AM	10:20 AM	10:35 AM	10:50 AM	11:05 AM	11:13 AM	11:18 AM	11:33 AM	11:38 AM
11:00 AM	11:05 AM	11:15 AM	11:20 AM	11:35 AM	11:50 AM	12:05 PM	12:13 PM	12:18 PM	12:33 PM	12:38 PM
12:00 PM	12:05 PM	12:15 PM	12:20 PM	12:35 PM	12:50 PM	1:05 PM	1:13 PM	1:18 PM	1:33 PM	1:38 PM
1:00 PM	1:05 PM	1:15 PM	1:20 PM	1:35 PM	1:50 PM	2:05 PM	2:13 PM	2:18 PM	2:33 PM	2:38 PM
2:00 PM	2:05 PM	2:15 PM	2:20 PM	2:35 PM	2:50 PM	3:05 PM	3:13 PM	3:18 PM	3:33 PM	3:38 PM
3:00 PM	3:05 PM	3:15 PM	3:20 PM	3:35 PM	3:50 PM	4:05 PM	4:13 PM	4:18 PM	4:33 PM	4:38 PM
4:00 PM	4:05 PM	4:15 PM	4:20 PM	4:35 PM	4:50 PM	5:05 PM	5:13 PM	5:18 PM	5:33 PM	5:38 PM
5:00 PM	5:05 PM	5:15 PM	5:20 PM	5:35 PM	5:50 PM	6:05 PM	6:13 PM	6:18 PM	6:33 PM	6:38 PM
6:00 PM	6:05 PM	6:15 PM	6:20 PM	6:35 PM	6:50 PM	7:05 PM	7:13 PM	7:18 PM	7:33 PM	7:38 PM

The City’s operations contractor in 2014 field-tested the proposed schedules to ensure timing accuracy and to verify road conditions allow for service (i.e. paved roads, controlled left turns, etc.). The proposed Route 4 schedule was tested using Google travel times and adding additional time to account for passenger stops and shower bus travel times. Given the proposed routes and schedules do not increase total vehicle miles or service hours, they do not increase operating costs. Should the City decide to modify its routes, additional capital costs will be incurred through the necessary relocation of bus stops and amenities. The proposed revised alignments require the City to relocate approximately 15 bus stop locations. Additionally, approximately two bus shelters and one bus bench would require relocation. The actual cost per stop can vary based on amenities and existing conditions at each location. The relocation efforts are expected to cost approximately \$10,000.

Inter-route connectivity remains nearly identical to the existing service with available connections at the Manteca Transit Center, Stadium Center, and at stops along Yosemite Avenue. A reduction in possible transfer locations stems from the elimination of overlapping Routes 2 and 3. However, it is unlikely many current passengers transfer between existing Routes 2 and 3 (save for return trips) given they operate along the same alignment.

Increase fares to match a regional fare structure for passenger convenience.

Currently, the adult standard fare is one dollar, while youth (age 5-18) pay 75 cents and senior/disabled passengers pay fifty cents. This is lower than peer agencies in surrounding communities. Additionally, monthly passes are available for \$35 for adults or \$28 for students and senior/disabled passengers. A fare elasticity analysis could be undertaken to determine the potential impact of a fare increase as well as the possibility of implementing additional passes (i.e., daypass).

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Exhibit 5.3.3 Fare Structure in Surrounding Communities

	Standard (Fixed-route)	Reduced (Fixed-route)	Dial-A-Ride Senior/Disable	Dial-A-Ride General Public
Lodi	\$1.25	\$0.60	\$2.00	\$7.00
Modesto	\$2.00	\$1.50 (student); \$1.00 (senior/disabled)	\$3.00	N/A
San Joaquin RTD	\$1.50	\$0.75	\$3.00	\$5.00
Escalon	\$1.50	\$0.75	\$0.75	\$1.50
Ripon	\$2.00	\$1.00	\$15.00	\$15.00
Stanislaus Regional Transit	\$1.80	\$0.90 (senior/disabled) \$1.50 (students)	\$1.75	\$2.00 \$1.75 (students)
Tracy	\$1.25	\$1.00 (student); \$0.50 (senior/disabled)	\$1.50	\$1.75
*Manteca	\$1.00	\$0.75 (youth); \$0.50 (senior/disabled)	\$2.00	\$2.00

Similar to the fixed-route recommendation, the Dial-A-Ride fare (per-trip and monthly fares) could be evaluated for potential increase. Currently, the one-way Dial-A-Ride fare is two dollars, while a monthly pass can be purchased for \$60. A fare elasticity study could help determine if an increase is feasible. The elimination of general public trips could free up capacity for seniors and persons with disabilities, thus increasing fare revenue from this category of those taking more trips.

SJCOG is studying integrated ticketing so that all transit operators in San Joaquin County can have a streamlined and simplified fare structure. Manteca Transit has not increased fares since the inception of the transit system in 2006. The City should evaluate as discussed in Section 6.2 a fare increase over the course of the SRTP time frame to generate additional revenues and to have similar parity to RTD. A suggested fare table for Manteca Transit could be:

FARE	BASIC	DISCOUNT ^{1,2}
1-RIDE CASH	\$1.50	\$0.75
1-DAY PASS	\$4.00	\$2.00
10-RIDE PASS	\$14.00	\$7.00
31-DAY PASS	\$45.00	\$30.00
DIAL-A-RIDE	\$3.00	N/A
DIAL-A-RIDE 10-RIDE	\$30.00	N/A

1. **Discount Fare** valid only for seniors (60 years old and older), persons with disabilities, veterans, Medicare cardholders, and all other eligible passengers who have been approved for a Discount Fare Care (DFC).
2. **Student Fare** valid only for children ages 5-17 and college students with valid student ID.
3. Up to three children age 4 & under ride free of charge when accompanied by a fare-paying adult. Fare for each additional child costs \$1.50.

This would also result in lowering the age for senior from 62 to 60 years old.

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Pursue interregional partnerships with ACE, Amtrak San Joaquin, Greyhound and other interregional buses traveling along the I-5 corridor.

Manteca Transit Center could be a hub for regional transportation. The Transit Center is ten minutes away from State Route 99 and eight minutes away from State Route 120. Along these state highways, Greyhound, Flixbus, Megabus, Amtrak San Joaquin Thruway and many different Hispanic intercity buses travel through Manteca and stop at either Stockton, Lodi, Tracy or Modesto. Greyhound discontinued service to Manteca in 2005 due to lack of ridership and a good intermodal station. The City should work with these intercity bus carriers to provide additional mobility for Manteca residents by having these bus services stop at the Manteca Transit Center as there are bus bay space available for them to use.

Expanded hours: Monday to Friday from 4:00 a.m. to 8:00 p.m. & Saturday from 9:00 a.m. to 6:00 p.m.

Manteca is a bedroom community and many of the residents' commute outside of Manteca to jobs in Stockton, Modesto or the San Francisco Bay Area. Manteca Transit presently does not serve those commuting to interregional bus or train services as the transit system starts too late in the morning and ends too early in the evening on weekdays. On Saturdays, transit service is limited to the prime midday period and does not allow for transit dependent residents the opportunity to maintain employment opportunities due to the transit system starting too late in the morning and ending too early in the afternoon. During the time frame of the SRTP, it is recommended that the City expand Manteca Transit to start as early as 4:00 a.m. and end as late as 8:00 p.m. (Transit Center departure) to allow for its residents to better connect to interregional services provided by ACE and RTD and foster employment opportunities for local residents accessing retail and entertainment type jobs. Expanding Saturday service to 6:00 p.m. (Transit Center departure) will also help local residents in accessing retail and entertainment type jobs.

30-minute service on weekdays on Routes 1 and 2.

The key to increasing ridership is a convenient and frequent transit service. The Cities of Fairfield, Vacaville, Tracy and Turlock, similar populations, square miles in size and transit systems all operate 30 minute service on weekdays in their communities and have seen significant ridership gains. As a first phase, the City should increase the frequency to Routes 1 and 2 to 30 minutes on weekdays all day. Depending on the success of this expansion, then Routes 3 and 4 should be expanded to 30 minute frequency on weekdays all day. The expansion to 30 minute frequency will result in the need for additional vehicles and a renegotiation of the NEXT contract since adding the additional vehicle service hours will exceed the currently operated vehicle service hours by 10% and will result in the need to hire additional transit operators and possibly additional fixed positions such as road supervisors and/or a Safety & Training Manager.

Addition of Sunday service during the same hours as Saturday service.

Currently Manteca Transit fixed routes only operates Monday through Friday on all three routes. Saturday service operates Routes 1 and 2, plus Manteca Transit Dial-A-Ride. With the expansion of the "transit footprint" and the need to operate Routes 3 and 4 on Saturday, as an opportunity to provide additional mobility to Manteca transit dependent residents, adding Sunday service during the same service span as Saturday would increase the level of mobility within the City. An additional five buses would be needed since four routes would operate as well as one Manteca Transit Dial-A-Ride bus. The additional of Sunday

service should be considered a demonstration project. Lodi and RTD are the only transit operators that provide Sunday level of transit service in San Joaquin County. As part of the demonstration, Sunday transit service should operate the same service span as Saturday transit service. Scaled down Sunday transit service could be a general public dial-a-ride service or operating two buses rotating between two routes with service every two hours per route. This latter recommendation is due to Sunday ridership normally less than weekday and Saturday ridership in general. With the interlined approach, two fixed route vehicles can rotate between Routes 1 and 3 and 2 and 4. This allows for one vehicle to be in the northern portion of the City and one vehicle in the southern portion of the City.

The City should monitor Saturday and Sunday performance metrics closely throughout its operation and compare them against the Goals and Objectives shown in Appendix C. Upon the demonstration period's conclusion, the City may choose to modify the service by eliminating a route, reducing frequency, or changing route alignments, or may elect to cancel the service altogether.

Discontinue general public Dial-A-Ride service on Saturday and to the ACE Station. Dial-A-Ride will only be for seniors and persons with disabilities.

Currently Manteca Transit Dial-A-Ride service is available to the general public each Saturday, in addition to the new limited fixed route service on Saturdays on Routes 1 and 2 only. With the redesign of the fixed route transit system, the separation of Routes 2 and 3 and the addition of Route 4, there would be a need to add two more vehicles to Saturday service. With this proposed addition to Saturday service, there is a need to reduce Manteca Transit Dial-A-Ride to only seniors and person with disabilities. Continuing general public Dial-A-Ride service will cannibalized ridership on the Saturday fixed route service making both services unproductive and poor performing potentially. The City of Lodi continues to offer GrapeLine fixed route and Lodi Dial-A-Ride through a significant price premium on Lodi Dial-A-Ride. This has shifted ridership to GrapeLine, but still provides mobility in the City to those who may not be served by GrapeLine or who are willing to pay the premium price. Also, the elimination of General Public Dial-A-Ride service to the Lathrop/Manteca ACE Station will encourage Manteca Transit passengers to use the fixed routes to get to and from the ACE Station.

Consider a partnership route with TRACER (City of Tracy's transit system) for travel between Tracy Transit Station and Manteca Transit Center, Monday through Friday.

The City of Tracy is preparing its Short Range Transit Plan and is looking to better connect Tracy and Manteca, possibly Modesto. The City of Tracy has suggested an intercity route that would operate between Tracy Transit Station and Manteca Transit Center on weekdays to provide additional mobility for Tracy and Manteca residents to access employment, shopping and educational opportunities. The City of Tracy is suggesting that TRACER could operate one bus and Manteca Transit could operate one bus to yield a one hour frequency as each one way trip would be approximately 25 to 30 minutes. Such service could operate between 6 a.m. and 7 p.m. and as an intercity route, a premium fare could be charged that would be the same fare on both buses. It is not uncommon for transit agencies to operate partnership routes. A model is in Tulare County where Visalia Transit and Tulare Inter-Modal Express operates a joint route between Visalia and Tulare. Assuming a 13 hour operating day at a variable cost of \$40.00 for 255 weekdays, cost to

the City to provide this service would approximately \$132,600, escalating each year by CPI.

Improve coordination and restructure of RTD County Hopper & Commuter service into/out of Manteca to points north, south, east and west.

RTD has been providing transit service into Manteca since October 1994 with intercity routes and since October 1985 with interregional routes. Hopper routes into Manteca started in November 2002. The current network of Hopper routes in Manteca travel primarily on Main Street, seven days a week and duplicate current Routes 2 and 3 during the weekdays and on Saturday. The current Hopper route does provide coverage along Main Street when Manteca Transit is not operating in the evening time, as well as on weekends. In regard to the Commuter service, RTD provides limited service to the Manteca Transit Center and Tracy Transit Station for connectivity to the Dublin/Pleasanton BART Station as well as the Main Street @ Mission Ridge Drive Park and Ride Lot for Commuter service to Santa Clara County and DLA Distribution San Joaquin in Tracy. The City should actively coordinate with RTD to ensure that future routes that are designed or operated within the City limits do not duplicate Manteca Transit service, are coordinated with Manteca Transit service and ensure for regional connectivity that benefit Manteca residents.

The future RTD Van Go service will provide microtransit service throughout San Joaquin County for \$4.00. This service will operate seven days a week, between 8 a.m. and 5 p.m. and trips can be reserved using an app or by calling RTD dispatch. This service has the potential to provide additional regional mobility, but also could cannibalized Manteca Transit ridership if intra-Manteca trips are made on this service as it will operate during Manteca Transit service hours as a door to door service. The City should monitor the impacts of RTD Van Go service as it relates to Manteca Transit service once it is expanded to serve Manteca.

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MARKETING PLAN

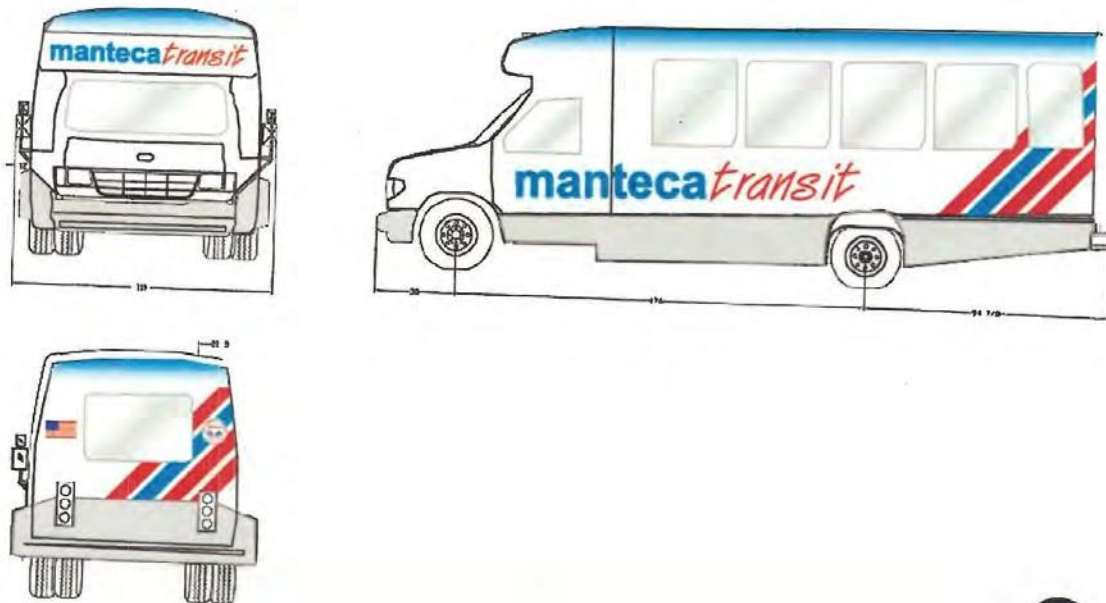
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CHAPTER 6 – MARKETING PLAN

The City is home to over 79,349 residents and a host of popular destinations to work, play, and shop. Historically an agricultural community, Manteca has grown into its own as a Bay Area suburb following completion of State Route 120. Dubbed “The Family City,” the community has seen a 36 percent population increase since 2000 and has been served by Manteca Transit, the City’s public transit system founded in November 2006. The name Manteca Transit was selected in 2005 during the transit system naming process which involved City Council and other community stakeholders. The current branding of Manteca Transit is below.

mantecatransit

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According to American Community Survey (ACS) data, only 1.4 percent of the local workforce utilizes public transportation for its daily commute, while 68.1 percent of residents have either two or three vehicles available to their household for travel purposes.

In 2013, the City sponsored a community survey to assess public awareness and perception of its transit system as well as identify potential barriers for use. According the survey, 74 percent of respondents were aware of its services, yet less than 19 percent indicated using either Manteca Transit’s fixed route and Dial-A-Ride service in the last 30 days. Additionally, less than half of

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respondents (46.4 percent) could identify the bus stop nearest to their home, while approximately 14 percent said they didn't know how to use transit. Twenty-two percent noted the service was not convenient, 19 percent indicated they lacked access to service information, and just under 10 percent said it does not travel where they need it to go. These all potentially represent barriers for usage of a service that was also rated good or excellent by 76 percent of respondents. This data also communicates the lack of general awareness regarding Manteca Transit throughout the community – and a valuable opportunity for increased brand awareness.

Markets

To focus marketing efforts, it is important to understand the demographics and determine which markets would be most effective to target. For Manteca Transit, essential target markets include:

Transportation-disadvantaged (low-income individuals)

Individuals in this group represent a target market because of their potential need for public transportation because of income and/or limited access to a personal vehicle. In a series of onboard surveys for the fixed-route and Dial-A-Ride services also sponsored by the City in 2013, approximately 43 percent of respondents noted a household income of less than \$20,000, while an additional 10 percent reported incomes under \$35,000. For DAR passengers, 58 percent reported household income under \$20,000, with a cumulative 74.4 percent reporting income less than \$35,000. Additionally, 79.7 percent of respondents in the recent fixed-route survey said they did not have access to a personal vehicle, while 10.3 percent were not employed. These statistics underscore the necessity for public transit as a travel option among this target demographic, a finding that was bolstered by the fact that nearly 95 percent of community survey respondents believe public transit plays an important role in their community's quality of life.

1) Transportation-dependent (youth ages 5 to 18, individuals 62 or older, and individuals with disabilities)

This target market is important because of its extremely limited transportation options. The City currently offers a discounted fare for seniors, youth, and persons with disabilities on the fixed-route as well as Dial-A-Ride, in compliance with the Americans with Disabilities Act. School-aged youth are represented in this target market due to their limited ability to drive themselves. While some of the youth in this demographic may be transportation-disadvantaged as well, the majority would fall into the ride-dependent category due to their age and lack of a valid driver's license. During the 2019 fixed route onboard survey, 20 percent of respondents noted being age 16-18, while 25 percent were 65 or older.

2) Local workforce (individuals working in Manteca)

This target market is comprised of individuals that could use Manteca Transit for home-to-work travel. In the 2019 fixed route onboard survey, nearly 31 percent of respondents indicated "work" as their trip purpose. This response was the most frequent purpose,

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followed by “shopping” and “healthcare.” According to the 2012-2016 American Community Survey, the local workforce’s average commute travel time is 27 minutes. However, only 1.3 percent of local workers use public transit, indicating a potentially low usage of local and regional transit services. Additionally, according to Census-provided in-flow/out-flow data, approximately 13 percent of individuals working locally or outside city limits are employed within Manteca.³ Converting individuals from commuting alone to riding transit, especially within Manteca city limits, could provide a boost to a valuable and consistent source of ridership from this target market.

- 3) *“Middle-third” non-passengers (individuals who could become regular passengers/begin riding)* There are individuals who are committed to using public transit and others who are committed to driving their own vehicles. The “middle third” refers to persons who are open to the using Manteca Transit but may not use the service consistently. This market is valuable to future ridership growth and represents individuals that could be converted to regular transit passengers. According to the fixed-route onboard survey, approximately 35.8 percent of respondents said they either never or rarely use the service, or use it 1-2 times per week, indicating room for ridership growth.

The recommendations presented in this Marketing Plan are crafted to address these markets. If successfully implemented, the following goals can be achieved.

- Increase ridership through promotion and easily accessible information.
- Increase community awareness and support of Manteca Transit.
- Establish “top-of-mind” service awareness.
- Raise awareness of regional transit connectivity.

With these goals defined, objectives can then be developed to support them. The most effective marketing objectives are SMART:

- **Specific** – What is the desired outcome and who is responsible?
- **Measurable** – How will progress toward the objective be quantified?
- **Attainable** – Is the objective reasonably achievable?
- **Realistic** – Can the objective be achieved given the available time and resources?
- **Time-dependent** – Includes a defined start and end date.

In order to achieve the aforementioned goals, The City must successfully pursue the supporting objectives. With this in mind, the City have identified the following marketing objectives:

- Develop a Marketing Plan to guide advertising, promotion, and public communications;
- Implement the recommendations included in the Marketing Plan to increase awareness of and passenger support for Manteca Transit;
- Expand outreach efforts to businesses, residential communities, and the community at

large;

- Demonstrate increases in ridership and fare revenue; and
- Determine if the City needs to rebrand Manteca Transit.

In order to achieve these goals and objectives, it is important to take a closer look at Manteca Transit strengths, weaknesses, opportunities, and threats in order to craft a strategic and effective message.

SWOT Analysis

A SWOT Analysis provides insight into Manteca Transit strengths, weaknesses, opportunities, and threats.

- *Strengths* are internal attributes that can be used as a basis for developing a competitive advantage or work toward achievement of specified goals.
- *Weaknesses* are internal attributes that may work against these objectives.
- *Opportunities* represent external conditions that are helpful in achieving objectives
- *Threats* are external conditions that work against the objectives.



Typically, the administering entity has some control over its strengths and weaknesses but little over opportunities and threats. By pairing strengths with opportunities, strategies can be developed that maximize the likelihood of success. Conversely, relating strengths to threats can result in advanced preparation of strategies to address future challenges or potential problems. In addition, a review of weaknesses and threats can often identify any disparity between actual weaknesses and passenger/community perceptions and attitudes (threats).

Exhibit 6.0.1 SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ▪ Affordability ▪ Primary local service in Manteca ▪ Consistent increase in ridership over the last three years (fixed route and Dial-A-Ride) ▪ Regional connectivity with other operators ▪ Connectivity to popular local destinations 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ▪ Lack of marketing materials ▪ Lack of recent outreach efforts ▪ Limited personnel ▪ Lack of weekend fixed route service ▪ Lack of online presence
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ▪ Potential openness to mode shift ▪ Many avenues for community outreach ▪ Local workforce ▪ Consistent increase in local population ▪ Locally focused media coverage 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ▪ Lack of community awareness regarding Manteca Transit ▪ Widespread dependence on personal vehicles ▪ Manteca Transit expansion beyond current service area

Positioning

Manteca Transit level of autonomy is a major advantage and means the personal vehicle represents the only legitimate competition to Manteca Transit within city limits. Additionally, with accessibility to transfer points to such services as ACE, MAX and RTD, as well as locations across Manteca, *coverage* and *connectivity* are communicated.

As an alternative to the personal vehicle, Manteca Transit offers significant cost savings. If residents downsized to one car per two-person household, they could save up to \$10,000 annually. By contrast, riding Manteca Transit twice each weekday for one year costs \$416 – or \$420 with monthly passes (good for the calendar month). This communicates value and *savings*.

Factoring in the “middle third” of the local population (individuals still “on the fence” about riding the bus) should be the focus of future marketing efforts with particular emphasis on the transit program’s benefits for the community. Considering the City’s emphasis on “family,” such aspects as fiscal household impact and community connections become strong and consistent selling points, communicating *sustainability* and *integration*.

Manteca Transit should position itself as *the* local transportation option for Manteca. Whether passengers ride transit because they have no other option or because it's their choice to do so, they should feel good about their decision. By positioning itself as the preferred transportation option, especially if household ("family") benefits are communicated, the conviction to choose the bus over other options becomes a reality, leaving any stigma associated with public transportation behind.

Given this appreciation for the local climate as well as Manteca Transit position in the community, messaging can be strategically tailored to address the City's needs and desires. The following recommendations utilize the aforementioned findings and represent a "menu" of tactics targeting the identified markets. If implemented successfully, these tactics can help the City not only achieve its goals and objectives but surpass them. Tactics include campaigns to promote through special events, updates to current marketing collateral, an increase in online activities, community outreach, advertising, implementation of quantifiable performance standards, and technological upgrade opportunities supporting overall strategic campaign efforts.

6.1 TACTICS OVERVIEW

The following pages outline a series of marketing categories and an implementation plan that supports the goal to raise the farebox recovery to 15 percent over a ten-year period. While other farebox recovery strategies will be discussed later in the plan, marketing will play a key role in this increase. The marketing recommendations discussed will be targeted to serve the aforementioned goals and objectives.

Promotions and Campaigns

A successful marketing campaign is more than a series of paid advertising. It is a consistency of messaging across all collateral, communications, and passenger service. It creatively and strategically positions Manteca Transit to its target markets and begins to develop a mutually beneficial relationship.

Campaigns would be contingent upon budget available for implementation and available personnel. They would utilize the full spectrum of the City's marketing efforts/avenues from print materials to media buys. Each campaign would include the following:

1. **Brand consistency.** While keeping the approach fresh, it is also critical to maintain the same overall brand identity and underlying message. In doing so, the City will expand its reach and foster top-of-mind awareness among the target markets.

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2. **Communications.** There is a wide variety of communication methods to reach each target market including press releases, eblasts, and telephone calls. To maximize the effectiveness of each campaign, lines of communications must be identified and maintained in order to build relationships within the community.

3. **Tracking mechanism.** This can be a code, an offer where the postcard is submitted in exchange for something, or a call to action such as “Call us today to receive your free new rider kit.” Callers to the passenger service line could also be asked how they heard about the service/promotion. City of Tracy’s TRACER transit system offers a package like this.



TRACER

First Time Rider?

Now is the time to become familiar with the ease and reliability of the TRACER bus system.

- Uneasy about trying the fixed-route for the first time?
- Need assistance planning that first trip?
- Want the freedom to travel to your destination without the headache of traffic?

Call us and let us show you how easy it is to use and enjoy the TRACER fixed-route bus system!

First time riders can call to receive the "First Time Riders Kit" which includes:

1. TRACER fixed-route map and schedule,
2. Customized trip plan, and
3. Tickets for a free round trip.

Call us today to get your "First Time Riders Kit" and enjoy all that TRACER has to offer.

(209) 831-4BUS

Where can we take you today?

4. **Poster distribution.** During the course of the campaign, posters would be developed based on the theme and distributed to public and private schools in Manteca (working with Manteca Unified School District), in partnership with Manteca Parks and Recreation Department in their guide and at their facilities, at Manteca Library and other public venues operated by the City.

5. **Direct mailer.** Postcards/packets could be designed and distributed based on the current campaign. These mailers would strategically target specific demographics, entities, or groups with essential messaging and tracking

mechanisms. This tactic keeps Manteca Transit consistently in front of target markets.

6. **Advertising.** Broadcast and print advertising would be pursued and tailored to each campaign/promotion. Customization could include multiple radio scripts per campaign planned out over the course of the year to secure a more advantageous rate. Likewise, newspaper advertising could be placed in “most-read” locations such as the *Letters to the Editor* page and the *Sports* page. This could include advertisements in the Manteca/Ripon Bulletin, The Record and Modesto Bee.

Evaluation. Tracking mechanisms can be used to measure the effectiveness of each campaign. These tracking mechanisms could include responses to offers and tracked links. Additionally, ridership statistics can be monitored.

Service Information

To successfully implement marketing strategies, it is important to have a full “toolbox” of materials for current and future efforts. The cornerstone of this “toolbox” is the route brochure/system map. Printed service information serves as a “go-to” for current and potential passengers. The current Manteca Transit Ride Guide is a perfect example.

Evaluation. Distribution databases could be developed to provide information on demand and potential reach. Onboard and community surveys can provide insight regarding impact and effectiveness. Questions can also be asked of callers to the passenger service line.

Outreach and Community Involvement

Each year, local and national events and promotions provide opportunities for the City to communicate its position as Manteca’s affordable mobility alternative and the benefits it can provide residents and persons employed in the city. These events could serve as valuable components in the aforementioned campaigns.

Local Community and National Events

Numerous community and national events stand out as key community participation opportunities.

1. **Transit Driver Appreciation Day (March).** Transit drivers don’t have an easy job, they just make it look that way. For hours on end, your driver manages to keep a schedule, check fares, give directions, announce stops, remember requests and more. All while safely maneuvering an extra-large vehicle through unpredictable traffic, tough weather

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conditions and some really tight spaces. Needless to say, they deserve our thanks! This event sponsored by TriMet in Portland, Oregon is a way that the City and its passengers can celebrate the work that Manteca Transit contract operators provide to the community.

2. [Manteca's Crossroads Street Faire \(April\)](#). This local event is free to the public and features booths, arts and crafts, a car show, food, and a wide variety of entertainment for hundreds of vendors. It presents a positive opportunity for Manteca Transit to connect with the community.
3. [Earth Day \(April\)](#). This national promotion offers an opportunity to celebrate planet earth, and encourage people to improve air quality by taking public transit.
4. [Bike to Work Week \(May\)](#). This national promotion offers an opportunity to get the community involved in a fun and healthy way. Emphasizing the use of bicycles, which the community could use in coordination with dubs, the annual event is a strong marketing opportunity utilized by transit providers nationwide.
5. [Dump the Pump Day \(June\)](#). This national event encourages people to leave their car at home and has a prominent fiscal "selling point." Transit services have traditionally offered free rides on Dump the Pump Day. Offering free rides for a single day is a great way to encourage trial ridership with no risk. If this activity is selected, it must be paired with a robust marketing campaign so the promotion results in significant trial ridership, not just free rides for the passengers already using the service. The American Public Transportation Association (APTA) sponsors this event annually.
6. [Tuesday Night Farmers Market \(June through August\)](#). This event is a valuable opportunity to promote multi-modal transportation, especially as it relates to a healthy lifestyle and a fun-for-the-family activity on a weekly basis.
7. [Pumpkin Fair \(October\)](#). Manteca Sunrise Kiwanis has hosted this annual event in downtown, which features a car show, family-friendly activities, and a 5K run, offering a marketing opportunity to weave Manteca Transit into the community and foster a positive association with such qualities as healthy living.
8. [Rideshare Week \(October\)](#). Rideshare Week should receive heavy

marketing emphasis as an opportunity to try Manteca Transit. This can be done in partnership with dubs. Incentives for trying alternative means of transportation to get to work, to school, or simply around the community could bring attention to Manteca Transit and raise awareness among the target markets.

9. **Stuff The Bus (November)**. In partnership with RTD and Escalon eTrans, Manteca Transit working with Second Harvest Food Bank and Food-4-Less collects food and coats for to help those with in need of food and coats for the holiday season. This is a good opportunity to demonstrate Manteca Transit’s commitment to the Community.

10. **Manteca Winter Parade (December)**. As a kick-off to the winter season, the Manteca Chamber of Commerce presents an annual parade in which Manteca Transit could feature its vehicles to a large cross- section of the community.

Targeted Outreach

Each of the above events could be incorporated into larger-scale promotions/campaigns and targeted to specific demographics. For instance, Rideshare Week and Bike to Work Week could feature messaging targeted to the local workforce, while Dump the Pump could be targeted to transit-disadvantaged and “middle-third” non-passengers.

This messaging could be communicated in a variety of ways such as those discussed under “Promotions and Campaigns.” In each case, the goal is to strategically communicate with the given target market in an effort to maximize the value of each marketing dollar where it would prove most effective.

Evaluation. The level of participation will determine what evaluation methods most effectively measure impact. If an event booth is hosted, the number of giveaways distributed or the number of booth visitors could be tracked. If Manteca Transit sponsors an event, the number of individuals the event’s publicity is likely to reach could serve as a measurement tool.

Online

This category is meant to encompass Manteca Transit Internet presence. This includes its current website, which serves as the online face of the program, as well as future changes to the website and potential expansion into the social mediarealm.

According to a study released in 2012 by the Transportation Research Board of the

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National Academies, which analyzed data from 34 transportation organizations nationwide, 97 percent found social media to be “very important” in communicating with current passengers, 85 percent said it was “very important” to improving passenger satisfaction, and 76 percent indicated it was “very important” in improving the agency’s image. The most frequently utilized social media networks among responding agencies to achieve the aforementioned goals were Twitter (91 percent), Facebook (89 percent), and YouTube (80 percent).

The City should continue to update its website – www.mantecatransit.com which forwards to <http://www.ci.manteca.ca.us/mantecatransit/> and consider creating at the minimum a Facebook and Twitter page. Continued cross promotion on the City’s main web page and social media sites is important to continue to outreach to City residents. Other social media pages such as Pinterest, Instagram and Flickr could be created at a later date.

Evaluation. The number of visits to the website and to specific content/stories can be monitored to measure the impact of postings and placement. As it relates to social media, activity is easily monitored via “likes,” “followers,” “retweets,” “favorites,” “views,” and “pins” – depending on the social medium. Questions could also be added to future passenger surveys regarding the website and accessibility to information.

Public Communications

A public communications component is vital to any marketing plan, but public communications is more than simply generating publicity. While it is important to increase the number of communications and the amount of attention Manteca Transit receives from the media and within the community, the Public Relations Society of America defines the field a little bit differently.

“Public relations is more than managing the flow of information between an organization and its publics. It is a communications discipline that engages and informs key audiences, builds important relationships and brings vital information back into an organization for analysis and action. It has real, measurable impact on the achievement of strategic organizational goals.”

Therefore, it is important to foster effective communication channels, which can ultimately include media releases and online communications.

Evaluation. Tracking coverage in local media (tear sheets) can provide a measure of effectiveness. Public engagement online and potentially via social media (if adopted) can also serve as an evaluation method.

The following section outline recommendations based on available funding and personnel resources.

6.2 MARKETING PLAN RECOMMENDATIONS

During the 2013 community survey, a large cross-section of the community indicated a lack of awareness regarding the system. Therefore, the following tactics are recommended to unveil the “new Manteca Transit,” while also establishing a framework for the future.

Promotions and Campaigns

Branding Campaign

A branding campaign is a great way for Manteca Transit to shine. This community-wide effort would serve to reposition Manteca Transit within the community and establish a baseline for top-of-mind awareness. Once all branding elements have been approved, tactics surrounding the aforementioned campaign elements (i.e., direct mail, posters, etc.) would be crafted with branding messaging. A slogan should be developed to promote Manteca Transit.

Recommendations:

1. Undertake a general-awareness campaign associated with Manteca Transit branding. This campaign would serve as the foundation for future campaign efforts by implementing a framework for promotions, direct mail, outreach, and a full range of targeted materials.
2. Distribute materials to residential communities and businesses within the City limits to communicate the benefits and new look of Manteca Transit. These targeted materials could also help to establish contacts with property managers of multi-family dwellings as well as office/human resources managers at local businesses. By targeting the information to these individuals, the City will address a variety of target markets potentially open to mode change – particularly the “middle third.”
3. Host a public transit event for Manteca Transit and invite key local government officials and media members for the “ribbon-cutting.” The event could include a brief speech reintroducing Manteca Transit and reinforcing its position within the community.
4. To address passengers, a passenger’s appreciation/welcome event could be hosted at the Manteca Transit Center. This event could include coffee distribution to passengers as well as distribution of service information and promotional items. It would provide an opportunity to connect with current

passengers as well as those trying Manteca Transit for the first time.

5. Paid advertising could be explored for placement in such outlets as the Manteca/Ripon Bulletin, The Record, Modesto Bee, radio, major employment centers, and at local shopping centers such as The Promenade Shops at Orchard Valley and Stadium Center.
6. Continue to study the need to rebrand Manteca Transit. While rebranding might help reintroduce Manteca Transit to the community with a new name, the current Manteca Transit brand is appropriate and with additional marketing and continued awareness of the name, the colors associated with the logo and the use of the logo, could encourage people to use Manteca Transit more without the need to rebrand the entire transit system and incur the cost of new name, logo, rewrapping vehicles, changing signage, etc.

Implement a Promotional Campaign Structure

With this structure, the City would rotate campaigns. These targeted efforts would capitalize on events and promotions as well as seasonal activities such as the beginning of school and the coming of Spring.

1. **Environmental/Sustainability Campaign.** This campaign would run from January through June, underscoring the environmental and wellness benefits of using Manteca Transit. These materials would focus on reducing carbon emissions, saving money, reducing stress, and other benefits relative to trip reduction. This campaign was selected for this specific timeframe for many reasons, including the coming of spring and the potential inclusion of Earth Day (April) and other national promotions such as Bike to Work Week (May) and Dump the Pump Day (June).
2. **Commuter Campaign.** This campaign would run from July through December, capitalizing on the fact that approximately 28 percent of passengers noted “work” as their trip purpose during the 2013 onboard survey. This campaign would emphasize messaging associated with the cost savings of leaving a car at home, connecting locally and regionally, and the overall household benefits to using the bus as a commute option. This campaign option would also incorporate the national Rideshare Week (October) promotion for additional outreach and community involvement opportunities. ACE, MAX and Manteca Transit currently offer a promotion to encourage passengers riding ACE to take alternative transportation services to reduce parking demand at Lathrop/Manteca Station in partnership with dibs. This includes the provision of a \$70 gift card for new passengers.

3. **Media Buys.** A series of advertisements could be implemented to reinforce public awareness. These follow-up ads could be associated with the campaigns referenced above in the semi-annual campaign structure.
4. **New Year, New Habits Campaign.** This campaign would run from January through March, encouraging people to try a new mode of transportation. Messaging during this campaign would be tailored to New Year's resolutions, which would be reflected in the theme of radio and newspaper advertising, posters, and direct mail outreach to local employers, schools, and community centers/organizations.
5. **Youth Campaign.** This campaign would run from July through September, following the same format as noted above. It would capitalize on the new school year to promote the student pass since nearly 10 percent of passengers cited "school" as their trip purpose during the 2013 onboard survey.

Recommendations:

1. Media buys could be coordinated with the Manteca/Ripon *Bulletin* and its website, www.MantecaBulletin.com, as well as local radio stations and shopping centers. With potentially a year of consistent advertising, rates become more flexible, especially if the frequency is increased.

Service Information

Brochure

Manteca Transit currently offers one service brochure that includes information on both the fixed-route and Dial-A-Ride services. This new brochure design implemented in May 2018 features English and Spanish information and provides additional information about local services as well as connecting regional services. It is also available in alternative formats. The City should continue to update this Ride Guide at least annually to keep it current and fresh. The brochure should always feature information about fixed-route, Dial-A-Ride and regional connections.

Bus Stop Amenities

The bus stop is an essential piece of the overall marketing/branding effort. An awareness of bus stop locations is an initial step in establishing the service's presence within the community and improving an individual's potential for mode shift. The City is getting ready to rebrand the bus stop signs with a new design and install infoposts at each of the bus stops to have schedule information for passengers to understand. All bus shelters were recently installed with schedule information in the shelter map case. Additionally, the City should continue to require future developers to install bus turnouts and/or shelters in new developments to foster an integrated transit design.



Expanded Bus Stop Communications

With an initial set of infoposts in place at bus stops and bus stop signage updated, the City should look to further its presence by increasing the number of stops featuring primary identifiers.

Recommendations:

1. Expand bus stop communications by promoting NextBus texting, calling and smartphone features which would feature arrival times and essential service information to all bus stop locations. This has become a valuable practice for other transit agencies to improve their visibility in the community and could reduce dependence on passengers calling (209) 456-8888.

Contact Information in Regional Materials

There are currently a variety of regional services that connect with Manteca Transit, including ACE, RTD and MAX. Additionally, other services such as Amtrak San Joaquin, Flixbus, Hispanic buses, Stockton Metropolitan Airport, and Greyhound are potential outlets with which to coordinate communications/materials distribution.

Recommendations:

1. Continue to include regional information within the Manteca Transit Ride Guide, as well as distribute information at regional outlets that connect to Manteca Transit.

Service Information at Education Institutions

There are a variety of colleges/universities available to individuals in Manteca. Delta College has a farm campus in Manteca. RTD provides service to the University of the Pacific, California State University (CSU) – Stanislaus Stockton Campus. and San Joaquin Delta College. MAX could connect Manteca residents to Modesto Junior College and CSU Stanislaus. Coordinated communications with these institutions could provide a valuable link to a potential source of ridership growth.

Recommendations:

1. Coordinate communications and service information placement on the campuses of such institutions as the University of the Pacific, CSU Stanislaus, Modesto Junior College and San Joaquin Delta College through the use of RTD and MAX. These communications would center on individuals traveling to and from Manteca.

Online

The City's transit system website currently offers general information about its services. The URL, www.MantecaTransit.com redirects to a page hosted by the City. The City Information Technology department manages and maintains the website, including the general transit feed specification (GTFS) for inclusion in Google, Bing and AppleMaps.

Social Media Introduction (Facebook)

Facebook made headlines in 2012 when it surpassed one billion passengers, and according to a report in November 2013, 67 percent of Americans using the Internet have a Facebook page. Forty-six percent of passengers are 45-to-54 years old, a demographic that has experienced the largest percentage of growth since 2012. Additionally, Facebook is the most-used social media application on smartphones, making it a strong communications medium for a variety of demographics and target markets. While the City uses Facebook, Manteca Transit does not.

Add Twitter Account

Twitter provides communication functionality for immediate needs (rider alerts) and general information/engagement. As stated in the aforementioned study, Twitter is the most-used social medium by public transportation agencies to accomplish these needs. With over 240 million active passengers, its popularity continues to grow among the general public and is becoming increasingly utilized and integrated into communications across a variety of industries. Manteca Police presently uses Twitter.

Add YouTube, Pinterest, Flickr, or Instagram Account

As another communication tool, a YouTube, Pinterest, Flickr, and/or Instagram account could be developed for Manteca Transit, adding a low-maintenance medium to share photos and campaign artwork with a variety of demographics and target markets.

Recommendations:

1. Explore the creation of a Manteca Transit specific Facebook page with scheduled and rider alert-focused posts. The addition of a Facebook and Twitter page would add targeted communications and advertisements as well as the expansion of campaign and promotional information. Facebook integration could also be incorporated into Manteca Transit's website, while posts could be scheduled through free services such as HootSuite or added as needed.

2. As a follow-up to Facebook implementation, a Twitter page could also be developed to appeal to different demographics/markets. Tweets can mirror Facebook posts and be scheduled using services such as HootSuite. Like Facebook, Twitter could also be integrated into Manteca Transit's website.
3. Photo sharing sites such as Flickr, Instagram, and Pinterest provide a low-maintenance method of sharing images and connecting with the community. The City could add an account, which provides integration with Facebook and/or Twitter, to share campaign artwork and images of the bus in the community.
4. Create an introductory how-to video to be posted on the Manteca Transit website and social media sites with the other community-focused videos. This video could feature bus-riding basics for the fixed-route and Dial-A-Ride as well as general information such as how to pay and how to board/alight. This could also include creation of a YouTube page.

Develop Mobile Applications

With widespread adoptions of smartphones has come increased utilization of mobile applications in the public transportation industry. These mobile applications provide a valuable means of connecting with the community to communicate transit information, and even offer ways to engage passengers in many new and exciting ways such as by offering rewards. These rewards include discounts from community-specific locations based on the passenger's individual preferences and travel patterns (noted by the application). Data garnered from the application found that two of three people took action on the offer they received from the app. This mobile application, like many others utilized in the industry, provide additional incentives for people to try transit and work to tie the agency to the community. Apps include Transit, Token Transit, HopThru and Swiftly and Matusbi.

Recommendations:

1. Develop a mobile application that can provide transit information to current and prospective passengers. This information could include general FAQ's, "real-time" arrival updates, bus passes and community incentives.

Outreach and Community Involvement

While outreach and community involvement would largely be incorporated into the campaign to promote Manteca Transit, additional tactics could be employed to augment the effort.

1. **Participation at Community Events.** The City could identify a series of community events at which to represent Manteca Transit. These events provide

opportunities to communicate information to current and potential passengers and further tie the service to the community. Whether the City chooses to host a booth at Manteca's Crossroads Street Faire in April or uses Rideshare Week in October as a catalyst to schedule events at local businesses, it could select 2-3 events and distribute service materials and promotional items, while also connecting with the community and answering questions.

2. **New-Resident Mailer.** A great way to offer an introduction to individuals/families moving into the area is a new-resident mailer. This mailer could be distributed on a monthly basis and include general information to provide baseline awareness of Manteca Transit.

Recommendations:

1. Increase the number of events the City participates in to 4-5, adding such events as Earth Day (April) and the Twilight Christmas Parade (December) to augment community perception. These events could also be woven into the campaign structure with consistent messaging and an overall increased presence within the community.

Public Communications

Earned Media

Most coverage of Manteca Transit by local media outlets would be earned due to the newsworthy nature of the City's activities. This coverage could be augmented by press releases announcing upcoming events.

Initiate Monthly Media Release Distribution Schedule

A monthly media distribution schedule could be implemented for regular communications with the community as well as updates on upcoming events, service changes, etc.

Recommendations:

1. The City should plan to issue a minimum of one media release per month. While it is important not to "flood the market" with messaging, it is also important for the community to be apprised of Manteca Transit happenings and opportunities on a regular basis. This keeps the City *accountable* to the public while communicating *progress* and *action*. Sample media release topics could include:
 - a. Participation in community events,
 - b. Ridership milestones,
 - c. Upcoming campaign promotions, and
 - d. Service changes or updates.

Media releases should also be issued in support of key marketing campaigns and promotions, as well as to report on successful grant or funding applications, key personnel changes, system improvements, and human-interest stories.

2. The City's media release database should be updated quarterly.
3. All media releases should be posted on Manteca Transit website.

Pursue Monthly Guest Column in Manteca/Ripon Bulletin

Having engaged the Manteca/Ripon Bulletin for a wide range of advertising, the City could pursue a regular guest column as a means to communicate with the community and further establish itself as an expert on such topics as conservation, local mobility, and healthy living.

Recommendations:

1. This option could be explored as a means to communicate more than just promotions, pass information, and service updates. It could help establish Manteca Transit as a stronger presence within the community. Columns could include information about local mobility and "going green," and Manteca Transit could be worked into the story as an example of how to achieve those goals. Reading about Manteca Transit benefits could help convince people who don't believe the service will work for them to try the service.

Passenger Service

The passenger experience is the lifeblood of Manteca Transit's ability to please and retain its passengers. The goal of passenger service goes beyond creating a positive experience that keeps passengers coming back. It also fosters word-of-mouth marketing, thus creating further promotion of the service. Passengers need to come away feeling respected and valued or they will start to look for other options. As the public transportation program maintains and builds its passenger base, it is a top priority to continuously think of new ways to meet passenger needs.

Five Dimensions to Quality Customer Service

1. *Tangibles:* Having physical facilities that are visually appealing and modern-looking. Having employees who are neat in appearance.
2. *Reliability:* Being able to perform the promised service dependably and accurately, demonstrating a sincere interest in solving passenger problems. Providing error-free service and doing things right the first time.
3. *Responsiveness:* Providing prompt service, never being too busy to respond to passenger requests, and showing a willingness to help the passenger.
4. *Assurance:* Instilling confidence in passengers and making them feel safe with their transactions. Being knowledgeable and having the ability to answer

passenger questions. Being courteous with passengers.

5. *Empathy*: Providing each passenger individualized and personal attention, having the passenger's best interests at heart, and understanding each passenger's individual and specific needs.

With these dimensions guiding the systems and processes for Manteca Transit passenger experience, the vision is clear — maintain, improve, and increase passenger service, which in turn will lead to more passengers and increased passenger loyalty. These relationships will create long-term benefits for both the City and the passenger, supporting the goals of providing convenient and effective public transportation to a growing passenger base and increasing farebox revenue.

6.3 FAREBOX RECOVERY STRATEGIES

Farebox revenue serves as a primary funding source for transit providers across the nation and is a commonly evaluated metric (farebox recovery) for grant funding. In the SJCOG jurisdiction, while Manteca Transit does not have a farebox recovery ratio requirement, it is good practice for an urban transit system such as Manteca Transit to achieve a 15% or better farebox recovery ratio systemwide. In other urban areas of the State, 20% is the minimum farebox recovery ratio requirement for a fixed route transit system and 10% for a demand response transit system. In FY 2017-2018, the City's farebox recovery ratio was five percent for the fixed-route service and four percent for Manteca Transit Dial-A-Ride. Systemwide, Manteca Transit achieved a five percent farebox recovery ratio. The transit system's farebox recovery ratio has been trending downward since FY 2013-2014.

The following tactics are focused on increasing farebox revenue to a minimum of 15 percent across a ten-year period.

Fixed-Route Service

For fixed-route service, an increase in ridership without an increase in service level will typically translate to increased farebox recovery. The following tactics are recommended to achieve this goal.

1. *Increased Marketing.* At the heart of improving farebox recovery is increasing ridership without incurring additional operating costs. This can be accomplished through expanding the City's marketing of Manteca Transit.

Targeted Outreach. Results-driven marketing is focused on impact through strategically targeted outreach among demographics open to mode change. For example, targeted outreach to residential communities and employment centers within ¼-mile of current fixed routes could help to increase ridership among people who could effectively utilize the service.

Campaign Schedule. A robust marketing campaign to announce the reintroduction could help increase interest in Manteca Transit. A campaign schedule to help organize/plan marketing efforts could be developed to capitalize on local events and key promotional opportunities, including a targeted Manteca Transit campaign, Rideshare Week, Earth Day, etc.

Public Communication. Frequent communication of the benefits of public transit, service updates, and promotions via media release, the City's website, and other communications outlets could serve as a valuable tool to help increase ridership and pass sales. By establishing these communications channels, the

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community becomes increasingly aware and familiar with the transit service and may become more open to trying public transportation.

2. **Fare Increase.** Currently, the adult standard fare is one dollar, while youth (age 5-18) pay 75 cents and senior/disabled passengers pay fifty cents. This is lower than peer agencies in surrounding communities. Additionally, monthly passes are available for \$35 for adults or \$28 for students and senior/disabled passengers. A fare elasticity analysis could be undertaken to determine the potential impact of a fare increase as well as the possibility of implementing additional passes (i.e., day pass).

Exhibit 6.7.1 Fare Structure in Surrounding Communities

	Standard (Fixed-route)	Reduced (Fixed-route)	Dial-A-Ride Senior/Disable	Dial-A-Ride General Public
Lodi	\$1.25	\$0.60	\$2.00	\$7.00
Modesto	\$2.00	\$1.50 (student); \$1.00 (senior/disabled)	\$3.00	N/A
San Joaquin RTD	\$1.50	\$0.75	\$3.00	\$5.00
Escalon	\$1.50	\$0.75	\$0.75	\$1.50
Ripon	\$2.00	\$1.00	\$15.00	\$15.00
Stanislaus Regional Transit	\$1.80	\$0.90 (senior/disabled) \$1.50 (students)	\$1.75	\$2.00 \$1.75 (students)
Tracy	\$1.25	\$1.00 (student); \$0.50 (senior/disabled)	\$1.50	\$1.75
*Manteca	\$1.00	\$0.75 (youth); \$0.50 (senior/disabled)	\$2.00	\$2.00

3. **Transfer Policy.** The City currently offers free transfers between its three fixed routes. This could be impacting farebox recovery, and the addition of transfer fees could also be explored in the aforementioned fare elasticity study. According to FY 2017-2018 ridership data, 13 percent of passengers utilize “transfers” as their way of “paying” for their trip. Currently none of the peer transit operators charge for transfers from route to route. Based on the 13-percent transfer rate, the City could potentially increase its farebox revenue by nearly \$2,000 annually if a transfer fee was implemented. This would represent a nearly six-percent increase in fixed-route farebox revenue, however provide a penalty for those transferring based on the current system design. All the peer operators do not offer free transfers, as they offer Day Passes, except Lodi. Stanislaus County transit operators and eTrans offer a 25 cent transfer between transit operators. MAX and Manteca Transit just started a transfer program.
4. **Fare Evasion Evaluation.** Fare evasion can play a large role in lower farebox

recovery returns. Regularly scheduled ride checks with detailed observations of transit operator/ passenger's patterns could be implemented to evaluate the potential for and frequency of fare evasion along each of Manteca Transit routes as a way to enforce California Penal Code Section 640.

Manteca Transit Dial-A-Ride Service

Increasing farebox recovery for Dial-A-Ride services can be more complex. Given the nature of the service, increases to ridership also result in increased operating cost as well as increased fare revenue. Therefore, the following recommendations are aimed at increasing efficiency and reducing operating costs.

1. *Evaluate Senior Age Requirements.* Currently, seniors 62 years and older are eligible to utilize the Dial-A-Ride service. The minimum age requirement could be raised to 65 years in an effort to reduce costs on Dial-A-Ride and increase ridership on the fixed routes. The 65-year old age limit is utilized by many other transit providers in California including MAX, eTrans, TRACER and Stanislaus Regional Transit (StaRT), while Lodi and RTD offers Dial-A-Ride service for individuals 60 and older.
2. *Coordinated Group Trips.* Manteca Transit currently works to coordinate group trips upon receipt of reservations. However, coordination with entities such as the senior center could be undertaken prior to reservations to increase efficiency and reduce repetitive visits to the same locations. In doing this, group trips could be announced to local seniors as to allow them time to plan around participation in the group trip rather than scheduling their own individual pick-up. A buddy fare could be created to lower encourage more group trips at 50 percent off the regular Dial-A-Ride fare if five or more travel. This has been implemented at the Riverside Transit Agency in Riverside, California.
3. *Coordinated Transportation Services.* Often, local social service organizations offer transportation to assist patients, members, etc. Examples of local organizations that offer such services include Manteca CAPS, Open Doors, Valley Mountain Regional Center, The Commons at Union Ranch, United Cerebral Palsy of San Joaquin County, and Emeritus at Manteca. Transportation services could be coordinated between the City and these social service organizations to reduce operating costs for both parties by sharing the passenger load to and from the facility. For example, the local organization may be able to provide rides on days with minimal trip needs, while Manteca Transit could assist on days with high trip frequency in accordance with TCRP Report 124. The report, titled "Guidebook for Measuring, Assessing, and Improving Performance of Demand-Response Transportation," identified three benefits associated with such partnerships: they 1) improve cost efficiency; 2) support local agencies' transportation capabilities; and 3) increase local mobility.

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4. *Fare Increase.* Similar to the fixed-route recommendation, the Dial-A-Ride fare (per-trip and monthly fares) could be evaluated for potential increase. Currently, the one-way Dial-A-Ride fare is two dollars, while a monthly pass can be purchased for \$60. A fare elasticity study could help determine if an increase is feasible. The elimination of general public trips could free up capacity for seniors and persons with disabilities, thus increasing fare revenue from this category of those taking more trips.

5. *Cancellation Policy Evaluation.* Last-minute cancellations can severely impact Dial-A-Ride farebox recovery as the operating costs used to pick up a passenger do not result in any fare revenue returns. An evaluation of the current cancellation policy and implementation of an educational program relative to the policy could help reduce cancellations and increase farebox revenue. The educational program could include the addition of printed materials such more distribution of the new Ride Guide which features fixed route and dial-a-ride information combined as well as a leave-behind or direct mail piece distributed promptly after the “no-show.” Prompt delivery also allows time for the passenger to respond/clarify the nature of the “no-show.” By increasing awareness of the policy through an education program, last-minute cancellations have been reduced by some small urban transit agencies, according to TCRP Report 124.

6. *Certification Process Review.* In addition to a review of the Manteca Transit Dial-A-Ride cancellation policy, the current certification process could be evaluated to ensure persons with disabilities are properly screened. If individuals applying to use Dial-A-Ride are capable of using the fixed-route service, this could help increase farebox recovery for both Dial-A-Ride and the fixed-route service. This effort would specifically target individuals who do not qualify due to age but only disability. Anyone over the “senior” age would be automatically certified. Others would likely need a functional review to determine if they are capable of using the fixed-route bus prior to be certified. RTD, through Access San Joaquin, the new Consolidated Transportation Service Agency (CTSA) is addressing this matter for the City as well as other transit operators in San Joaquin County.

6.4 REVENUE-GENERATING STRATEGIES

In addition to improving farebox recovery, the City seeks revenue-generating strategies as a means to offset service costs. There are numerous avenues for such strategies including marketing and planning efforts aimed at increasing ridership and local support as well as generating revenue streams not currently utilized by the City.

The following list of strategies was created based on industry best practices and tactics employed by other transit providers nationwide.

1. *Increased Marketing.* At the core of revenue generation and improved farebox recovery is the combination of increasing ridership without incurring additional operating costs. Increasing marketing efforts through such tactics as targeted outreach and campaigns could serve to garner interest in Manteca Transit and increase ridership. Per industry standards, it is recommended that marketing funds represent approximately three percent of operating costs. Additional discussion of marketing strategies can be found earlier in the Marketing Plan Recommendations, section 6.1.
2. *Onboard Advertising.* There are multiple types of onboard advertising that could be sold: car cards (inside) and exterior advertising (rear and side panels). The City could charge for production of the advertisements or require the advertiser to produce its own. Advertiser production would be recommended for car card sales, whereas the production of exterior advertisements may require more careful specification adherence.
3. *Outdoor Advertising.* Though not present at every stop, an advantage the City has over other markets is its ownership of local bus shelters. In Manteca, local shelters are owned by the City and advertising and maintenance is contracted to an outside advertising agency as an additional revenue-generating source. This practice should be continued with consistent evaluation of the effectiveness of the third party, which could include a review of the contract/agreement to ensure maximum return on investment.
4. *Local and Regional Taxes.* The City could explore local and regional tax initiatives with dedicated allotments to transit services. For this to be successful, there are multiple steps that should be employed. First, local polling should occur in order to gauge potential support and perceptions. This should also be done through community surveys for more in-depth analysis. Additionally, it is also important to identify potential stakeholders for public support, as well as garner the endorsement of a local political leader to carry the bill through the proper channels and champion the initiative. In San Joaquin County, Measure K is available to the City, as long as it spends all of its TDA on transit. Presently, the City spends approximately 45 percent on transit.

5. *Development Fees/Charges.* It is recommended the City increase its voice in its continued local/jurisdictional planning efforts in determining if/what transit-specific requirements could be added or are present for large-scale building projects. This strategy potentially increases revenue through fees that could be paid toward transit and/or assets that could be attained (i.e., shelters).

6. *Sponsorships.* Manteca Transit serves numerous organizations, centers, communities, and other entities with a large employment- or resident-base. As a way to further generate revenue, the City could seek sponsorships from these potential “benefactors” to ensure service continues to their location. In some cases, such sponsorships have secured exclusive advertising rights for specific products/services (i.e., medical products) in exchange for monetary compensation. These sponsorships could be pursued in Manteca for advertising rights and/or to pay for maintenance needs and continued service guarantees. In Missoula, Montana, Mountain Line Transit is fare free because the business community is paying for the fares of transit passengers.

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IMPLEMENTATION PLAN

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CHAPTER 7 – IMPLEMENTATION PLAN

This chapter summarizes the recommendations listed in the Operations Plan chapter (Chapter 5) as well as those within the Marketing Plan (Chapter 6) and offers a recommended timeline for their implementation. Recommendations reflect the organization within chapters 5 and 6 and are segregated into four scenarios: administrative, operational, marketing, and capital projects. It is anticipated that these recommendations be implemented over the course of the ten year SRTP time frame at the discretion of City transit staff and available funding.

7.1 SUMMARY OF RECOMMENDATIONS

Administrative

Administrative recommendations are those which do not directly affect transit operations (i.e., they do not change route schedules, alignments, fare, etc.). Administrative tasks are intended to improve service efficiency through procedural or policy changes. The bulleted list of administrative recommendations from Chapter 5 is below.

- Implement multi-year (phased) bus stop improvement program.
- Implement a day pass program.
- Improve availability of transit passes.
- Improved fare collection, including use of mobile ticketing and electronic fare collection.
- Pursue all available grants to support public transit operations.
- Appropriately allocate costs between fixed route and demand response services based off revenue hours.
- Increase marketing efforts to increase ridership.
- Pursue additional funding sources such Low Carbon Transit Operations Program (LCTOP), Federal Transit Administration Sections 5310 and 5339 and use more Section 5307 funding in the Manteca Urbanized Area to enhance public transit services in Manteca.

Operational

Operational recommendations more directly impact the passengers experience. The bulleted list of operational recommendations from Chapter 5 is below.

- Revise current route alignments so as to increase “transit footprint” throughout Manteca.
 - Revise Manteca Transit routes to implement a new Route 3 serving the southeastern portion of the City and a new Route 4 to serve the Woodward Avenue/McKinley Avenue corridors, connecting Great Wolf Lodge, Stadium Center and the current Lathrop/Manteca ACE Station. Evaluate Route 2 service to Woodbridge Del Webb.
- Revise current route alignments to enhance on-time performance as well as maintain inter-route connectivity.
- Increase fares to match a regional fare structure for passenger convenience.

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- Pursue interregional partnerships with ACE, Amtrak San Joaquin, Greyhound and other interregional buses traveling along the I-5 corridor.
- Expanded hours: Monday through Friday from 4:00 a.m. to 8:00 p.m. and Saturday from 9:00 a.m. to 6:00 p.m.
- 30-minute service on weekdays on Routes 1 and 2.
- Addition of Sunday service during the same hours as Saturday service.
- Discontinue general public Dial-A-Ride service on Saturday and to the ACE Station. Dial-A-Ride will only be for seniors and persons with disabilities.
- Consider a partnership route with TRACER (City of Tracy's transit system) for travel between Tracy Transit Station and Manteca Transit Center, Monday through Friday.
- Improve coordination and restructure of RTD County Hopper & Commuter service into/out of Manteca to points north, south, east and west.

Marketing

The Marketing Plan includes a series of recommendations. Recommendations include service promotion, updated web content, targeted outreach efforts, and increased public communications. Many of the marketing recommendations are intended to be stand-alone recommendations but can also support service recommendations. The bulleted list of marketing recommendations from Chapter 6 is below:

- Promotions and Campaigns
 - Branding Campaign
 - Implement a Promotional Campaign Structure
- Service Information
 - Brochure
 - Bus Stop Amenities
 - Expanded Bus Stop Communications
 - Contact Information in Regional Materials
 - Service Information at Education Institutions
- Online
 - Social Media Introduction (Facebook)
 - Add Twitter Account
 - Add YouTube, Pinterest, Flickr, or Instagram Account
 - Develop Mobile Applications
- Outreach and Community Involvement
 - Participation at Community Events.
 - New-Resident Mailer.
- Public Communications
 - Earned Media
 - Initiate Monthly Media Release Distribution Schedule
 - Pursue Monthly Guest Column in Manteca/Ripon Bulletin
- Passenger Service
 - Five Dimensions to Quality Customer Service

Capital Projects

Capital project recommendations will support the operational needs of Manteca Transit for the next 10-years. The bulleted list of capital recommendations from Chapter 8 is below.

- Expand Manteca Transit Center parking to prepare for ACE service in 2021
- Purchase five replacement and five additional larger heavy duty low-floor transit buses
- Purchase electric support vehicles and associated infrastructure
- Build a transit maintenance facility and purchase associated equipment to support the transit maintenance facility at the current Solid Waste Facility on Wetmore Street
- Improve passenger amenities and add more bus shelters, benches and trash cans
- Build a new ACE Station and Park and Ride Lot at McKinley Avenue @ State Route 120
- Continue transit security improvements
- Continue to upgrade Manteca Transit Center
- Pursue intelligent transportation systems (ITS) to support Manteca Transit activities

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FINANCIAL AND
CAPITAL PLANS

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CHAPTER 8 – FINANCIAL AND CAPITAL PLANS

8.1 FINANCIAL PLAN

This chapter presents the ten-year operating and capital budget projections required to support Manteca Transit based on recommendations set forth in the Implementation Plan (Chapter 7). The Implementation Plan presents service enhancement recommendations designed to improve Manteca Transit’s administrative, operational, and marketing/public outreach function, as well as provide capital equipment to support Manteca Transit. In order to support these recommendations, The City has developed distinct funding and capital scenarios which are based on input received from passengers, the community, and discussions with SJCOG staff.

Overview of Current and Potential Funding Sources

The City established a Federal Transit Management Fund which accounts for all funding received (federal, state, and local) associated with operating Manteca Transit. Below is a summary of available funding sources for the operational and capital needs of Manteca Transit. Funding sources discussed below may be “potential,” and serve to identify those sources which Manteca Transit may be eligible for, though not currently claiming. Additional sources of funding may become available within the SRTP horizon.

Federal

On December 4, 2015, President Obama signed the Fixing America’s Surface Transportation Act (FAST) Act (Pub. L. No. 114-94) into law—the first federal law in over a decade to provide long-term funding certainty for surface transportation infrastructure planning and investment. The FAST Act authorizes \$305 billion over Federal Fiscal Years (FFY) 2016 through 2020 for highway, highway and motor vehicle safety, public transportation, motor carrier safety, hazardous materials safety, rail, research, technology, and statistics programs. The FAST Act maintains focus on safety, keeps intact the established structure of the various highway-related programs, continues efforts to streamline project delivery, and provides a dedicated source of federal dollars for freight projects for the first time. With the enactment of the FAST Act, states and local governments are now moving forward with critical transportation projects with the confidence that they will have a federal partner over the long term. The City is eligible for the following Federal funding sources.

FTA Section 5304 Statewide Planning & Section 5305 Transit Planning

This federal program provides funds which are apportioned to states by a formula that includes each state’s urbanized area population in proportion to the total urbanized area population for the nation, as well as other factors. States can receive no less than one-half percent of the amount apportioned. These funds, in turn, are sub-allocated by states to Metropolitan Planning Organizations (MPO) by a formula that considers each MPO’s urbanized area population, its individual planning needs, and a minimum distribution. While not a direct funding source for Manteca Transit, funds can be allocated for planning tasks and studies by the SJCOG which could

directly benefit the City. The City would have to pursue these funding sources through SJCOG or the California Department of Transportation (Caltrans) through the Division of Transportation Planning.

FTA Section 5307: Urbanized Area Formula Grant

These funds are apportioned to the state on a formula basis, providing funding to support the administrative, operating, and capital costs of public transit services in urbanized areas. Though the direct recipient for these funds (within San Joaquin County) is Caltrans, SJCOG has the primary responsibility to provide for the fair and equitable distribution of funds to qualified applicants by developing and submitting regular Call for Projects. The City was designated as an Urbanized Area (UZA) during the 2000 Decennial Census, thus granting eligibility for these funds. The City has historically used these funds for operations assistance, vehicles and planning assistance. These funds can also be used for training, project administration, preventative maintenance and ADA complementary paratransit operations, as well as major capital projects.

FTA Section 5310: Enhanced Mobility of Seniors and Individuals with Disabilities (discretionary)

The City could apply for these funds to support services that benefit seniors and persons with disabilities, including mobility management, vehicle purchases, software purchases and enhanced/specialized transit services. The City can apply to Caltrans for these funds in the small urbanized areas since Manteca is a small urbanized area. The City has not historically pursued these funds in the past.

FTA Section 5339: Bus and Bus Facilities Formula and Discretionary Grants

The City could start utilizing these funds to support the capital projects outlined within this plan, including but not limited to: bus fleet replacements and expansions, bus facility improvements, and associated bus technology improvements. The City is eligible for claiming these funds in the Manteca Urbanized Areas in cooperation with SJCOG and Caltrans. Caltrans provides the apportionments on an annual basis and the City would directly apply for these funds to FTA. FTA also offers discretionary funding through a nationwide competitive pool through this fund source on an annual basis.

Congestion Mitigation Air Quality (CMAQ)

The State apportions Federal CMAQ funding for projects that will contribute to meeting the attainment of national ambient air quality standards for ozone and/or carbon monoxide in Clean Air Act non-attainment areas. SJCOG is responsible to select and prioritize projects for funding, in consultation with the State, for this program. The City applied for this funding in the past to start Manteca Transit and to purchase capital. In the future, the City could use CMAQ funds to purchase vehicles that have fewer emissions than traditional buses. Examples include electric buses and associated bus technology.

Surface Transportation Program (STP)

The STP is a Federal block grant used by states and local agencies for capital projects for roads, bridges, and transit. This program promotes alternative solutions to transportation problems and encourages project innovation. SJCOG is responsible to select and prioritize projects for funding, in consultation with the State, for this program. The City can pursue this funding for large scale projects such as the transit maintenance facility or the transit station on McKinley Avenue @ State Route 120.

Discretionary Grants

There are many competitive/discretionary grants available for regionally-significant transportation projects prioritized by the local transportation planning agency: the Surface Transportation Improvement Program (STIP), Congestion Mitigation and Air Quality (CMAQ), Better Utilizing Investments to Leverage Development (BUILD), Bus & Bus Facilities Infrastructure Investment Program, Low or No Emission Vehicle Program (NoLo), workforce investment and access to health care grant programs. These grants require coordinating efforts to retain funding for specific projects with FTA and/or SJCOG. The City should evaluate its project and specific needs before pursuing these funding sources.

Other Federal Funding

Community Development Block Grants (CDBG) funds can be used for a wide variety of community development activities that benefit low-income Manteca residents. To be considered for CDBG funding, proposed activities must be first be eligible, and must meet one of HUD's stated national objectives. Additional information about the Federal CDBG Program requirements can be found on HUD's website: <https://www.hudexchange.info/programs/cdbg-entitlement/>

Types of eligible activities can include:

- Acquisition of Real Property Public Facilities and Improvements
- Special Economic Development
- Public Services (15%)
- Housing Rehabilitation
- Commercial and Residential Property Rehabilitation
- Code Enforcement
- Historic Preservation
- Planning Activities
- Program Administration
- Public Facilities and Improvements

The three (3) HUD National Objectives are:

- Address the needs of low- and moderate-income persons
- Eliminate a slum or blighted condition
- Resolve an urgent need

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These funds are managed through the City Manager's Office and City departments can apply for these funds through the application process, if the project meets the criteria above. These funds can be matched with FTA funds, if awarded.

Older American Act funding could be available depending on the criteria established by the San Joaquin County Human Services Agency, the designated agency responsible for the administration of Older American Act funding through their Office on Aging (OAA). OAA does a request for proposals every three years for this funding and this funding can pay for senior transportation for instance. These funds can be matched with FTA funds, if awarded.

State

The California Transportation Development Act (TDA) is comprised of two primary funding sources: Local Transportation Fund (LTF) and State Transit Assistance Fund (STA). TDA funds are collected by the state through a ¼ cent sales tax and a statewide sales tax on diesel fuel and distributed within each jurisdiction through a formula based on total population. The TDA funds are flexible and are used for both the operation of public transit in Manteca as well as for the required federal match for capital expenditures.

TDA Revenues

TDA is a State law that dedicates funding to local agencies for transportation and public transit needs, and it is the primary source of Manteca Transit operating revenues. The TDA provides two sources of funding for public transportation—the LTF and the STA. Both the LTF and STA generate revenues through gasoline and sales taxes within each county. The State of California manages this revenue and distributes the funds back to the counties based on a formula distribution.

The LTF funds are allocated to each county based on the amount of tax dollars collected in that jurisdiction. The State of California distributes the LTF to available jurisdictions (incorporated cities and the County) based on population. The City currently uses 45% apportionment of LTF for public transit operational and capital revenues. The balance is used for streets and roads, bicycle and pedestrian projects and to contribute to RTD for CTSA activities, TDA administration and transportation planning by SJCOG. SJCOG, in conjunction with the cities and RTD holds an unmet transit needs process. Should the City not have any unmet transit needs that are reasonable to meet, based on the definition recommended by the Social Services Transportation Advisory Council to the SJCOG Board of Directors.

The STA is funded from the statewide excise tax on motor vehicle fuels collected within the Public Transportation Account (PTA). The PTA is a trust fund that can only be used for transportation planning and mass transportation purposes. The State annually allocates roughly one-third of the PTA balance to transit operators as STA funds. The distribution to each eligible recipient is based on a formula taking into account population and public transportation operating revenues; the formula allocates 50% of the funds according to population (99313) and the remaining 50% according to transit

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operating revenues (99314). SJCOG distributes the 99313 funds based on an adopted policy, which distributes these funds based on ridership and hours provided between RTD and SJRR. The Road Repair and Accountability Act of 2017 of Senate Bill (SB) 1 (Chapter 5, Statutes of 2017), signed by the Governor on April 28, 2017, includes a program that will provide additional revenues for transit infrastructure repair and service improvements and is a part of the STA formula. This investment in public transit is referred to as the State of Good Repair (SGR) program. This program provides funding of approximately \$105 million annually to the STA account. These funds are to be made available for eligible transit maintenance, rehabilitation, and capital projects. STA funds are distributed via the STA formula (99313—regional through SJCOG and 99314—revenue, direct to the City). The City uses its 99314 STA funds for transit capital needs and the SGR 99313 and 99314 funds for preventative maintenance activities.

LCTOP

LCTOP is one of several programs that are a part of the Transit, Affordable Housing, and Sustainable Communities Program established by the California Legislature in 2014 by Senate Bill 862. LCTOP was created to provide operating and capital assistance for transit agencies to reduce greenhouse gas emission and improve mobility, with a priority on serving disadvantaged communities. Approved LCTOP projects support new or expanded bus or rail services, expand intermodal transit facilities, and may include equipment acquisition, fueling, maintenance, and other costs to operate those services or facilities; the goal of each project is reducing greenhouse gas emissions. For agencies whose service area includes disadvantaged communities, at least 50% of the total moneys received shall be expended on projects that will benefit disadvantaged communities. Senate Bill 862 continuously appropriates 5% of the annual auction proceeds in the Greenhouse Gas Reduction Fund (Fund) for LCTOP, beginning in 2014–15. LCTOP funds are distributed via the STA formula (99313—regional through SJCOG, and 99314—revenue, direct to the City). The City has not historically used 99313 or 99314 LCTOP funds but could start using it to expand Manteca Transit service in the early morning and late evening times, conduct enhanced marketing or add Sunday service.

Transit and Intercity Rail Capital Program (TIRCP)

TIRCP is one of several programs funded as part of 2014–15 State of California budget (by Senate Bill 852 and Senate Bill 862) that have a goal of reduced greenhouse gas emissions and achievement of other benefits. These programs are funded by auction proceeds from the California Air Resource Board's Cap-and-Trade Program, with proceeds deposited into the Greenhouse Gas Reduction Fund. TIRCP received \$200 million in 2015–16 and will receive 10% of the annual state Cap-and-Trade auction proceeds as a continuous appropriation. Additional funding from Senate Bill 1 (the Road Repair and Accountability Act of 2017) is estimated to generate \$323 million in 2017–2018 and about \$3 billion in the next ten years for TIRCP (through FY 2022–2023). The program goals include the reduction of greenhouse gas emissions, expanded and improved rail and transit service to increase ridership, the integration of different rail and transit systems, and improved transit safety. These funds are competitive and administered through Caltrans. The City can pursue this funding for large scale projects such as the transit maintenance facility or the transit station on McKinley Avenue @ State Route 120.

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State Transportation Improvement Program (STIP)

The STIP is a multi-year capital improvement program of transportation projects on and off the state highway system, funded with revenues from the State Highway Account and other funding sources. STIP programming generally occurs every two years. The City will recommend projects for funding through the STIP to SJCOG staff as funding capacity is identified throughout the next five years for regionally-significant capital projects such as the proposed transit station on McKinley Avenue @ State Route 120.

The specific purpose of the [State Route Safety Improvement Program \(HSIP\)](#) is to achieve a significant reduction in traffic fatalities and serious injuries on public roads. This is to be accomplished through the development and implementation of the state-wide coordinated plans, and local projects deemed eligible. On Interstate State Routes federal funding is available for up to 94.34 percent of the project cost with the balance to be provided by the project sponsor. Should all safety infrastructure needs be met, the state has the option of using up to ten percent of all available HSIP funding on non-infrastructure safety projects. Caltrans is responsible for administering HSIP projects in California.

Proposition 1B

In 2007, California voters passed Proposition 1 (A-E), which provided the State of California the authority to sell bonds for capital infrastructure improvements for transportation-related projects. RTD receives funding for capital projects under two of the sub categories of Proposition 1 (A-E): Public Transportation Modernization, Improvement, and Service Enhancement Account (PTMISEA) and the Transit System Safety, Security, and Disaster Response Account (TSSSDRA). The City has programmed funding for several projects through the two accounts provided by Proposition 1B for capital projects through FY 2020-2021 for the remainder of the program. Manteca Transit will use these funds for the transit technology improvements, passenger amenities, and facilities improvements.

[Local](#)

Local funding is primarily comprised of passenger fares. In addition, the City accrues revenue from investments, advertisements, transit center rental revenues and other miscellaneous fees. System-wide, fare revenues for FY 2018 were \$52,410. Manteca Transit does not currently receive any portion of its revenue through transfers from the City's General Fund. In the budget tables, the City assumes an average rate of inflation of not greater than three percent for variable or revenue streams.

Fare Revenues

The City collects fares from passengers to ride the bus. The current fare schedule is available in below

[Fare Policy](#)

Manteca Transit's current fare structure are presented in Exhibit 8.1.1 below.

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Exhibit 8.1.1 Current Fare Structure

Fare Category	Adult (18 -61)	Youth (2-18)	Seniors (62+), persons with disabilities, & Medicare Cardholders
Fixed-route fares			
One-way fare	\$1.00	\$0.75	\$0.50
10-Ride Pass	\$9.00	\$7.00	\$4.50
31-Day Pass	\$35.00	\$28.00	\$28.00
Dial-A-Ride and ADA Complementary Paratransit*			
One-way fare	\$2.00	\$2.00	\$2.00
10-Ride Pass	\$20.00	\$20.00	\$20.00
31-Day Pass	\$60.00	\$60.00	\$60.00

**Open to the general public for rides to/from the ACE Station and on Saturday.*

Up to two children under two rides free with each fare-paying adult. Children under six must be accompanied by a rider age 12 or older. One Personal Care Attendant (PCA) rides free with an ADA customer. All other companions pay the appropriate fare.

The Manteca Transit Fixed-Route 31-Day Pass can be used for Manteca Transit’s demand-response service on Saturday or to/from the ACE station at no additional charge. Currently passes are only available at the Manteca Transit Center and through the Parks and Recreation Department.

Measure K

Measure K is a local San Joaquin County transportation sales tax initiative, originally passed by voters in November 1990. In 2006, Measure K was approved by voters for a 30-year renewal through 2041. Through the renewal, Measure K is expected to generate \$3.1 billion (in 2006 dollars) for transportation improvement projects and public transportation services in San Joaquin County. Thirty percent (30%) of the net sales tax revenue generated in the Measure K program will be allocated for passenger rail transit, bus transit, and pedestrian/bicycle projects.

The Bus Transit program of Measure K includes interregional/intracity commute, Intercity, and elderly/persons with disabilities bus service. Intercity and elderly/persons with disabilities service promotes both bus service between the cities within San Joaquin County for all trip purposes and specializes in elderly/persons with disabilities bus service throughout San Joaquin County. Interregional/intracity commute service includes bus programs to promote peak hour commute service. RTD is to receive a minimum of 50% of the funds allocated from this program for implementing the projects identified above in conformance with the Regional Transit Systems Plan. Should the City utilize all LTF on public transit, the City would be eligible to request Measure K funds from SJCOG to support intracity commuter bus service, such as the current ACE Shuttle. Furthermore, the funds are distributed to bus transit programs utilizing the following weighted formula: 50% based on transit ridership, 25% based on Vehicle Revenue Hours, and 25% based on Vehicle Revenue Miles. These funds can be used for operating and capital expenses.

FY 2018-2019 to FY 2027-2028 Short Range Transit Plan

City of Manteca/Manteca Transit

Financial and Capital Plans

SJCOG administers Measure K funds and provides funding to agencies based on the regulatory requirements of the approved measure.

San Joaquin Valley Air Pollution Control District

The San Joaquin Valley Air Pollution Control District provides grant funding for alternative transportation and fuels projects. This funding can be used to provide public transportation pass subsidies, such as for rail and transit services, and for the construction of park-and-ride lots, which connect commuters to alternative transportation measures. Funding provided through this program is intended to encourage commuter rideshare activities as an alternative to single occupant vehicle commutes for daily long distance travel maximum subsidy provided is \$30,000 per year. In addition, the funding can also be used to provided funding for the purchase of new alternative fueled vehicles and infrastructure (Electric, Plug-In Hybrid, CNG, LNG, LPG, etc.) up to \$100,000 per year (or \$20,000 per vehicle). An application would be filed with the San Joaquin Valley Air Pollution Control District on an as needed basis. There is reporting and auditing requirements to utilize this funding. This funding could be used to purchase electric buses in the future, as well as electric infrastructure.

Rental

The City receives rental funds from the reservations of the community room in the Transit Center. Revenues associated with the rental space are used to support Manteca Transit operations.

Overview of Revenue Projection

The City uses historical data to review trends in order to provide future revenue forecasts, with the LTF to support transit operations, Federal funding to support operating and capital needs, and STA funding to support transit capital.

This revenue is leading towards stabilization of its funding sources and will present a small and steady growth in available revenues from the Federal and State governments. With the adoption of FAST Act, The City expects a steadier flow of Federal revenues throughout through FY 2019-2020; however, without a long-term federal transportation bill, revenues are not guaranteed after FY 2019-2020. Exhibit 8.1.2 Budget presents the budget to further explain The City's long-term financial picture during the 10-year time frame of the SRTP.

In order to expand Manteca Transit to be more progressive with the demographics, as Manteca continues to grow, the City will need to expand the transit system as explained in Chapter 7. The additional service enhancements and capital needs would start taking place in FY 2019-2020 and 2020-2021 as additional capital is purchased to support the operational improvements. Additional capital and operating forecast is detailed in the 10-year capital plan and projects in Exhibit 8.1.3 Capital Plan.

Fare elasticity models allow transit operators to estimate the impacts to farebox recovery based on fare increases. It is not uncommon for a transit operator to experience ridership loss during the first year a fare increase is implemented. This negative impact can be calculated by the fare elasticity formula which attributes a 0.4 percent decrease in ridership for every one percent increase in fare. This is applicable to fare decreases as well, resulting in a potential increase in ridership. As an example, using Manteca's

FY 2018-2019 to FY 2027-2028 Short Range Transit Plan

City of Manteca/Manteca Transit

Financial and Capital Plans

current annual fixed-route ridership of approximately 49,712 trips in FY 2017-2018, a fare increase of \$0.25 (a 25-percent increase of general public fare) may result in a decrease of up to 4,825 unlinked trips. This is unlikely as it assumes all ridership on the fixed-route currently pays the full \$1.00 fare for each trip. Using this method of calculating fare elasticity, it is estimated the proposed fare increases to the Manteca Transit Dial-A-Ride may result in up to 50 fewer general public passengers annually. This would result in a net increase in fare revenue of approximately \$346 annually.

Operating Plan

Agency Name:

Ten-Year Operating Plan													
Expenditure Purpose	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
Operations Assistance			\$ 1,588,165.00	\$ 1,251,505.00	\$ 1,289,050.15	\$ 1,327,721.65	\$ 1,367,553.30	\$ 1,408,579.90	\$ 1,450,837.30	\$ 1,494,362.42	\$ 1,539,193.29	\$ 1,585,369.09	\$ 1,632,930.16
Metropolitan Planning (SRTP)			\$ -	\$ 80,000.00	\$ 82,400.00	\$ 84,872.00	\$ 87,418.16	\$ 90,040.70	\$ 92,741.93	\$ 95,524.18	\$ 98,389.91	\$ 101,341.61	\$ 104,381.85
Other Capital Items (Employee Training)			\$ -	\$ 10,000.00	\$ 10,300.00	\$ 10,609.00	\$ 10,927.27	\$ 11,255.09	\$ 11,592.74	\$ 11,940.52	\$ 12,298.74	\$ 12,667.70	\$ 13,047.73
Project Administration			\$ -	\$ 337,874.00	\$ 348,010.22	\$ 358,450.53	\$ 369,204.04	\$ 380,280.16	\$ 391,688.57	\$ 403,439.23	\$ 415,542.40	\$ 428,008.67	\$ 440,848.93
Other Capital Items (Preventative Maintenance)			\$ -	\$ 23,770.00	\$ 24,483.10	\$ 25,217.59	\$ 25,974.12	\$ 26,753.34	\$ 27,555.94	\$ 28,382.62	\$ 29,234.10	\$ 30,111.12	\$ 31,014.46
Indirect Costs			\$ 310,945.00	\$ 315,576.00	\$ 325,043.28	\$ 334,794.58	\$ 344,838.42	\$ 355,183.57	\$ 365,839.08	\$ 376,814.25	\$ 388,118.67	\$ 399,762.24	\$ 411,755.10
Lease Rentals			\$ -	\$ 41,200.00	\$ 42,436.00	\$ 43,709.08	\$ 45,020.35	\$ 46,370.96	\$ 47,762.09	\$ 49,194.95	\$ 50,670.80	\$ 52,190.93	\$ 53,756.66
Year Total			\$ 1,899,110.00	\$ 2,059,925.00	\$ 2,121,722.75	\$ 2,185,374.43	\$ 2,250,935.67	\$ 2,318,463.74	\$ 2,388,017.65	\$ 2,459,658.18	\$ 2,533,447.92	\$ 2,609,451.36	\$ 2,687,734.90
Cumulative Total			\$ -	\$ 3,959,035.00	\$ 6,080,757.75	\$ 8,266,132.18	\$ 10,517,067.85	\$ 12,835,531.58	\$ 15,223,549.23	\$ 17,683,207.41	\$ 20,216,655.33	\$ 22,826,106.69	\$ 25,513,841.59

Ten-Year Operating Plan													
Operating Revenue Sources	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
FTA 5307	Uses Manteca's apportionment and reserves some funding for Ripon		\$ 734,282.50	\$ 890,048.00	\$ 916,749.44	\$ 944,251.92	\$ 972,579.48	\$ 1,001,756.87	\$ 1,031,809.57	\$ 1,062,763.86	\$ 1,094,646.77	\$ 1,127,486.18	\$ 1,161,310.76
LTF			\$ 1,036,642.50	\$ 1,030,562.00	\$ 1,062,763.41	\$ 1,094,832.88	\$ 1,127,864.44	\$ 1,161,886.94	\$ 1,196,930.12	\$ 1,233,024.59	\$ 1,270,201.90	\$ 1,308,494.53	\$ 1,347,935.93
STA			\$ -	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00
LCTOP			\$ -	\$ 2,132.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00
Fares			\$ 59,800.00	\$ 61,594.00	\$ 63,441.82	\$ 65,345.07	\$ 67,305.43	\$ 69,324.59	\$ 71,404.33	\$ 73,546.46	\$ 75,752.85	\$ 78,025.44	\$ 80,366.20
Misc Revenue			\$ 65,810.00	\$ 67,784.00	\$ 69,817.52	\$ 71,912.05	\$ 74,069.41	\$ 76,291.49	\$ 78,580.23	\$ 80,937.64	\$ 83,365.77	\$ 85,866.74	\$ 88,442.75
Investment Earnings			\$ 2,575.00	\$ 2,652.00	\$ 2,731.56	\$ 2,813.51	\$ 2,897.91	\$ 2,984.85	\$ 3,074.39	\$ 3,166.63	\$ 3,261.63	\$ 3,359.47	\$ 3,460.26
Year Total			\$ 1,899,110.00	\$ 2,059,925.00	\$ 2,121,722.75	\$ 2,185,374.43	\$ 2,250,935.67	\$ 2,318,463.73	\$ 2,388,017.65	\$ 2,459,658.18	\$ 2,533,447.92	\$ 2,609,451.36	\$ 2,687,734.90
Cumulative Total			\$ -	\$ 3,959,035.00	\$ 6,080,757.75	\$ 8,266,132.18	\$ 10,517,067.85	\$ 12,835,531.58	\$ 15,223,549.23	\$ 17,683,207.41	\$ 20,216,655.33	\$ 22,826,106.69	\$ 25,513,841.59

- 68.73% for fixed route and 31.27% for dial-a-ride due to 9,972 revenue vehicles service hours operating on the fixed route and 4,536 revenue vehicle service hours operating on the dial-a-ride for a total of 14,507 revenue vehicle service hours.

Demand Response Operating Plan

AgencyName: City of Manteca

Ten-Year Operating Plan													
Expenditure Purpose	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
Operations Assistance	All operational expenses to operate the transit system		\$ 496,619.20	\$ 391,345.61	\$ 403,085.98	\$ 415,178.56	\$ 427,633.92	\$ 440,462.94	\$ 453,676.82	\$ 467,287.13	\$ 481,305.74	\$ 495,744.91	\$ 510,617.26
Metropolitan Planning (SRTP)	Transit planning activities		\$ -	\$ 25,016.00	\$ 25,766.48	\$ 26,539.47	\$ 27,335.66	\$ 28,155.73	\$ 29,000.40	\$ 29,870.41	\$ 30,766.52	\$ 31,689.52	\$ 32,640.21
Other Capital Items (Employee Training)	Training for City Transit employees		\$ -	\$ 3,127.00	\$ 3,220.81	\$ 3,317.43	\$ 3,416.96	\$ 3,519.47	\$ 3,625.05	\$ 3,733.80	\$ 3,845.82	\$ 3,961.19	\$ 4,080.03
Project Administration	Administrative salaries and costs associated with managing FTA capital funds		\$ -	\$ 105,653.20	\$ 108,822.80	\$ 112,087.48	\$ 115,450.10	\$ 118,913.61	\$ 122,481.02	\$ 126,155.45	\$ 129,940.11	\$ 133,838.31	\$ 137,853.46
Other Capital Items (Preventative Maintenance)	All maintenance activities for the transit system		\$ -	\$ 7,432.88	\$ 7,655.87	\$ 7,885.54	\$ 8,122.11	\$ 8,365.77	\$ 8,616.74	\$ 8,875.25	\$ 9,141.50	\$ 9,415.75	\$ 9,698.22
Indirect Costs	Costs not eligible for FTA assistance, City General Fund overhead		\$ 97,232.50	\$ 98,680.62	\$ 101,641.03	\$ 104,690.26	\$ 107,830.97	\$ 111,065.90	\$ 114,397.88	\$ 117,829.82	\$ 121,364.71	\$ 125,005.65	\$ 128,755.82
Lease Rentals	Rental of equipment and property		\$ -	\$ 12,883.24	\$ 13,269.74	\$ 13,667.83	\$ 14,077.86	\$ 14,500.20	\$ 14,935.21	\$ 15,383.26	\$ 15,844.76	\$ 16,320.10	\$ 16,809.71
Year Total			\$ 593,851.70	\$ 644,138.55	\$ 663,462.70	\$ 683,366.59	\$ 703,867.58	\$ 724,983.61	\$ 746,733.12	\$ 769,135.11	\$ 792,209.17	\$ 815,975.44	\$ 840,454.70
Cumulative Total			\$ 1,237,990.24	\$ 1,901,452.95	\$ 2,584,819.53	\$ 3,288,687.12	\$ 4,013,670.73	\$ 4,760,403.84	\$ 5,529,538.96	\$ 6,321,748.12	\$ 7,137,723.56	\$ 7,978,178.27	\$ 7,978,178.27

Ten-Year Operating Plan													
Operating Revenue Sources	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
FTA 5307	Manteca may pursue ADA Paratransit at a 80% ratio which would reduce the amount of LTF as long as 10% of the apportionment is allocated to ADA paratransit.		\$ 229,610.14	\$ 278,318.01	\$ 286,667.55	\$ 295,267.58	\$ 304,125.60	\$ 313,249.37	\$ 322,646.85	\$ 332,326.26	\$ 342,296.05	\$ 352,564.93	\$ 363,141.88
LTF			\$ 324,158.11	\$ 322,256.74	\$ 328,051.80	\$ 338,079.92	\$ 348,408.89	\$ 359,047.73	\$ 370,005.73	\$ 381,292.47	\$ 392,917.82	\$ 404,891.92	\$ 417,225.25
STA			\$ -	\$ 1,611.34	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00
LCTOP			\$ -	\$ 666.68	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00
Fares			\$ 18,699.46	\$ 19,260.44	\$ 19,838.26	\$ 20,433.40	\$ 21,046.41	\$ 21,677.80	\$ 22,328.13	\$ 22,997.98	\$ 23,687.92	\$ 24,398.55	\$ 25,130.51
Misc. Revenue			\$ 20,578.79	\$ 21,196.06	\$ 21,831.94	\$ 22,486.90	\$ 23,161.50	\$ 23,856.35	\$ 24,572.04	\$ 25,309.20	\$ 26,068.48	\$ 26,850.53	\$ 27,656.05
Investment Earnings			\$ 805.20	\$ 829.28	\$ 854.16	\$ 879.78	\$ 906.18	\$ 933.36	\$ 961.36	\$ 990.20	\$ 1,019.91	\$ 1,050.51	\$ 1,082.02
Year Total			\$ 593,851.70	\$ 644,138.55	\$ 663,462.70	\$ 683,366.59	\$ 703,867.58	\$ 724,983.61	\$ 746,733.12	\$ 769,135.11	\$ 792,209.17	\$ 815,975.44	\$ 840,454.70
Cumulative Total			\$ 1,237,990.24	\$ 1,901,452.95	\$ 2,584,819.53	\$ 3,288,687.12	\$ 4,013,670.73	\$ 4,760,403.84	\$ 5,529,538.96	\$ 6,321,748.12	\$ 7,137,723.56	\$ 7,978,178.27	\$ 7,978,178.27
					335410.9043	345286.6614	355458.6913	365935.882	376727.3885	387842.6401	399291.3493	411083.5198	423229.4554

- 68.73% for fixed route and 31.27% for dial-a-ride due to 9,972 revenue vehicles service hours operating on the fixed route and 4,536 revenue vehicle service hours operating on the dial-a-ride for a total of 14,507 revenue vehicle service hours.

Fixed Route Operating Plan

Agency Name:

Ten-Year Operating Plan													
Expenditure Purpose	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
Operations Assistance	All operational expenses to operate the transit system		\$ 994,313.30	\$ 860,159.39	\$ 885,964.17	\$ 912,543.09	\$ 939,919.39	\$ 968,116.97	\$ 997,160.48	\$ 1,027,075.29	\$ 1,057,887.55	\$ 1,089,624.18	\$ 1,122,312.90
Metropolitan Planning (SRTP)	Transit planning activities		\$ -	\$ 54,984.00	\$ 56,633.52	\$ 58,332.53	\$ 60,082.50	\$ 61,884.98	\$ 63,741.53	\$ 65,653.77	\$ 67,623.38	\$ 69,652.09	\$ 71,741.65
Other Capital Items (Employee Training)	Training for City Transit employees		\$ -	\$ 6,873.00	\$ 7,079.19	\$ 7,291.57	\$ 7,510.31	\$ 7,735.62	\$ 7,967.69	\$ 8,206.72	\$ 8,452.92	\$ 8,706.51	\$ 8,967.71
Project Administration	Administrative salaries and costs associated with managing FTA capital funds		\$ -	\$ 232,220.80	\$ 239,187.42	\$ 246,363.05	\$ 253,753.94	\$ 261,366.56	\$ 269,207.55	\$ 277,283.78	\$ 285,602.29	\$ 294,170.36	\$ 302,995.47
Other Capital Items (Preventative Maintenance)	All maintenance activities for the transit system		\$ -	\$ 16,337.12	\$ 16,827.23	\$ 17,332.05	\$ 17,852.01	\$ 18,387.57	\$ 18,939.20	\$ 19,507.38	\$ 20,092.60	\$ 20,695.38	\$ 21,316.24
Indirect Costs	Costs not eligible for FTA assistance, City General Fund overhead		\$ 309,519.09	\$ 216,895.38	\$ 223,402.25	\$ 230,104.31	\$ 237,007.44	\$ 244,117.67	\$ 251,441.20	\$ 258,984.43	\$ 266,753.97	\$ 274,756.58	\$ 282,999.28
Lease Rentals	Rental of equipment and property		\$ -	\$ 28,316.76	\$ 29,166.26	\$ 30,041.25	\$ 30,942.49	\$ 31,870.76	\$ 32,826.89	\$ 33,811.69	\$ 34,826.04	\$ 35,870.82	\$ 36,946.95
Transit System Expansion	Additional Route 4, 30-minute service, expanded weekday, Saturday and Sunday hours		\$ -	\$ -	\$ 375,000.00	\$ 386,250.00	\$ 397,837.50	\$ 409,772.63	\$ 422,065.80	\$ 434,727.78	\$ 447,769.61	\$ 461,202.70	\$ 475,038.78
Year Total			\$ 1,303,832.39	\$ 1,415,786.45	\$ 1,833,260.05	\$ 1,888,257.85	\$ 1,944,905.58	\$ 2,003,252.75	\$ 2,063,350.33	\$ 2,125,250.84	\$ 2,189,008.37	\$ 2,254,678.62	\$ 2,322,318.98
Cumulative Total			\$ 2,719,618.84	\$ 4,552,878.89	\$ 6,441,136.74	\$ 8,386,042.32	\$ 10,389,295.07	\$ 12,452,645.40	\$ 14,577,896.25	\$ 16,766,904.61	\$ 19,021,583.23	\$ 21,343,902.21	\$ 21,343,902.21

Ten-Year Operating Plan													
Operating Revenue Sources	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
FTA 5307	Uses Manteca's apportionment and reserves some funding for Ripon		\$ 456,056.11	\$ 611,729.99	\$ 630,081.89	\$ 648,984.35	\$ 668,453.88	\$ 688,507.49	\$ 709,162.72	\$ 730,437.60	\$ 752,350.73	\$ 774,921.25	\$ 798,168.89
LTF			\$ 759,674.73	\$ 708,305.26	\$ 1,103,492.61	\$ 1,136,783.96	\$ 1,171,074.05	\$ 1,206,392.84	\$ 1,242,771.19	\$ 1,280,240.90	\$ 1,318,834.70	\$ 1,358,586.31	\$ 1,399,530.47
STA			\$ -	\$ 3,541.66	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00	\$ 5,153.00
LCTOP			\$ -	\$ 1,465.32	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00	\$ 1,066.00
Fares			\$ 41,100.54	\$ 42,333.56	\$ 43,603.56	\$ 44,911.67	\$ 46,259.02	\$ 47,646.79	\$ 49,076.19	\$ 50,548.48	\$ 52,064.93	\$ 53,626.88	\$ 55,235.69
Misc Revenue			\$ 45,231.21	\$ 46,587.94	\$ 47,985.58	\$ 49,425.15	\$ 50,907.90	\$ 52,435.14	\$ 54,008.19	\$ 55,628.44	\$ 57,297.29	\$ 59,016.21	\$ 60,786.70
Investment Earnings			\$ 1,769.80	\$ 1,822.72	\$ 1,877.40	\$ 1,933.72	\$ 1,991.73	\$ 2,051.49	\$ 2,113.03	\$ 2,176.42	\$ 2,241.72	\$ 2,308.97	\$ 2,378.24
Year Total			\$ 1,303,832.39	\$ 1,415,786.45	\$ 1,833,260.05	\$ 1,888,257.85	\$ 1,944,905.58	\$ 2,003,252.75	\$ 2,063,350.33	\$ 2,125,250.84	\$ 2,189,008.37	\$ 2,254,678.62	\$ 2,322,318.98
Cumulative Total			\$ 2,719,618.84	\$ 4,552,878.89	\$ 6,441,136.74	\$ 8,386,042.32	\$ 10,389,295.07	\$ 12,452,645.40	\$ 14,577,896.25	\$ 16,766,904.61	\$ 19,021,583.23	\$ 21,343,902.21	\$ 21,343,902.21
				707481.1899	729767.4357	751473.8888	773831.5354	796859.9115	820579.1388	845009.943	870173.6713	896092.3114	922788.5108
				364883.7178	364883.7178	375736.9444	386915.7677	398429.9557	410289.5694	422504.9715	435086.8356	448046.1557	461394.2554

- 68.73% for fixed route and 31.27% for dial-a-ride due to 9,972 revenue vehicles service hours operating on the fixed route and 4,536 revenue vehicle service hours operating on the dial-a-ride for a total of 14,507 revenue vehicle service hours.

Other Capital Projects

Agency Name: City of Manteca

Ten-Year Capital Plan																	
Project Description	Projected Useful Life, if Vehicle	Funding Sources		Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28	
		Source	Amount														
Electronic Fareboxes	10 years	PTMISEA	\$ 179,666.00	Purchase 8 fareboxes, probe unit	16061	\$ 179,666.00											
Transit ITS Projects	10 years	FTA/5307/LTF/STA	\$ 0	Purchase transit ITS equipment such as automated passenger counters, additional AVL equipment, additional farebox equipment, security cameras, paratransit scheduling software and tablets and advertising monitors for buses			\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	
Passenger Amenities	10 years	PTMISEA/5339/LTF/STA	\$ 639,094.00	Purchase new bus stop signs, infoposts, brochure racks, ADA annunciators for buses, Wi-Fi for buses, additional and replacement bus shelters, benches, trash cans, solar lighting, map cases, associated installation costs, sidewalk improvements	16059	\$ -	\$ 54,094.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	
Manteca Multi-Modal Station Projects	40 years	PTMISEA/5339/Insurance Revenues/LTF/STA	\$ 395,379.00	Fix solar panel overhang, relocate kiosk, building improvements to transit station, activate and expand to six electric charging stations	16059	\$ -	\$ 245,379.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00							
ACE Parking Expansion	50 years	5307/LTF/STA	\$ 3,400,000.00	With the anticipation of ACE train service to Modesto and Ceres starting in 2021 or later, there will be a need to expand the Manteca Transit Center parking lot to add at least another 150 to 300 spaces to account for commuters that will leave their vehicles for 8 hours or greater, plus allow for accommodations for other commuting alternatives. Six parcels of land would need to be purchased.		\$ -	\$ -	\$ 100,000.00	\$ 2,300,000.00	\$ 1,000,000.00							
Administrative Vehicle	10 year	5307/LTF/STA/JAPCD	\$ 50,000.00	Purchase electric administrative vehicle and related charging infrastructure		\$ -	\$ -	\$ 50,000.00									
Transit Security Projects	10 years	TSSSDRA/5307/LTF/STA	\$ 313,002.38	Install outdoor security cameras on transit center, install AVL/real time information on buses and at transit center island, install security cameras at major bus stops throughout the City, including the Transit Center. This will meet the 1% transit security requirement for FTA.	16062	\$ -	\$ 238,002.38	\$ 50,000.00	\$ 25,000.00								
Transit Maintenance Facility	40 years	5307/5339/LTF/STA	\$ 4,525,000.00	Purchase the City of Manteca Solid Waste Parking Facility located at 201 Wetmore Street in Manteca for the purposes of parking Manteca Transit buses as phase I. Phase II would build a bus maintenance facility to maintain a fleet of 10 buses with associated shop equipment and fuel tanks. This facility is 3.268 acres. Need to perform environmental/Title VI analysis and construct project.		\$ -	\$ 25,000.00	\$ 100,000.00		\$ 1,900,000.00		\$ 2,500,000.00					
Construct new Transit Center @ McKinley Avenue @ SR 120	40 years	5307/5339/LTF/STA	\$ 16,850,000.00	Phase I would be to purchase land for a future ACE Station near McKinley Avenue, SR 120 and Union Pacific Railroad tracks. Phase II would be to construct a new ACE station. This station would include a platform, park and ride lot, transit bus bays, customer service kiosk, security cameras, passenger waiting shelter and benches, traffic signal, sidewalks and bicycle paths. The proposed station will be next to the future indoor waterpark, major housing development and entertainment center.				\$ 250,000.00	\$ 550,000.00	\$ 550,000.00	\$ 500,000.00	\$ 5,000,000.00	\$ 5,000,000.00	\$ 5,000,000.00			
Totals			\$ 26,352,141.38			\$ 179,666.00	\$ 562,475.38	\$ 715,000.00	\$ 3,040,000.00	\$ 3,615,000.00	\$ 615,000.00	\$ 7,615,000.00	\$ 5,115,000.00	\$ 5,115,000.00	\$ 115,000.00	\$ 115,000.00	\$ 26,802,141.38

FTA 5339 Swap with Lodi	\$ 192,771.00
PTMISEA balance - Fareboxes	\$ 196,537.00
PTMISEA balance - Station	\$ 245,379.00
PTMISEA balance - Passenger Amenities	\$ 100,594.00
TSSDRA - Security Cameras	\$ -
TSSSDRA - Transit Center Security Camera	\$ 35,002.38

Lead Agency: City of Manteca

Project Name: Passenger Amenities

Project Description:

Purchase new bus stop signs, infoposts, brochure racks, ADA annoucerators for buses, Wi-Fi for buses, additional and replacement bus shelters, benches, trash cans, solar lighting, map cases, associated installation costs, sidewalk improvements

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ -	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000
Capital Purchase										
Operation(s) Cost										
TOTAL:	\$ -	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000

LOCAL MATCH

Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ 54,094	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000
Capital Purchase	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ 54,094	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000	\$ 13,000
Federal Share	\$ -	\$ 52,000	\$ 52,000	\$ 52,000	\$ 52,000	\$ 52,000	\$ 52,000	\$ 52,000	\$ 52,000	\$ 52,000

Any Other Remarks?

Lead Agency: City of Manteca

Project Name: ITS Projects

Project Description:

Purchase transit ITS equipment such as automated passenger counters, additional AVL equipment, additional farebox equipment, security cameras, paratransit scheduling software and tablets and advertising monitors for buses

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Capital Purchase										
Operation(s) Cost										
TOTAL:	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000

LOCAL MATCH

Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Capital Purchase	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Federal Share	\$ -	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000

Any Other Remarks?

Lead Agency: City of Manteca

Project Name: Manteca Transit Center Projects

Project Description:

Fix solar panel overhang, relocate kiosk, building improvements to transit station, activate and expand to six electric charging stations

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase										
Operation(s) Cost										
TOTAL:	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

LOCAL MATCH

Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ 245,379	\$ 10,000	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ 245,379	\$ 10,000	\$ 10,000	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Federal Share	\$ -	\$ 40,000	\$ 40,000	\$ 40,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Any Other Remarks?

Lead Agency: City of Manteca

Project Name: Expand Parking Lot at Manteca Transit Center

Project Description:

With the anticipation of ACE train service to Modesto and Ceres starting in 2021 or later, there will be a need to expand the Manteca Transit Center parking lot to add at least another 150 to 300 spaces to account for commuters that will leave their vehicles for 8 hours or greater, plus allow for accommodations for other commuting alternatives. Six parcels of land would need to be purchased.

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)	\$ -	\$ 100,000								
Design (PS & E)			\$ 100,000							
Right of Way			\$ 2,200,000	\$ -						
Construction				\$ 1,000,000						
Capital Purchase										
Operation(s) Cost										
TOTAL:	\$ -	\$ 100,000	\$ 2,300,000	\$ 1,000,000						

LOCAL MATCH

Envtl (PA & ED)	\$ -	\$ 20,000	\$ -	\$ -	\$ -					
Design (PS & E)	\$ -	\$ -	\$ 20,000	\$ -	\$ -					
Right of Way	\$ -	\$ -	\$ 440,000	\$ -	\$ -					
Construction	\$ -	\$ -	\$ -	\$ 200,000	\$ -					
Capital Purchase	\$ -	\$ -	\$ -	\$ -	\$ -					
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -					

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ -	\$ 20,000	\$ 460,000	\$ 200,000	\$ -					
Federal Share:	\$ -	\$ 80,000	\$ 1,840,000	\$ 800,000	\$ -					

This project would be done in conjunction with SJRRC. This is eligible for 5339 funds.

Any Other Remarks

Lead Agency: City of Manteca

Project Name: Transit Security Projects

Project Description:

Install outdoor security cameras on transit center, install AVL/real time information on buses and at transit center island, install security cameras at major bus stops throughout the City

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase	\$ 143,000	\$ 50,000	\$ 25,000							
Operation(s) Cost										
TOTAL:	\$ 143,000	\$ 50,000	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

LOCAL MATCH

Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase	\$ 123,602	\$ 10,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ 123,602	\$ 10,000	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Federal Share	\$ 114,400	\$ 40,000	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Any Other Remarks?

Lead Agency: **City of Manteca**

Project Name: **Administrative Vehicle**

Project Description:

Purchase electric administrative vehicle and related charging infrastructure

FY 18/19 FY 19/20 FY 20/21 FY 21/22 FY 22/23 FY 23/24 FY 24/25 FY 25/26 FY 26/27 FY 27/28

Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase		\$ 50,000								
Operation(s) Cost										
TOTAL:	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

LOCAL MATCH

Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase	\$ -	\$ 12,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Federal Share	\$ -	\$ 40,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Any Other Remarks?

Lead Agency: City of Manteca

Project Name: Manteca Transit Bus Maintenance Facility

Project Description:

Purchase the City of Manteca Solid Waste Parking Facility located at 201 Wetmore Street in Manteca for the purposes of parking Manteca Transit buses as phase I. Phase II would build a bus maintenance facility to maintain a fleet of 10 buses with associated shop equipment and fuel tanks. This facility is 3.268 acres.

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)	\$ 100,000									
Design (PS & E)		\$ 100,000								
Right of Way		\$ -	\$ -	\$ 2,200,000						
Construction				\$ -		\$ 2,500,000				
Capital Purchase										
Operation(s) Cost										
TOTAL:	\$ 100,000	\$ 100,000	\$ -	\$ 2,200,000	\$ -	\$ 2,500,000	\$ -	\$ -	\$ -	\$ -

LOCAL MATCH

Envtl (PA & ED)	\$ 20,000	\$ -	\$ -	\$ -	\$ -					
Design (PS & E)	\$ -	\$ 20,000	\$ -	\$ -	\$ -					
Right of Way	\$ -	\$ -	\$ -	\$ 440,000	\$ -					
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500,000				
Capital Purchase	\$ -	\$ -	\$ -	\$ -	\$ -					
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -					

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ 20,000	\$ 20,000	\$ -	\$ 440,000	\$ -	\$ 500,000	\$ -	\$ -	\$ -	\$ -
Federal Share	\$ 80,000	\$ 80,000	\$ -	\$ 1,760,000	\$ -	\$ 2,000,000	\$ -	\$ -	\$ -	\$ -

Any Other Remarks?

This is eligible for 5339 funding as well.

Lead Agency: **City of Manteca**

Project Name: **Future Manteca ACE Station Near McKinley Avenue @ SR 120**

Project Description:

Phase I would be to purchase land for a future ACE Station near McKinley Avenue, SR 120 and Union Pacific Railroad tracks. Phase II would be to construct a new ACE station. This station would include a platform, park and ride lot, transit bus bays, customer service kiosk, security cameras, passenger waiting shelter and benches, traffic signal, sidewalks and bicycle paths. The proposed station will be next to the future indoor waterpark, major housing development and entertainment center.

	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25	FY 25/26	FY 26/27	FY 27/28
Envtl (PA & ED)		\$ 250,000								
Design (PS & E)					\$ 500,000	\$ -				
Right of Way			\$ 550,000	\$ 550,000						
Construction					\$ -	\$ 5,000,000	\$ 5,000,000	\$ 5,000,000		
Capital Purchase										
Operation(s) Cost										
TOTAL:	\$ -	\$ 250,000	\$ 550,000	\$ 550,000	\$ 500,000	\$ 5,000,000	\$ 5,000,000	\$ 5,000,000		

LOCAL MATCH FOR THE 5307 FUNDING (THESE CELLS AUTOMATICALLY CALCULATE MATCH).

Envtl (PA & ED)	\$ -	\$ 50,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ 110,000	\$ 110,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000	\$ -	\$ -
Capital Purchase	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)

TOTAL LOCAL MATCH:	\$ -	\$ 50,000	\$ 110,000	\$ 110,000	\$ 100,000	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000	\$ -	\$ -
Federal Share	\$ -	\$ 200,000	\$ 440,000	\$ 440,000	\$ 400,000	\$ 4,000,000	\$ 4,000,000	\$ 4,000,000	\$ -	\$ -

Any Other Remarks?

This project would be done in conjunction with SJRRC. This is eligible for 5339 funds.

Ten-Year Finance Plan For FTA and Local Needs

Project Description	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28	
5307	\$ 1,810,205.99	\$ 1,198,848.00	\$ 1,528,749.44	\$ 3,396,251.92	\$ 4,104,579.48	\$ 1,493,756.87	\$ 7,123,809.57	\$ 5,154,763.86	\$ 6,148,809.60	\$ 1,699,486.18	\$ 1,253,310.76	
5339	\$ -	\$ -	\$ -	\$ 1,880,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,037,837.17	\$ -	\$ -	
LTF/Other Local Source for Matching	\$ 1,245,623.37	\$ 1,429,543.38	\$ 1,244,763.41	\$ 2,211,832.88	\$ 1,949,864.44	\$ 1,323,886.94	\$ 2,758,930.12	\$ 2,295,024.59	\$ 2,832,201.90	\$ 1,480,108.53	\$ 1,399,935.93	
	\$ 3,055,829.36	\$ 2,628,391.38	\$ 2,773,512.85	\$ 7,488,084.81	\$ 6,054,443.92	\$ 2,817,643.81	\$ 9,882,739.69	\$ 7,449,788.45	\$ 10,018,848.68	\$ 3,179,594.71	\$ 2,653,246.70	\$ 58,002,124.35

Worksheet	Expenditure Total		Revenue Total		Difference
Demand Response Fleet Management	\$	1,088,644.32	\$	1,088,644.32	\$ -
Fixed Route Fleet Management	\$	5,706,260.04	\$	5,706,260.04	\$ -
Demand Response Route Operating	\$	7,978,178.27	\$	7,978,178.27	\$ -
Fixed Route Operating	\$	21,343,902.21	\$	21,343,902.21	\$ -
Other Capital Projects	\$	26,802,141.38	\$	26,352,141.38	\$ 450,000.00
Totals	\$	62,919,126.22	\$	62,469,126.22	\$ 450,000.00

8.2 CAPITAL PLAN

The following Capital Plan for Manteca Transit is shown in the tables in this chapter. There is a summary of each capital project that is due to be pursued by Manteca Transit during the ten year term of the SRTP. The bulleted list of capital plan recommendations from Chapter 8 is below:

- Expand Manteca Transit Center parking to prepare for ACE service in 2021
- Purchase five replacement and five additional larger heavy duty low-floor transit buses
- Purchase electric support vehicles and associated infrastructure
- Build a transit maintenance facility and purchase associated equipment to support the transit maintenance facility at the current Solid Waste Facility on Wetmore Street
- Improve passenger amenities and add more bus shelters, benches and trash cans
- Build a new ACE Station and Park and Ride Lot at McKinley Avenue @ State Route 120
- Continue transit security improvements
- Continue to upgrade Manteca Transit Center
- Pursue intelligent transportation systems (ITS) to support Manteca Transit activities.

Capital Improvement Program (CIP)

The City of Manteca's Capital Improvement Program (CIP) is a comprehensive five-year plan of capital improvement needs. This is part of the City's annual budget process. The program is a guide for identifying and managing current and future scheduling and funding requirements for defined projects. These requirements then become the basis for determining the annual adopted capital budgets. Each year when the CIP is reviewed, the program is moved forward one year and the previous second year of the CIP becomes the current year proposed capital budget. CIP project management software is used to help staff schedule and manage current and future projects and provide for financial planning. The CIP provide a number of benefits, including:

- Keeps public informed and focuses attention on community objectives.
- Coordinates capital needs and the operating budget.
- Promotes and prioritizes careful project planning.
- Unites local government entities activities to reduce duplication
- Increases opportunities for obtaining federal and state aid.

The City treats a CIP as the acquisition, expansion or rehabilitation of land facilities, buildings, major equipment and other major infrastructure with the following criteria:

- Each project requires an identified funding source.
- All projects requiring debt obligations.
- Projects requiring the acquisition of land.
- A project for the expansion, rehabilitation or construction of building, parks, facilities and City infrastructure with a capital improvement cost exceeding \$100,000 for public works projects and \$25,000 for all other projects.

FY 2018-2019 to FY 2027-2028 Short Range Transit Plan

City of Manteca/Manteca Transit

Financial and Capital Plans

- The purchase of equipment, with a purchase value of \$25,000 or greater.
- Transportation projects including but not limited to rehabilitation, new and expansion of the City's transportation and pedestrian networks with a cost exceeding \$100,000.
- CIP projects may include long-range infrastructure maintenance programs which increase the life of the City's capital facilities, streets, utilities, and equipment.
- CIP projects may include all costs incurred in the development, presentation and publication of master plans, modeling and studies leading to the development of a CIP project.
- Project costs may include the following components: design, construction, contingency, general costs, management, planning, right of way, and computer hardware and software for the life of the project.

When estimated project cost totals are complete, the City's Finance Department assesses the projects in terms of the City's general plan, council priorities, available funding and impact on the community. The recommended CIP projects are then submitted with the annual budget to City Council for review and adoption.

The current transit projects listed in the SRTP that has an active CIP (as of July 1, 2018) are passenger amenities, transit security projects and Manteca Transit Center enhancements projects.

8.3 CAPITAL PLAN PROJECT DESCRIPTIONS

Fleet Replacement and Expansion

The City will continue to maintain a modern and efficient fleet over the cycle of this Plan. As funding becomes available, buses will be replaced according to the FTA duty cycle criteria, which allows 12 years for full-sized (e.g., 35') buses and five (5) or seven (7) years for the current fixed route and dial-a-ride cutaway buses. Table 2.04 provides the existing bus fleet inventory and Exhibit 8.03 provides a copy of Fleet Replacement Plan within the limits of known funding resources.

The City maintains the transit's use of a non-revenue, passenger support vehicles that enable City transit staff to carry out daily functions. The City transit staff uses the support vehicle for route planning, travel to meetings and regulatory functions, public outreach, information distribution. NEXT has a van that they maintain and that they own that they use for driver relief and driver supervision. It is important to maintain a modern, efficient, and reliable fleet to ensure quality customer service and effective use of taxpayer dollars.

The City will continue to adopt a fleet replacement and expansion program to ensure that the fleet composition reflects future service requirements. For future expansion, the City will analytically review the service demand and define the needs for the new buses before future procurement. This analysis will provide a recommendation for purchase based upon planned use. Future purchases will meet fleet requirements and maintain a consistent spare ratio of approximately 20% systemwide, as well as for each service type. The City may choose to maintain a contingency (inactive) fleet to facilitate future expansions of transit services and reserves for unforeseen needs.

The City will maintain a controlled inventory of spare parts and service equipment for the active fleet. This enables staff to maintain an active fleet by having the parts on-hand in case of failure. The City will purchase other maintenance-related items and equipment (e.g., tools) as needed. The City, through its contractor, NEXT will identify opportunities to minimize parts inventory while expediting maintenance practices in order to maintain an effective inventory balance. These opportunities may include outsourcing parts management or parts delivery.

An important consideration in the City's transit fleet expansion and modernization plan is the use of new technology. The California Air Resources Board (CARB) is implementing a new Proposed Innovative Clean Transit Regulation, A Replacement of the Fleet Rule For Transit Agencies. This rule will have implications on how the City chooses to purchase buses going forward. Historically, the City has purchased gasoline powered cutaways to comply with CARB's Fleet Rule For Transit Agencies. With the potential requirement to zero requirements by 2035. With the recommendation to convert to larger transit buses that are heavy duty, as well as the need to continue to purchase low floor cutaway vehicles for Manteca Transit Dial-A-Ride and lower performing fixed routes, should CARB go forward with the regulatory change, the cost for zero emission buses are significantly higher and the City may need to pursue additional FTA discretionary grants, such as NoLo or grants from the San Joaquin Valley Air Pollution Control District to cover the additional cost.

In addition, should zero emission buses be purchased, particularly, electric buses, the City would need to purchase electric station infrastructure for the Manteca Transit Center and/or a future transit maintenance facility. The bus charging equipment is estimated to be \$100,000 per bus. The current fast chargers that accommodate up to 6 buses, cost approximately \$600,000 with installation and overnight charging equipment for additional buses estimated at \$50,000 per bus.

The Fleet Replacement Plan recommends the addition of five 30 foot heavy duty transit buses in Fiscal Year (FY) 2020-2021 and five replacement 30 foot heavy duty transit buses in FY 2025-2026. For now, diesel hybrid engine technology is recommended until future CARB regulation is implemented. For Manteca Transit Dial-A-Ride, the Fleet Replacement Plan recommends the replacement of three gasoline powered cutaways in FY 2026-2027. The project is anticipated to utilize FTA Sections 5307 and 5339 funds, discretionary grants from FTA and San Joaquin Valley Air Pollution Control District as well as LTF or STA.

Intelligent Transportation Systems (ITS)

Presently, NEXT provides Ecolane dispatching software to dispatch Manteca Transit Dial-A-Ride. They also provide Zonar automated pre trip/post trip inspection system and tablets for providing manifests to the transit operators on Manteca Transit Dial-A-Ride. Presently, NEXT uses Sprint technology for dispatching. In addition to the Intelligent Transportation Systems (ITS) provided by NEXT, the City provides Genfare Odyssey fareboxes and a portable data unit, NextBus automated vehicle locator and real time passenger information system and the Apollo Road Runner camera system. As the fleet and transit footprint expands, these ITS features would need to be added.

The NEXT contract is due to expire in June 2021 and it would be advantageous to the City to own the equipment that they provide, which could lower the variable and fixed costs paid to the contractor. The SRTP assumes funding to continue to purchase ITS that would benefit the Manteca Transit fleet and operation.

Other ITS elements that Manteca Transit can benefit from include automated passenger counters, annunciators, integrated vehicle logic units, and other associated equipment on buses. The City transit staff will monitor ITS technology development and pursue new and improved services and systems where applicable.

This project has been programmed each year in the SRTP. The amount estimated for this project is \$50,000 for each programmed year and will utilize FTA Sections 5307 and 5339 funds and LTF or STA.

Passenger Amenities and Stations

Over the course of the 10-year time frame of the SRTP, The City will continue to purchase and install passenger amenities such as bus shelters, benches, trash receptacles and info posts.

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The City completed an extensive bus stop improvement program in 2013. The improvements included upgrading numerous stops with varying levels of amenities, ranging from lighted shelters to bus stop signage. In order to support the existing and proposed service, as well as to remain prepared for future service demands, The City will need to institute and maintain a regular bus stop improvement program which includes the budgeting for bus stop amenities each year. The installation of the amenities should occur as funding becomes available and as warranted by the demands of the service and its passengers.

At the minimum, no less than two shelters (with solar lighting), benches, and 10-gallon trash cans which conform to City standards be budgeted each year. In addition, as new bus stops are added to the system, info posts and bus stop signs should be the minimum added to the bus stop. Any unused bus stop and/or bus stop amenity should be removed. There are two locations in the City that has unused bus stop amenities.

Additionally, the City should continue to require future developers to install bus turnouts and/or shelters in new developments to foster an integrated transit design. Additionally, the City should continue to require future developers to install bus turnouts and/or shelters in new developments to foster an integrated transit design.

The City will continue to support the use of multiple transportation modes by committing to provide bicycle racks on all new and operating buses within the Manteca Transit fleet, selected bus stops, and facilities. This will satisfy the 1% associated transit enhancements as required by FTA for the use of Section 5307 funds.

In addition, The City will focus on passenger amenities to improve customer experience on all routes, which may include adding amenities such as wi-fi and cell phone charging stations and continue to create additional customer facing tools and applications.

This project has been programmed for the 10-year timeframe of the SRTP. The amount estimated for this project at \$65,000 per year beginning in FY 2019-2020 and is a current CIP within the City budget. This project will also utilize remaining PTMISEA funds that has been allocated through FY 2020-2021.

Manteca Multi-Modal Station Projects

During the time frame of SRTP, The City will need to continue to make improvements to the Manteca Transit Center to comply with FTA requirements for facility maintenance and will need to purchase various facility and maintenance equipment to support the facility. This includes fixing solar panel overhang, relocating the information kiosk, building improvements to transit station, activate and expand to six electric charging stations. This project is programmed for the entire 10-year timeframe of this SRTP and will utilize FTA Section 5307 funds, STA, LTF and is a current CIP within the City budget. This project will also utilize remaining PTMISEA funds that has been allocated through FY 2020-2021.

ACE Parking Expansion

In 2021 or later, ACE will expand to Ceres and include a stop in Downtown Manteca at the Manteca Transit

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Center. As a result, there is a need to expand the current Manteca Transit Center parking lot in two phases to accommodate additional traffic that would utilize this station instead of Lathrop/Manteca ACE Station or the proposed North Lathrop ACE Station. The plan is to add another 150 to 300 spaces to account for commuters that will leave their vehicles for 8 hours or greater, plus allow for accommodations for other commuting alternatives. Six parcels of land would need to be purchased. This project includes environmental, design, right of way purchase and construction. This project would be implemented in conjunction with SJRRC. \$3,400,000 has been programmed through FY 2020-2021 for this project using a combination of FTA Section 5307 funds, LTF and discretionary grant funds pursued by SJRRC and/or the City.

Administrative Vehicle

As the City transit staff grows, there is a need to purchase additional administrative support vehicles for staff to utilize for administrative and/or operational matters. The City was successful in receiving an electric grant to fund for infrastructure costs at the Manteca Transit Center as well as other City facilities such as Manteca City Hall and the future Public Works Corporation Yard at the Wastewater Quality Control Facility. The SRTP assumes \$50,000 would be spent to purchase this additional administrative vehicle and any ancillary equipment to support the use of this vehicle in FY 2019-2020, since it will be a zero emissions vehicle. This project will utilize grant funds from San Joaquin Valley Air Pollution Control District as well as LTF or STA.

Safety and Security

FTA requires the City to expend up to 1% of the overall apportionment funds to the Manteca Urbanized Area on safety and security activities. This project may include, but is not limited to:

- Staff salaries for personnel exclusively involved with security.
- Contracts for security services.
- Any other operating projects intended to increase the security and safety of Manteca Transit.
- Safety and security equipment.
- Safety and security facilities improvements

The City anticipates using this funding to install outdoor security cameras on transit center, install AVL/real time information on buses and at transit center island, install security cameras at major bus stops throughout the City, including the Transit Center.

This project has been programmed between FY 2018-2019 and FY 2020-2021 of the SRTP. Costs are estimated to be \$313,002 during this period. The project will utilize FTA Section 5307 funds, STA, LTF and is a current CIP within the City budget. This project will also utilize remaining PTMISEA and TSSSDRA funds that has been allocated through FY 2020-2021.

Transit Maintenance Facility

Since the inception of Manteca Transit, the contractor has been responsible for providing a facility for the maintenance of the buses. In 2013, upon moving into the Manteca Transit Center, the City started parking buses at the Solid Waste Facility located on Wetmore Street. Upon the completion of the new Public Works

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Corporation Yard at the Wastewater Quality Control Facility on Yosemite Avenue, it is the desire of Public Works to reuse the Solid Waste Facility as a Transit Maintenance Facility. This facility is next to the City's Automotive Maintenance Facility. The project entails purchase the City of Manteca Solid Waste Parking Facility located at 201 Wetmore Street or other City own property adjacent to this address in Manteca for the purposes of parking Manteca Transit buses as phase I. Phase II would build a bus maintenance facility to maintain a fleet of 10 buses with associated shop equipment and fuel tanks. This facility is 3.268 acres. There will be a need to perform environmental analysis and a Title VI analysis before constructing project.

This project includes environmental, design, right of way purchase and construction. \$4,525,000 has been programmed through FY 2024-2025 for this project using a combination of FTA Sections 5307 or 5339 funds, LTF, STA and discretionary grant funds pursued by the City.

Construct new Transit Center @ McKinley Avenue @ SR 120

The City is undertaking significant development activity along McKinley Avenue, Yosemite Avenue and State Route 120. Caltrans is redesigning the interchange, ACE is expanding with new service to Ceres and the City is developing an entertainment district which will consist of a large scale hotel and waterpark as well as ancillary hotels which complements the existing Big League Dreams and Stadium Center. In addition, a large scale housing development is proposed. SJRRRC is proposing a new station at North Lathrop, in addition to maintaining the Lathrop/Manteca Station. The City has a desire to build a transit center on the western portion of the City near the McKinley Avenue and State Route 120 interchange next to the ACE tracks for the purposes of another multi-modal transit center, as well as the provision of a dedicated ACE Station to Manteca residents on a larger plot of land, since the current Lathrop/Manteca Station is constrained for future growth and has traffic circulation issues.

As part of this project, the City would As part of the project, the City would perform the environmental analysis. Once that is completed, phase I would be to purchase land for a future ACE Station near McKinley Avenue, SR 120 and Union Pacific Railroad tracks. Phase II would be to construct a new ACE station. This station would include a platform, park and ride lot, transit bus bays, customer service kiosk, security cameras, passenger waiting shelter and benches, traffic signal, sidewalks and bicycle paths.

This project includes environmental, design, right of way purchase and construction. \$16,850,000 has been programmed through FY 2025-206 for this project using a combination of FTA Sections 5307 or 5339 funds, LTF, STA and discretionary grant funds pursued by the City.

Other Capital Projects

In addition to the Capital Projects listed above, the City intends to use FTA Section 5307 funding to cover capital related costs within the Manteca Transit contract with NEXT and any future contractor, as well as for City transit staff as explained below:

Preventative Maintenance

Starting in FY 2019-2020, the City intends to capitalize its preventative maintenance program for vehicle and facility maintenance. This includes costs of the activities, supplies, materials, labor, services, and

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associated costs required to preserve or extend the functionality and serviceability of the asset in a cost-effective manner, up to and including the current state of the art for maintaining such asset. Some of the tasks associated with preventative maintenance that are included in preventative maintenance activities include the following:

- Inspecting revenue vehicle components on a scheduled preventive maintenance basis (e.g., engine and transmission, fuel system, ignition system, chassis, exterior and interior of body, electrical system, lubrication system, trucks, braking system, air conditioning system).
- Changing lubrication fluids; replacing minor repairable components.
- Making road calls to service vehicle breakdowns; towing and shifting vehicles to maintenance facilities.
- Rebuilding and overhauling repairable components; performing major repairs on vehicles on a scheduled or unscheduled basis.
- Replacing major repairable units of vehicles and repairing damage to vehicles resulting from collisions, floods, fires, or other events.

Additionally, repairs to facilities, bus stops, and other customer amenities are eligible expenses under the Preventative Maintenance Program. In addition, parts over \$500.00 and the tire lease is capitalized. This project is programmed for the entire 10-year time frame of the SRTP and is incorporated in the annual Operating budget.

Training Programs

In order to maintain effective and efficient personnel, the City will continue to provide educational opportunities and training to its Transit staff. Training opportunities include the seminars from the National Transit Institute, transit and paratransit management courses as well as training seminars put together by the FTA, APTA and any other official transit organization. This project has been programmed over the 10-year timeframe of the SRTP and is incorporated in the annual Operating budget.

Capital Cost Forecast – Fleet Replacement

The Capital Plan rely upon the periodic replacement of transit vehicles as they reach the end of their useful life (which varies by vehicle type). Exhibit 8.3.2 presents the anticipated costs (adjusted for inflation at a rate of 2.5-percent/annum) and recommended year of procurement for each vehicle.

[Exhibit 8.3.2 Fleet Replacement Schedule](#)

Demand Response Fleet Management Plan

Agency Name:

Type	Year to be Replaced	Projected Useful Life	Replacement or Expansion	Manufacture Year of Vehicles Being Replaced	Funding Source(s)	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28	
Champion	2027	7 years	Replacement	2010	5307/LTF or STA/PTMISEA/SGE	14028	\$ 156,006.98									\$ 200,000		
Champion	2027	7 years	Replacement	2010	5307/LTF or STA/PTMISEA/SGE	14028	\$ 156,006.98									\$ 200,000		
Champion	2027	7 years	Expansion	2011	5307/LTF or STA/PTMISEA/SGE	14028	\$ 156,006.98									\$ 200,000		
Sales Tax					5307/LTF or STA/PTMISEA/SGE	14028	\$ 20,623.38											
Year Total							\$ 488,644.32	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600,000.00	\$ -	
Cumulative Total							\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 1,088,644.32	\$ 1,088,644.32	\$ 1,088,644.32

Capital Revenue Sources	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
FTA 5307		14028	\$ 390,915									\$ 480,000	
PTMISEA		14028	\$ 60,000									\$ -	
LTF/STA		14028	\$ 37,729									\$ 109,614	
SGE	Includes carryforward balance											\$ 10,386	
Year Total			\$ 488,644.32	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600,000.00	\$ -
Cumulative Total			\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 488,644.32	\$ 1,088,644.32	\$ 1,088,644.32

Fixed Route Fleet Management Plan

Agency Name: City of Manteca

Type	Year to be Replaced	Projected Useful Life	Replacement or Expansion	Manufacture Year of Vehicles Being Replaced	Funding Source(s)	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28	
Champion	2026	7 years	Replacement	2010	5307/LTF or STA	16063	\$ 158,656.13											
Champion	2026	7 years	Replacement	2010	5307/LTF or STA	16063	\$ 158,656.13											
Champion	2026	7 years	Replacement	2010	5307/LTF or STA	16063	\$ 158,656.13											
Champion	2026	7 years	Replacement	2010	5307/LTF or STA	16063	\$ 158,656.13											
Heavy Duty Bus	2020	12 years	Expansion		5339/5307/LTF or STA	2101	\$ -	\$ -	\$ -	\$ 470,000.00								
Heavy Duty Bus	2020	12 years	Expansion		5339/5307/LTF or STA	2101	\$ -	\$ -	\$ -	\$ 470,000.00								
Heavy Duty Bus	2020	12 years	Expansion		5339/5307/LTF or STA	2101	\$ -	\$ -	\$ -	\$ 470,000.00								
Heavy Duty Bus	2020	12 years	Expansion		5339/5307/LTF or STA	2101	\$ -	\$ -	\$ -	\$ 470,000.00								
Heavy Duty Bus	2020	12 years	Expansion		5339/5307/LTF or STA	2101	\$ -	\$ -	\$ -	\$ 470,000.00								
Heavy Duty Bus	2026	12 years	Replacement	2018	5339/5307/LTF or STA	2601								\$ 500,000.00				
Heavy Duty Bus	2026	12 years	Replacement	2018	5339/5307/LTF or STA	2601								\$ 500,000.00				
Heavy Duty Bus	2026	12 years	Replacement	2018	5339/5307/LTF or STA	2601								\$ 500,000.00				
Heavy Duty Bus	2026	12 years	Replacement	2018	5339/5307/LTF or STA	2601								\$ 500,000.00				
Heavy Duty Bus	2026	12 years	Replacement	2018	5339/5307/LTF or STA	2601								\$ 500,000.00				
Sales Tax					5307/LTF or STA	16063	\$ 62,979.39											
							Year Total	\$ 856,260.04	\$ -	\$ -	\$ 2,350,000.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500,000.00	\$ -	\$ -
							Cumulative Total	\$ 856,260.04	\$ 856,260.04	\$ 856,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 5,706,260.04	\$ 5,706,260.04	\$ 5,706,260.04

Capital Revenue Sources	Notes	Project Number	FY 17-18 Actual	FY 18-19 Budgeted	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY 25-26	FY 26-27	FY 27-28
FTA 5307		16063/2101/2601	\$ 685,008.03	\$ -	\$ -	\$ -					\$ 962,162.83		
LTF/STA		16063/2101/2601	\$ 171,252.01	\$ -	\$ -	\$ 470,000.00					\$ 500,000.00		
FTA 5339	Includes carryforward balance	2601	\$ -	\$ -	\$ -	\$ 1,880,000.00					\$ 1,037,837.17		
			Year Total	\$ 856,260.04	\$ -	\$ -	\$ 2,350,000.00	\$ -	\$ -	\$ -	\$ 2,500,000.00	\$ -	\$ -
			Cumulative Total	\$ 856,260.04	\$ 856,260.04	\$ 856,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 3,206,260.04	\$ 5,706,260.04	\$ 5,706,260.04

8.4 FUTURE FINANCIAL FORECASTS

In San Joaquin County, over the next 10 years, transit service and funding will change significantly. A summary of events is shown below that will impact how the City will continue to fund public transit services.

ACE Extension to Ceres and the Use of LTF for Regional Transit

Manteca is going to benefit by 2023 with the extension of ACE to Stanislaus County by way of Modesto and Ceres due to SB1 and SB132. As a result, SJCOG is projecting that the extension would require 25% off the top of LTF, which would affect Manteca starting in FY 2022-2023. The value that ACE will bring to Manteca is a new downtown station, which would be funded by SJRRC, and an enhanced Lathrop/Manteca station or a new North Lathrop station. Initially, there will be four trains (the same four trains traveling to San Jose but with variants, including a shuttle between Lathrop and Ceres, or three trains between San Jose and Stockton, one train between Ceres and San Jose and three trains as a shuttle between Lathrop and Ceres.

There is a potential that if there were a need to contribute funding for ACE to reduce the LTF hit to Manteca, the use of unallocated FTA Section 5307 and/or 5339 would be advisable. SJCOG, through the Transit Ad-Hoc Committee of the Management and Finance Committee intends to formulate a policy to address LTF for regional transit services, which eventually may require 100% of LTF to be used for public transit purposes over a period of time. This means the City would need identify another funding source for streets and roadway projects.

Until SJCOG changes policy, LTF will remain transit first as defined in the TDA. Once the transit needs has been met, no matter how much that may be, the balance can be allocated to streets and roads. As long as the City continues to use LTF for streets and roads, Measure K and other regional funds will not be allocated to Manteca. SJRRC will continue to claim off the top up to \$3.1 million until ACE is extended to Modesto in FY 2022-2023. At that time, SJRRC anticipates that its LTF claim off the top will significantly grow which will affect (reduce) the level of LTF allocated back to RTD and the other cities. This will cause RTD's deficit to grow and RTD will continue to place pressure at SJCOG to change the policy unless their deficit can be satisfied with FTA funds or other regional funding sources that is stable.

In addition, the TDA explicit states that once a City achieve 100,000 in population, the City can no longer use LTF for streets and roads. While the City is not anticipated to reach 100,000 in the 2020 census, it is anticipated, based on University of the Pacific estimates prepared for SJCOG, that the City will achieve 100,000 between 2035 and 2040. If SJCOG has not implemented a revised transit funding policy by then, the City will be required by TDA to use all LTF for public transit purposes.

As of August 2018, the current SJCOG recommendation is to implement a five year transition towards 100% LTF for public transit purposes and it would be at the City discretion on how it spends its LTF for transit (whether its local or regional, except for SJRRC for ACE, which can claim off the top).

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Large Balance of FTA Funds

FTA has reported to Caltrans and SJCOG that the Manteca Urbanized Area has a large balance of FTA funds remaining due to not spending or allocating the funds timely. Circular 9030 1.E allows a specific direct recipient the ability to use funds from the year of apportionment, plus five years. The MPO, which SJCOG also has this designation can reduce this further at its discretion due to regional demands. The Manteca Urbanized Area has had funds lapsed due to not obligating the funds which results in loss FTA revenue to the entire region in the past. RTD and SJRRC has funding deficits and SJCOG is looking to develop funding policies that prevent the loss of FTA revenue to the region. This includes looking to establish policies which would allow RTD, SJRRC and other operators operating within the Manteca, Lodi and Tracy USA's the ability to claim these funds.

It is in City's best interest to maximize the use of its FTA funds for transit operations and administration and continue to claim LTF for streets and roads until SJCOG adopts a policy to phase out LTF for streets and roads. Until then Manteca should become aggressive in completing as many street and roadway projects possible and allow transit to maximize on the FTA funding. Should a policy be developed, it is likely that it would be a phase out of streets and roads over a period. **Leaving FTA funds unallocated causes the City and region to lose the funding, whereas you cannot lose LTF.** The revenue continues to bank until expended. After the matching ratio, exercise has been completed when preparing the FTA grant and through the MOU, the balance of the UZA funding can be allocated to RTD, Ripon and SJRRC so that the revenue is not lost to the City or the region.

Exhibit 8.3.4 Current FTA Section 5307 balances allocated to the UZA

Manteca FTA Section 5307 Apportionments						
	Fiscal Year	5307 Apportionment	Ripon 11%	Manteca 89%		
FFY 03	FY 03/04	Unknown	Unknown	Unknown		
FFY 04	FY 04/05	\$ 783,384	\$ -	\$ 783,384.00		
FFY 05	FY 05/06	\$ 820,976	\$ -	\$ 820,976.00		
FFY 06	FY 06/07	\$ 817,933	\$ -	\$ 817,933.00		
FFY 07	FY 07/08	\$ 850,883	\$ -	\$ 850,883.00		
FFY 08	FY 08/09	\$ 922,758	\$ -	\$ 922,758.00		
FFY 09	FY 09/10	\$ 981,541	\$ -	\$ 981,541.00		
FFY 10	FY 10/11	\$ 978,131	\$ -	\$ 978,131.00		
FFY 11	FY 11/12	\$ 980,897	\$ -	\$ 980,897.00		
FFY 12	FY 12/13	\$ 983,673	\$ -	\$ 983,673.00		
FFY 13	FY 13/14	\$ 1,648,224	\$ 181,304.64	\$ 1,466,919.36		
FFY 14	FY 14/15	\$ 2,071,574	\$ 227,873.14	\$ 1,843,700.86		
FFY 15	FY 15/16	\$ 1,873,253	\$ 206,057.83	\$ 1,667,195.17		
FFY 16	FY 16/17	\$ 1,720,664	\$ 189,273.04	\$ 1,531,390.96		
FFY 17	FY 17/18	\$ 2,136,473	\$ 235,012.03	\$ 1,901,460.97		
FFY 18	FY 18/19	\$ -	\$ -	\$ -		
FFY 19	FY 19/20	\$ -	\$ -	\$ -		
	Total	\$ 17,570,364	\$ 1,039,521	\$ 16,530,843		
Unused Apportionments						
		Unused	Grant Used	\$ Used	Remaining	\$ Used Grant Used
FFY 10	FY 2011	\$ 258,997	CA 90 172	\$ -	\$ -	
FFY 11	FY 2012	\$ 980,897	CA 90 172	\$ -	\$ -	
FFY 12	FY 2013	\$ 983,673	CA 90 172	\$ 967,330	\$ 688,332	\$ 688,332 FY 16
FFY 13	FY 2014	\$ 1,648,224	CA-2016-104-00	\$ 961,668	\$ 1,109,906	
FFY 14	FY 2015	\$ 2,071,574				
FFY 15	FY 2016	\$ 1,873,253				
FFY 16	FY 2017	\$ 1,720,664				
FFY 17	FY 2018	\$ 2,136,473				

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It should be noted that because the City files a small systems waiver to the National Transit Database (NTD), the passenger miles generated in the Manteca UZA is not applied to the calculation of the FTA funding allocated, therefore, the Manteca UZA only receives funding based off population and population density. Should the City elect to do the full NTD report and if SJRRC, RTD and SJCOG (dibs Vanpool Program) report their respective transit services in the Manteca UZA, additional FTA Section 5307/5340 funds can be allocated to the Manteca UZA based off passenger miles traveled with the UZA after a two-year period. This will require additional resources and training to file the full NTD report.

Another underutilized funding source in the Manteca UZA is the **Section 5339 Bus and Bus Facilities Grant**. **The intent of this grant is to provide capital funding to replace, rehabilitate and purchase buses, vans, and related equipment, and to construct bus-related facilities.** FTA apportions a discretionary component and a small urban (population 50,000 to 200,000) formula component to governors of each State annually. Caltrans Division of Rail and Mass Transportation (DRMT) has been delegated the designated recipient responsibilities by the Governor and is the direct recipient for these funds. DRMT administers these funding components to eligible sub-recipients, which include: public agencies and private nonprofit organizations engaged in public transportation. Since 2013, Manteca UZA has been allocated funding that needs to be claimed from Caltrans and placed into a FTA grant as shown below:

Manteca FTA Section 5339 Apportionments				
	Fiscal Year	5339 Apportionment	Ripon 11%	Manteca 89%
FFY 13	FY 13/14	\$ 189,181	\$ 20,809.91	\$ 168,371.09
FFY 14	FY 14/15	\$ 192,771	\$ 21,204.81	\$ 171,566.19
FFY 15	FY 15/16	\$ 192,771	\$ 21,204.81	\$ 171,566.19
FFY 16	FY 16/17	\$ 177,762	\$ 19,553.82	\$ 158,208.18
FFY 17	FY 17/18	\$ 182,280	\$ 20,050.80	\$ 162,229.20
FFY 18	FY 18/19	\$ -	\$ -	\$ -
FFY 19	FY 19/20	\$ -	\$ -	\$ -
	Total	\$ 934,765	\$ 102,824	\$ 831,941

In order to access these funds, an application would be filed through TrAMS, due to changes in the FAST Act and that Caltrans automatically allocates funding to the UZA. Since the City has not pursued these funds, these funds remain available until the revenue laps. SJCOG facilitated a trade with the City of Lodi to prevent the FY 2013 funds from lapsing. Those funds will be available to the City in FY 2019-2020.

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APPENDIX



BOARDING AND ALIGHTING CHARTS

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Route 1			Date: 17-Jan-19
Bus Stop	Intersection	Time	Routes Served
			On bus
			1, 2, 3
0	Transit Center	:00	1 2 3
1	E. Yosemite Ave @ N. Sherman Ave	:02	1
2	E. Yosemite Ave @ Powers Ave	:02	1
3	E. Yosemite Ave @ Spreckles Ave	:03	1
4	Cottage Ave @ E. Yosemite Ave	:04	1
5	E. North St @ Cottage Ave	:05	1
6	Northwoods Ave @ E. Yosemite Ave	:07	1
7	E. Yosemite Ave @ Pestana Ave	:10	1
8	Vasconcellos Ave @ Nantucket Cir	:11	1
9	Pestana Ave @ Nehemiah Dr.	:12	1
10	Pestana Ave @ Pennebaker Way	:13	1
11	Pestana Ave @ E. Yosemite Ave	:14	1
12	Commerce Ave @ Historic Plaza	:17	1
13	Spreckles Ave @ Norman Ave	:19	1
14	E. Yosemite Ave @ Cottage Ave	:21	1
15	E. Yosemite Ave @ Powers Ave	:22	1
16	E. Yosemite Ave @ Sherman Ave	:23	1
17	W. Yosemite Ave @ N. Vasch Ave	:26	1
18	Center St @ Magnolia Ave	:29	1, 3
19	Union Rd @ Center St	:31	1, 3
20	W. Yosemite Ave @ Union Rd	:33	1, 3
21	W. Yosemite Ave @ St. Dominics Dr.	:34	1, 3
22	Stadium Center @ Daniels St.	:37	1, 2, 3
23	Lathrop/Manteca ACE Station	:46	1, 2, 3
24	W. Yosemite Ave @ Winters Dr.	:46	1
25	W. Yosemite Ave @ Union Rd	:48	1, 2
26	W. Yosemite Ave @ Walnut Ave	:50	1
27	W. Yosemite Ave @ Sequoia Ave	:52	1
28	W. Yosemite Ave @ Pierce Ave	:54	1
9	Transit Center	:56	1, 2, 3
	Thru		
	TOTAL		

Route 2			Date: 16-Jan-19
Bus Stop	Intersection	Time	Routes Served
			On bus
			1, 2, 3
0	Transit Center	:00	1, 2, 3
29	S. Main St @ Wetmore St.	:02	1
30	S. Main St @ Mission Ridge Dr.	:04	2
31	Promenade @ In Shopping Center	:09	2, 3
32	Union Rd @ Atherton Rd.	:11	2
33	Daniels St @ Stonum Lane	:13	2
34	Daniels St @ Junction Dr.	:14	2
35	Daniels St @ Fishback Rd	:15	2
22	Stadium Center @ Daniels St.	:19	1, 2, 3
36	Fishback Rd @ Wawona St.	:21	2
37	Thomas St @ Winters Dr.	:23	2
23	Lathrop/Manteca ACE Station	N/A	1, 2, 3
25	W. Yosemite Ave @ Union Rd	:27	1, 2
38	Cherry Lane @ Davis St.	:31	2
39	Cherry Lane @ N. Union Rd	:31	2
40	N. Union Rd @ W. Alameda St.	:32	2
41	N. Union Rd @ W. Louise Ave	:33	2
42	Northgate Dr @ Chaffin Pl.	:34	2
43	Northgate Dr @ London Ave	:35	2
44	N. Union Rd @ Lathrop Rd	:41	2
45	Northgate Dr @ N. Union Rd	:42	2
46	Northgate Dr @ Pajaro Ave	:42	2
47	Eastwood Ave @ Stonewood Ave	:43	2
48	Northgate Dr @ Crestwood Ave	:44	2
49	N. Main St @ Northgate Dr.	:46	2
50	N. Main St @ Louise Ave	:48	2
51	N. Main St @ Alameda St.	:48	2
52	N. Main St @ North St.	:49	2
9	Transit Center	:55	1, 2, 3
	Thru		
	TOTAL		

Route 3			Date: 15-Jan-19
Bus Stop	Intersection	Time	Routes Served
			On bus
			1, 2, 3
0	Transit Center	:00	1, 2, 3
54	N. Main St @ North St.	:04	3
54	N. Main St @ Alameda St.	:05	3
55	N. Main St @ Louise Ave	:06	3
56	Northgate Dr @ N. Main St.	:07	3
57	Northgate Dr @ Crestwood Ave	:08	3
58	Eastwood Ave @ Stonewood Ave	:09	3
59	Northgate Dr @ Hoyt Lane	:11	3
60	N. Union St @ E. U. H. St.	:13	3
61	N. Union St @ Lathrop Rd	:14	3
62	Northgate Dr @ London Ave	:17	3
63	N. Union St @ Northgate Dr.	:19	3
64	N. Union St @ W. Louise Ave	:21	3
65	N. Union St @ Alameda St.	:23	3
66	Cherry Lane @ N. Union Rd	:25	3
67	Cherry Lane @ Eucalyptus St.	:26	3
68	Center St @ Magnolia Ave	:29	3
19	Union Rd @ Center St	:30	3
20	W. Yosemite Ave @ Union Rd	:31	3
23	Lathrop/Manteca ACE Station	N/A	1, 2, 3
69	Winters Drive @ Yosemite Avenue	:32	3
70	Thomas St @ Enrico Lane	:32	3
71	Fishback Rd @ Wawona St.	:35	3
72	Stadium Center @ Daniels St.	:40	1, 2, 3
71	Daniels St @ Laurel Park Dr.	:44	3
72	Daniels St @ Stonum Lane	:44	3
73	Daniels St @ Hunt Rd	:45	3
31	Promenade @ In Shopping Center	:48	2, 3
32	Atherton Rd @ Union Rd	:50	3
74	W. Atherton Dr @ Tinnin Rd	:51	3
75	S. Main St @ Industrial Park Dr.	:53	3
76	S. Main St @ Wetmore St.	:56	3
9	Transit Center	:58	1, 2, 3
	Thru		
	TOTAL		

Route 1				Date: Saturday, January 26, 2019
Bus Stop	Intersection	Time	Routes Served	
Trip Starting:				
On bus				
0	Transit Center	-:00	1, 2, 3	
1	E. Yosemite Ave @ N Sherman Ave	:02	1	
2	E. Yosemite Ave @ Powers Ave	:02	1	
3	E. Yosemite Ave @ Spreckles Ave	:03	1	
4	Cottage Ave @ E. Yosemite Ave	:04	1	
5	E. North St. @ Cottage Ave	:05	1	
6	Northwoods Ave @ E. Yosemite Ave	:07	1	
7	E. Yosemite Ave @ Pestana Ave	:10	1	
8	Vasconcelos Ave @ Northwood Cor.	:11	1	
9	Pestana Ave @ Neherash Dr	:12	1	
10	Pestana Ave @ Pennebaker Way	:13	1	
11	Pestana Ave @ E. Yosemite Ave	:14	1	
12	Commerce Ave @ Historical Plaza Way	:17	1	
13	Spreckles Ave @ Norman Ave	:19	1	
14	E. Yosemite Ave @ Cottage Ave	:21	1	
15	E. Yosemite @ Powers Ave	:22	1	
16	E. Yosemite Ave @ Sherman Ave	:23	1	
17	W. Yosemite Ave @ N. Veach Ave	:26	1	
18	Center St. @ Magnolia Ave	:29	1, 3	
19	Union Rd @ Center St	:31	1, 3	
20	W. Yosemite Ave @ Union Rd	:33	1, 3	
21	W. Yosemite Ave @ St. Dominics Dr.	:34	1	
22	Stadium Center @ Daniels St.	:37	1, 2, 3	
23	Lathrop/Manteca ACE Station	1, 2, 3		
24	W. Yosemite Ave @ Winans Dr	:46	1	
25	W. Yosemite Ave @ Union Rd	:48	1, 2	
26	W. Yosemite Ave @ Walnut Ave	:50	1	
27	W. Yosemite Ave @ Sequoia Ave	:52	1	
28	W. Yosemite Ave @ Pierce Ave	:54	1	
0	Transit Center	:56	1, 2, 3	
	Thru			
TOTAL				

Route 2				Date: Saturday, February 2, 2019
Bus Stop	Intersection	Time	Routes Served	
Trip Starting:				
On bus				
0	Transit Center	-:00	1, 2, 3	
29	S. Main St. @ Welmore St.	:02	2	
30	S. Main St. @ Mission Ridge Dr.	:04	2	
31	Promenade @ In Shopping Center	:09	2, 3	
32	Union Rd @ Atenton Rd	:11	2	
33	Daniels St. @ Storum Lane	:13	2	
34	Daniels St. @ Junction Dr.	:14	2	
35	Daniels St. @ Fishback Rd.	:15	2	
22	Stadium Center @ Daniels St.	:19	1, 2, 3	
36	Fishback Rd. @ Winans Dr.	:21	2	
37	Thomas St. @ Winans Dr.	:23	2	
23	Lathrop/Manteca ACE Station	N/A	1, 2, 3	
25	W. Yosemite Ave @ Union Rd	:27	1, 2	
38	Cherry Lane @ Davis St.	:31	2	
39	Cherry Lane @ N. Union Rd	:31	2	
40	N. Union Rd @ W. Alameda St.	:32	2	
41	N. Union Rd @ W. Louise Ave	:33	2	
42	Northgate Dr. @ Chaffin Dr.	:34	2	
43	Northgate Dr. @ London Ave	:35	2	
44	N. Union Rd @ Lathrop Rd	:41	2	
45	Northgate Dr. @ N. Union Rd	:42	2	
46	Northgate Dr. @ Pajaro Ave	:42	2	
47	Eastwood Ave @ Stonewood Ave	:43	2	
48	Northgate Dr. @ Crestwood Ave	:44	2	
49	N. Main St. @ Northgate Dr.	:46	2	
50	N. Main St. @ Louise Ave	:48	2	
51	N. Main St. @ Alameda St.	:48	2	
52	N. Main St. @ North St.	:49	2	
0	Transit Center	:55	1, 2, 3	
	Thru			
TOTAL				

APPENDIX

B

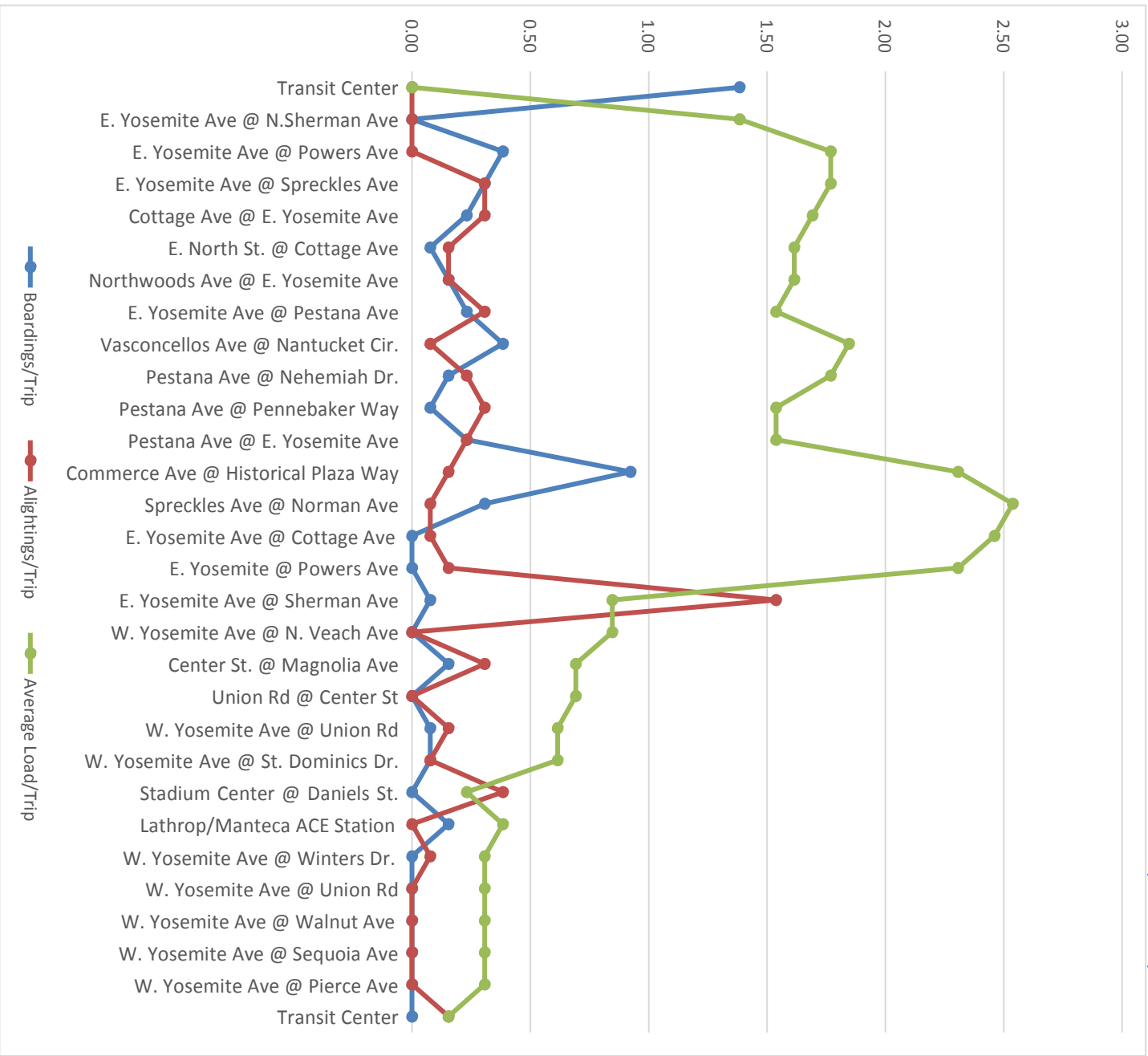
NOVEMBER
2018
RIDECHECK
DATA

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APPENDIX B – NOVEMBER 2018 RIDECHECK DATA

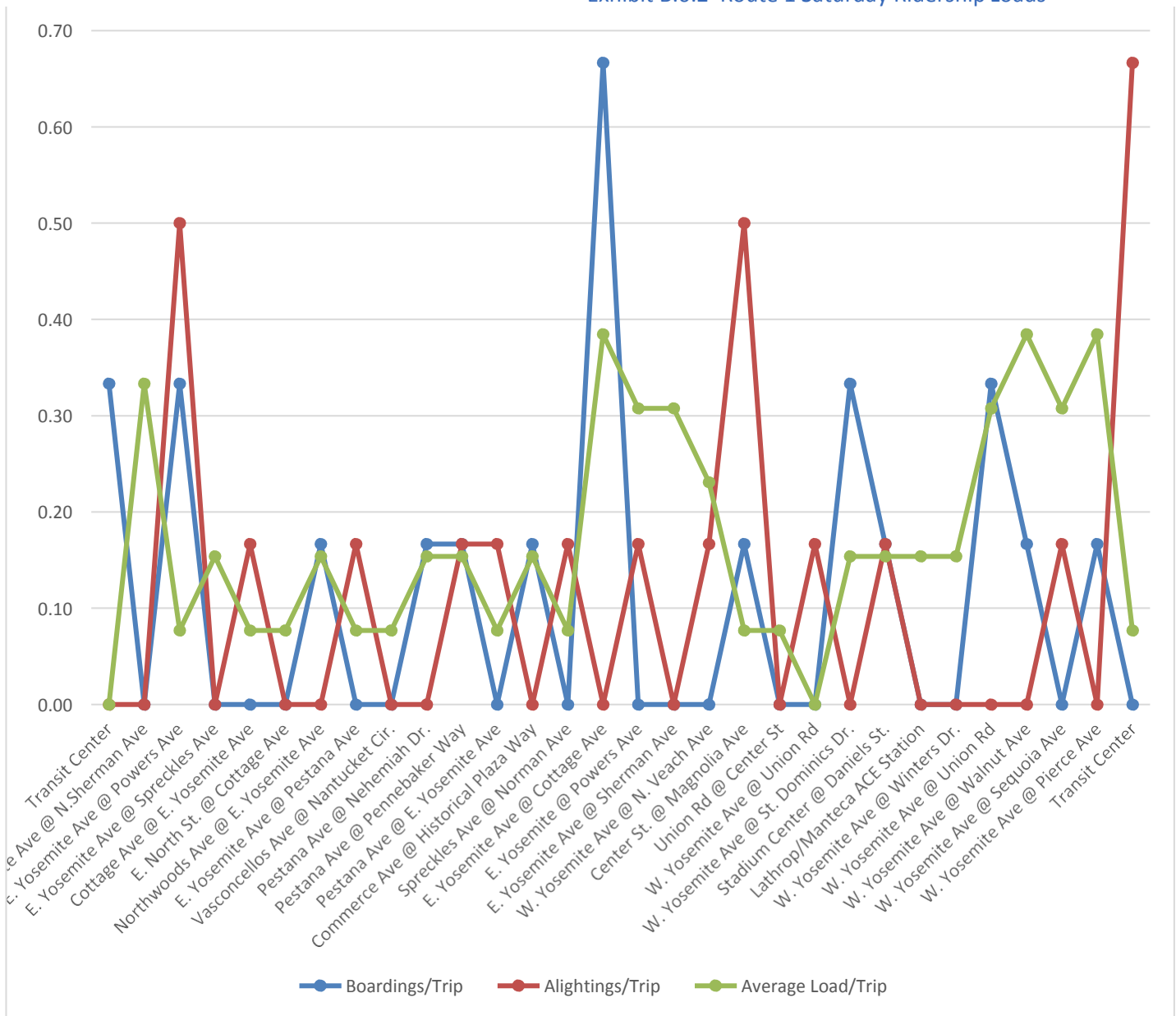
Exhibit B.O.1 Route 1 Weekday Ridership Loads



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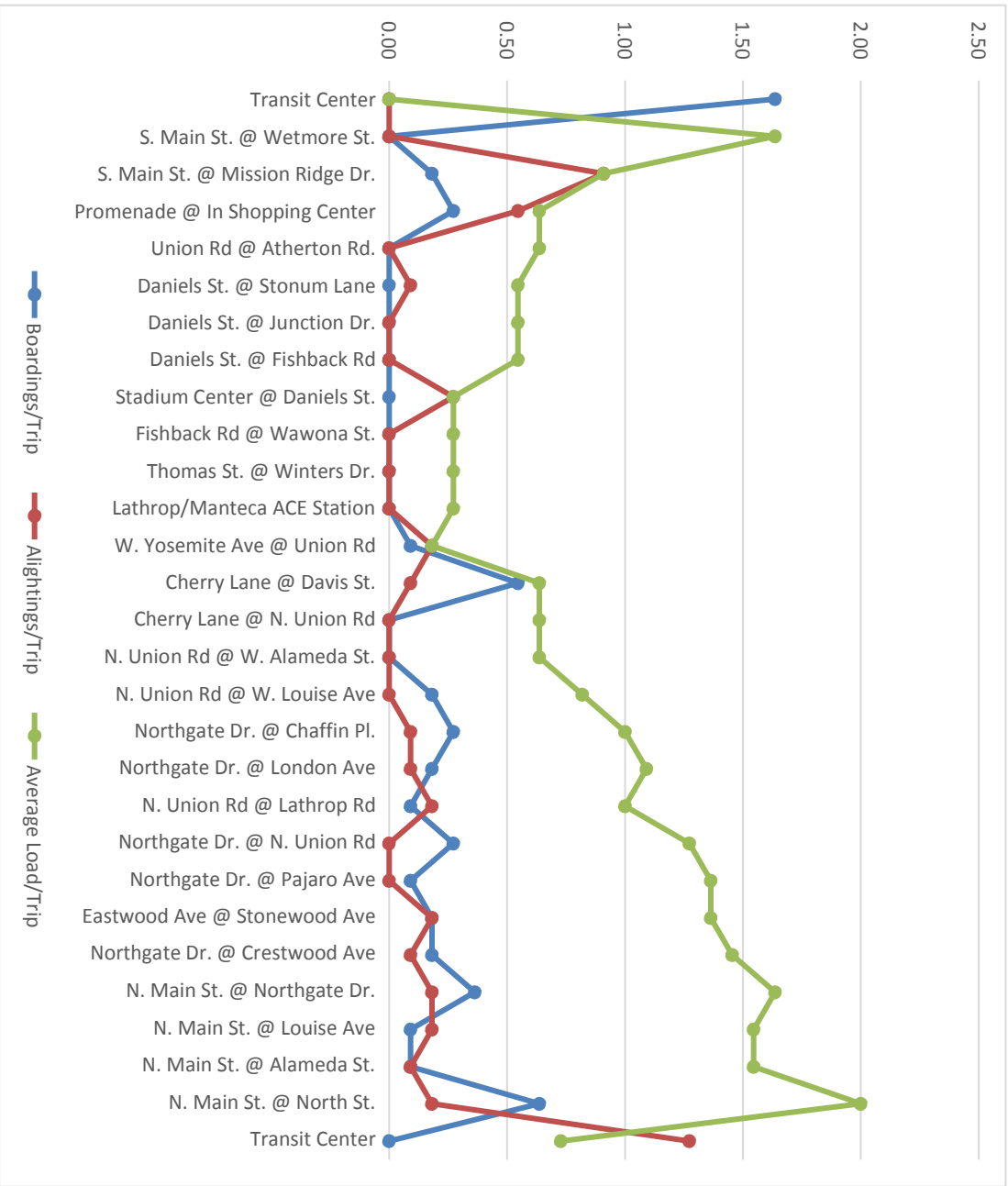
Exhibit B.0.2 Route 1 Saturday Ridership Loads



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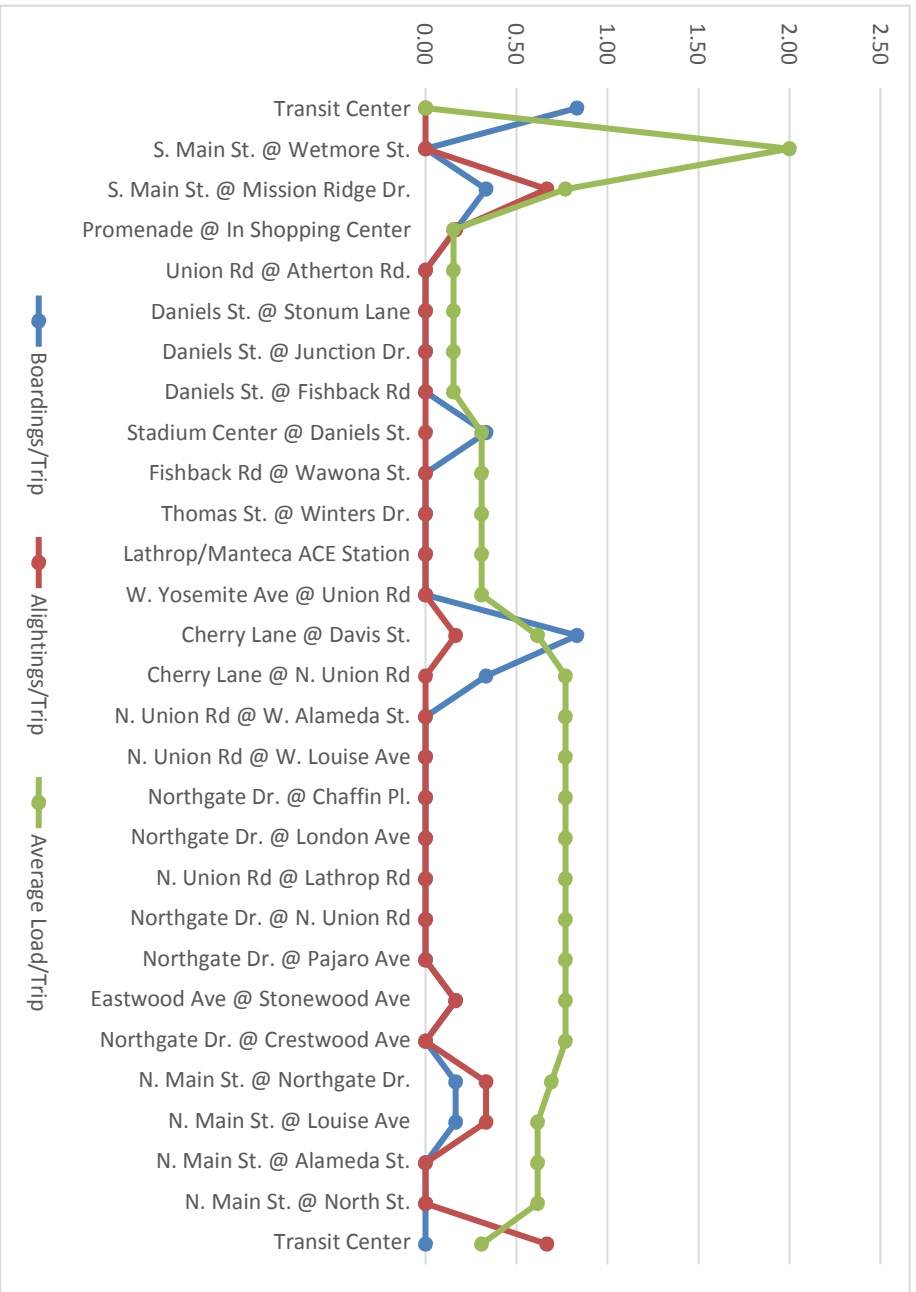
Exhibit B.0.3 Route 2 Weekday Ridership Loads



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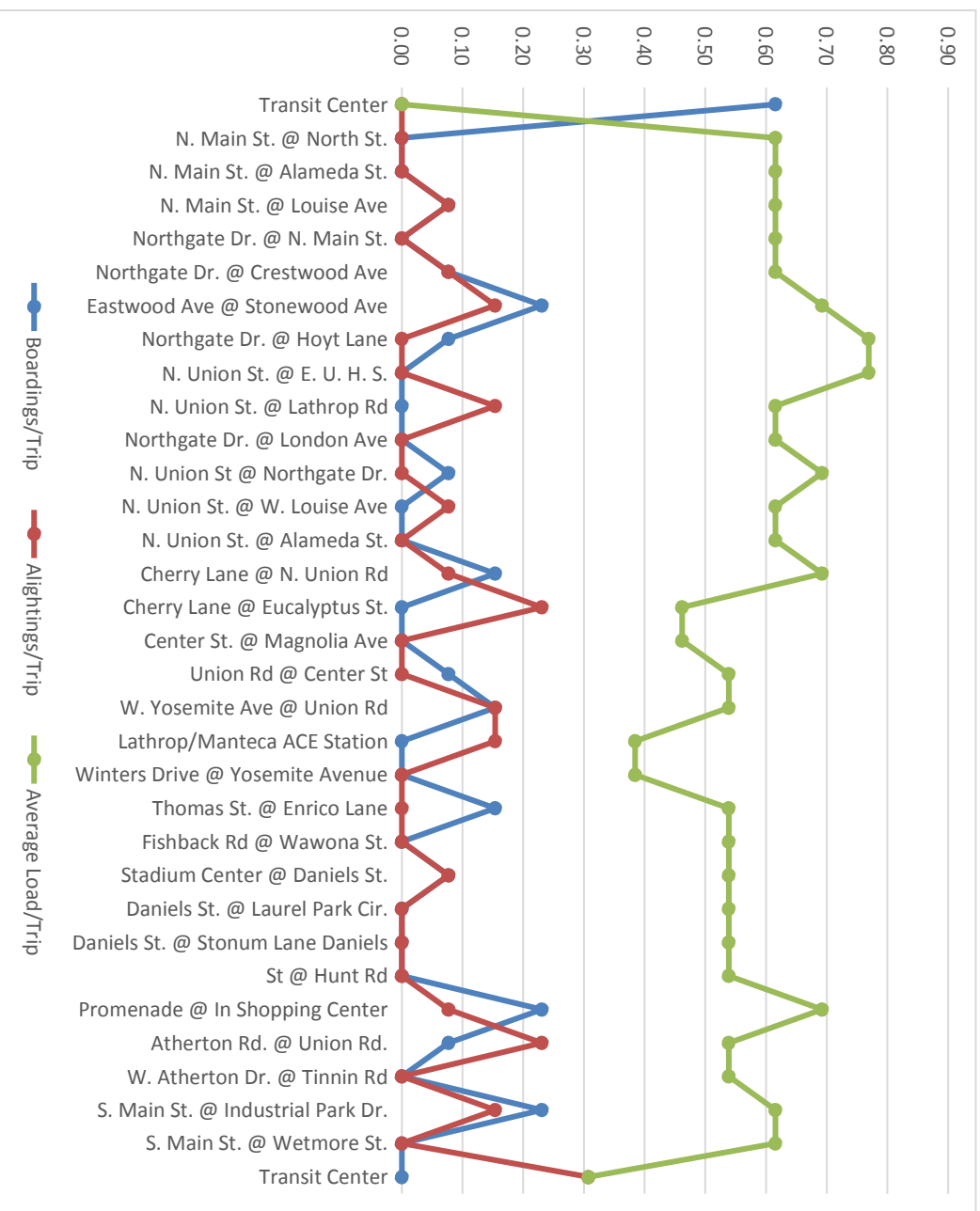
Exhibit B.0.4 Route 2 Saturday Ridership Loads



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Exhibit B.0.5 Route 3 Weekday On-Time Performance



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APPENDIX

C

GOALS AND OBJECTIVES

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APPENDIX C – GOALS AND OBJECTIVES

The City's 2008 and 2014 SRTP included a list of goals and objectives intended to serve as metrics with which to gauge the transit system's performance. In the 2018 SRTP, these goals and objectives were updated to include service delivery requirements set forth in the operations contract as well as goals set by SJCOG. In addition, audits performed by SJCOG, to comply with the TDA and by FTA to comply with the use of FTA funds are conducted every three years to guide the goals and objectives for Manteca Transit.

TDA Triennial Performance Audit

City of Manteca TDA Triennial Performance Audit for FY 2013-2015 in March 2017 by Maze and Associates for the three fiscal years ending June 30, 2015 – included one recommendation:

1. Provide all necessary and required information in progress reports.

Discussion: The City's most recent FTA Triennial Review occurred in September 2014. The City was found deficient in six areas: Financial Management, Technical Capacity, Maintenance, ADA, Disadvantaged Business Enterprise, and Safety and Security. One area was a repeat deficiency from the prior FTA Triennial Review in 2011; Technical Capacity – Progress Reports lack required information. Milestone dates were not revised to accurately reflect anticipated timeframes and narrative did not include sufficient detail to explain grant activity. The City addressed the deficiency by December 2014. It is suggested the City include, in detail, all necessary, required, and up-to-date information on federally funded projects.

Progress: The City has met the recommendations regarding milestone reporting. All data is reported online in TrAMS.

A follow-up to the TDA Triennial Performance Audit for FY 2015-2018 by Moore & Associates for three fiscal years ending June 30, 2018 – included one recommendation:

Functional Finding 1: In the reporting of operating expense by mode, the City appears to allocate its expenses equally between the two modes, despite a significant difference in annual Vehicle Service Hours.

Recommendation: The City should allocate its annual modal expenses according to the actual amount of service being provided. Each year, the City should define a ratio of fixed-route and demand-response operating costs based on annual revenue hours in order to accurately reflect the cost of each mode

FTA Triennial Review

The City's most recent FTA Triennial Review occurred in March 2017. The Triennial Review focused on the City's compliance in 17 areas. No deficiencies were found with the FTA requirements in nine areas. Deficiencies were found in eight areas: Financial Management and Capacity, Technical Capacity, Maintenance, Americans with Disability Act (ADA), Procurement, Satisfactory Continuing Control, Security, and Drug-Free Workplace and Drug and Alcohol Program. The City had four repeat deficiencies from the 2014 Triennial Review in the areas of Financial Management and Capacity, Technical Capacity, Maintenance, and Security. As of December 2018, each of the deficient areas have been resolved.

**FY 2018-2019 to FY 2027-2028 Short Range Transit Plan
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Exhibit C.0.2 FTA Triennial Review Table

Review Area	Finding	Deficiency	Corrective Action	Response Due Date	Date Closed
1. Financial Management and Capacity	D-54	Cost allocation plan deficiencies	<p>By August 29, 2017, the City must provide evidence to the FTA Region IX Office that it has a federally approved rate. In addition, the City must submit procedures that state how the City will update its CAP annually. The procedures should also state how the City plans to retain approval documentation to support the claims for indirect costs and for audits. If submittal to the cognizant agency is not required, this evidence should be submitted to the FTA Region IX Office within 30 days from the date of the final report. If the City elects to establish an indirect cost rate with its cognizant agency, indirect costs may not be claimed until the rate is approved.</p> <p>Alternatively, if the City decides not to charge indirect costs in the future to the FTA grants, the City must advise the FTA Region IX Office. In addition, all funds previously drawn down for indirect costs must be refunded to the FTA. The City must work with the FTA Region IX Office on how the funds are to be returned.</p>	8/29/2017	
	D-80*	Insufficient effective control	The City must update the authorizing official in ECHO or have the authorizing official delegate authority in writing to the person approving the request.	8/29/2017	
2. Technical Capacity	D-122*	Incorrect FFR Reporting	The City must submit FFRs in TrAMS with the correct information in the next reporting cycle.	10/30/2017	
	D-208	Inadequate oversight of subrecipient/third-party contractor/lessees	The City must submit to the FTA Region IX Office procedures to monitor subrecipients for compliance with Federal requirements.	8/29/2017	

* Denotes repeat deficiency

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Review Area	Finding	Deficiency	Corrective Action	Response Due Date	Date Closed
3. Maintenance	D-117*	Facility/equipment maintenance program lacking or inadequate	The City must submit to the FTA Region IX Office a revised facility/equipment maintenance program.	9/30/2017	
	D-149	Late facility/equipment preventive maintenance	The City must submit to the FTA Region IX Office procedures for completing preventive maintenance inspections on time. For the items reported on, the City must submit a report listing the items, the dates the inspections are due, and the dates of the actual inspections.	8/29/2017	
4. ADA	D-316	Insufficient no-show policy	The City must submit to the FTA Region IX Regional Civil Rights Officer (RCRO): <ul style="list-style-type: none"> • A revised no-show policy to only propose suspending riders who have established a pattern or practice of missing scheduled trips. • Documentation on how the City determines whether or not the length of a suspension period is reasonable. 	8/29/2017	
5. Title VI	ND				
6. Procurement	D-129	No FTA clauses	The City must submit to the FTA Region IX Office revised procurement procedures that address inclusion of all FTA-required third party contract clauses.	8/29/2017	
	D-183	No verification that excluded parties are not participating	The City must submit to the FTA Region IX Office procedures for making excluded party determinations before entering into applicable transactions.	8/29/2017	
	D-271	Lacking required cost/price analysis	The City must submit to the FTA Region IX Office documentation that it has updated its procurement process to include performing cost and price analysis for every procurement action including contract modifications.	8/29/2017	
	D-281	Improper time and materials contract	The City must submit to the FTA Region IX Office evidence that it has updated its procurement process to include procedures for the proper use of FTA-assisted time and materials contracts.	8/29/2017	
	D-290	Lacking required justification(s) and documentation for non-competitive award(s)	The City must submit to the FTA Region IX Office revised procurement procedures that ensure full and open competition in all procurement transactions.	8/29/2017	

* Denotes repeat deficiency

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Review Area	Finding	Deficiency	Corrective Action	Response Due Date	Date Closed
	D-340	Lacking independent cost estimate	The City must submit to the FTA Region IX Office documentation that it has updated its procurement process to include development of independent cost estimates prior to receipt of bids or proposals.	8/29/2017	
7. DBE	ND				
8. Legal	ND				
9. Satisfactory Continuing Control	D-25	Violation of incidental use requirements	The City must obtain FTA approval for any unapproved incidental uses and to submit to the FTA Region IX Office procedures for obtaining FTA approval for future incidental uses.	8/29/2017	
10. Planning/POP	ND				
11. Public Comment on Fare Increases and Major Service Reductions	ND				
12. Half Fare	ND				
13. Charter Bus	ND				
14. School Bus	ND				
15. Security	D-153*	One percent security requirement not met	The City must submit to the FTA Region IX Office a plan for meeting the one percent expenditure requirement.	8/29/2017	
16. Drug-Free Workplace/ Drug and Alcohol Program	D-173	Drug and/or alcohol program vendors not properly monitored	The City must submit to the FTA Region IX Office evidence of monitoring procedures, along with evidence of implementation.	8/29/2017	
17. EEO	ND				

* Denotes repeat deficiency

Civil Rights

Title VI, the Civil Rights Act of 1964, requires that a grantee of federal funds must ensure that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participating in, denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance. The grantee must ensure that federally supported transit services and related benefits are distributed in an equitable manner.

The most recent Title VI analysis conducted for Manteca Transit was adopted on November 20, 2018 and was approved by FTA on January 31, 2019. That analysis reviewed a standard list of potential discrimination issues, as well as a demographic analysis of Manteca Transit service area. The analysis concluded that no deficiencies were found with Manteca Transit’s compliance the FTA requirements for Title VI. In addition, Manteca Transit fixed route standards are referenced in the Title VI Program.

The overall Disadvantaged Business Enterprise (DBE) goal, as approved by the FTA, is 0.42% for the period between FFY 2018 and FFY 2020, for federally-funded projects and the City’s plan was approved by FTA in June of 2018.

Goals and Objectives

The goals and objectives were compared to recent performance as reported by the City and updated as necessary to ensure they are consistent with the proposed service recommendations discussed in the Operations Plan. The resulting matrix is provided in Exhibit C.0.3.

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Exhibit C.0.3 Goals and Objectives Matrix

Service Design	Objectives	Measurements	Standards	FY 2017/18 Performance	FY 2018/19 Target
1. Develop and implement a transit system which balances the need to maximize ridership with the need to provide at least a minimal level of service to most residents.	1. Design services with an emphasis towards maximizing ridership and productivity.	a. Passengers/Revenue Hour	Fixed-route: minimum of 5.0 passengers/hour by FY 2020/21 Manteca Transit Dial-A-Ride: Minimum of 3.0 passengers/hour	Fixed-route: 4.91 Manteca Transit Dial-A-Ride: 2.94	Fixed-route: 4.6 Manteca Transit Dial-A-Ride: 3.0
	2. Increase system ridership at or above the rate of population growth.	a. Annual change in ridership	Greater than or equal to the annual increase in Manteca population	Did not met (7% decrease in pass. trip, 2.3% increase in population)	10 % increase in passenger trips
	3. Work towards making new developments more "transit friendly"	a. Review development plans and provide input to developers at an early stage.	Measured by developer inclusion of transit amenities, pedestrian walkways, higher density housing, and/or developer contribution of funding to transit.	Standard met	Same
	4. Provide transit service coverage to most residential and commercial developments in Manteca.	a. Number of residential units and commercial development within 3/4 mile of a transit route.	90% of residential and commercial development within 3/4 miles of a transit route in the city limits.	Standard met	Same
2. Develop and implement a transit system which seeks to maximize passenger convenience.	1. Maintain headways of at most 60 minutes.	a. Number of routes with 60 minute service.	No route shall require more than 60 minutes to complete one full circuit.	Standard met	Same
	2. Optimize regional connectivity	a. Ensure schedule coordination between ACE, RTD and Manteca Transit.	Review ACE & RTD schedules upon each reissue to ensure timed transfers where applicable.	Standard met	Advertise ACE & RTD information on Manteca Transit materials
		b. Increase cross promotion of services	Coordinate brochure content with ACE & RTD annually.	N/A	Include ACE information online

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Exhibit C.0.1 Goals and Objectives Matrix

Service Delivery	Objectives	Measurements	Standards	FY 2017/18 Performance	FY 2018/19 Target
1. Maximize the efficient and effective use of the available financial resources.	1. Operate in a manner which maximizes performance.	a. Operating Cost/Passenger	Fixed-route: maximum of \$15.00 by FY 2020/21 Manteca Transit Dial-A-Ride: maximum of \$50.00 FY 2020/21 Combined target baseline: \$17.78 by FY 2020/21	Fixed-route: \$11.32 Manteca Transit Dial-A-Ride: \$40.03 Combined: \$17.65	Fixed-route: \$12.00 Manteca Transit Dial-A-Ride: \$42.00 Combined: \$17.78
		b. Operating Cost/Revenue Hour	Fixed-route: no greater than the annual increase in CPI Manteca Transit Dial-A-Ride: no greater than the annual increase in CPI Combined target baseline of \$110/Passenger FY 2020/21	Fixed-route: -5.5% Manteca Transit Dial-A-Ride: -7.2%	Fixed-route: 1.25% Manteca Transit Dial-A-Ride: 1.25%
		c. Farebox Recovery Ratio	Fixed-route: minimum of 15% Manteca Transit Dial-A-Ride: minimum of 10%	Fixed-route: 5.1% Manteca Transit Dial-A-Ride: 4.9%	Fixed-route: 6% Manteca Transit Dial-A-Ride: 5%
		d. Passenger/Revenue Hour	Fixed-route: 5.0 Manteca Transit Dial-A-Ride: 3.0 Combined: 5.0	Fixed-route: 4.91 Manteca Transit Dial-A-Ride: 2.94 Combined: 4.35	Fixed-route: 5.0 Manteca Transit Dial-A-Ride: 3.0 Combined: 4.6
2. Consistently earn the highest praise from our passengers	1. Operate a reliable and safe service	a. Preventative maintenance program	100% of PMs completed within 10% of scheduled mileage	Standard met	Same
		b. Number of roadcalls	Fixed-route: less than 1 per 10,000 revenue miles	Standard met	Same
			Manteca Transit Dial-A-Ride: less than 1 per 10,000 revenue miles	Standard met	Same
		c. On-time performance	Fixed-route: 90% of scheduled departures on-time or less than 5 minutes late Manteca Transit Dial-A-Ride: 95% of pick-ups within 30-minute window	Fixed-route: 80.3% Manteca Transit Dial-A-Ride: 96.54%	Fixed-route: 90% Manteca Transit Dial-A-Ride: 95%
	d. Manteca Transit Dial-A-Ride	Zero annual ADA denials	Standard met	Same	
	2. Maximize passenger comfort	a. Passenger load factors	Fixed-route: maximum peak load 100%, maximum off-peak load 100%	Standard met	Same
		b. Vehicle cleanliness program	All buses will be swept daily. All buses will have their exterior washed once/week. Graffiti and interior damage will be repaired and removed immediately.	Standard met	Same
		c. Transit operator pre-trip vehicle inspections	No equipment shall leave the yard with damaged seats, windows, heating/ventilation, pull cords, radios, or head signs.	Standard met	Same
d. Bus stop maintenance program		Every stop will have a readable sign with basic route information. Each stop will be physically checked, cleaned, and any damage removed at least once/week.	Standard not met	Same	

Exhibit C.0.1 Goals and Objectives Matrix

Service Delivery	Objectives	Measurements	Standards	FY 2017/18 Performance	FY 2018/19 Target
2. Consistently earn the highest praise from our passengers	3. Provide high quality and readily available information and marketing services.	a. Passenger Service Program	All passenger service calls will be answered within 3 minutes. All complaints will be investigated within 72 hours.	Standard met	Same
		b. Maps, brochures, displays, and website	Regularly provide a user-friendly map and brochure for distribution to the general public and public agencies. Provide a user friendly up-to-date website.	Standard met	Same
		c. Proactive community outreach	Contact local community stakeholders no less than quarterly.	Not met	Contact ten stakeholder groups

SJCOG Transit Systems Performance Objectives

The Transit Systems Performance Objectives assess each transit operator’s performance over a three-year period based on the following three indicators:

1. **Operating Cost / Revenue Hour** – highlights the cost effectiveness of providing service and sets a maximum threshold for cost per revenue hour.
2. **Passengers / Revenue Hour** – highlights the utilization of the service and sets a minimum threshold for passengers per revenue hour.
3. **Subsidy (Operating Cost – Fare Revenue) / Passenger** – is a comprehensive indicator measuring operating cost, fare revenue, and ridership and sets a maximum threshold for subsidy per passenger.

The claimants must meet two of the three performance objectives or be within a five percent margin at the end of the three-year period. Interim targets are established to gauge the performance of the system and promote improvements. Performance within the specified range is considered acceptable and enables the operator to claim their full allocation of TDA funds. Performance outside the range results in a warning and a request for an action plan reach compliance.

The performance objectives are developed by forecasting the operating costs, ridership, and fare revenue. Operating costs are forecast based on the California Department of Finance (DOF) Consumer Price Indices (CPI) forecasts. Ridership and fare revenue is forecast at the historical population growth rate of the City as provided by the California DOF. Revenue hours are assumed to remain constant. The resulting forecasts are used to measure the transit operator’s actual performance during the three-year period.

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Transit System Performance Objectives Established in 2015¹

Claimant	Cost / Hour Targets ²					Passengers / Hour Targets ³					Subsidy / Passenger Targets ⁴				
	2013/14 Baseline ⁵	2015/16	2016/17	2017/18	Maximum (+5%)	2013/14 Baseline ⁵	2015/16	2016/17	2017/18	Minimum (-5%)	2013/14 Baseline ⁵	2015/16	2016/17	2017/18	Maximum (+5%)
Escalon	\$124.89	\$128.03	\$131.32	\$134.77	\$141.51	1.4	1.4	1.4	1.4	1.4	\$87.49	\$89.01	\$90.61	\$92.28	\$96.90
Lodi	\$131.82	\$135.14	\$138.61	\$142.25	\$149.36	7.4	7.4	7.5	7.5	7.1	\$17.01	\$17.36	\$17.73	\$18.12	\$19.03
Manteca	\$109.70	\$112.46	\$115.35	\$118.38	\$124.30	5.3	5.4	5.5	5.7	5.4	\$19.72	\$19.81	\$19.90	\$20.01	\$21.01
Tracy	\$85.81	\$87.97	\$90.22	\$92.60	\$97.23	6.1	6.1	6.2	6.2	5.9	\$13.30	\$13.57	\$13.85	\$14.14	\$14.85

¹ Performance targets are based on Audited FY 2013/14 TDA Reports.

² The Cost / Hour target is calculated by forecasting future operating cost based on the projected CPI values provided by the California Department of Finance and dividing by the Revenue Hours. Revenue hours are status quo for each system.

³ The Passenger / Hour target is calculated by forecasting future ridership based on each system’s average annual population growth. Revenue hours are status quo for each system.

⁴ Subsidy / Passenger is calculated using the inflated operating cost less projected farebox revenue, Federal Grants, Local Support and/or Measure K divided by the projected ridership for each system.

⁵ 2013/14 TDA Claim data is shown for a baseline comparison.

Transit System Performance Objectives Proposed in 2018¹

Claimant	Cost / Hour Targets ²					Passengers / Hour Targets ³					Subsidy / Passenger Targets ⁴				
	2016/17 Baseline ⁵	2018/19	2019/20	2020/21	Maximum (+5%)	2016/17 Baseline ⁵	2018/19	2019/20	2020/21	Maximum (+5%)	2016/17 Baseline ⁵	2018/19	2019/20	2020/21	Maximum (+5%)
Escalon	\$118.85	\$122.12	\$125.57	\$129.22	\$135.68	1.3	1.4	1.4	1.4	1.3	\$86.62	\$88.27	\$90.01	\$91.86	\$96.45
Lodi	\$100.92	\$103.70	\$106.63	\$109.73	\$115.22	8.8	8.9	9.1	9.2	8.7	\$10.71	\$10.88	\$11.06	\$11.26	\$11.82
Manteca	\$78.01	\$80.15	\$82.42	\$84.81	\$89.05	4.4	4.5	4.7	4.8	4.6	\$16.80	\$16.80	\$16.81	\$16.84	\$17.68
Tracy	\$94.96	\$97.57	\$100.33	\$103.24	\$108.41	5.0	5.0	5.1	5.2	5.0	\$18.48	\$18.64	\$18.81	\$19.01	\$19.96

¹ Performance targets are based on Audited FY 2016/17 TDA Reports.

² The Cost / Hour target is calculated by forecasting future operating cost based on the projected CPI values provided by the California Department of Finance and dividing by the Revenue Hours. Revenue hours are status quo for each system.

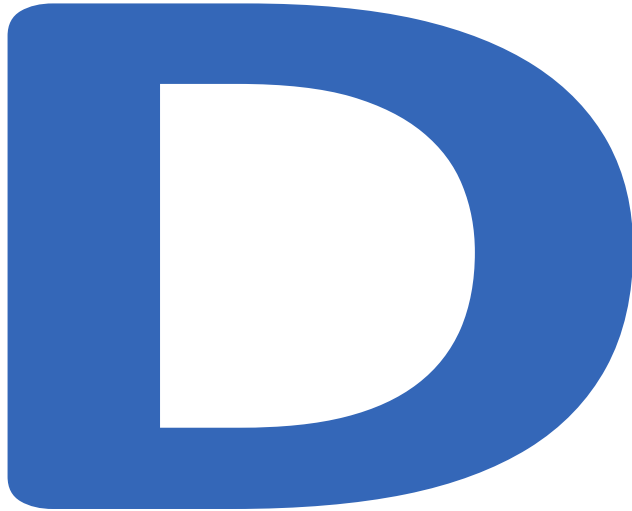
³ The Passenger / Hour target is calculated by forecasting future ridership based on each system’s average annual population growth. Revenue hours are status quo

for each system.

⁴Subsidy / Passenger is calculated using the inflated operating cost less projected farebox revenue, Federal Grants, Local Support and/or Measure K divided by the projected ridership for each system.

⁵ 2016/17 TDA Claim data is shown for a baseline comparison.

APPENDIX



SURVEY INSTRUMENTS

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Thank you for providing feedback about your trip today, about Manteca Transit and about yourself. Please include your contact information on the next page if you wish to be eligible to win one of several \$25 VISA gift cards. **If you have already completed a survey this week, please do not complete another one. Thank you.**

Part 1. Please tell us about your trip today. **Part 2. Please tell us about our service.**

1. Where did you board the bus today (bus stop)?

Cross Streets₁ _____ and₂ _____
Location₃ _____

2. Where will you get off the bus today (bus stop)?

Cross Streets₁ _____ and₂ _____
Location₃ _____

3. Does this trip include a transfer to another Manteca Transit bus?

- Yes₁
- No₂

4. What is the primary purpose for today's trip?

- Work₁
- Shopping₂
- Social or recreational₃
- School₄
What School? _____
- Health Care₅
- Business Appointment₆
- Other₆ What? _____

5. How did you get to the bus for today's trip?

- Walked more than 4 blocks₁
- Drove Self₂
- Walked less than 4 blocks₃
- Rode bike₄
- Transferred from another bus₅
- Dropped off₆
- Other. How? ₇ _____

6. How did you pay for this ride?

- Regular cash fare₁
- Youth cash fare₂
- Senior/disabled/Medicare cash fare₃
- Transfer₄
- Monthly pass₅
- 10-day pass₆
- Student pass
- Senior/disabled pass₈

7. How would you have traveled if Manteca Transit service had not been available?

- Drive own vehicle₁
- Ride bicycle₂
- Get ride from friend or family member₃
- Walk₄
- Would not have made trip₅
- Taxi₆
- Other₇ How? _____

8. In a typical week, how many one-way trips do you make using Manteca Transit?

- 5 or more trips₁
- 3 to 4 trips₂
- 1-2 trips₃
- 1 trip per week or less₄
- This is my first time riding the bus₅

9. What is your most common method for obtaining information regarding Manteca Transit services?

- Brochures₁
- On board the bus₂
- Website / Internet₃
- Cell phone/mobile device₄
- Transit office₅
- Other. ₆ How? _____

10. Please rate each of the following service characteristics on a scale of 1- 5 (where 1 = poor and 5= excellent)

a. Ontime performance	1	2	3	4	5
b. Frequency of service	1	2	3	4	5
c. Service hours	1	2	3	4	5
d. Service days	1	2	3	4	5
e. Vehicle cleanliness	1	2	3	4	5
f. Safety onboard vehicle	1	2	3	4	5
g. Safety at bus stops	1	2	3	4	5
h. Fare or cost	1	2	3	4	5
i. Availability of service information	1	2	3	4	5

11. Please select the ONE service improvement most important to you (choose only one)

- Improve on-time performance₁
- More frequent service₂
- Expanded service hours₃
- Saturday fixed route service (longer hours)₄
- Add Sunday service₅
- Improve onboard/vehicle cleanliness₆
- Improve safety onboard vehicle₇
- Improve safety at bus stops₈
- Improve access to Manteca Transit information₉
- Reduce cost of riding Manteca Transit₁₀
- New destinations. Where? ₁₁ _____
- Other. ₁₂ Please specify _____
- _____

Please continue survey on next page.



Part 3. Please Tell Us About Yourself

12. How long have you been riding Manteca Transit?

- Less than 90 days₁
- More than 90 days₂

13. Have you just started using Manteca Transit in the past 30 days?

- Yes₁
- No₂

14. Where are you typically traveling to when ride Manteca Transit? (please choose only one.)

- Work₁
- Shopping₂
- Social or recreational activity₃
- School₄
- Healthcare₅
- Business appointment₆
- Other – specify₇ _____

15. What is the main reason you ride Manteca Transit? (please chose only one).

- Lack of other options₁
- Convenience₂
- To avoid traffic or parking₃
- Environmental benefits₄
- Other – specify₅ _____

16. What is your home Zip Code? ₁ _____

17. What is your employment status?

- Full-time₁
- Part-time₂
- Retired₃
- Not employed₄

18. Are you a student?

- Full-time₁
- Part-time₂
- Not a student₃

19. What is your approximate annual household income?

- Less than \$20,000₁
- \$20,001 to \$35,000₂
- \$35,001 to \$50,000₃
- \$50,001 to \$75,000₄
- \$75,001 to \$100,000₅
- More than \$100,000₆
- Decline to state₇

20. Do you have a valid driver's license?

- Yes₁
- No₂

21. Do you have access to a personal vehicle?

- Yes₁
- No₂

21. Do you have access to a personal vehicle?

- Yes₁
- No₂

22. What is your age?

- 16 to 18₁
- 19 to 24₂
- 25 to 44₃
- 45 to 64₄
- 65 or older₅
- Decline to state₆

23. What is your gender?

- Male₁
- Female₂
- Other₃
- Decline to state₄

24. Are you (please select all that apply)

- Hispanic/Latino₁
- Black₂
- White₃
- Asian/Pacific Islander₄
- American Indians₅
- Other₆

25. How many people live in your household?

- One₁
- Two₂
- Three₃
- Four₄
- Five₅
- Six₆
- Seven₇
- Eight or more₈

26. What languages are spoken in your household?

- English₁
- Spanish₂
- Other. What?₃ _____
- Decline to state₄

27. Please indicate which of the following technologies you have access to, or regularly use (please select all that apply)

- Internet₁
- Smartphone₂
- Texting₃
- Email₄
- Social media₅ (e.g., Facebook, Twitter, etc.)
- Telephone₆ (landline)
- Cable TV₇ (including DirecTV & Dish Network)

Comments

For entry into drawing for \$25 VISA gift cards:

(Optional) Name: _____

(Optional) Phone: _____

(Optional) Email: _____



Ciudad de Manteca – 2019 Manteca Transit Encuesta del clientes

Gracias por sus comentarios sobre su viaje, sobre Manteca Transit y también usted mismo. Además, si usted incluyen información de contacto al final de esta encuesta, participará en un sorteo para ganar una de varias tarjetas de VISA con un valor de \$25.

Parte 1. Por favor, cuéntenos acerca de tu viaje hoy.

1. ¿Dónde subió este bus hoy (parade de buses)?

Cruzar las calles₁ _____ y₂ _____

Ubicación₃ _____

2. ¿Dónde se bajará del bus hoy (parada de autobús)?

Cruzar las calles₁ _____ y₂ _____

Ubicación₃ _____

3. ¿Este viaje incluye un traslado a otro bus de Manteca Transit?

- Sí₁
- No₂

4. ¿Cuál es el propósito principal de este viaje?

- Trabajo₁
- Cita medicás₂
- Decompras₂
- Cita de negocios₆
- Social o de recreo₃
- Otro₆ ¿Que? _____
- Escuela₄
- ¿Que escuela? _____

5. ¿Cómo llegó al autobús por este viaje?

- Caminé más de 4 cuadras₁
- Condujo auto₂
- Caminé menos de 4 cuadras₃
- En bicicleta₄
- Transbordé de otro bus₅
- Alguien me dejó a parada₆
- Otro. ¿Cómo? ₇ _____

6. ¿Cómo pagó por este viaje?

- En efectivo (viaje sencillo)₁
- Descuento de menores₂
- Descuento para mayores/discapacitados₃
- Conexión₄
- Pase mensual₅
- Pase de 10 días₆
- Pase estudiante
- Pase de mayores/discapacitados₈

7. ¿Cómo viajaría si Manteca Transit no fuera disponible?

- En mi auto₁
- En bicicleta₂
- Viajaría con un amigo o familiar₃
- Caminaría₄
- No haría el viaje₅
- Taxi₆
- Otro₇ ¿Cómo? _____

Parte 2. Por favor, cuéntenos sobre nuestro servicio.

8. En una semana típica, ¿cuántos viajes de ida haces con Manteca Transit?

- 5 o más viajes₁
- 3 to 4 viajes₂
- 1-2 viajes₃
- 1 o menos viajes₄
- Primera vez en el autobús₅

9. ¿Cuál es el método más común que utiliza para obtener información sobre los servicios de Manteca Transit?

- Folletos₁
- A bordo en el autobús₂
- Siteo web / Internet₃
- Teléfono celular / dispositivo móvil₄
- Oficina de Manteca Transit₅
- Otro₆ ¿Cómo? _____

10. Por favor, en escala de 1 a 5, evalúe los siguientes atributos del servicio (donde 1 = poor y donde 5 = excelente)

a. Tiempo que tarda en viajar	1	2	3	4	5
b. Frecuencia	1	2	3	4	5
c. Horas de servicio	1	2	3	4	5
d. Dias de servicio	1	2	3	4	5
e. Limpieza del vehículo	1	2	3	4	5
f. Seguridad en el vehículo	1	2	3	4	5
g. Seguridad a bordo de vehículo	1	2	3	4	5
h. Tarifa o costo	1	2	3	4	5
i. Disponibilidad de información	1	2	3	4	5

11. Por favor, seleccione el que la mejora del servicio que es más importante para ti (solo uno)

- Tiempo que tarda en viajar₁
- Servicio más frecuente₂
- Ampliar las horas de servicio₃
- Sábado servicio de ruta fija (más horas)₄
- Añadir servicio los domingos₅
- Mejorar limpieza a bordo de vehículo₆
- Mejorar la seguridad a bordo vehículos₇
- Mejorar la seguridad en las paradas de autobús₈
- Mejorar el acceso a la información sobre Manteca Transit₉
- Reducir el costo de viajar en Manteca Transit₁₀
- Nuevos destinos. ¿Dónde?
₁₁ _____
- Otro.₁₂ Por favor, especifique

Por favor, continúe la encuesta en la página siguiente.



Parte 3. Por favor, cuéntenos acerca de usted.

12. ¿Cuanto tiempo llevas montando Manteca Transit?

- Menos de 90 días¹
- Mas de 90 días²

13. ¿Ha emperzado a utilizar Manteca Transit en los últimos 30 días?

- Si¹
- No²

14. ¿A dónde viajas normalmente cuando viajas en Manteca Transit? (Por favor elge solo una respuesta.)

- Trabajo¹
- Decompras²
- Social o de recreo³
- Escuela⁴
- Cita médicas⁵
- Cita de negocios⁶
- Otro – ¿Que?⁷

15. ¿Cual es la razón principal por la que usas Manteca Transit? (por favor elige solo uno).

- La falta de otras opciones¹
- Conveniencia²
- Para evitar e tráfico o el estacionamiento³
- Beneficios ambientales⁴
- Otro – ¿Que?⁵ _____

16. ¿Cuál el “Zip Code” de tu casa?¹ _____

17. ¿Cuál es tu situacion laboral?

- De jornada completa¹
- De media jornada²
- Retirado³
- No es un empleado⁴

18. ¿Eres un estudiante?

- De jornada completa¹
- De media jornada²
- No es un estudiante³

19. ¿Cual es su ingreso familiar annual aproximado?

- Menos que \$20,000¹
- \$20,001 a \$35,000²
- \$35,001 a \$50,000³
- \$50,001 a \$75,000⁴
- \$75,001 a \$100,000⁵
- Más que \$100,000⁶
- Declinar a estado⁷

20. ¿Tiene licencia de conducir válida?

- Si¹
- No²

21. ¿Tienes acceso a un vehículo personal?

- Si¹
- No²

Para ingresar al sorteo pro \$25 tarjetas de regalo “VISA”

(Opcional) Nombre: _____

(Opcional) Teléfono: _____

(Opcional) Email: _____

22. ¿Cuál es tu edad?

- 16 a 18¹
- 19 a 24²
- 25 a 44³
- 45 a 64⁴
- 65 años o más⁵
- Declinar a estado⁶

23. ¿Cuál es su género?

- Hombre¹
- Female²
- Otros³
- Declinar a estado⁴

24. ¿Es usted? (seleccione todas las respuestas válidas)

- Latino / Hispano
- Persona negra²
- Persona blanca³
- Asiático / Isleño del Pacifico⁴
- Indio Americano⁵
- Otro⁶

25. ¿Cuántas personas viven en su hogar?

- Uno¹
- Dos²
- Tres³
- Cuatro⁴
- Cinco⁵
- Seis⁶
- Siete⁷
- Ocho o mas⁸

26. ¿Qué idiomas se hablan en tu hogar?

- Inglés¹
- Español²
- Otro. ¿Que?³ _____
- Declinar a estado⁴

27 ¿Por favor, indique cuál las siguientes tecnologías tiene acceso o usa regularmente (Selecc todas las que)

- Internet¹
- Smartphone²
- Mensajes de texto³
- Email⁴
- Medios de comunicación social⁵ (p.ej., Facebook, Twitter, etc.)
- Teléfono⁶ (línea terrestre)
- Televisión por cable⁷ (incluso “DirecTV,” “Dish Network,” otros servicios satelitales)

Comentarios:

**City of Manteca Dial-A-Ride Customer Survey
(Español al revés)**

Thank you for taking the time to tell us about yourself and your experience using Manteca Transit's Dial-A-Ride service. Please include your contact information at the end of the survey and mail back the completed survey by _____ to be entered into a random drawing to **win one of two \$50 VISA gift cards.**

Section 1: Tell us about yourself

Section 2: Tell us about your most recent trip

1. How often do you ride Dial-A-Ride in a typical week?
 - 1 Less than once a week 2 1-2 times a week
 - 3 3-4 times a week 4 5 or more times a week

1A. Do you typically travel with a Personal Care Attendant? 1 Yes 2 No
2. How long have you been a Dial-A-Ride rider?
 - 1 Less than 1 year 2 1-2 years
 - 3 3-4 years 4 5 years or more
3. How would you travel if Dial-A-Ride was not available?
 - 1 Drive own vehicle 2 Ride bicycle
 - 3 Friend/family member 4 Walk
 - 5 Wouldn't make trip 6 Taxi
 - 7 Other – specify: _____
4. How do you typically pay for your Dial-A-Ride ride?
 - 1 Cash fare 2 Monthly pass
5. What is your approximate annual household income?
 - 1 Less than \$20,000 2 \$20,001 to \$35,000
 - 3 \$35,001 to \$50,000 4 \$50,001 to \$75,000
 - 5 \$75,001 to \$100,000 6 More than \$100,000
 - 7 Decline to respond
6. Are you (select all that apply):
 - 1 Hispanic/Latino 2 Black
 - 3 White 4 Asian/Pacific Islander
 - 5 American Indian 6 Other
7. Please indicate which languages are spoken in your home (select all that apply):
 - 1 English 2 Spanish
 - 3 Other – specify: _____
 - 4 Decline to respond
8. What is your gender?
 - 1 Male 2 Female 3 Decline to respond
9. What is your age?
 - 1 16 to 18 2 19 to 24 3 25 to 44
 - 4 45 to 64 5 65 or older 6 Decline to respond
10. What is your home zip code? _____
11. Are you employed?
 - 1 Full-time 2 Part-time
 - 3 Retired 4 Not employed

- | | <u>Yes</u> | <u>No</u> |
|--|---------------------------------|--------------------------------------|
| 12. When you called to place your ride reservation, was the phone answered promptly? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 13. Was the Customer Service Agent pleasant, and were you treated courteously? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 14. Did the vehicle arrive on time? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 15. Was the vehicle clean and sanitary? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 16. Was the driver dressed professionally? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 17. Did the Dial-A-Ride driver greet you by name? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 18. If needed, did the driver assist you in getting into the vehicle? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 19. If you used a wheelchair, was it tied down and secured to the floor? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 20. Did you reach your destination on time and safely? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 21. Was the ride comfortable? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 22. Was the vehicle air-conditioned? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 23. What was the primary purpose for the trip? | | |
| <input type="checkbox"/> 1 Work <input type="checkbox"/> 2 Shopping <input type="checkbox"/> 3 Visiting friends | | |
| <input type="checkbox"/> 4 School <input type="checkbox"/> 5 Healthcare <input type="checkbox"/> 6 Personal business | | |
| <input type="checkbox"/> 7 Other – specify: _____ | | |
| 24. Why did you choose to ride Dial-A-Ride for this trip? | | |
| <input type="checkbox"/> 1 Cost <input type="checkbox"/> 2 Lack of other options | | |
| <input type="checkbox"/> 3 Lack of car <input type="checkbox"/> 4 Avoid traffic/parking | | |
| <input type="checkbox"/> 5 Other – specify: _____ | | |
| 25. In the last month, were you denied any trips you tried to arrange on Dial-A-Ride? | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| 26. When you called to make your reservation, were you able to get a ride for the day and time you wanted? | <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 2 No |
| 26A. If No, when you were offered a ride at another time did you... | | |
| <input type="checkbox"/> 1 Accept the ride <input type="checkbox"/> 2 Refuse the ride | | |
| <input type="checkbox"/> 3 Don't remember | | |
| 27. How would you rate the ride reservation process overall? | <input type="checkbox"/> 1 Poor | <input type="checkbox"/> 2 Fair |
| | <input type="checkbox"/> 3 Good | <input type="checkbox"/> 4 Excellent |

Contact Information (for random drawing)

First name: _____
 Phone: _____
 or
 Email: _____

Thank you for completing this survey.

Gracias por darnos información sobre usted mismo y su experiencia con Dial-A-Ride de Manteca Transit. Favor incluya su información de contacto al final de la encuesta y entregue la encuesta completada el _____ de Octubre 2013 para participar en un sorteo para **ganar una de dos tarjetas de VISA con un valor de \$50.**

Sección 1 : Cuéntenos sobre usted

1. ¿Cuántas veces utiliza el servicio de Dial -A -Ride en una semana normal?
 - 1 Menos de una vez 2 1-2 veces
 - 3 3-4 veces 4 5 o más veces a la semana
- 1A. ¿Usted normalmente viaja con un asistente de cuidado personal? 1 Sí 2 No
2. ¿Por cuánto tiempo ha sido usuario de Dial-A-Ride?
 - 1 Menos de 1 año 2 1-2 años
 - 3 3-4 años 4 5 años o más
3. ¿Cómo viajaría si el Dial-A-Ride no estuviera disponible?
 - 1 En mi propio carro 2 En bicicleta
 - 3 Con un amigo o familiar 4 Caminar
 - 5 No haría el viaje 6 Taxi
 - 7 Otro – especifique: _____
4. ¿Cómo suele pagar por sus viajes en Dial-A-Ride?
 - 1 En efectivo 2 Pase mensual
5. ¿Cuánto es su ingreso de hogar anual total aproximado?
 - 1 Menos de \$20,000 2 \$20,001 a \$35,000
 - 3 \$35,001 a \$50,000 4 \$50,001 a \$75,000
 - 5 \$75,001 a \$100,000 6 Más de \$100,000
 - 7 Prefiero no decir
6. Es usted (seleccione todos los que apliquen):
 - 1 Hispano/Latino 2 Negro
 - 3 Blanco 4 Asiático/Islandico Pacifico
 - 5 Indio Americano 6 Otro
7. Por favor, indique qué idiomas se hablan en su hogar (seleccione todos los que apliquen):
 - 1 Inglés 2 Español
 - 3 Otro – especifique: _____
 - 4 Prefiero no decir
8. ¿Cuál es su género?
 - 1 Hombre 2 Mujer 3 Prefiero no decir
9. ¿Cuál es su edad?
 - 1 16 a 18 2 19 a 24 3 25 a 44
 - 4 45 a 64 5 65 o mayor 6 Prefiero no decir
10. ¿Cuál es el código postal de su hogar? _____
11. ¿Tiene empleo?
 - 1 Tiempo completo 2 Tiempo parcial
 - 3 Jubilado 4 Desempleado

Sección 2: Cuéntenos sobre su viaje más reciente

- | | <u>Sí</u> | <u>No</u> |
|---|-------------------------------|--|
| 12. Cuando llamó para reservar el viaje, ¿alguien contestó pronto? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 13. ¿El representante trató a usted de forma agradable y con cortesía? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 14. ¿Llegó a tiempo el vehículo? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 15. ¿El vehículo estaba limpio? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 16. ¿Se vestía de manera profesional el conductor? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 17. ¿El conductor lo saludó por nombre? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 18. Si fue necesario, ¿el conductor le ayudó a subir al vehículo? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 19. Si usaba una silla de ruedas, ¿fue asegurada al piso? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 20. ¿Llegó a su destino a tiempo y seguro? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 21. ¿Fue cómodo el viaje? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 22. ¿Tenía aire acondicionado el vehículo? | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| 23. ¿Cuál fue el propósito principal del viaje? | | |
| <input type="checkbox"/> 1 Trabajo <input type="checkbox"/> 2 Ir de compras <input type="checkbox"/> 3 Visitar amigos | | |
| <input type="checkbox"/> 4 Escuela <input type="checkbox"/> 5 Cita médica <input type="checkbox"/> 6 Asunto personal | | |
| <input type="checkbox"/> 7 Otro – especifique: _____ | | |
| 24. ¿Por qué eligió usar Dial-A-Ride para hacer este viaje? | | |
| <input type="checkbox"/> 1 Costo <input type="checkbox"/> 2 Falta de otras opciones | | |
| <input type="checkbox"/> 3 No tengo carro <input type="checkbox"/> 4 Evitar tráfico /parqueo | | |
| <input type="checkbox"/> 5 Otro – especifique: _____ | | |
| 25. En el último mes, ¿se le negó algún viaje de Dial-A-Ride que intentó arreglar? | <input type="checkbox"/> 1 Sí | <input type="checkbox"/> 2 No |
| 26. Cuando llamó para reservar su viaje, ¿pudo reservar uno para el día y a la hora que deseaba? | <input type="checkbox"/> 1 Sí | <input type="checkbox"/> 2 No |
| 26A. Si no, cuando se le ofreció un viaje a un tiempo alternativo, ¿Aceptó el otro viaje? | <input type="checkbox"/> 1 Sí | <input type="checkbox"/> 2 No <input type="checkbox"/> 3 No recuerdo |
| 27. En general, ¿cómo calificaría el proceso de reservar un viaje de Dial-A-Ride? | | |
| <input type="checkbox"/> 1 Mal <input type="checkbox"/> 2 Aceptable <input type="checkbox"/> 3 Bueno <input type="checkbox"/> 4 Excelente | | |

Información de contacto (para el sorteo)

Nombre: _____

Teléfono: _____

o

Email: _____

Gracias por completar esta encuesta.