

**manteca***transit*



# CITY OF MANTECA

MANTECA TRANSIT

SHORT RANGE TRANSIT PLAN

July 2025



**CITY OF MANTECA**  
**Manteca Transit**  
**Short Range Transit Plan**  
**(Fiscal Years 2025 to 2030)**

**July 2025**

**City of Manteca City Council 2025**

Mayor – Gary Singh

Vice Mayor – David Breitenbucher

Councilmember – Regina Lackey

Councilmember – Charlie Halford

Councilmember – Mike Morowit

**City of Manteca City Staff**

City Manager - Toni Lundgren

Director of Public Works

Transit Manager – Juan Portillo

Administrative Analyst – Celine Reeder

Transit Consultant – KAT Consulting Services, LLC

Transit Consultant – 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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## **CHAPTER 1 – EXECUTIVE SUMMARY**

The City of Manteca is home to 95,347 residents (American Community Survey 2022 Five-Year Estimates) in a productive area of San Joaquin County. The city, which comprises 20.57 square miles, is surrounded on all sides by scenic agricultural land and open spaces.

Manteca boasts a low crime rate, an award-winning school district, quality residential neighborhoods, and a quaint downtown; and continues to foster its goal of maintaining a vibrant and diversified community. The City's mission statement is exemplified through its proactive policies adopted to preserve a family atmosphere and high quality of life.

Geographically, Manteca is located on State Route 120 between the San Francisco Bay Area and the historic Mother Lode leading to Yosemite National Park. Being only twenty-five minutes from both Modesto and Stockton, Manteca offers a central location with direct access to multiple modes of transportation. As part of the transportation planning process, citizen input on the work, projects, and products proposed and created by the City is desired and requested.

The City established “Manteca Transit” in November 2006. The governing body is comprised of the elected City Council Members as follows: Gary Singh, Mayor (term expires 11/2026); Charlie Halford (term expires 11/2028), Councilmember; Regina Lackey, Councilmember (term expires 11/2028); Dave Breitenbucher, Vice Mayor (term expires 11/2026); and Mike Morowit, Councilmember (term expires 12/2026).

Through The City, Manteca Transit offers local dial-a-ride service within the City limits and four fixed routes that operate within city limits. The Dial-A-Ride service and four fixed routes operate Monday through Friday; and three fixed routes and Dial-A-Ride service operate on Saturdays. The City, Manteca Transit also operates a peak-hour shuttle between the Manteca Transit Center and the Lathrop/Manteca ACE Commuter Rail Station. 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) and Stanislaus Regional Transit Authority (StanRTA) via the Manteca Transit Center, along Main Street and at the Lathrop/Manteca ACE Station. By utilizing these services, patrons can connect with such communities as Ripon, Escalon, Lathrop, Stockton, Tracy in the San Joaquin County, Modesto, and all stops between Manteca and San Jose, CA on the ACE.

### **Key Findings of the Short-Range Transit Plan**

- 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.

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### **City of Manteca/Manteca Transit**

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- “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 this Fiscal Year (FY). Total annual passenger trips were 78,783 in FY 2023-24.

#### **Report Overview: What is the Short-Range Transit Plan?**

The Short-Range Transit Plan (SRTP) is prepared in partnership with the San Joaquin Council of Government (SJCOG), the California Department of Transportation (Caltrans), the Federal Transit Administration (FTA), and other local jurisdictions. The SRTP is required by SJCOG, Caltrans, and FTA as part of the regulatory planning and programming requirements for federal, state, and local funds in compliance with 49 USC 5303, 23 CFR part 450, and incorporated by reference in 49 CFR part 613. Information from the SRTP feeds into the Long Range Regional Transportation Plan (RTP) and the Transportation Improvement Program (TIP). SJCOG must establish a performance-based approach in which it will develop specific performance targets that address transportation system performance measures (issued by U.S. DOT), where applicable, to use in tracking progress towards attaining critical outcomes. These performance targets will be established by SJCOG in coordination with the Caltrans and San Joaquin transit providers and be incorporated into the Long-Range Transportation Planning process.

In addition to feeding information to the RTP and TIP, the SRTP also establishes transit systems performance objectives (TSPO) that are applied to the transit agencies' performance. These TSPOs are used annually and triennially for Transportation Development Act (TDA) audits, in addition to determining funding eligibility (i.e., depending on whether the measures are met, funding can be reduced). The TSPOs are also referenced during the annual unmet transit needs assessment and help to determine whether an unmet transit need is reasonable to meet.

Funding for Manteca Transit is derived from Caltrans which is also legislated to manage and administer the State of Good Repair (SGR) Program and its goal of keeping transit systems in a state of good repair by providing transit operators with a consistent revenue source to invest in the upgrade, repair, and improvement of their agency's transportation infrastructure. Within the SGR program, regional entities are expected to verify the local operator's approval of their individual project lists. This could include a copy of a publicly adopted document listing the applicable projects (e.g. the Short-Range Transit Plan). Additional funding is provided through SJCOG for the Measure K Renewal fund allocation for bus transit capital projects and services are to be consistent with adopted short range transit plans and the SJCOG Regional Transit Systems Plan. Measure K funds are allocated for programs that promote regional initiatives, consistent with SJCOG's adopted Regional Transit Systems Plan. Regional initiatives could include, for example, the development of a San Joaquin County regional transit services map, a universal fare card system, activities in support of implementing intelligent transportation system (ITS) technology

that encourages transit use, implementation of innovative forms of transit to serve rural areas, and implementation of transit security awareness programs and measures. Federal funds under the Federal Transit Administration (FTA) Section 5307 Small Urban grant program are administered by Caltrans as the designated recipient.

The Manteca Transit SRTP presents a “blueprint” for ensuring compliance with all the previous requirements, as well as providing short-term operational, financial, and capital improvements for Manteca Transit. In addition, the SRTP, covers a five-year horizon, which includes strategies to increase service efficiency and effectiveness as well as how to finance the implementation of those strategies. These strategies reflect findings from passengers and non-passengers (community) input as well as a review of transit system performance. The SRTP includes forecasting for anticipated ridership and service increases associated with projected growth in the existing service area and the overall urbanized area, as well as operating and capital expenditures and revenues needed to support those service expansions.

*An outline of this SRTP contents is as follows:*

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

#### *Appendices*

- A. Boarding and Alighting Charts,
- B. Goals and Objectives, and
- C. 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. This 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, the Transit Needs Index map 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 Service and System Performance](#) (Chapter 3) evaluates Manteca Transit services, providing a snapshot of current transit usage and system performance. Such data include ridership at

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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 hours, cost/ride, and farebox recovery (by system and by mode).

**Transit Goals and Performance Standards** (Chapter 4) describes the process for establishing and updating Manteca Transit's goals and how the agency plans to meet state and federal standards. Goals and standards are divided up by time such as short-range (less than 5 years) and long range (beyond 5 years). Manteca Transit's goals and performance standards were developed in conjunction with projected increases in ridership, including students, seniors, individuals with disabilities and other transit-dependent populations.

**Community Outreach** (Chapter 5) 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 6) were developed based on findings from Chapters 2 through 4. Program recommendations are segregated into two categories:

Following the Operations Plan chapter is the **Marketing Plan** (Chapter 7). The Marketing Plan assesses 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 8) 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 9) 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.



## CHAPTER 2 – OVERVIEW AND POPULATION ANALYSIS

The City of Manteca is home to 95,347 residents (American Community Survey 2023 One-year Estimate) and is a host of popular destinations to schools, parks, jobs, and local shopping centers. The city, which comprises 20.57 square miles, is surrounded by scenic agricultural land and open spaces. Manteca is geographically located on State Route 120 between the San Francisco Bay Area and the historic Mother Lode leading to Yosemite National Park. Being only twenty-five minutes from both, Modesto and Stockton, Manteca Transit offers a central location with direct access to multiple modes of transportation. As part of the transportation planning process, citizen input on the work, projects, and products proposed and created by the City is desired and requested.

Through the City, Manteca Transit offers local Dial-A-Ride service within the City limits and four fixed routes that operate within city limits. The Dial-A-Ride service and four fixed routes operate Monday through Friday; and three fixed routes and Dial-A-Ride service operate on Saturdays. Manteca Transit also operates a peak-hour shuttle between the Manteca Transit Center and the Lathrop/Manteca ACE Station. 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) and Stanislaus Regional Transit Authority (StanRTA) via the Manteca Transit Center. By utilizing these services, patrons can connect with such communities as Ripon, San Jose, Stockton, and Tracy.

Exhibit 2.0.1 Manteca Service Area and Route Map

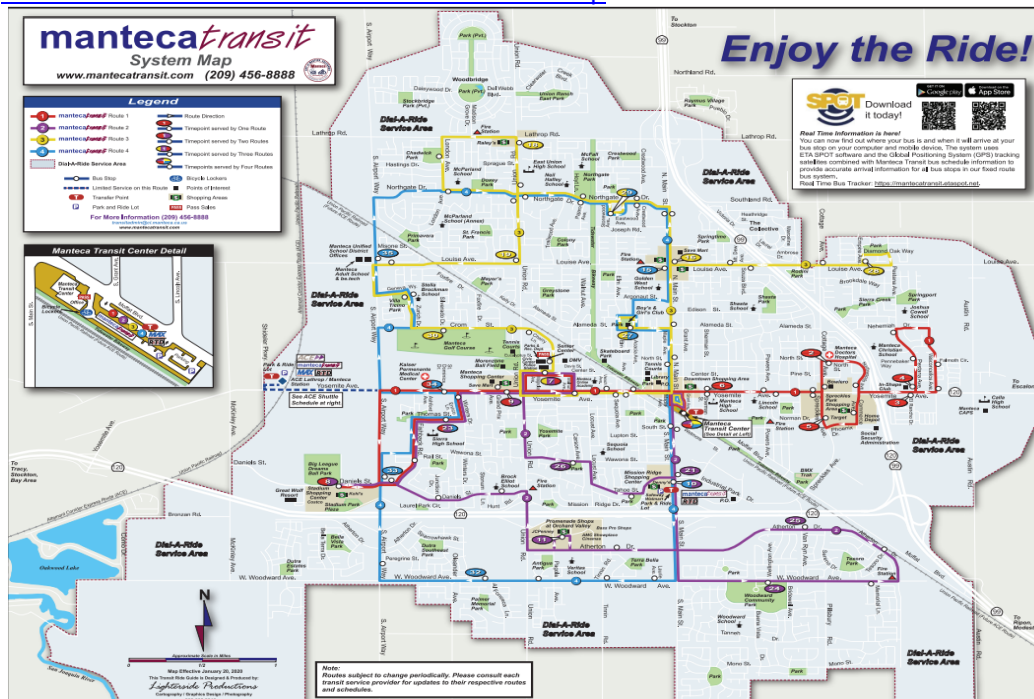


Exhibit 2.02 Fare Structure

## FY 2025 -2030 Short Range Transit Plan

City of Manteca/Manteca Transit

Fare category	Adult (18 -61)	Youth (2-18)	Seniors (62+), persons with disabilities, & Medicare Cardholders
<b>Fixed-route fares</b>			
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
<b>Dial-A-Ride and ADA Complementary Paratransit*</b>			
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.

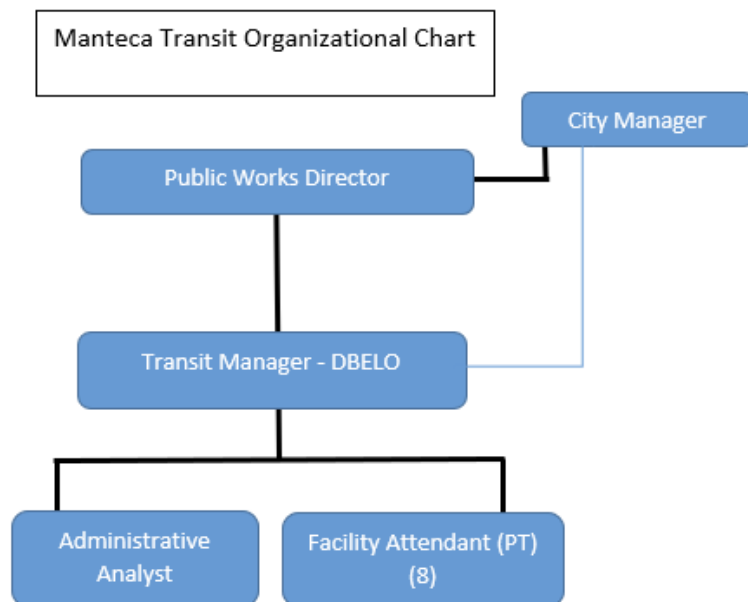
Up to two children under two rides free with each fare-paying adult. Children under six must be accompanied by a passenger aged 12 or older. One Personal Care Attendant (PCA) rides free with an ADA passenger. All other companions pay the appropriate fare.

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 offers electronic ticketing (a cashless mobile ticketing and fare payment system) through the app, Vamos Mobility which allows transit riders to plan their trips and purchase tickets for any of the participating transit systems in San Joaquin County. Passes are available at the Manteca Transit Center and through the City's Parks and Recreation Department.

### General Management and Organization

Manteca Transit is a part of the Public Works Department, providing essential transportation services to the community. Manteca Transit consists of two full-time employees: Transit Manager and Administrative Analyst. Transit Manager 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 City recognizes the importance and necessity of the public participation process. The Manteca City Council sets the overall policy for the transit system. There are five City Council members. The Council meets on the first and third Tuesday of each month at 6:00 p.m. at Manteca City Hall (1001 W. Center Street, Manteca).

Operations are provided under contract by MTM Transit, which assumed operations on July 1, 2023. Prior to that time, service was provided by National Express Transit (NEXT). MTM Transit was selected through a competitive Request for Proposal (RFP) process. The RFP included several improvements over the prior contract, including more performance accountability. MTM Transit 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 2020, recent changes to service include route 4 to expand service in the southwest and northwest of Manteca.

The City of Manteca maintains strong relationships with other local 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 Manager and Public Works Director share responsibility for intergovernmental relations. Additionally, the City collaborates with the Federal Transit Administration (FTA) to provide information in compliance with federal requirements.

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

#### Service Planning

The City's Short-Range Transit Plan, completed in 2006, 2009, 2014, 2019 and 2024-2025 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 used in our services are ADA compliant.

Annual Unmet Transit Needs hearings are the City's primary public participation opportunity for TDA funding through SJCOG. 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 onboard the bus, electronically and at the Manteca Transit Center.

#### Scheduling, Dispatch, and Operations

MTM employs 15 full-time Operators to deliver transit services under the City of Manteca's Transit Operations Contract. This includes both Fixed Route service—covering Routes 1 through 4 and operating from 6:00 AM to 7:00 PM, Monday through Friday, and 9:00 AM to 4:00 PM on Saturdays—and Paratransit service, which operates on the same schedule.

Support staff includes three Dispatchers, a Road Supervisor, an Operations/Safety Manager, and a General Manager. Dispatchers manage the Transit Center's ticket window and assist the public by answering questions about Manteca Transit services, including connecting providers such as SJRTD and StanRTA. They also handle incoming calls, manage radio communications with drivers, and take Paratransit ride reservations. A key responsibility of Dispatch is ensuring effective coordination and communication with Operators. Dispatchers utilize Reveal (MTM's Paratransit app) and SPOT ETA (Manteca Transit's Fixed Route app) to support daily operations.

The Road Supervisor and Operations/Safety Manager provides direct operational support to ensure the service exceeds the City's performance standards and remains reliable for the community. They also oversee training programs for the location, including onboarding for new Operators.

Additionally, MTM employs a Maintenance Manager and Utility personnel responsible for maintaining the Manteca Transit fleet. Vehicles are assigned based on service mode and passenger demand. The current fleet includes three Gillig buses (one 35-foot and two 29-foot models) and five 20-passenger Champion buses for Fixed Route service, as well as three 13-passenger Champion vehicles dedicated to Paratransit service.

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 manager via MTM 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. They have been fully staffed since the start of the contract in July 2023. When recruitment is needed, MTM Transit has a recruiter who posts open positions, along with their applicable descriptions, on various outlets including:

- Local and national recruiting websites

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- State employment/workforce development offices
  - Local job banks and fairs
  - Social media
  - Local community colleges
  - Veteran and community outreach

All candidates then complete pre-employment drug screenings, motor vehicle records review, DOT Physicals and background checks on all operators. MTM Transit 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."

MTM uses "Workday" platform to communicate with all employees on all Human Resource matters, Payroll (including Vacation and Sick Time balances) and Records Keeping (signed Hiring documents). MTM management places an emphasis on motivating employees, starting with an open-door policy for employees to share their issues and concerns. MTM Transit Human Resources has developed a clear strategy aimed at furthering the development and growth of all our team members. The strategy has five domains designed to provide every employee with ongoing development for a successful lifelong career:

- Employee Development
- Engagement & Retention
- Recognition & Rewards
- Performance Management
- Succession Planning

Transit operators have a Bi-Annually Driver's Bid (as defined by the Collective Bargaining Agreement (CBA) with the Teamsters Local 439) for their schedules and it is based on Seniority. Transit operators are not formally rotated through routes but may do so as the bid allows. MTM Transit addresses rule enforcement through its Employee Handbook and the CBA on Attendance and Safety points as part of a progressive discipline policy. An accumulation of six Safety points or eight Attendance points will result in a termination. The employee handbook includes a clear policy regarding Safety, Customer Service, and other Performance Standards.

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 recognizes an "Employee of the Month" with a Certificate, Name Placard, and gift. Management believes it is important to celebrate successes and give employees something to work towards and look forward to. Employee turnover is low compared to surrounding Transit Agencies. Transit operators received a five dollar per hour raise on July 1, 2024 (the beginning of the new contract). MTM Transit hosts employee engagement events (such as pizza parties & BBQ monthly).

Monthly Safety Meetings, which meet the state requirement for training, address locally identified issues as well as company safety standards. MTM Transit has Quarterly Safety Bonus (\$50) for operators who meet the requirement:

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- “0” Preventable Accidents/Injuries
  - “0” Customer Complaints
  - “0” Attendance occurrences
  - Must attend Monthly Safety Meetings

MTM maintains an employee alcohol and substance abuse testing program for all employees in safety-sensitive positions. Performing pre-employment, post-accident, reasonable suspicion, and random Drug & Alcohol testing of their employees. MTM Transit’s Drug and Alcohol testing program complies with all applicable requirements as established by the Federal Transit Administration (FTA) or by other federal or state agencies, rules, and regulations. This includes FTA Section 8 and State of California requirements, as well as the Drug Free Workplace Act of 1988. Random testing is done monthly, which exceeds the required level of testing for an agency the size of Manteca Transit.

MTM employees 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, MTM Transit offers a 401(k) plan. 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 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.

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 will put the 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 having the same maintenance issues.

The City's risk management is handled through the Human Resources Department. The City is responsible for providing insurance for the transit facility, bus stops, etc. MTM Transit is responsible for providing insurance for transit assets. MTM Transit 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. MTM's General Manager is responsible for proactive safety initiatives.

The operations, as well as Janitorial, Landscaping, and Security 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 through a contract by the City's IT division. Facility management services are clearly defined by the Facility Management Plan.

The City's account 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 remains 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.

### Exhibit 2.03 Manteca Transit Assets

*Manteca Transit Center*



*Manteca Transit Bus Bays*



*Vehicles at Manteca Transit Center*



*Manteca Transit Center Pass Sale Window*



*Manteca Transit Center Community Hall/Meeting Room*



**Maintenance**

MTM Preventive maintenance is conducted every 4,000 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 City received eight new vehicles in 2018, one 35-foot CNG GILLIG in 2021, and two 29-foot CNG GILLIG Buses in 2024. 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.

When breakdowns occur, dispatch notifies maintenance directly. Maintenance schedules are communicated to dispatch. Maintenance usually notifies the dispatcher when a vehicle repair is complete, but this can be improved upon.



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Exhibit 2.04 Manteca Transit Fleet Inventory – May 2025

Make	Model	Year	Fuel	PAX	WC	Mileage	Mode
LF270FP	Champion	2018	Gas	20	2	103,436	Demand-response
LF270FP	Champion	2018	Gas	20	2	94,628	Demand-response
LF270FP	Champion	2018	Gas	20	2	119,631	Demand-response
Ford	Transit	2024	Electric	7	1	3,573	Demand-response
LF270FP	Champion	2018	Gas	20	2	208,187	Fixed-route
LF270FP	Champion	2018	Gas	20	2	216,201	Fixed-route
LF270FP	Champion	2018	Gas	13	3	218,053	Fixed-route
LF270FP	Champion	2018	Gas	13	3	228,059	Fixed-route
LF270FP	Champion	2018	Gas	13	3	198,506	Fixed-route
GILLIG	Low-Floor	2021	CNG	31	2	119,899	Fixed-route
GILLIG	Low-Floor	2024	CNG	26	2	17,970	Fixed-route
GILLIG	Low-Floor	2024	CNG	26	2	17,116	Fixed-route
Ford	Fusion	2014	Gas Hybrid	5	0	16,047	Support/non-revenue

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## **2.1 DEMOGRAPHIC OVERVIEW**

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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.

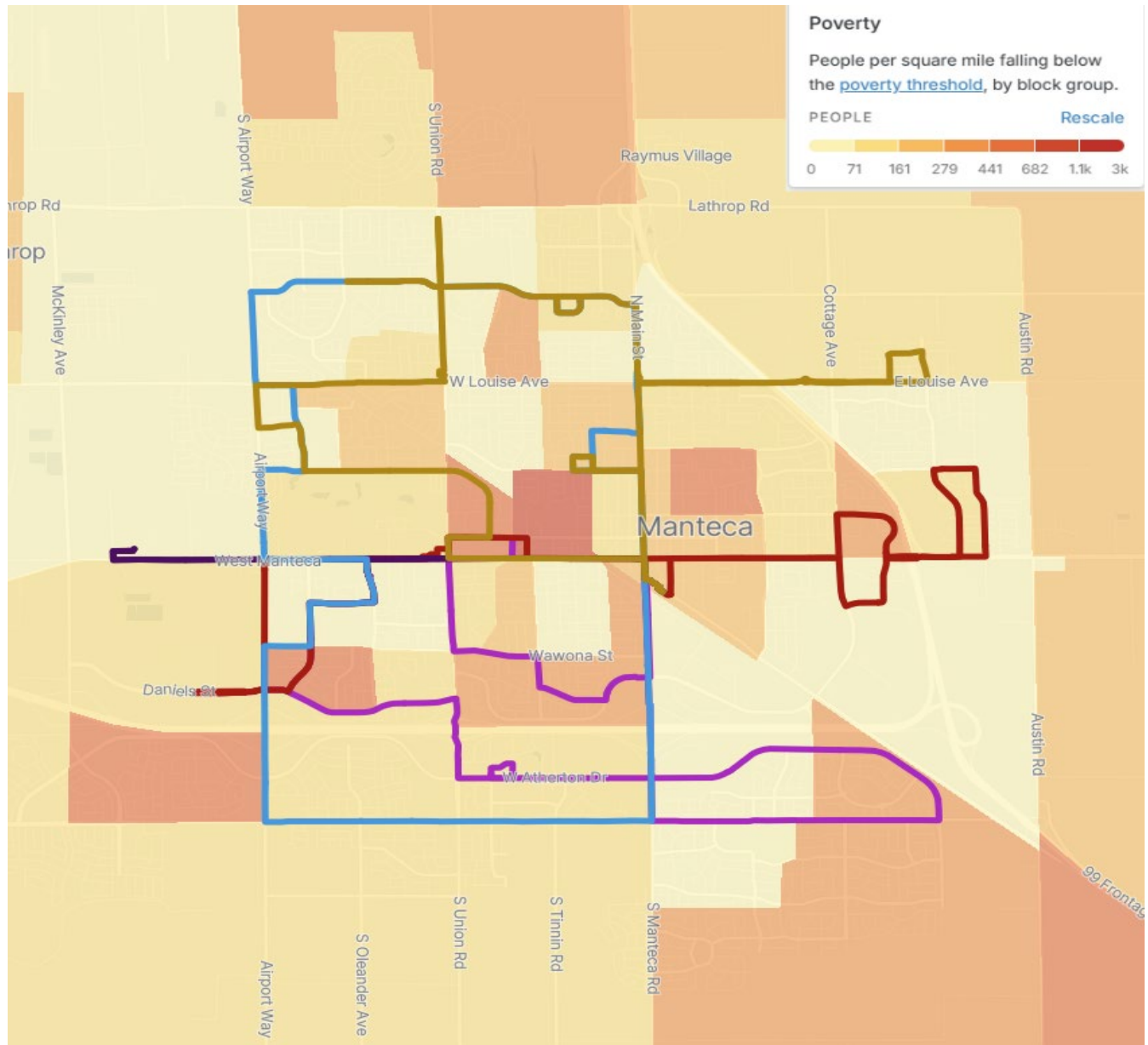
The demographic overview on the following pages includes maps based on census data at the census block level. A census block is a statistical area defined by physical and cultural features (such as streets, roads, and geographic features) as well as legal boundaries. The minimum size of a census block is 30,000 square feet, or 0.69 acres.<sup>5</sup> 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.

### **Low-Income Households**

The 2017-2022 American Community Survey identified 7.7 percent of families and 15.8 percent of individuals in Manteca as living below the poverty level.<sup>6</sup> This translates to approximately 8,335 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. There are two block groups in central and eastern Manteca, as low-income households within those areas constitute 32.1 and 42.8 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 27.2 percent.

**FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**  
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**Evaluation of System Performance**

Exhibit 2.1.1 – Low-Income Households



**No-Vehicle Households**

According to the 2017-2022 American Community Survey, more than one-quarter (21.7 percent) of all Manteca households are single-vehicle households, while a further 3.6 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 illustrates the distribution of car-free households in Manteca as a percentage of total households, mapped at the block group level. The highest concentration of no-vehicle households—5.3 percent—is found in the northern part of the city, an area characterized by a mix of multifamily housing, apartment complexes, and senior living housing. This block group benefits from strong transit access, with two bus routes currently serving the area. Additionally, the region just south of Yosemite Avenue includes

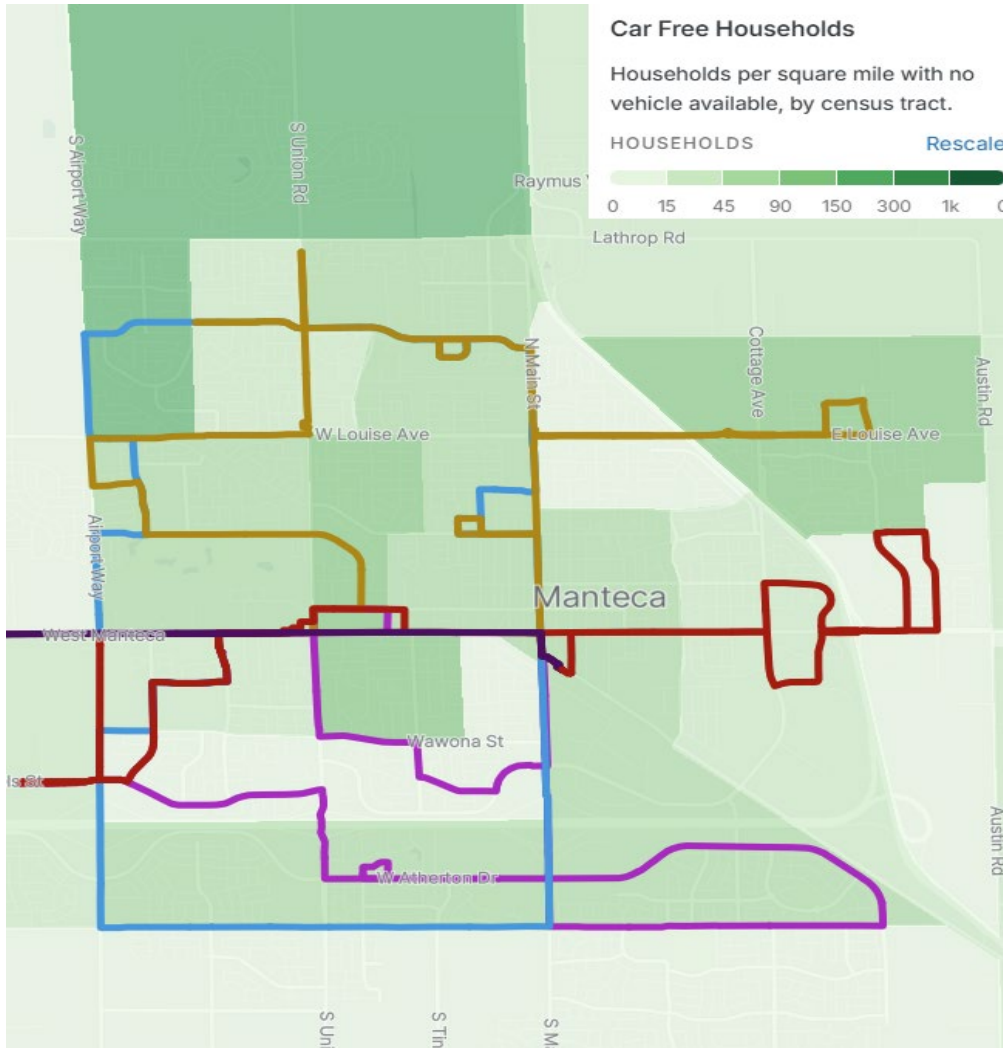
## FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

### City of Manteca/Manteca Transit

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two block groups with relatively limited vehicle access. While these areas do contain some multifamily residences, they are predominantly composed of single-family homes. The spatial pattern of car-free households closely aligns with the distribution of low-income populations, as also shown in Exhibit 2.1.1, particularly within the city's central block groups. This overlap highlights the importance of targeted transit investments and multimodal access to support mobility for transit-dependent residents.

Exhibit 2.1.2 - No-Vehicle Households



### Seniors

In the 2017-2022 American Community Survey, 13 percent of Manteca residents were identified as age 65 or older, which translates to approximately 11,373 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 (82.6 percent) is the northernmost tip of the city which includes the Del Webb

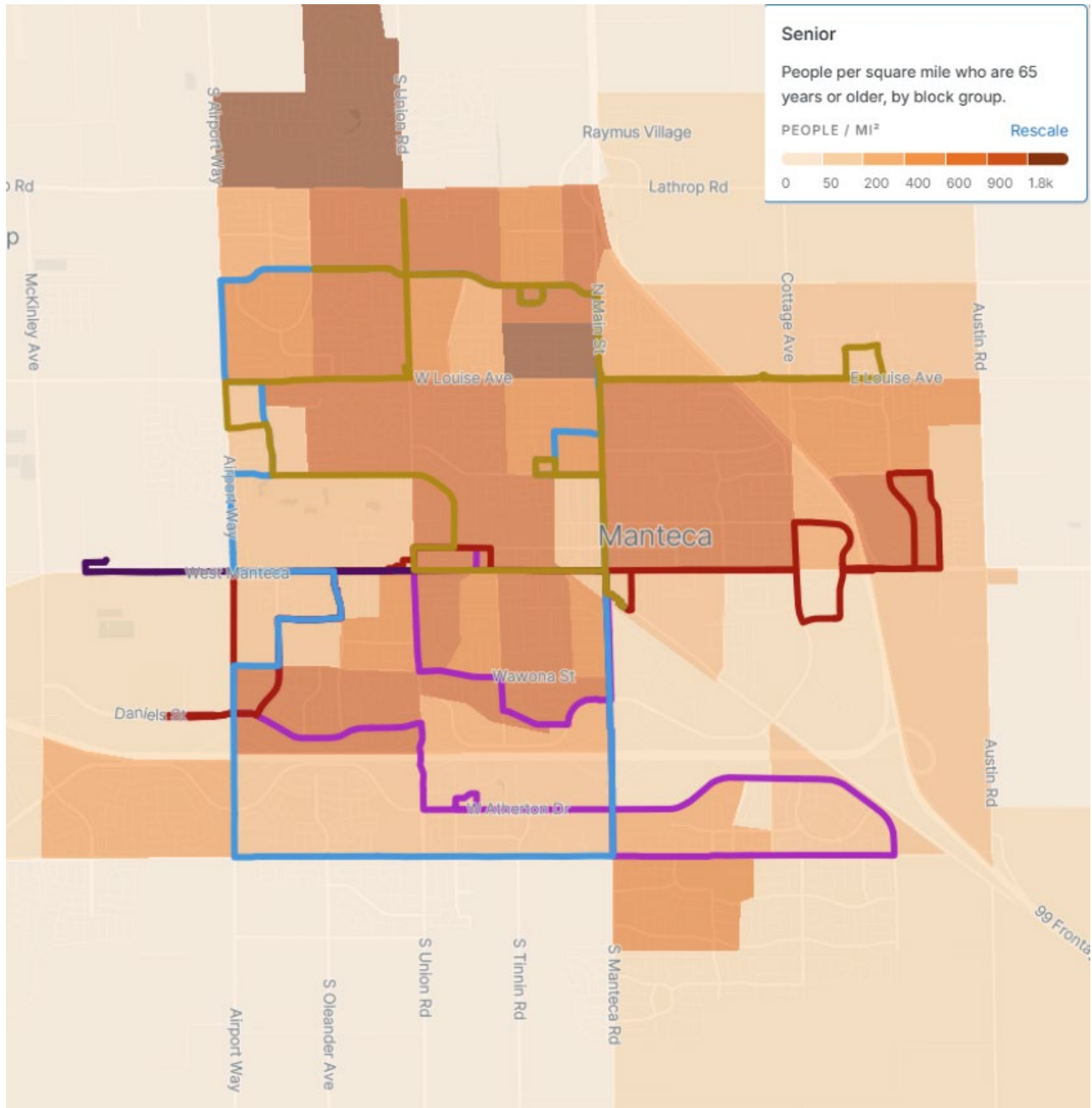
## FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

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Woodbridge community. This is followed by the block group at the eastern limits of the city (20.1 percent) which includes single family homes. While Manteca Transit's fixed route service operates within or adjacent to each of these block groups, 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 - Seniors



## FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

### City of Manteca/Manteca Transit

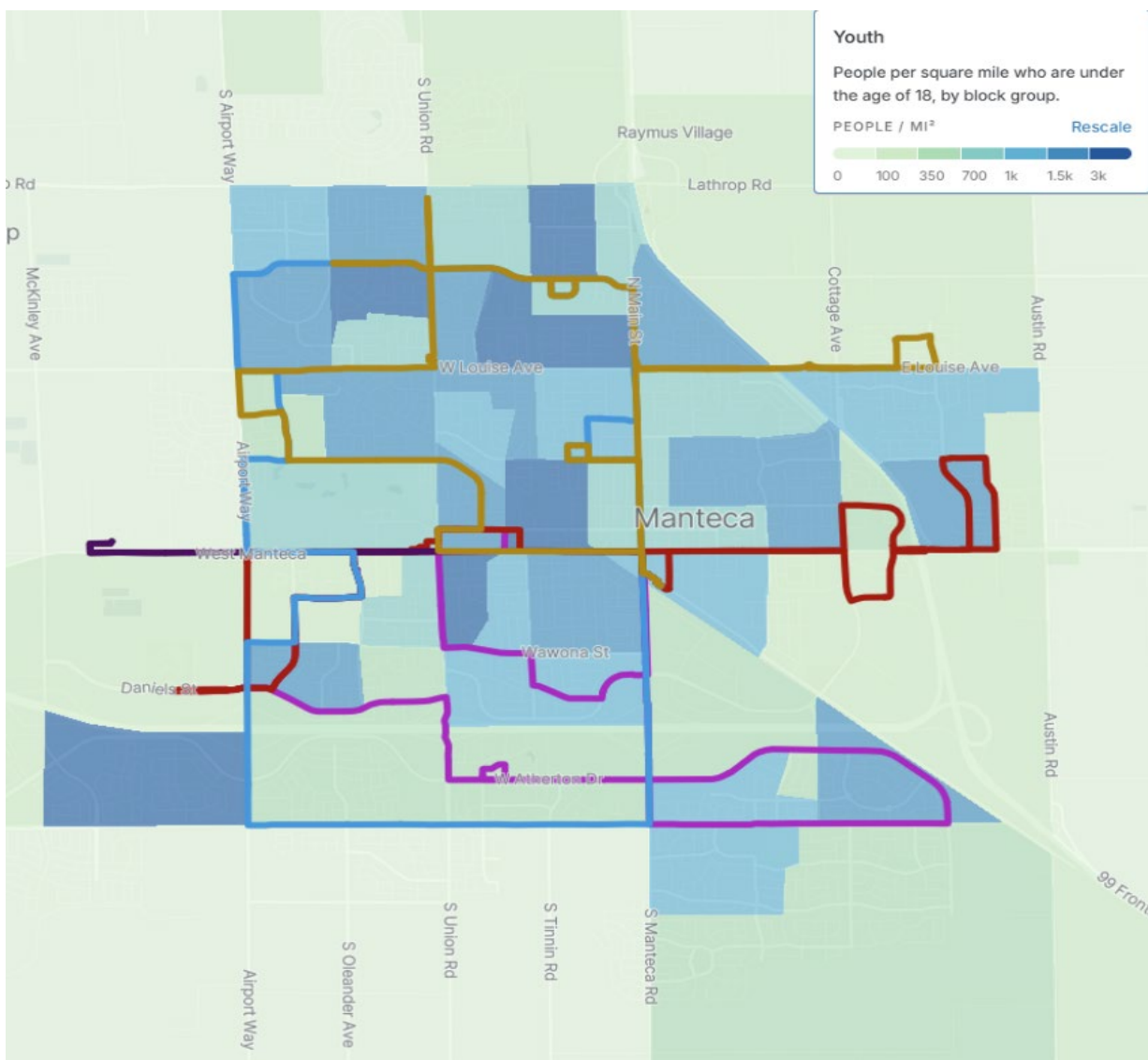
#### Evaluation of System Performance

##### Youth

The 2017-2022 American Community Survey identified approximately 21,211 individuals (or 25.3 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 (45.8 percent) in the block group northwest by N. Main Street and W. Louise Avenue intersection. A number of other block groups dispersed throughout the City exhibit dense youth populations.

Exhibit 2.1.4 – Youth





## 2.2 TRANSIT NEED WITHIN THE CITY OF MANTECA

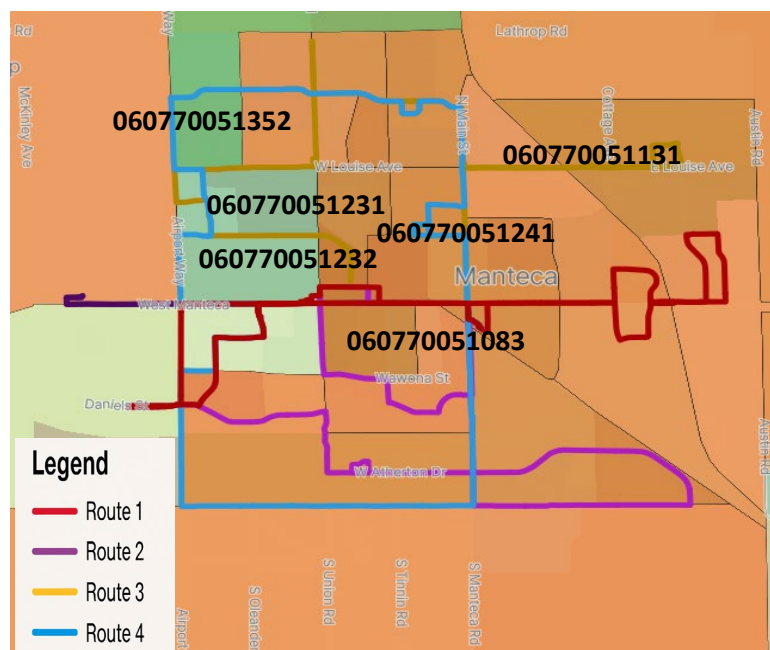
To aid in the identification of ride-dependent populations within the City, our project team prepared the Transit Needs Index (TNI) map 2017-2022 five-year American Community Survey data.

The TNI provides a visual representation of estimated transit demand within census block groups. 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. The formula developed for the TNI is as follows:

$$\text{TNI (26\%)} = \text{percent low-income households (7.7\%)} + \text{percent of persons commuting via public transit (1.39\%)} + 1.25 * \text{percent zero-vehicle households (3.6\%)} + 0.5 * \text{percent of persons over 65 (13\%)} + 0.25 * \text{percent of persons under 18 (25.3\%)}$$

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 percentage 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 formula map for the Manteca Transit service area (Exhibit 2.2.1), darker colors (Census Tract Areas: 51.14, 51.24 and 51.32) 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.



### 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 3.2.2).

It should be noted that some census block groups with higher percentages of transportation-dependent populations are lightly populated (see Exhibit 2.2.1), 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, the 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.

### 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, and not absolute numbers. This means that while a large *proportion* of the population in each 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 2.2.1), as well as a table which associates each individual block group with its respective transit-disadvantaged populations.

## 2.3 MANTECA URBANIZED AREA (UZA)

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The overall Manteca UZA population density area, which extends beyond the city of Manteca boundaries, is renowned for its extensive array of amenities, services, and is easily accessible to residents within walking distance or a short commute. From healthcare facilities and educational institutions to cultural venues, dining establishments, retail shops and public transportation options, the Manteca UZA offers convenience and enrichment to its inhabitants. Manteca Transit is at a pivotal moment with the 2025-2030 fiscal years and is poised to bring transformative changes in population growth, ridership patterns, technological advancements, and efficiency efforts. As the Manteca UZA grows and is impacted by evolving commuter needs, Manteca Transit is embracing forward-thinking



innovation and resilience to create efficient, safe, and accessible mobility solutions that meet future transit demands. Manteca Transit will undertake a transit route study to assess the feasibility and approach for expanding transit services within the Manteca UZA. The study will look at the feasibility of innovative solutions for expanding service times and routes and will include an assessment of alternative transit improvements to better connect the Manteca UZA to the Bay Area, Stockton, and other large UZAs.

#### Additional Considerations for the Manteca UZA

- Solutions that focus on carpooling/vanpooling
- Solutions to address the expanded park-and-ride system and mobility hubs
- Expanded use of the Mobility-as-a-Service app
- Subsidized service for low-income and disabled
- Peak period express bus routes with connectivity to regional bus and rail
- Use and/or subsidy for Microtransit
- Fixed-Route options, including deviated fixed route
- TNC subsidy and user cost

#### Service Goals for the Manteca UZA

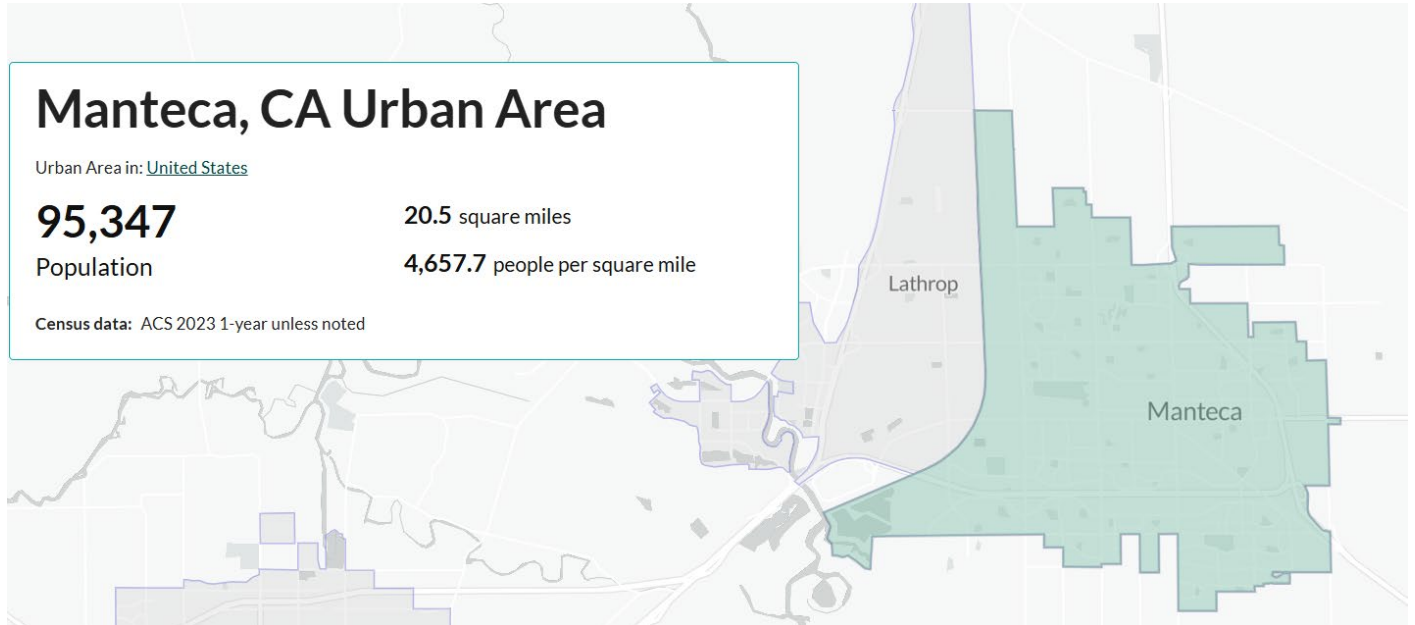
Manteca Transit's commitment to addressing future service needs through a comprehensive system analysis can help it achieve the following goals:

- Provide direct and accessible connections between major activity centers
- Provide safe, affordable, and competitive schedules and reliable travel times for the commuting workforce
- Expand access to healthcare, education, and employment centers
- Strengthen transit linkages between high-density housing areas and large employers
- Support future housing and economic development plans
- Support achievable construction, operational, and fiscal responsibilities

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*Federal funding for the Manteca UZA is allocated through 49 USC Section 5307 Governors Apportionment Small Urbanized Area program as administered by the Federal Transit Administration.*

## CHAPTER 3 – EVALUATION OF SYSTEM PERFORMANCE

### 3.1 FIXED-ROUTE FINDINGS

This chapter presents the ridership and productivity analysis arising from the Manteca Transit’s Automatic Passenger Count (APC) technologies used within transit buses through the use of etaspot.com for route analysis, on time performance (OTP), checking distances of potential changes and extensions on current routes to cover more service area. The evaluation includes an analysis of ridership and on-time performance by route from Contractor’s Monthly Reports.

#### Overall Findings

Figure 3.1.1 illustrates Manteca Transit ridership by each route. Route 1 served 27,189 total passengers, or slightly more than 100 weekday average riders (adjusted for Saturdays). Route 2 provided 17,746 trips, or slightly less than 70 daily rides. Route 3 provided 14,730 trips, or an average of between 50 and 60 rides. Route 4 was the least patronized route with 9,761 rides during FY 2023-24, or about 35-40 per weekday.

In addition to Manteca Transit ridership by route, ridership patterns vary substantially by month, reflecting increasing use by local students. See figure 3.1.2. As can be seen in Figure 3.1.2, Manteca Transit ridership peaks in the Fall during the school year. June and July are the system’s low months, followed by December and January reflecting the Christmas and New Years holidays.

Exhibit 3.1.1 Fixed Route Ridership FY24

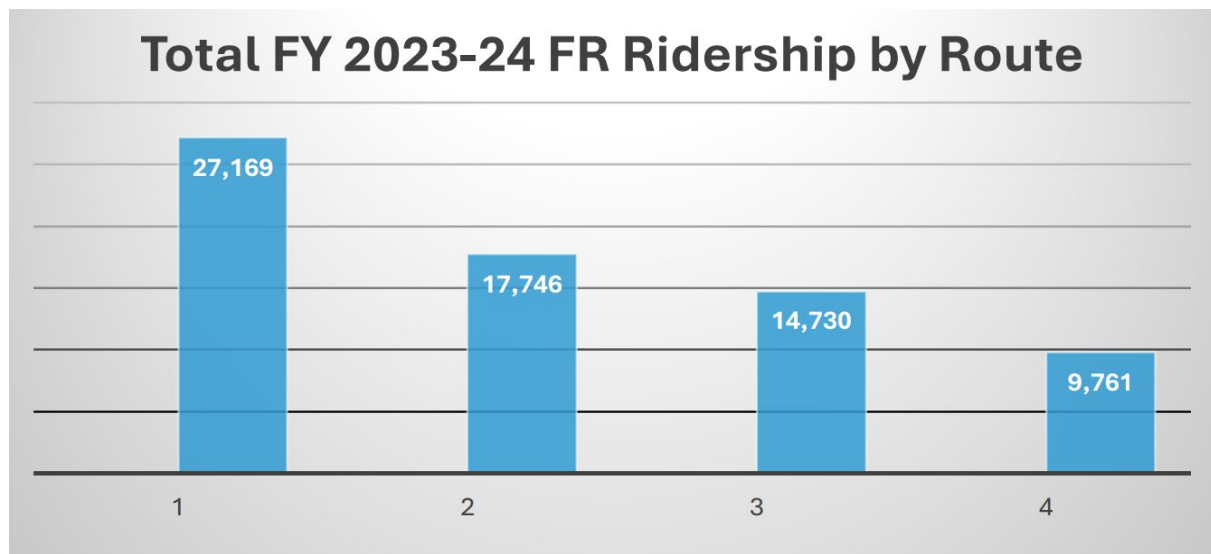
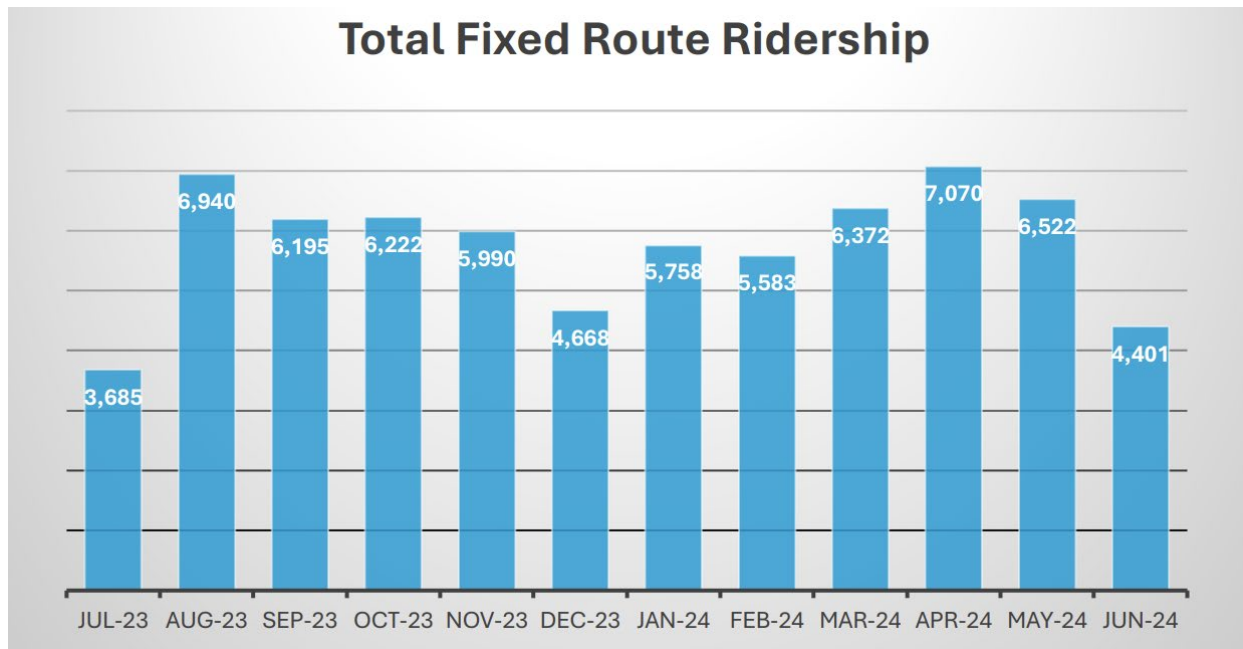


Exhibit 3.1.2 Fixed Route Ridership Monthly FY24



Route Profiles

This section presents a 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; and
- Assessment of route-specific performance.

Unless otherwise noted, all operating data reflects the fiscal year 2024 analysis. All ridership charts are reflective of fiscal year 2024 from Transit Contractor's Monthly Reports.

**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.

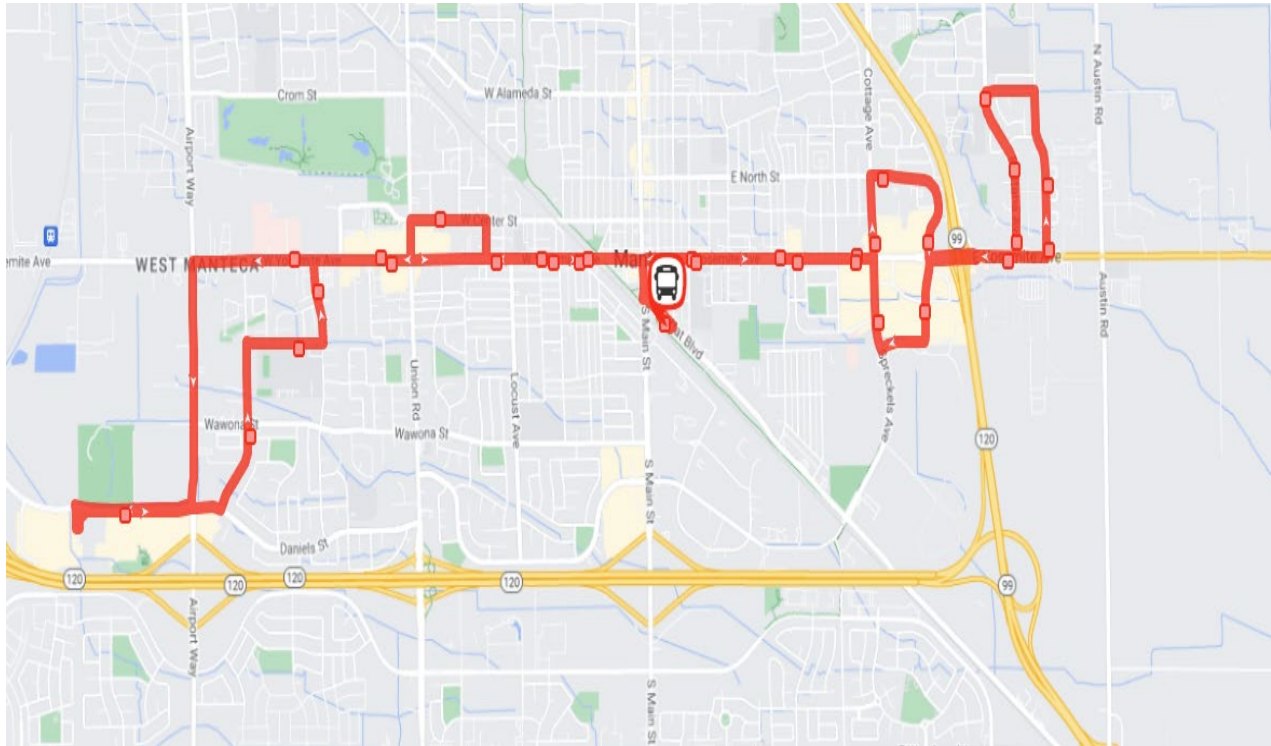
Service along Route 1 is provided on a 60-minute basis beginning at 6:00 a.m., with the last trip returning to the Manteca Transit Center at 7:00 p.m.

## FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

City of Manteca/Manteca Transit

Evaluation of System Performance

### Exhibit 3.1.3 Route 1 Map



### Boarding and Alighting

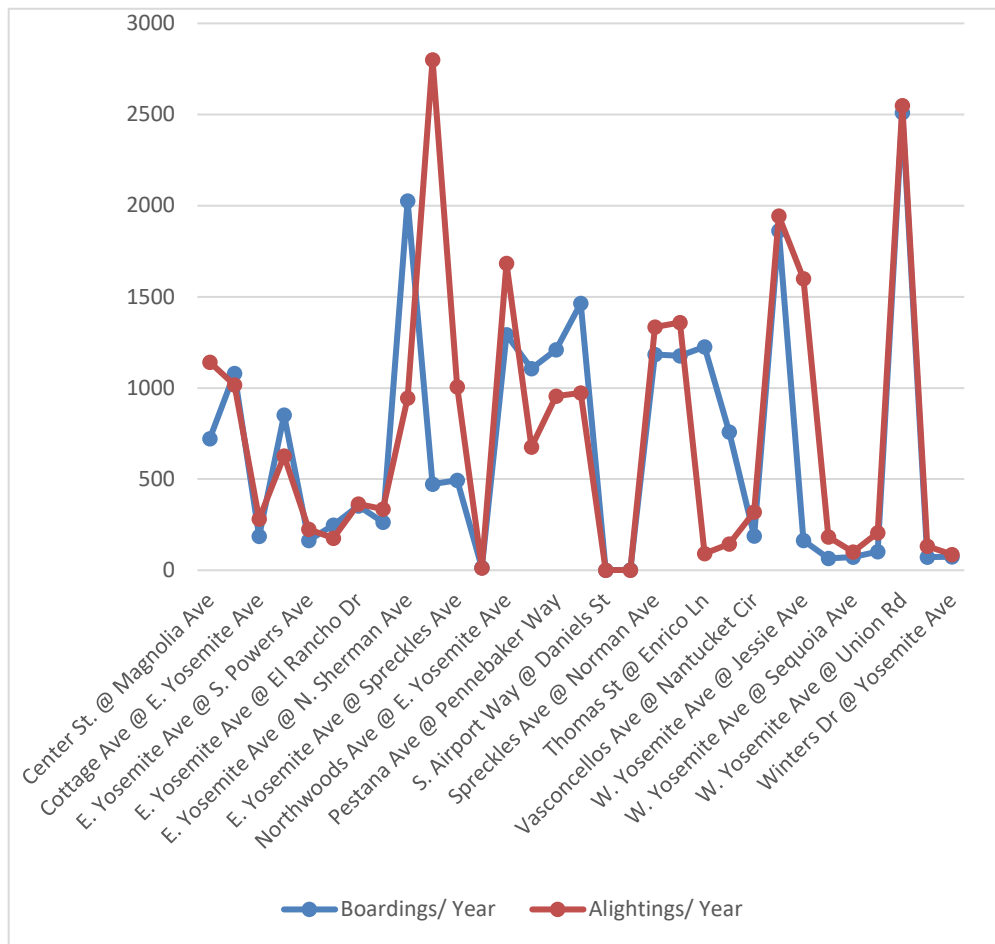
The six most productive stops in terms of boardings for FY24 on Route 1 were:

• Manteca Transit Center	4869
• West Yosemite Avenue at Union Road	2511
• East Yosemite Avenue at North Sherman Avenue (Manteca H.S.)	2027
• West Yosemite Avenue at South Willow Avenue (Downtown)	1863
• Pestana Avenue at Daniels Street	1465
• Northwoods Avenue at East Yosemite Avenue (SPRECKELS Park Shopping)	1292

The six most productive stops in terms of alighting for FY24 on route 1 were:

• East Yosemite Avenue at South Sherman Avenue (Manteca H.S.)	2801
• Manteca Transit Center	2784
• West Yosemite Avenue at Union Road	2550
• West Yosemite Avenue at South Willow Avenue	1943
• Northwoods Avenue at East Yosemite Avenue (SPRECKELS Park Shopping)	1683
• West Yosemite Avenue at Jessie Avenue	1600

Exhibit 3.1.4 Route 1 Yearly Boarding/ Alighting FY24



## ROUTE 2:

### Overview

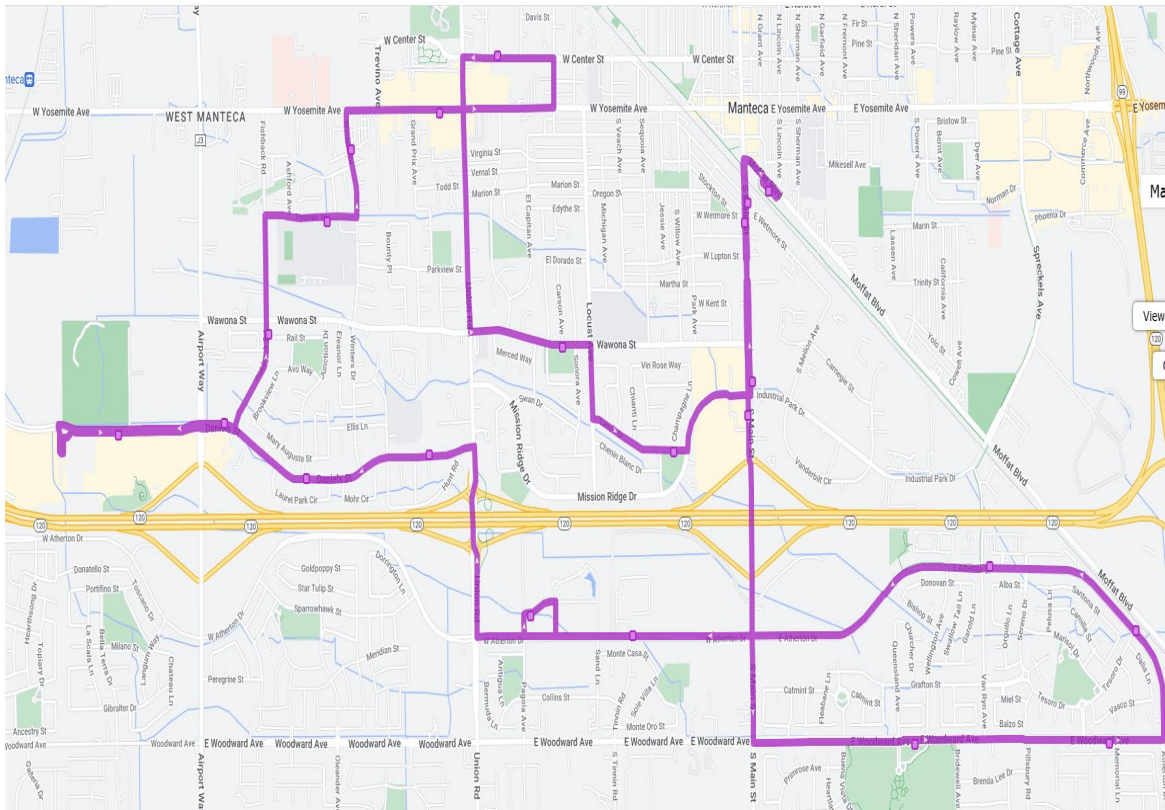
Route 2 originates at the Manteca Transit Center and travels along South Main Street, East Woodward Avenue, East Atherton Drive, Shops Lane, Grove Avenue, Union Road, Daniels Street, Fishback Road, Thomas Street, Winters Drive, West Yosemite Avenue, North Walnut Avenue, West Center Street, North Union Road, Louise Avenue, Tahoe Street, Mission Ridge Drive, and then returns to the Transit Center.

Route 2 serves Woodward Park, Tesoro/Juniper/Paseo Villas Apartments, Mission Ridge Plaza, Promenade Shops at Orchard Valley, Stadium Center, Sierra Highschool, Kaiser Permanente, and Manteca City Hall.

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.



**Exhibit 3.1.6 Route 2 Map**



### Boarding and Alighting

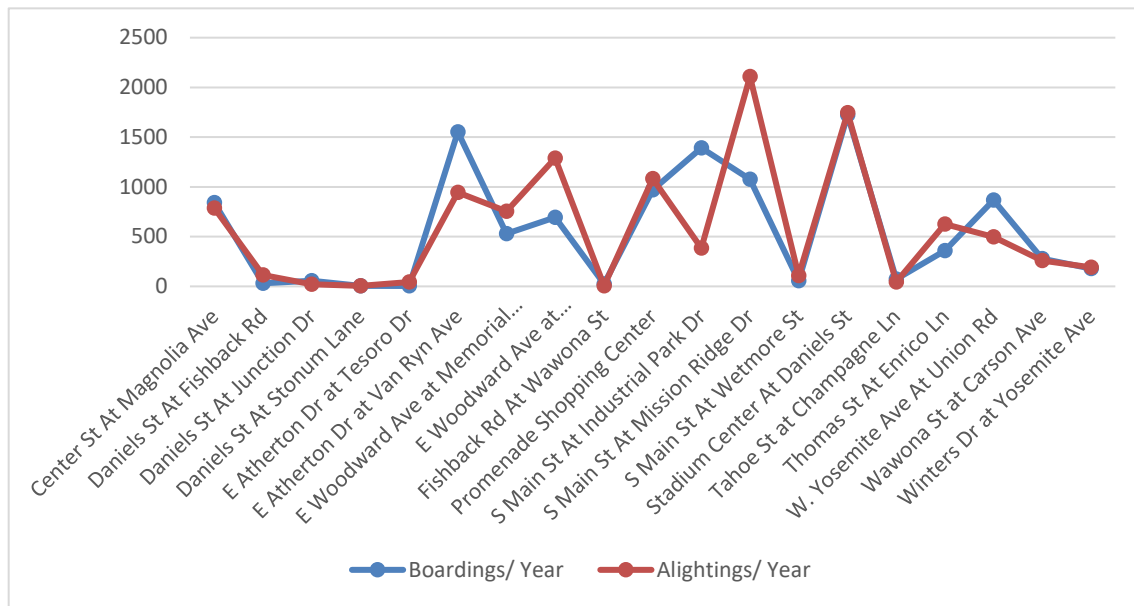
The six most productive stops in terms of boardings for FY24 on Route 2 were:

• Manteca Transit Center	9396
• Stadium Center at Daniels Street	1722
• East Atherton Drive at Van Ryn Avenue (Apartment Complexes)	1553
• South Main Street at Industrial Park Drive (Mission Ridge Plaza)	1391
• South Main Street at Mission Ridge Drive	1076
• Center Street at Magnolia Avenue (City Hall)	841

The six most productive stops in terms of alighting for FY24 on route 2 were:

• Manteca Transit Center	8004
• South Main Street at Mission Ridge Drive (Mission Ridge Plaza)	2108
• Stadium Center at Daniels Street	1745
• East Woodward at Wellington Avenue	1287
• Promenade Shopping Center	1081
• East Atherton Drive at Van Ryn Avenue (Apartment Complexes)	945

Exhibit 3.1.7 Route 2 Yearly Boarding/Alighting FY24



### ROUTE 3: OVERVIEW

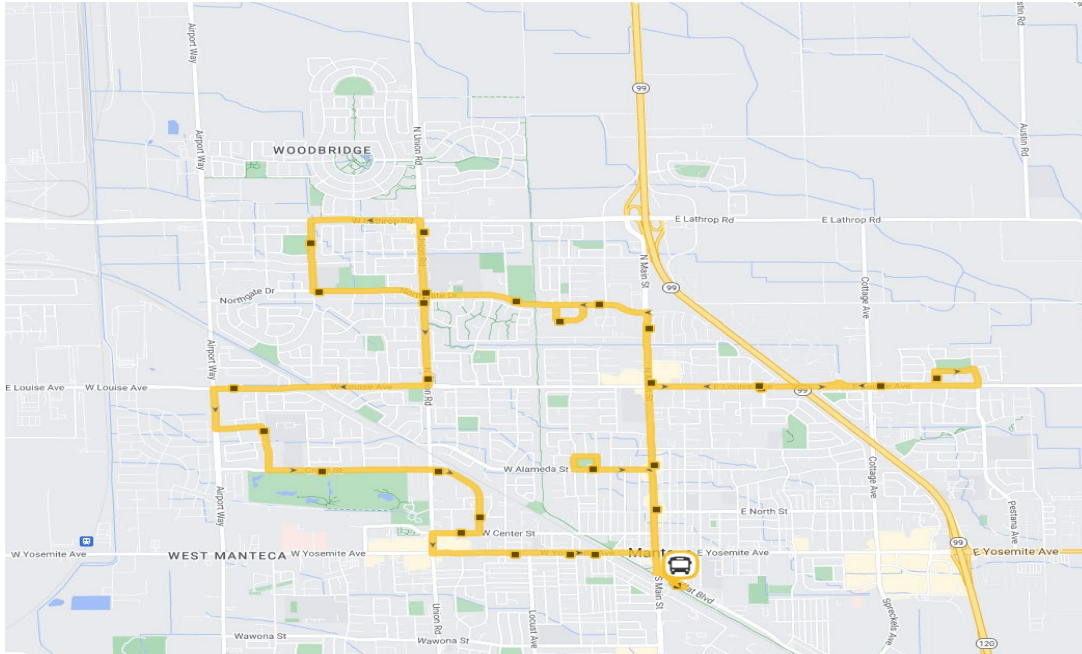
Route 3's alignment starts at the Manteca Transit Center and travels along North Main Street, East Louise Avenue, Diamond Oak Way, Empire Lane, Northgate Drive, Eastwood Avenue, London Avenue, West Lathrop Road, North Union Road, West Louise Avenue, Airport Way, Geneva Way, Zurich Drive, Crom Street, Cherry Lane, West Center Street, and West Yosemite Avenue before returning to the Transit Center.

Route 3 serves the Prestige Senior Living, Boys and Girls Club, Eskaton Senior Community, East Union High School, Manteca Unified School District, Department of Motor Vehicles, Manteca Senior Center, and Manteca City Hall.

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.



**Exhibit 3.1.9 Route 3 Map**



### Boarding and Alighting

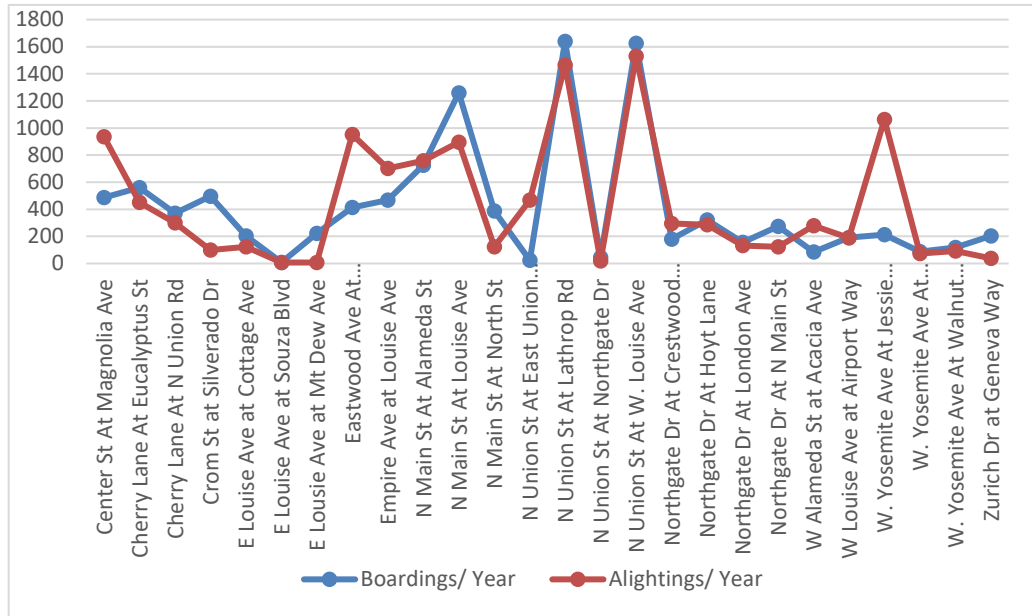
The six most productive stops in terms of boardings for FY24 on Route 3 were:

• Manteca Transit Center	3638
• North Union Street at Lathrop Road (Almond Terrace Apartments)	1640
• North Union Street at West Louise Avenue	1626
• North Main Street at Louise Avenue	1258
• North Main Street at Alameda Street	724
• Cherry Lane at Eucalyptus Street (Manteca Senior Center)	560

The six most productive stops in terms of alighting for FY24 on Route 3 were:

• Manteca Transit Center	3196
• North Union Street at West Louise Avenue	1531
• North Union Street at Lathrop Road (Almond Terrace Apartments)	1465
• West Yosemite Avenue at Jessie Avenue	1063
• Eastwood Avenue at Stonewood Avenue (Eskaton)	952
• Center Street at Magnolia Avenue (City Hall)	936

**Exhibit 3.1.10 Route 3 Yearly Boarding/ Alighting FY24**



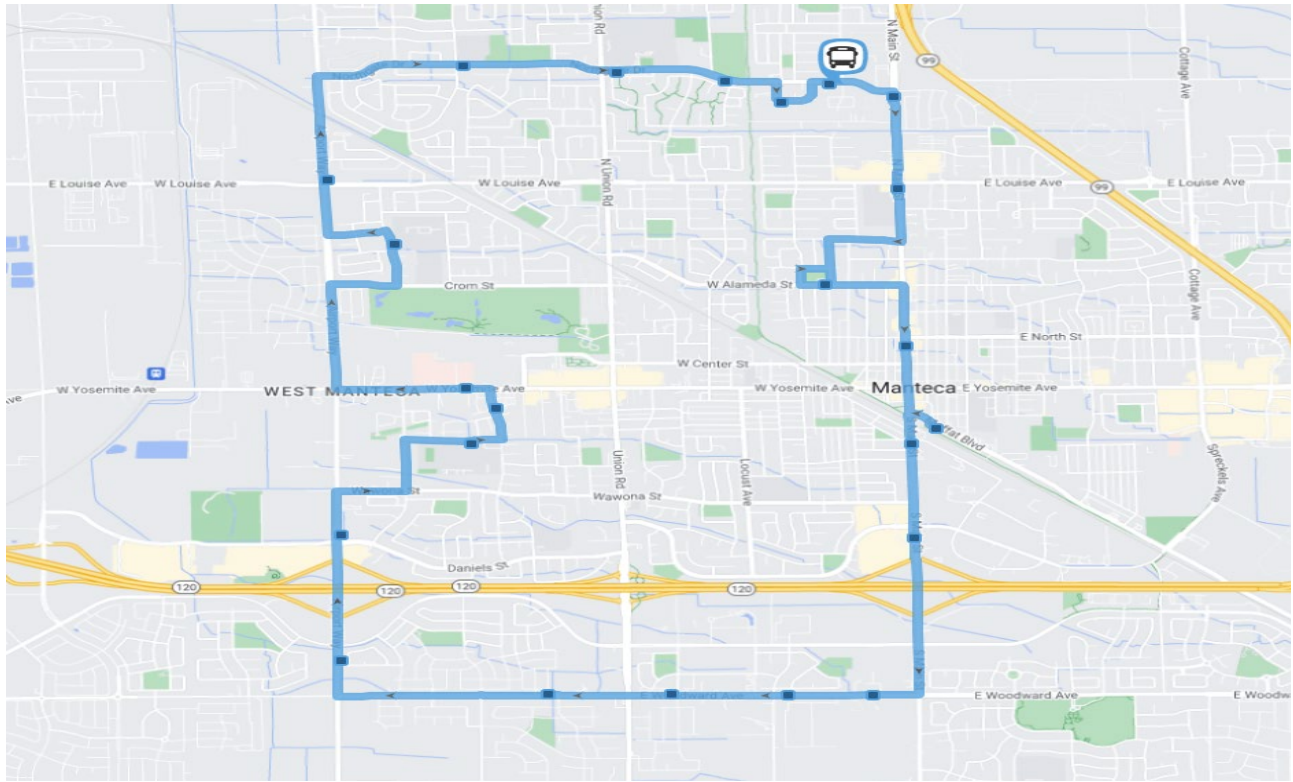
#### **ROUTE 4:** **OVERVIEW**

Route 4's alignment starts at the Manteca Transit Center and travels along South Main Street, East Woodward Avenue, Airport Way, Wawona Street, Thomas Street, Winters Drive, West Yosemite Avenue, Zurich Drive, Geneva Way, Northgate Drive, Stonewood Avenue, North Main Street, Argonaut Street, Blossom Drive, and West Alameda Street before returning to the Transit Center.

Route 4 serves Sierra High School, Kaiser Permanente, Manteca Unified School District, East Union High School, Walmart, Boys and Girls Club, Walgreens, and Eskaton Senior Community.

Service along Route 4 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.

Exhibit 3.1.12 Route 4 Map



### Boarding and Alighting

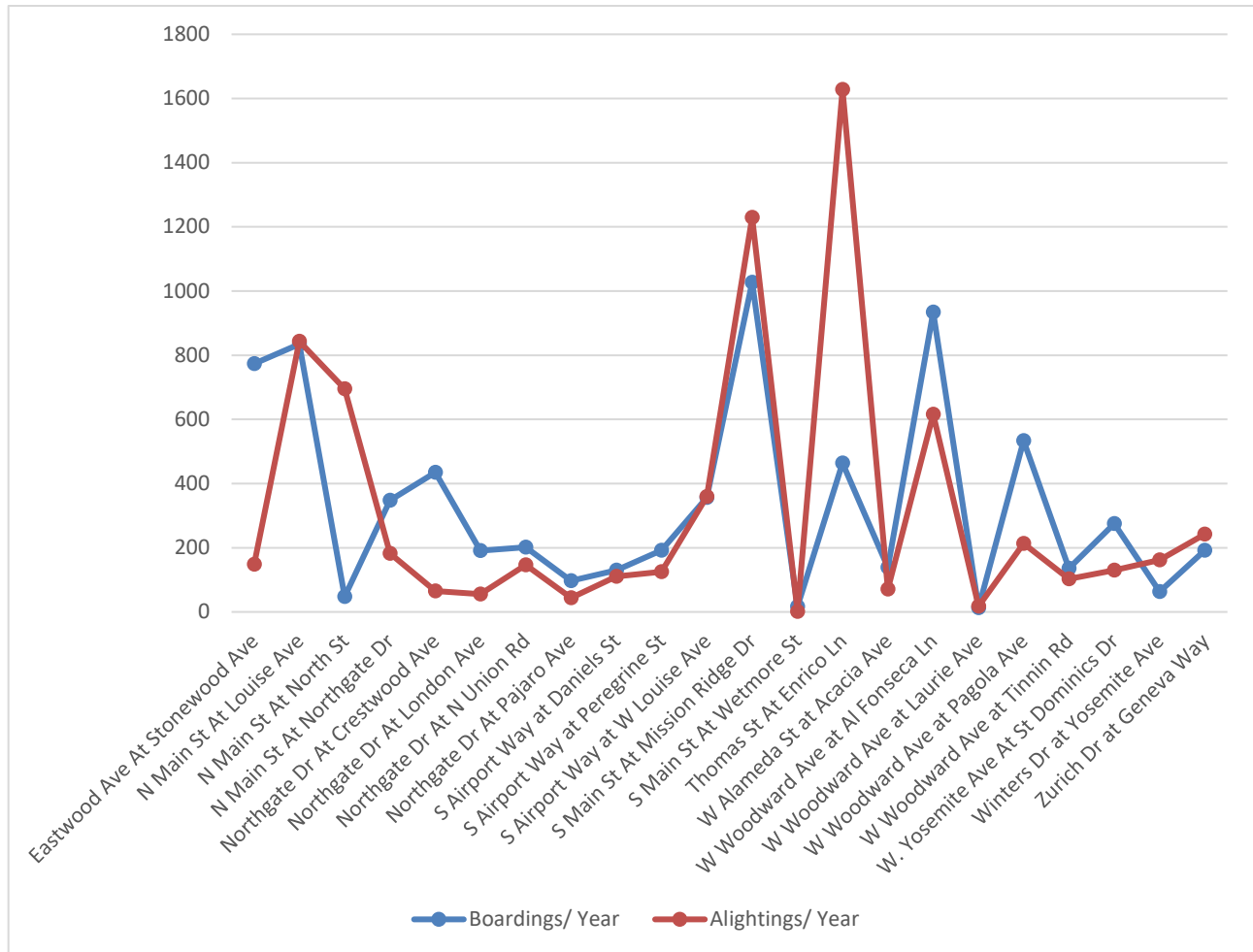
The six most productive stops in terms of boardings for FY24 on Route 4 were:

• Manteca Transit Center	2088
• South Main Street at Mission Ridge Drive (Mission Ridge Plaza)	1027
• West Woodward Avenue at Al Fonseca Lane	934
• North Main Street at Louise Avenue	834
• Eastwood Avenue at Stonewood Avenue (Eskaton)	773
• West Woodward Avenue at Pagola Avenue	533

The six most productive stops in terms of alighting for FY24 on Route 4 were:

• Manteca Transit Center	2145
• Thomas Street at Enrico Lane (Sierra H.S.)	1628
• South Main Street at Mission Ridge Drive (Mission Ridge Plaza)	1229
• North Main Street at Louise Avenue	843
• North Main Street at North Street	695
• West Woodward Avenue at Al Fonseca Lane	616

Exhibit 3.1.13 Route 4 Yearly Boarding/ Alighting FY24



### 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 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.

Additionally, the City allows for same-day reservations upon availability and if they can accommodate the additional trip without cancelling an existing reservation. The ability to operate on time and still accommodate same-day trips as needed ensures passengers receive reliable service with appropriate scheduling flexibility.

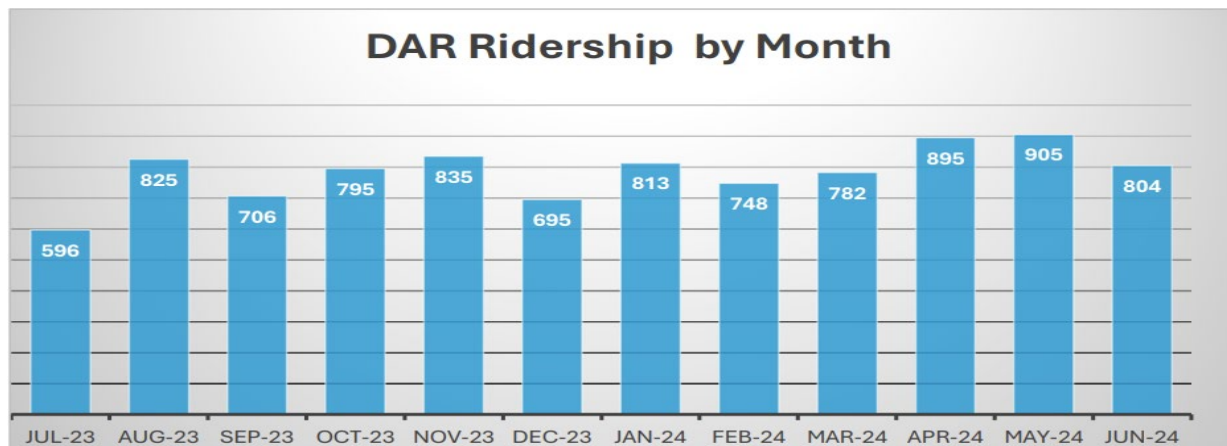
ADA Paratransit service is provided to eligible individuals with disabilities who cannot use conventional accessible bus service due to their physical, visual or cognitive disabilities. Paratransit is shared ride public transportation, complementary to fixed route transit service. This means paratransit operates within the same service area and service times as Fixed-Route bus service. Customers can expect multiple pickups and drop offs along their trips, just like a bus. One of Manteca Transit’s top priorities is to provide mobility and access for all riders. All buses are equipped with lifts or ramps to make boarding easier for persons who use mobility devices or for anyone who needs help negotiating steps. Bus operators are always available to assist boarding passengers.

Manteca is seeing steady growth in its senior population. As the number of residents aged 65 and older continues to rise, Manteca Transit DAR services continue to rise. Manteca Transit is well-positioned to support this shift by expanding its Dial-a-Ride services, which offer door-to-door transportation. To optimize system capacity and better serve the growing demand from seniors and persons with disabilities, staff will continue to train and assist passengers to transition from DAR services to fixed-route buses through the Travel Training program.

#### Trip Distribution by Month

Figure 3.2.1 presents Dial-A-Ride (DAR) ridership by month for fiscal year 2024. Ridership is somewhat more consistent on a monthly basis than fixed route service, with a dip in the summer.

**Exhibit 3.2.1 DAR Ridership by Month**

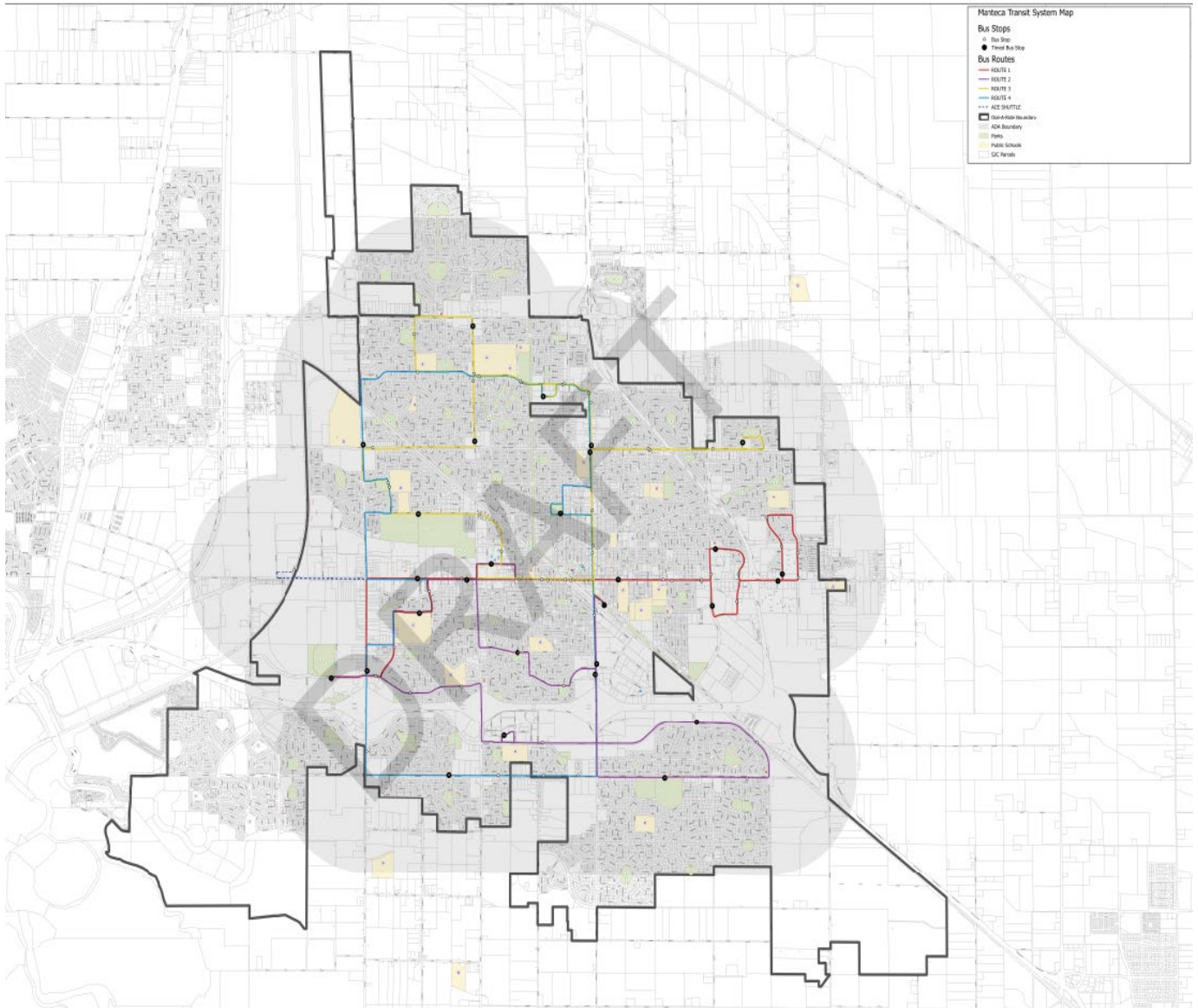


#### Trip Origins

Exhibit 3.2.2 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 3.2.2 Manteca Transit Dial-A-Ride Activity





3.3 ON TIME PERFORMANCE

With Manteca Transit, On Time Performance plays a crucial role in ensuring efficient transportation and meeting the needs of passengers who rely on timely services. The Transit Center serves four primary bus routes, each designed to offer convenient access to key areas within the city and surrounding regions. These routes are carefully timed to accommodate the daily flow of commuters, students, and residents, maintaining a balance between frequency and punctuality.

To maintain high On Time Performance, transit staff work closely with dispatchers to monitor real-time bus performance. Delays are tracked and reported, enabling corrective measures, such as rerouting buses in case of unforeseen obstacles. Manteca Transit also communicates with riders via digital platforms, providing timely updates on potential delays.

Overall, by emphasizing strict adherence to schedules, Manteca Transit ensures that its bus routes continue to serve the community effectively, offering dependable, accessible, and seamless transportation for all. The following exhibits, 3.3.1 and 3.3.2, showcase the on-time performance based on ETA spot data. This regards all 4 routes for fiscal year 2024 and fiscal year 2025.

Exhibit 3.3.1 On Time Performance FY24

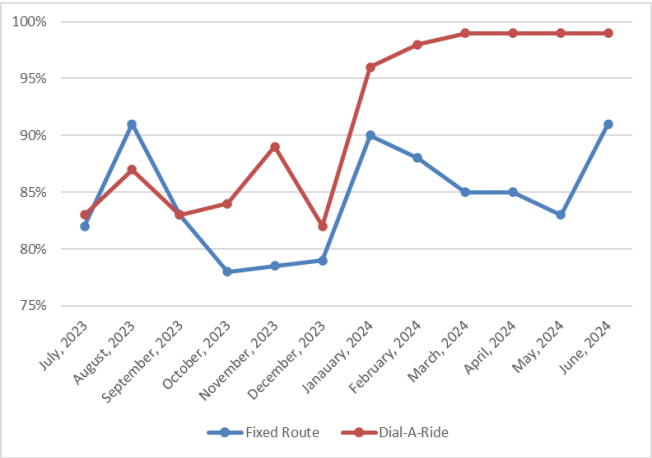
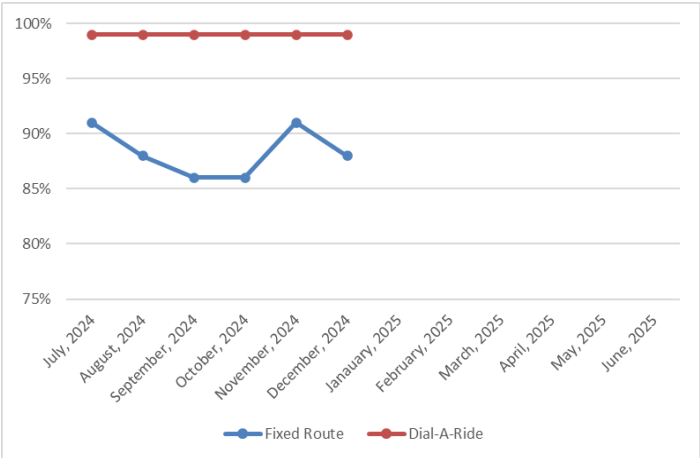


Exhibit 3.3.2 On Time Performance FY25



3.4 PERFORMANCE METRICS

FIXED-ROUTE

Exhibit 3.4.1 presents performance data for Manteca Transit’s fixed-route service over the past six years. The table highlights key service indicators such as passengers, operating cost, and fare revenue. Data presented in the exhibit is intended to expand upon the eta spot data as it reveals possible trends across an extended period.

## FY 2025 -2030 Short Range Transit Plan

### City of Manteca/Manteca Transit

Manteca Transit generally mirrored that of the system as a whole. Passenger trips saw a significant decrease during fiscal year 2021 of 52 percent. We can speculate that this major decrease was due to COVID-19. Manteca Transit quickly bounced back in fiscal year 2022 with a 58.9 percent increase and has steadily increased since.

Exhibit 3.4.1 Fixed-Route Performance Metrics

Performance Measure	Fixed-Route					
	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
<b>Operating Cost (Actual \$)</b>	\$1,598,143	\$1,796,714	\$1,710,532	\$1,870,309	\$2,060,803	\$2,699,862
Annual Change		12.4%	-4.8%	9.3%	10.2%	31.0%
<b>Fare Revenue (Actual \$)</b>	\$31,181	\$26,439	\$11,348	\$22,311	\$31,933	\$39,539
Annual Change		-15.2%	-57.1%	96.6%	43.1%	23.8%
<b>Vehicle Service Hours (VSH)</b>	11,275	12,617	13,313	13,537	12,834	15,061
Annual Change		11.9%	5.5%	1.7%	-5.2%	17.4%
<b>Vehicle Service Miles (VSM)</b>	143,554	164,470	176,496	180,568	177,990	193,376
Annual Change		14.6%	7.3%	2.3%	-1.4%	8.6%
<b>Passengers</b>	51,197	43,249	20,776	33,018	49,131	69,384
Annual Change		-15.5%	-52.0%	58.9%	48.8%	41.2%
<b>Employees</b>	13	13	Not reported	15	15	19
Annual Change		0.0%	-100.0%		0.0%	26.7%
<b>Performance Indicators</b>						
<b>Operating Cost/VSH (Actual \$)</b>	\$141.74	\$142.40	\$128.49	\$138.16	\$160.57	\$179.26
Annual Change		0.5%	-9.8%	7.5%	16.2%	11.6%
<b>Operating Cost/Passenger (Actual \$)</b>	\$31.22	\$41.54	\$82.33	\$56.65	\$41.95	\$38.91
Annual Change		33.1%	98.2%	-31.2%	-26.0%	-7.2%
<b>Passengers/VSH</b>	4.54	3.43	1.56	2.44	3.83	4.61
Annual Change		-24.5%	-54.5%	56.3%	57.0%	20.3%
<b>Passengers/VSM</b>	0.36	0.26	0.12	0.18	0.28	0.36
Annual Change		-26.3%	-55.2%	55.3%	51.0%	30.0%
<b>Farebox Recovery</b>	1.95%	1.47%	0.66%	1.19%	1.55%	1.46%
Annual Change		-24.6%	-54.9%	79.8%	29.9%	-5.5%
<b>Hours/Employee</b>	867.3	970.5		902.5	855.6	792.7
Annual Change		11.9%			-5.2%	-7.4%
<b>TDA Non-Required Indicators</b>						
<b>Operating Cost/VSM</b>	\$11.13	\$10.92	\$9.69	\$10.36	\$11.58	\$13.96
Annual Change		-1.9%	-11.3%	6.9%	11.8%	20.6%
<b>VSM/VSH</b>	12.73	13.04	13.26	13.34	13.87	12.84
Annual Change		2.4%	1.7%	0.6%	4.0%	-7.4%
<b>Fare/Passenger</b>	\$0.61	\$0.61	\$0.55	\$0.68	\$0.65	\$0.57
Annual Change		0.4%	-10.7%	23.7%	-3.8%	-12.3%

Sources: FY 2018/19 – FY 2020/21 data taken from prior Triennial Performance Audit.

FY 2021/22 – FY 2023/24 data taken from NTD reports.

FY 2021/22 – FY 2022/23 FTE data from City calculations and State Controller reports.

#### MANTECA TRANSIT DIAL-A-RIDE

Exhibit 3.4.2 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 year over year until fiscal year 2021. Overall Manteca Transit Dial-A-Ride passenger trips saw a similar trend as fixed route, with a gradual decline until fiscal year 2021, possibly due to COVID-19, and then a gradual increase until the present day.

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City of Manteca/Manteca Transit

Exhibit 3.4.2 Manteca Transit Dial-A-Ride Performance Metrics

Performance Measure	Demand-Response					
	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
<b>Operating Cost (Actual \$)</b>	\$532,714	\$449,179	\$301,589	\$438,715	\$547,809	\$852,588
Annual Change		-15.7%	-32.9%	45.5%	24.9%	55.6%
<b>Fare Revenue (Actual \$)</b>	\$23,271	\$11,722	\$8,484	\$11,836	\$15,870	\$14,929
Annual Change		-49.6%	-27.6%	39.5%	34.1%	-5.9%
<b>Vehicle Service Hours (VSH)</b>	4,071	3,100	2,329	3,127	3,472	4,853
Annual Change		-23.9%	-24.9%	34.3%	11.0%	39.8%
<b>Vehicle Service Miles (VSM)</b>	43,653	28,645	21,678	28,726	32,420	44,098
Annual Change		-34.4%	-24.3%	32.5%	12.9%	36.0%
<b>Passengers</b>	11,881	7,540	4,575	6,466	7,370	9,399
Annual Change		-36.5%	-39.3%	41.3%	14.0%	27.5%
<b>Employees</b>	3	3	Not reported	3	4	6
Annual Change		-100.0%			33.3%	50.0%
<b>Performance Indicators</b>						
<b>Operating Cost/VSH (Actual \$)</b>	\$130.86	\$144.90	\$129.49	\$140.30	\$157.78	\$175.68
Annual Change		10.7%	-10.6%	8.3%	12.5%	11.3%
<b>Operating Cost/Passenger (Actual \$)</b>	\$44.84	\$59.57	\$65.92	\$67.85	\$74.33	\$90.71
Annual Change		32.9%	10.7%	2.9%	9.6%	22.0%
<b>Passengers/VSH</b>	2.92	2.43	1.96	2.07	2.12	1.94
Annual Change		-16.7%	-19.2%	5.3%	2.7%	-8.8%
<b>Passengers/VSM</b>	0.27	0.26	0.21	0.23	0.23	0.21
Annual Change		-3.3%	-19.8%	6.7%	1.0%	-6.2%
<b>Farebox Recovery</b>	4.4%	2.6%	2.8%	2.7%	2.9%	1.8%
Annual Change		-40.3%	7.8%	-4.1%	7.4%	-39.6%
<b>Hours/Employee</b>	1,357.0	1,033.3		1,042.3	868.0	808.8
Annual Change		-23.9%			-16.7%	-6.8%
<b>TDA Non-Required Indicators</b>						
<b>Operating Cost/VSM</b>	\$12.20	\$15.68	\$13.91	\$15.27	\$16.90	\$19.33
Annual Change		28.5%	-11.3%	9.8%	10.6%	14.4%
<b>VSM/VSH</b>	10.72	9.24	9.31	9.19	9.34	9.09
Annual Change		-13.8%	0.7%	-1.3%	1.6%	-2.7%
<b>Fare/Passenger</b>	\$1.96	\$1.55	\$1.85	\$1.83	\$2.15	\$1.59
Annual Change		-20.6%	19.3%	-1.3%	17.6%	-26.2%

Sources: FY 2018/19 – FY 2020/21 data taken from prior Triennial Performance Audit.

FY 2021/22 – FY 2023/24 data taken from NTD reports.

FY 2021/22 – FY 2022/23 FTE data from City calculations and State Controller reports.

## SYSTEM

Exhibit 3.4.3 presents system performance metrics for Manteca Transit. The 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 fiscal year 2024. Ridership experienced a net increase of 39.4 percent, though after a decrease in FY21 due to COVID-19 it increased steadily for the remainder of the period.

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Exhibit 3.4.3 System Performance Indicators

Performance Measure	System-wide					
	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24
<b>Operating Cost (Actual \$)</b>	\$2,130,857	\$2,245,893	\$2,012,121	\$2,309,024	\$2,608,612	\$3,552,450
Annual Change		5.4%	-10.4%	14.8%	13.0%	36.2%
<b>Fare Revenue (Actual \$)</b>	\$54,452	\$38,161	\$19,832	\$34,147	\$47,803	\$54,468
Annual Change		-29.9%	-48.0%	72.2%	40.0%	13.9%
<b>Vehicle Service Hours (VSH)</b>	15,346	15,717	15,642	16,664	16,306	19,914
Annual Change		2.4%	-0.5%	6.5%	-2.1%	22.1%
<b>Vehicle Service Miles (VSM)</b>	187,207	193,115	198,174	209,294	210,410	237,474
Annual Change		3.2%	2.6%	5.6%	0.5%	12.9%
<b>Passengers</b>	63,078	50,789	25,351	39,484	56,501	78,783
Annual Change		-19.5%	-50.1%	55.7%	43.1%	39.4%
<b>Employees</b>	16	16	Not reported	18	19	25
Annual Change		0.0%			5.6%	31.6%
<b>Performance Indicators</b>						
<b>Operating Cost/VSH (Actual \$)</b>	\$138.85	\$142.90	\$128.64	\$138.56	\$159.98	\$178.39
Annual Change		2.9%	-10.0%	7.7%	15.5%	11.5%
<b>Operating Cost/Passenger (Actual \$)</b>	\$33.78	\$44.22	\$79.37	\$58.48	\$46.17	\$45.09
Annual Change		30.9%	79.5%	-26.3%	-21.1%	-2.3%
<b>Passengers/VSH</b>	4.11	3.23	1.62	2.37	3.47	3.96
Annual Change		-21.4%	-49.8%	46.2%	46.2%	14.2%
<b>Passengers/VSM</b>	0.34	0.26	0.13	0.19	0.27	0.33
Annual Change		-21.9%	-51.4%	47.5%	42.3%	23.5%
<b>Farebox Recovery</b>	2.6%	1.7%	1.0%	1.5%	1.8%	1.5%
Annual Change		-33.5%	-42.0%	50.0%	23.9%	-16.3%
<b>Hours/Employee</b>	959.1	982.3		925.8	858.2	796.6
Annual Change		2.4%			-7.3%	-7.2%
<b>TDA Non-Required Indicators</b>						
<b>Operating Cost/VSM</b>	\$11.38	\$11.63	\$10.15	\$11.03	\$12.40	\$14.96
Annual Change		2.2%	-12.7%	8.7%	12.4%	20.7%
<b>VSM/VSH</b>	12.20	12.29	12.67	12.56	12.90	11.92
Annual Change		0.7%	3.1%	-0.9%	2.7%	-7.6%
<b>Fare/Passenger</b>	\$0.86	\$0.75	\$0.78	\$0.86	\$0.85	\$0.69
Annual Change		-13.0%	4.1%	10.6%	-2.2%	-18.3%

Sources: FY 2018/19 – FY 2020/21 data taken from prior Triennial Performance Audit.

FY 2021/22 – FY 2023/24 data taken from NTD reports.

FY 2021/22 – FY 2022/23 FTE data from City calculations and State Controller reports.

## **CHAPTER 4 – TRANSIT GOALS AND PERFORMANCE STANDARDS**

### **4.1 INTRODUCTION**

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Manteca Transit provides efficient and reliable service to its community and service area while maximizing service to high demand origins and destinations while fostering key partnerships with other transit operators in and around San Joaquin County. This is Manteca Transit’s first use of goals and performance standards as part of its Short-Range Transit Plan, and therefore, they are an important tool for communicating to its fiduciary responsibility and establishing a baseline for future monitoring and implementation. Manteca Transit seeks to operate, maintain, and improve its transit service. Goals and performance standards are strategic tools to help guide decision-making regarding potential policy or service changes. Manteca Transit’s goals also reflect the local community’s priorities and values. The associated performance standards for each goal will then be used to assess whether Manteca Transit is achieving said goals and serving the community well. Evaluating transit service with performance standards will encourage conversations about whether policy or service changes are feasible.

The process of establishing Manteca Transit’s goals and performance standards began with interactive discussions amongst the Transit Manager, consultant, and staff. The team utilized goal setting exercises with identifiable action steps and measurable outcomes that are clear, challenging, and attainable. Staff reviewed the SRTP guidelines and federal and state planning requirements to ensure accountability to achieve the performance standards. Manteca Transit is committed to regularly reevaluating its goals and standards through the Short-Range Transit Plan. This is especially relevant since the development of the previous Short Range Transit Plan occurred in the wake of the COVID-19 pandemic and did not include this chapter. While the worst of the pandemic and the loss in ridership was experienced during 2020 - 2022, beginning in 2023, ridership began recovering, and the goal is to strategically add service to at least pre-pandemic levels and expand where warranted over the next five years. As standards may need to be modified to measure performance more appropriately, Manteca Transit will continue to monitor its goals to ensure that equity and parity align with its service needs and available funding. New performance standards may also be developed to address any new services implemented from an operational perspective.

In the near term, Manteca Transit is planning incremental growth in the next five years in its fixed route service based on a projected increase in ridership to pre-COVID levels. In addition, Manteca Transit is also in the early planning phases for a permanent maintenance facility that supports the maintenance and operations of its existing fleet, fleet expansion, and for emerging technologies with zero emission replacement vehicles. Manteca Transit takes proactive steps to ensure the financial capacity to implement its goals and performance standards which were developed in conjunction with its financial and capital plans (See Chapter 9).

In this chapter, Manteca Transit’s goals and performance standards are set forth for both short-term and longer-term planning purposes. Manteca Transit’s goals and performance standards were developed in conjunction with projected increases in ridership, including students, seniors, individuals with disabilities and other transit-dependent populations. Goals and performance standards may be modified and/or developed throughout the long-range planning process in collaboration with the designated metropolitan planning organization, San Joaquin Council of Governments (SJCOCs) regional transportation plan process,



or as resulting from any changes in statutory or regulatory requirements. At such times, the Short-Range Transit Plan will be updated accordingly and submitted for review and comments in accordance with federal Title VI requirements and the Federal Transit Administration's (FTA) meaningful public involvement and private sector participation regulations.

## **4.2 TRANSIT GOALS**

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Manteca Transit's goals are meant to be achievable and to steer the decision-making process towards continuous improvement. Manteca Transit will annually review these goals and determine if they are reasonable and consistent with the Title VI Program. The following four goals have been developed to address the specified focus areas for systemwide operations, route-level performance, interregional and intercity connections, and Title VI of the Civil Rights Act:

1) Systemwide Goals (Congestion Relief and Greenhouse Gas Reduction):

- A. Relieve congestion, improve air quality, and provide sufficient transit service as measured in total ridership.

*(This goal supports the implementation of Manteca Transit's ZEB Rollout Plan, service guidelines, business processes, and staffing. At a minimum, Manteca Transit aims to improve air quality and ensure that transit ridership increases are on par with population increases within the proximity of existing and planned transit routes.)*

- B. Ensure high levels of customer satisfaction with accessible and reliable transit services.

*This goal includes customer satisfaction with accessible service and reliability that comes from the implementation of proposed service plan changes, assessing the need and feasibility for school trippers, and updating key customer policies and system performance metrics. Manteca Transit aims to conduct passenger surveys at least every five years to assess the effectiveness of this goal. Effective goals ensure Manteca Transit remains accessible and reliable for the communities it serves and enables schedule adjustments that better reflect actual operational costs, while maintaining cost effectiveness.*

2) Route-Level Performance Goal:

- A. Ensure reasonable travel times to promote transit usage.

*(This goal includes providing shorter headways and on-time performance for improved service frequency (and possibly later in the day) to promote transit usage. Ridership may nonetheless be low initially in response to the new service times; therefore, Manteca Transit will need active marketing and education campaigns to make riders aware of these changes and their benefits to the community.)*

3) Interregional and Intercity Connections Goal:

- A. Provide meaningful connections with San Joaquin Regional Rail Commission, San Joaquin Regional Transit District, Lathrop Transit and San Joaquin Van Pool programs.

*(This goal addresses intra-county and inter-county transit service that is essential to providing*



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*connectivity throughout San Joaquin County and the Bay Area where higher income jobs are located. The Manteca Transit Center is a hub for current connections with San Joaquin Regional Transit District, and the future rail ACE rail service through the San Joaquin Regional Rail Commission. Manteca Transit adopts mobile application payment program through the Vamos Mobility App in collaboration with other transit providers in San Joaquin County.)*

4) Title VI/Public Participation Goal:

- A. Operate the system in a manner that encourages public involvement and participation in compliance with Title VI and the FTA public participation requirements.

*(This goal is consistent with Section 5 of the City of Manteca Title VI Program (updated April 2024). Manteca Transit will support adherence to the Goals and Objectives of the Public Participation Plan portion of the Title VI Program, with the goals of: Flexibility; Inclusiveness; Respect; Proactive and Timeliness; Clear, Focused and Understandable; Honest and Transparent; Responsiveness; and Accessibility.)*

#### 4.3 PERFORMANCE STANDARDS

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It is important to establish performance standards that are achievable to steer the decision-making process towards continuous improvement. Manteca Transit will annually review the performance standards and determine if they are reasonable and consistent with the Title VI Program. Manteca Transit only adopts minimum performance standards (rather than both minimum and target standards) to establish a true baseline and to make monitoring easier.

1. Systemwide Performance Standards (Greenhouse Gas Reduction) (Short-Term):

- A. Congestion Relief: Annual ridership on all Manteca Transit services for the next five years meets or exceeds its ridership performance goal of 2.58% over the previous year in line with population growth. According to the [World Population Review](#), Manteca has a 2024 population of 93,409. Manteca is currently growing at a rate of 2.58% annually and its population has increased by 11.19% since the most recent census, which recorded a population of 84,009 in 2020.

Improve Air Quality: Transition 100% to zero-emission technologies by 2040. The city plans to purchase 25% of zero emission bus fleet by 2026.

- B. Customer Satisfaction: Manteca Transit will strive for high levels of customer satisfaction. Manteca Transit will work with its contractors to refine how customer complaints are handled and increase options for customers to provide feedback. Manteca Transit will conduct biennial customer surveys to measure the effectiveness of customer complaint responses.

2. Route-Level Performance Standards (Short-Term):

- A. Ensure reliable transit services with improved on-time performance at major stops and transfer hubs for each fixed route at no less than 90% of peak hours.
- B. Increase travel times to promote transit usage from 1-hour headways to 30-minute headways on major fixed routes.

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### 3. Inter-regional and Intercity Connections Performance Standards (Long-Term)

- A. Incorporating interregional transit service routes and schedules into Manteca Transit's operations plan will help foster meaningful connections at the Manteca Transit Center, Lathrop/Manteca ACE station, designated vanpool park-and-ride lots and mobility hubs.

### 4. Title VI/Public Participation Performance Standards (Short-Term):

- A. Manteca Transit will use its public participation plan from the 2024 Title VI Plan when considering fare changes, modifications to routes and schedules, and other transit planning projects.
- B. For minor schedule and service changes, Manteca Transit will post service change notices 30 days in advance on the City's website, on buses, at bus stops, and at the Manteca Transit Center.

Table 1 summarizes the transit goals and performance standards for tracking purposes:

Table 1 Transit Goals and Performance Standards Tracking		
1. Systemwide Goals (Short-Term) (Congestion Relief/GHG Reduction)	Systemwide Performance Standards (GHG Reduction) (Short-Term)	2025-26 Status
A. Relieve congestion, improve air quality, and provide sufficient transit service as measured in total ridership.	A. Congestion Relief: Annual ridership on all Manteca Transit services for the next five years meets or exceeds its ridership performance goal of 2.58% over the previous year in line with population growth.  - Improve Air Quality: Transition 100% to zero-emission technologies by 2040. The city plans to purchase 25% of zero emission bus fleet by 2026.	Compliant
B. Ensure high levels of customer satisfaction with accessible and reliable transit services	B. Customer Satisfaction: Manteca Transit will work with its contractors to refine how customer complaints are handled and increase options for customers to provide feedback. Biennial customer surveys will measure the effectiveness of the customer complaint responses.	
2. Route-Level Performance	Route-Level Performance Standards (GHG Reduction) (Short-Term)	2025-26 Status
A. Ensure reasonable travel times to promote transit usage.	A. Ensure reliable transit services with improved on-time performance at major stops and transfer hubs for each fixed route at > 90%.  B. Increase travel times to promote transit usage from 1-hour headways to 30-minute headways on major fixed routes.	Compliant
3. Inter-regional/Intercity Connections	Inter-regional and Intercity Connections Performance Standards (Long-Term)	2025-26 Status
A. Provide meaningful connections with San Joaquin Regional Rail Commission, San Joaquin Regional Transit District, Lathrop Transit and San Joaquin Van Pool programs.	A. Incorporating interregional transit service routes and schedules into Manteca Transit's operations plan will help foster meaningful connections at the Manteca Transit Center, Lathrop/Manteca ACE station, designated vanpool park-and-ride lots and	Compliant

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Table 1 Transit Goals and Performance Standards Tracking		
	mobility hubs.	
4. Title VI Goal	Title VI Performance Standards (Long-Term)	2025-26 Status
A. Operate the system in a manner that encourages public involvement and participation in compliance with Title VI and the FTA public participation requirements.	<p>A. Manteca Transit will use its public participation plan from the 2024 Title VI Plan when considering fare changes, modifications to routes and schedules, and other transit planning projects.</p> <p>B. For minor schedule and service changes, Manteca Transit will post service change notices 30 days in advance on the City's website, on buses, at bus stops, and at the Manteca Transit Center</p>	Compliant

### 4.4 PERFORMANCE-BASED PLANNING AND PROGRAMMING TARGETS

Performance-based planning and programming (PBPP) refers to the application of performance management principles within the planning and programming processes of transportation agencies to achieve desired performance outcomes for the multimodal transportation system. As a recipient of FTA funds, Manteca Transit is required to implement performance-based planning and programming using performance data to inform decision-making and outcomes. FTA established a performance management framework which contains requirements and deadlines for transit providers. Manteca Transit is responsible for state of good repair (SGR) and safety performance targets through the Transit Asset Management (TAM) plan and the Public Transit Agency Safety Plan (PTASP), respectively.

Manteca Transit developed a TAM plan to provide public transportation as a recipient of federal financial assistance under 49 U.S.C. Chapter 53. Manteca Transit designated an Accountable Executive (see 49 CFR 625.5) to ensure appropriate resources for implementing the agency's TAM plan and the PTASP. The Accountable Executive also has control or direction over the human and capital resources needed to develop and maintain both the PTASP, in accordance with 49 U.S.C. §5329 (d), and the agency's TAM Plan in accordance with 49 U.S.C. § 5326. The following information was derived from the City of Manteca's TAM Plan (dated December 2024) and the PTASP (updated February 2024). Both the TAM plan and the PTASP define State of Good Repair as "The condition in which a capital asset is able to operate at a full level of performance." As part of the performance-based planning process, this Short-Range Transit Plan incorporates both the TAM and PTASP performance targets for federal compliance, monitoring, and reporting requirements.

#### A. Transit Asset Management (TAM)

TAM targets have been set by using the bus replacement schedule that includes age, vehicle mileage, and then determining the number of vehicles needed to be replaced on a yearly basis to continue to provide the same level of service, while operating within FTA guidelines.

Table 2 TAM Performance Targets & Measures

Asset Category – Performance Measure	Asset Class	2025 Target
REVENUE VEHICLES		

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Asset Category – Performance Measure	Asset Class	2025 Target
Age - % of revenue vehicles within a particular asset class that have met or exceeded their Useful Life Benchmark (ULB)	AB - Articulated Bus	
	AO - Automobile	
	BR - Over-the-road Bus	
	BU - Bus	0%
	CU - Cutaway Bus	0%
	DB - Double Decked Bus	
	FB - Ferryboat	
	MB - Mini-bus	
	MV - Mini-van	
	RT - Rubber-tire Vintage Trolley	
	SB - School Bus	
	SV - Sport Utility Vehicle	
	TB - Trolleybus	
	VN - Van	
EQUIPMENT		
Age - % of vehicles that have met or exceeded their Useful Life Benchmark (ULB)	Non-Revenue/Service Automobile	0%
	Steel Wheel Vehicles	
	Trucks and other Rubber Tire Vehicles	
FACILITIES		
Condition - % of facilities with a condition rating below 3.0 on the FTA Transit Economic Requirements Model (TERM) Scale	Administration	
	Maintenance	
	Parking Structures	
	Passenger Facilities	0%

### B. PTASP Safety Management Systems (SMS)

Safety performance targets are based on the safety performance measures established under the National Public Transportation Safety Plan. As part of this Safety Plan, the City of Manteca – Manteca Transit has developed Safety Performance Targets (SPTs) that it will review and update annually. The specific safety performance targets are based on the safety performance measures established under the National Public Transportation Safety Plan. FTA has adopted four initial safety performance measures: (1) Fatalities, (2) Injuries, (3) Safety events, and (4) System Reliability. The safety performance targets set by City of Manteca – Manteca Transit are based on the past two (2) calendar years of data. These targets for the year 2024 are expected to stay within +/- 1% of the previous two years' data pertaining to fatalities, injuries, safety events, and system reliability.

Table 1 below displays the mode of transit service, the annual goal for Fatalities, Injuries and Safety Events including the target rates for Fatalities, Injuries and Safety Events. In addition, System Reliability targets are measured by the number of mechanical failures per 100,000 miles.

Table 3

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Mode of Transit Service	Fatalities (Total # of Reportable Fatalities)	Injuries (Total # of Reportable Injuries)	Safety Events (Total # of Reportable Events)	System Reliability	Fatality Rate (Rate per 100K VRM)	Injury Rate (Rate per 100K VRM)	Safety Event Rate (Rate per 100K VRM)
<b>Motor Bus (MB)</b>	0	1	1	88,995	0	0	0.6
<b>Demand Response/(DR) Paratransit</b>	0	1	1	16,210	0	3.1	3.1

Table 4 Safety Performance Targets (SPT)  
(See Next Page)

To calculate SPTs, the City of Manteca referred to system safety data, including:

- Near-miss information
- Accident investigation reports (with casual factor analysis)
- Internal safety audits (or reviews)
- Injury reports
- Safety event reports (including accidents, incidents, and occurrences)
- System monitoring (including monthly reports, and testing and inspection records)

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SAFETY PERFORMANCE TARGETS FY 2024/2025			
		Measure	Safety Performance Target Calculation
Fixed Route	1a: Major Events	0	# of major events
Demand Response		0	
Fixed Route	1b: Major Event Rate	0.00	# of major events/VRM
Demand Response		0.00	
Fixed Route	1.1: Collision Rate	0.0000155	= # of collisions/VRM
Demand Response		0.0000454	
Fixed Route	1.1.1: Pedestrian Collision Rate	0.00	= # of pedestrian collisions / VRM
Demand Response		0.00	
Fixed Route	1.1.2: Vehicular Collision Rate	0.00	= # of vehicular collisions/ VRM
Demand Response		0.00	
Fixed Route	2a: Fatalities	0	= # of fatalities
Demand Response		0	
Fixed Route	2b: Fatality Rate	0.00	= # of fatalities / VRM
Demand Response		0.00	
Fixed Route	2.1: Transit Worker Fatality Rate	0.00	= # of transit worker fatalities / VRM
Demand Response		0.00	
Fixed Route	3a: Injuries	1	= # of injuries
Demand Response		1	
Fixed Route	3b: Injury Rate	0.0000052	= # of injuries / VRM
Demand Response		0.0000227	
Fixed Route	3.1: Transit Worker Injury Rate	0.0000052	= # of transit worker injuries / VRM
Demand Response		0.0000227	
Fixed Route	4a: Assaults on Transit Workers	0	# of assaults on transit workers
Demand Response		0	
Fixed Route	4b: Assault on Transit Workers Rate	0.00	# of assaults on transit workers / VRM
Demand Response		0.00	
Fixed Route	5 System Reliability	0.0000052	VRM / # of major mechanical system failures
Demand Response		0.0000227	



---

**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 reaches 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. However, due to the COVID-19 Pandemic shelter-in-place orders, which disrupted Manteca Transit's services and shifted historical travel patterns due to higher proportions of people working remotely/telecommuting, the State of California suspended recent performance target requirements.

As a result, no new targets have been established as Manteca Transit and SJCOG determine a new post pandemic performance baseline. Manteca Transit will continue to work with SJCOG to develop appropriate future targets on a Triennial Basis.

## CHAPTER 5 – COMMUNITY OUTREACH

### 5.1 FIXED ROUTE ONBOARD SURVEY

A survey of Manteca Transit local fixed route passengers was conducted by Manteca Transit staff across three weekdays in mid-December 2024 and two weekdays in early January 2025. Thirty-four valid responses were collected during this effort. It should be noted that the 2024 survey effort.

#### Survey Instrument

The survey instrument (see Appendix C) included 30 “baseline” questions as well as several follow-up questions depending upon the characteristics/travel patterns of the individual respondent. The bilingual form included Spanish as its own survey. The survey instrument was like that used in the 2019 effort by the Public Transit US consultant but modified to get additional feedback.

#### Survey Administration

The survey was conducted primarily by Manteca Transit staff with onboard survey experience. This onboard survey involved riding the bus for six weekdays and one Saturday. 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 15 years of age or older boarding Manteca Transit’s fixed-route service during the survey period was invited to participate. 32 out of 34 of valid surveys were completed in English, and the last two were submitted in Spanish

### Analysis and Key Findings

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

Respondents were asked to identify the cross-streets near their starting location and/or a local landmark. According to the survey, the five most common boarding locations in 2024 by percentage of total responses are shown in Exhibit 5.1.1. Results varied somewhat due to the difference in sample sizes between 2019 and 2024.

Exhibit 5.1.1 Most Common Boarding Locations

Stop Location	Boardings	
	2019 Survey	2024 Survey
Manteca Transit Center	17.4%	20.6%
Stadium Center	4.3%	5.9%
Yosemite Avenue/Union Road	8.7%	8.8%
N. Main Street/E. Alameda	N/A	5.9%
W. Center Street/Cherry Lane	N/A	2.9%

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

The most common alighting locations based on the 2019 and 2024 surveys are shown in Exhibit 5.1.2.

**Exhibit 5.1.2 Most Common Alighting Locations**

Stop Location	Alightings	
	2019 Survey	2024 Survey
Manteca Transit Center	4.3%	17.6%
Stadium Center	0.0%	8.8%
Yosemite Avenue/Union Road	4.3%	5.9%
Tahoe Street/ Champagne Lane	N/A	5.9%
E. Yosemite Avenue/ Spreckels	N/A	5.9%
Al Fonseca Lane/ Woodward	N/A	5.9%

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

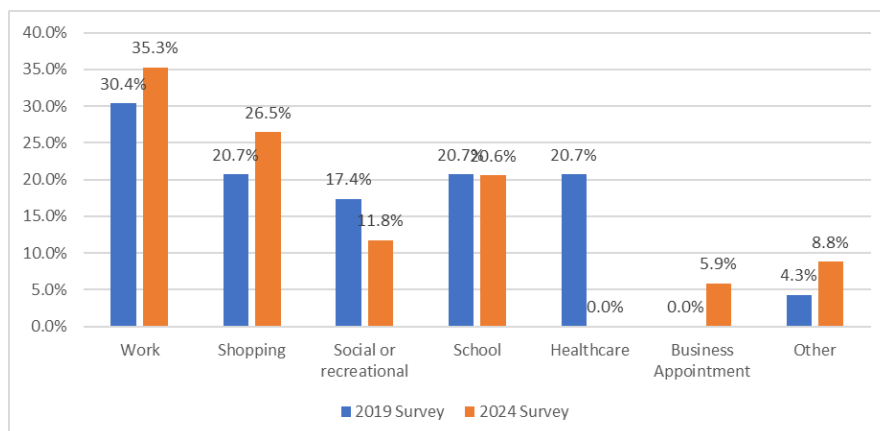
**Exhibit 5.1.3 Percentage Transfers**

Percent Transfers	Alightings	
	2019 Survey	2024 Survey
No transfers	50.0%	59.0%
Transfer to another Manteca Transit bus	50.0%	41%
Number of surveys	20	34

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

In the 2019 and 2024 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 in 2019. In 2024 the most common response was "work" (35.3%) and "shopping" (26.5%).

**Exhibit 5.1.4 Trip Purpose**

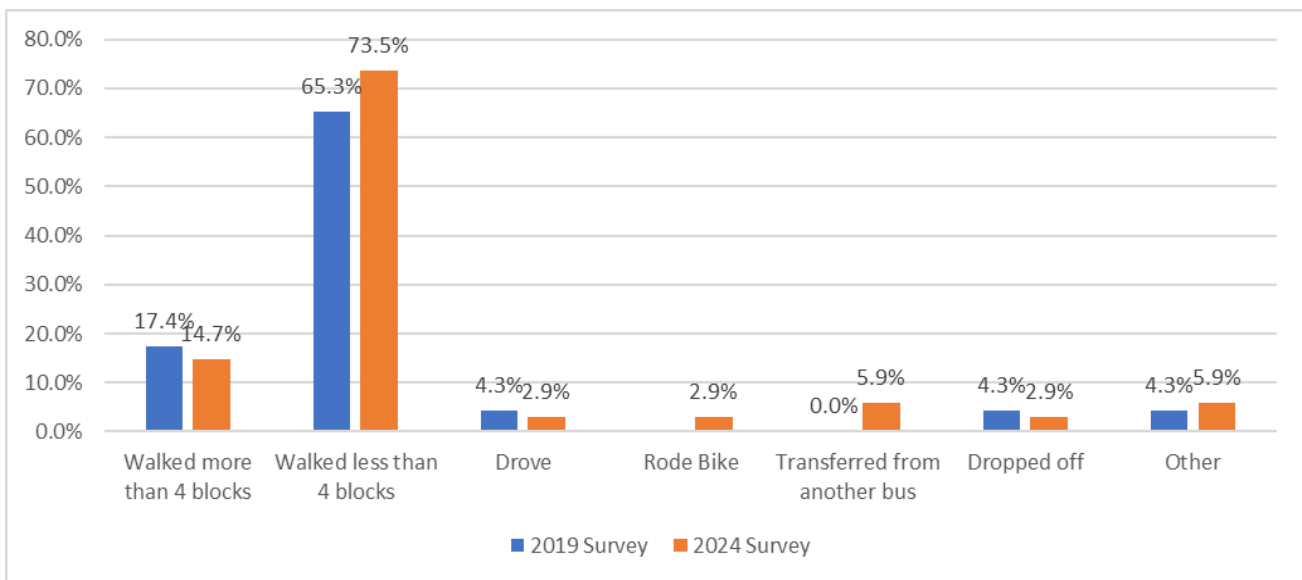


Question 5: How did you travel to the starting bus stop?

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 88.2 percent in the 2024 survey. Nearly seventy-four percent walked less than four blocks versus 65 percent in 2019.

Unlike in 2019, Manteca Transit operates four separate fixed routes, rather than the three it previously operated, possibly attributing to more people being able to access the bus routes within walking distance. All 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 and Saturdays.

Exhibit 5.1.5 Bus Stop Access

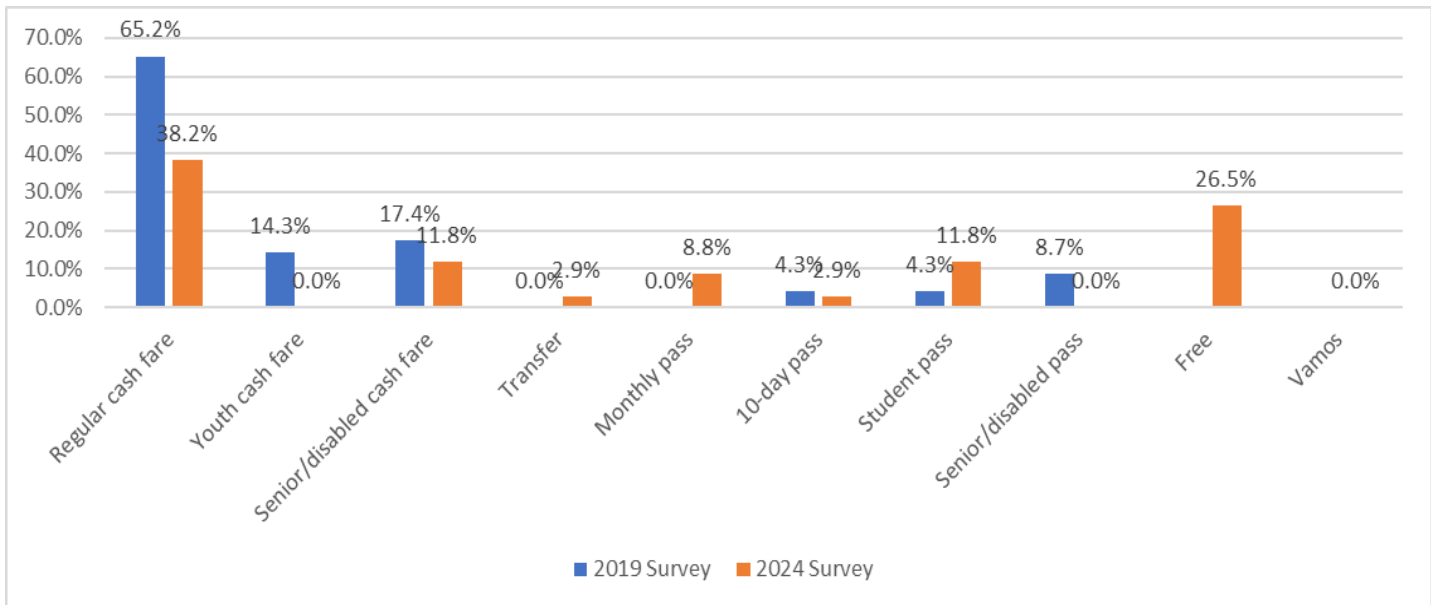


Question 6: How did you pay for this ride?

In the 2024 survey, 38.2 percent of passengers paid the regular cash fare. A total of 26.5 percent of riders indicated they had ridden the bus for “free”, with 11.8 percent indicating they paid “senior/disabled cash fares” and an equal 11.8 percent used a “student pass.” Only 1 passenger indicated paying for the ride by transferring from another bus.

Exhibit 5.1.6 Fare Media Used

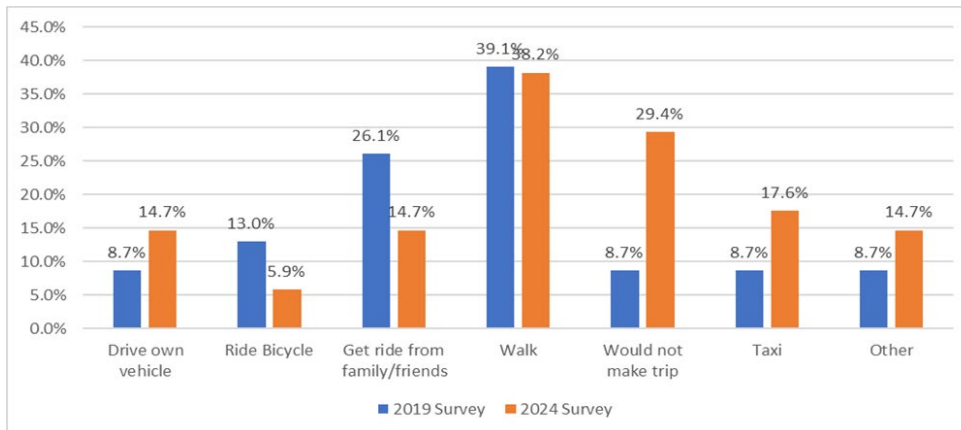
## FY 2025 -2030 Short Range Transit Plan City of Manteca/Manteca Transit



### 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, with a similar 38 percent in 2024. A steep decline would “get ride from family/friends” from 26 percent to only 14.7 percent. A larger portion in the 2024 survey, with 29.4 percent, saying they “would not make trip.”

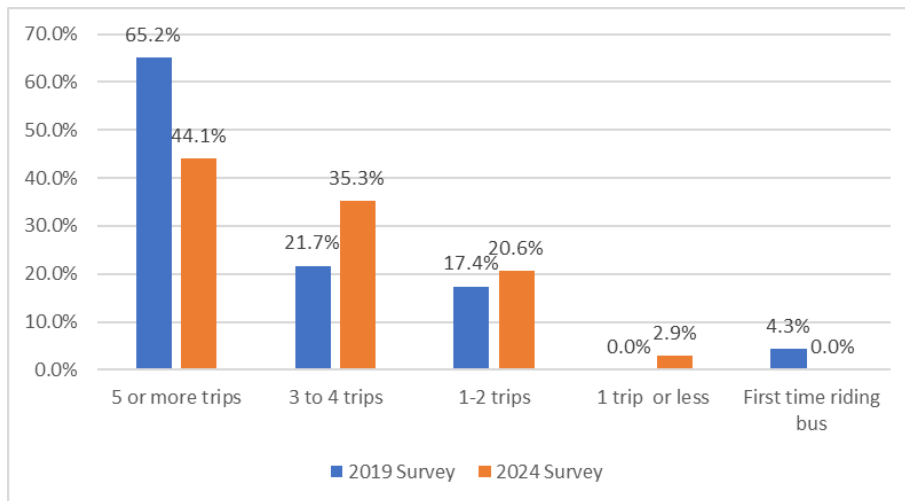
### Exhibit 5.1.7 How riders would have traveled without Manteca Transit



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

Seventy-nine percent of Manteca Transit riders use the bus three or more times per week in the 2024 survey. On the other hand, only 1 person indicated they had made one or fewer trips per week.

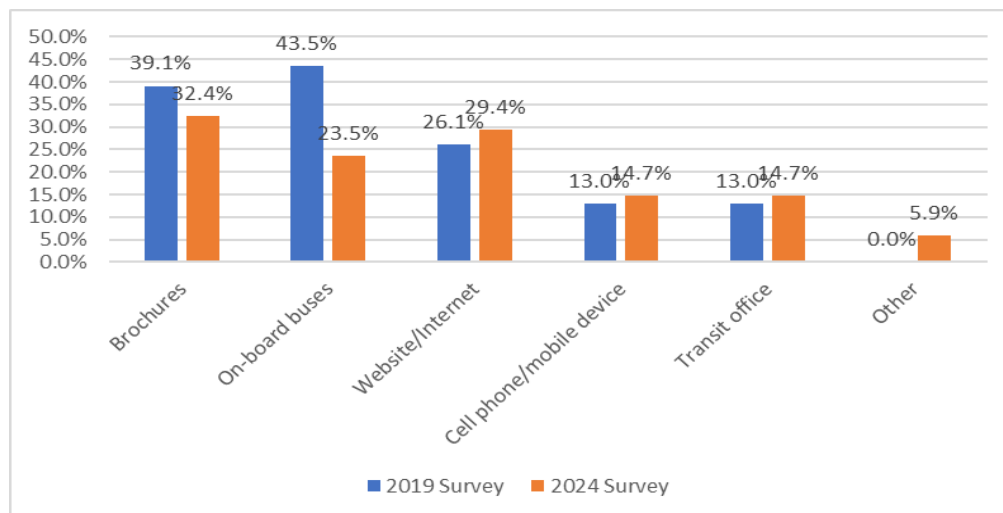
**Exhibit 5.1.8 How Often Respondents Use Manteca Transit Per Week**



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

Most Manteca Transit users in the 2024 onboard survey used conventional sources to obtain transit information. Specifically, about 32 percent obtained information from Manteca Transit brochures, about 24 percent from on-board buses, and about 14 percent from the transit office. Roughly speaking, about the same proportion of riders obtained information from website/Internet and cell phone/mobile device in both 2019 and 2024 surveys.

**Exhibit 5.1.9 Source of Information About Manteca Transit**



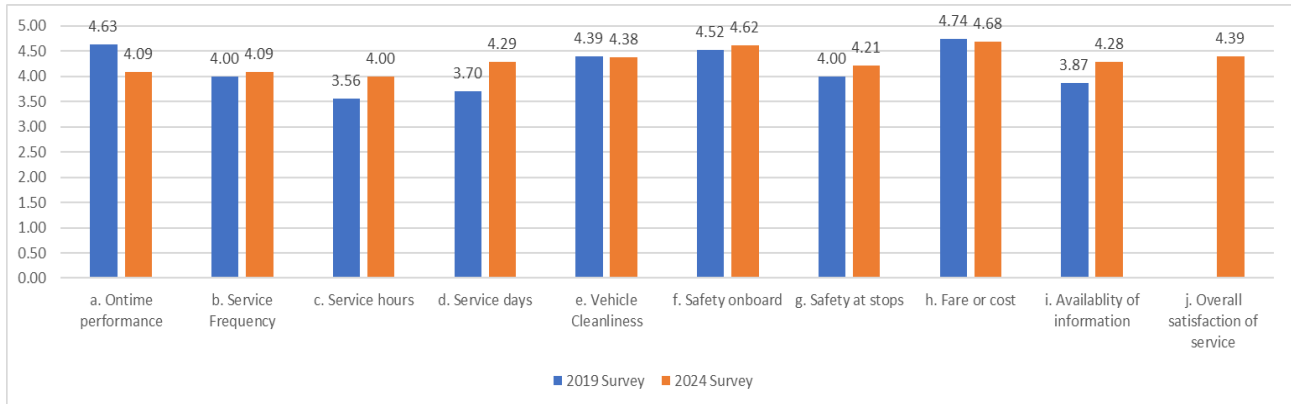
**Question 10: Rate the Manteca Transit service characteristics.**

In both the 2019 and 2024 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, service days, vehicle cleanliness, safety onboard, safety at bus stops, fare/cost, and availability of Manteca Transit information. In the 2024 survey, we



added one more attribute to score, “overall satisfaction of service.” In the 2024 survey, all 10 of the service characteristics were rated 4.0 or above.

Exhibit 5.1.10 Service Characteristic Ratings



#### Question 11: What improvements would you like to see at bus stops?

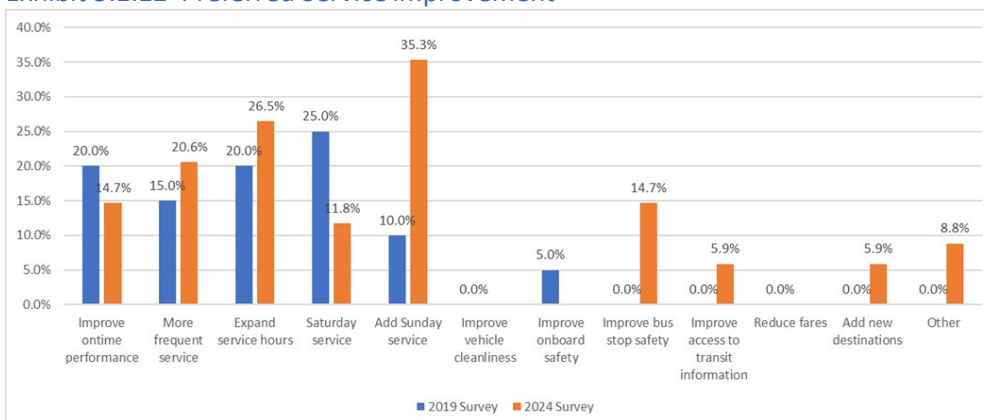
As this was a newly added question to the 2024 survey, no past data was collected. Also, this question was added as free form, so respondents could answer however they liked. A majority of respondents answered this question by answering “more benches,” “more shelter,” “lights,” and “cleaner bus stops.” One respondent also included having homeless encampments removed from existing bus stops.

#### Question 12: Select the one service improvement which is most important to you. (choose only one)

In the 2019 and 2024 survey, participants were provided with 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 (and some none). To keep the surveys consistent, we included all the answers given, including the multiple response surveys.

In the 2024 survey, the most preferred improvement was “add Sunday service” (35.3 percent), followed by “expand service hours.” (26.5 percent)

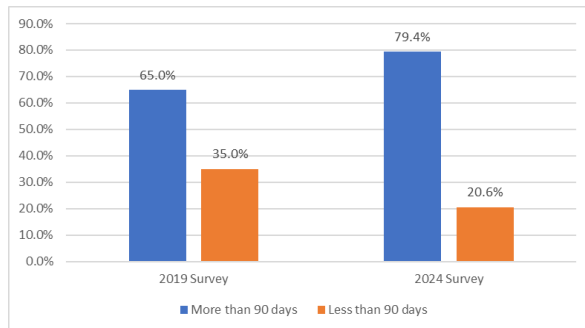
Exhibit 5.1.12 Preferred Service Improvement



**Question 13: How long have you been using Manteca Transit?**

Over three-quarters of survey respondents have been using Manteca Transit for more than 90 days, with results being similar to the 2019 survey.

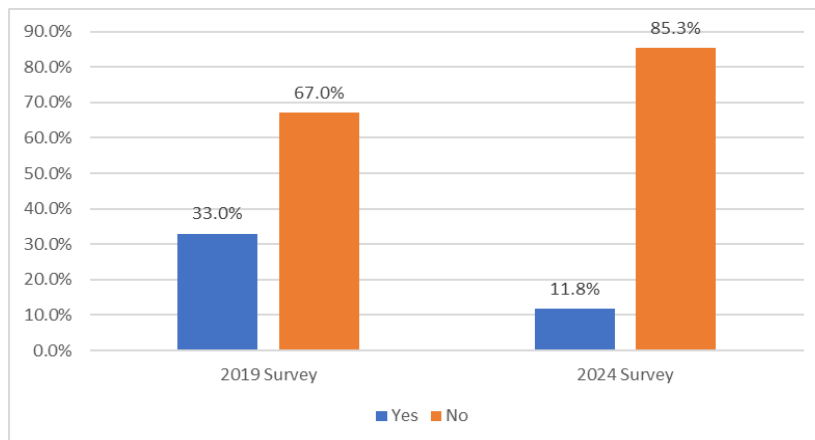
**Exhibit 5.1.13 How long have riders used Manteca Transit**



**Question 14: Did you start using Manteca Transit within the last 30 days?**

About 12 percent of respondents started using Manteca Transit in the past 30 days, compared to about one-third (33 percent) of respondents in 2019, showing a retention of riders.

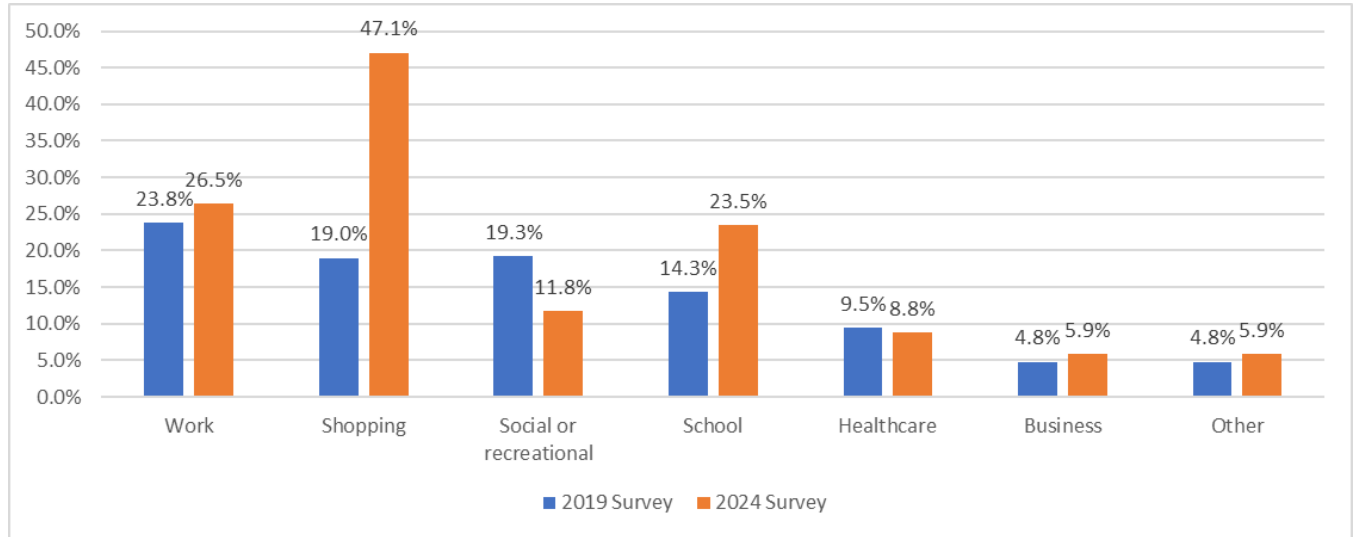
**Exhibit 5.1.14 Began Using Manteca Transit Within Previous 30 Days**



**Question 15: Where are you typically traveling when you ride Manteca Transit? (choose only one)**

In the 2024 survey, shopping was the most common response (47.1 percent), followed by work (26.5 percent), and school (23.5 percent). This may show a larger increase in shops within shopping centers, or the addition of bus stops near shopping centers.

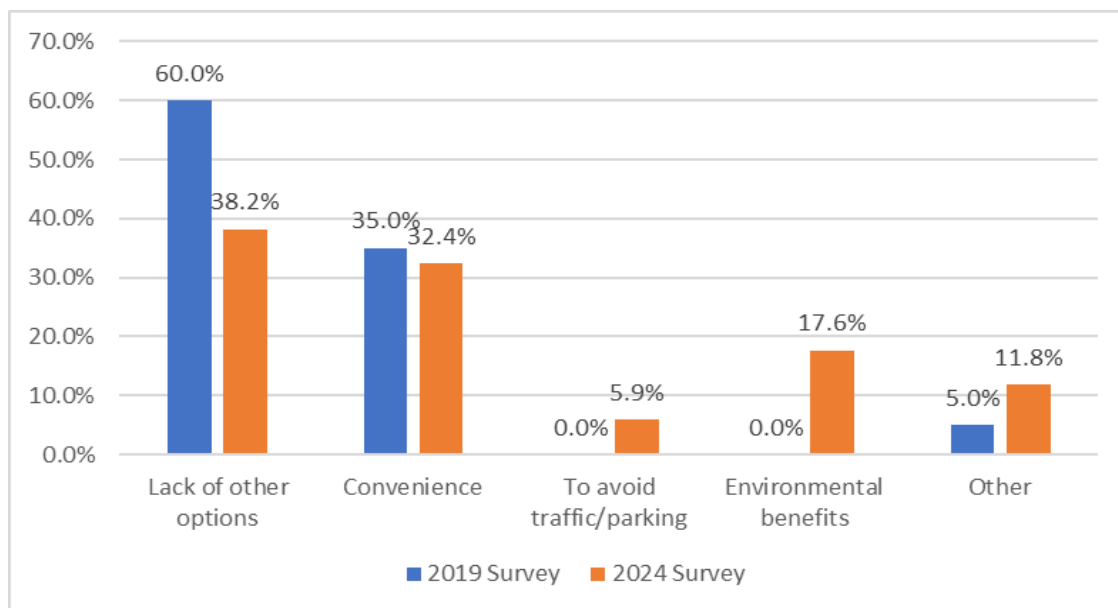
**Exhibit 5.1.15 Typical Trip Purpose**



**Question 16: What is the main reason you ride Manteca Transit? (choose only one)**

Nearly an equal number of respondents answered, “lack of other options” at 38.2 percent and “convenience” at 32.4 percent.

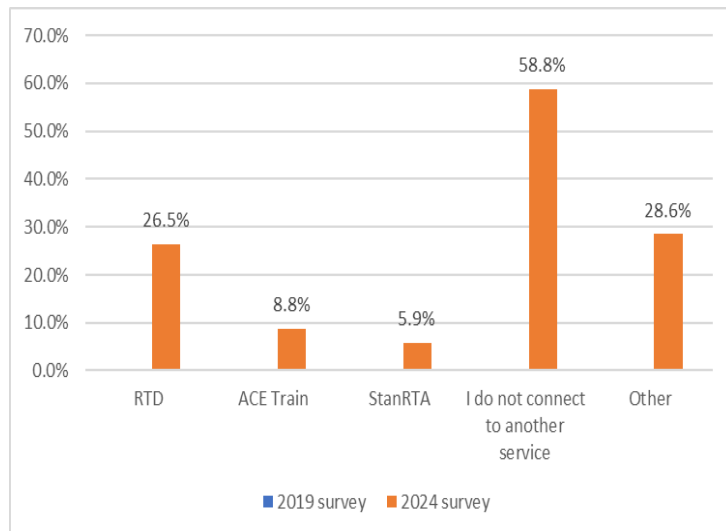
**Exhibit 5.1.16 Why riders use Manteca Transit?**



**Question 17: Do you use Manteca Transit to connect to another transit service?**

As this was a new question added to the 2024 survey, no data was collected in 2019. A majority (58.8 percent) did connect to other transit systems, with 41.2 percent connecting to RTD, ACE Train, StanRTA or “Other”; indicating there are many commuters using Manteca Transit to connect to other services.

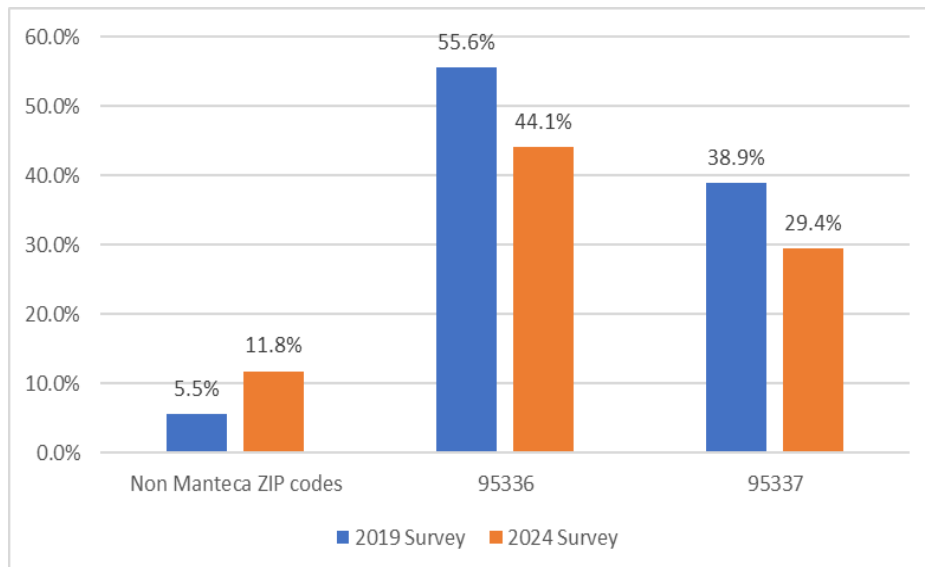
**Exhibit 5.1.17 Connecting to Other Transit**



**Question 18: What is your home ZIP code?**

In the 2024 survey, only 4 respondents reported their zip code as being outside of Manteca.

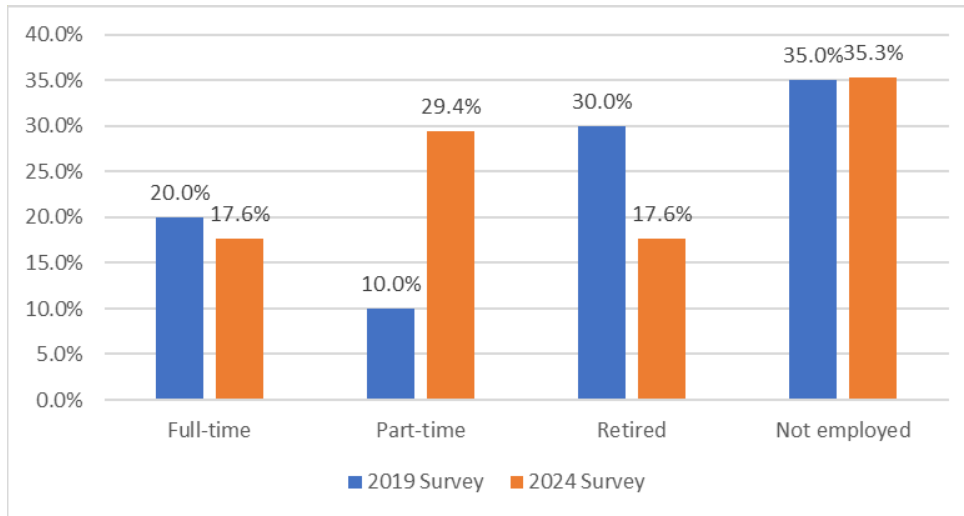
**Exhibit 5.1.18 Home ZIP Code**



Question 19: What is your employment status?

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

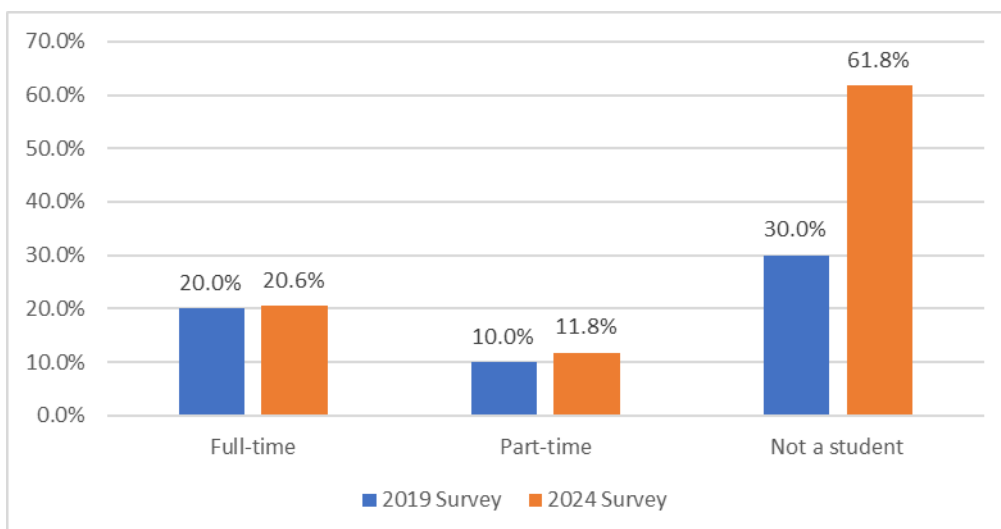
Exhibit 5.1.19 Employment Status



Question 20: Are you a student?

Slightly more than 32 percent of respondents indicated being full- or part-time students.

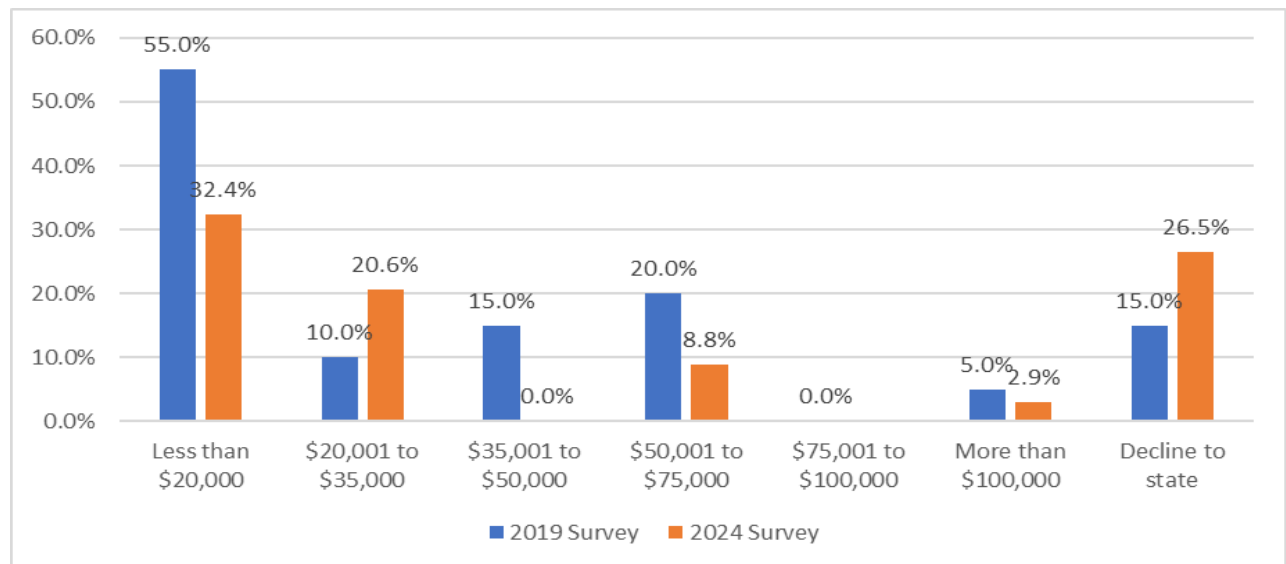
Exhibit 5.1.20 “Are you a student?”



Question 21: What is your approximate annual household income?

Nearly 27 percent of those surveyed declined to provide a response to this question. “Less than \$20,000” was the most frequently cited response overall, representing 32.4 percent of individuals who indicated their income. That was followed by “\$20,001 to \$35,000” with 20.6 percent of respondents.

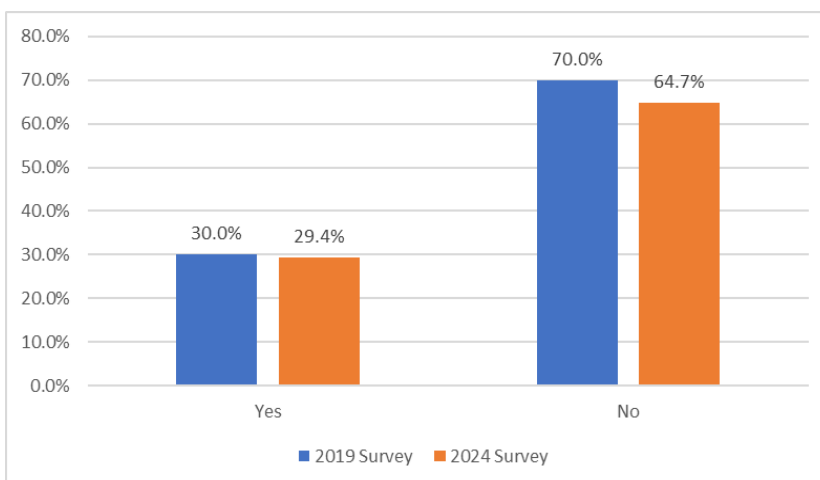
Exhibit 5.1.21 Annual Household Income (All Responses)



Question 22: Do you have a valid driver's license?

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

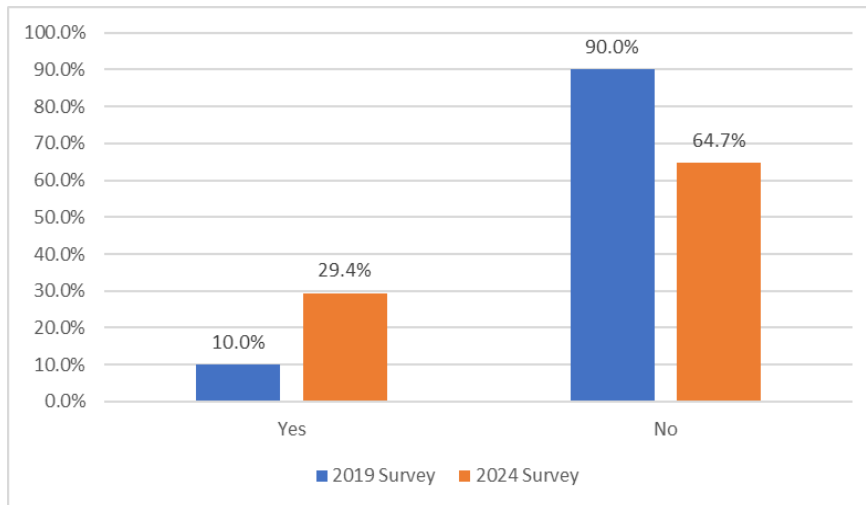
Exhibit 5.1.22 Possession of valid driver's License



Question 23: Do you have access to a personal vehicle?

Nearly two-thirds of respondents said they do not have access to a personal vehicle.

Exhibit 5.1.23 Access to a Personal Vehicle



## Analysis

### Overview

Fixed route onboard surveys have provided valuable insights into the utilization and perception of Manteca Transit services. These surveys reveal a strong reliance by Manteca residents on transit services for their transportation needs, demonstrating the system's critical role in enabling access to preferred destinations such as workplaces, schools, shopping centers, and healthcare facilities.

### Ridership Growth

One of the most notable findings from the data is a remarkable 71% increase in ridership between Fiscal Year (FY) 2023 and FY 2024. This growth underscores the growing importance and demand for Manteca Transit services within the community and continues to increase for FY 2025. The increase can be attributed to several factors, including outreach efforts, and targeted promotions.

### City Initiatives and Enhancements

The City of Manteca has been proactive in promoting and advocating for the benefits of its transit services. Key initiatives that have contributed to the growth and improved passenger experience include:

- Free Rides Promotion through LCTOP**

Through the Low Carbon Transit Operations Program (LCTOP), the City has offered free rides for middle/high school students and the community as part of its commitment to making transit more accessible and reducing greenhouse gas emissions. This initiative has been instrumental in attracting new riders and encouraging frequent use of public transportation.



## 2. Implementation of Advanced Intelligent Transportation Systems (ITS)

Manteca Transit has enhanced its fleet with cutting-edge Intelligent Transportation Systems (ITS), significantly improving service reliability and passenger experience. These enhancements include:

- **Automatic Vehicle Announcements (AVAs):** Ensuring accessible and timely communication for all riders on the bus.
- **Automatic Passenger Counters (APCs):** Enabling data collection to monitor and optimize service efficiency.
- **Automatic Vehicle Locators (AVLs)/ ETA SPOT App:** Allowing real-time bus tracking for both, passenger (on-the-go real-time bus arrival information accessible with smartphone) and operators.

### Impact on the Community

These survey efforts reflect the City's dedication to creating a modern, accessible, and efficient transit system to the community. Additionally, the City is actively gathering feedback from the community to identify areas for service expansion, particularly in newer developments within Manteca. This approach ensures that the transit system continues to meet the evolving needs of residents and supports growth in underserved areas.

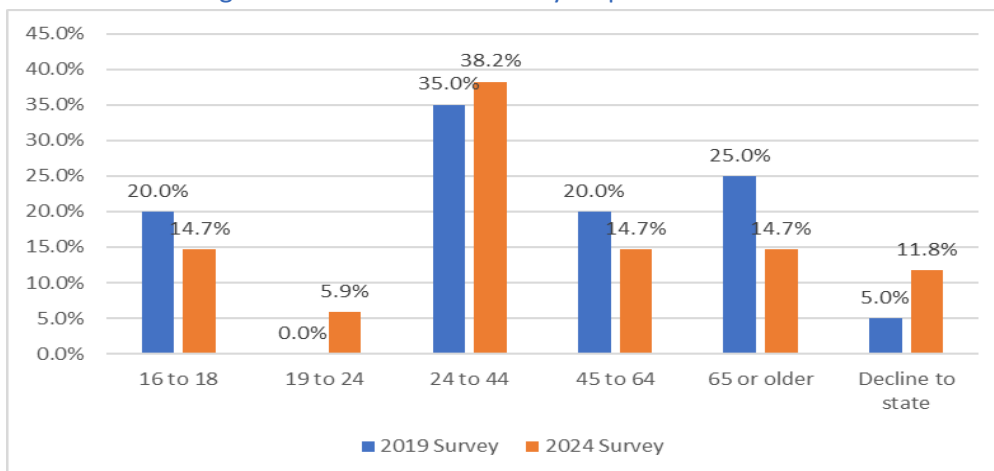
### Conclusion

The fixed route onboard surveys confirm that Manteca Transit is an essential service for the city's residents, and the significant ridership increase highlights the success of recent initiatives. By continuing to invest in advanced technologies, sustainable practices, and community-centered promotions, Manteca Transit is well-positioned to meet the growing demand for reliable public transportation and improve the quality of life for its residents.

#### Question 24: What is your age?

Nearly 54 percent of respondents are working age adults between the ages of 24 and 64. Young adults aged 24 and younger make up nearly one-fifth of the sample.

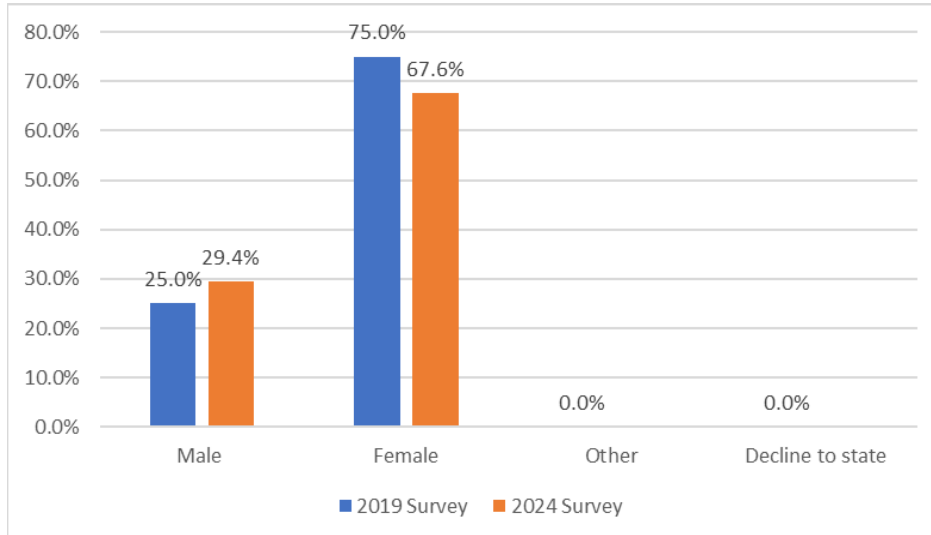
Exhibit 5.1.24 Age of Manteca Transit survey respondents



#### Question 25: What is your gender?

Slightly more than two-thirds of Manteca riders (67.6 percent) were female.

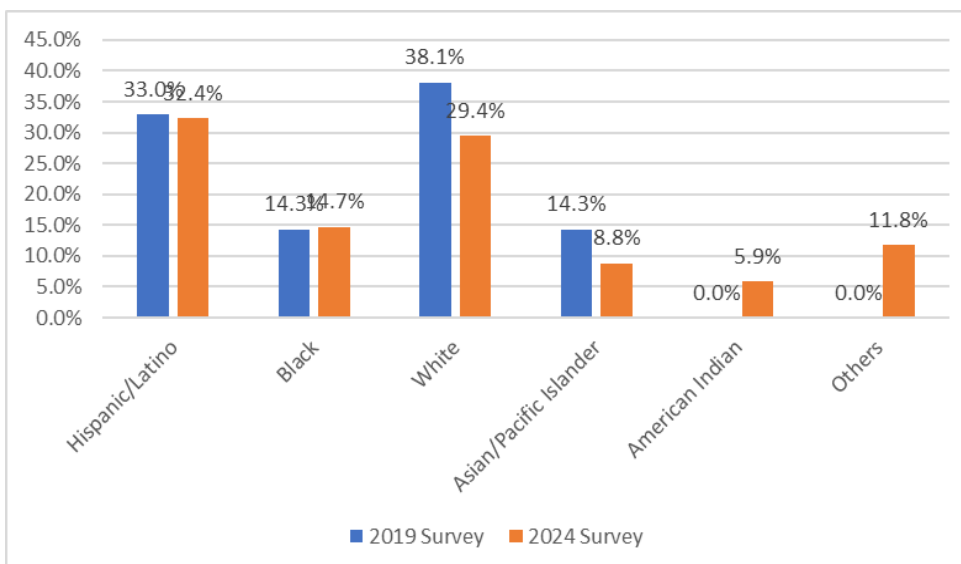
**Exhibit 5.1.25 Respondent Gender**



**Question 26: Are you...? [Respondents were asked to describe their ethnicity]**

In the 2024 survey, approximately 32 percent of respondents described themselves as “Hispanic/Latino,” while approximately 29 percent identified as “White.”

**Exhibit 5.1.26 Respondent Ethnicity**



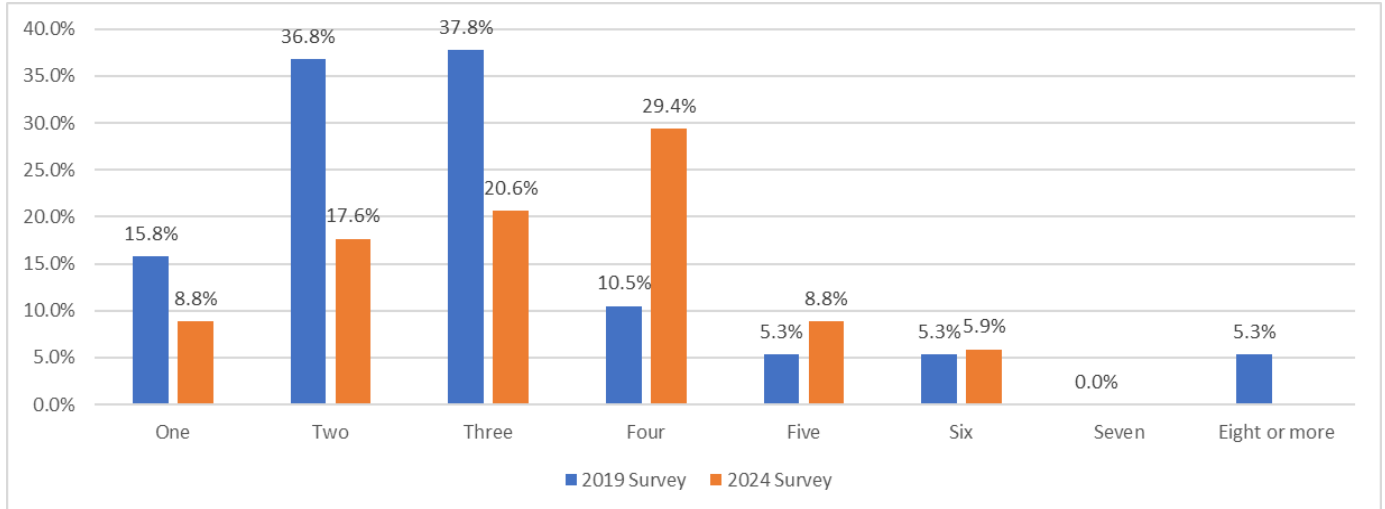
**Question 27: How many people live in your household?**

## FY 2025 -2030 Short Range Transit Plan

### City of Manteca/Manteca Transit

Approximately 76 percent of respondents live in a household of four persons or fewer. Approximately 21 percent live in a household with five or more residents.

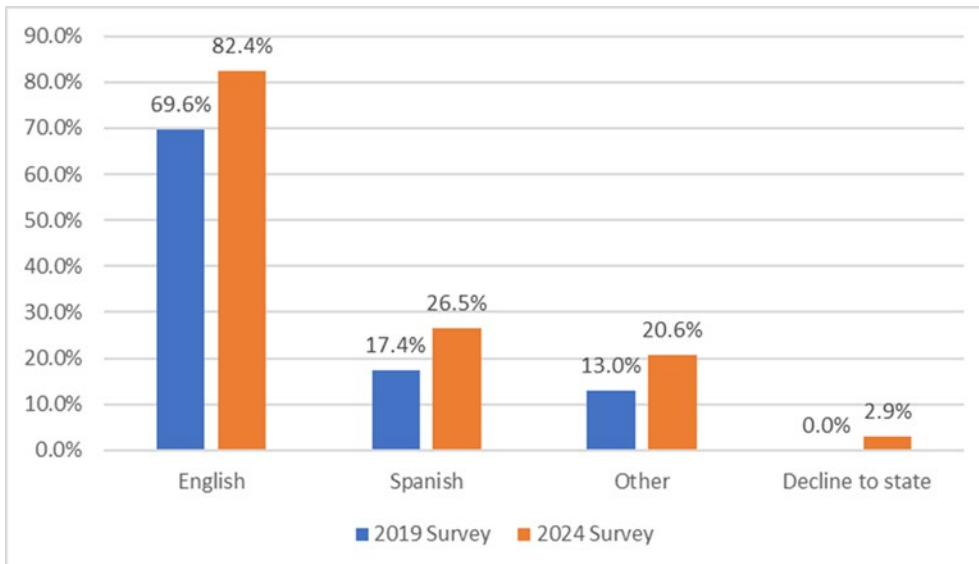
Exhibit 5.1.27 Household Size



Question 28: Please indicate which languages are spoken in your home. (select all that apply)

English was cited as the home language for approximately 82 percent of respondents. Approximately 27 percent indicated speaking Spanish. “Other” responses in the 2024 survey included Punjabi, Hindi, Yorube, Igbo, American Sign Language, and Vietnamese.

Exhibit 5.1.28 Respondent Home Language

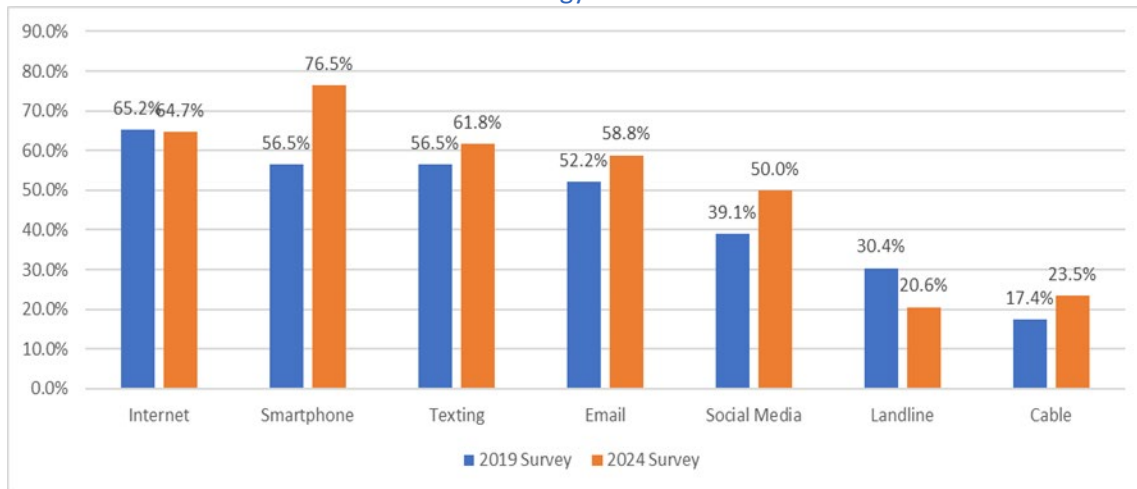


Question 29: Please indicate which of the following technologies you have access to, or regularly use. (select all that apply)

Compared to the 2019 survey, access to “pre-Internet” information technologies has shifted somewhat as Internet-related technology use has increased, from 30.4 percent with access to landlines in 2019 to 20.6 percent in the 2024 survey. For cable and satellite TV, usage/availability has increased from 17.4 percent in 2019 to 23.5 percent in 2024.

Overall, 76.5 percent have access to at least 1 form of the many various forms of Internet technologies, e.g., internet, smartphones, texting, email and social media. This reflects steady growth since the 2019 survey. The importance of brochures and information distributed on the bus remains relatively high.

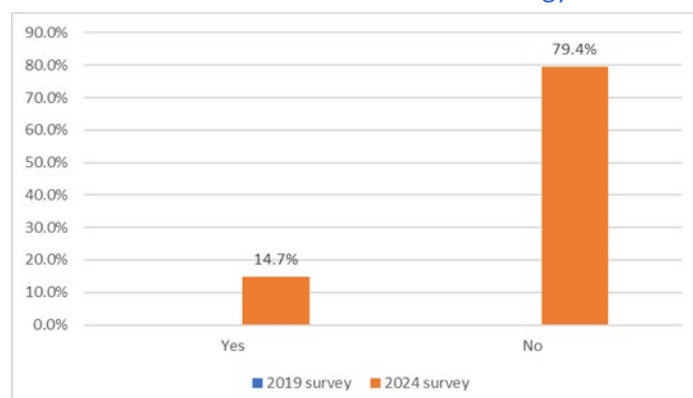
**Exhibit 5.1.29 Access to Information Technology**



Question 30: Are you aware that Manteca Transit hosts public workshops?

This question was added to the 2024 survey, with most respondents indicating they did not know of our workshops to expand the public knowledge of our transit systems

**Exhibit 5.1.30 Access to Information Technology**



## 5.2 MANTECA TRANSIT DIAL-A-RIDE SURVEY

In the 2024 effort, numerous surveys were handed out on the Dial-A-Ride buses, through an effort with Manteca Transit Dial-A-Ride bus drivers, but only fourteen surveys were returned by December 31<sup>st</sup>, 2024, the end of the Dial-A-Ride survey deadline.

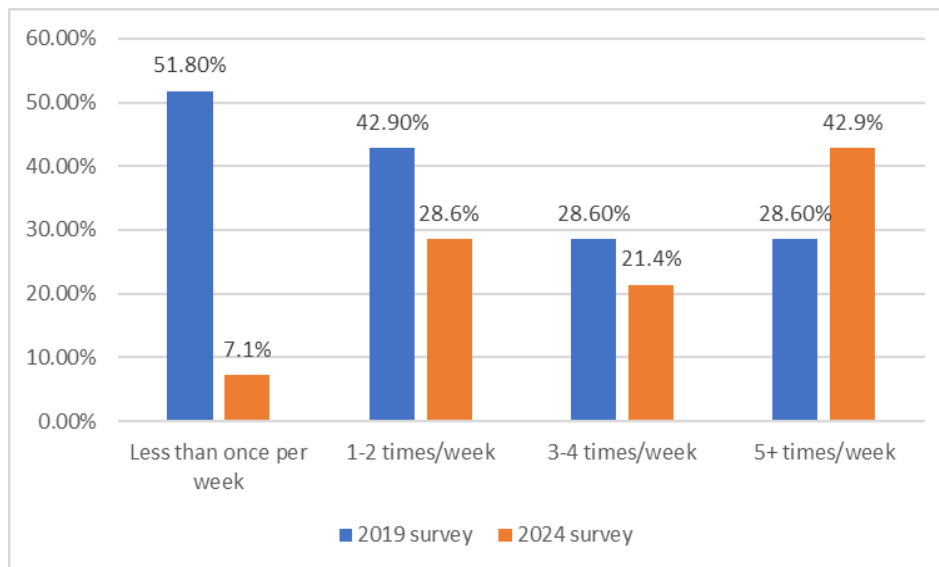
### Survey Instrument

The surveys in 2019 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. The 2024 survey was structured in a similar fashion, with two different sections, but contained twenty ‘primary’ questions with more follow-up questions and answers. 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 in a typical week. As seen in Exhibit 5.2.1, in the 2019 survey effort, the most common response was “less than once per week” at nearly 52 percent, while in the 2024 survey, the results indicated riders had begun to ride the Dial-A-Ride more frequently, with nearly 43 percent riding 5 or more times per week.

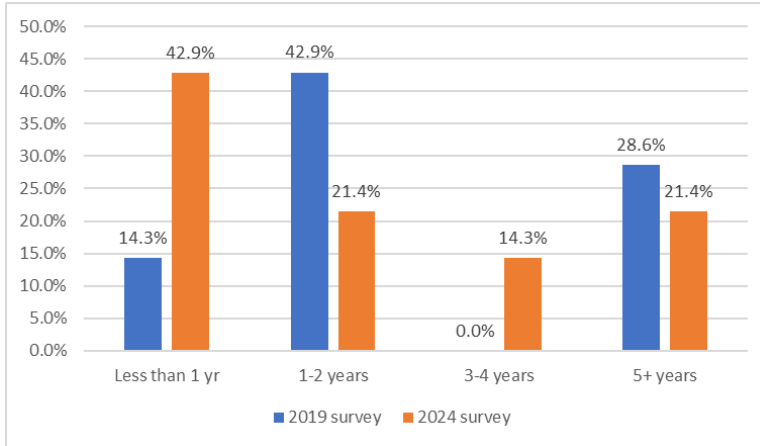
Exhibit 5.2.1 Trip Frequency



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 5.2.2, the most common response (42.9 percent) in the 2019 survey was “one to two years.” In 2024, the most common response was “less than one year,” with 42.9 percent.

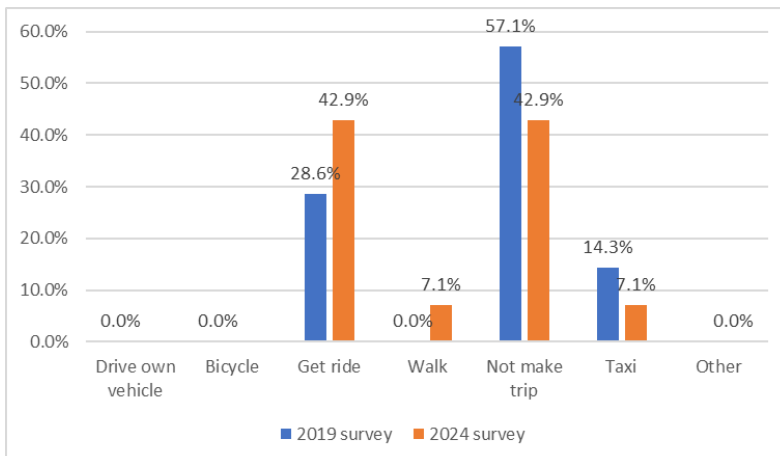
Exhibit 5.2.2 Duration of Patronage



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

In the 2019 survey, 57.1 percent indicated they would not make the trip. In the 2024 survey, many Dial-A-Ride users indicated they would either get a ride from “friend/family” or “Not make trip” at 42.9 percent each. While one would walk, and one would take a taxi.

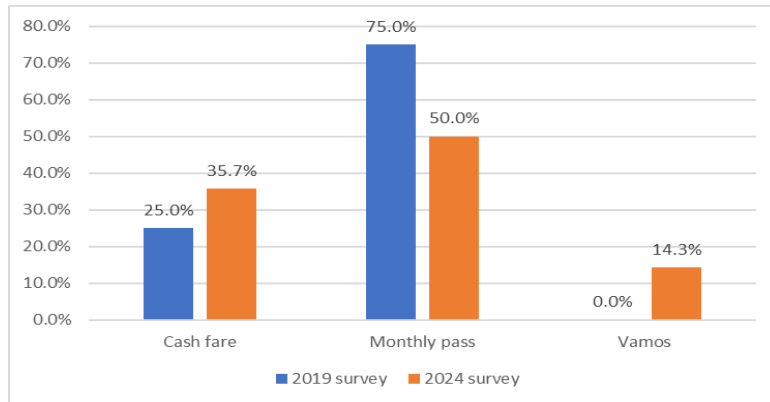
Exhibit 5.2.3 Alternatives to Manteca Transit Dial-A-Ride



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

In the 2019 survey, 75 percent of respondents used a monthly pass and 25 percent paid with a cash fare. The existence of the electronic pay (Vamos app) did not exist in 2019. In the 2024 survey, most users paid their fares with a monthly pass (50 percent), with only two riders paying electronically through the Vamos app (14.3 percent).

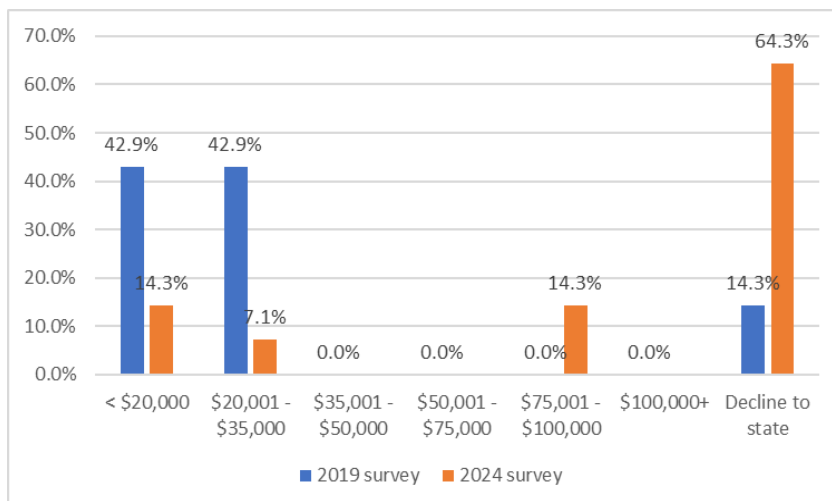
**Exhibit 5.2.4 Typical Method of Payment**



**Question 5: What is your approximate annual household income?**

Almost all respondents in the 2019 survey had household incomes of less than \$35,000, the majority less than \$20,000 per year. Two respondents in the 2024 survey answered, making between \$75,001 and \$100,000, with two more respondents answered less than \$20,000. Only one respondent answered between \$20,001 and \$35,000. Many of the respondents of the 2024 survey declined to state their income at 64.3 percent.

**Exhibit 5.2.5 Annual Household Income**

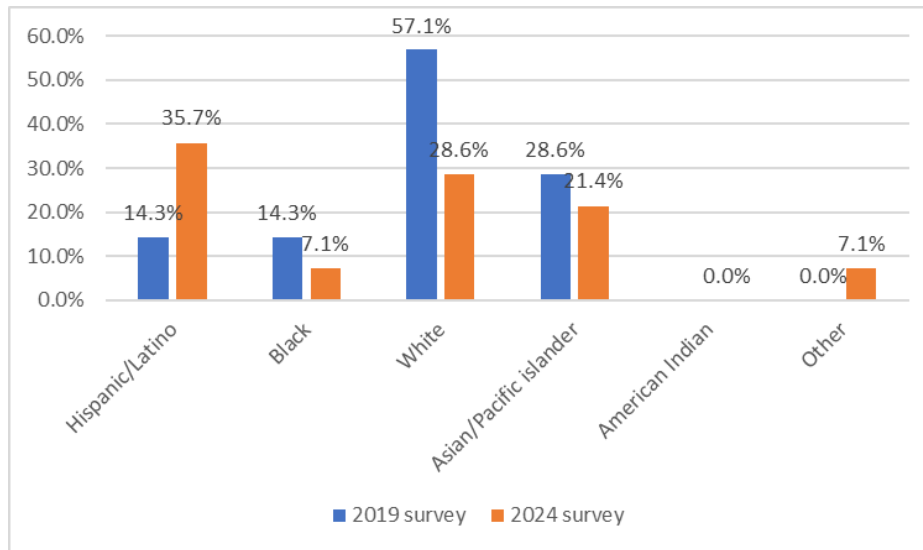




**Question 6: Please indicate your race/ethnicity.**

Exhibit 5.2.6 presents respondents' reported race/ethnicity. Approximately half in 2019 were "White," while the second most common answer was "Asian/Pacific Islander." In 2024, 35.7 percent were "Hispanic/Latino", while only 28.6 percent were "White."

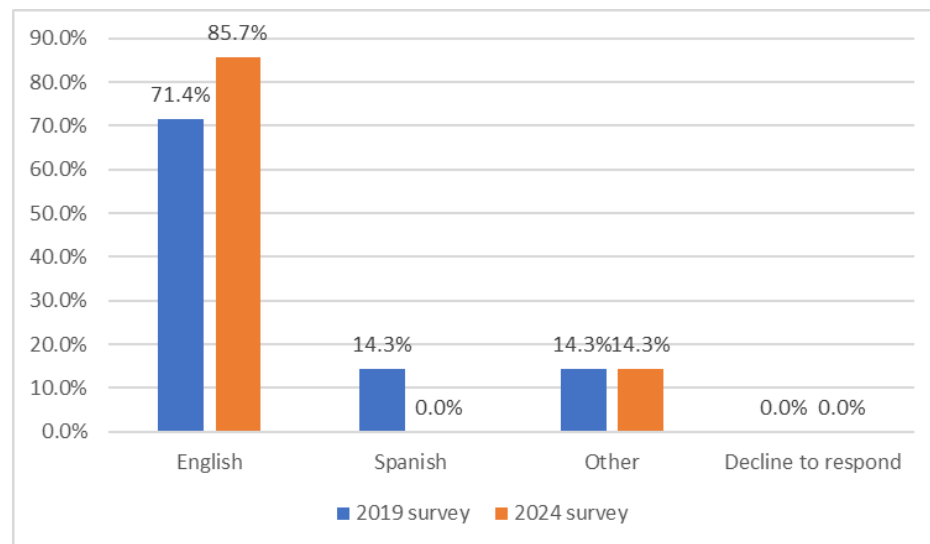
**Exhibit 5.2.6 Passenger-Reported Race/Ethnicity**



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

In 2019, 71 percent of respondents indicated speaking English at home, with 86 percent indicating English in the 2024 survey. One person did not indicate what they spoke at home. Two indicated they spoke "other" at home, specifying Tongan and Tagalog.

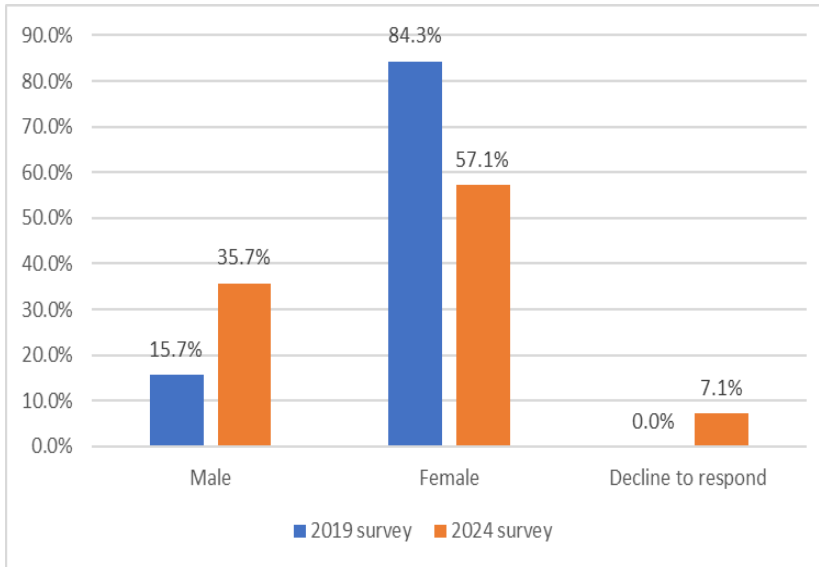
**Exhibit 5.2.7 Languages Spoken**



**Question 8: What is your gender?**

Survey respondents were overwhelmingly female at 84.3 percent in 2019 and 57.1 percent in 2024. Although, a dip in female ridership had occurred, and slight uptick in male riders, with male ridership in 2024 accounting for 35.7 percent. Only one respondent declined to respond.

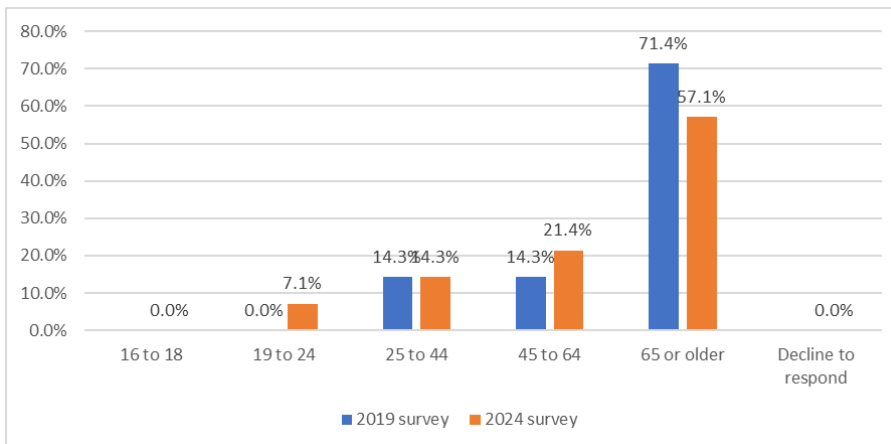
**Exhibit 5.2.8 Gender**



**Question 9: What is your age?**

As expected, most Manteca Transit Dial-A-Ride passengers are elderly persons, although in the 2024 survey there was a slight increase with younger age ranges, with one rider being 19 to 24, and three riders being 45 to 64.

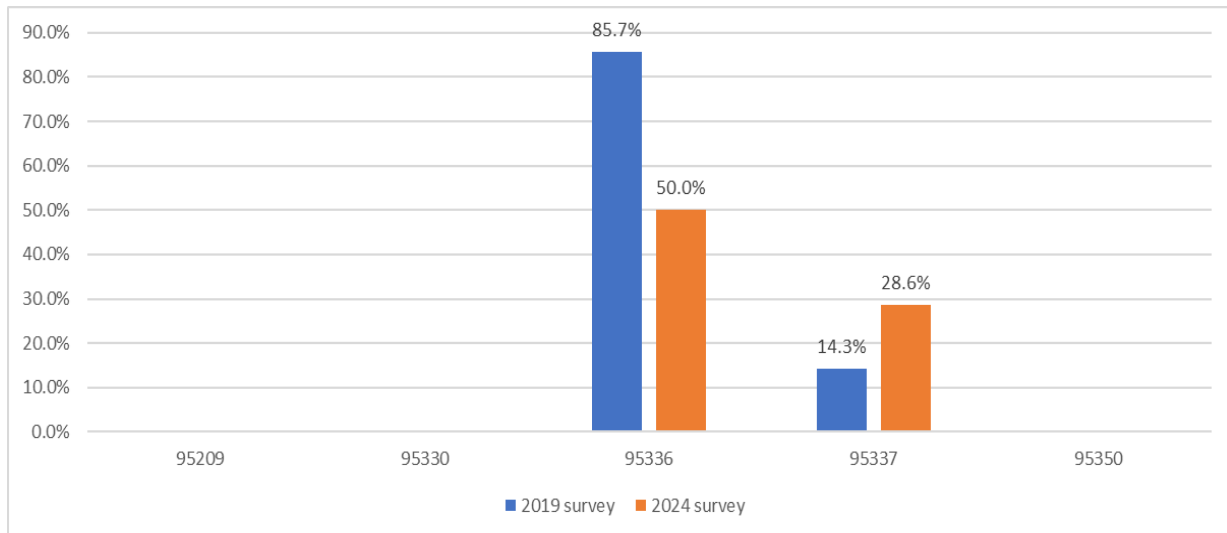
**Exhibit 5.2.9 Age**



**Question 10: What is your home zip code?**

Like the 2019 survey, all Manteca Transit Dial-A-Ride respondents' home ZIP codes are in Manteca, with a majority residing in 95336, similar to the 2019 survey.

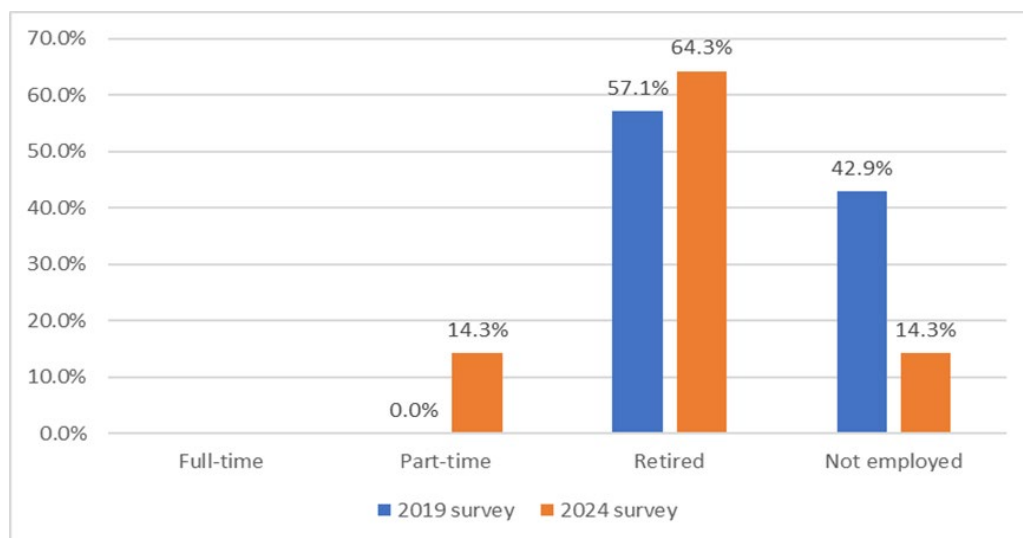
**Exhibit 5.2.10 Home Zip Code**



**Question 11: What is your current employment status?**

The overwhelming majority of respondents in both surveys identified themselves as “not employed” or “retired.” Only two respondents in the 2024 survey answered “part-time.”

**Exhibit 5.2.11 Employment Status**

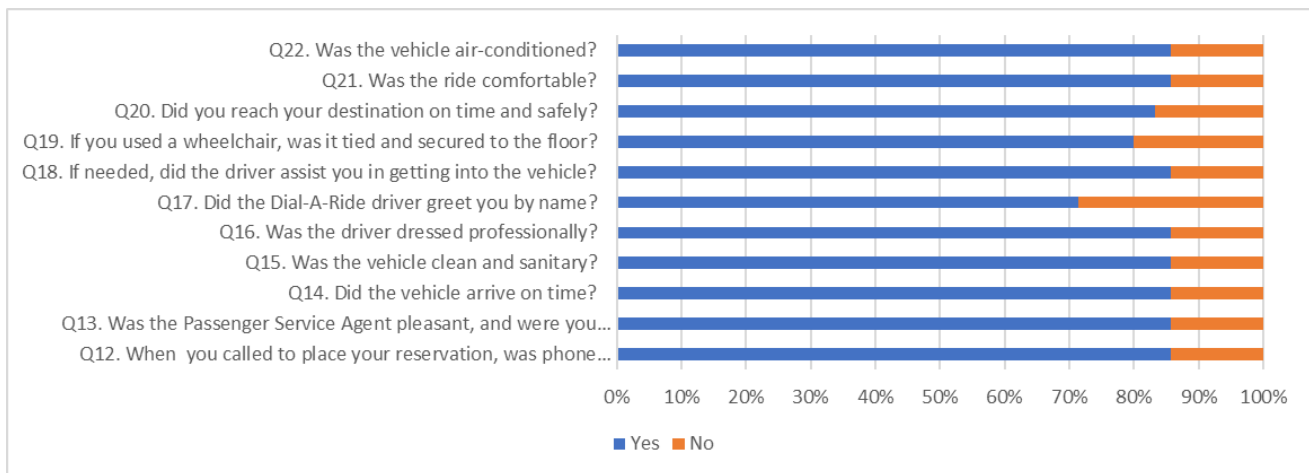


The following questions on both the 2019 and 2024 surveys asked participants to refer to their most recent trip while completing the survey. Questions 12 through 17 in the 2024 survey solicited yes/no responses to gauge overall passenger opinion regarding various service aspects, which are variations of 2019's survey questions 12 through 22.

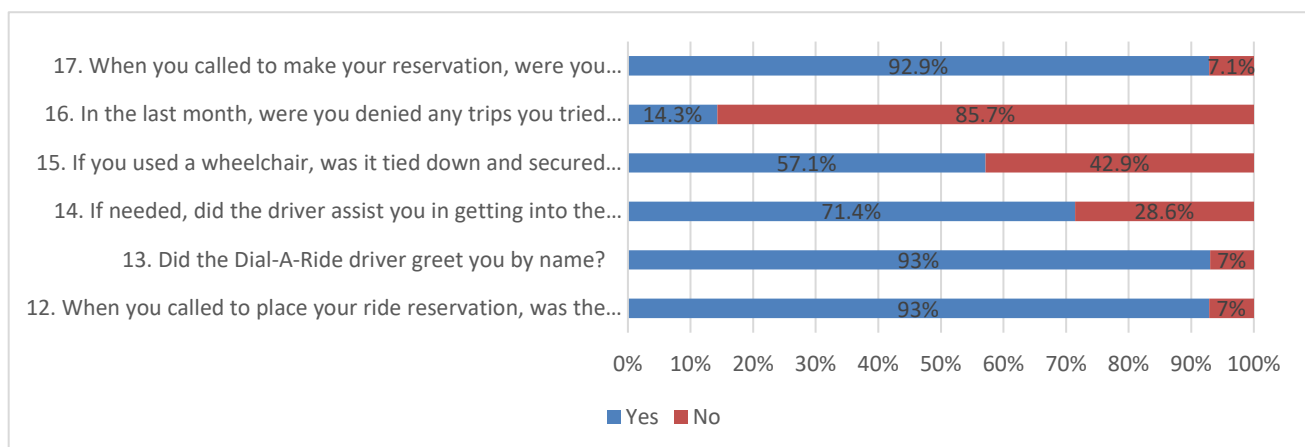
Exhibit 5.2.12a and 5.2.12.b presents the responses as a graph depicting the percentage of affirmative answers to each question, in the 2019 and 2024 surveys. As seen in the exhibits, passengers were overall quite pleased with the Manteca Transit Dial-A-Ride service.

The analysis for 2019 and 2024 were revised to display questions in the order asked, and to become understandable (order of questions reversed by Excel).

**Exhibit 5.2.12a Passenger Satisfaction 2019 Survey**



**Exhibit 5.2.12b Passenger Satisfaction 2024 Survey**

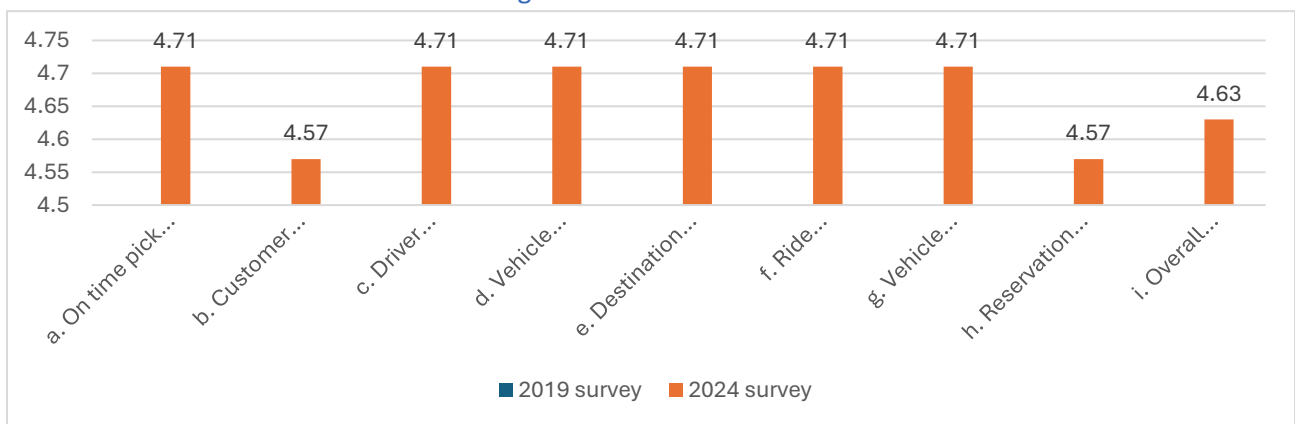


**Question 18: Please rate each of the following service characteristics on a scale of 1-5 (where 1 = poor and 5= excellent)**

To align closer to the 2024 Fixed Route question 10, and exhibit 5.1.10, in the 2024 survey we adjusted the Dial Ride question 18 and the exhibit 5.2.18. By doing so, we make our data easier to replicate in the future, and easier to compare to past data.

The service characteristics for the Dial-A-Ride surveys were “on time pick up,” “customer service agent professionalism (on phone),” “driver professionalism,” “vehicle cleanliness,” “destination on time arrival,” “ride comfortability,” “vehicle temperature control (A/C or heat),” “reservation process,” and “overall satisfaction of service.”

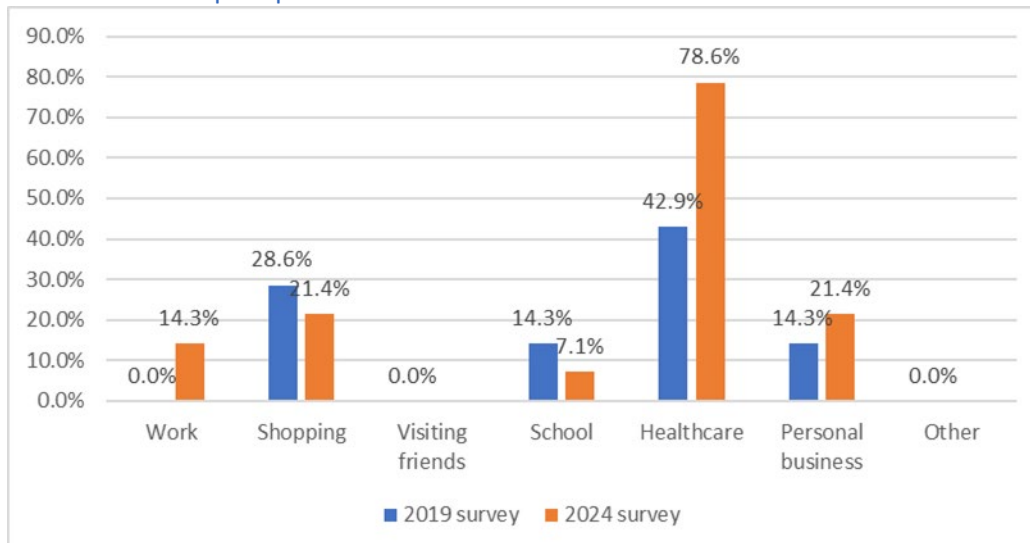
**Exhibit 5.2.18 Service Characteristics Rating**



**Question 19: What was the primary reason for the trip?**

“Healthcare” was reported as the most common trip purpose in both the 2019 and 2024 surveys with 78.6 percent in 2024, followed by “shopping” and “personal business” with 21.4 percent each.

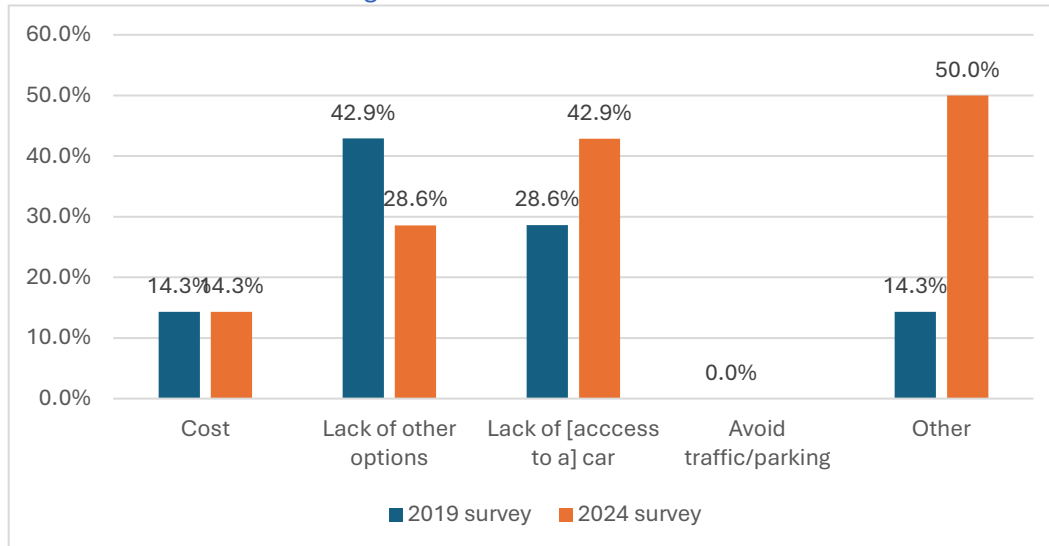
**Exhibit 5.2.19 Trip Purpose**



Question 20: Why did you choose Manteca Transit Dial-A-Ride for this trip?

“Lack of other options” was the most cited response in the 2019 survey, followed by “lack of [access to a] car.” In the 2024 survey, several persons cited multiple reasons for choosing Manteca Transit, but the most common was “Other” at 50 percent, followed by “lack of [access to a] car” at 42.9 percent.

Exhibit 5.2.20 Reason for Using Manteca Transit Dial-A-Ride



### 5.3 COMMUNITY SURVEY

In 2024, to support future transit service development, the City provided surveys and flyers with a QR Code to access the survey electronically, which included bilingual surveys that were available to the public through social media, public outreach events, website, Manteca Transit Center and on the buses. 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 distributed surveys and flyers with a QR Code to access the survey electronically, which included

bilingual surveys that were available to the public through social media, public outreach events, website, Manteca Transit Center and on the buses. The City received 20 valid responses through survey monkey, in addition to manual surveys.

### **Survey Instrument**

The survey included 26 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 10-ride bus pass.

### **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 service within the last 90 days?
- What is your zip code?

Approximately 78 percent of respondents said they had ridden Manteca Transit fixed route within the 90 days prior to survey contact. More than 75 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 the section.

### **Question 1: Where do you travel the most often within the City of Manteca?**

Respondents visited the following locations:

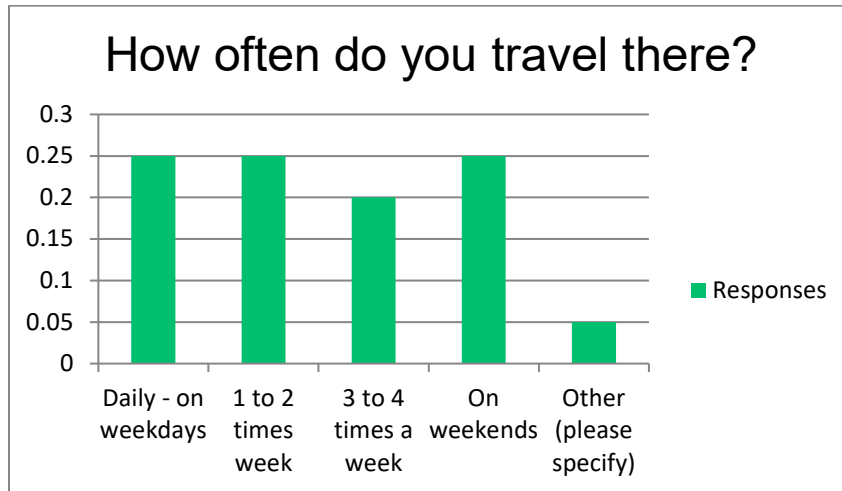
- Schools
- Hospitals/Medical Facilities
- Shopping Centers
- Parks
- Transit Centers
- City Hall
- Boys and Girls Clubs
- ACE Rail Stations

### **Question 2: How often do you travel there?**

Respondents were provided five options (including “other”) and were asked to select the answer that applied to them. 25 percent selected “Daily-on weekends, 1-2 times a week, on weekends” while 20 percent chose “3-4 times a week” and the other 5 percent selected “other”.



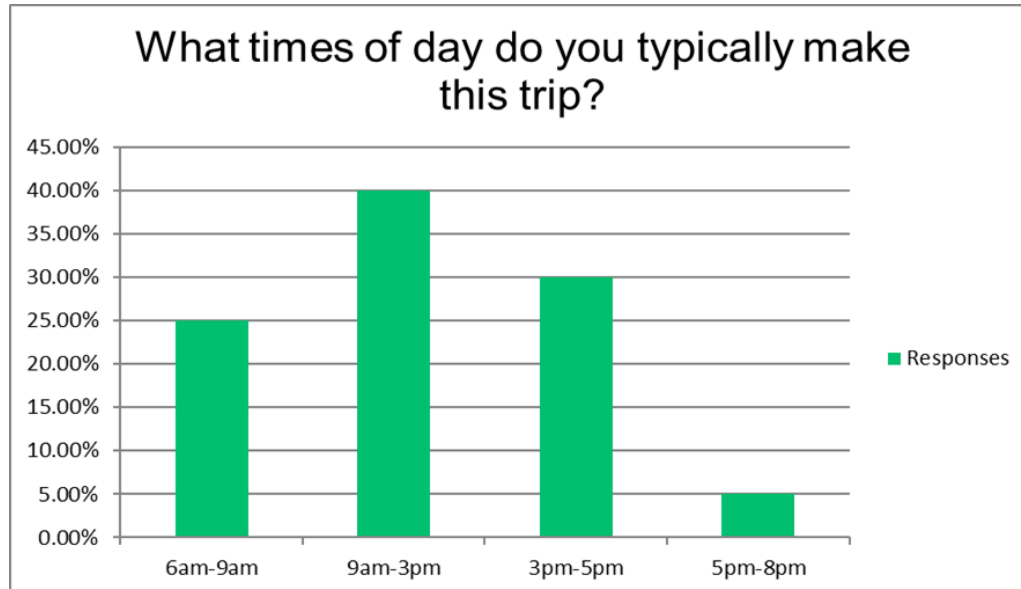
Exhibit 5.3.2 How often do you travel there?



**Question 3: What time of the day do you typically make this trip?**

40 percent of respondents ride Manteca Transit between 9am to 3pm, which is during working and school hours. That's followed by 3pm to 5pm with 30 percent.

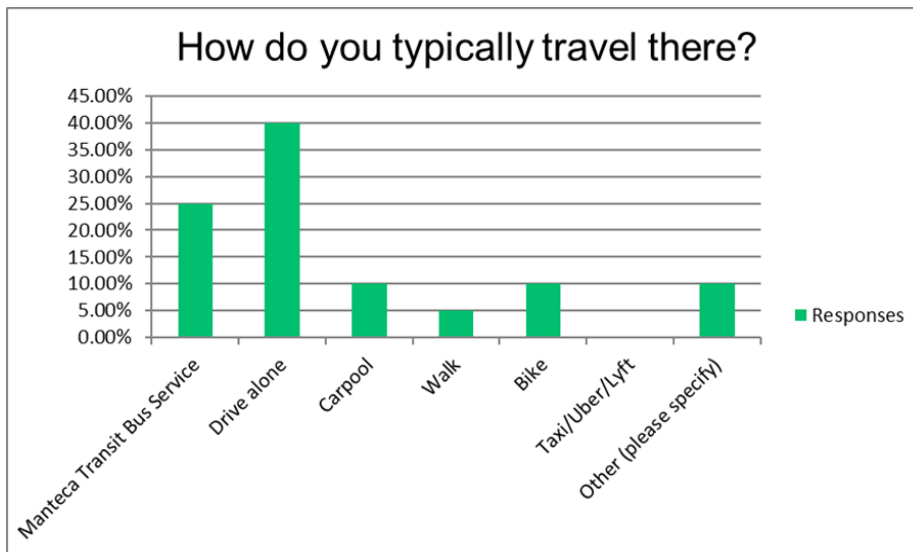
Exhibit 5.2.3 Time of Day Ridership



**Question 4: How do you travel there?**

This question was asked to assess how often a respondent uses Manteca Transit to travel to their destination. Twenty-five percent of respondents said they would use Manteca Transit.

Exhibit 5.2.4 Modes of Transportation



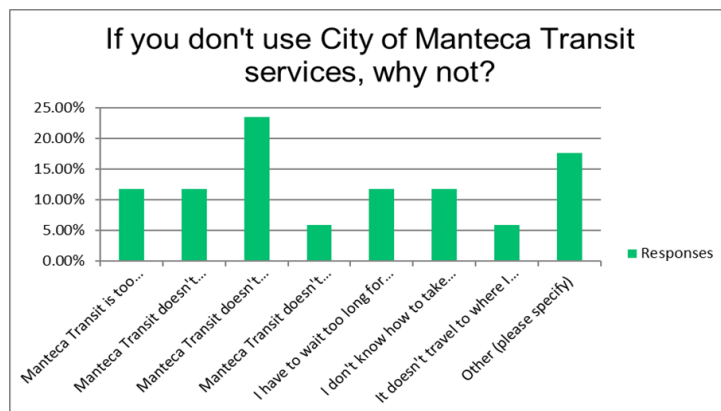
**Question 5: The stop(s) I use most often are:**

As this was a free form question, respondents could enter information freely. Many answers included “Manteca High School,” “McDonald’s,” or “general shopping centers,” among many other answers

**Question 6: If you don’t use Manteca Transit service, why not?**

Respondents were asked why they do not use Manteca Transit. Responses included “Manteca Transit is too expensive,” “Manteca Transit doesn’t run early enough,” “Manteca Transit doesn’t go where I need it to,” “Manteca Transit doesn’t run late enough,” “I have to wait too long for the bus to arrive,” “I don’t know how to use the bus,” “It doesn’t travel to where I need it to - Please tell us where under ‘other’,” and “Other (please specify).” The most common response was “Manteca Transit doesn’t go where I need it to” with 23.53 percent of responses.

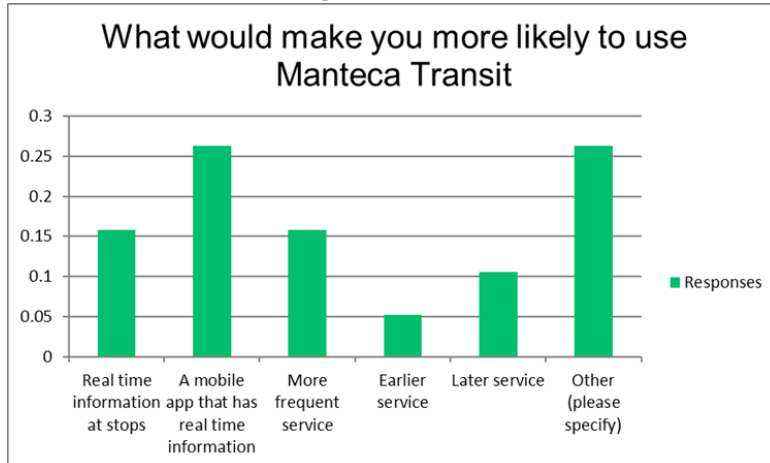
Exhibit 5.2.6 Reason for not utilizing Manteca Transit



**Question 7: What would make you more likely to use Manteca Transit?**

Respondents were asked what would increase the likelihood of them using Manteca Transit, if at all. The two most common responses “a mobile app that has real time information” and “other (please specify)” were tied for 26.32 percent.

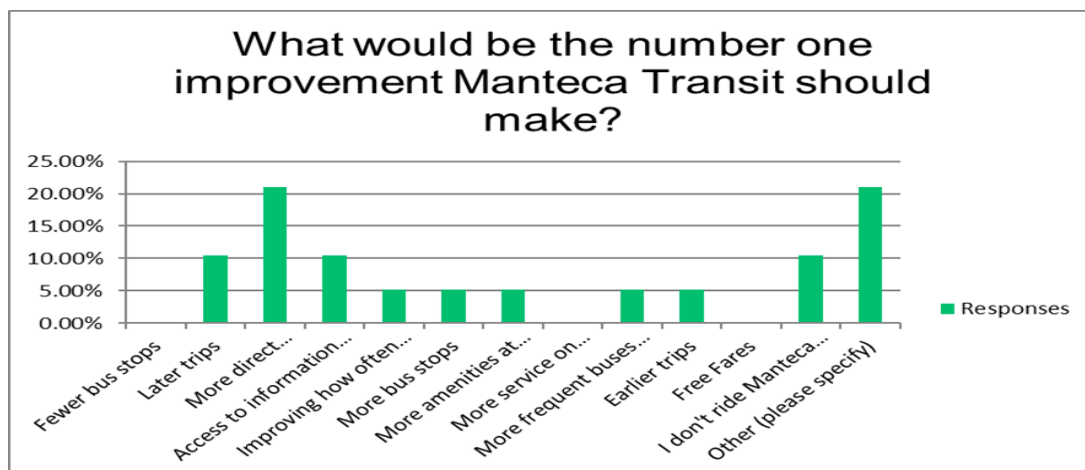
Exhibit 5.2.7 Increase Usage of Manteca Transit



Question 8: What would be the number one improvement Manteca Transit should make?

Respondents were asked what the number one improvement Manteca Transit should make. Answers included “fewer bus stops,” “later trips,” “more direct connections to where I want to go,” “access to information via Manteca Transit app,” “improving how often the bus is on-time,” “more bus stops,” “more amenities at stops like bike racks, covered shelters, and real time signage,” “more service on weekends,” “more frequent buses,” “earlier trips,” “free fares,” “I don’t ride Manteca Transit,” and “other.” The most common response was “more direct connections to where I want to go” and “other” with 21.05 percent.

Exhibit 5.2.8 Number One Improvement

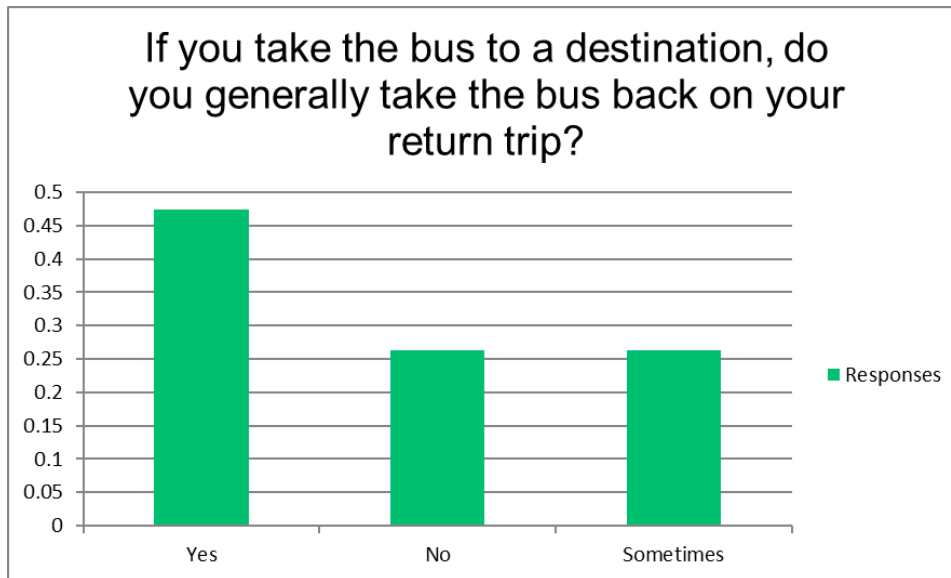


Question 9: If you take the bus to a destination, do you generally take the bus on your return trip?

Respondents were asked if they used the bus to return to their destination. Nearly two-thirds of

respondents rode the bus back at least sometimes, or always.

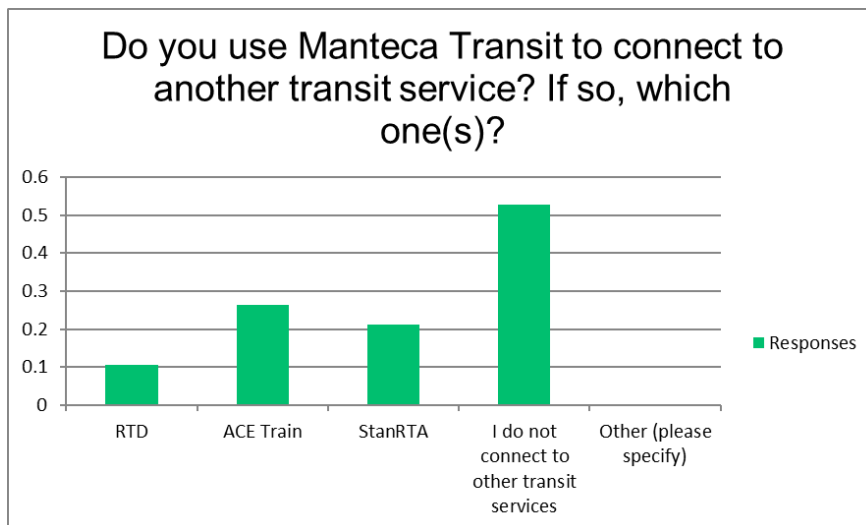
Exhibit 5.2.9 Return Trip on Bus



Question 10: Do you use Manteca Transit to connect to another transit service? If so, which one(s)?

Respondents were asked this to gauge whether they traveled outside of Manteca, and how respondents do so. 52.63 percent of respondents indicated they did not connect to another transit service, indicating they stay within Manteca when traveling. The remaining of the respondents indicated they use one or more of the following transit services: RTD, ACE Train, and StanRTA.

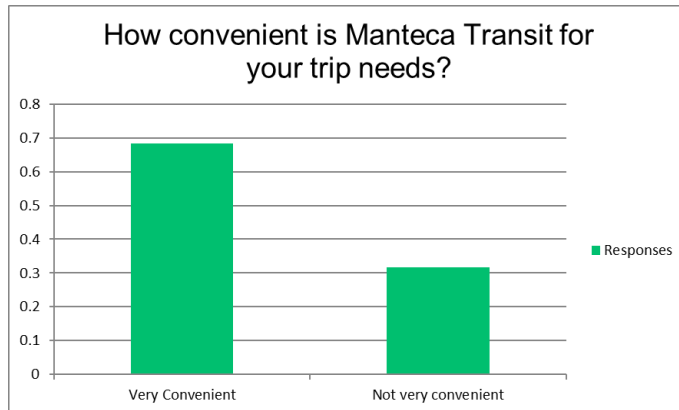
Exhibit 5.2.10 Connecting Transit Services



Question 11: How convenient is Manteca Transit for your trip needs?

This was asked to understand how convenient the transit service was for our community. Just over 68 percent of respondents indicated that our service was convenient for them to use.

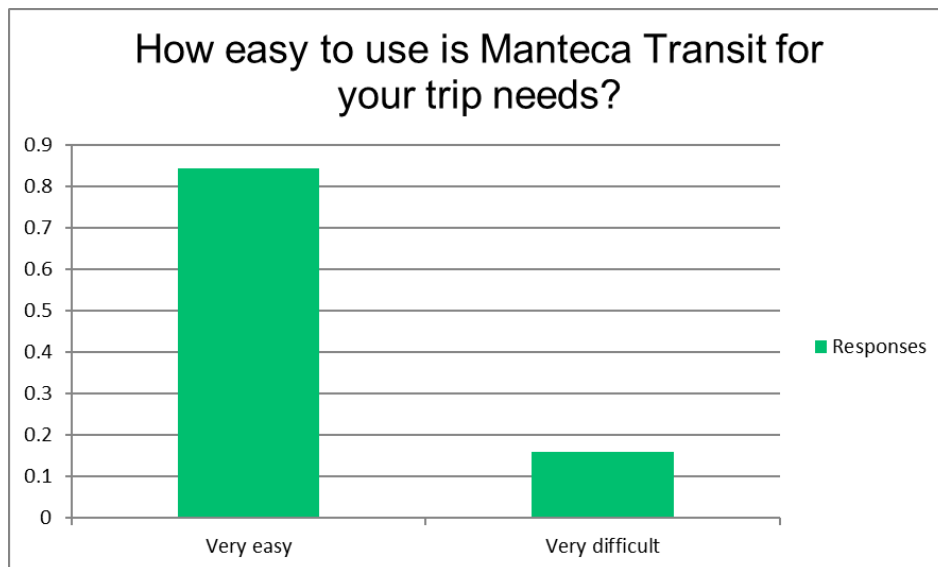
Exhibit 5.2.11 Manteca Transit Convenience



Question 12: How easy is Manteca Transit to use for your trip needs?

This was asked to understand how easy Manteca Transit was to use for the community. Just over 84 percent of respondents indicated it was "very easy" to use.

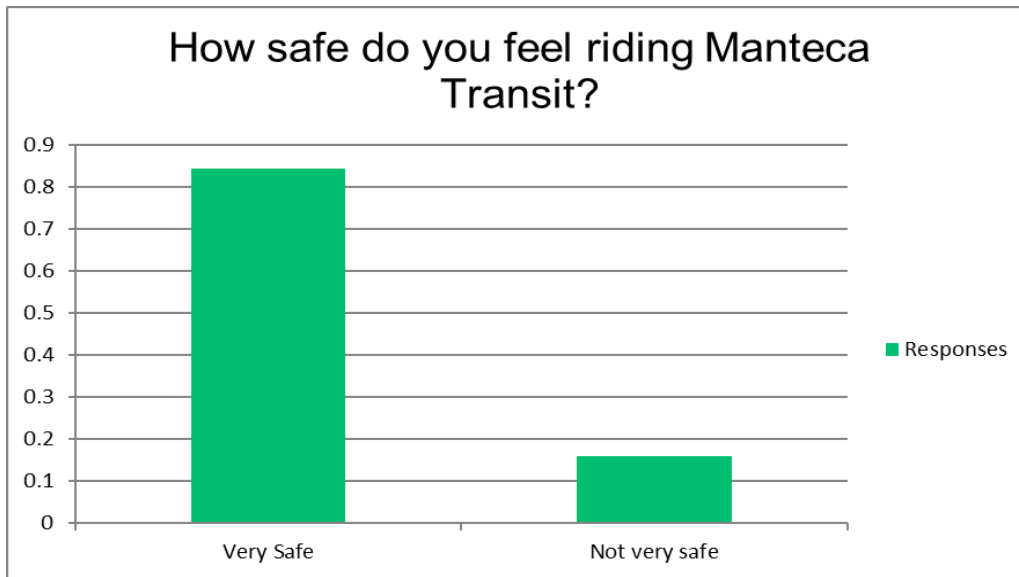
Exhibit 5.2.12 Method of Accessing the Internet



Question 13: How safe do you feel riding Manteca Transit?

Just over 84 percent of respondents indicated feeling safe using Manteca Transit.

Exhibit 5.2.13 Manteca Transit



Question 14: If you have an issue, how satisfied are you with Manteca Transit customer service?

Nearly 89 percent of respondents cited they were very satisfied with Manteca Transit customer service.

Exhibit 5.2.14 Customer Service Approval



Question 15: Do you have any other comments on how to improve Manteca Transit bus services? Please share them here.

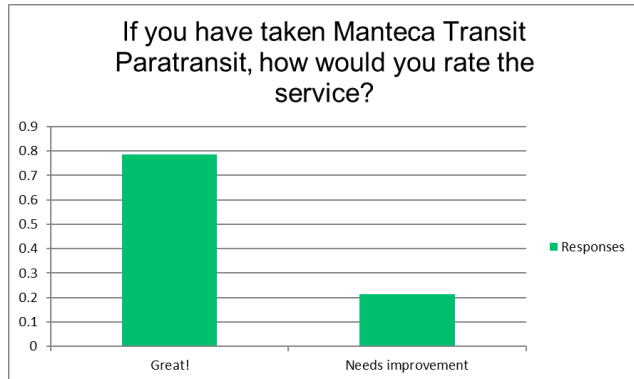
Respondents were asked to share their thoughts about improvements to the Manteca Transit bus services in a free format. Answers included “Drivers should not handle money, passengers should carry bus passes, purchase in the office,” “benches,” and “bigger busses for route 1 and 3.” Most respondents did not have

feedback to share and answered “no” or “N/A.”

**Question 16: If you have taken Manteca Transit Paratransit, how would you rate the service?**

With nearly 79 percent of respondents saying the service was “great”, most Dial-A-Ride customers were satisfied with the service.

**Exhibit 5.2.16 Dial-A-Ride Satisfaction**



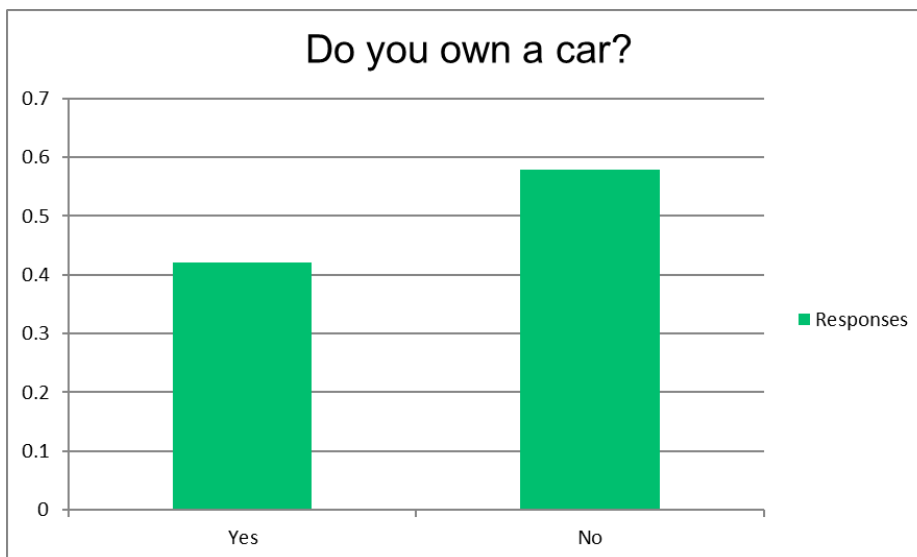
**Question 17: How would you improve Manteca Transit Paratransit?**

This question was asked in a free form format, allowing respondents to answer however they liked. Responses included “more seats,” “bigger buses,” “make it less expensive,” “get here on time,” among many other suggestions.

**Question 18: Do you own a car?**

Nearly 59 percent of respondents do not own a vehicle.

**Exhibit 5.2.18 Vehicle Ownership**

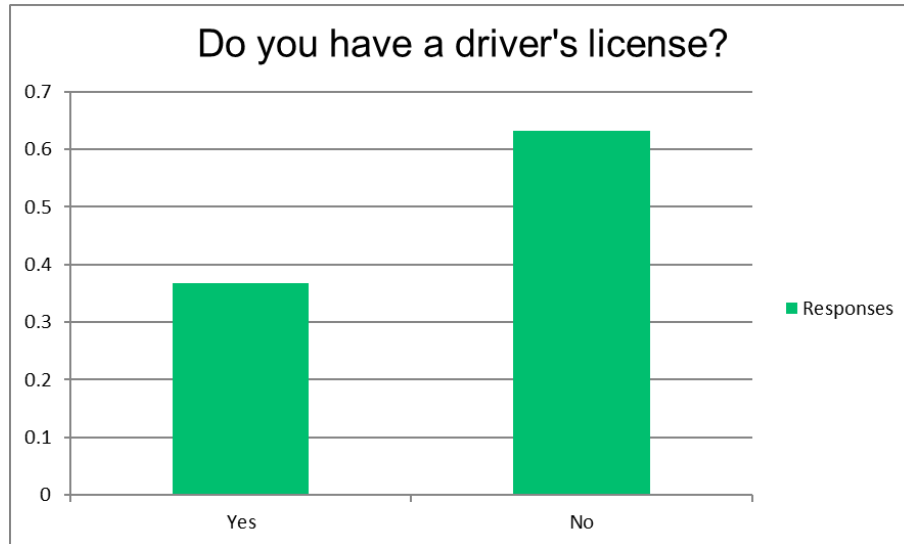


**Question 19: Do you have a driver’s license?**

Nearly two-thirds (63 percent) of respondents indicated they did not have a driver's license.



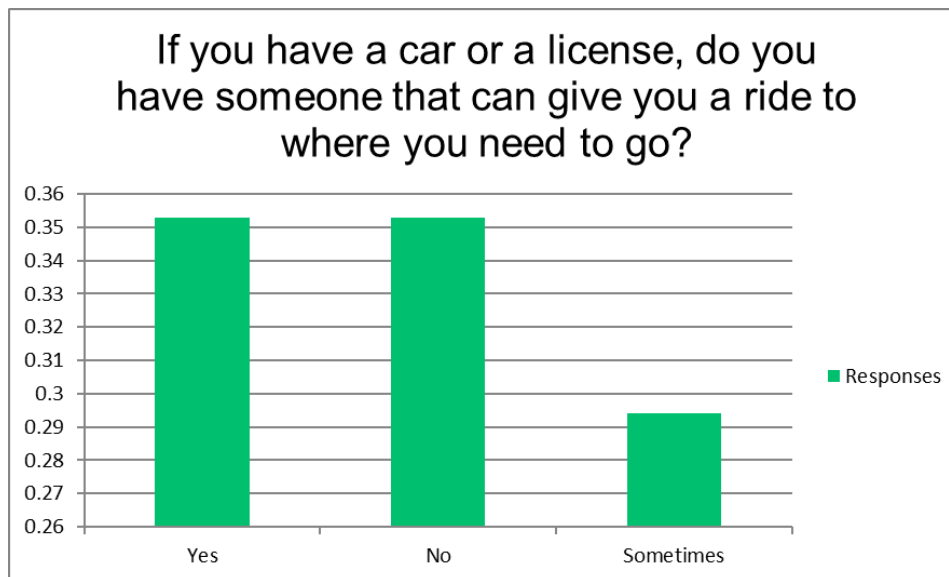
Exhibit 5.2.19 Licensed Drivers



Question 20: If you have a car or a license, do you have someone that can give you a ride to where you need to go?

Respondents equally answered "Yes" and "No", both at a little over 35 percent.

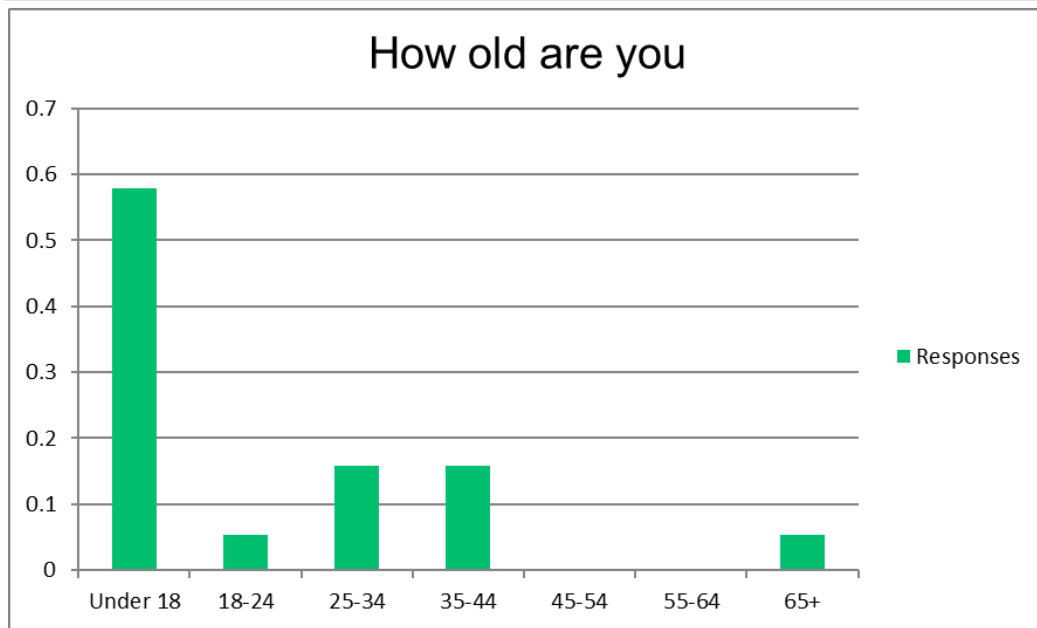
Exhibit 5.2.20 Licensed Drivers



Question 21: How old are you?

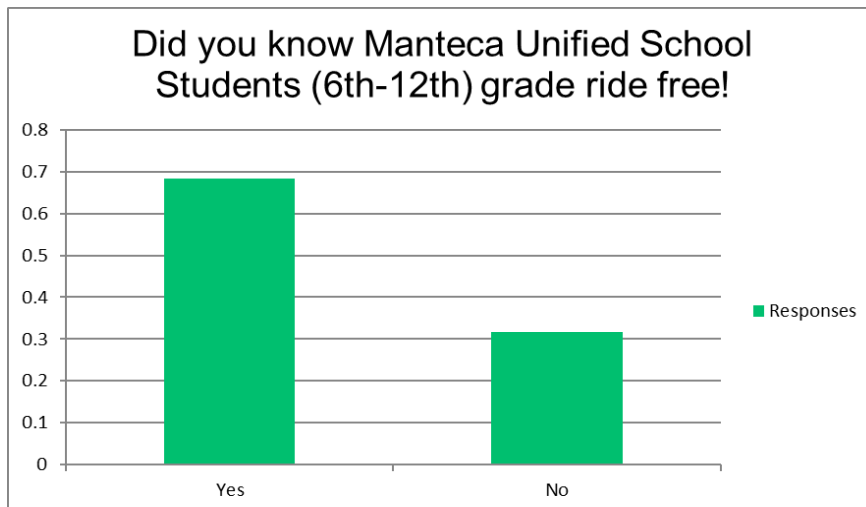
Nearly 58 percent of respondents answered they were under 18 years old. Age ranges of "25 to 34" and "35 to 44" were tied for second, with nearly 16 percent of respondents each.

Exhibit 5.2.21 Age



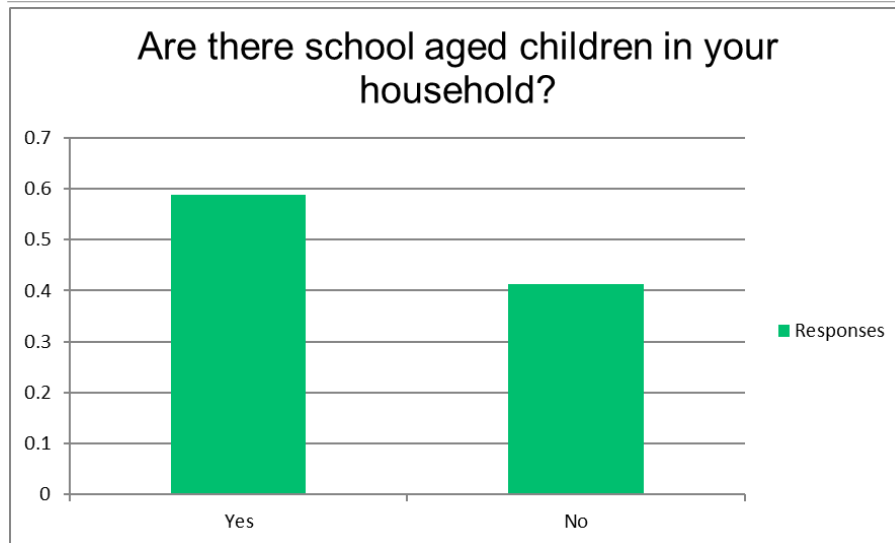
Question 22: Did you know Manteca Unified School Students (6th-12th) grade ride free!  
Fewer than 12 percent of respondents indicated being either a full- or part-time student.

Exhibit 5.2.22 Student Free Rides Awareness



Question 23: Are there school aged children in your household?  
Nearly 59 percent of respondents indicated having school aged children within their household.

Exhibit 5.2.23 School Aged Children



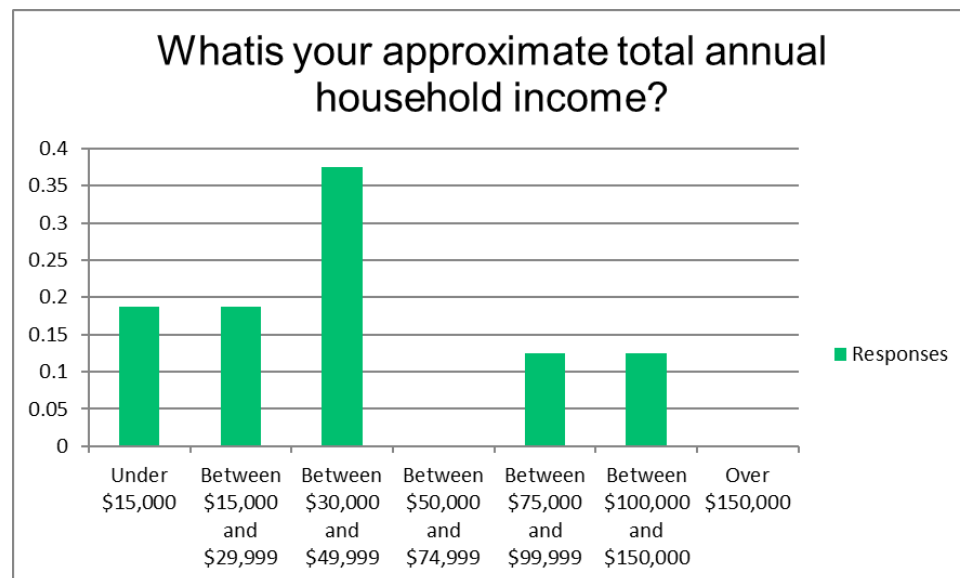
**Question 24: What are the cross streets closest to your home?**

As this question was asked in a free format, respondents could answer however they see fit. Some answers included “Main and Elm,” “Mission Ridge Dr and Locust Avenue,” “March Lane,” “Alameda,” and many other answers

**Question 25: What is your approximate total annual household income?**

Just over one-third (37.5 percent) of respondents answered their household income was between “\$30,000 and \$49,999.” Another 37.5 percent indicated they made “less than \$15,000” or “between \$15,000 and \$29,999.”

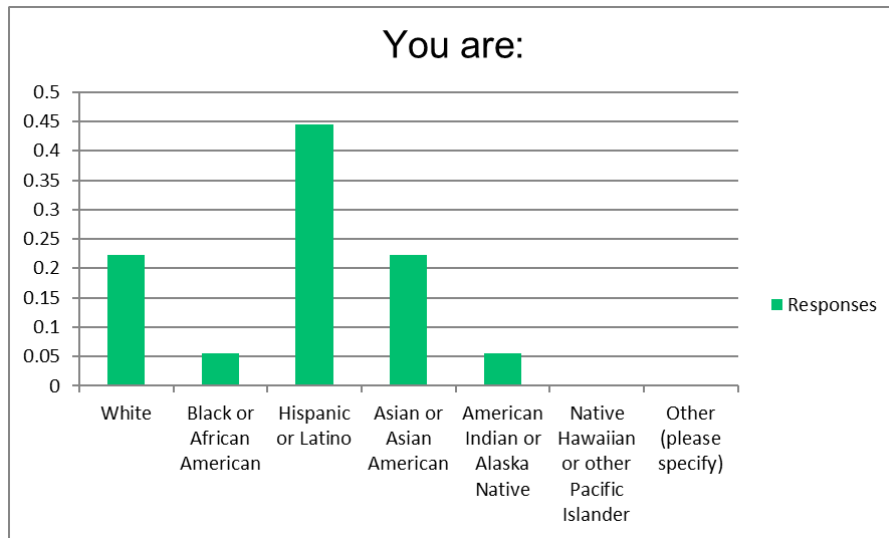
Exhibit 5.2.25 Household Income



**Question 26: You are:**

Respondents were asked to indicate their race or ethnicity. The most common response was “Hispanic or Latino” with 44.44 percent, followed by “White” and “Asian or Asian American” tied at 22.22 percent.

Exhibit 5.2.26 Race/Ethnicity



#### ACE Train Rider Survey

To gain a clearer understanding of ACE Train Shuttle passengers' travel behaviors and overall satisfaction, we conducted a survey targeting current users of the service. The survey aimed to collect feedback in the following key areas:

**Frequency of Use** – Participants were asked how many times per week they use the ACE Train Shuttle service.

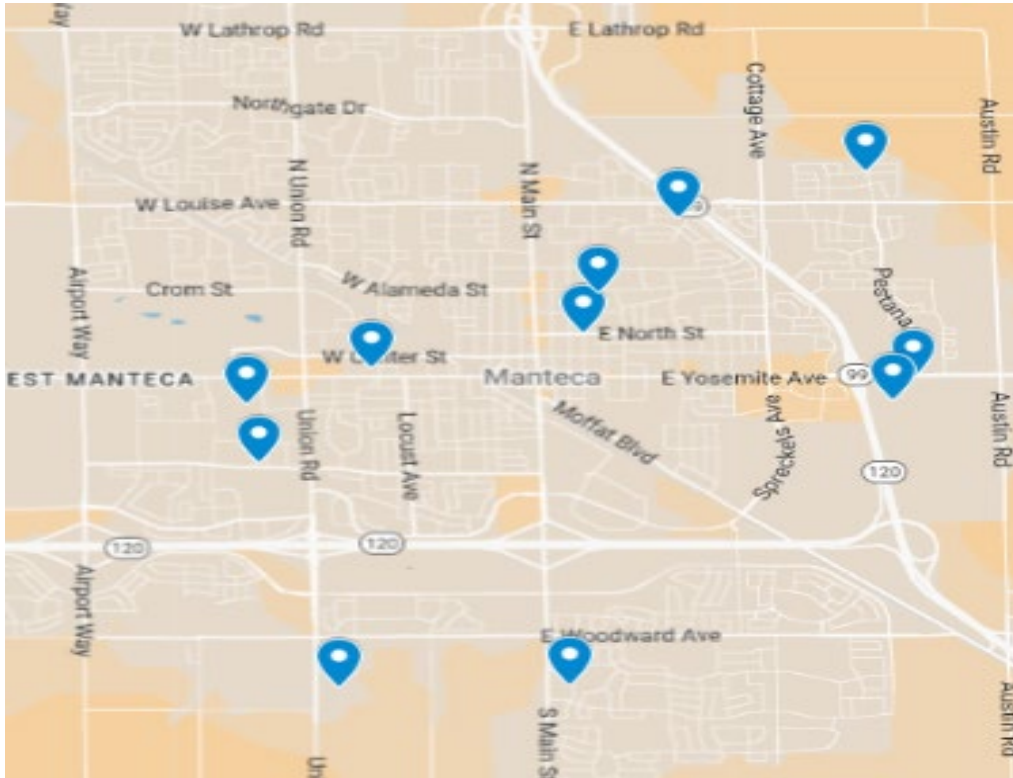
**Service Satisfaction** – Respondents rated various elements of the service, such as reliability, customer service, and overall satisfaction.

**Trip Origins** – The survey gathered data on where riders were traveling from, helping identify geographic patterns and opportunities for service improvements or expansion.

The insights from this survey will inform future service planning, help allocate resources more effectively and support targeted marketing strategies aimed at enhancing the rider experience and increasing ridership.

Below is a map (5.2.27) showing where riders were traveling from to reach the Transit Center and board the shuttle.

Exhibit 5.2.27 ACE Riders



## 5.4 COMMUNITY WORKSHOPS

In addition to surveying efforts, seven community workshops between Summer 2024 and Spring 2025 were held in order to interact with current/potential transit passengers, provide information about the project (including survey findings), Route improvements and collect feedback from members of the community regarding service recommendations. In addition, public workshops was held on the following dates:

### Exhibit 4.4.1 Community Meetings/Workshops

Thursday, June 27, 2024	
Manteca Transit Center	12:00PM
Manteca Transit Center	5:00 PM
Wednesday, January 29, 2025	
Manteca Transit Center	12:00 PM
Manteca Transit Center	5:00 PM
Wednesday, April 30, 2025	
Woodward Park	5:00 PM
Thursday, May 8, 2025	
Easkton Senior Living	2:00PM
Wednesday, June 18, 2025	
Manteca Senior Center	11:30AM

## **CHAPTER 6 – 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 MTM staff as summarized in the Existing Service Evaluation.

### **6.1 RECOMMENDATIONS BY CATEGORY**

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

#### **A. Administrative Recommendations**

- Develop and implement a multi-year (phased) bus stop improvement program.
- Introduce a day pass program to provide more flexible fare options.
- Expand the availability and accessibility of transit passes.
- Enhance fare collection systems, including electronic payment methods.
- Seek technology systems to enhance staff productivity and improve overall operational efficiency across the system.
- Actively pursue and seek all available grants to support public transit operations.
- Strengthen marketing initiatives to boost ridership.
- Establish a Finance position in the Transit Division dedicated to assisting and managing transit funding, regulatory reporting, and TDA claim processing.

#### **B. Operational Recommendations**

- Revise current route alignments so as to increase “transit footprint” throughout Manteca.
- Adjust current route alignments to broaden the overall reach of transit services within Manteca.
- Modify Route 1 near Stadium Center to improve on-time performance.
- Update Route 2 and Route 4 to serve newly developed areas south of Highway 120.
  - Extend service on route 2 south of Woodward Park.
  - Extend service on route 4 along Woodward Avenue toward the McKinley Avenue area.
- Conduct a comprehensive route redesign study to evaluate current Manteca Transit services, travel patterns, and future developments. The goal is to improve route efficiency, reliability, and connectivity, with consideration for new trends like on-demand transit. This effort is especially important with the upcoming ACE Train Station and development of the Family Entertainment Zone (FEZ).
- Enhance accessibility to the current ACE Train Station by improving the Manteca Transit’s ACE Shuttle connections through route deviations and flexible transit options that better serve

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nearby neighborhoods, mobility hubs and key destinations.

- Expand mobility options in Manteca to better serve the community during the hours when Manteca Transit is not operating. This may include forming partnerships or launching a dedicated mobility program. The following option is recommended:
  - Consider the launch of a Micro Transit program with service hours tailored to high-demand periods outside of Manteca Transit’s regular schedule, such as Sundays, early mornings, and late nights. Micro Transit uses app-based, on-demand technology to allow passengers to request curb-to-curb rides within defined service areas and timeframes. Unlike fixed-route service, this flexible model can better serve outlying neighborhoods and support convenient cross-town trips.
- Evaluate potential future fare adjustments to align with the regional fare structure, improving convenience and consistency for passengers. Fare increases would only be considered if a funding shortfall is identified and after a thorough assessment of the service’s financial sustainability.
- Establish a dedicated route that continuously serves key popular destinations in Manteca throughout the day. Potential stops include the Family Entertainment Zone (FEZ), The Promenade Shops at Orchard Valley, Downtown Manteca, the Manteca Transit Center, and other major attractions.
- Introduce a new route designed to transport high school students to and from all Manteca high schools, while remaining open to the public. The route schedule will align with school bell times, adjusting for regular, late start, and minimum day hours during mornings and afternoons. This service will operate Monday through Friday throughout the academic year.
- Consider establishing a shuttle route connecting Manteca with Stockton Metropolitan Airport and return.

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## 6.2 ADMINISTRATIVE RECOMMENDATIONS

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

In 2018, the city completed an inventory of 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 in the start-up of fixed route. Upon completion of the initial round of improvements approximately 12 stops feature shelters. In 2020, new routes were introduced by adding Route 4 and splitting Routes 2 and 3. During this period, staff conducted a thorough inspection of all bus stops and upgraded several amenities, including installing new bus signs, information boxes, and solar lighting at bus shelters. Additionally, the City added two new bus shelters to improve passenger comfort.

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. Staff should develop an assessment plan for all amenities, including a schedule for removing outdated bus shelters and benches. Additionally, a strategy should be established to prioritize maintenance and upgrades at locations with high usage.

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 with the best practices.

Bus shelters and benches no longer used should be removed.

### *Implement a day pass program.*

Implement a day pass program to offer riders a cost-effective and convenient fare option for unlimited travel within a single day. The city currently provides free transfers between its four fixed routes, which facilitates seamless connections for passengers. Introducing a day pass would complement this by simplifying fare collection, encouraging greater transit ridership, and improving overall customer satisfaction. Additionally, the program could attract occasional and new riders by providing an affordable way to explore the transit system without worrying about multiple fare payments throughout the day. This initiative supports the city's goals of increasing public transit accessibility and reducing traffic congestion.



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The new Genfare Odyssey fare collection system has been configured to support the implementation of a day pass program, accommodating various rider categories including adults, youth, seniors, persons with disabilities, and Medicare card holders.

*Improve availability of transit passes*

Providing easy access to transit fare media, such as multi-ride and monthly passes, plays a key role in encouraging ridership by offering passengers added convenience and potential cost savings. Currently, transit passes are available for purchase onboard Manteca Transit vehicles, at the Manteca Transit Center, and at the City's Parks and Recreation Department office. While these locations may meet current demand, their limited availability can reduce both the visibility and accessibility of transit services across the broader community.

To address this, expanding fare media sales to include online options—such as through the City's website and other integrated platforms—would greatly enhance convenience for riders. Establishing an online sales system is one of the most effective ways to increase access to transit passes. By incorporating established payment platforms like Apple Pay, PayPal, and others, the City could offer 10-Ride and 31-Day passes online, making the purchasing process more flexible and accessible for a wider range of users. In addition to improving customer convenience, implementing an online sales portal would increase Manteca Transit's digital presence and lay the groundwork for potential future upgrades.

To ensure equity and inclusivity, a "pass-by-mail" program should also be introduced. This would involve providing order envelopes onboard buses, enabling passengers without internet access or the ability to visit a sales outlet to request passes by mail.

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

Manteca Transit has purchased and continues to improve 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. MTM is in the process of transitioning from manual collection and manual passes to the electronic fare collection system. It is very critical and important that the City continues to monitor this transition and establish a joint relationship with MTM with Genfare to ensure future needs are met with the new Genfare system.

The Manteca Transit utilizes the Masabi mobile ticketing app to enhance rider convenience and streamline fare collection. Through the app, passengers, including adults, youth, seniors, persons with disabilities, and Medicare cardholders—can easily purchase bus tickets directly from their smartphones. This eliminates the need for cash transactions onboard and allows for quicker boarding times. In addition to simplifying the rider experience, the Masabi system provides valuable reporting capabilities by capturing data on ticket usage and rider demographics. These insights help Manteca Transit better understand ridership patterns, support data-driven service planning, and improve overall transit operations.

To further enhance convenience, Manteca Transit should continue to upgrade and expand available payment options—such as implementing contactless payment technologies—to make boarding even more accessible and efficient for all passengers.

*Seek technology systems to enhance staff productivity and improve overall efficiency*

Manteca Transit should actively seek and implement technology systems that enhance staff productivity and improve overall operational efficiency. By integrating modern tools—such as automated scheduling software, route planning, digital reporting systems, and electronic document management—staff can reduce manual processes, streamline workflows, and focus more on strategic tasks. These technologies not only support day-to-day operations but also improve communication, data accuracy, and service delivery. Investing in the right systems will help ensure that Manteca Transit operates efficiently and is well-equipped to meet the evolving needs of the community.

The team will also explore the adoption of modern software tools, applications, and business process improvements to enhance Manteca Transit operations, ensuring that these technological advancements are integrated into informed decision-making.

*Pursue and Seek all available grants to support public transit operations.*

Historically, the City has not fully leveraged all available competitive or discretionary grant opportunities. However, with rising operating and capital expenses, actively pursuing such funding will become increasingly critical. To promote financial sustainability and support the expansion of services, the City should implement a proactive and strategic approach to identifying and securing grant funding.

As part of this effort, creating a dedicated Transit Finance position would be highly beneficial. This role would focus on managing grants, preparing required reports, and handling Transportation claims. The staff member would also engage in webinars, in-person trainings, and Q&A sessions to stay informed about funding opportunities and compliance requirements.

Examples of relevant federal grants include the Buses and Bus Facilities Competitive Program and the Low or No Emission Vehicle Program.

*Increase marketing efforts to increase ridership.*

Chapter 6 provides additional information to further promote Manteca Transit to the residents and visitors of Manteca. Manteca Transit has been actively expanding its marketing efforts to raise awareness and increase ridership across the community. Outreach initiatives have included participation in local events such as the Watermelon and Pumpkin Festivals, as well as targeted engagement at Sierra and Manteca High Schools to connect with younger riders. In addition, Manteca Transit has promoted its services through advertising at the AMC Movie Theater, on

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social media platforms, and on the City’s website. Promotional campaigns, such as highlighting free fare periods, have also been featured in Manteca Transit buses to capture the attention of current and potential riders.

To build on this momentum, Manteca Transit should seek additional ways to market its services to residents. Potential strategies include improving partnerships with local businesses and community organizations, launching a transit ambassador program, adding advertisements on music apps (Spotify, Pandora, etc), distributing brochures in public buildings, creating short educational videos for social media, hosting pop-up informational booths at community events, and working with schools, senior centers, and employers to promote transit services. These efforts aim to strengthen public engagement, attract new riders, and reinforce the value of transit within the community.

#### *Establish a Finance position dedicated to the Transit Division*

Establishing a dedicated finance position within the transit division will significantly enhance the management of funding, regulatory reporting, and Transportation Development Act (TDA) claim processing. This specialized role will focus on securing and managing grants, financials, ensuring compliance with funding requirements, audits and maintaining accurate and timely financial reporting. By centralizing these responsibilities, the transit division can improve the efficiency and accuracy of its fiscal operations, reduce the risk of delays, and strengthen its ability to meet regulatory obligations. Ultimately, this position will support the sustainable growth and financial health of the transit system, enabling better resource allocation and informed decision-making

### **6.3 OPERATIONAL RECOMMENDATIONS**

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#### *Adjust current route alignments to broaden the overall reach of transit services*

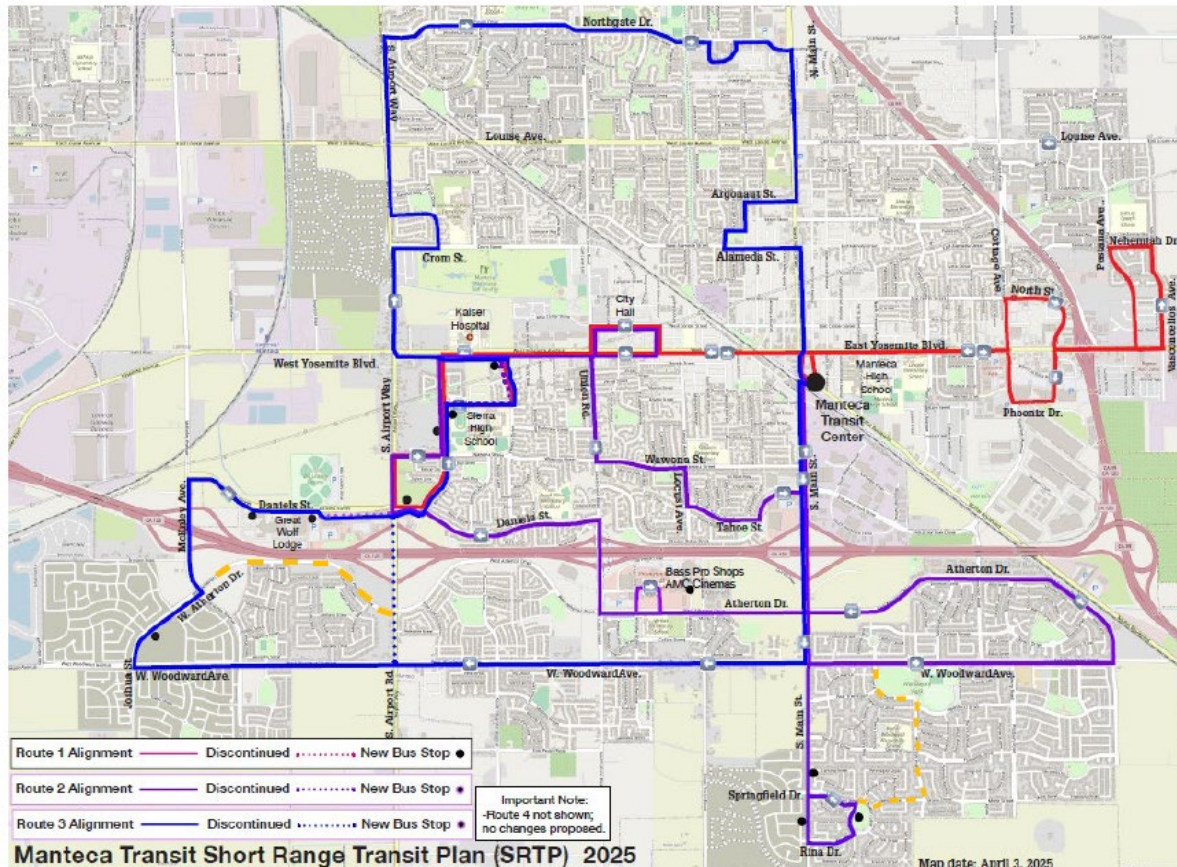
Manteca Transit is actively evaluating opportunities to revise current route alignments in order to expand its overall transit footprint and better meet the evolving needs of the community. Realigning routes will allow the system to reach underserved neighborhoods, connect to key destinations such as schools, shopping centers, medical facilities, and employment hubs, and improve overall system efficiency. These strategic adjustments aim to close existing service gaps, increase ridership, and enhance access to reliable, convenient transit options. Expanding the network in this way will also support the City’s broader goals of promoting sustainable transportation, improving mobility for all users, and reducing dependence on single-occupancy vehicles.

#### *Modify Route 1 near stadium Center*

Manteca Transit is actively evaluating and implementing changes to Route 1 to enhance on-time performance and overall service reliability. One key modification includes removing the segment that serves the Stadium Center area, which has consistently caused delays due to high traffic congestion and frequent stops. In its place, greater emphasis will be placed on increasing and improving transfer points across the system to strengthen connectivity between routes and reduce wait times for riders. Additionally, ongoing development along Yosemite Avenue and near Highway

99 is driving a reassessment of route alignments and stop locations to better accommodate new residential and commercial growth. These improvements are designed to deliver more consistent travel times, expand access to key destinations, and advance Manteca Transit’s goal of creating a more efficient, dependable, and rider-centered network.

Exhibit 6.3.1 Proposed System Routing (Route 1 – Red Line)



### Update Route 2 and Route 4 to serve newly developed areas

Manteca Transit will pursue updates to Route 2 and Route 4 to expand service coverage in response to recent community growth. Route 2 will be modified to serve newly developed residential areas located south of Woodward Park, providing much-needed transit access to these expanding neighborhoods. Additionally, Route 4 will be extended along Woodward Avenue toward the McKinley Avenue area, supporting increased mobility in a corridor experiencing rapid development. These updates aim to improve connectivity, reduce transit access gaps, and ensure the system keeps pace with the city’s evolving land use and population patterns, ultimately enhancing accessibility for both new and existing riders.

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Exhibit 6.3.2 Proposed System Routing (Route 2 – Purple Line)

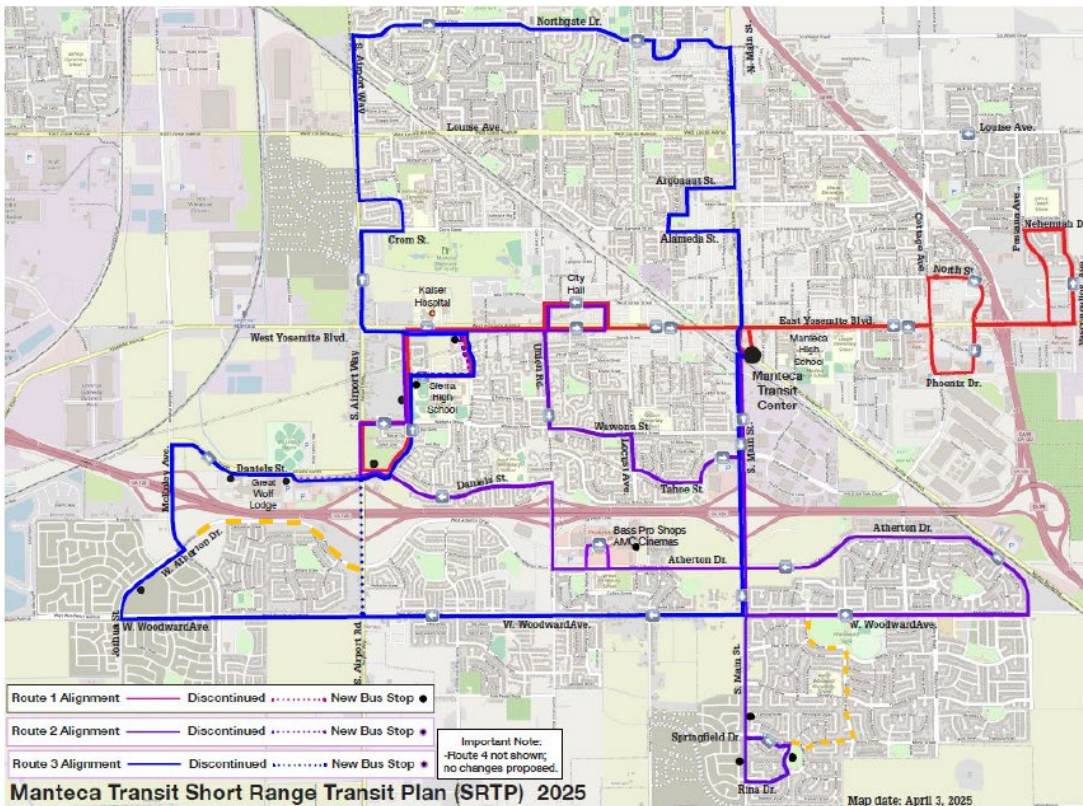
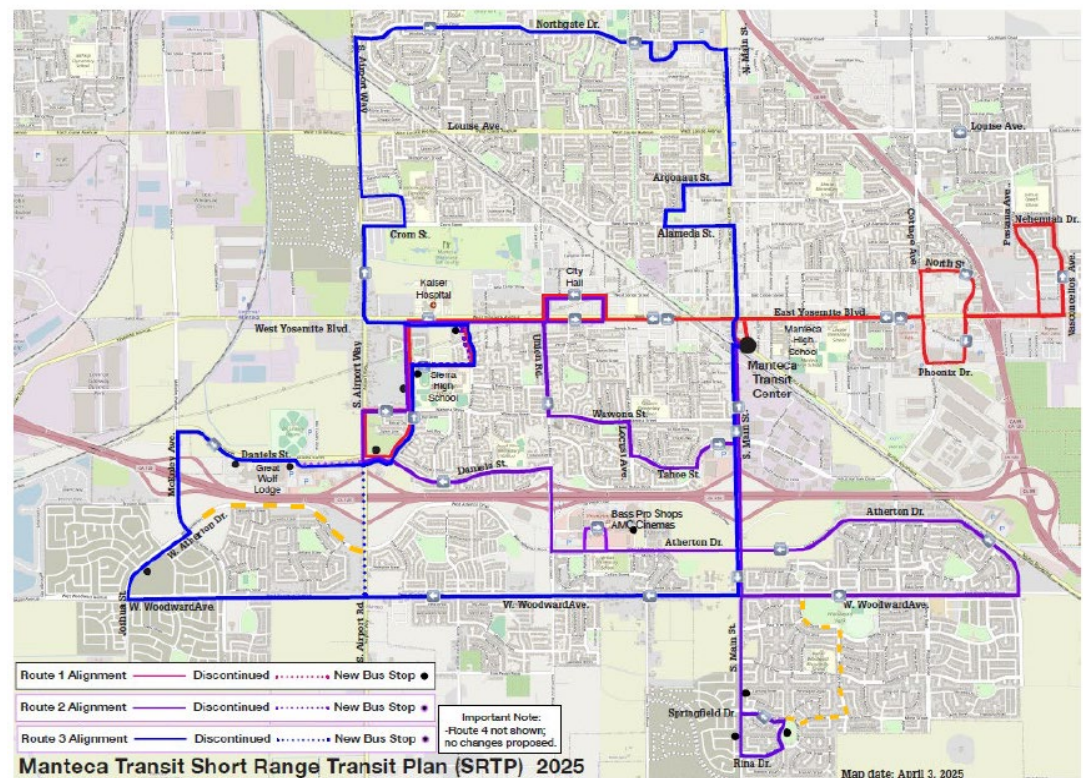


Exhibit 6.3.3 Proposed System Routing (Route 4 – Blue Line)



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*Conduct a comprehensive route redesign study*

As part of Manteca Transit’s commitment to delivering efficient, responsive, and accessible public transportation, a comprehensive route redesign study will be initiated. This study will evaluate the existing fixed-route network to identify opportunities for improved coverage, increased ridership, enhanced service reliability, and better alignment with current and projected land use patterns. The analysis will include a detailed review of route performance, travel demand, community demographics, and transit-dependent populations. Public input will be a key component, ensuring that any proposed changes reflect the needs and priorities of Manteca residents, businesses, and stakeholders.

The City of Manteca is actively growing its business community with the addition of new hotels, restaurants, and family-oriented attractions such as bowling centers and the Great Wolf Lodge. These developments are generating new jobs and drawing both residents and visitors, and Manteca Transit is dedicated to supporting this progress as a key partner.

Public transit plays a critical role in ensuring that workers, families, and customers have dependable access to these emerging destinations. To keep pace with this growth, a comprehensive route redesign study will be crucial. This initiative will help align transit services with current and future employment hubs, commercial areas, and recreational sites—enhancing coverage, reducing wait times, and strengthening neighborhood connections.

The goal of the route redesign study is to modernize and optimize the transit system to better serve a growing and evolving community. Potential outcomes include restructuring routes to improve frequency and travel times, eliminating underperforming segments, and expanding service to new or underserved areas such as employment hubs, schools, and newly developed neighborhoods. The study will also explore the integration of flexible service models, such as microtransit or demand-response, to complement fixed-route operations.

This effort is especially important in light of the upcoming ACE Train Station and the development of the Family Entertainment Zone (FEZ), both of which are expected to significantly increase regional connectivity and local travel demand. Ultimately, the redesign will position Manteca Transit to deliver a more reliable, rider-focused system that supports long-term mobility, sustainability, and equity goals.

*Enhance accessibility to the current ACE Train Station*

Enhancing accessibility to the current ACE Train Station remains a key priority for Manteca Transit, especially as regional travel demand continues to rise. To better serve passengers connecting between local transit and the ACE rail service, Manteca Transit is planning targeted improvements to shuttle connectivity. This includes adjusting existing route alignments and introducing deviations near the station to offer more direct and convenient access. These modifications aim to reduce

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transfer times and enhance the overall rider experience by making it easier for passengers to access the train station from various parts of the city.

Currently, Manteca Transit operates the ACE shuttle, linking the Manteca Transit Center with the Lathrop/Manteca ACE Station. If there is interest or growing demand for expanded service in the Lathrop area, Manteca Transit is open to exploring service options and coordinating further to address community needs.

In addition to fixed-route improvements, Manteca Transit is also evaluating flexible service models—such as on-demand shuttles and microtransit—that can dynamically respond to rider needs around the ACE Train Station. These flexible services are particularly beneficial during off-peak hours or in areas with limited fixed-route coverage, offering a more responsive and personalized transit option. Collectively, these enhancements will support seamless multimodal travel, encourage greater public transit usage, and contribute to the development of a more integrated regional transportation network. These efforts align with the broader goals of the San Joaquin Regional Mobility Hub Plan, which aims to expand access to diverse, clean, and equitable transportation options across the region. Driven by increasing vehicle miles traveled (VMT), traffic congestion, and rapid urban development, the plan focuses on creating a network of mobility hubs to reduce single-occupancy vehicle (SOV) reliance and promote sustainability.

Led by the San Joaquin Council of Governments (SJCOC) in collaboration with local jurisdictions and transit agencies through the Partner Agency Group (PAG), the Mobility Hub Plan consists of both planning and implementation phases. The planning phase lays the foundation for a long-term, self-sustaining mobility network that improves access to opportunities and prioritizes the needs of disadvantaged communities. Through stakeholder engagement, community input, and data-driven analysis, this phase will identify key locations for mobility hubs and develop implementation strategies to support future deployment across San Joaquin County.

#### *Expand mobility options*

Manteca Transit is focused on expanding mobility options to better serve the community during hours when Manteca Transit is not operating. Manteca Transit is exploring the launch of a Micro Transit program that uses app-based, on-demand technology to offer flexible curb-to-curb service during high-demand periods such as Sundays, early mornings, and late nights. This approach is designed to better serve outlying neighborhoods and support convenient cross-town trips where fixed routes may not be available.

Additionally, Uber rides can be purchased through the Vamos Mobility app at a subsidized fare, funded by San Joaquin Council of Governments, during late-night hours and Sundays. This partnership aims to offer affordable, on-demand transportation for residents needing access to work, healthcare, and other essential activities outside regular transit hours.



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

Currently, the standard adult fare is \$1.00 per ride, while youth riders (ages 5–18) pay \$0.75, and seniors or passengers with disabilities pay just \$0.50. These fares are notably lower than those charged by comparable transit agencies in neighboring communities, making the service highly affordable. Monthly passes are also offered, priced at \$35 for adults and \$28 for students and senior/disabled riders, providing a cost-effective option for frequent users.

To support long-term financial sustainability and service improvements, the City may consider conducting a fare elasticity analysis. This study would assess how changes in fare pricing could impact ridership levels and overall revenue. In addition to evaluating the feasibility of a fare increase, the analysis could explore opportunities to introduce new fare products—such as day passes or multi-ride tickets—to enhance convenience and attract a broader range of users. These efforts would aim to strike a balance between affordability, accessibility, and operational funding needs.

*Establish a dedicated route for Family Entertainment Zone (FEZ) to Downtown*

To enhance and improve local mobility options, the City is exploring the introduction of a trolley bus service (see Exhibit 6.3.4). This service would operate along a dedicated route and is envisioned as a convenient, reliable, and accessible transportation alternative for residents, workers, and visitors. The proposed route would link several key destinations, including the Family Entertainment Zone (FEZ), The Promenade Shops at Orchard Valley, Downtown Manteca, and the Manteca Transit Center.

By connecting these high-traffic areas, the trolley aims to reduce reliance on personal vehicles, ease parking demand, and support economic activity at major commercial and recreational hubs. The service is also intended to complement existing transit options and promote a more seamless travel experience throughout the city during daytime hours. Community feedback and ridership demand will be key factors in shaping the final design and implementation timeline for this potential service.



*Exhibit 6.3.4 Sample Trolley Bus to service Family Entertainment Zone (FEZ) to Downtown*



#### *High School Shuttle*

To add a new transit route or routes specifically designed to serve high school students is being introduced to improve access to all Manteca high schools. This route will operate on school days, with schedules carefully coordinated with each school's bell times to ensure timely arrivals and departures. While the service is tailored to meet student transportation needs, it will remain open to the general public, supporting broader community mobility.

The routes will run Monday through Friday during the academic year, providing a reliable and safe transportation option for students who may not have access to school buses or other forms of transportation. By reducing barriers to school attendance and decreasing traffic congestion around campuses, this service is expected to benefit both students and the community at large. Additionally, it promotes the use of public transit among younger riders, fostering long-term transit habits and contributing to a more sustainable transportation network.

#### *Stockton Metropolitan Airport Shuttle*

There is an opportunity to develop a dedicated shuttle route linking Manteca to Stockton Metropolitan Airport, further enhancing regional connectivity and expanding travel options for residents and visitors alike. This potential service would provide a convenient, affordable alternative to driving, particularly for travelers without access to a personal vehicle or those seeking more sustainable transportation choices. By connecting Manteca with a key regional transportation hub, the airport shuttle could support local economic development and increase access to air travel.

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## CHAPTER 7 – MARKETING PLAN

Manteca is home to 95,347 residents (American Community Survey 2023 One-year Estimate) 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 an 80.1 percent population increase since 2000 (50,564), becoming to be known as the fourth in the top 10 “fastest growing cities in California.” Manteca 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.

\*according to World Census Bureau’s unofficial census of 2023

As of February 2023, 4 percent of workers within Manteca use public transportation, walk, or bike to work. This is attributed to a mixture of unavailability of a personal vehicle, poverty levels, or the distance traveling to work; only 29 percent of travelers have a commute of 15 minutes or less, indicating the need to travel further than most Manteca Transit busses travel. Presumably, outside of Manteca and into the greater San Joaquin County area.

In 2024, 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, 85.5 percent of respondents were aware of its services, yet less than 11 percent indicated using either Manteca Transit’s fixed route or Dial-A-Ride service in the last 30 days. Additionally, more than half of respondents (73.5 percent) walked less than 4 blocks to get to their bus stop, while the other respondents (26.5 percent) found other forms of transportation: Drove, Rode Bike, Transferred from another bus, Dropped Off, etc. 68 percent noted the service was convenient, while 32 percent noted the service was not convenient. 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 2024, approximately 32 percent of respondents noted a household income of less than \$20,000, while an additional 21 percent reported incomes under \$35,000. For DAR passengers, 27 percent reported household income under \$20,000, with a cumulative 44 percent reporting income less than \$35,000. Additionally, 65 percent of

respondents in the recent fixed-route survey said they did not have access to a personal vehicle, while 53 percent were not employed or retired. These statistics underscore the necessity for public transit as a travel option among this target demographic.

*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 2024 fixed route onboard survey, 15 percent of respondents noted being aged 16-18, while 15 percent were 65 or older.

*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 2024 fixed route onboard survey, nearly 27 percent of respondents indicated "work" as their trip purpose. According to the 2023 American Community Survey, the local workforce's average commute travel time is 60 or more 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.<sup>3</sup> 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. Manteca Transit has the opportunity to support economic development by providing transit services for the local workforce to the Family Entertainment Zone. This service would help connect residents with employment opportunities, reduce transportation barriers for workers, and strengthen partnerships with local businesses.

*"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 23 percent use the bus 1-2 times per week. According to our online survey, 40 percent of total respondents indicated driving alone to their most frequented destination, and a total of 75

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percent of respondents don't use Manteca Transit for that purpose at all. This goes to show that Manteca Transit shows 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 has 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; and
- Demonstrate increases in ridership and fare revenue;

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 7.0.1 SWOT Analysis

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

## Positioning

As we look toward 2030 and beyond, Manteca Transit stands as a vital transportation resource, positioned to help the community overcome financial challenges and adapt to the post-COVID/ rapid inflationary world. With personal vehicles being the primary competition within city limits, Manteca Transit offers an alternative that not only provides significant cost savings but also supports a sustainable, interconnected future for the city.

In today's economic climate, many families are still grappling with the financial repercussions of the COVID-19 pandemic, of rapid inflation, and decreasing job markets. By emphasizing the considerable savings Manteca Transit offers, especially for households downsizing to one car, we can appeal to residents looking to reduce their transportation costs. The savings of up to \$10,000 annually by using

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public transit can be a compelling message, especially as households continue to recover financially. With the cost of riding Manteca Transit just \$416 annually (or \$420 with monthly passes), the affordability of public transit can help ease financial burdens, making it an accessible choice for residents seeking to save money in 2025.

The recent years changed the way many of us think about mobility, work, and community. Manteca Transit is positioned to address new needs that have emerged, such as better connectivity to essential services and safe, affordable commuting options. The transit system's ability to connect riders to ACE, StanRTA, RTD, and various locations across Manteca offers a network that supports both daily activities and long-term recovery. As residents return to work, school, and recreational activities, Manteca Transit can help them navigate the new normal without the burden of owning and maintaining a personal vehicle.

Manteca Transit serves as a vital transportation option for residents, workers, and visitors. This marketing plan outlines strategies to increase public awareness, boost ridership, and enhance perception of transit services in the City of Manteca, with focus on equity, accessibility and economic development. Looking forward, Manteca Transit should focus on the "middle third" of the local population—the individuals who remain uncertain about using public transportation. With the financial pressures many residents face and the continuing shifts in lifestyle after COVID-19, marketing should emphasize the flexibility and benefits of transit in supporting daily life.

The City of Manteca has seen great success in improving mobility for its residents, particularly youth, through the launch of grant initiatives that offer free fares for students and a targeted marketing campaign. These efforts raised awareness about the city's transit services, including new features such as bus stops at new recreational activities, the Real Bus Tracker app, new traditional transit buses and free fare for Middle and High School Students. The city also partnered with local agencies to offer discounts for transit riders, highlighting the many destinations that are easily accessible by bus, such as the library, AMC movie theater, bowling alley, community centers and after school programs. As a result, more students began using public transit, gaining independence and access to valuable opportunities like internships, after-school programs, and recreational activities. This initiative not only increased ridership but also helped reduce traffic congestion and supported the city's sustainability goals by promoting the use of public transit. Through ongoing community engagement and innovative solutions, Manteca continues to enhance its transit system to better meet the needs of its residents.

By highlighting the savings, community connectivity, youth ridership, and environmental sustainability, Manteca Transit can overcome any lingering stigma about public transportation and show how it aligns with the city's values of family, sustainability, and economic resilience.

In 2025, Manteca Transit should position itself not just as an alternative to the personal vehicle, but as a preferred local transportation choice. This involves shifting the narrative about public transit—from being a last resort to being a convenient, cost-effective, and environmentally-friendly option.



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With a focus on family benefits, sustainability, and community connections, Manteca Transit can tap into the growing desire for eco-conscious and economically viable transportation options in the post-pandemic world. By aligning with the changing needs and priorities of 2025, Manteca Transit can emerge as the go-to, cost-effective, and environmentally friendly transportation solution. This vision for the future will not only help residents save money but also encourage a more sustainable and connected Manteca, fostering community resilience and long-term growth

## 7.1 TACTICS OVERVIEW

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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 availability 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.
2. **Communications.** There is a wide variety of communication methods to reach each target market including press releases, eblasts, Digital Ads 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.

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. Digital Ads on Facebook, Instagram, and music stream apps targeting local Zip codes. 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



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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 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.

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6. **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. **Back to School Events (August)** Back-to-School Night/Events typically occur in late July/August, during the first few weeks of the school year. Promote Manteca Transit services to high school families by participating in Back-to-School Night events across Manteca Unified high schools. These events can be used to increase awareness of student-friendly transit routes, free fare promotions, and how to ride the bus information.
  8. **Pumpkin Fair (October).** Manteca Sunrise Kiwanis has hosted this annual event 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.
  9. **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.
  10. **Stuff The Bus (November).** Manteca Transit working with Second Harvest Food Bank and Food-4-Less collects food and coats to help those in need of food and coats for the holiday season. This is a good opportunity to demonstrate Manteca Transit's commitment to the Community.
  11. **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 media realm.

The City should continue to update its website – [www.mantecatransit.com](http://www.mantecatransit.com) which forwards to <http://www.ci.manteca.ca.us/mantecatransit/> and consider creating at the minimum a Manteca Transit dedicated social media pages through Facebook, Twitter, or Instagram page. Continued cross promotion on the City’s main web page and social media sites is important to continue to outreach to City residents.

*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*

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*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.

## **7.2 MARKETING PLAN RECOMMENDATIONS**

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A large hurdle in the past was a portion of the community believing that the bus service was meant for seniors or peoples with disabilities. To tackle that sentiment, Manteca Transit workshopped with high schools and community centers to educate on transit services and get feedback with its "daytime" riders; that is riders accounting for a large majority of riders day-to-day.

After marketing with the youth, Manteca Transit implemented a host of solutions. They concluded traditional busses, free fares for the youth, and real time transit app could incentivize the youth to ride with transit. This came through a resolution of marketing, feedback, planning, and execution.

Therefore, the following tactics are recommended to unveil the "new Manteca Transit," addressing current issues, through marketing, while also establishing a framework for the future.

### **Promotions and Campaigns**

#### **Branding Campaign**

A general awareness 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:*

- 7.2.1** Undertake a general awareness campaign associated with Manteca Transit branding. This campaign would serve as the foundation for future campaign efforts by

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implementing a framework for promotions, direct mail, outreach, and a full range of targeted materials.

- 7.2.2 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.”
- 7.2.3 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.
- 7.2.4 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.
- 7.2.5 Paid advertising could be explored for placement in such outlets as the Manteca/Ripon Bulletin, The Record, Modesto Bee, AMC movie theaters, radio, social media apps, music apps, major employment centers, and at local shopping centers such as The Promenade Shops at Orchard Valley and Stadium Center.
- 7.2.6 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 35 percent of passengers noted “work” as their trip purpose during the 2024 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, StanRTA and Manteca Transit currently offer a promotion to encourage passengers riding ACE, RTD, and StanRTA to take alternative transportation services to reduce parking demand at Lathrop/Manteca Station in partnership with dibs.
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. Through the act of the previous Short Range Transit Plan, Manteca Transit implemented advertisements through the AMC movie theater within Promenade Shops at Orchard Valley.
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 20 percent of passengers cited “school” as their trip purpose during the 2024 onboard survey. The City of Manteca’s commitment to enhancing mobility options for its residents, especially for youth, continues to grow.

**Recommendations:**

1. Media buys could be coordinated with the Manteca/Ripon *Bulletin* and its website, [www.MantecaBulletin.com](http://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.

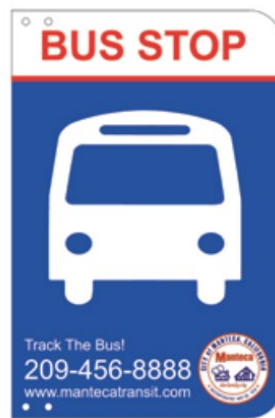
## Service Information

### 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 January 2020 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 rebranded the bus stop signs with a new design and install info-posts 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 info-posts 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 ETA Spot 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 StanRTA. Additionally, other services such as Amtrak San Joaquin, Flixbus, Hispanic buses, and Stockton Metropolitan Airport, 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. StanRTA currently connects 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 StanRTA. 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](http://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 Apple Maps.

#### Social Media Introduction (Facebook)

Facebook made headlines in 2012 when it surpassed one billion users, and according to a report in April 2024 64 percent of adult Americans have a Facebook page. According to a Facebook 2023 earnings report, there are over 3 billion active monthly users. 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. Manteca Transit utilizes the City's social media platforms to share transit information.

#### Add Twitter (X) Account



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Twitter (X) 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 600 million monthly active users, as of May 2024, 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 channel, TikTok, Instagram account could be developed for Manteca Transit, adding a low-maintenance medium to share contents, rider alerts and campaign artwork with a variety of demographics and target markets.

#### *Recommendations:*

- 7.2.6.1 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 platform.
- 7.2.6.2 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 platform services.
- 7.2.6.3 Photo sharing sites such as Facebook, 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.
- 7.2.6.4 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

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application). Data garnered from the application found that two of three people acted 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. .

### **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.

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**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

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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.

### 7.3 FAREBOX RECOVERY STRATEGIES

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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.

#### 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.

### 7.4 REVENUE-GENERATING STRATEGIES

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In addition to improving farebox recovery, the City seeks revenue-generating strategies 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.

**7.4.1 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.

**7.4.2 Onboard Advertising.** There are multiple types of onboard advertising that could be sold including car cards (inside). 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.

**7.4.3 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.

**7.4.4 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.

**7.4.5 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).

- 7.4.6 *Sponsorships.* Manteca Transit serves numerous organizations, centers, communities, and other entities with a large employment- or resident-base. 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.

## **CHAPTER 8 – IMPLEMENTATION PLAN**

This chapter summarizes the recommendations listed in the Operations Plan chapter (Chapter 6) as well as those within the Marketing Plan (Chapter 7) and offers a recommended timeline for their implementation. Recommendations reflect the organization within chapters 6 and 7 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.

### **8.1 SUMMARY OF RECOMMENDATIONS**

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#### **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. Chapter 6 outlines the following administrative recommendations:

- Develop and implement a multi-year (phased) bus stop improvement program.
- Introduce a day pass program to provide more flexible fare options.
- Expand the availability and accessibility of transit passes.
- Enhance fare collection systems, including electronic payment methods.
- Seek technology systems to enhance staff productivity and improve overall operational efficiency across the system.
- Actively pursue and seek all available grants to support public transit operations.
- Strengthen marketing initiatives to boost ridership.
- Establish a Finance position in the Transit Division dedicated to assisting and managing transit funding, regulatory reporting, and TDA claim processing.

#### **Operational**

Operational recommendations have a more direct effect on the passenger experience. Chapter 6 outlines these key recommendations below.

- Adjust current route alignments to broaden the overall reach of transit services within Manteca.
- Modify Route 1 near Stadium Center to improve on-time performance.
- Update Route 2 and Route 4 to serve newly developed areas south of Highway 120.
  - Extend service on route 2 south of Woodward Park.
  - Extend service on route 4 along Woodward Avenue toward the McKinley Avenue area.
- Conduct a comprehensive route redesign study to evaluate current Manteca Transit services, travel patterns, and future developments. The goal is to improve route efficiency, reliability, and connectivity, with consideration for new trends like on-demand transit. This effort is especially important with the upcoming ACE Train Station and development of the Family Entertainment Zone (FEZ).
- Enhance accessibility to the current ACE Train Station by improving the Manteca Transit's ACE



Shuttle connections through route deviations and flexible transit options that better serve nearby neighborhoods, mobility hubs and key destinations.

- Expand mobility options in Manteca to better serve the community during hours when Manteca Transit is not operating. This may include forming partnerships or launching a dedicated mobility program. The following option is recommended:
  - Consider the launch of a Micro Transit program with service hours tailored to high-demand periods outside of Manteca Transit's regular schedule, such as Sundays, early mornings, and late nights. Micro Transit uses app-based, on-demand technology to allow passengers to request curb-to-curb rides within defined service areas and timeframes. Unlike fixed-route service, this flexible model can better serve outlying neighborhoods and support convenient cross-town trips.
- Evaluate potential future fare adjustments to align with the regional fare structure, improving convenience and consistency for passengers. Fare increases would only be considered if a funding shortfall is identified and after a thorough assessment of the service's financial sustainability.
- Establish a dedicated route that continuously serves key popular destinations in Manteca throughout the day. Potential stops include the Family Entertainment Zone (FEZ), The Promenade Shops at Orchard Valley, Downtown Manteca, the Manteca Transit Center, and other major attractions.
- Introduce a new route designed to transport high school students to and from all Manteca high schools, while remaining open to the public. The route schedule will align with school bell times, adjusting for regular, late start, and minimum day hours during mornings and afternoons. This service will operate Monday through Friday throughout the academic year.
- Consider establishing a shuttle route connecting Manteca with Stockton Metropolitan Airport and return.

## 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 parking at the Manteca Transit Center in anticipation of future ACE service
- Purchase replacement and additional larger heavy duty low-floor transit buses
- Purchase zero emission vehicles and associated infrastructure
- Secure property for the construction of a new transit maintenance facility
- Improve passenger amenities and add more bus shelters, benches and trash cans
- Maintain ongoing efforts to enhance transit security through infrastructure upgrades, technology integration, and safety protocol improvements.
- Continue to upgrade the Manteca Transit Center by enhancing passenger amenities, improving accessibility features, and modernizing facility infrastructure.
- Continue deploying intelligent transportation systems (ITS) to enhance the efficiency and effectiveness of Manteca Transit operations.

## **CHAPTER 9 – FINANCIAL AND CAPITAL PLANS**

### **9.1 FINANCIAL PLAN**

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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 8). 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 S RTP 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

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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)*

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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.

#### *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 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

These funds are managed through the City Manager's Office and City departments can apply for

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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. SJCOG 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 considering population and public transportation operating revenues; the formula allocates 50% of the funds according to population (99313) and the remaining 50% according to transit 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 SJRRC. 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

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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 monies 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 historically used 99313 or 99314 LCTOP funds and have been utilizing the grant towards free fares for the community and youth, in addition to capital projects.

#### *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 will budget to receive \$79 million for program years FY 24 to FY 26.

#### *Senate Bill 125 (SB 125) Formula*

The California State Transportation Agency (CalSTA), through SB 125, will issue funding on a formula basis to regional transportation planning agencies for transit projects. Specifically, the funding will be made available via the Transit and Intercity Rail Capital Program (TIRCP) and the Zero-Emission Transit Capital Program (ZETCP). The TIRCP program funds transit operational or capital improvements to reduce greenhouse gas and increase ridership. The ZETCP program funds zero-emission transit equipment and operations. In total, nearly \$93.5 million would be made available to the San Joaquin region over four years. SJCOG Board approved of the recommended distribution methodology and funds are to be limited to existing transit operators to address the



operating fiscal cliff shortfalls.

#### 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 maintenance facility and other capital projects.

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.

#### 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 2024 were \$54,467. 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 below

#### Fare Policy

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

Exhibit 9.1.1 Current Fare Structure

Fare Category	Adult (18 -61)	Youth (2-18)	Seniors (62+), persons with disabilities, & Medicare Cardholders
<b>Fixed-route fares</b>			
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

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##### 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 aged 12 or older. One Personal Care Attendant (PCA) rides free with an ADA customer. All other companions pay the appropriate fare. The city continues to seek grants for students and youth programs to subsidize their 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. Tickets can also be accessible through Vamos app by utilizing a smartphone device.

#### 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 (pre-inflationary) 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. Since the City utilize all LTF on public transit, the City should 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.

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

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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 be used to purchase 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. Exhibit 9.1.2 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 8. The additional service enhancements and capital needs would start taking place in FY 2025-2026 as additional capital is purchased to support the operational improvements. Additional capital and operating forecast are detailed in the 10-year capital plan and projects in Exhibit 9.1.3 Other Capital Projects.



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## City of Manteca/Manteca Transit

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#### Exhibit 9.1.4 Passenger Amenities

<b>Lead Agency:</b>	<b>City of Manteca</b>									
<b>Project Name:</b>	<b>Passenger Amenities</b>									
<b>Project Description:</b>	Purchase new bus stop signs, infoposts, brochure racks, ADA announcerators for buses, Wi-Fi for buses, additional and replacement bus shelters, benches, trash cans, solar lighting, map cases, associated installation costs, sidewalk improvements									
	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>FY 27/28</b>	<b>FY 28/29</b>	<b>FY 30/31</b>	<b>FY 31/32</b>	<b>FY 32/33</b>	<b>FY 33/34</b>	<b>FY 34/35</b>
<i>Envtl (PA &amp; ED)</i>										
<i>Design (PS &amp; E)</i>										
<i>Right of Way</i>										
<i>Construction</i>	\$ -									
<i>Capital Purchase</i>			\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000
<i>Operation(s) Cost</i>										
	\$ -	\$ -	\$ 100,000	\$100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000
<b>LOCAL MATCH</b>										
<i>Envtl (PA &amp; ED)</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Design (PS &amp; E)</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Right of Way</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Construction</i>		\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Capital Purchase</i>	\$ -	\$ -	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
<i>Operation(s) Cost</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)</i>										
<b>TOTAL LOCAL MATCH:</b>		\$ -	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
<b>Federal Share</b>	\$ -	\$ -	\$ 80,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 80,000	\$ 80,000
<b>Any Other Remarks?</b>										

# FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

## City of Manteca/Manteca Transit

### Financial and Capital Plans

#### Exhibit 9.1.5 ITS Projects

<b>Lead Agency:</b>	<b>City of Manteca</b>									
<b>Project Name:</b>	<b>ITS Projects</b>									
<b>Project Description:</b>	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									
	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>FY 27/28</b>	<b>FY 28/29</b>	<b>FY 30/31</b>	<b>FY 31/32</b>	<b>FY 32/33</b>	<b>FY 33/34</b>	<b>FY 34/35</b>
<i>Envtl (PA &amp; ED)</i>										
<i>Design (PS &amp; E)</i>										
<i>Right of Way</i>										
<i>Construction</i>	\$ -	\$ 50,000	\$ 300,000	\$ 300,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
<i>Capital Purchase</i>										
<i>Operation(s) Cost</i>										
<b>TOTAL:</b>	\$ -	\$ 50,000	\$ 300,000	\$ 300,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
<b>LOCAL MATCH</b>										
<i>Envtl (PA &amp; ED)</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Design (PS &amp; E)</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Right of Way</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Construction</i>	\$ -	\$ 10,000	\$ 60,000	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
<i>Capital Purchase</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Operation(s) Cost</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)</i>										
<b>TOTAL LOCAL MATCH:</b>	\$ -	\$ 10,000	\$ 60,000	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
<b>Federal Share</b>	\$ -	\$ 40,000	\$ 240,000	\$ 240,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
<b>Any Other Remarks?</b>	Funding sources may be subjected to change with LTF/State Funding									

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## City of Manteca/Manteca Transit

### Financial and Capital Plans

#### Exhibit 9.1.6 Manteca Transit Center Projects

<b>Lead Agency:</b>	<b>City of Manteca</b>									
<b>Project Name:</b>	<b>Manteca Transit Center Projects</b>									
<b>Project Description:</b>	Fix solar panel overhang and solar panels, add solar panels, add new kiosk, building improvements to transit Center, activate and expand to electric charging stations and other enhancements.									
	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>FY 27/28</b>	<b>FY 28/29</b>	<b>FY 29/30</b>	<b>FY 30/31</b>	<b>FY 31/32</b>	<b>FY 32/33</b>	<b>FY 33/34</b>
Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ 250,000	\$ 383,000	\$ 450,000	\$ 250,000	\$ 250,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000
Capital Purchase										
Operation(s) Cost										
<b>TOTAL:</b>	<b>\$ 250,000</b>	<b>\$ 383,000</b>	<b>\$ 450,000</b>	<b>\$250,000</b>	<b>\$ 250,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>
<b>LOCAL MATCH</b>										
Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ 50,000	\$ 76,600	\$ 90,000	\$ 50,000	\$ 50,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000
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)										
<b>TOTAL LOCAL MATCH:</b>	<b>\$ 250,000</b>	<b>\$ 383,000</b>	<b>\$ 450,000</b>	<b>\$250,000</b>	<b>\$ 250,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>	<b>\$ 300,000</b>
<b>Federal Share</b>										
<b>Any Other Remarks?</b>										



# FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

## City of Manteca/Manteca Transit

### Financial and Capital Plans

#### Exhibit 9.1.7 Transit Security Projects

<b>Lead Agency:</b>	<b>City of Manteca</b>									
<b>Project Name:</b>	<b>Transit Security Projects</b>									
<b>Project Description:</b>	Install outdoor security cameras on transit center, install AVL/real time information and security technology on buses and at transit center island, install security cameras at major bus stops throughout the City.									
	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>FY 27/28</b>	<b>FY 28/29</b>	<b>FY 29/30</b>	<b>FY 30/31</b>	<b>FY 31/32</b>	<b>FY 32/33</b>	<b>FY 33/34</b>
<i>Envtl (PA &amp; ED)</i>										
<i>Design (PS &amp; E)</i>										
<i>Right of Way</i>										
<i>Construction</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Capital Purchase</i>	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
<i>Operation(s) Cost</i>										
<b>TOTAL:</b>	<b>\$ 100,000</b>	<b>\$ 100,000</b>	<b>\$ 100,000</b>	<b>\$100,000</b>	<b>\$ 100,000</b>	<b>\$ 200,000</b>	<b>\$ 200,000</b>	<b>\$ 200,000</b>	<b>\$ 200,000</b>	<b>\$ 200,000</b>
<b>LOCAL MATCH</b>										
<i>Envtl (PA &amp; ED)</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Design (PS &amp; E)</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Right of Way</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Construction</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Capital Purchase</i>	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
<i>Operation(s) Cost</i>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)</i>										
<b>TOTAL LOCAL MATCH:</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 20,000</b>	<b>\$ 40,000</b>	<b>\$ 40,000</b>	<b>\$ 40,000</b>	<b>\$ 40,000</b>	<b>\$ 40,000</b>
<b>Federal Share</b>	<b>\$ 80,000</b>	<b>\$ 80,000</b>	<b>\$ 80,000</b>	<b>\$ 80,000</b>	<b>\$ 80,000</b>	<b>\$ 160,000</b>	<b>\$ 160,000</b>	<b>\$ 160,000</b>	<b>\$ 160,000</b>	<b>\$ 160,000</b>
<b>Any Other Remarks?</b>										

# FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

## City of Manteca/Manteca Transit

### Financial and Capital Plans

#### Exhibit 9.1.7 Transit Maintenance Facility

<b>Lead Agency:</b>	<b>City of Manteca</b>									
<b>Project Name:</b>	<b>Manteca Transit Bus Maintenance Facility</b>									
<b>Project Description:</b>	Purchase a Facility in Manteca for the purpose of parking Manteca Transit buses as phase I. Phase II would build a bus maintenance facility to maintain Manteca Transit buses with associated shop equipment, charging stations and fuel options									
	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>FY 27/28</b>	<b>FY 28/29</b>	<b>FY 30/31</b>	<b>FY 31/32</b>	<b>FY 32/33</b>	<b>FY 33/34</b>	<b>FY 34/35</b>
Envtl (PA & ED)										
Design (PS & E)		\$ -								
Right of Way	\$ 5,143,682	\$ -	\$ -							
Construction			\$ 8,250,000	\$ 6,000,000						
Capital Purchase										
Operation(s) Cost										
<b>TOTAL:</b>	<b>\$5,143,682</b>	<b>\$ -</b>	<b>\$ 8,250,000</b>	<b>\$6,000,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>LOCAL MATCH</b>										
Envtl (PA & ED)		\$ -	\$ -	\$ -	\$ -					
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -					
Right of Way	\$ 1,028,736	\$ -	\$ -		\$ -					
Construction	\$ -	\$ -	\$ 2,062,500	\$ 1,200,000	\$ -	\$ -				
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)										
<b>TOTAL LOCAL MATCH:</b>	<b>\$1,028,736</b>	<b>\$ -</b>	<b>\$ 1,650,000</b>	<b>\$1,200,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Federal Share</b>	<b>\$4,114,946</b>	<b>\$ -</b>	<b>\$ 6,600,000</b>	<b>\$4,800,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Any Other Remarks?</b>	This is eligible for 5339 funding as well.									

# FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

## City of Manteca/Manteca Transit

### Financial and Capital Plans

#### Exhibit 9.1.8 Transit Administrative Vehicles

<b>Lead Agency:</b>	<b>City of Manteca</b>									
<b>Project Name:</b>	<b>Administrative Vehicle</b>									
<b>Project Description:</b>	Purchase electric administrative vehicle and related charging infrastructure									
	<b>FY 24/25</b>	<b>FY 25/26</b>	<b>FY 26/27</b>	<b>FY 27/28</b>	<b>FY 28/29</b>	<b>FY 30/31</b>	<b>FY 31/32</b>	<b>FY 32/33</b>	<b>FY 33/34</b>	<b>FY 34/35</b>
Envtl (PA & ED)										
Design (PS & E)										
Right of Way										
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase			\$ 50,000							
Operation(s) Cost										
<b>TOTAL:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 50,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>LOCAL MATCH</b>										
Envtl (PA & ED)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Design (PS & E)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Construction	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Capital Purchase	\$ -	\$ -	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operation(s) Cost	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
5307/5339 funding requires 20 percent local match. The exception is Operations funding which requires 50 percent local match (5307 only)										
<b>TOTAL LOCAL MATCH:</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Federal Share</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 40,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Any Other Remarks?</b>										

## **9.1 CAPITAL PLAN**

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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 9 is below:

- Purchase replacement and additional larger heavy duty low-floor transit buses
- Continue deploying intelligent transportation systems (ITS) to enhance the efficiency and effectiveness of Manteca Transit operations.
- Improve passenger amenities and add more bus shelters, benches and trash cans
- Continue to upgrade the Manteca Transit Center by enhancing passenger amenities, improving accessibility features, and modernizing facility infrastructure.
- Expand parking at the Manteca Transit Center in anticipation of future ACE service
- Purchase zero emission vehicles and associated infrastructure
- Administrative Vehicle
- Maintain ongoing efforts to enhance transit security through infrastructure upgrades, technology integration, and safety protocol improvements.
- Secure property for the construction of a new transit maintenance facility

### **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:

- All projects are entered within ClearGov.
- Each project requires an identified funding source.
- All projects requiring debt obligations.
- Projects requiring the acquisition of land.

## FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

### City of Manteca/Manteca Transit

#### Financial and Capital Plans

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- 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.
- The purchase of equipment, with a purchase value of \$25,000 or greater.
- Transportation projects include, 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, 2025) are passenger amenities, transit security projects, maintenance facility, rolling stock and Manteca Transit Center enhancements projects.

## 9.2 CAPITAL PLAN PROJECT DESCRIPTIONS

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### 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' and 29') 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 9.3.2 provides a copy of Fleet Replacement Plan within the limits of known funding resources.

The City maintains the transit 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, and information distribution. Our current contractor has a sedan 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

## **FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**

### **City of Manteca/Manteca Transit**

#### **Financial and Capital Plans**

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the service demand during the route study 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 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) implemented an Innovative Clean Transit Regulation, a Replacement of the Fleet Rule For Transit Agencies. This rule has implications on how the City chooses to purchase buses going forward. The City of Manteca (Manteca Transit) has prepared a Zero Emission Bus Rollout Plan (ZEB Rollout Plan) which addresses the six required elements of FTA's required Fleet Transition Plan, with CARB's review and approval. Historically, the City has purchased gasoline powered cutaways to comply with CARB's Fleet Rule For Transit Agencies, along with new Compressed Natural Gas (CNG) fleet. With the potential requirement to zero requirements by 2035, the City has purchased one dial-a-ride battery-electric van and continue to follow the regulations within City of Manteca roll out plan.

In addition, the City purchased one charging station infrastructure to support the battery-electric van located at Manteca Transit Center. Once the City purchases zero emission buses, the City shall purchase and install charging station and hydrogen infrastructure to support its ZEV fleet located a future transit maintenance facility. The bus charging equipment is estimated to be \$115,000 per bus. The current fast chargers that accommodate up to 6 buses, cost approximately \$1,000,000 with installation.

The Fleet Replacement Plan recommends the addition of three gasoline powered cutaways in Fiscal Year (FY) 2025-2026 to service Fixed Route and another three gasoline powered cutaways in Fiscal Year (FY) 2026-2027 to service Dial-a-Ride. Manteca Transit plans to convert the existing CNG and Gasoline bus fleet to an all-electric bus fleet over the next 15 years with a target of nearly 100 percent of its routes being fully electrified by 2030 and all gasoline buses being removed from the site by 2032. 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)**

Our contractor provides Reveal dispatching software to provide manifests to the transit operators on Manteca Transit Dial-A-Ride. They also provide Our contractor supplies the Reveal dispatching software, which generates manifests for operators on Manteca Transit Dial-A-Ride. They also provide the TrackIt system

## **FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**

### **City of Manteca/Manteca Transit**

#### **Financial and Capital Plans**

for automated pre-trip and post-trip inspections, along with tablets for operator use. Dispatching functions utilize AT&T technology. In addition to the Intelligent Transportation Systems (ITS) from ETA Spot, the City provides Genfare Odyssey fareboxes, a portable data unit, ETA Spot's automated vehicle announcements, automated vehicle locator and real-time passenger information system, as well as the Apollo Road Runner and REI camera system. As the fleet and service area grow, these ITS features will need to be expanded accordingly.

The City is interested in exploring the procurement of its own transit on-demand software solutions to enhance oversight, improve system integration, and reduce long-term reliance on contractor.

Some other ITS elements that continue to benefit Manteca Transit includes, automated passenger counters, automatic vehicle annunciators, automatic vehicle locators, 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.

#### **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, solar panels/lighting and info posts.

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.

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.

## FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

### City of Manteca/Manteca Transit

#### Financial and Capital Plans

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This project has been programmed for the 10-year timeframe of the SRTP. The amount estimated for this project at \$100,000 per year, beginning in FY 2026-2027 and will create a CIP within the City budget.

#### 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 and adding solar panels, add kiosk, building improvements to Transit Center, activate and expand to electric charging stations and other enhancements. This project is programmed for the entire 10-year timeframe of this SRTP and will utilize FTA Section 5307/5339 funds, STA, LTF, SGR and is a current CIP within the City budget.

#### ACE Parking Expansion

ACE will expand to Ceres and include a stop at the Manteca Transit Center. As a result, parcels were purchased and currently in the planning process to expand the current Manteca Transit Center parking lot. The plan is to increase additional spaces to account for commuters that will leave their vehicles for 8 hours or greater. This project includes environmental, design, right of way purchase and construction. This project has been implemented in conjunction with San Joaquin Rail Road Commission (SJRRRC).

#### Administrative Vehicle

As the City transit staff grows, there is a need to purchase additional administrative support vehicle 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. 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 2026-2027, since it will be a zero emissions vehicle. This project will utilize grant funds from San Joaquin Valley Air Pollution Control District, CARB 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 upgrade outdoor security cameras on transit center, continue to purchase and 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. The City has contracted a Security Company to monitor and patrol the Manteca Transit Center outside of transit operation hours.



## **FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**

### **City of Manteca/Manteca Transit**

#### **Financial and Capital Plans**

This project has been programmed between FY 2024-2025 through FY 2033-2034 of the SRTP. The project will utilize FTA Section 5307 funds, STA, LTF, SGR and is a current CIP within the City budget.

#### **Transit Maintenance Facility**

Manteca needs to build a new maintenance facility to follow the State of California Air Resources Board (CARB) and Innovative Clean Transit (ICT) regulation that was adopted in December 2018. The regulation requires all public transit agencies to gradually reduce fleet emissions. More specifically, the goal is to have all transit agencies' buses be zero-emission by 2040. The regulation states that for a small transit agency, like Manteca Transit, starting January 1, 2026, twenty-five percent (25%) of the total number of new bus purchases in each calendar year must be zero-emission buses; and then starting January 1, 2029, all new bus purchases must be zero-emission buses.

The maintenance facilities project is necessary to ensure the fleet transition to zero emissions. A facility will either have to have electric charging infrastructure or hydrogen infrastructure to meet the State's regulation. Overall, the project involves several key components, starting with the land purchase, which is currently budgeted at \$2 million. Following this, the facility design is allocated \$4 million to ensure that the space meets all necessary requirements. Finally, the construction phase is expected to cost \$15 million, covering the actual building of the maintenance facilities.

The City of Manteca is in the initial phases of acquiring or designating land for a Transit Facility to park City owned buses. The City of Manteca has selected a consultant to provide Site Selection Services to identify potential sites that could be suitable for use as a transit yard within the city limits.

This project includes environmental, design, right of way purchase and construction. The project will follow Federal Transit Administration (FTA) Requirements including Title VI and other nondiscrimination requirements, in accordance with FTA circulars 4703.01 (EJ) and 4702.1B (Title VI) which includes an equity analysis of the proposed site. This project will be funded in 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 MTM and any future contractor, as well as for City transit staff as explained below:

#### **Preventative Maintenance**

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 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 assets. 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).

## **FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**

### **City of Manteca/Manteca Transit**

#### **Financial and Capital Plans**

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- 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.

#### **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 (NTI), transit and paratransit management courses as well as training seminars put together by the FTA, CalACT, CTA, APTA and any other official transit organizations. This project has been programmed over the 10-year timeframe of the SRTP and is incorporated into the annual Operating budget.

# FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

## City of Manteca/Manteca Transit

### Financial and Capital Plans

#### Capital Cost Forecast – Fleet Replacement

The Capital Plan relies upon the periodic replacement of transit vehicles as they reach the end of their useful life (which varies by vehicle type). Exhibit 9.3.2 presents the anticipated costs (adjusted for inflation at a rate of 2.5-percent/annum) and recommended year of procurement for each vehicle.

#### Exhibit 9.3.2 Fleet Replacement

Demand Response 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 23-24 Actual	FY 24-25 Budgeted	FY 25-26	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31	FY 31-32	FY 32-33	FY 33-34		
Champion	2026	7 Years	Replacement	2018	5307/LTF		\$ -	\$ -	\$ -	\$ 262,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -		
Champion	2026	7 Years	Replacement	2018	5307/LTF		\$ -	\$ -	\$ -	\$ 262,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -		
Champion	2026	7 Years	Replacement	2018	5307/LTF		\$ -	\$ -	\$ -	\$ 262,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -		
Electric Ford Van	2029	5 Years	Replacement	2023	SGR/LCTOP		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00	\$ -	\$ -	\$ -	\$ -		
Cutaways (2)	2035	7 years	Expansion	2028	5307/LTF		\$ -	\$ -	\$ -	\$ -	\$ 530,395.44	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
							\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Cumulative Total							\$ -	\$ -	\$ -	\$ 787,716.00	\$ 530,395.44	\$ -	\$ 300,000.00	\$ -	\$ -	\$ 900,000.00	\$ -	\$ 2,518,111.44	
					Capital Revenue Sources	Notes	Project Number	FY 23-24 Actual	FY 24-25 Budgeted	FY 25-26	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31	FY 31-32	FY 32-33	FY 33-34	
					FTA 5307			\$ -	\$ -	\$ -	\$ 630,172.80	\$ 424,316.35	\$ -	\$ -	\$ -	\$ -	\$ 720,000.00	\$ -	
					LTF/STA			\$ -	\$ -	\$ -	\$ 157,543.20	\$ 106,079.09	\$ -	\$ 55,000.00	\$ -	\$ -	\$ 180,000.00	\$ -	
					SGR			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 245,000.00	\$ -	\$ -	\$ -	\$ -	
					LCTOP			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
					5339			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
					Measure K			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
					Toll Credits			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Year Total							\$ -	\$ -	\$ -	\$ 787,716.00	\$ 530,395.44	\$ -	\$ 300,000.00	\$ -	\$ -	\$ 900,000.00	\$ -	\$ -	
Cumulative Total							\$ -	\$ -	\$ -	\$ 787,716.00	\$ 1,318,111.44	\$ 1,318,111.44	\$ 1,318,111.44	\$ 1,618,111.44	\$ 1,618,111.44	\$ 1,618,111.44	\$ 2,518,111.44	\$ 2,518,111.44	\$ 2,518,111.44

Fixed Route 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 23-24 Actual	FY 24-25 Budgeted	FY 25-26	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31	FY 31-32	FY 32-33	FY 33-34		
Champion	2025	7 Years	Replacement	2018	5307/LTF		\$ -	\$ -	\$ 262,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 312,180.00			
Champion	2025	7 Years	Replacement	2018	5307/LTF		\$ -	\$ -	\$ 262,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 312,180.00			
Champion	2025	7 Years	Replacement	2018	5307/LTF		\$ -	\$ -	\$ 262,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 312,180.00			
Champion	2024	7 Years	Replacement	2018	-		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Champion	2024	7 Years	Replacement	2018	-		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
GILLIG	2013	12 Years	Replacement	2021	5307/LTF		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,600,000.00			
GILLIG	2026	12 Years	Replacement	2024	5307/LTF		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
GILLIG	2026	12 Years	Replacement	2024	5339/LTF		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
5 New Fixed Route Buses	2041	14 Years	Expansion		5307/LTF					\$ 7,000,000.00									
Year Total							\$ -	\$ -	\$ 787,716.00	\$ 7,000,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,536,540.00	\$ -		
Cumulative Total							\$ -	\$ -	\$ 787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 10,324,256.00	\$ 10,324,256.00	\$ 10,324,256.00	
					Capital Revenue Sources	Notes	Project Number	FY 23-24 Actual	FY 24-25 Budgeted	FY 25-26	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31	FY 31-32	FY 32-33	FY 33-34	
					FTA 5307			\$ 630,172.80	\$ -	\$ 5,600,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,029,232.00		
					LTF/STA			\$ 157,543.20	\$ -	\$ 1,400,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 507,308.00		
					SGR			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
					LCTOP			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
					5339			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
					Measure K			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
					Toll Credits			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Year Total							\$ -	\$ -	\$ 787,716.00	\$ 7,000,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,536,540.00	\$ -	
Cumulative Total							\$ -	\$ -	\$ 787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 7,787,716.00	\$ 10,324,256.00	\$ 10,324,256.00	\$ 10,324,256.00

**FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**  
**City of Manteca/Manteca Transit**

**9.3 FUTURE FINANCIAL FORECASTS**

**Exhibit 9.3.4 Forecast Revenue by Fiscal Year (FY) and Funding Source**

<b>Fiscal Year</b>	<b>Total</b>	<b>TDA</b>	<b>TIRCP/ZETCP</b>	<b>SGR</b>	<b>FTA 5307</b>	<b>FTA 5339</b>	<b>CARES/ARPA</b>	<b>LCTOP</b>	<b>Measure K</b>	<b>Fares</b>	<b>Misc. Revenue</b>
<b>22/23 Carryover</b>	\$ -				\$ -	\$ 299,075.00					
<b>23/24 Carryover</b>	\$ 9,425,812.54	\$ 4,391,224.00		\$ 124,198.54	\$ 4,607,074	\$ 303,316.00					
<b>FY24/25</b>	\$ 11,465,044.00	\$ 5,997,546.00	\$1,090,296	\$ 77,202.00	\$ 4,000,000.00	\$ 300,000.00					
<b>FY25/26</b>	\$ 12,735,530.00	\$ 6,165,703.00	\$ 553,800.00		\$ 4,000,000.00	\$ 300,000.00	\$ 1,599,477.00			\$ 52,550.00	\$ 64,000.00
<b>FY26/27</b>	\$ 9,420,046.50	\$ 5,000,000.00			\$ 4,000,000.00	\$ 300,000.00				\$ 54,126.50	\$ 65,920.00
<b>FY27/28</b>	\$ 9,423,647.90	\$ 5,000,000.00			\$ 4,000,000.00	\$ 300,000.00				\$ 55,750.30	\$ 67,897.60
<b>FY28/29</b>	\$ 10,427,357.33	\$ 5,000,000.00			\$ 4,000,000.00	\$ 300,000.00			\$ 1,000,000.00	\$ 57,422.80	\$ 69,934.53
<b>FY29/30</b>	\$ 10,431,178.05	\$ 5,000,000.00			\$ 4,000,000.00	\$ 300,000.00			\$ 1,000,000.00	\$ 59,145.49	\$ 72,032.56
<b>Total</b>	\$ 72,028,214.32	\$ 36,554,473.00	\$ 1,644,096.00	\$ 201,400.54	\$ 28,607,074.00	\$ 2,402,391.00			\$ 2,000,000.00	\$ 278,995.09	\$ 339,784.69

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## **APPENDIX A – GOALS AND OBJECTIVES**

The City's 2014 and 2019 SRTP included a list of goals and objectives intended to serve as metrics with which to gauge the transit system's performance. In the 2019 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. However, due to the COVID-19 Pandemic shelter-in-place orders, which disrupted Manteca Transit's services and shifted historical travel patterns due to higher proportions of people working remotely/telecommuting, the State of California suspended recent performance target requirements.

As a result, no new targets have been established as Manteca Transit and SJCOG determine a new post pandemic performance baseline. Manteca Transit will continue to work with SJCOG to develop appropriate future targets on a Triennial Basis. 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 2022-2024 in June 2025 by Maze and Associates for the three fiscal years ending June 30, 2024. The audit team has identified three functional findings. These items are generally considered to be compliance findings with respect to Article 4, but are addressed herein as functional findings:

1. State Controller Reports were submitted after the January 31 deadline for FY 2021/22, FY 2022/23, and FY 2023/24.
2. TDA fiscal audits for FY 2021/22, FY 2022/23, and FY 2023/24 have yet to be completed
3. Compliance with CCR 6634 could not be assessed because the City has yet to submit TDA fiscal audits for any year of the audit period.

The audit team has identified one functional finding. While this finding is not a compliance finding, the audit team believes it warrants inclusion in this report:

1. The City would benefit from the addition of a Transit Finance position to assist with grants, reporting, and TDA claims.

### **FTA Triennial Review**

The City's most recent FTA Triennial Review occurred in July 2024. The Triennial Review focused on the City's compliance in 23 areas. No deficiencies were found with the FTA requirements in twenty-two areas. Deficiencies were found in one area: Financial Management and Capacity. The City had zero findings in 2021.

**FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**  
**City of Manteca/Manteca Transit**

Exhibit A.1 FTA 2024 Triennial Review Table

**Summary of Findings**

Review Area	Finding	Code	Deficiency Description	Response Due Date	Date Closed
1. Legal	ND				
2. Financial Management and Capacity	D	F6-3	Single Audit submission deficient, including late submission	12/26/2024	
3. Technical Capacity – Award Management	ND				
4. Technical Capacity – Program Management and Subrecipient Oversight	NA				
5. Technical Capacity – Project Management	ND				
6. Transit Asset Management	ND				
7. Satisfactory Continuing Control	ND				

# **FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**

City of Manteca/Manteca Transit

8. Maintenance	ND				
9. Procurement	ND				
10. Disadvantaged Business Enterprise	ND				
11. Title VI	ND				
12. Americans with Disabilities Act (ADA) – General	ND				
13. ADA – Complementary Paratransit	ND				
14. Equal Employment Opportunity	ND				
15. School Bus	ND				
16. Charter Bus	ND				
17. Drug-Free Workplace	ND				
18. Drug and Alcohol Program	ND				
19. Section 5307 Program Requirements	ND				
20. Section 5310 Program Requirements	NA				
21. Section 5311 Program Requirements	NA				
22. Public Transportation Agency Safety Plan	ND				
23. Cybersecurity	NA				

## **FY 2025-2026 to FY 2029-2030 Short Range Transit Plan**

### **City of Manteca/Manteca Transit**

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#### **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 June 18, 2024 and was submitted to FTA through Trams on June 25, 2024. FTA is still reviewing is the plan.

The overall Disadvantaged Business Enterprise (DBE) goal, is still being reviewed by the FTA and was submitted through Trams on August 23, 2023. The City DBE goal is 1.48% for the period between FFY 2024 and FFY 2026.



## APPENDIX B – SURVEY INSTRUMENTS


## Exhibit B.1 2024 Onboard Survey Instrument (English)



City of Manteca – 2024 Manteca Transit Rider Survey

Thank you for providing feedback about your trip today, about Manteca Transit and about yourself. Your feedback will help improve Manteca Transit Services, including our fixed route services.

Please include your contact information on the next page if you wish to be eligible to win a 10-ride pass. 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**

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

Cross Streets \_\_\_\_\_ and \_\_\_\_\_

Location \_\_\_\_\_

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

Cross Streets \_\_\_\_\_ and \_\_\_\_\_

Location \_\_\_\_\_

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

☐ Yes

☐ No

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

☐ Work - Work Cross Streets: \_\_\_\_\_ and \_\_\_\_\_

☐ Health Care - What Health Care Facility? \_\_\_\_\_

☐ Shopping - What Shopping Center? \_\_\_\_\_

☐ Business Appointment \_\_\_\_\_

☐ Social or recreational \_\_\_\_\_

☐ School \_\_\_\_\_

☐ What School? \_\_\_\_\_

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

☐ Walked more than 4 blocks

☐ Walked less than 4 blocks

☐ Drove self

☐ Rode bike

☐ Transferred from another bus

☐ Dropped off

☐ Other: How? \_\_\_\_\_

6. How did you pay for this ride?

☐ Regular cash fare

☐ Youth cash fare

☐ Senior/disabled/Medicare cash fare

☐ Transfer

☐ Monthly pass

☐ 10-day pass

☐ Student pass

☐ Senior/disabled pass

☐ Free

☐ Vamos (Electronic)

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

☐ Drive own vehicle

☐ Ride bicycle

☐ Get ride from friend or family member

☐ Walk

☐ Would not have made trip

☐ Taxi

☐ Other: how? \_\_\_\_\_

**Part 2. Please tell us about our service**

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

☐ 5 or more trips

☐ 3 to 4 trips

☐ 1-2 trips

☐ 1 trip per week or less

☐ This is my first time riding the bus

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

☐ Brochures

☐ On board the bus

☐ Website / Internet

☐ Cell phone/mobile device

☐ Transit office

☐ Other: How? \_\_\_\_\_

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

	1	2	3	4	5
a. On-time performance					
b. Frequency of service					
c. Service hours					
d. Service days					
e. Vehicle cleanliness					
f. Safety onboard vehicle					
g. Safety at bus stops					
h. Fare or cost					
i. Availability of service info					
j. Overall satisfaction of service					

11. What improvements would you like to see at bus stops? (Benches, more shelters, lights, etc.) \_\_\_\_\_

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

☐ Improve on-time performance

☐ More frequent service

☐ Expanded service hours

☐ Saturday fixed route service (longer hours)

☐ Add Sunday service

☐ Improve onboard/vehicle cleanliness

☐ Improve safety onboard vehicle

☐ Improve safety at bus stops

☐ Improve access to Manteca Transit information

☐ Reduce cost of riding Manteca Transit

☐ New destinations. Where? \_\_\_\_\_

☐ Other: Please specify \_\_\_\_\_

Please continue survey on next page.

**Part 3. Please Tell Us About Yourself**

13. How long have you been riding Manteca Transit?

☐ Less than 90 days

☐ More than 90 days

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

☐ Yes

☐ No

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

☐ Work - Work cross streets \_\_\_\_\_ and \_\_\_\_\_

☐ Shopping - What shopping Center? \_\_\_\_\_

☐ Social or recreational activity \_\_\_\_\_

☐ School - What school? \_\_\_\_\_

☐ Healthcare - What health care facility? \_\_\_\_\_

☐ Business appointment \_\_\_\_\_

☐ Other - specify \_\_\_\_\_

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

☐ Lack of other options

☐ Convenience

☐ To avoid traffic or parking

☐ Environmental benefits

☐ Other - specify \_\_\_\_\_

17. Do you use Manteca Transit to connect to another transit service? If so which one(s)?

☐ RTD

☐ ACE Train

☐ SuoRTA

☐ I do not connect to another service

☐ Other (Please specify) \_\_\_\_\_

18. What is your home Zip Code? \_\_\_\_\_

19. What is your employment status?

☐ Full-time

☐ Part-time

☐ Retired

☐ Not employed

20. Are you a student?

☐ Full-time

☐ Part-time

☐ Not a student

21. What is your approximate annual household income?

☐ Less than \$20,000

☐ \$20,001 to \$35,000

☐ \$35,001 to \$50,000

☐ \$50,001 to \$75,000

☐ \$75,001 to \$100,000

☐ More than \$100,000

☐ Decline to state

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

☐ Yes

☐ No

23. Do you have access to a personal vehicle?

☐ Yes

☐ No

For entry into drawing for 10-ride pass:

(Optional) Name: \_\_\_\_\_

(Optional) Phone: \_\_\_\_\_

(Optional) Email: \_\_\_\_\_

24. What is your age?

☐ 16 to 18

☐ 19 to 24

☐ 25 to 44

☐ 45 to 64

☐ 65 or older

☐ Decline to state

25. What is your gender?

☐ Male

☐ Female

☐ Other

☐ Decline to state

26. Are you (please select all that apply)

☐ Hispanic/Latino

☐ Black

☐ White

☐ Asian/Pacific Islander

☐ American Indian

☐ Other

27. How many people live in your household?

☐ One

☐ Two

☐ Three

☐ Four

☐ Five

☐ Six

☐ Seven

☐ Eight or more

28. What languages are spoken in your household?

☐ English

☐ Spanish

☐ Other: What? \_\_\_\_\_

☐ Decline to state

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

☐ Internet

☐ Smartphone

☐ Texting

☐ Email

☐ Social media (e.g., Facebook, Twitter, etc.)

☐ Telephone (landline)

☐ Cable TV (including DirecTV & Dish Network)

30. a) Are you aware that Manteca Transit hosts public workshops?

☐ Yes

☐ No

30. b) How can we better help inform the public about Manteca Transit public workshops? (Examples: newsletter, email, digital media, etc.) \_\_\_\_\_

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_


\_\_\_\_\_

\_\_\_\_\_

Manteca Transit Survey – December 2024

Today's date: \_\_\_\_\_


## Appendix C



**Ciudad de Manteca - Encuesta de pasajeros de tránsito de Manteca 2024**

Gracias por brindarnos sus comentarios sobre su viaje de hoy, sobre Manteca Transit y sobre usted mismo. Sus comentarios ayudarán a mejorar los servicios de Manteca Transit, incluidos nuestros servicios de ruta fija.

Incluya su información de contacto en la página siguiente al desear ser elegible para ganar un pase de 10 viajes. Si ya completó una encuesta esta semana, no complete otra. ¡Gracias!



### Parte 1. Cuéntenos sobre su viaje hoy

1. ¿Dónde abordó el autobús hoy (parada de autobús)?

Cruce de calles \_\_\_\_\_ y \_\_\_\_\_

Ubicación \_\_\_\_\_

2. ¿Dónde le bajará el autobús hoy (parada de autobús)?

Cruce de calles \_\_\_\_\_ y \_\_\_\_\_

Ubicación \_\_\_\_\_

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

☐ Sí

☐ No

4. ¿Cuál es el propósito principal del viaje de hoy?

☐ Trabajo - Cruce de calles del trabajo \_\_\_\_\_ y \_\_\_\_\_

☐ Atención médica - ¿Qué centro de atención médica? \_\_\_\_\_

☐ Compras - ¿Qué centro comercial? \_\_\_\_\_

☐ Cita de negocios \_\_\_\_\_

☐ Social o recreativo \_\_\_\_\_

☐ Otro: \_\_\_\_\_

☐ Escuela \_\_\_\_\_

¿Qué escuela? \_\_\_\_\_

5. ¿Cómo llegaste al autobús para el viaje de hoy?

☐ Caminé más de 4 cuadras

☐ Caminé menos de 4 cuadras

☐ Condujo solo

☐ Andar en Bicicleta

☐ Transferido desde otro autobús

☐ Dejado

☐ Otro, ¿Cómo? \_\_\_\_\_

6. ¿Cómo pagaste este viaje?

☐ Tarifa regular en efectivo

☐ Tarifa en efectivo para jóvenes

☐ Tarifa en efectivo para personas mayores/discapacitadas/Medicare

☐ Transferencia

☐ Pase mensual

☐ Pase de 10 días

☐ Pase de estudiante

☐ Pase senior/discapacitado

☐ Gratis

☐ Vamos (Electrónico)

7. ¿Cómo habría viajado si el servicio Manteca Transit no hubiera estado disponible?

☐ Andar en vehículo propio

☐ Andar en Bicicleta

☐ Obtener transporte de un amigo o familiar

☐ Caminar

☐ No habría hecho el viaje

☐ Taxi

☐ Otro, ¿Cómo? \_\_\_\_\_

### Parte 2. Cuéntenos sobre nuestro servicio

8. En una semana típica, ¿cuántos viajes de ida realiza utilizando Manteca Transit?

☐ 5 o más viajes

☐ 3 a 4 viajes

☐ 1 a 2 viajes

☐ 1 viaje por semana o menos

☐ Esta es la primera vez que viajo en autobús.

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

☐ Folletos

☐ A bordo del autobús

☐ Sitio web/Internet

☐ Teléfono celular/dispositivo móvil

☐ Oficina de tránsito

☐ Otro, ¿Cómo? \_\_\_\_\_

10. Califique cada una de las siguientes características del servicio en una escala del 1 al 5 (donde 1 = deficiente y 5 = excelente)

	1	2	3	4	5
a. Rendimiento a tiempo					
b. Frecuencia de servicio					
c. Horas de servicio					
d. Días de servicio					
e. Limpieza del vehículo					
f. Seguridad a bordo del vehículo					
g. Seguridad en las paradas de autobuses					
h. Tarifa o costo					
i. Disponibilidad de información del servicio					
j. Satisfacción general del servicio					

11. ¿Qué mejoras le gustaría ver en las paradas de autobuses? (Bancos, más refugios, luces, etc.) \_\_\_\_\_

12. Seleccione UNA mejora del servicio que sea más importante para usted (elijá solo una)

☐ Mejorar el rendimiento a tiempo

☐ Servicio más frecuente

☐ Horario de atención ampliado

☐ Servicio de ruta fija los sábados (horario más amplio)

☐ Agregar servicio el domingo

☐ Mejorar la limpieza a bordo/del vehículo

☐ Mejorar la seguridad a bordo del vehículo

☐ Mejorar la seguridad en las paradas de autobuses

☐ Mejorar el acceso a la información de Manteca Transit

☐ Reducir el costo de viajar en Manteca Transit

☐ Nuevos destinos. ¿Dónde? \_\_\_\_\_

☐ Otro. Por favor especifique \_\_\_\_\_

**Continúe la encuesta en la página siguiente.**

Encuesta de Manteca Transit – Diciembre 2024

Fecha de hoy: \_\_\_\_\_

### Parte 3. Cuántenos sobre usted

13. ¿Cuánto tiempo llevas viajando en Manfeqa Transit?

- ☐ Menos de 90 días
- ☐ Más de 90 días

14. ¿Acaba de empezar a utilizar Manfeqa Transit en los últimos 30 días?

- ☐ Sí
- ☐ No

15. ¿A dónde viaja normalmente cuando viaja en Manfeqa Transit? (Elija solo uno).

- ☐ Trabajo - trabajo cruze de calles \_\_\_\_\_ y \_\_\_\_\_
- ☐ Compras - ¿Qué centro comercial? \_\_\_\_\_
- ☐ Actividad social o recreativa \_\_\_\_\_
- ☐ Escuela - ¿Qué escuela? \_\_\_\_\_
- ☐ Atención sanitaria - ¿qué centro sanitario? \_\_\_\_\_
- ☐ Cita de negocios \_\_\_\_\_
- ☐ Otro - especificar \_\_\_\_\_

16. ¿Cuál es la razón principal por la que viaja en Manfeqa Transit? (por favor elija solo uno).

- ☐ Falta de otras opciones
- ☐ Conveniencia
- ☐ Para evitar el tráfico o el estacionamiento
- ☐ Beneficios ambientales
- ☐ Otro - especificar \_\_\_\_\_

17. ¿Utiliza Manfeqa Transit para conectarse a otro servicio de tránsito? Si es así, ¿cuál(es)?

- ☐ RTD
- ☐ ACE Train
- ☐ StanRTA
- ☐ No me conecto a otro servicio
- ☐ Otro - especificar \_\_\_\_\_

18. ¿Cuál es el código postal de su casa?

19. ¿Cuál es su situación laboral?

- ☐ Tiempo completo
- ☐ Tiempo parcial
- ☐ Jubilado
- ☐ Desempleado

20. ¿Es usted un estudiante?

- ☐ Tiempo completo
- ☐ Tiempo parcial
- ☐ No un estudiante

21. ¿Cuál es el ingreso anual aproximado de su hogar?

- ☐ Menos de \$20,000
- ☐ \$20,001 a \$35,000
- ☐ \$35,001 a \$50,000
- ☐ \$50,001 a \$75,000
- ☐ \$75,001 a \$100,000
- ☐ Más de \$100,000
- ☐ Prefiero no decir

22. ¿Tiene una licencia de conducir válida?

- ☐ Sí
- ☐ No

23. ¿Tiene acceso a un vehículo personal?

- ☐ Sí
- ☐ No

24. ¿Cuál es tu edad?

- ☐ 16 a 18
- ☐ 19 a 24
- ☐ 25 a 44
- ☐ 45 a 64
- ☐ 65 años o más
- ☐ Negarse a declarar

25. ¿Cuál es tu género?

- ☐ Hombre
- ☐ Mujer
- ☐ Otro
- ☐ Negarse a declarar

26. ¿Es usted (seleccione todos los que correspondan)?

- ☐ Hispano / latino
- ☐ Negro
- ☐ Blanco
- ☐ Asiático / isleño del Pacífico
- ☐ Indio americano
- ☐ Otro

27. ¿Cuántas personas viven en su hogar?

- ☐ Uno
- ☐ Dos
- ☐ Tres
- ☐ Cuatro
- ☐ Cinco
- ☐ Seis
- ☐ Siete
- ☐ Ocho o más

28. ¿Qué idiomas se hablan en su hogar?

- ☐ Inglés
- ☐ Español
- ☐ Otro, ¿Cuál? \_\_\_\_\_
- ☐ Negarse a declarar

29. Indique a cuál de las siguientes tecnologías tiene acceso o utiliza habitualmente (seleccione todas las que correspondan)

- ☐ Internet
- ☐ Teléfono móvil
- ☐ Mensajes de texto
- ☐ Correo electrónico
- ☐ Redes sociales (por ejemplo, Facebook, Twitter, etc.)
- ☐ Teléfono (fijo)
- ☐ Televisión por cable (incluidos DirectTV y Dish Network)

30. a) ¿Sabe que Manfeqa Transit organiza talleres públicos?

- ☐ Sí
- ☐ No

30. b) ¿Cómo podemos ayudar a informar mejor al público sobre los talleres públicos de Manfeqa Transit? (Ejemplos: newsletter, correo electrónico, medios digitales, etc.)

Comentarios:

Para participar en el sorteo del pase de 10 viajes:

(Opcional) Nombre:

(Opcional) Teléfono:


(Opcional) Correo electrónico:

# FY 2025-2026 to FY 2029-2030 Short Range Transit Plan

## City of Manteca/Manteca Transit

### Appendix C


#### Exhibit B.3 2024 Manteca Transit Dial-A-Ride Survey Instrument (English)



**City of Manteca – 2024 Dial-A-Ride Customer Survey**

Thank you for providing feedback about your trip today, about Manteca Transit and about yourself. Your feedback will help improve Manteca Transit Services, including our Dial-A-Ride service.

Please include your contact information on the bottom of the page if you wish to be eligible to win a 10-ride pass. If you have already completed a survey this week, please do not complete another one. Thank you!



Part 1. Please tell us about yourself today	Part 2. Please tell us about your most recent trip																																																												
<p>1. How often do you ride Dial-A-Ride in a typical week?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Less than once a week</div> <div><input type="checkbox"/> 1-2 times a week</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> 3-4 times a week</div> <div><input type="checkbox"/> 5 or more times a week</div> </div> <p>1a. Do you typically travel with a personal care attendant?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>2. How long have you been a Dial-A-Ride rider?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Less than 1 year</div> <div><input type="checkbox"/> 1-2 years</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> 3-4 years</div> <div><input type="checkbox"/> 5 years or more</div> </div> <p>3. How would you travel if Dial-A-Ride was not available?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Drive own vehicle</div> <div><input type="checkbox"/> Ride bicycle</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Friend/family member</div> <div><input type="checkbox"/> Walk</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Wouldn't make trip</div> <div><input type="checkbox"/> Taxi</div> </div> <div><input type="checkbox"/> Other – specify: _____</div> <p>4. How do you typically pay for your Dial-A-Ride ride?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Cash fare</div> <div><input type="checkbox"/> Monthly pass</div> </div> <div><input type="checkbox"/> Vamos (Electronic)</div> <p>5. What is your approximate annual household income?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Less than \$20,000</div> <div><input type="checkbox"/> \$50,001 to \$75,000</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> \$20,001 to \$35,000</div> <div><input type="checkbox"/> \$75,001 to \$100,000</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> \$35,001 to \$50,000</div> <div><input type="checkbox"/> More than \$100,000</div> </div> <div><input type="checkbox"/> Decline to respond</div> <p>6. Are you (select all that apply):</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Hispanic/Latino</div> <div><input type="checkbox"/> Black</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> White</div> <div><input type="checkbox"/> Asian/Pacific Islander</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> American Indian</div> <div><input type="checkbox"/> Other</div> </div> <p>7. Please indicate which languages are spoken in your home (select all that apply):</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> English</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Spanish</div> </div> <div><input type="checkbox"/> Other – specify: _____</div> <p>8. What is your gender?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Male</div> <div><input type="checkbox"/> Female</div> <div><input type="checkbox"/> Decline to respond</div> </div> <p>9. What is your age?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> 16 to 18</div> <div><input type="checkbox"/> 19 to 24</div> <div><input type="checkbox"/> 25 to 44</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> 45 to 64</div> <div><input type="checkbox"/> 65 or older</div> <div><input type="checkbox"/> Decline to respond</div> </div> <p>10. What is your home zip code? _____</p> <p>11. Are you employed?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Full-time</div> <div><input type="checkbox"/> Retired</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Part-time</div> <div><input type="checkbox"/> Not employed</div> </div>	<p>12. When you called to place your ride reservation, was the phone answered promptly?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>13. Did the Dial-A-Ride driver greet you by name?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>14. If needed, did the driver assist you in getting into the vehicle?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>15. If you used a wheelchair, was it tied down and secured to the floor?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>16. In the last month, were you denied any trips you tried to arrange on Dial-A-Ride?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>17. When you called to make your reservation, were you able to get a ride for the day and time you wanted?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> No</div> </div> <p>17a. If <u>No</u>, when you were offered a ride at another time did you...</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Accept the ride</div> <div><input type="checkbox"/> Refuse the ride</div> </div> <div><input type="checkbox"/> Don't remember</div> <p>18. Please rate each of the following service characteristics on a scale of 1-5 (where 1 = poor and 5 = excellent)</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th></th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> </tr> </thead> <tbody> <tr> <td>a. On time pick up</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>b. Customer Service Agent professionalism (on phone)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>c. Driver professionalism</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>d. Vehicle cleanliness</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>e. Destination on time arrival</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>f. Ride comfortability</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>g. Vehicle temperature control (A/C or Heat)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>h. Reservation process</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>i. Overall satisfaction of service</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>19. What was the primary purpose for the trip?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Work</div> <div><input type="checkbox"/> Shopping</div> <div><input type="checkbox"/> Visiting Friends</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> School</div> <div><input type="checkbox"/> Healthcare</div> <div><input type="checkbox"/> Personal Business</div> </div> <div><input type="checkbox"/> Other – specify (or add location): _____</div> <p>20. Why did you choose to ride Dial-A-Ride for this trip?</p> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Cost</div> <div><input type="checkbox"/> Lack of other options</div> </div> <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> Lack of car</div> <div><input type="checkbox"/> Avoid traffic/parking</div> </div> <div><input type="checkbox"/> Other – specify: _____</div> <p><b>Contact Information (For raffle/drawing redemption)</b></p> <p>First name: _____</p> <p>Phone: _____</p> <p>OR</p> <p>Email: _____</p>		1	2	3	4	5	a. On time pick up						b. Customer Service Agent professionalism (on phone)						c. Driver professionalism						d. Vehicle cleanliness						e. Destination on time arrival						f. Ride comfortability						g. Vehicle temperature control (A/C or Heat)						h. Reservation process						i. Overall satisfaction of service					
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## Exhibit B.4 2024 Manteca Transit Dial-A-Ride Survey Instrument (Spanish)



## Ciudad de Manteca - Encuesta a clientes de Dial-A-Ride 2024

mantecatransit

Gracias por brindarnos sus comentarios sobre su viaje de hoy, sobre Manteca Transit y sobre usted mismo. Sus comentarios ayudarán a mejorar los servicios de Manteca Transit, incluido nuestro servicio Dial-A-Ride.

Incluya su información de contacto en la parte inferior de la página si desea ser elegible para ganar un pase de 30 viajes. Si ya completó una encuesta esta semana, no complete otra. ¡Gracias!

Parte 1. Cuéntenos sobre usted hoy	Parte 2. Cuéntenos sobre su viaje más reciente																																																												
<p>1. ¿Con qué frecuencia viaja en Dial-A-Ride en una semana típica?</p> <p> <input type="checkbox"/> Menos de una vez por semana           <input type="checkbox"/> 1-2 veces por semana           <input type="checkbox"/> 3-4 veces por semana           <input type="checkbox"/> 5 o más veces por semana         </p> <p>1a. ¿Viaja normalmente con un accidente de cuidado personal?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>2. ¿Cuánto tiempo lleva siendo usuario de Dial-A-Ride?</p> <p> <input type="checkbox"/> Menos de 1 año           <input type="checkbox"/> 1-2 años           <input type="checkbox"/> 3-4 años           <input type="checkbox"/> 5 años o más         </p> <p>3. ¿Cómo viajarías si Dial-A-Ride no estuviera disponible?</p> <p> <input type="checkbox"/> Conducir vehículo propio           <input type="checkbox"/> Andar en bicicleta           <input type="checkbox"/> Amigo / miembro de la familia           <input type="checkbox"/> Caminar           <input type="checkbox"/> No haría el viaje           <input type="checkbox"/> Taxi           <input type="checkbox"/> Other - specify: _____         </p> <p>4. ¿Cómo paga normalmente su viaje en Dial-A-Ride?</p> <p> <input type="checkbox"/> En efectivo           <input type="checkbox"/> Pase mensual           <input type="checkbox"/> Vagos (Electronico)         </p> <p>5. ¿Cuál es su ingreso de hogar anual total aproximado?</p> <p> <input type="checkbox"/> Menos de \$20,000           <input type="checkbox"/> \$20,001 a \$35,000           <input type="checkbox"/> \$35,001 a \$50,000           <input type="checkbox"/> \$50,001 a \$75,000           <input type="checkbox"/> \$75,001 a \$100,000           <input type="checkbox"/> Más de \$100,000           <input type="checkbox"/> Prefiero no decir         </p> <p>6. Es usted (seleccione todo lo que corresponda):</p> <p> <input type="checkbox"/> Hispano / latino           <input type="checkbox"/> Negro           <input type="checkbox"/> Blanco           <input type="checkbox"/> Asiático / Isleño del Pacífico           <input type="checkbox"/> Indio Americano           <input type="checkbox"/> Otro         </p> <p>7. Indique qué idiomas se hablan en su hogar (seleccione todos los que correspondan):</p> <p> <input type="checkbox"/> Inglés           <input type="checkbox"/> Español           <input type="checkbox"/> Otro - especifique: _____         </p> <p>8. ¿Cuál es su género?</p> <p> <input type="checkbox"/> Hombre           <input type="checkbox"/> Mujer           <input type="checkbox"/> Prefiero no decir         </p> <p>9. ¿Cuál es su edad?</p> <p> <input type="checkbox"/> 16 a 18           <input type="checkbox"/> 19 a 24           <input type="checkbox"/> 25 a 44           <input type="checkbox"/> 45 a 64           <input type="checkbox"/> 65 o mayor           <input type="checkbox"/> Prefiero a no decir         </p> <p>10. ¿Cuál es el código postal de tu casa? _____</p> <p>11. ¿Estás empleado?</p> <p> <input type="checkbox"/> Tiempo completo           <input type="checkbox"/> Jubilado           <input type="checkbox"/> Tiempo parcial           <input type="checkbox"/> Desempleado         </p>	<p>12. Cuando llamó para reservar el viaje, ¿alguien contactó pronto?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>13. ¿El conductor de Dial-A-Ride lo saludó por su nombre?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>14. Si fue necesario, ¿el conductor le ayudó a subir al vehículo?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>15. Si usó silla de ruedas, ¿estaba amarrada y asegurada al piso?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>16. En el último mes, ¿le negaron algún viaje que intentó organizar en Dial-A-Ride?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>17. Cuando llamaste para hacer tu reserva, ¿pudiste conseguir transporte para el día y la hora que quieres?</p> <p> <input type="checkbox"/> Sí           <input type="checkbox"/> No         </p> <p>17a. Si respondió No, cuando le ofrecieron transporte en un tiempo alternativo, ¿usted...?</p> <p> <input type="checkbox"/> Aceptar el viaje           <input type="checkbox"/> Rechazar el viaje           <input type="checkbox"/> No recuerdo         </p> <p>18. Califique cada una de las siguientes características del servicio en una escala del 1 al 5 (donde 1 = deficiente y 5 = excelente)</p> <table border="1"> <thead> <tr> <th></th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> </tr> </thead> <tbody> <tr> <td>a. Recoger a tiempo</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>b. Profesionalidad del agente de atención al cliente (por teléfono)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>c. Profesionalidad del conductor</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>d. Limpieza del vehículo</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>e. Destino a tiempo llegada</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>f. Comodidad de marcha</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>g. Control de temperatura del vehículo (A/C o calefacción)</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>h. Proceso de reserva</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>i. Satisfacción general del servicio</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>19. ¿Cuál fue el propósito principal del viaje?</p> <p> <input type="checkbox"/> Trabajo           <input type="checkbox"/> Ir de compras           <input type="checkbox"/> Visitar amigos           <input type="checkbox"/> Escuela           <input type="checkbox"/> Cita médica           <input type="checkbox"/> Asunto personal           <input type="checkbox"/> Otro - especifique (o agregar ubicación): _____         </p> <p>20. ¿Por qué elegiste viajar en Dial-A-Ride para este viaje?</p> <p> <input type="checkbox"/> Costo           <input type="checkbox"/> Falta de otras opciones           <input type="checkbox"/> Falta de carro           <input type="checkbox"/> Evitar el tráfico/estacionamiento           <input type="checkbox"/> Otro especifique: _____         </p> <p><b>Información del contacto (Para rifa/canje de sorteo)</b></p> <p>Primer nombre: _____</p> <p>Teléfono: _____</p> <p>O _____</p> <p>E-mail: _____</p>		1	2	3	4	5	a. Recoger a tiempo						b. Profesionalidad del agente de atención al cliente (por teléfono)						c. Profesionalidad del conductor						d. Limpieza del vehículo						e. Destino a tiempo llegada						f. Comodidad de marcha						g. Control de temperatura del vehículo (A/C o calefacción)						h. Proceso de reserva						i. Satisfacción general del servicio					
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i. Satisfacción general del servicio																																																													

Exhibit B.5 2024 Manteca Transit ACE Survey (English)



City of Manteca – 2024 Manteca Transit Rider Survey



Thank you for providing feedback about your trip today, about Manteca Transit and about yourself  
Your feedback will help improve Manteca Transit Services.

1. In a typical week, how many times do you ride the ACE Rail?

- ☐ 5 or more trips
- ☐ 3 to 4 trips
- ☐ 1-2 trips
- ☐ 1 trip per week or less

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

- |                                    |   |   |   |   |   |
|------------------------------------|---|---|---|---|---|
| a. On time pick up                 | 1 | 2 | 3 | 4 | 5 |
| b. Customer Service                | 1 | 2 | 3 | 4 | 5 |
| c. Overall satisfaction of service | 1 | 2 | 3 | 4 | 5 |

3. What is your address or the cross streets closest to your home?

4. What changes or additions would make Manteca Transit more convenient or Reliable to you?

5. Currently, do you have difficulty getting to the Ace station?

- ☐ Yes
- ☐ No



City of Manteca – 2024 Manteca Transit Rider Survey



Thank you for providing feedback about your trip today, about Manteca Transit and about yourself  
Your feedback will help improve Manteca Transit Services.

1. In a typical week, how many times do you ride the ACE Rail?

- ☐ 5 or more trips
- ☐ 3 to 4 trips
- ☐ 1-2 trips
- ☐ 1 trip per week or less

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

- |                                    |   |   |   |   |   |
|------------------------------------|---|---|---|---|---|
| a. On time pick up                 | 1 | 2 | 3 | 4 | 5 |
| b. Customer Service                | 1 | 2 | 3 | 4 | 5 |
| c. Overall satisfaction of service | 1 | 2 | 3 | 4 | 5 |

3. What is your address or the cross streets closest to your home?

4. What changes or additions would make Manteca Transit more convenient or Reliable to you?

5. Currently, do you have difficulty getting to the Ace station?

- ☐ Yes
- ☐ No

Exhibit B.6 2024 Manteca Transit ACE Survey (Spanish)



City of Manteca – 2024 Manteca Encuesta a usuarios del transporte público

**manteca**transit

Gracias por sus comentarios sobre su viaje de hoy, sobre Manteca Transit y sobre usted mismo. Sus comentarios nos ayudarán a mejorar los servicios de Manteca Transit.

1. En una semana típica, ¿cuántas veces viajas en el ACE Rail?

- ☐ 5 o más viajes  
☐ 3 a 4 viajes  
☐ 1 o 2 viajes  
☐ 1 viaje por semana o menos de servicio

2. Califique cada una de las siguientes características del servicio en una escala del 1 al 5 (donde 1 = deficiente y 5 = excelente).

- a. Recogida puntual 1 2 3 4 5  
 b. Atención al cliente 1 2 3 4 5  
 c. Satisfacción general 1 2 3 4 5

3. ¿Cual es su dirección o las calles transversales más cercanas a su casa? 4. ¿Qué cambios o adiciones harían que Manteca Transit sea más conveniente o confiable para usted?



5. Actualmente, ¿tienes dificultades para llegar a la estación Ace?

- ☐ Sí  
☐ No



City of Manteca – 2024 Manteca Encuesta a usuarios del transporte público

**manteca**transit

Gracias por sus comentarios sobre su viaje de hoy, sobre Manteca Transit y sobre usted mismo. Sus comentarios nos ayudarán a mejorar los servicios de Manteca Transit.

1. En una semana típica, ¿cuántas veces viajas en el ACE Rail?

- ☐ 5 o más viajes  
☐ 3 a 4 viajes  
☐ 1 o 2 viajes  
☐ 1 viaje por semana o menos de servicio

2. Califique cada una de las siguientes características del servicio en una escala del 1 al 5 (donde 1 = deficiente y 5 = excelente).

- a. Recogida puntual 1 2 3 4 5  
 b. Atención al cliente 1 2 3 4 5  
 c. Satisfacción general 1 2 3 4 5

3. ¿Cual es su dirección o las calles transversales más cercanas a su casa? 4. ¿Qué cambios o adiciones harían que Manteca Transit sea más conveniente o confiable para usted?



5. Actualmente, ¿tienes dificultades para llegar a la estación Ace?

- ☐ Sí  
☐ No