



NAPA VALLEY TRANSPORTATION AUTHORITY PCC Agenda Letter

TO: Paratransit Coordinating Council
FROM: Kate Miller, Executive Director
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SUBJECT: Marketing and Communication Plan Update for Vine Service Revisions

RECOMMENDATION

That the Paratransit Coordinating Council receive an update about the Vine service restructuring marketing efforts.

EXECUTIVE SUMMARY

The NVTA Board approved Phase II of the Vine Vision Plan at their July 17, 2019 meeting. Since that time NVTA staff has been working on finalizing the service and schedules. In addition to this planning work, NVTA staff is formulating a coordinated marketing effort to inform the riding public of the impending changes. NVTA anticipates the changes will take effect in the first two weeks of January 2020.

FISCAL IMPACT

Is there a Fiscal Impact? No.

BACKGROUND AND DISCUSSION

NVTA's marketing plan is a multifaceted effort to inform the public of the changes ahead of the January 2020 start. Marketing efforts began in late September with strategic outreach sessions aimed at senior living communities in the City of Napa. NVTA staff organized these events as open houses, where residents were able to ask questions one-on-one with NVTA staff members. These events were well attended, averaging about twenty participants at each location.

In addition to the strategic marketing NVTA staff is also tabling at the Soscot Gateway Transit Center and the Redwood Park and Ride. These events allow riders to see the changes and ask any questions they may have.

NVTA is also hosting a webpage dedicated to the new service. All printed materials about the changes, which include posters on bus shelters and signs in the buses, direct riders to the webpage or customer service to get information.

These efforts are the first phase of outreach and marketing for the new service. The intent of these efforts is to alert riders to be aware of the coming changes. The primary marketing push will occur in December with the intention of engaging riders at a higher level, to ensure riders are not caught off guard by the upcoming changes.

In December, NVTA staff will do another cycle of targeted outreach to help riders, current and new, with trip planning, as the schedules for the new service will be in their final version. Staff will also ensure there is constant engagement on social media to help riders stay informed.

SUPPORTING DOCUMENTS

None