



NAPA VALLEY TRANSPORTATION AUTHORITY ATAC Agenda Letter

TO: Active Transportation Advisory Committee
FROM: Kate Miller, Executive Director
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SUBJECT: Napa Valley Vine Trail-Programs Committee

RECOMMENDATION

Information only

EXECUTIVE SUMMARY

The Napa Valley Vine Trail (NVVT) Coalition Programs Committee has developed goals and priorities for community programs in four focus areas in order to promote the benefits of the trail to the community.

Philp Sales, Napa Valley Vine Trail Executive Director and Programs Committee Chair Patrick Band, Executive Director of Napa Bike, will provide an overview of the 2016 program goals and priorities.

FISCAL IMPACT

None

BACKGROUND AND DISCUSSION

The Napa Valley Vine Trail Coalition Programs Committee has established four program focus areas (Attachment 1) in order to promote the cultural and community benefits of the trail.

The first program surrounding health and wellness plans to launch in Fall 2016. Program committee members Philp Sales and Patrick Band will provide an overview of the goals for each of the program focus areas.

SUPPORTING DOCUMENTS

Attachment(s): (1) NVVT-Program Committee 2016 Goals & Priorities

Napa Valley Vine Trail – Programs Committee
2016 Committee Goals & Priorities

Focus Area	Goals	Notes
Health & Wellness	<ul style="list-style-type: none"> Host three (3) Walk With a Doc programs monthly, starting by Fall 2016 	<ul style="list-style-type: none"> Significant Logistical needs Suggested coordination w/ Marketing Committee Ongoing costs TBD
Outdoor Education	<ul style="list-style-type: none"> Host 500 youth and 500 adults in Educational programs on the VT annually 	<ul style="list-style-type: none"> ID lead for draft curricula District & site leadership VT costs likely limited to busses, insurance, etc
Arts & Culture	<ul style="list-style-type: none"> Scope Docent programs w/ local subject experts (local history, geology, birding, wine) 	<ul style="list-style-type: none"> Identify frequency, possible program leaders, fee structure (if any) Suggested coordination w/ Marketing Committee
Volunteer Maintenance	<ul style="list-style-type: none"> Implement Trail Ambassador Program Establish Work Day pgm Scope and implement “Adopt a Segment” program 	<ul style="list-style-type: none"> 5-6 core vol’s needed for Ambassador pgm. Philip ID’ing Work Day req’s including liability & coord with local agencies