



NAPA VALLEY TRANSPORTATION AUTHORITY PCC Agenda Letter

TO: Paratransit Coordinating Council
FROM: Kate Miller, Executive Director
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SUBJECT: NVTA V-Commute Program Marketing and Communications Update

RECOMMENDATION

Information only

EXECUTIVE SUMMARY

NVTA has historically partnered with the Solano Transportation Authority (STA) under the Solano/Napa Commuter Information (SNCI) program brand to offer commuter options and Travel Demand Management (TDM) in Napa and Solano counties. These programs were funded under the Regional 511.org program which is being phased out.

NVTA rebranded and launched its Napa County TDM program as *V-Commute* earlier this year. To maintain and enhance its TDM programs, NVTA contracted with Ride Amigos. Ride Amigos is an online ridesharing technology platform that provides:

- Alternative commuter options
- Travel behavior incentives and gamification
- Real-time trip planning
- Back-end management to assist employers in providing employee commuter benefits

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

NVTA is identifying ways to make transportation options more accessible and appealing to a broader base of users in Napa Valley by contracting with a mobility service platform provider, Ride Amigos late last year. The idea behind this recognizes that even when

commuters ride-share occasionally, it incrementally reduces traffic congestion improving commute times for everyone.

The new V-Commute platform uses technology to help users identify ride sharing companions in neighborhoods or near/at places of employment for regular or occasional carpooling. This technology is capable of searching for all available transportation options, such as bike/scooter share, transit or Uber/Lyft to assist users in choosing the most suitable option for a particular trip.

The platform can also assist large employers with their parking and transportation benefit distribution and help incentivize employees to take advantage of alternative transportation benefits programs.

The V-Commute foundational programs are:

1. Bucks for Bikes - provides up to \$100 off the purchase of a bicycle for commuting (participation requires providing commuter information for 1 year)
2. Guaranteed Ride Home - provides up to 4 emergency rides home when an employee uses an alternative commute mode for work (automatic enrollment with V-Commute registration)
3. Commute Challenge - annual program to encourage alternative commute participation by providing incentives (additional challenges may be implemented as funding allows)
4. Large Employer Commuter Benefits - provides assistance to large employers for compliance (Air District Regulation 14) and participation in the Bay Area Commuter Benefits Program.

The V-Commute program is focusing enrollment on large Napa County employers in the following sectors:

1. Government
2. Education
3. Healthcare
4. Large retailers

V-Commute Marketing Plan Overview:

- V-Commute Goals & Objectives:
 - Reduce Congestion
 - Move more people in fewer vehicles
 - Introduce and encourage participation in TDM programs
 - Help Large Employers with commuter benefits distribution and participation

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- Provide Ride Share Opportunities
 - Make ridesharing convenient using technology
 - Provide ride-share hubs in Napa County
 - Increase Sustainable Mode Share
 - More people walking, biking and using transit
 - Provide mobility choices: Bike/Scooter share
 - Incentivize sustainable commute choices
 - Brand & Identity
 - Establish program brand
 - Outreach to employers, jurisdictions and partner organizations
 - Program registration webinars
 - Marketing and Advertising Campaigns
 - Webpage
 - Press releases
 - Print and web collateral
 - Advertisements
 - Promotional items

SUPPORTING DOCUMENTS

None