



## NAPA VALLEY TRANSPORTATION AUTHORITY

### Technical Advisory Committee Council Agenda Memo

---

**TO:** Technical Advisory Committee (TAC)  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Libby Payan, Senior Program Planner/Administrator  
(707) 259-8782 / Email: [lpayan@nvta.ca.gov](mailto:lpayan@nvta.ca.gov)  
**SUBJECT:** Vine Transit Update

---

#### **RECOMMENDATION**

That the Napa Valley Transportation Authority (NVRTA) Technical Advisory Committee receive the third quarter Fiscal Year (FY) 2024-25 Vine Transit update.

#### **BACKGROUND**

##### Upcoming Schedule Changes

The next schedule change will occur on Sunday June 8, 2025 to coincide with the conclusion of the 2024-2025 school year. The following changes will go into effect:

- Pausing the school trippers in American Canyon and St Helena
- Adding one additional Route C trip on weekdays for the summer
- Route 11 time adjustments to weekday and to make Saturday & Sunday schedules align
- Changing weekday trips on Route D to accommodate the Camille Creek Community School's Summer School schedule
- Adjusting the Route 21 schedule to incorporate extra trip time as buses now navigate around the CHP weigh stations on Interstate 80

##### Ridership

Table 1 compares the annual difference between third quarter of FY 2023-2024 (January, February & March) to third quarter of FY 2024-2025 to show the year-over-year ridership increase of approximately 8% in the City of Napa. Routes A, D and G experienced the

most significant growth year-over-year. Route G ridership growth is attributable to extending the route to serve Napa Valley College, the Napa County Soscot Campus, and Health & Human Services. Increased in ridership on the Route D is mainly driven by students traveling to and from Camille Creek Community School. Route A switched from a limited on-demand service to a fixed route as part of the January 12, 2025, schedule change. Early ridership data indicates significant increases in usage as riders typically prefer the bus to operate on a predictable schedule.

*Table 1: City of Napa Ridership - Comparing Q3 of FY24 & Q3 of FY25*

	<b>Q3 FY24</b>	<b>Q3 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Napa Local On-Demand/Route A</b>	1,050	1,661	58.19%	611
<b>Route B</b>	5,289	5,328	0.74%	39
<b>Route C</b>	13,636	13,136	-3.67%	-500
<b>Route D</b>	1,564	2,257	44.31%	693
<b>Route E</b>	2,235	2,516	12.57%	281
<b>Route F</b>	3,909	4,491	14.89%	582
<b>Route G</b>	2,409	3,244	34.66%	835
<b>Total</b>	<b>30,092</b>	<b>32,633</b>	<b>8.44%</b>	<b>2,541</b>

Table 2 shows overall ridership remained relatively stagnant with growth of 2.83% for the quarter on regional routes. Lower ridership on Route 21 may be due to considerable delays on multiple trips as Vine buses are being subjected to random California Highway Patrol Inspection with passengers on board at the weigh station on Interstate 80. NVTa and Soltrans are working with the California Transit Association and CHP to have the additional inspections done at NVTa's facility instead of at the CHP weigh station. In the interim, Vine Transit has re-routed both the eastbound and westbound trips to avoid the weigh stations. This added time on the trip will be worked into the June 8, 2025 schedule change so riders can predictably know how long a Route 21 trip will take.

*Table 2: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q2 of FY24 & Q2 of FY25*

	<b>Q3 FY24</b>	<b>Q3 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Route 10</b>	33,330	35,111	5.34%	1,781
<b>Route 11</b>	29,653	30,511	2.89%	858
<b>Route 11X</b>	963	983	2.08%	20
<b>Route 21</b>	3,732	3,001	-19.59%	-731
<b>Route 29</b>	8,307	8,530	2.68%	223
<b>Total</b>	<b>75,985</b>	<b>78,136</b>	<b>2.83%</b>	<b>2,151</b>

Table 3 shows ridership decreased on the community shuttles overall by about 6% compared to the same quarter last year. The Yountville Bee experienced the highest decline at nearly 22% while Calistoga and American Canyon transit also experienced declines. The new Calistoga shuttles that will be deployed in the next few months should help with Calistoga ridership as the existing shuttles in Calistoga are past their useful life.

*Table 3: Community Shuttles– Comparing Q3 of FY24 & Q3 of FY25*

	<b>Q3 FY24</b>	<b>Q3 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Calistoga Shuttle</b>	3,445	3,130	-9.14%	-315
<b>St. Helena Shuttle</b>	1,542	1,743	13.04%	201
<b>Yountville Bee</b>	1,325	1,030	-22.26%	-295
<b>American Canyon Transit</b>	5,269	4,932	-6.40%	-337
<b>Total</b>	<b>11,581</b>	<b>10,835</b>	<b>-6.44%</b>	<b>-746</b>

VineGo ridership rose by about 7% over the last year as seen in Table 4. Staff continues to see steady increases in VineGo Ridership since the COVID-19 pandemic impacts have lessened.

*Table 4: VineGo Ridership – Comparing Q2 of FY24 & Q2 of FY25*

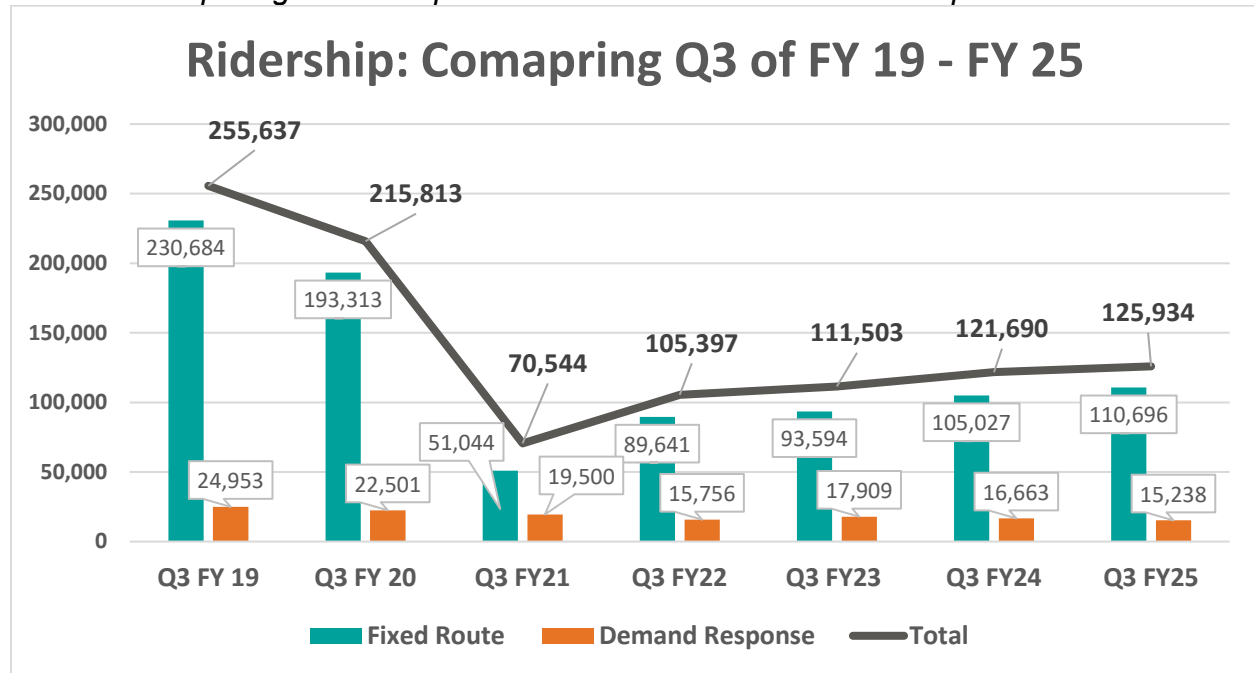
	<b>Q3 FY24</b>	<b>Q3 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>VineGo</b>	4,032	4,330	7.39%	298

Finally, Table 5 and Chart 1 compares the time period of January – March of the current Federal Fiscal Year to the same time period over the previous six fiscal years to provide additional context to current ridership trends and how they compare over time pre and post COVID.

*Table 5: Comparing the third quarter of the current Fiscal Years to prior Fiscal Years*

	<b>Q3 FY 19</b>	<b>Q3 FY 20</b>	<b>Q3 FY21</b>	<b>Q3 FY22</b>	<b>Q3 FY23</b>	<b>Q3 FY24</b>	<b>Q3 FY25</b>
<b>Fixed Route</b>	230,684	193,313	51,044	89,641	93,594	105,027	110,696
<b>Demand Response</b>	24,953	22,501	19,500	15,756	17,909	16,663	15,238
<b>Total</b>	<b>255,637</b>	<b>215,813</b>	<b>70,544</b>	<b>105,397</b>	<b>111,503</b>	<b>121,690</b>	<b>125,934</b>

Chart 1: Comparing the third quarter of the current Fiscal Years to prior Fiscal Years

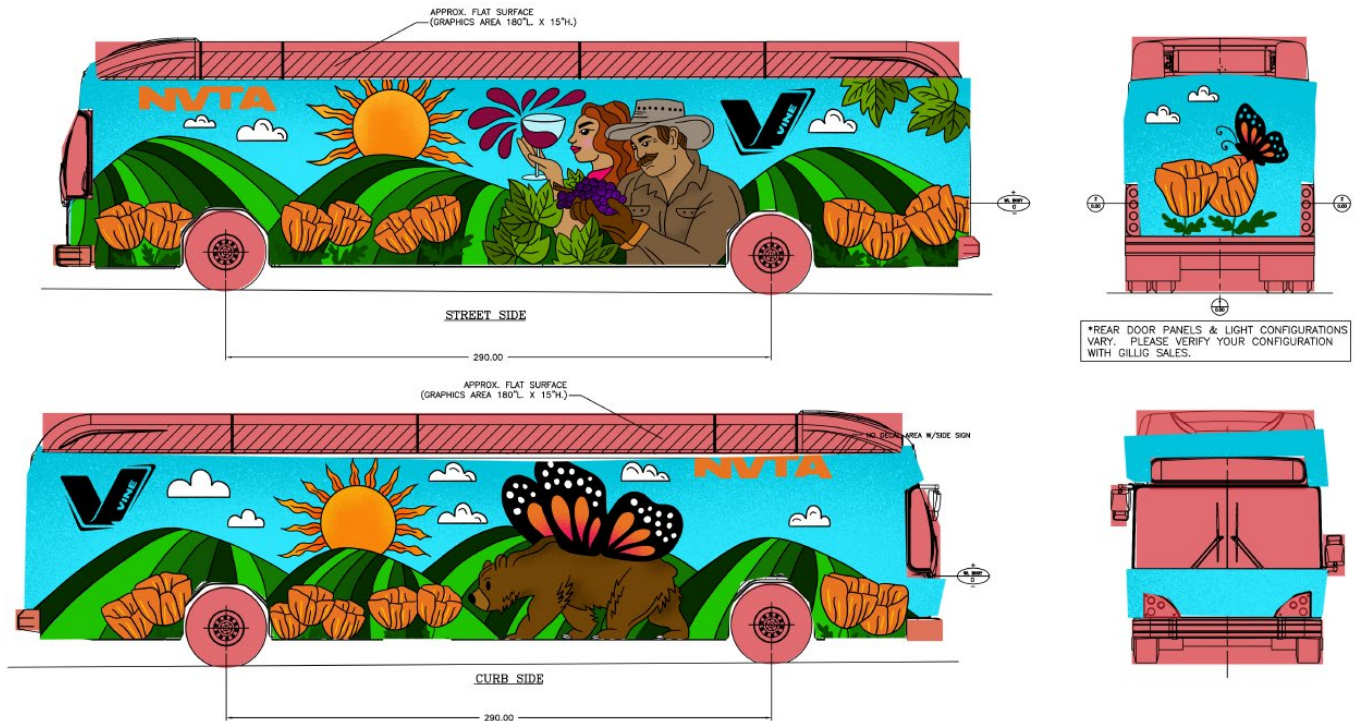


### Marketing Efforts

As the weather warms up and Spring commences, more events are held throughout the valley and NVTa is working to increase its presence out in the community to help raise awareness of all the services we provide and solicit feedback on different planning efforts. Events attended during the third quarter of the Fiscal Year include:

- Culinary Institute of America's Health and Wellness Fair (February 12)
- Bel Aire Elementary School Presentations to a pair of kindergarten classes (February 26)
- 8<sup>th</sup> Grade Career Fair (March 13)
- Browns Valley Career Fair (March 21)

The most significant marketing campaign Vine Transit is actively promoting is the “Design a Bus” contest. Earlier this year, Vine Transit invited artists from across the North Bay to design a rolling work of art on one of our new 40-foot electric Gillig buses (currently slated to arrive in June). Entries celebrated zero-emission transportation and/or Napa County and were reviewed by a panel of judges. The winning artist, Blanca Molina, and her design was announced as the winner in late April. As the winner, Blanca will receive \$5,000 and NVTa is planning an unveiling event in the coming months.



### BottleRock & La Onda

To accommodate festival attendees, Vine Transit will once again offer free rides all weekend long during both BottleRock (May 23 - 25) and La Onda (May 31 – June 1). These free rides are available to all riders and routes, regardless of trip purpose courtesy of BottleRock and Visit Napa Valley. This includes all VineGo rides and community shuttles. Additionally, Vine Transit will offer free late-night rides after the conclusion of the festivals at the Soscol Gateway Transit center, which is located right across from the festivals.

### ATTACHMENTS

None