



## NAPA VALLEY TRANSPORTATION AUTHORITY Technical Advisory Committee Agenda Memo

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**TO:** Technical Advisory Committee  
**FROM:** Kate Miller, Executive Director  
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**SUBJECT:** Vine Transit Update

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### **RECOMMENDATION**

That the Technical Advisory Committee (TAC) receive the first quarter Fiscal Year (FY) 2024-25 Vine Transit update.

### **BACKGROUND**

#### Ridership

Tables 1 through 3, compares the annual difference between first quarter of FY 2023-24 to the same period of FY 2024-25 to show the year-over-year ridership variations.

Table 1 depicts the difference in the City of Napa Ridership in Q1 of Fiscal Year 2023-24 to Q1 of the current federal fiscal year. Although there were two different sets of local routes operated in July – September 2023, there was an overall increase in local ridership of 11.71%.

*Table 1: City of Napa Ridership - Comparing Q1 of FY24 & Q1 of FY25*

	Q1 FY24*	Q1 FY25	% Difference	Numerical Difference
<b>Local Routes</b>	31,064	34,701	11.71%	3,637

*\*In the first quarter of FY 2024, there were two different local (City of Napa) routes: (1) the old local routes of N,S,E and W were in service from July 1 – August 12 (2) the newer Routes A-G were in service from August 14 - Present*

Table 2 shows steady overall ridership growth on regional routes of approximately 7% for the quarter. The route showing the largest percentage improvement in ridership is Route

11X at approximately 51%, but the Route 10 traveling up and down the valley during harvest provided the bulk of the numerical increase.

*Table 2: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q1 of FY24 & Q1 of FY25*

	<b>Q1 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Route 10</b>	40,127	45,353	13.02%	5,226
<b>Route 11</b>	33,738	33,680	-0.17%	(58)
<b>Route 11X</b>	944	1,421	50.53%	477
<b>Route 21</b>	4,053	3,484	-14.04%	(569)
<b>Route 29</b>	9,254	9,935	7.36%	681
<b>Total</b>	<b>88,116</b>	<b>93,873</b>	<b>6.53%</b>	<b>5,757</b>

Ridership decreased on the community shuttles overall by about 11% compared to the same quarter last year as shown in Table 3. Calistoga had low July ridership. NVTA received complaints about the air conditioning on these shuttles not keeping up with the high temperatures. Calistoga will be receiving two new shuttles by the end of Q2 and that should put us in a position to make riders more comfortable next summer. Only the Yountville Bee experienced a ridership increase.

*Table 3: Community Shuttles– Comparing Q1 of FY24 & Q1 of FY25*

	<b>Q1 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Calistoga Shuttle</b>	4,525	3,946	-12.80%	(579)
<b>St. Helena Shuttle</b>	1,463	1,410	-3.62%	(53)
<b>Yountville Bee</b>	1,345	1,413	5.06%	68
<b>American Canyon Transit</b>	5,167	4,313	-16.53%	(854)
<b>Total</b>	<b>12,500</b>	<b>11,082</b>	<b>-11.34%</b>	<b>(1,418)</b>

VineGo ridership rose nominally by about 3% over the last year as seen in Table 4.

*Table 4: VineGo Ridership – Comparing Q4 of FY23 & Q4 of FY24*

	<b>Q1 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>VineGo</b>	3,928	4,055	3.23%	127

Table 5 compares the first quarter of the current fiscal year local ridership to the previous quarter (April, May & June of 2024) to provide insight to more recent ridership trends. Route G experienced the most significant ridership growth of nearly 56%. This can be attributed to extending the Route G as part of the August 11<sup>th</sup> schedule change. The Route was extended further south to serve the Napa Valley College and Health and Human Services, which are two prominent destinations for riders.

*Table 5: City of Napa Ridership - Comparing Q4 of FY24 & Q1 of FY25*

	<b>Q4 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Napa Local On-Demand (Route A)</b>	980	980	0.00%	0
<b>Route B</b>	6,581	8,026	21.96%	1,445
<b>Route C</b>	14,683	13,675	-6.87%	(1,008)
<b>Route D</b>	1,962	2,805	42.97%	843
<b>Route E</b>	2,816	2,665	-5.36%	(151)
<b>Route F</b>	3,534	3,411	-3.48%	(123)
<b>Route G</b>	2,016	3,139	55.70%	1,123
<b>Total</b>	<b>32,572</b>	<b>34,701</b>	<b>6.54%</b>	<b>2,129</b>

Table 6 compares regional routes to the previous quarter, which experienced an overall increase of approximately 6%. Route 11X experienced the most significant ridership increase of nearly 35%. A new stop was added to the 11X at Devlin at Airport Road as part of the August 11<sup>th</sup> schedule change. This gives the riders the opportunity to travel to and from the new Vine Bus Maintenance Facility and surrounding warehousing district near the airport in a faster manner. The same stop is served by Route 11, however, Route 11 has more stops on its route than Route 11X.

*Table 6: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q4 of FY24 & Q1 of FY25*

	<b>Q4 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Route 10</b>	39,363	45,353	15.22%	5,990
<b>Route 11</b>	34,038	33,680	-1.05%	(358)
<b>Route 11X</b>	1,056	1,421	34.56%	365
<b>Route 21</b>	4,184	3,484	-16.73%	(700)
<b>Route 29</b>	9,674	9,935	2.70%	261
<b>Total</b>	<b>88,315</b>	<b>93,873</b>	<b>6.29%</b>	<b>5,558</b>

Table 7 compares the community shuttles to the previous quarter, which shows that overall ridership remained relatively stagnant. American Canyon Transit experienced a decline of about 12%, which can be attributed to student ridership - schools did not resume until the week of August 12, which is about halfway through the first quarter of the current fiscal year. All other services experienced an increase in ridership. Calistoga's increase can be attributed to the fact that in May a second shuttle was added. Ridership for Q4 of FY24 is negatively impacted because only one shuttle was operating in the month of April.

*Table 7: Community Shuttles– Comparing Q4 of FY24 & Q1 of FY25*

	<b>Q4 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Calistoga Shuttle</b>	3,455	3,946	14.21%	491
<b>St. Helena Shuttle</b>	1,319	1,410	6.90%	91
<b>Yountville Bee</b>	1,394	1,413	1.36%	19
<b>American Canyon Transit</b>	4,887	4,313	-11.75%	(574)
<b>Total</b>	<b>11,055</b>	<b>11,082</b>	<b>0.24%</b>	<b>27</b>

Finally, Table 8 depicts a slight decrease in VineGo ridership, which is one of the first decreases quarter-over-quarter since the beginning of the COVID-19 pandemic. Staff will closely monitor the ridership during the next quarter to see if this trend continues. New VineGo vehicles are arriving around January 2025, which will replace the 2007 vehicles. This will enhance the rider experience by offering a more comfortable and smoother ride.

*Table 8: VineGo Ridership – Comparing Q4 of FY23 & Q4 of FY24*

	<b>Q1 FY24</b>	<b>Q1 FY25</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>VineGo</b>	4,288	4,055	-5.43%	(233)

Chart 1 breaks down the fixed route data by route across first quarters dating back to pre-COVID levels and also adds in the prior quarter (April – June 2024) to visually show the changes over time. The local routes and routes 10 and 11 have all experienced the same general trend of a slow recovery with ridership trending in the right direction. All of the other routes have experienced nominal increases and decreases, but overall ridership has remained relatively stagnant since COVID.

*Chart 1: Total Fixed Route Ridership Change*

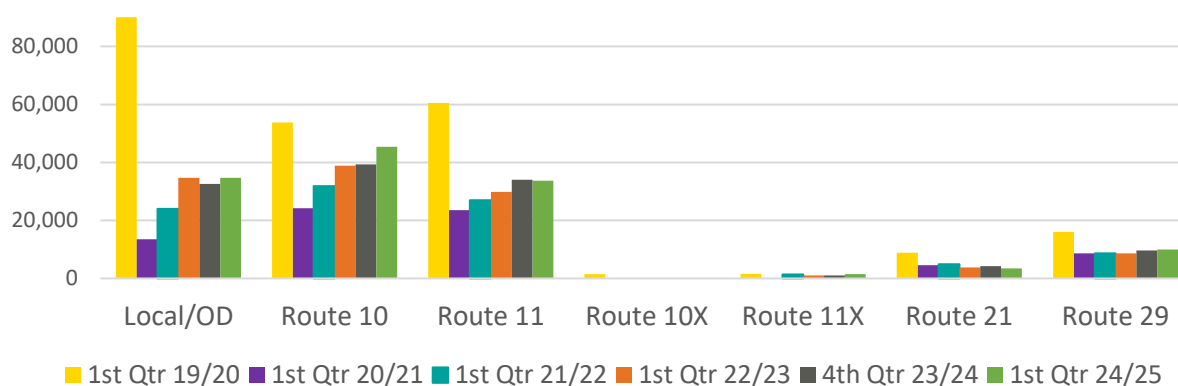
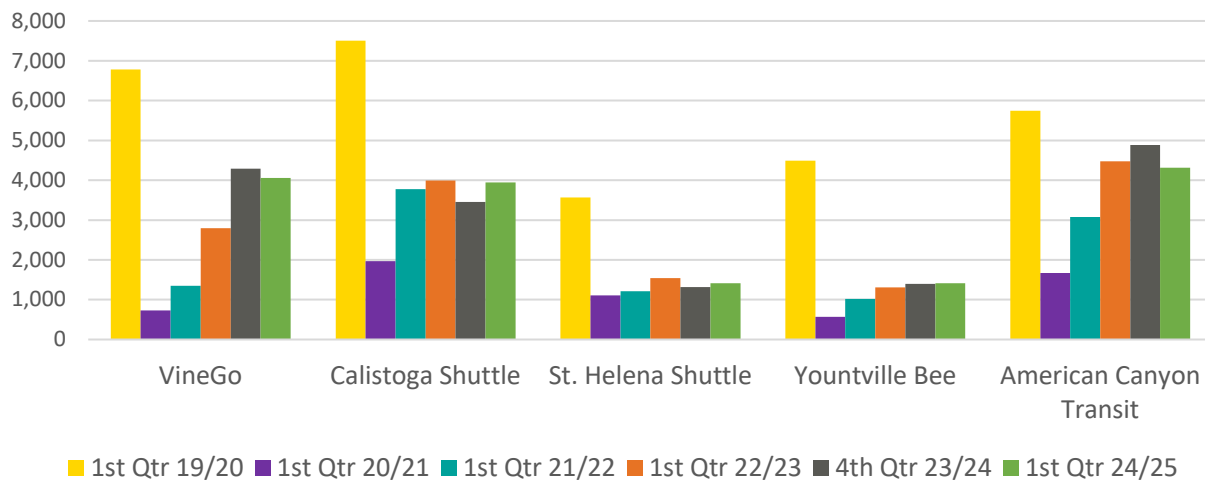


Chart 2 below takes the demand response data and segments it across the different services over the same period as Chart 1. There are differences across the jurisdictional

services. St. Helena Shuttle and the Yountville Bee remain below 50% of pre-COVID levels while American Canyon Transit is inching closer to pre-COVID ridership levels. However, all services are trending upwards since the height of the COVID-19 pandemic.

*Chart 2: Total Demand Response Ridership Change*



**Marketing Efforts**

September was Transit Month, which was a successful celebration for Vine Transit. Staff made a concerted effort to post on social media channels and was able to increase its social media engagement by 691% (the average of the results below).

**Vine Transit September Social Media Efforts:**

Facebook:

- Reach increased 658% (compared to the month prior)
- Content interaction – increased 1,200%
- Link clicks – increased 100%

Instagram:

- Reach – increased 666%
- Content interaction – increased 833%

Nextdoor:

19,531 impressions

Free rides were offered on all routes on September 27<sup>th</sup>. Additionally, staff setup a table at the transit center during peak travel times and gave away free branded stickers, hats, t-shirts, keychains and carabiners to express our gratitude to our riders.

Direct outreach efforts during the first quarter of this current fiscal year included:

- Distributing Mobility Assistance Informational Brochures with a Meals on Wheels delivery in July, reaching approximately 788 seniors throughout Napa Valley
- Attending City of Napa's National Night Out on August 6<sup>th</sup>
- Attending American Canyon's Meet Me in the Streets on August 14
- Attending UpValley Family Center's Back to School Night Celebration on August 30<sup>th</sup>
- Presenting to residents at Rohlffs Manor on September 17<sup>th</sup>
- Presenting to the Senior Center on September 27<sup>th</sup>

In the coming weeks, a call for artists will be sent out in the North Bay to solicit artwork for a new bus wrap. A selection committee will choose their top three favorite artists based on artistic style and design for a bus wrap for the new Gillig Electric buses that are expected to arrive in Napa around June/July 2025.

### **ATTACHMENTS**

None