



## NAPA VALLEY TRANSPORTATION AUTHORITY

### Cover Memo

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#### **SUBJECT**

Vine Transit Update

#### **STAFF RECOMMENDATION**

That the Napa Valley Transportation Authority (NVTA) Board receive a Vine Transit update.

#### **EXECUTIVE SUMMARY**

This report includes information on recent and upcoming schedule changes, marketing efforts, ridership numbers for BottleRock and LaOnda, an update on the Request for Information (RFI) for Computer Aided Dispatch/Automatic Vehicle Location and finally a six-month report out on the results of the Napa Valley College Pass Program.

#### **FISCAL IMPACT**

Is there a Fiscal Impact? No



## NAPA VALLEY TRANSPORTATION AUTHORITY

### Board Agenda Memo

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**TO:** Board of Directors  
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**SUBJECT:** Vine Transit Update

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#### **RECOMMENDATION**

That the Napa Valley Transportation Authority (NVRTA) Board receive a Vine Transit update.

#### **BACKGROUND**

##### *Recent Schedule Changes*

The most recent schedule change was implemented on Sunday June 8, 2025 to coincide with the conclusion of the 2024-2025 school year. The following changes went into effect:

- Paused the school trippers in American Canyon and St Helena
- Route 11 time adjustments to weekday trips and to made Saturday & Sunday schedules align
- Changed weekday trips on Route D to accommodate the Camille Creek Community School's Summer School schedule
- Adjusted the Route 21 schedule to incorporate extra trip time in the run

##### *Future Schedule Changes*

The next schedule change will occur on Sunday August 10<sup>th</sup> to coincide with the start of the 2025-2026 school year. The following changes are currently being drafted:

- Resuming the school trippers in American Canyon and St Helena

- Reimagining Route 11X into a more expediated version of Route 11 that serves the most popular Route 11 stops including the Redwood Park and Ride, Soscol Gateway Transit Center, Napa Valley College, American Canyon Park & Ride, the Sereno Transit Center in Vallejo and the Vallejo Ferry Terminal
- Adjusting the Route D schedule to accommodate the Camille Creek Community School's fall and spring school schedule
- Adjusting the first three northbound Route 10 trips to start at Napa Valley College (currently, the first three northbound Route 10 trips start at the Soscol Gateway Transit Center, skipping the Napa Valley College and Soscol/Kansas bus stops)
- Adding Saturday service on Route 29 with nine round trips with financial support from Napa County for a 10-month pilot period.

### BottleRock and La Onda Ridership

Vine Transit once again partnered with Latitude 38 and Visit Napa Valley to provide free rides on BottleRock and La Onda weekends to all passengers, regardless of their destination. Vine Transit operated extra service during the day and a special late night post-concert service to safely transport attendees. Table 1 below highlights the BottleRock ridership from 2024 and compares it to 2025. Regular Service Riders highlights how many riders took regularly scheduled Vine Transit Routes. Special Hours Riders includes how many riders took any trips on routes that only operated during the festival weekends. Specifically, the Special Hours Riders include riders on late night post-concert trips, the Sunday service on local routes and the Route 29 weekend trips. The data shows an increase in ridership during BottleRock weekend and a slight decline on La Onda ridership. It's worth noting that overall there were fewer attendees at La Onda this year compared to last year. Staff is keeping a running list of suggestions/improvements to consider for next year with the goal of continuing to offer safe transportation to more attendees next year.

*Table 1: BottleRock Ridership 2024 vs 2025*

	<b>Total Riders</b>	<b>Regular Service Riders</b>	<b>Special Hours Riders</b>
<b>2024</b>	5,610	4,698	912
<b>2025</b>	6,135	4,992	1,143
<b>% change</b>	+9%	+6%	+25%

*Table 2: La Onda Ridership 2024 vs 2025*

	<b>Total Riders</b>	<b>Regular Service Riders</b>	<b>Special Hours Riders</b>
<b>2024</b>	2,666	1,838	828
<b>2025</b>	2,567	1,862	705
<b>% change</b>	-4%	+1%	-15%

### Marketing Efforts

Staff has made a concerted effort to attend more outreach events this year to raise general awareness of Vine Transit services, promote NVTA planning efforts and programs. Events that NVTA staff has attended since the previous Vine Transit report in May include:

- Napa County Office of Education Resource Fair (April 9)
- Napa Earth Day (April 12)
- Napa Valley College Career Day (April 30)
- St Helena Farmer's Market (May 2)
- Napa Valley BikeFest (May 4)
- American Canyon Middle School Career Fair (May 8)
- Bike to Wherever Day (May 15)
- Calistoga Safety Day (May 17)
- Health and Human Services Career Fair (May 27)
- Older Adult Health and Wellness Fair (May 28)
- Seniors Against Financial Exploitation Event (June 4)
- Meet Me in the Street – American Canyon (June 11)
- BBQ Dinner at Las Casitas Mobile Home Park in American Canyon (June 13)
- Rohlf's Manor Health and Wellness Fair (June 27)

### Computer Aided Dispatch/Automatic Vehicle Location and On-Demand Automated Dispatching Update

NVTA released a Request for Information (RFI) for CAD-AVL and On-Demand Automated Dispatching on March 26, 2025, as both contracts for these existing services are set to expire on or around June 30, 2026. NVTA received twelve (12) responses from firms interested in this project by the May deadline. A team of three people from NVTA's Public Transportation Planning team reviewed each response to this RFI and found them all to be very viable solutions for NVTA's needs. NVTA invited six of the firms to do oral presentations and answer questions related to their proposed solutions. The following firms were chosen for interviews:

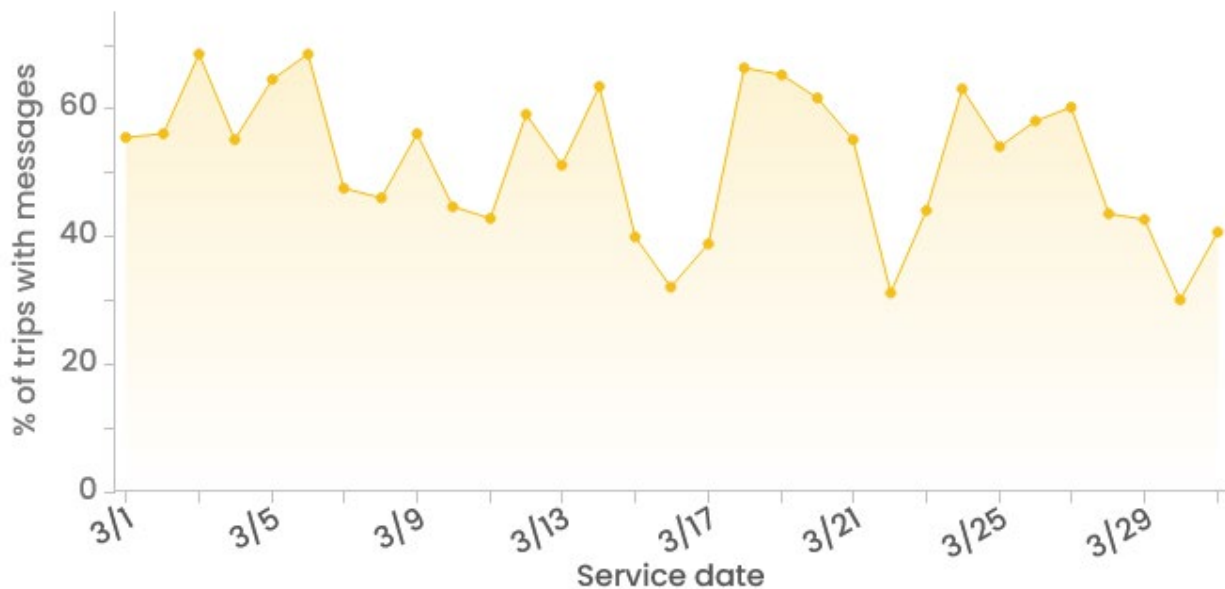
- HBBS Connect Corp.
- ETA Transit
- Connexionz

- Passio Technologies
- Equans along with Spare

The interviews will take place in late June and early July, after which NVTA will decide whether to proceed with a Request for Proposals (RFP) for CAD-AVL and On-Demand Automated Dispatching combined or to issue separate RFPs for each service.

While NVTA looks for alternatives, NVTA has had a full new CAD/AVL system installed on 18 buses including the four new cutaways and 14 new Gillig Electric Buses. These installations include CradlePoint Routers, instead of Digi Routers, and were tested by a third-party inspector from First Transit at the Gillig plant to ensure quality installation. Finally, NVTA continues to track the percentage of trips sending real-time messages. The most recent complete month published by the Cal ITP shows that on weekdays between 68.4% and 42.75% of trips report real-time data. NVTA and Transdev have retrained and monitored weekend dispatchers since March to increase weekend trip completeness and on June 15th, the most recent Sunday 90% of trips were reporting real-time location.

*Table 3: Trip Completeness by Day, March 2025*



*Napa Valley College Student Bus Pass Program*

The Napa Valley College Student Bus Pass came into effect on January 1<sup>st</sup>, 2025. This program allows NVC students to ride Vine Transit buses for free after paying a per semester fee of roughly \$8 for full-time students and approximately \$4 for part-time students as part of their normal student fees. NVC students receive a sticker on their ID cards showing they have paid their fees for that semester. Since the implementation of this program, NVTA has seen Napa Valley College stop ridership increase by an average of 53%. This is based on comparing the first six months of 2024 (January to June) to the first six months of 2025 (January to June).

*Table 4: NVC Bus Stop Ridership, Comparing January to June 2024 to 2025*

<b>2024</b>	<b>On</b>	<b>Off</b>	<b>2025</b>	<b>On</b>	<b>Off</b>	<b>% Increase</b>	<b>ON</b>	<b>OFF</b>
<b>Jan-24</b>	535	475	<b>Jan-25</b>	927	844	<b>Jan 24-25</b>	73%	78%
<b>Feb-24</b>	904	776	<b>Feb-25</b>	982	849	<b>Feb 24-25</b>	9%	9%
<b>Mar-24</b>	711	601	<b>Mar-25</b>	1329	1265	<b>Mar 24-25</b>	87%	110%
<b>Apr-24</b>	833	690	<b>Apr-25</b>	1128	1051	<b>Apr 24-25</b>	35%	52%
<b>May-24</b>	763	614	<b>May-25</b>	802	849	<b>May 24-25</b>	5%	38%
<b>Jun-24</b>	304	310	<b>Jun-25</b>	534	506	<b>Jun 24-25</b>	76%	63%

In the first six months of 2024, the average monthly ridership (boardings/alightings) at Napa Valley College was 626 passengers across all routes. In the first six months of 2025, the average monthly ridership was 922 passengers across all routes. The greatest increase was in March 2025, where alightings increased by 110% from March 2024. There were no months in 2025 where we saw a decrease in riders at Napa Valley College compared to 2024.

Using their valid student ID, NVC students can ride for free on all routes and not just those serving the college. Once the program has been in place for a year, NVTA will report out on the Napa Valley College Student Bus Pass Program in more detail on trips taken throughout the transit system.

In addition, starting August 1, 2025, NVTA along with the Solano Transportation Authority (STA) and its transit partners will allow NVC students to ride Soltrans, Vacaville City Coach and FAST routes and Solano Community College to ride Vine Routes using their valid student IDs. This should lead to additional ridership increases as more Solano County-based students travel to/from NVC.

## **ATTACHMENTS**

None