



## NAPA VALLEY TRANSPORTATION AUTHORITY

### Citizen Advisory Committee Agenda Memo

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**TO:** Citizen Advisory Committee  
**FROM:** Danielle Schmitz, Executive Director  
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**SUBJECT:** Travel Behavior Study Update

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#### **RECOMMENDATION**

Information only

#### **EXECUTIVE SUMMARY**

Napa Valley Transportation Authority's 2024 Travel Behavior Study is nearing completion and builds on data collected in 2020 to better understand current travel patterns throughout Napa County. The study compares pre-pandemic and post-pandemic patterns and will help inform updates to regional transportation plans and models.

#### **FISCAL IMPACT**

Is there a Fiscal Impact? No

#### **BACKGROUND**

The 2024 Travel Behavior Study builds upon the data collected during the 2020 study while incorporating new technologies and methodologies to better understand how people move throughout Napa County. The study focuses on work, school, non-work, and visitor trips; identifies entry and exit points, trip volumes, and destinations; and evaluates predominant travel modes, vehicle occupancies, and peak travel times. It also considers seasonal variation and includes both weekday and weekend travel.

NVRTA hired a consultant, RSG, to collect traffic count data in early November at key gateway intersections and roadway segments throughout the County. They also accessed signal data from the City of Napa's Miovision-equipped intersections. Additional travel pattern data was gathered from Replica and StreetLight. Replica uses anonymous

mobile data and land use information to estimate why, how, and when people travel. StreetLight uses data from smartphones and vehicles to show where people are going and how they get there. To supplement these efforts, NVTa conducted an employer survey focused on travel days, times, and routes, with comparisons to pre-pandemic patterns to better understand peak travel patterns and commuting habits across different areas of the county. The survey was promoted through multiple channels and received nearly 700 responses.

The collected data was analyzed to identify key travel trends and changes since the 2020 study. The study examines trip origins and destinations, Napa County pass-through traffic, most-traveled destinations, mode share, mode shift, commute times, and vehicle miles traveled (VMT) to evaluate where people live and work, and how they travel. A presentation displaying preliminary data will be presented at the meeting.

### **ATTACHMENT**

None