



NAPA VALLEY TRANSPORTATION AUTHORITY

Board Agenda Memo

TO: NVTA Board of Directors
FROM: Danielle Schmitz, Executive Director
REPORT BY: Rebecca Schenck, Director of Transit
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SUBJECT: Vine Transit Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board receive the fourth quarter of Fiscal Year 2024-2025 Vine Transit update.

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

This report summarizes Vine Transit's operational performance during the fourth quarter of the current Federal Fiscal Year (FY) 2024-25, covering the period April 1 to June 30, 2025. The board memo compares the fourth quarter of FY 2024-25 to the same period of FY 2023-24 to provide context on year-over-year ridership levels and compares missed trips over the same two time periods. Finally, it includes a discussion of recent schedule changes and marketing efforts.

FISCAL IMPACT

None

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

BACKGROUND

Recent Schedule Changes

A schedule was implemented on Sunday, August 10th to coincide with the start of the 2025-2026 school year. The following changes went into effect:

- Resumed the school trippers in American Canyon and St Helena
- Implemented a new 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
- Adjusted the Route D schedule to accommodate the Camille Creek Community School's fall and spring school schedule
- Added Saturday service on Route 29 serving BART with nine round trips

Future Schedule Changes

The next tentatively planned schedule change is slated for January 11, 2026. Two changes currently under consideration include:

- Adding a stop on Riversound Way on Route G to serve Costco & new housing
- Adding a stop on Route 21 to serve Solano Community College

Ridership

Table 1 compares the annual difference between the fourth quarter of FY 2023-2024 (April, May & June) to fourth quarter of FY 2024-2025 to show the year-over-year ridership increase of approximately 11% in the City of Napa. Routes A & 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 Soscol Campus, and Health & Human Services. 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 have shown a preference for the bus to operate on a schedule.

Table 1: City of Napa Ridership - Comparing Q4 of FY24 & Q4 of FY25

	Q4 FY24	Q4 FY25	% Difference	Numerical Difference
Napa Local On-Demand*/Route A	980	1,679	71.33%	699
Route B	6,581	5,985	-9.06%	-596
Route C	14,683	15,807	7.66%	1,124
Route D	1,962	2,323	18.40%	361
Route E	2,816	2,845	1.03%	29
Route F	3,534	4,175	18.14%	641
Route G	2,016	3,274	62.40%	1,258
Total	32,572	36,088	10.79%	3,516

*In Q4 of FY24, Route A was operating as an on-demand service. In Q4 of FY25, Route A operated as a fixed route

While ridership is an important key performance indicator (KPI), it is also important to track other KPIs. Passenger per revenue hour is a measure of the number of people on the bus for every hour that the bus is in service. It does not include the deadhead, which is the time leading to and from the maintenance yard. In Chart 1 on the next page, data shows passengers per revenue hour on weekdays (the grey bars) on local City of Napa routes slightly increased from 5.5 passengers per revenue hour to 6.0 when compared to the previous quarter of the current federal fiscal year and are higher when compared to the same time period one year ago (5.4).

Chart 1: Passengers per Revenue Hour on City of Napa Routes (Weekdays)

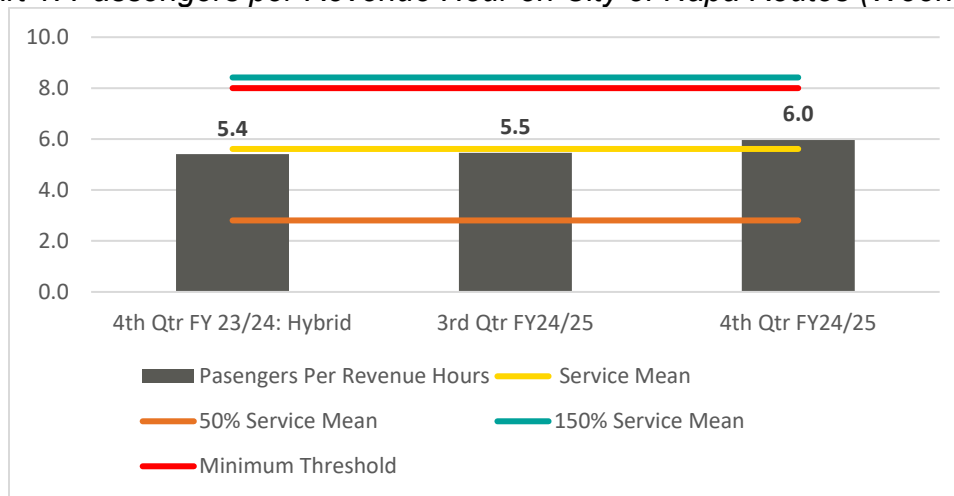


Chart 2 shows that the passenger per revenue hour varies by each individual local route. The Route C passengers per revenue hour continues to operate above the pre-COVID 8.0 minimum threshold measuring at 10.7. All other fixed routes were in the 2.8 to 6.0 range. The fourth quarter of Fiscal Year 2024-2025 is the first full quarter that Route A operated as a fixed route service since March 2020. During the same period (April – June) one year ago, Route A had a passengers per revenue per hour of 1.5. In the fourth quarter of this FY, that number increased to 2.9. This demonstrates the more efficient nature of operating a fixed route service compared to an on-demand service.

Chart 2: Local Service Passengers per Revenue Hour (Weekdays)

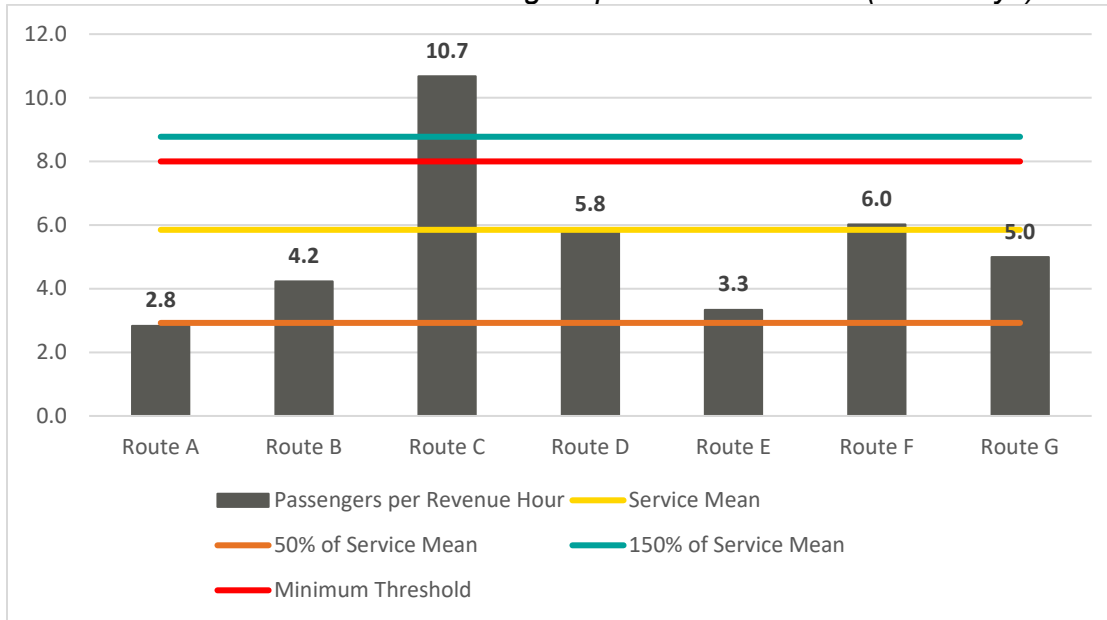


Table 2 shows overall ridership decrease of 3.83% for the quarter on regional routes. Lower ridership on Route 21 may be due to considerable delays and missed scheduled trips as Vine buses were being subjected to random California Highway Patrol Inspection with passengers on board at the weigh station on Interstate 80. Some of these inspections were extensive and significantly affected the route's on-time performance. August service changes have added time to the trip to provide an accurate reflection of the slightly changed route alignment.

Despite multiple efforts, including lowering the fare and serving an additional stop, Route 11X continued to maintain unsustainable ridership levels. With direction from the NVTB Board, Route 11X has been reimagined as an expedited version of Route 11 that serves the most popular stops along that route.

Table 2: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q4 of FY24 & Q4 of FY25

	Q4 FY24	Q4 FY25	% Difference	Numerical Difference
Route 10	39,363	39,553	0.48%	190
Route 11	34,038	32,599	-4.23%	-1,439
Route 11X	1,056	850	-19.51%	-206
Route 21	4,184	3,250	-22.32%	-934
Route 29	9,674	8,682	-10.25%	-992
Total	88,315	84,934	-3.83%	-3,381

Passenger per revenue hour data on the weekdays shows that Routes 10 and 11 continue to be the most efficient regional routes. As shown on Chart 3, the Routes 10 and 11 experienced passengers per revenue hour (PAX/HR) at 9.4 and 9.0 but are still below the pre-COVID minimum threshold of 12. The least productive route remains the Route 11X, which was geared towards Vallejo Ferry commuters. A new Route 11X began operating on August 11, 2025 as an expediated version of the long Route 11, which should increase performance on the route.

Staff will closely monitor this new rendition of the Route 11X, especially in the second quarter (October – December) of Fiscal Year 2025-2026 as that will be the first full quarter of ridership data on the new Route 11X.

Chart 3: Regional Service Passengers per Revenue Hour

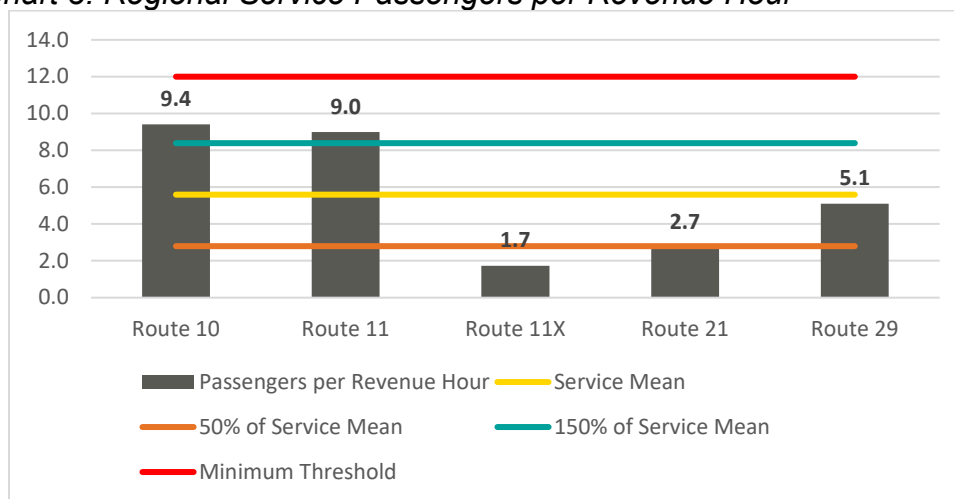


Table 3 shows ridership increased on the community shuttles overall by about 11% compared to the same quarter last year. The Yountville Bee experienced the only decline among the community shuttles. New Calistoga shuttles with a special wrap were recently deployed into service and may have contributed to the increase in ridership since they are more visible to residents and tourists, provide a smoother ride, and are less prone to experiencing mechanical issues. NVTa will continue to monitor the performance of the Yountville Bee and look to cut days and/or hours on the Bee, if performance continues to decline.

Table 3: Community Shuttles– Comparing Q4 of FY24 & Q4 of FY25

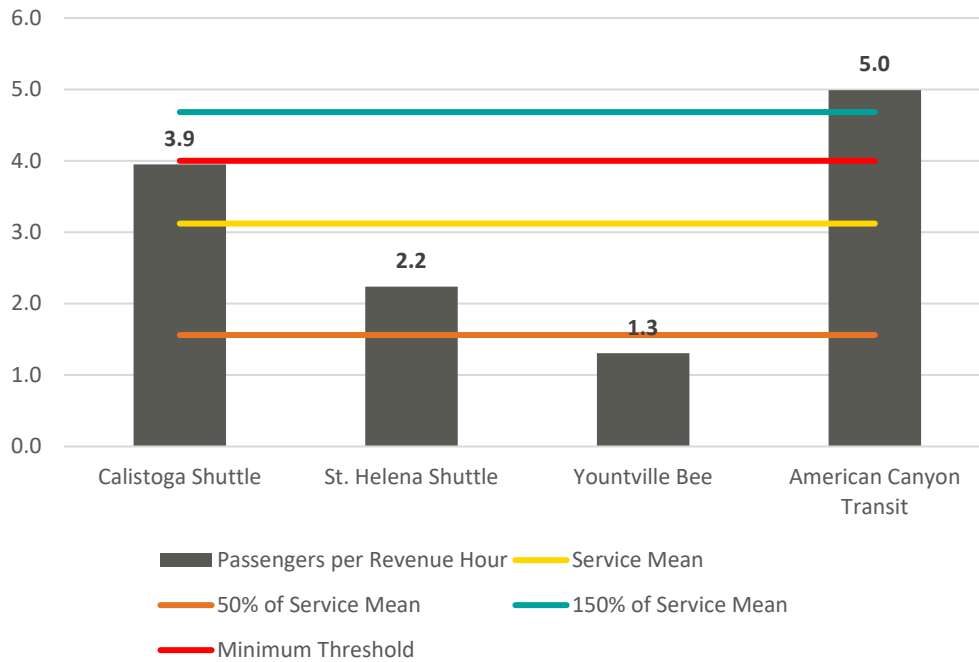
	Q4 FY24	Q4 FY25	% Difference	Numerical Difference
Calistoga Shuttle	3,455	3,913	13.26%	458
St. Helena Shuttle	1,319	1,533	16.22%	214
Yountville Bee	1,394	1,068	-23.39%	-326
American Canyon Transit	4,887	5,805	18.78%	918
Total	11,055	12,319	11.43%	1,264

Chart 4 on the next page shows the passengers per revenue hour on the local community shuttles. American Canyon Transit continues to show the strongest ridership of the community shuttles by meeting the passengers per revenue hour minimum threshold of at least four passengers. Given its popularity, staff has submitted cost proposals to the City of American Canyon for three options:

- 1) Extending weekday service to 7:00pm
- 2) Operating one vehicle on Saturdays from 8:30am – 5:30pm
- 3) Operating two vehicles on Saturdays from 8:30am – 5:30pm

All other shuttle services continue to operate below the pre-COVID minimum threshold of four passengers per revenue hour, although the Calistoga shuttle nearly hit the 4.0 threshold measuring in at 3.9 PAX/HR.

Chart 4: Community Shuttle Service Passengers per Revenue Hour



VineGo ridership rose by about 13% over the last year as seen in Table 4. Staff continues to see steady increase in VineGo Ridership since the COVID-19 pandemic impacts have lessened and marketing efforts and partnerships with organizations, such as Molly's Angels, have increased.

Table 4: VineGo Ridership – Comparing Q4 of FY24 & Q4 of FY25

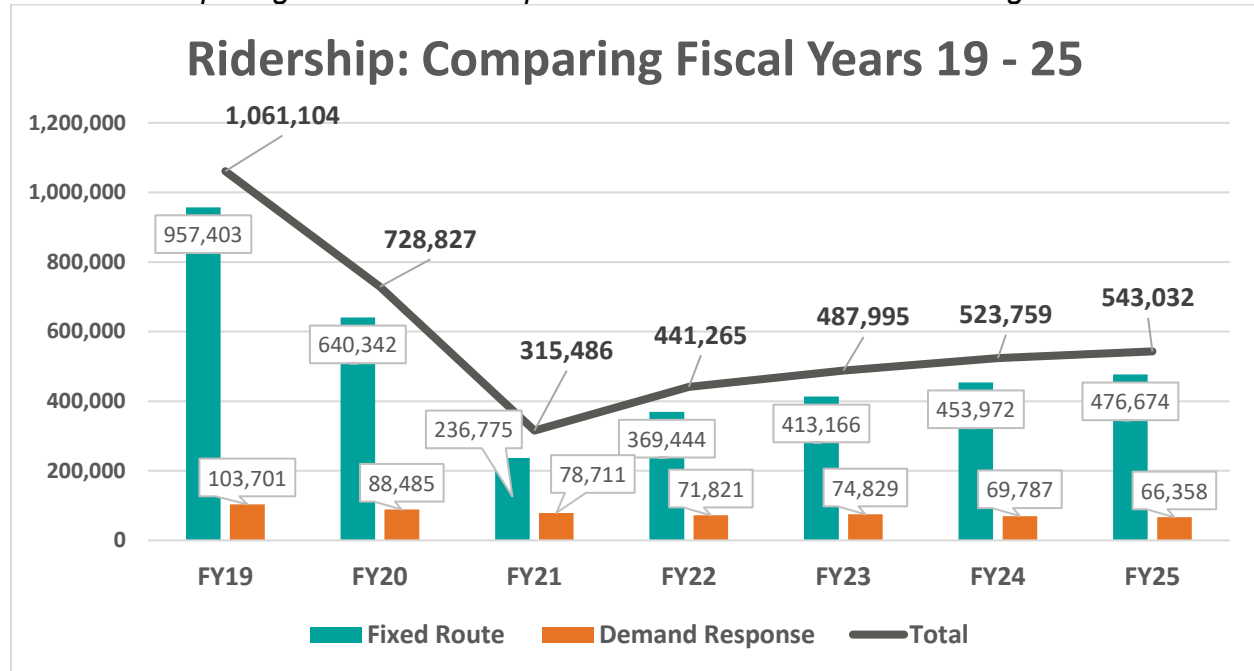
	Q4 FY24	Q4 FY25	% Difference	Numerical Difference
VineGo	4,288	4,847	13.04%	559

Table 5 and Chart 5 on the next page compares the full year of ridership during Fiscal Year 2024-2025 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 Current Fiscal Years to Prior Fiscal Years

	FY19	FY20	FY23	FY22	FY23	FY24	FY25
Fixed Route	957,403	640,342	236,775	369,444	413,166	453,972	476,674
Demand Response	103,701	88,485	78,711	71,821	74,829	69,787	66,358
Total	1,061,104	728,827	315,486	441,265	487,995	523,759	543,032

Chart 5: Comparing Annual Ridership of Fiscal Years 2018-2019 through 2024-2025



Finally, Tables 6 & 7 on the next page show the missed trips during the fourth quarter of the current fiscal year compared to the fourth quarter of last Fiscal Year. Beginning in January 2025, NVTa reinstated a liquidated damage against its contracted service operator, Transdev, which enforces a \$500 penalty for each missed trip. This requirement was initially waived during and preceding the COVID pandemic given the uncertainties of the transit landscape and employment market. Given that much time has passed and Vine Transit's schedules are more consistent, staff began enforcement and noticed a significant decline when compared to the same period last year.

Table 6: Missed trips Q4 of FY 2023-2024

	Regular Missed Trips	On-Demand Missed Trips
April	84	4
May	32	0
June	37	1
Total	153	5

Table 7: Missed trips Q4 of FY 2024-2025

	Regular Missed Trips	On-Demand Missed Trips
April	10	2
May	5	0
June	6	0
Total	21	2

Marketing Efforts

Staff 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. Outreach events staff have attended since our previous Vine Transit report presented in July include:

- Meet Me in the Streets, American Canyon (July 9)
- Napa Valley College Job Fair (July 23)
- American Canyon Chamber Mixer (July 25)
- Napa National Night Out (August 5)
- Napa High Parent's Night (August 6)
- St Helena Farmer's Market (August 15)
- American Canyon Middle School Resource Fair (August 27)

In January, NVTA launched a "Design a Bus" contest where artists from across the North Bay were invited to submit a portfolio of their artwork. A panel of judges, including NVTA staff members, a CAC member, a PCC member and a Transdev member, selected their top three favorite artists and requested that they submit their artwork to be designed onto one of Vine Transit's new 40-foot electric Gillig buses. The panel selected Blanca Molina as the winning design in April, and the buses are currently in the process of being wrapped. NVTA is planning to host a public unveiling event and will invite Board members to join. September is transit month, and to celebrate NVTA is launching a Bus Animal Naming Contest that will be exclusive to school-aged students to participate in. NVTA is inviting elementary school students to name its electric fleet mascots - the owl, hawk, butterfly and bee. The contest will launch on September 15th with a winning name selected for each animal on October 31st. Winning students will be treated to a special bus experience, receive a basket of Vine Transit prizes, and celebrate with a pizza party for their class.



ATTACHMENTS

None