



NAPA VALLEY TRANSPORTATION AUTHORITY COVER MEMO

SUBJECT

Travel Behavior Study Update

STAFF RECOMMENDATION

That the Napa Valley Transportation Authority (NVRTA) Board receive an update and presentation on the 2025 Napa Valley Travel Behavior Study.

EXECUTIVE SUMMARY

Napa Valley Transportation Authority's 2025 Travel Behavior Study is nearing completion and builds on data collected in 2018 and 2019 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



NAPA VALLEY TRANSPORTATION AUTHORITY

Board Agenda Memo

TO: NVTA Board of Directors
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SUBJECT: Travel Behavior Study Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board receive an update and presentation on the 2025 Napa Valley Travel Behavior Study.

BACKGROUND

The current 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. Additionally, the study considers seasonal variation and includes both weekday and weekend travel.

NVTA 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.

Key findings from the Study Include:

- **Inter-county trips decreased by approx. 12%:** These are trips that either begin or end outside Napa County—this decline suggests less regional commuting or travel across county lines.
- **Internal trips within Napa County increased by 5%, and average trip lengths decreased:** More people are traveling within the county, but their trips are shorter on average, indicating more local activity.
- **Decrease of 9% in Napa County-generated VMT:** With fewer and shorter trips, total vehicle miles traveled by Napa County residents dropped, which may reflect changes in commute habits or trip purpose.
- **Overall traffic remained steady due to 10% increase in pass-through traffic:** Although local travel decreased, traffic volumes stayed the same because more drivers are simply passing through Napa County without stopping.
- **Population and employment each declined by approx. 5%:** This reflects a modest drop in the number of people living and working in Napa County since the last study.
- **Remote work increased from 5% to 12%:** A growing share of the workforce is working from home, which affects commute patterns and transportation demand.
- **Napa County imported 2,000 fewer workers:** Fewer people are commuting into Napa County for work, likely due to job reductions or increased remote work.
- **Napa County exported 5,000 fewer workers:** Fewer Napa residents are commuting to jobs outside the county, suggesting shifts in employment, mode choice, or remote work adoption.

ATTACHMENT

None