



NAPA VALLEY TRANSPORTATION AUTHORITY

Paratransit Coordinating Council Agenda Memo

TO: Paratransit Coordinating Council (PCC)
FROM: Danielle Schmitz, Executive Director
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SUBJECT: Vine Transit Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Paratransit Coordinating Council receive the 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
- Added one additional Route C trip on weekdays for the summer
- Route 11 time adjustments to weekday and to make 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 10th 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 faster 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
- Eliminate the additional weekday late Route C trip that was operational during the summer
- Adjust the Route D schedule to accommodate the Camille Creek Community School's fall and spring school schedule
- Adjust 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

BottleRock and La Onda Ridership

Vine Transit once again partnered with Latitude 38 and Visit Napa Valley to provide free rides on the 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 regular schedule trips. Special Hours Riders includes riders that took extended festival weekend service. 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

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

Table 2: La Onda Ridership 2024 vs 2025

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

Marketing Efforts

Staff have 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 attended since the previous Vine Transit report 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)

5310 Grant Program

The Federal Transit Administration (FTA) oversees a grant program called Enhanced Mobility of Seniors and Individuals with Disabilities – Section 5310. The goal of the program is to improve mobility for older adults and people with disabilities by removing barriers to transportation services and expanding transportation mobility options. In the past, NVTa has applied for this grant funding to replace older unreliable paratransit vehicles with new ones.

This year's 5310 grant application opened on June 30, 2025 and will close on September 3, 2025. Staff will apply for funding to replace four older VineGo Vehicles to provide smoother and more reliable rides for paratransit customers. Additionally, staff is exploring the option of applying for funding to reinstate the mileage reimbursement program or related voucher program. Pre-COVID, NVTa had a mileage reimbursement program, which was for seniors or individuals with disabilities for them to reimburse their friends, family members, or neighbors for providing transportation using their personal vehicles. The program was not successful as there were very few people that used it and NVTa had to return a lot of the grant funding received. We believe it was not successful in the past because there was a lack of knowledge about it and the process to apply for and receive reimbursement was complicated and may have prevented people from accessing the funds.

NVTA is looking to alter the former program and apply for 5310 funding for a mileage reimbursement program recommended in the recently approved Accessible Transportation Needs Assessment (ATNA). Additionally, the percentage of older adults and people with disabilities continues to increase in Napa County and we have heard feedback from the community that they would like to see this program reinstated. NVTA is looking to potentially partner with a local non-profit(s) who would provide the rides and receive reimbursement through the program.

We will notify the PCC at the September meeting of the details of what NVTA applied for in the 5310 grant application and will share with PCC the outcome of the grant once the awardees are announced.

ATTACHMENTS

None