



November 19, 2025
NVTA Agenda Item 11.3

Continued From: New

Action Requested: **INFORMATION**

NAPA VALLEY TRANSPORTATION AUTHORITY

Board Agenda Memo

TO: NVTA Board of Directors
FROM: Danielle Schmitz, Executive Director
REPORT BY: Rebecca Schenck, Director of Transit
(707) 259-8636 / Email: rschenck@nvta.ca.gov
SUBJECT: Vine Transit Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board receive the first quarter of Fiscal Year 2025-2026 Vine Transit update.

EXECUTIVE SUMMARY

This report summarizes the Vine safety record for fiscal year 2024-2025 and the Vine's operational performance during the first quarter of the current Federal Fiscal Year (FY) 2025-26, covering the period July 1 to September 30, 2025. The board memo compares the first quarter of FY 2025-26 to the same period of FY 2024-25 to provide context on year-over-year ridership levels and compares missed trips over the same two time periods. It also includes a discussion of recent schedule changes and marketing efforts. Finally, with NVTA VCommute program, Taxi Scrip, Vanpool, Guaranteed Ride Home and Buck for Bikes becoming the responsibility of the NVTA transit team, it provides a set of criteria to establish baseline metrics to measure these programs.

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**Fiscal Year 2024-25 Safety Record**

The National Transit Database (NTD) was established in 1974 and has evolved into the nation's primary source of information and statistics on transit systems. NVTA sends safety and security data monthly to NTD. NVTA submits two reports on both major and non-major events.

Table 1: Definitions

Major Events	Non-Major Events
Fatalities • Confirmed within 30 days • Includes suicides	Assaults on a transit worker that are not reportable as Major Events
Injuries: Immediate transport away from the scene for medical attention for 1 or more persons	Other less severe single-injury safety events
Estimated property damage equal to or exceeding \$25,000	Minor fires where suppression occurred without injury
Collisions that • Meet an injury, fatality, property damage, or evacuation threshold; • Involves a transit revenue vehicle and the towing away of any vehicles (transit or non-transit) from the scene; • Include suicides, attempted suicides, assaults, or homicides resulting in an injury or fatality that involve contact with a transit vehicle; or • Includes collisions that do not involve a transit revenue vehicle but meet a threshold.	
Evacuations include • Evacuation of a transit facility or vehicle for life-safety reasons.	

In fiscal year 2024-25, NVTA had no reportable major or non-major events to the National Transit Database. Records of all incidents reportable or otherwise nonreportable are maintained by NVTA.

Future Schedule Changes

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

- Adding a stop on Riversound Way on Route G to serve Costco & new housing developments
- Adding a new Southbound Route 10 Bus Stop located at approximately 1615 Lincoln Ave
- Adding a new stop on Route E by McPherson Elementary
- Timetable adjustments on Route 11X and Route 21

Federal Transit Administration Automatic Passenger Counters Three Year Benchmarking

NVRTA is required to complete Automatic Passenger Counters Certification on the same triennial cycle with other transit agencies per the Federal Transit Administration. NVTA did a benchmarking study where manual counts were done as follows:

- (15) trips were sampled for Motor Bus (Routes A-G, 10, 11)
- (15) trips were sampled for Commuter Bus (Routes 11X, 21 and 29)

NVRTA completed this certification process in 2025 and found that the APC system was overcounting. Therefore, NVTA worked with its APC contractor Urban Transportation Associated, Inc (UTA) to reprocess and recalibrate the passenger counts. This was applied starting on October 1st of 2024 and will be applied to all FY 2025-2026 data. The result is a ridership decrease of -1.5% on Motor Bus passenger trips and -5.8% decrease in Commuter Bus trips. This was applied to the first quarter of the current Federal Fiscal Year (FY) 2025-26 but did not impact first quarter ridership in the prior fiscal year. This recalibration played a significant role in the decrease of ridership in the most recent quarter on the commuter bus routes 11X, 21 and 29 and well as the motor bus routes 10 and 11.

Ridership

Table 2 compares the annual difference between first quarter of FY 2024-2025 (July, August & September) to first quarter of FY 2025-2026 to show the year-over-year ridership was relatively stagnant with a less than 1% (0.5%) decrease in the City of Napa. Route A experienced the most significant growth year-over-year. Route A switched from a limited on-demand service to a fixed route as part of the January 12, 2025 schedule change. Ridership data indicates significant increases in usage as riders have shown a preference for the bus to operate on a schedule. The increase in Route A ridership is also partially responsible for a decrease in Route B ridership as the two routes overlap on Browns Valley Rd. from Laurel St. to Freeway Drive and riders now have the option of taking the Route A to get to the Soscol Gateway Transit Center instead of the Route B.

Table 2: City of Napa Ridership - Comparing Q1 of FY25 & Q1 of FY26

	Q1 FY25	Q1 FY26	% Difference	Numerical Difference
Napa Local On-Demand*/Route A	980	1,882	92.04%	902
Route B	7,945	5,619	-29.28%	-2,326
Route C	13,714	14,954	9.04%	1,240
Route D	2,805	3,026	7.88%	221
Route E	2,665	2,427	-8.93%	-238
Route F	3,409	3,204	-6.01%	-205
Route G	3,139	3,368	7.30%	229
Total	34,657	34,480	-0.51%	-177

*In Q1 of FY25, Route A was operating as an on-demand service. In Q1 of FY26, Route A operated as a fixed route service

While ridership is an important key performance indicator (KPI), it is also important to track other KPIs. Passengers 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, data shows passengers per revenue hour on weekdays (the grey bars) on local City of Napa routes remained relatively stagnant when compared to the previous quarter of the current federal fiscal year and when compared to the same time one year ago.

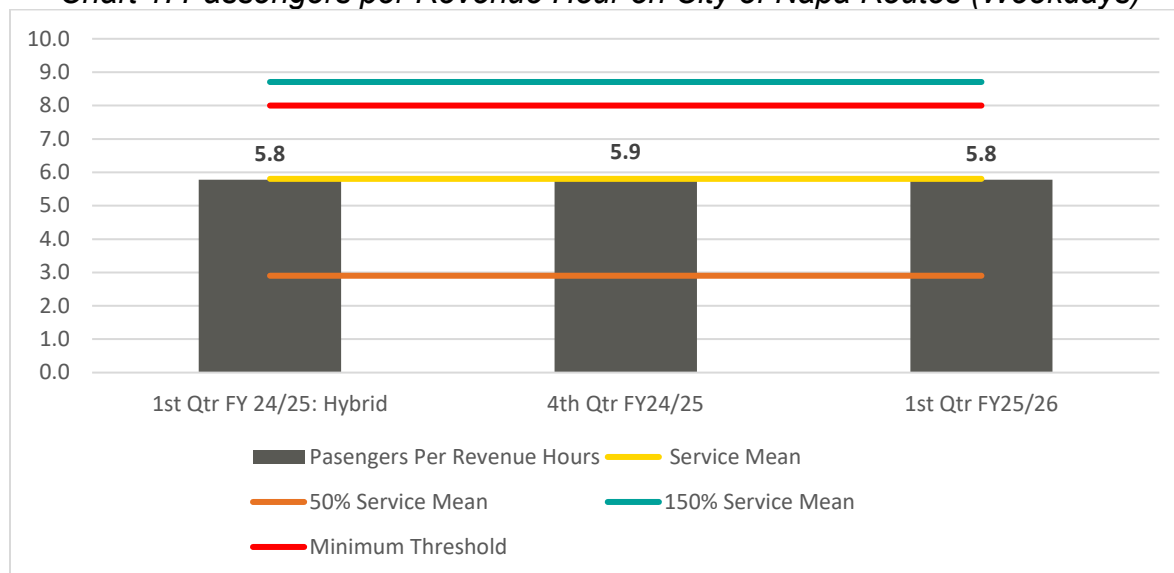
Chart 1: Passengers per Revenue Hour on City of Napa Routes (Weekdays)

Chart 2 shows that the passengers 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 10.1. All other fixed routes were in the 3.1 to 8.1 range. The first quarter of Fiscal Year 2025-2026 is only the second full quarter that Route A operated as a fixed route service since March 2020. During the same time (Jul – Sep) one year ago, Route A had a passengers per revenue per hour of 1.6. In the fourth quarter. 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)

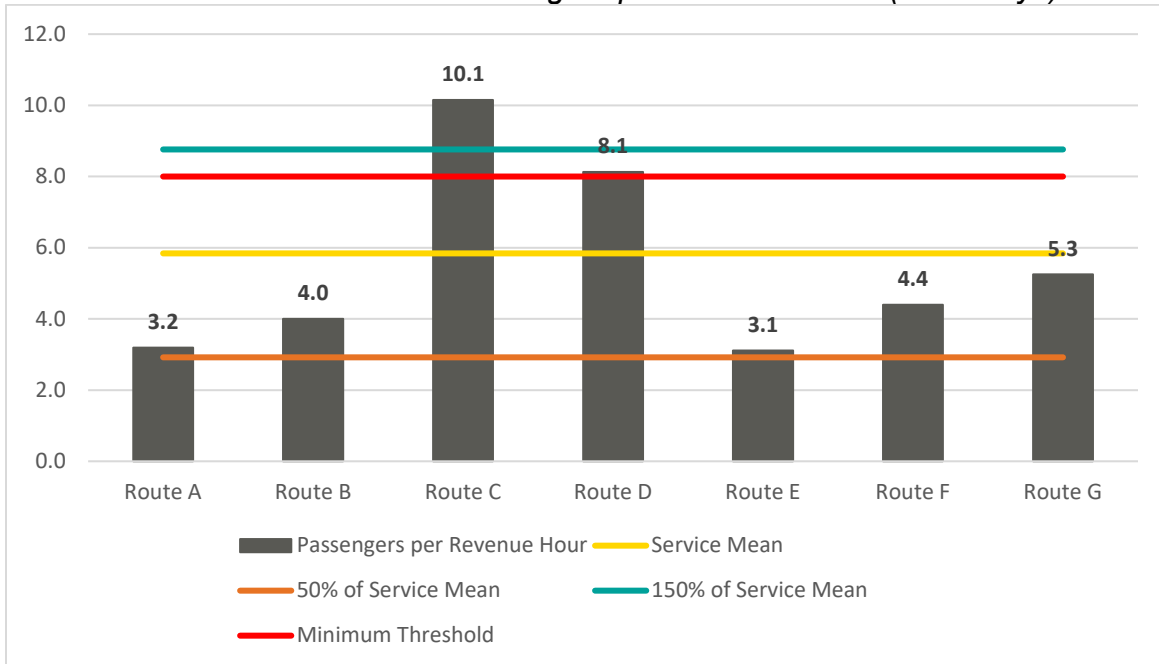


Table 3 on the next page shows overall ridership decrease of nearly 12% for the quarter on regional routes. While overall the 11X ridership fell in the first quarter from FY 25 to FY 26, ridership has grown from the previous quarter. Route 29 began operating on Saturdays as of August 16, which is reflected in the 9,602 ridership figure below. Staff will closely monitor ridership levels on Saturdays on Route 29 and the reimagined 11X to evaluate its effectiveness and popularity.

Table 3: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q1 of FY25 & Q1 of FY26

	Q1 FY25	Q1 FY26	% Difference	Numerical Difference
--	---------	---------	--------------	----------------------

Route 10	44,838	37,580	-16.19%	-7,258
Route 11	33,521	30,905	-7.80%	-2,616
Route 11X	1,441	1,286	-10.76%	-155
Route 21	3,467	2,774	-19.99%	-693
Route 29*	10,044	9,602	-4.40%	-442
Total	93,311	82,147	-11.96%	-11,164

*Route 29 began operating Saturday service as of August 10, 2025, which is reflected in the Q1 FY26 ridership figure

Passenger per revenue hour data on the weekdays shows that Routes 10 and 11 continue to be the most efficient regional routes. As shown in Chart 3, the Routes 10 and 11 experienced passengers per revenue hour (PAX/HR) at 8.8 and 8.7. Route 11X remains at a low 2.4. The route was previously geared towards Vallejo Ferry commuters, however a new version of Route 11X began operating on August 11, 2025 as an expedited version of the long Route 11 that serves the most popular stops. The passengers per revenue hour figure contains a mix of ridership before and after the change was implemented. Route 21 shows the lowest figure at 2.3.

Chart 3: Regional Service Passengers per Revenue Hour

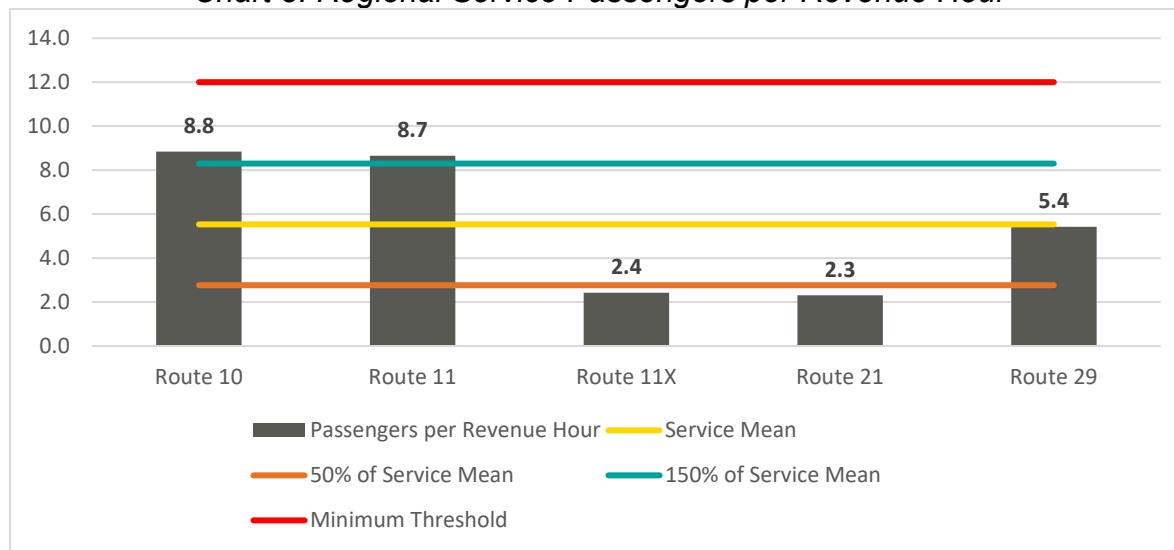


Table 4 shows ridership had a minor decrease on the community shuttles overall by about 4% compared to the same quarter last year. The Yountville Bee experienced the most significant decline among the community shuttles. NVTA staff is working with Yountville staff to explore an expanded service area and other promotions to drive ridership and

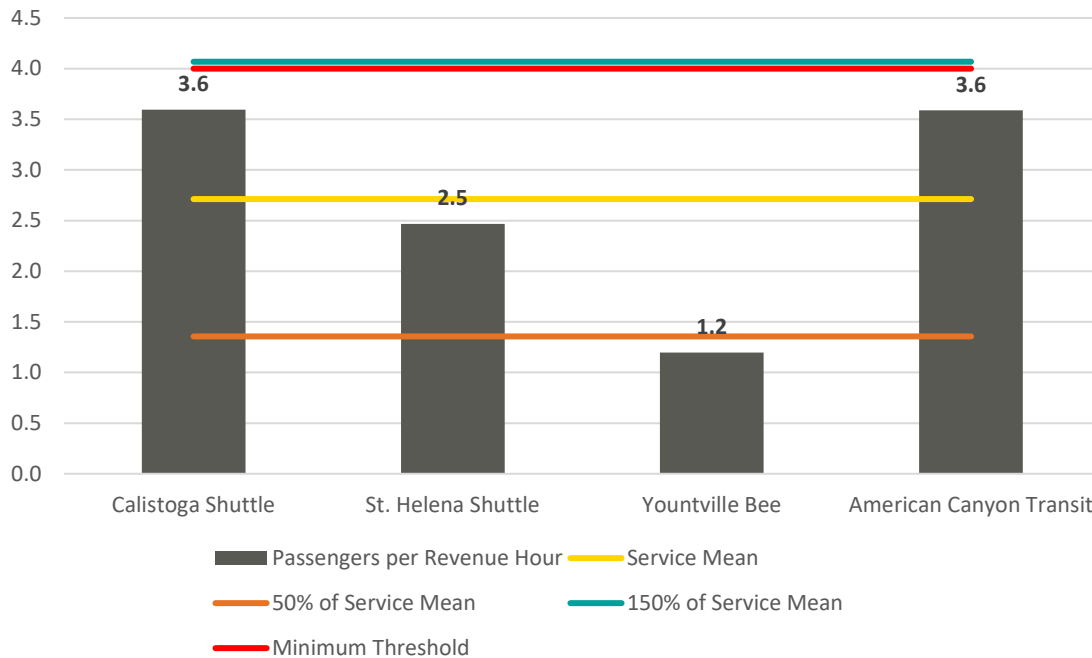
market the Yountville Bee. The St Helena shuttle experienced a ridership increase of approximately 16%. The increase can be attributed to summer camps in July & August utilizing the shuttle for transportation services and more residents taking trips. Additionally, NVTA increased shuttle hours with financial assistance from the City of St Helena during the summer to accommodate St Helena's Summer Concert Series to encourage residents to take the shuttle to and from Lyman Park.

Table 4: Community Shuttles– Comparing Q1 of FY25 & Q1 of FY26

	Q1 FY25	Q1 FY26	% Difference	Numerical Difference
Calistoga Shuttle	3,946	4,025	2.00%	79
St. Helena Shuttle	1,410	1,634	15.89%	224
Yountville Bee	1,413	1,060	-24.98%	-353
American Canyon Transit	4,313	3,930	-8.88%	-383
Total	11,082	10,649	-3.91%	-433

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 and during Q1 of FY26, the Calistoga Shuttle ridership is matching American Canyon Transit's Passengers Per Revenue Hour at 3.6. Given the popularity of American Canyon Transit, feedback received from the Community Based Transportation Plan and a recommendation listed in NVTA's Accessible Transportation Needs Assessment, staff plans to submit a Request for Proposals (RFP) to the California Public Utilities Commission's Access for All Program for funding to increase the hours of service. Staff will be submitting a proposal to increase weekday hours on American Canyon Transit to 7:00pm and implement Saturday and Sunday service that would operate from 8:30 – 5:30pm.

Chart 4: Community Shuttle Service Passengers per Revenue Hour



VineGo ridership rose by about 19% over the last year as seen in Table 5. Staff continues to see steady increases 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 5: VineGo Ridership – Comparing Q1 of FY25 & Q1 of FY26

	Q1 FY25	Q1 FY26	% Difference	Numerical Difference
VineGo	4,055	4,811	18.64%	756

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 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 Q1 of FY 2024-2025

	Regular Missed Trips	On-Demand Missed Trips
July	41	1
August	43	7
September	32	0
Total	116	8

Table 7: Missed trips Q1 of FY 2025-2026

	Regular Missed Trips	On-Demand Missed Trips
July	8	0
August	8	0
September	5	0
Total	21	0

Marketing Efforts

Staff made a concerted effort to attend more outreach events this year to raise general awareness of Vine Transit services, and promote NVRTA planning and programming efforts. Outreach events staff attended since our previous Vine Transit report presented in September include:

- Transit Month Pop-Up Event at the Redwood Park & Ride (Sep 11)
- Transit Month Pop-Up Event at the Soscol Gateway Transit Center (Sep 17)
- Tuesday Napa Farmer's Market (Oct 7)
- Napa Valley College Hispanic Resource Fair (Oct 14)
- St Helena Harvest Festival (Oct 18)

NVRTA will be decorating the Yountville Bee bus for the holidays to help spread festive cheer around the Town of Yountville during the month of December. In addition, carolers are planning to serenade riders onboard on select days during the holiday season.

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

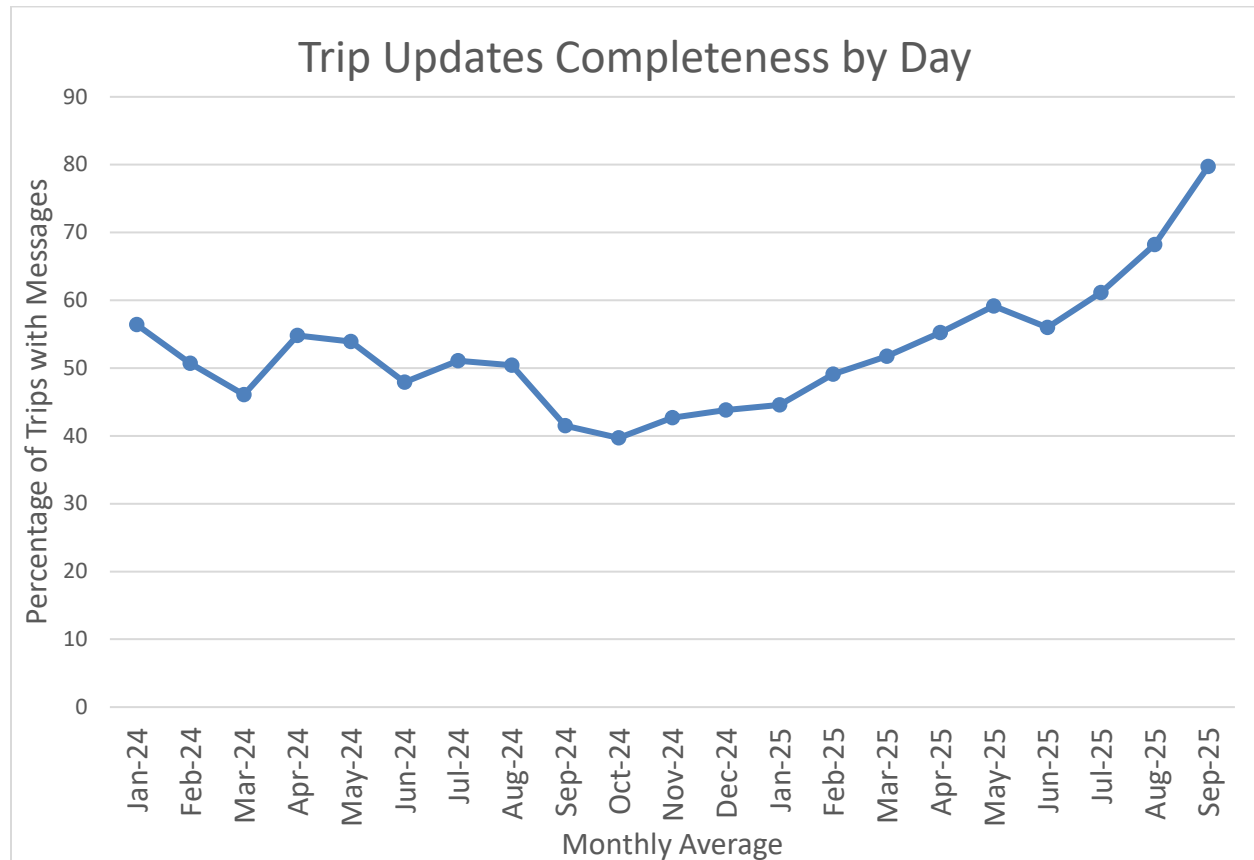
NVTA had a new CAD/AVL system installed on 18 new buses including the four cutaways and 14 Gillig Electric Buses. These installations include CradlePoint Routers, instead of Digi Routers, and were tested by a third-party inspector from First Transit at the Gillig plant to ensure quality installation.

After releasing a Request for Information (RFI) for CAD-AVL and On-Demand Automated Dispatching on March 26, 2025, staff read through twelve proposals and requested six firms to conduct an oral presentation and demonstrate their product(s). Additionally, staff visited two local transit agencies to view their CAD-AVL systems in-person. Through this process, staff learned a lot of information that helped to shape a formal Request for Proposals (RFP).

NVTA released a Request for Proposals in October, and firms are required to submit their responses by November 30, 2025. Once submitted, staff will review and evaluate each one to try to find the product that will best meet the agency's needs. The contract for these services will be awarded in early 2026.

Trip Completeness

NVTA continues to track the percentage of trips sending real-time messages. Chart 5 below shows monthly averages of trip completeness across all routes. NVTA's trip completeness is trending upwards. NVTA would like to get to a level of 85% on-par with its neighbor Sonoma County Transit.

Chart 5: Trip Update Completeness

The most recent 14-days (October 7th to the 20th) published by the Cal ITP shows that on a given day anywhere between 63% and 98% of trips report real-time data.

VCommute Baseline

The NVRTA suite of VCommute programs will be part of the transit update moving forward. Starting in the new year, the transit updates will include the following information:

- Taxi Scrip
 - Trips per year, past 3 years
 - Average dollar value or trip by year
- Bucks for Bikes redemptions
 - By year, past 3 years
- Guaranteed Ride Home redemptions
 - By year, past 3 years
- Vanpools
 - Identified Employer Prospects (#)
- Email Campaign Subscribers (current)

- Open Rate for Biweekly Emails (average & top performer for calendar year)
 - Bounce & Unsubscribe (same)
- Total Registered Users (RideAmigos)
- Active users (platform login within prior 60-days)
 - Total current & by month for current calendar year
- RideAmigos Employers w/ Network Manager

ATTACHMENTS

None