



January 8, 2026
TAC Agenda Item 9.2
Continued From: New

Action Requested: **INFORMATION**

NAPA VALLEY TRANSPORTATION AUTHORITY

Technical Advisory Committee Agenda Memo

TO: Technical Advisory Committee
FROM: Danielle Schmitz, Executive Director
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SUBJECT: Vine Transit Update

RECOMMENDATION

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

EXECUTIVE SUMMARY

This report summarizes the Vine's operational performance during the first quarter of the Federal Fiscal Year (FY) 2025-26, covering the period July 1 to September 30, 2025. The 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. Finally, it includes a discussion of upcoming schedule changes and marketing efforts.

FISCAL IMPACT

None

BACKGROUND & DISCUSSION

Upcoming Schedule Changes

The next schedule change is slated for January 11, 2026. The changes include:

- Adding a new Southbound Route 10 Bus Stop located at approximately 1615 Lincoln Ave
- Adding new stops on Route E by McPherson Elementary

- Timetable adjustments and eliminating the Redwood Park & Ride stop on Route 11X
- Reducing the hours of service on the Yountville Bee to 7pm on Friday & Saturday (Currently, service is scheduled until 9pm)

The next schedule change will occur on June 14, 2026 to coincide with the conclusion of the 2025-2026 school year.

Ridership

Table 1 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 in the City of Napa. Routes 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 route 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 1: 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 on the next page, 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.

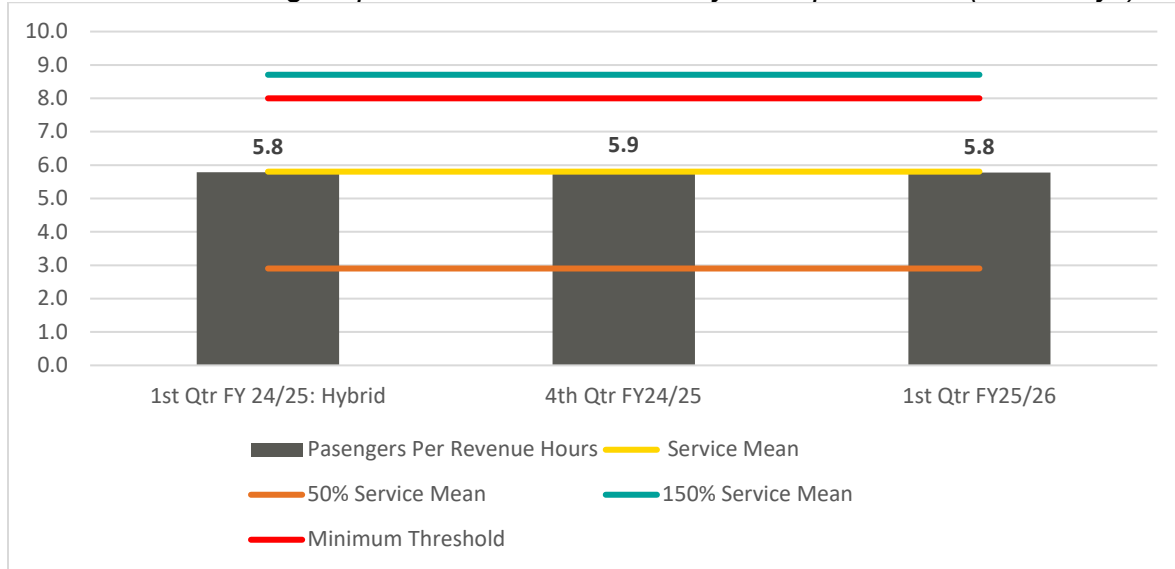
Chart 1: Passengers per Revenue Hour on City of Napa Routes (Weekdays)

Chart 2 on the next page 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 of FY 25, that number increased to 3.2. This demonstrates the more efficient nature of operating a fixed route service compared to an on-demand service.

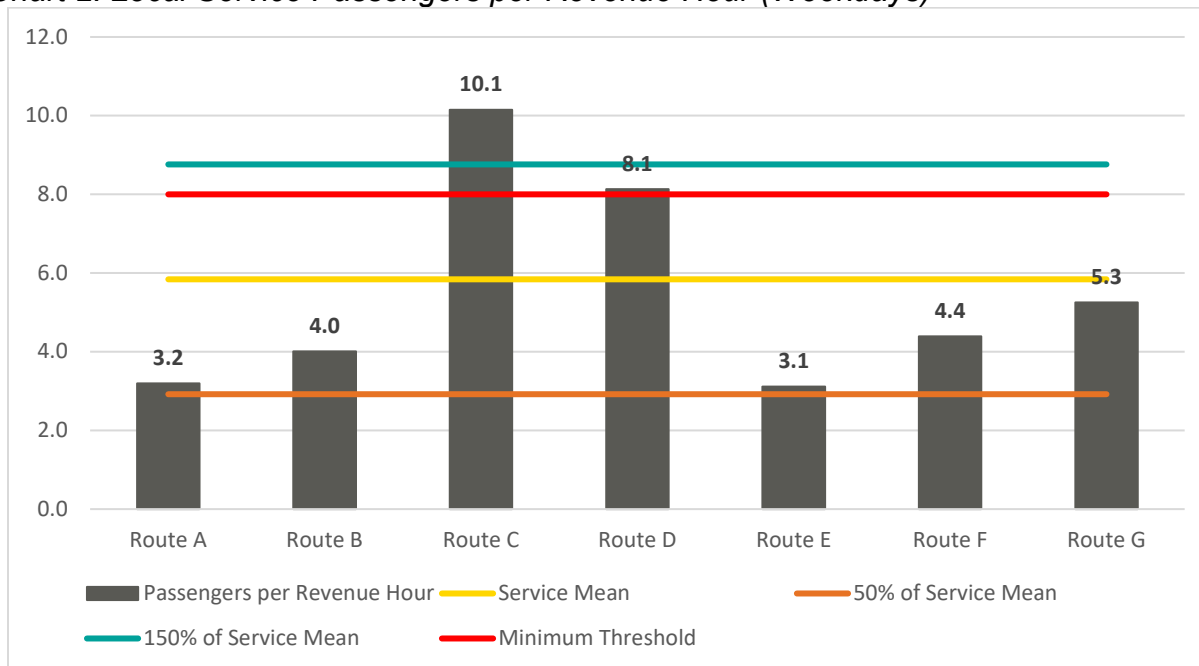
Chart 2: Local Service Passengers per Revenue Hour (Weekdays)

Table 2 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 in September at 521 riders was higher than in July at 378 riders. 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 reimaged 11X to evaluate its effectiveness and popularity.

Table 2: 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 on Chart 3, Routes 10 and 11 experienced passengers per revenue hour (PAX/HR) at 8.8 and 8.7 but are still below the pre-COVID minimum threshold of 12. 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 passenger 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

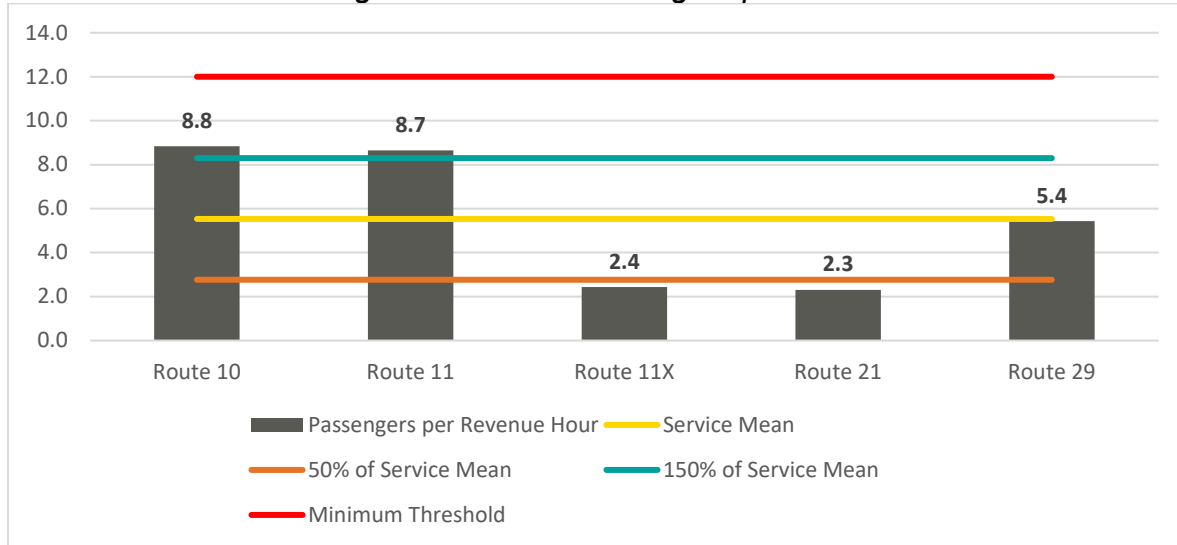


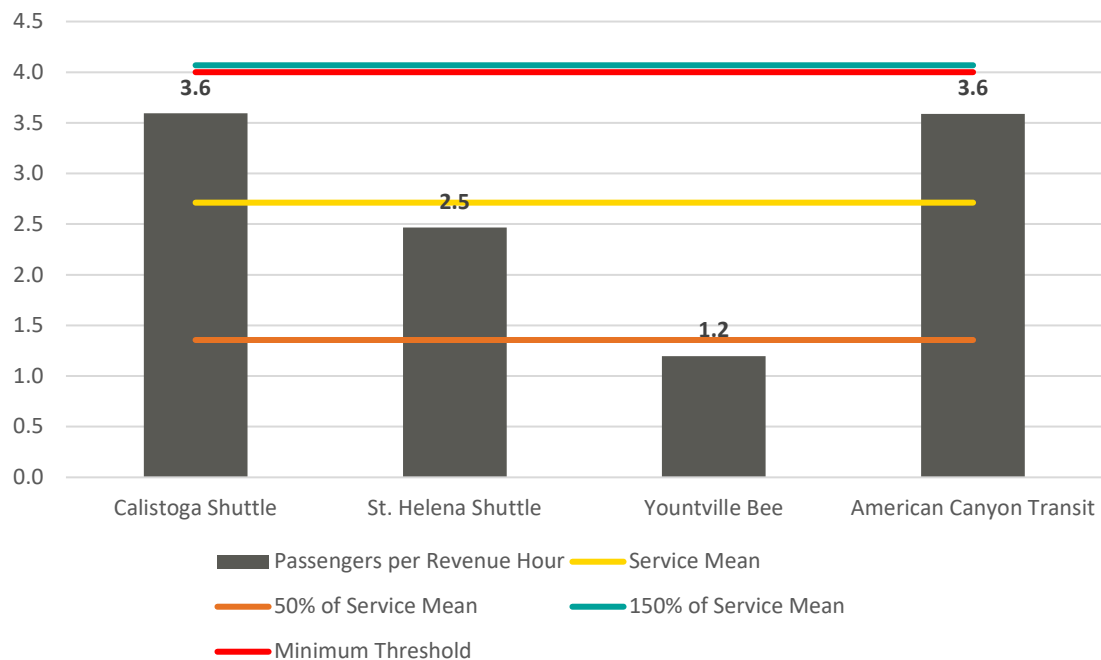
Table 3 shows ridership had a minor decrease on the community shuttles overall by about 4% compared to the same quarter last year. The Yountville Bee experienced the most significant decline among the community shuttles at approximately 25%. NVTA staff is working with Yountville staff to explore an expanded 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 3: 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 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 FY 26, 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 submitted a Request for Proposals (RFP) to the California Public Utilities Commission's Access for All Program to fund increased service hours on the shuttle. The proposal is to increase weekday hours on American Canyon Transit to 7:00pm and implement Saturday and Sunday service that would operate from 8:30AM – 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 4. Staff continue 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 4: 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 5 & 6 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 5: 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 6: 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, promote NVTA planning efforts and programs. Outreach events staff attended since the previous Vine Transit report 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)



In January 2025, 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 staff member, selected their top three favorite artists and requested that they submit their artwork to be applied to one of Vine Transit’s new 40-foot electric Gillig buses. The panel selected Blanca Molina as the winning design and NVTA publicly unveiled the

art bus at the City of Napa Holiday Parade on December 6, 2025

September was transit month, and to celebrate staff launched a Bus Animal Naming Contest with participation from school-aged students. NVTA invited elementary school students to name its electric fleet mascots - the owl, hawk, butterfly and bee. Winning students were treated to a special bus experience, received a basket of Vine Transit prizes, and celebrated with a pizza party for their class. The winning animal names are:

Poppy the Bee – named by Genesis – 5th grade, Calistoga Elementary

Talon the Hawk – named by Cody – 5th grade, Willow Elementary

Mari (short for Mariposa) the Butterfly – named by Eleanor – 5th grade, St. Helena Elementary

Ollie the Owl – named by Kimber – 2nd grade, Alta Heights Elementary

ATTACHMENTS

None

