



NAPA VALLEY TRANSPORTATION AUTHORITY PCC Agenda Letter

TO: Paratransit Coordinating Council
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SUBJECT: Countywide Transportation Plan and Supporting Plans Update

RECOMMENDATION

Information only

EXECUTIVE SUMMARY

Staff will provide an overview of the various countywide plans/studies underway. This recurring agenda item serves to provide timely updates on each effort, inform PCC members of opportunities for input or feedback, and to stay abreast of high-level milestones and decision points.

BACKGROUND AND DISCUSSION

Countywide Transportation Plan

The Metropolitan Transportation Commission (MTC) requires Bay Area County Transportation Agencies (CTAs) to develop long-range transportation plans (typically spanning 25 years) that align with the region's broader long-range transportation strategy—now in its third iteration, known as Plan Bay Area 2050+.

A minor update to the regional plan's Blueprint was completed in 2024, refining the framework and vision for the Bay Area's climate and equity goals. The Blueprint includes:

- Forecasts and assumptions about the Bay Area's future, such as population growth, job trends, sea-level rise, financial needs, and revenue projections.
- Strategies for public investment and policy reforms.
- Guidance on geographic focus areas for future housing and job growth in alignment with the plan's strategies.

Current CTP & Performance Review

NVTA's current Countywide Transportation Plan (CTP), Advancing Mobility 2045, was adopted in May 2021. It was the first CTP to incorporate performance metrics based on the plan's key priorities: equity, safety, congestion, economic stability, sustainability, and maintenance.

A mid-plan performance review conducted in 2023 assessed progress on 14 key metrics. Since the plan's adoption, five metrics have been achieved, mainly due to changing travel conditions resulting from the COVID-19 pandemic.

Upcoming CTP Update & Alignment with Plan Bay Area 2050+

In preparation for the next iteration of Plan Bay Area, OBAG 4—launching in early 2026—NVTA is updating its CTP to align with new target forecasts for 2050. NVTA has contracted with Fehr & Peers to assist with this update. The project team kicked off the 14-month planning process with an initial meeting on February 4th.

NVTA Board Retreat: Intersections: Land Use, Transportation and Community

NVTA held a Board Retreat on April 16 focused on the CTP update, with an emphasis on the connections between land use, transportation, and community. Dave Vautin, the Director of Regional Planning with MTC provided the keynote presentation with details addressing why we develop long range plans and the impacts and benefits long range planning can have on the community. Some key takeaways regarding the development and usefulness of successful plans are:

- Provide a clear vision and objectives
- Be willing to wrestle with trade-offs
- Link priorities to implementation
- Ensure that all linkages beyond transportation (land uses, housing, economic development etc.) are being addressed
- Connect policy to budgets

The Retreat was facilitated by the Fehr & Peers team, and included overviews of:

- Transportation funding complexities
- Travel behavior
- What has changed since 2021
- Aligning links between Land Use and Transportation
- Shifts in regional policies affecting land use and transportation
- A review of the current plan Vision & Goals

The Board was asked to participate in a voting exercise related to a series of themes and asked to rate the importance of those things using high, moderate or low priority color

cards. The majority of the Board was in agreement across most themes rating many as high or moderately important.

A discussion among the Board, staff, and attendees brought forth suggestions for improving the goals and objectives for the plan. Staff will bring a revised set of goals and objectives to the Board for approval at the May meeting.

Travel Behavior Study

The Travel Behavior Study will build upon data collected in the 2020 Travel Behavior Study as well as present new ideas/technologies to identify different data points to inform various upcoming planning efforts. The travel behavior study will focus on work/school, non-work, and visitor trips in Napa Valley, identify entry and exit points, number of trips, and destinations, and evaluate predominant modes of travel, vehicle occupancies, and times of day/week when the system is most used. The study will take seasonal variations into consideration, and trips related to visitors, workers and students, and will include weekday and weekend travel.

NVTA distributed an employer survey to study travel patterns across Napa County, focusing on travel days, times, and routes, while comparing the findings to pre-pandemic trends. The survey was promoted through multiple channels, including the V-Commute Employer List, the County's Chardonnay site, Napa Valley College, Visit Napa Valley newsletters, Chambers of Commerce, and direct outreach to individual employers. We ended with 684 responses in English and 18 responses in Spanish for a total of 702 responses. The survey is now closed. The survey team is beginning to summarize the results.

In addition, RSG, collected traffic count data in early November at key gateway intersections, along various roadway segments throughout the County, and utilized data from the City of Napa's Miovision-equipped intersections. Additional data from Replica and StreetLight has been gathered and is currently under analysis. More detailed updates on the Travel Behavior Study will be provided at future TAC meetings as the study progresses.

Community Based Transportation Plan (CBTP)

The CBTP is a community-driven process which engages residents and community organizations in shaping recommendations. The focus will be to identify transportation solutions that will improve mobility within Equity Priority Communities (EPCs).

Objectives include:

- Improving mobility and access for historically underserved communities
- Identifying resident-perceived transportation gaps or needs
- Transportation project or programmatic improvements that focus on affected communities, such as carshare, bikeshare or a bike loaner program, rideshare and/or carpooling and on-demand/flex-route transit, pedestrian or bicycle safety improvements near schools or jobs.

Currently, there are five EPCs in Napa County identified by MTC, as highlighted on Table 1. Since 2001, MTC has been using data from the American Community Survey to identify communities (census tracts) that may have historically faced disadvantage and underinvestment due to their background or socioeconomic status. MTC used Bay Area-wide regional data to identify the five census tracts listed below.

Table 1: MTC-Identified Napa Equity Priority Communities (EPCs)

Census Tract	Neighborhood Name
2002.02	South Downtown Napa
2003.01	Southeast Downtown Napa
2008.04	Westwood Neighborhood
2009.00	East Imola
2020.00	Calistoga

In addition to these five MTC-identified EPCs, staff evaluated recent Napa County data provided by MIG to identify four additional census-tracts that have high concentrations of low-income and at least three other demographics that have higher concentrations than Napa County's average in specific underserved populations. The four locally identified census tracts are listed in Table 2.

Table 2: Locally-Identified Census Tracts

Census Tract	Neighborhood Name
2016.01	South St. Helena
2012.00	Unincorporated area near Yountville
2007.04	City of Napa/Pueblo Park
2010.04	American Canyon (Southeast)

MIG reviewed related planning documents and projects in the EPCs and drafted a Community Profiles Report that examines each of the nine identified EPCs and highlights key findings, means of transportation to work, key data points and a community profile that highlights traits including: population, income, rent burden, race & ethnicity, age, residents with disabilities, language proficiency, vehicle ownership, travel mode to work and work locations and commute times.

Additionally, MIG conducted nine interviews with key stakeholders to help inform the CBTP:

- Napa County Housing and Homeless Services
- Community Action of Napa Valley
- Napa Valley Farmworker Foundation
- Molly's Angels
- Rianda House
- UpValley Family Centers
- Napa Valley Vine Trail Coalition
- Napa County Bike Coalition
- Puertas Abiertas

MIG and NVRTA are in the process of scheduling and attending outreach events with a focus on locations within each EPC. The list below contains the currently planned locations to conduct outreach:

- Napa Valley College Events & an event directly at the student housing complex
- Attending UpValley Family Center's Adult Education Programs
- Conducting a focus group with Molly's Angels Drivers to gain a sense of the most common locations seniors go to and from (This outreach event occurred on March 14, 2025)
- Attending Rianda House's Lunch & Learn (Scheduled for May 21)
- Focus Groups with the Farmworker Foundation
- Pop-up events at the Soscol Gateway Transit Center to directly engage with bus riders who may reside in an EPC
- Direct outreach events at mobile home parks in the EPCs
 - Outreach event at Las Casitas Mobile Home Park in American Canyon occurred on March 26, 2025
- Direct outreach events at low-income housing complexes in the EPCs
- Rohlfs Manor direct outreach (Tentative event planned for April 29)
- Veteran's Home direct outreach
- Napa County Hispanic Chamber of Commerce Mixers
- Puertas Abiertas Community Events
- Community markets & laundromats (such as La Tapatia Market, Lola's Markets, My Familia Market, etc.) directly in EPCs

The bulk of the outreach is expected to continue through the Spring and is targeting completion by late spring/early summer. The outreach plan for these events is to take poster boards that contain maps of the EPC and Napa County at large and ask residents to place stickers or talk about areas that they experience transportation barriers and what projects can be initiated to help close those barriers. The events will be open house style, so residents can visit us at any time during the 1-3 hour blocks we will be there. To help entice attendance, staff will strive to bring food/refreshments when applicable.

Once the outreach has concluded, MIG will gather all feedback, summarize it, and incorporate it into the draft plan which is tentatively slated for release in late Summer, therefore setting up the approval of the final plan around early Fall.

Active Transportation Plan (AT Plan)

In August, NVRTA and GHD Kicked-off the Active Transportation Plan. Progress to date includes:

- Creation and launch of a Project website, which will both serve as a repository for documents and progress updates, as well as provide the public with opportunities to provide public comment through interactive maps, surveys, and feedback forms.

- Evaluation and verification of existing conditions for pedestrian and bicycle facilities. This will include sidewalk geometry & width, marked crosswalks, bicycle facility type and geometry, as well as various public amenities (secure bike parking, restrooms, etc.)
- Screening of existing plans, programs, and policies at the local, regional, and state level
- Coordination with the ongoing jurisdiction-level and countywide planning and policy efforts, including the Regional Climate Action & Adaptation Plan (RCAAP), various General Plan and Zoning Code updates, City of St Helena Streets Master Plan, and other efforts.
- Creation of a Facility Treatment Toolkit to ensure consistent standards for active transportation facilities; provide resources, design guidance and best practices for local jurisdictions to improve and maintain facilities and support expectations for the build-out of the active transportation network. A public draft is now available for review.
- Open House events in City of Napa (February 26) and City of Calistoga (April 2). The City of Napa event was well attended, with at least 85 attendees. Feedback and comments were overwhelmingly positive. Staff will provide a verbal update on the April 2nd Calistoga event.

Current work is focused on support elements necessary to identify proposed programs and facilities later this fall. Key tasks underway include:

- Origin/Destination Mapping – identification and evaluation of existing active transportation trip nodes, and analysis of potential for mode shift toward alternative transportation
- Policy Framework & Plan Vision/Goals – Initiating meetings with Jurisdiction staff to discuss approach to Plan Vision, Goals, and Objectives, as well as identify approach and local preferences regarding specific policies and programs.
- Public Outreach – To be continued throughout the planning process.
 - Community Survey – To supplement Open House events and other public outreach activities, a bilingual survey will be released on May 1st
 - External Event Participation – NVTa staff continue to engage unique audiences around the AT Plan, including at the recent NVUSD 8th Grade Career Fair, and at upcoming Earth Day and BikeFest events.
 - Additionally, staff welcome opportunities to present plan updates at local jurisdiction council and committee meetings

Staff will circulate an updated project timeline including upcoming events, and welcome questions from TAC members regarding any element of the plan development process.

ATTACHMENTS

None