



September 3, 2025  
CAC Agenda Item 8.3  
Continued From: New

Action Requested: **INFORMATION**

## NAPA VALLEY TRANSPORTATION AUTHORITY

### Community Advisory Committee Agenda Memo

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**TO:** Community Advisory Committee (CAC)  
**FROM:** Danielle Schmitz, Executive Director  
**REPORT BY:** Patrick Band, Associate Planner  
(707) 259-8781 / Email: pband@nvta.ca.gov  
**SUBJECT:** V-Commute Program Update

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#### **RECOMMENDATION**

That the Napa Valley Transportation Authority (NVTA) Community Advisory Committee receive an update on the V-Commute Program.

#### **BACKGROUND**

Transportation Demand Management (TDM) encompasses a range of strategies and programs aimed at influencing travel behavior to achieve outcomes including reduced congestion, reduced greenhouse gas (GHG) emissions, and promote a more sustainable transportation system for all users.

TDM programs are most often created by government agencies and implemented in coordination with employers. Examples of TDM benefits can include subsidies, rebates, pre-tax allocations for transportation costs, as well as incentive or encouragement programs that provide users with rewards or other benefits.

In Napa County, NVTA provides TDM benefits to local employees through V-Commute. The program encourages individuals through the use of weekly rewards and user benefits to utilize an “alternative” mode of transportation for their commute or everyday transportation. “Alternative” modes or trips include walking, biking, transit, carpools/vanpools, and remote work.

The program consists primarily of four elements:

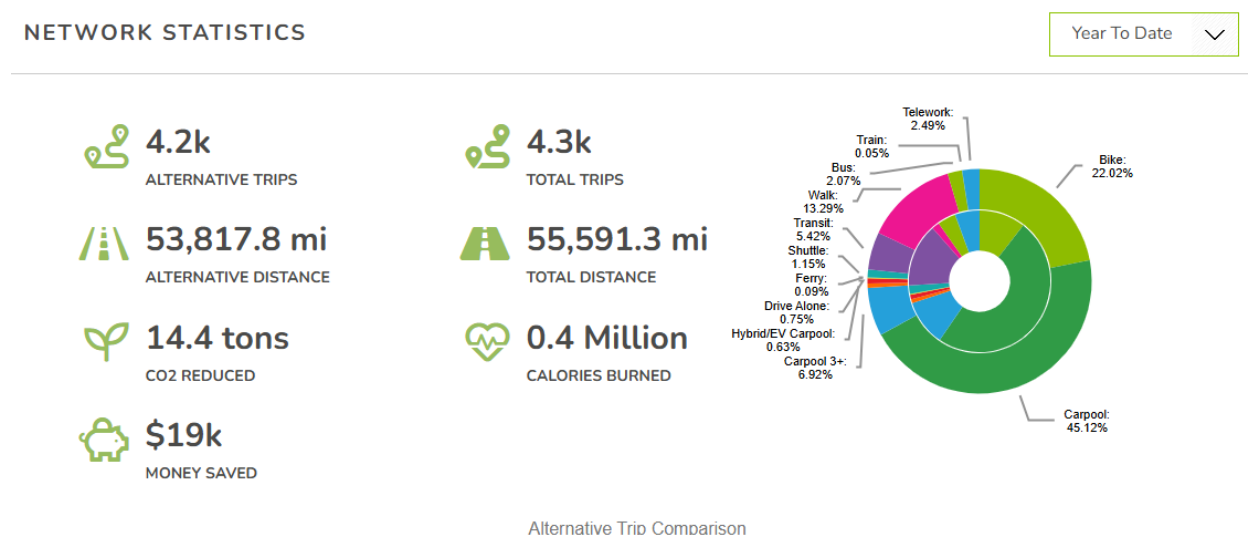
- Enrollment – Participation in the V-Commute program is free and open to all employees who live or work in Napa County. User registration and management

is provided through RideAmigos, a leading commuter management platform company.

- Trip Logging – Central to the V-Commute program and other similar programs is trip logging. Individuals use the secure platform to self-report their alternative mode trips (eg: Sally biked and rode transit from her home in Fairfield to work in downtown Napa). Users can log trips from a web browser, or a dedicated mobile app.
- Rewards – Users who log a minimum of 4 one-way alternative trips in a week are entered in a weekly drawing for a \$50 digital gift card, redeemable at over 1,500 nationwide retailers and services.
- Benefits – Users who log their trips become eligible for additional benefits, including Guaranteed Ride Home and Bucks for Bikes.
  - Guaranteed Ride Home reimburses individuals that used alternative modes to get to work for the cost of an Uber, Lyft, taxi, or other ride home in the case of a family emergency, mandatory overtime at work, or other similar cases.
  - Bucks for Bikes provides a 60% reimbursement toward the purchase of a new bicycle, helmet and lock for the purposes of commuting to work or school (up to \$500), or for annual repair or maintenance of an existing bike used for commuting (up to \$100).

As of August 2025, the NVTa V-Commute Program currently has 1,245 individuals enrolled via the RideAmigos platform, with roughly 30-45 “active” users, defined as those who have used the platform in the last 60 days. Figure 1 shows unaudited Year to Date statistics for all users in the program:

**Figure 1: V-Commute Network Overview**



During 2025, NVRTA has further expanded the V-Commute program to include two new partnerships to strengthen and better address the needs of local employees. In May of 2025, the Vine Late Night program was launched. Vine Late Night is a 6-month pilot program created in partnership with Uber to ensure employees using alternative modes to work have a ride home after transit operating hours. As of this month, NVRTA is also partnering with Commute with Enterprise to provide a \$250/month subsidy for new vanpools that begin or end in Napa County.

#### *Vine Late Night*

The Vine's bus routes in the City of Napa only run until about 6pm, therefore NVRTA partnered with Uber to provide rides to those who work late and can't access transit after their work shift. The pilot is targeted at workers in Downtown Napa plus additional workers at nearby hotels who are members of the Tourism Improvement District (TID). A portion of the funding for the pilot comes from the TID. The details are as follows:

- Employers provide NVRTA a list of potential users via [info@nvta.ca.gov](mailto:info@nvta.ca.gov)
- Registered users can request a ride on the Uber App from Monday – Sunday from 6:30pm – 11:00pm
- Each registered user is provided five Uber vouchers per week (one per work-day). Each voucher is worth \$10 and cannot be rolled over or transferred

NVRTA has nine registered users over the first three months of the program and users completed seven trips using vouchers. NVRTA is looking to expand the program to businesses in American Canyon or Yountville to see if additional users can be gained. If not, the program will not extend beyond the sixth-month pilot phase

#### *Enterprise Vanpool Program*

Large employers in Napa County often struggle with employee retention due to the high cost of housing or long commutes that employees must take to get from homes outside the area. Commute with Enterprise provides vehicles and support services to create vanpools among interested employees, allowing workers to spread the cost and burden of driving alone among up to 7 individuals. Commute with Enterprise operates an average of 545 vanpools across the Bay Area each month.

To further encourage commuter vanpooling, the Metropolitan Transportation Commission (MTC) provides a \$500 per month subsidy for each vanpool that meets minimum ridership thresholds within the nine-county Bay Area, reducing the cost for riders. Since program inception, this subsidy has supported more than 71,000,000 passenger miles through Enterprise.

In June 2025, NVTa entered a partnership with Enterprise to provide an additional \$250 per month subsidy for any new vanpools created that meet MTC ridership thresholds. As of August, Commute with Enterprise is in discussion with several large employers in Napa County to provide vanpools as a strategy to reduce transportation costs and burdens on employees and reduce congestion.

As the V-Commute program continues to grow and adapt to the needs of commuters, NVTa staff will provide occasional updates to the Community Advisory Committee.

### **ATTACHMENTS**

- 1) Vine Late Night Information

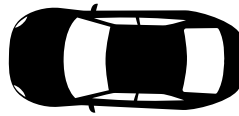
**TIRED AFTER YOUR SHIFT?**

**WANT TO SAVE ON GAS?**

*If this is you... We've got you covered!*

***Vine Late Night with UberX Rides***

**Exclusively  
for Downtown  
Napa  
Employees**



## HOW IT WORKS

- Ride Vine Transit to work
- After your shift, request an Uber
- You'll get a \$10 credit to use each evening!

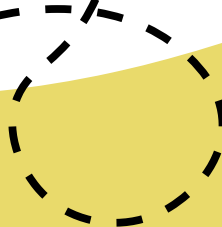
✦ **AVAILABLE EVERYDAY** ✦  
**6:30 – 11 PM**

## MORE INFO

NVTA

707-259-8631

[info@nvta.ca.gov](mailto:info@nvta.ca.gov)



**Uber**



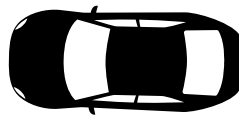
**¿CANSADO DESPUÉS DEL TRABAJO?**

**AHORRA EN GASOLINA,  
EVITA MANEJAR**

*Si eres tu... ¡Tenemos la solución para ti!*

***Vine De Noche con Viajes UberX***

**EXCLUSIVAMENTE  
PARA  
TRABAJADORES  
EN DOWNTOWN  
NAPA**



### **COMO FUNCIONA**

- Viaja con Vine Transit al trabajo
- Cuando salga, pida un Uber en la app
- ¡Recibirás un cupón de \$10 para usar cada noche!

**DISPONIBLE LUNES - DOMINGO**

✨ **6:30 – 11:00PM** ✨

### **MAS INFO**

NVTA  
707-259-8631  
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