



NAPA VALLEY TRANSPORTATION AUTHORITY **COVER MEMO**

SUBJECT

Vine Transit Update

STAFF RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) receive the fourth quarter Fiscal Year (FY) 2023-24 Vine Transit update.

EXECUTIVE SUMMARY

This report summarizes the Vine's operational performance during the fourth quarter for Fiscal Year (FY) 2023-24, covering the period April 1 to June 30, 2024. The board memo compares to the prior year to provide insight the most recent ridership trends and examines ridership over the last five years for historical context.

FISCAL IMPACT

Is there a Fiscal Impact? No



NAPA VALLEY TRANSPORTATION AUTHORITY

Board Agenda Memo

TO: NVTA Board of Directors
FROM: Kate Miller, Executive Director
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SUBJECT: Vine Transit Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board receive the fourth quarter Fiscal Year (FY) 2023-24 Vine Transit update.

BACKGROUND

Recent Schedule & Fare Changes

The most recent schedule change commenced on Sunday June 16, 2024, to coincide with the conclusion of the 2023-2024 school year. The following changes went into effect:

- Paused the school trippers in American Canyon and St. Helena during summer break
- All Route 10 trips after 9AM serve the Veteran's Home
- Change the direction of Route F around Gasser/Kansas from clockwise to counterclockwise to enable the use of the shelter in front of the movie theater.
- Increase the time on Route B to 60 minutes to minimize delays and increase on-time performance.
- Stop directly on the Health & Human Services campus for northbound and southbound pickups on weekdays
- Minor timepoint changes on Routes 10 and 11 based upon actual trip times over the last four months.

Additionally, on July 1, 2024, Vine Transit's recently approved fare increase went into effect.

Upcoming Schedule Changes

The next schedule change will occur on Sunday August 11, 2024, to coincide with the commencement of the 2024-2025 school year. The following changes will go into effect:

- Adjustment of the Route 29 runtimes to better meet the San Francisco-bound BART trains at the El Cerrito Del Norte station and meet the Route 10 bus at the Redwood Park & Ride as part the Regional Transfer Plan
- Extending the local City of Napa Route G southward to serve the Napa County Health & Human Services campus
- Schedule adjustments to use the newly installed sidewalk & bus stops on the east side of Laurel Street in the City of Napa on Route B
- Schedule adjustments to factor in reduced time to serve the newly installed northbound shelter at the Napa Valley College
- Moving the northbound bus stop from Hwy 29 at Lodi Ln (in front of Freemark Abbey) in St. Helena approximately 1,500 feet north near Trincherro Winery due to Vine Trail construction
- Resuming the school trippers in American Canyon and St. Helena
- Use Route 11X stop on Devlin Road if Soscol Ferry road entrance to SR 29 is open in time

Ridership

Table 1 compares the annual difference between fourth quarter of FY 2022-2023 to fourth quarter of FY 2023-2024 to show the year-over-year ridership increase of 19.06% in the City of Napa. The increase is attributable to our increase in fixed routes from four to six year over year as well as ridership during La Onda weekend.

Table 1: City of Napa Ridership - Comparing Q4 of FY23 & Q4 of FY24

	Q4 FY23	Q4 FY24	% Difference	Numerical Difference
Napa Local On Demand	3,979	980	-75.37%	-2,999
Fixed Route	23,379	31,592	35.13%	8,213
Total	27,358	32,572	19.06%	5,214

**In FY 2023, there were two or three vehicles providing on demand service in multiple locations. In FY 2024, there is one vehicle serving primarily the Browns Valley neighborhood (Route A) & bus stops along California Blvd. In FY 2023 there were only four (4) fixed routes and in FY 2024 there are six (6) fixed routes.*

Looking at the prior quarter, when there were also six fixed routes there is an overall increase of 8.24%, but some fluctuations between routes.

Table 2: City of Napa Ridership – Comparing Q3 to Q4 of FY 24

	Q3 FY24	Q4 FY24	% Difference	Numerical Difference
Napa On-Demand (Route A)*	1,050	980	-6.67%	-70
Route B	5,289	6,581	24.43%	1,292
Route C	13,636	14,683	7.68%	1,047
Route D	1,564	1,962	25.45%	398
Route E	2,235	2,816	26.00%	581
Route F	3,909	3,534	-9.59%	-375
Route G	2,409	2,016	-16.31%	-393
Total	30,092	32,572	8.24%	2,480

While ridership is an important key performance indicator (KPI), it is also important to track other KPIs. P 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, which includes data on weekdays, you can see that passengers per revenue hour (the grey bars) slightly increased from 5.0 to 5.4 when compared to Q4 of the previous fiscal year. The number of hours operated rose between Q4 FY 23 and Q4 FY 24 after implementing new routes in August 2023.

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

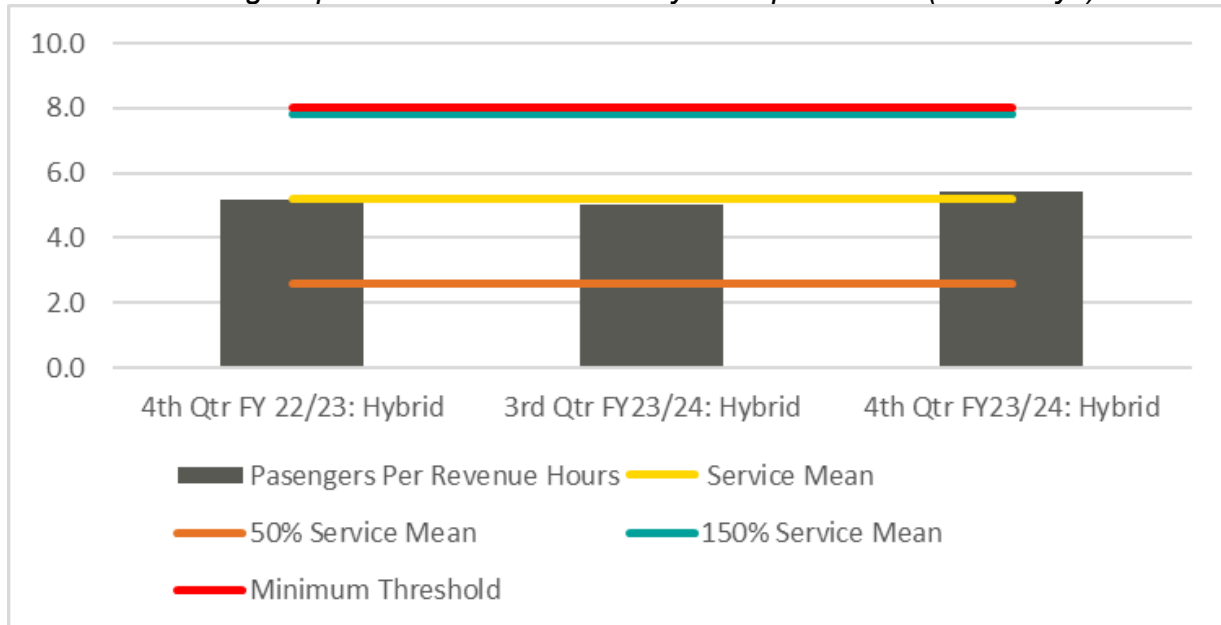


Chart 2 shows that the passengers per revenue hour vary a lot by route. The Route C passengers per revenue hour is the only local route above the pre-COVID 8.0 minimum threshold. All other fixed routes were in the 1.5 to 5.0 range with Route A on-demand coming in just below 2 passengers per revenue hour. This isn't surprising given the nature of on-demand service versus fixed route service.

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

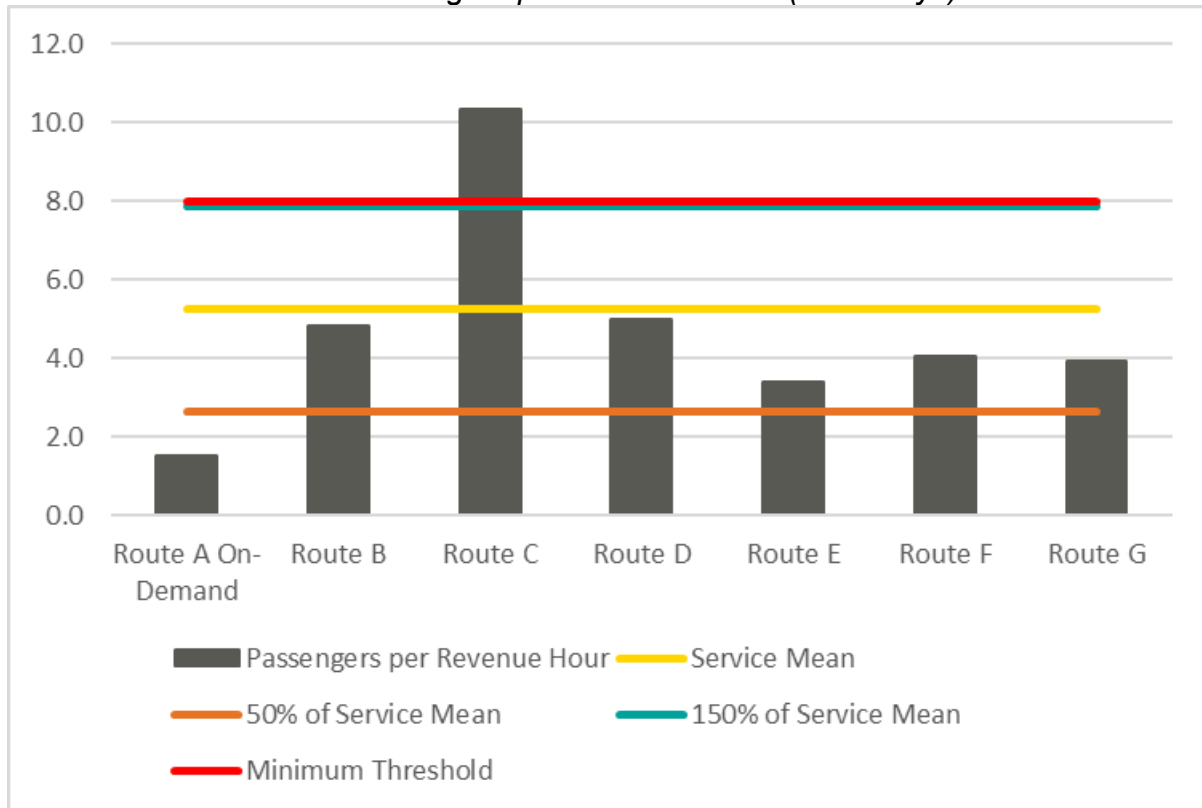


Table 3 shows steady overall ridership growth of approximately 11.95% for the quarter. The route showing the largest percentage improvement in ridership is Route 11X at 57%, followed by Route 21 at 20.16%. All regional routes saw growth compared to the same time period last year. A few of the reasons for this increase include the four additional trips per day on the Route 10, a decrease in the number of missed trips specifically on the Route 11X and longer day lights hours

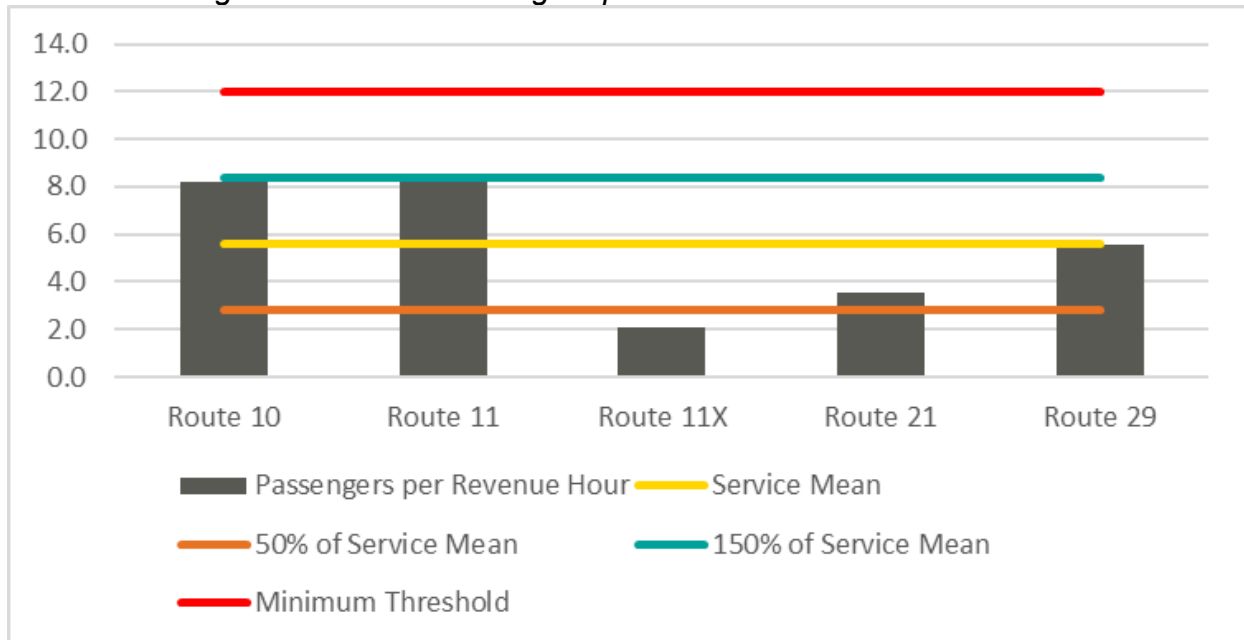
Table 3: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q4 of FY23 & Q4 of FY24

	Q4 FY23	Q4 FY24	% Difference	Numerical Difference
Route 10	36,103	39,363	9.03%	3,260
Route 11	29,405	34,038	15.76%	4,633
Route 11X	673	1,056	56.91%	383
Route 21	3,482	4,184	20.16%	702

Route 29	9,226	9,674	4.86%	448
Total	78,889	88,315	11.95%	9,426

Passenger per revenue hour data on the weekdays shows that Routes 10 and 11 continue to be our most efficient regional routes. As shown on Chart 3, the Routes 10 and 11 have identical passengers per revenue of 7.7, but are still below the pre-COVID minimum threshold of 12 passengers per revenue hour. The least productive route remains the Route 11X, which is geared towards Ferry commuters. To help entice ridership, staff lowered the fare during the July 1 fare increase to match the local fare price. Instead of paying \$3.00, the express bus price, passengers now only have to pay \$2.00 for the route. Additionally, staff is exploring the option of making alterations to the route.

Chart 3: Regional Service Passengers per Revenue Hour



Ridership decreased on the community shuttles overall by about 1% compared to the same quarter last year as shown in Table 3. Only the Yountville Bee experienced a significant ridership increase. There were nominal changes in Calistoga and American Canon and only St. Helena had a significant decrease. Part of the change in St Helena data is attributed to issues collecting the data on the St. Helena fixed route bus run during school hours. Up until April of 2024, the St Helena shuttle driver did a daily manual count on the number of riders on each school trip, but TransDev operations staff inadvertently instructed drivers to stop collecting this data as they believed it was being captured in the on-demand platform. NVTA staff did not recognize the error until reviewing the quarterly data, and instead used farebox data to approximate the ridership on the daily school trip and add it to the on-demand data for the fourth quarter of FY 2024.

Table 4: Community Shuttles– Comparing Q4 of FY23 & Q4 of FY24

	Q4 FY23	Q4 FY24	% Difference	Numerical Difference
Calistoga Shuttle	3,545	3,455	-2.54%	-90
St. Helena Shuttle	1,588	1,319	-16.94%	-269
Yountville Bee	1,087	1,394	28.24%	307
American Canyon Transit	4,922	4,887	-0.71%	-35
Total	11,142	11,055	-0.78%	-87

*Q4 2024 includes estimate of average ridership on St Helena fixed route of 135 riders per month. Data on this route was limited over the period. The reporting failure has been remedied and a full set of data will be available again starting July 1st

VineGo ridership rose by about 9% over the last year as seen in Table 5.

Table 5: VineGo Ridership – Comparing Q4 of FY23 & Q4 of FY24

	Q3 FY23	Q3 FY24	% Difference	Numerical Difference
VineGo	3,934	4,288	9.00%	354

Table 6 shows annual ridership over the past five fiscal years to provide an even broader context on the fluctuations of ridership pre-and post-COVID. The data shows continued progress from FY 19 through FY 24. It shows the system gaining ridership each fiscal year since FY 21, but at a slow rate with a 7.3% ridership gain from FY 23 to FY 24.

Table 6: Ridership – Comparing Fiscal Years 19, 20, 21, 22, 23, 24

	FY19	FY20	FY21	FY22	FY23	FY24
Fixed Route	957,403	640,342	236,775	369,444	413,166	453,972
Demand Response	103,701	88,485	78,711	71,821	74,829	69,787
Total	1,061,104	728,827	315,486	441,265	487,995	523,759

Chart 4 breaks down the fixed route data by route across the fourth quarters and also adds in the prior quarter (January – March 2024) to visually show the changes over time. The narrative differs by route. For routes 10 and 11 there has been an increase in ridership when comparing the fourth quarter of FY21, FY22 and FY23 to the most recent quarter. The local City of Napa Routes is generally trending upward. For commuter routes 11X, 21 and 29, ridership has remained consistently low and stagnant since the onset of COVID.

Chart 4: Total Fixed Route Ridership Change

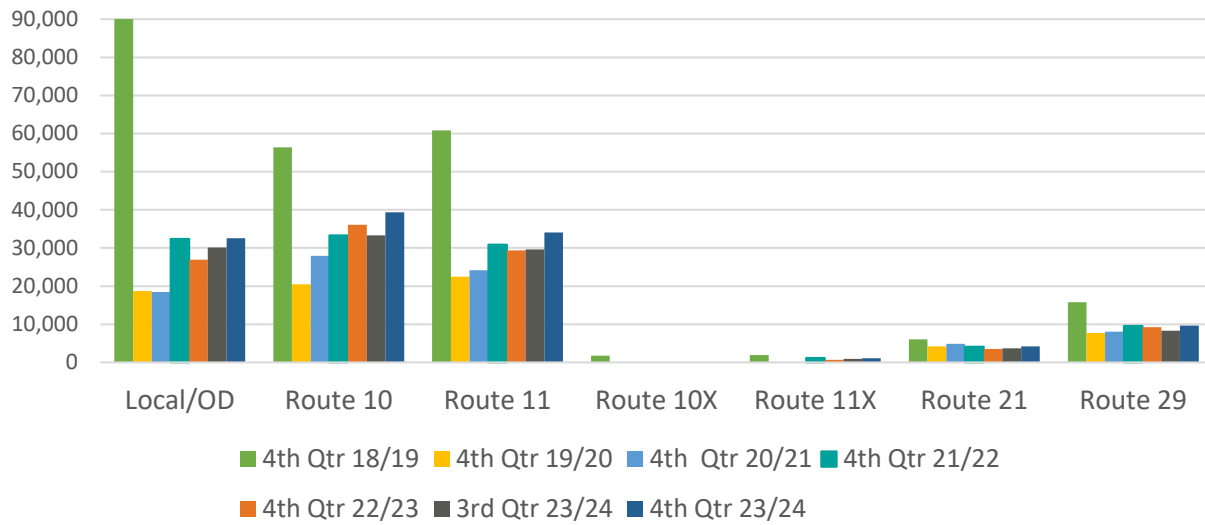
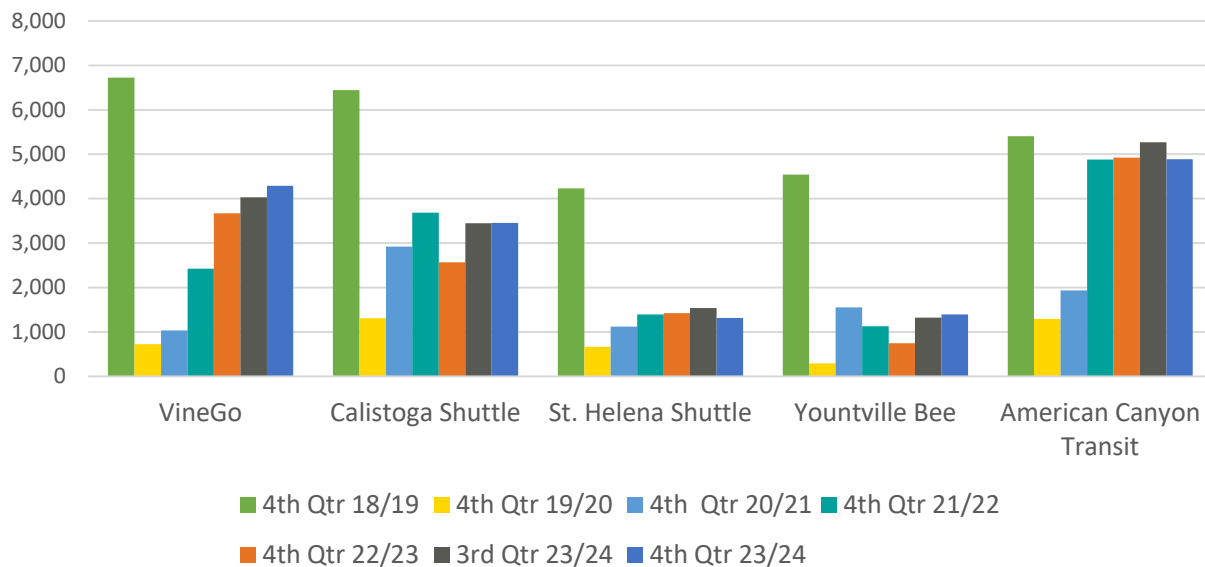


Chart 5 below takes the demand response data and segments it across the different services. Once again, there are differences across the jurisdictional services. St. Helena Shuttle and the Yountville Bee remain below 50% of pre-COVID levels while American Canyon Transit is inching closer to pre-COVID ridership levels. However, all services have been trending upward since the height of the COVID-19 pandemic.

Chart 5: Total Demand Response Ridership Change



Finally, Table 6 shows the missed trips during the fourth quarter of the current fiscal year compared to the fourth quarter of last Fiscal Year. NVTA’s aging fleet has experienced some mechanical issues that have resulted in missed trips. Currently, NVTA has 14 electric buses on order with Gillig, but those aren’t expected to arrive until 2025. In the meantime, Vine Transit will be receiving six new-to-us used Compressed Natural Gas (CNG) buses in August that will replace older vehicles that have surpassed their useful lives. Additionally, Vine Transit is exploring the option of leasing four 2019 Gillig hybrid buses from Golden Gate Transit (GGT). GGT currently has a fleet spare ratio of over 100%, so they are open to leasing some of their excess vehicles to NVTA. These additional newer buses should help decrease the number of missed trips caused by mechanical issues.

Table 7: Missed Trips During Q3 of FY 2023 and FY 2024

	Regular Missed Trips		On-Demand Missed Trips	
	Q4 FY 23	Q4 FY 24	Q4 FY 23	Q4 FY 24
April	14	84	12	4
May	14	32	12	0
June	9	37	14	1
Total	37	153	38	5

Upcoming Marketing Efforts

We are excited to premiere three new informational videos covering how to Ride The Vine, VineGo, and the Vine Transit Maintenance Facility. Additionally, new brochures for community shuttles in American Canyon and Calistoga, modeled after those for Yountville and St. Helena, are being created. We will begin including mobility brochures and VineGo information in all Meals on Wheels deliveries to seniors.

Recently, we attended the UpValley Family Centers Health Fair, Meet Me in the Streets in American Canyon, the Health Fair at Rohlffs Manor and the Seniors Against Financial Exploitation (S.A.F.E.) event in St Helena, with plans to visit more resource fairs in the near future. In addition, NVTA team is regularly attending the Downtown Napa Farmers Market. In September, we will launch the "Name the Animal" contest at events around Napa, inviting children to name the animals featured on our electric buses. Each participant will receive a stuffed mascot of the animal they name, which includes the Bee, Butterfly, Hawk, and Owl.

ATTACHMENTS

None