



## NAPA VALLEY TRANSPORTATION AUTHORITY CAC Agenda Letter

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**TO:** Citizen Advisory Committee  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Alberto Esqueda, Associate Planner  
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**SUBJECT:** Overview of the Vine Transit Express Bus Study

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### **RECOMMENDATION**

Information only

### **EXECUTIVE SUMMARY**

In April NVTA released a request for proposals to on-call planners for the Vine Transit Express Bus Study. The purpose of the study is to evaluate current intercounty north-south and east-west transit service and identify ways the system can work more efficiently by staying on main corridors such as SR 29, Soscol Avenue and SR 221. The end result of the study will be a summary of findings that best optimize the express bus system including route alignments, stop locations, infrastructure enhancements, fare structure and marketing.

NVTA received 3 proposals and a panel of three NVTA staff and one Soltrans staff reviewed the proposals and finalized its recommendation. NVTA staff will be taking a recommendation for award to the June 15 NVTA Board Meeting.

### **PROCEDURAL REQUIREMENTS**

1. Staff Report
2. Public Comment
3. Motion, Second, Discussion and Vote

### **FISCAL IMPACT**

Is there a Fiscal Impact? \$200,000 in Budget for Vine Express Bus Study

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## **BACKGROUND AND DISCUSSION**

The first project the CAC will focus on is the Vine Transit Express Bus Study. NVTA is seeking to create efficiencies in its express bus service, especially on intercounty routes that travel to the Vallejo Ferry Terminal and El Cerrito Del Norte BART station. The Express Bus Study will review existing routes and operations and then provide recommended improvements to the system. Included in this work will be market analysis of future ridership, physical infrastructure and roadway improvements, and operational improvements needed to foster a more efficient and effective express bus system.

The final Vine Transit Express Bus Plan will be a flexible financial plan that will allow for the selection of individual transportation elements or enhancements to allow the agency to be strategic in investments that are the most feasible.

NVTA staff will bring various elements of the Express Bus Study to the CAC periodically for review and feedback. The CAC will also play a large roll in fulfilling the stakeholder and public outreach requirements identified in the scope of work.

## **SUPPORTING DOCUMENTS**

Attachments: (1) Vine Transit Express Bus Study Scope of Services



## REQUEST FOR TASK PROPOSAL

Pursuant to On-Call Planning Services

RFQ 2015-03

for the

### VINE TRANSIT EXPRESS BUS CORRIDOR STUDY

As an on-call planning firm selected under the provisions of RFQ 2015-03, you are being asked to prepare a budget, schedule, and proposal for the VINE TRANSIT EXPRESS BUS CORRIDOR STUDY - Task Order #2. The scope of work for this task order is attached hereto as EXHIBIT A. Selection will be based on cost, schedule of performance, and expertise. You are invited to prepare a proposal to perform this work. Your proposal must include:

- (1) A detailed schedule of performance.
- (2) A not-to-exceed cost proposal.
- (3) A listing of assigned project personnel.

This work may or may not be funded with federal funds. All contract documents will contain applicable mandated federal contract provisions and be issued pursuant to the terms and conditions of RFQ 2015-03 and the professional services agreement executed pursuant thereto. The DBE goal for RFQ 2015-03 was established at 1%.

The NVTA project manager assigned to this task is Mr. Alberto Esqueda, Associate Planner, at (707) 259-8779 or by e-mail [aesqueda@nvta.ca.gov](mailto:aesqueda@nvta.ca.gov).

*A pre-proposal conference call-in to address any questions and/or needed clarification has been scheduled for April 11, 2016, 11:00 AM (local), by dialing 1-888-398-2342 and using access code 9209029 when prompted.*

All inquiries regarding this task proposal are to be directed to Ms. Renée Y. Kulick, Contract Administration, at 707-259-8780 or by e-mail [rkulick@nvta.ca.gov](mailto:rkulick@nvta.ca.gov). NVTA, in its sole discretion, reserves the right to:

1. Reject any or all proposal submittals.
2. Issue one (1) or more subsequent Requests for Task Proposal.
3. Open proposals at its convenience.
4. Remedy technical errors in the solicitation/selection process.
5. Approve or disapprove the use of particular sub-proposers.
6. Negotiate with any, all, or none of the proposers responding.
7. Award a contract to one (1) or more proposers.
8. Waive informalities and irregularities in any proposal.

**Proposals are due to NVTA not later than April 28, 2016, 2:00 PM (local).**



Kate Miller  
Executive Director

**EXHIBIT A**  
**SCOPE OF WORK**

**Vine Transit Express Bus Corridor Study**

**I. PROJECT OBJECTIVE**

The objective of this study is to investigate, analyze and determine the feasibility of updating and expanding the express bus system in Napa County. This study will identify corridors, locations, routes and a fare structure for rapid bus service. The study will evaluate existing routes, operating guidelines, and specify infrastructure investments to improve Vine Transit operating times in order to safely and effectively transport Vine riders to key destinations including BART stations (those currently served and potential new stations), the Vallejo Ferry, Fairfield Amtrak, SMART, and other existing destinations . This may include coordinating with other transit systems to identify partnering opportunities along key corridors.

In addition to the identification and evaluation of rapid bus corridors, the study will provide recommendation for potential capital and program related solutions to improve system performance and enhance rider experience.

**II. BACKGROUND**

The Consultant will study and have a thorough understanding of the current intercounty and express bus service extending to and from Sonoma Plaza in Sonoma County, Suisun City Train Depot in Solano County and El Cerrito del Norte BART station. The Consultant will conduct a review of current routes including, current ridership, route schedules, service hours/miles, farebox recovery, ridership, and fare structure. The study will utilize existing studies such as the Travel Behavior Study to identify auto travel patterns in and out of Napa County, other express bus studies in adjacent counties, the Market Segmentation Study and recent market research to understand the desired commuting experience of Napa's residents.

**III. WORK PLAN**

**Task Descriptions**

**Task 1 Kick-off Meeting - Confirm Project Goals and Finalize Scope of Services and Work Plan**

The Consultant will provide a comprehensive work plan that will detail all planned administrative, technical and scheduling components

necessary to complete the VINE Express Bus Corridor Study tasks described below. The Consultant will submit a detailed work plan by task, schedule and budget for each of the tasks describe in the Scope of Work. Work will include, but is not limited to project scope of services, work plan, project schedule, and budget. Detailed staffing plan per task schedule and budget assignment (detailed level of effort conducted by each staff member per task).

*Deliverable: Finalized budget and detailed project schedule and work plan.*

## **Task 2 Develop a Public Involvement Plan and Conduct Public Outreach**

The Consultant will develop a public outreach plan as part of the overall schedule of the project. The plan will clearly provide a forum for the general public (at least two (2) meetings/events), NVTA Committees e.g. Citizen Advisory Committee (CAC), Technical Advisory Committee (TAC) (at least three (3) meetings), stakeholders and partner agencies to provide input into the planning process (one (1) Board meeting). The plan will also hold meetings and provide materials to educate the public and partnering agencies on the progress and finding of the study. NVTA staff will identify venues, advertise, and provide supplies, and help with tabling and facilitation. Consultant will be responsible for presentation materials and meeting content.

*Deliverable: Public Involvement Plan - Including identification of appropriate public involvement activities for the effort; a schedule for all public meetings, outreach events, presentations and/or any other identified activities; a project schedule by task with milestones, conduct public outreach to identify community attitudes; summary of public comments and themes.*

## **Task 3 Data Collection and Coordination with Local and Regional Agencies**

The Consultant will identify existing corridor transit services and their performance including route descriptions, service miles/hours, costs, farebox recovery, ridership, etc. They will also identify existing capital projects that support express bus corridor routes such as park and ride lots, intermodal stations, bus stops, etc. The Consultant will evaluate existing data and if necessary, obtain all data within project boundary, necessary to complete the project objective. The Consultant will review existing studies such as the Travel Behavior Study and the Market Segmentation Study, and related transit studies from adjacent counties. NVTA can coordinate between the Consultant and partner

agencies, if necessary. The data necessary for this analysis will include:

Evaluation of Traffic Operations:

- Traffic survey data – which should include:
  - Intersection activity and configuration: turning movement counts and/or intersection LOS information
  - Travel demand flows (e.g., travel demand model output)
  - Roadway characteristics (lanes, right-of-way [ROW] widths, speed, turning movements, etc.).
  - Traffic signal interface (controllers, software, hardware, timing)
- Existing public parking inventory around/near proposed stations

Evaluation of Population, demographic and economic characteristics (data exists and will be provided by NVTA):

- Population by age and income
- Population density
- Housing density
- Employment density/employment type
- Labor force participation and unemployment rate
- Journey-to-work
- Auto ownership
- Tourist and visitor levels

Land Uses:

- Housing centers and relative density
- Major trip generators and destinations
- Transit-supportive land uses
- Park and ride facilities
- Future growth patterns
- Major planned developments
- Existing accessibility infrastructure, i.e. pedestrian, ADA and bicycle facilities

Evaluation of Local and Regional Plans:

- Short Range Transit Plan
- Napa Countywide Pedestrian Plan
- Napa Countywide Bicycle Plan
- Napa Countywide Transportation Plan
- Community Based Transportation Plan
- SR 29 Corridor Study

- Municipal general/specific plans where applicable
- Related transit studies – adjacent counties
- Existing and proposed rail operations in adjacent counties
- Existing and proposed ferry operations in adjacent counties

Transit:

- Current express bus operations
- Bus stop/station inventory
- Fare structure

Deliverable: *Work Paper - Summary of findings.*

**Task 4 Market Demand Analysis**

The Consultant will identify existing and projected market demand of express bus service along various corridors. For the existing market demand identification, Consultant will utilize existing ridership data. Consultant will conduct survey and or similar data gathering method to collect comments on current express bus service. For the identification of future and unmet transit market demand, the Consultant will propose appropriate methodology(s) that justify enhanced operational and/or capital improvements to the corridor.

Deliverable: *Work Paper - Summary of current and projected ridership, 2) Summary of data collection methodology results from current Express service riders and 3) Strategy to increase express bus demand and ridership.*

**Task 5 Conduct Technology Assessment**

The purpose of the technology assessment is to: 1) discuss the characteristics and applications of Express Bus and the relationship to other transit modes; 2) develop a methodology for determining their applicability in Napa County; and 3) use that methodology for determining which would be most appropriate for continued study. The potential Express Bus system characteristics to be explored are as follows:

- Running ways
- Stations (location, type and sizing)
- Vehicles
- Fare collection strategy and equipment
- Intelligent Transportation Systems – bus signal preemption and other future innovations

- Impacts of traffic signal changes on cross street (including freeway on/off ramps) traffic movements/speeds
- Coordination/connection with existing local bus services
- Coordination/connection with ferry, adjacent county bus services, and rail services
- Bicycle and pedestrian connections

As part of the Task 3 field work on the corridors and the completion of the criteria screening process in Task 6, a preliminary assessment of feasible corridor-specific Express Bus system elements will be completed. This assessment will help facilitate this task's identification of appropriate Express Bus system characteristics for application in Napa County.

Consideration and location of the existing rail line(s) should be considered when evaluating station locations to optimize potential for public development or public/private partnership opportunities.

It is envisioned that certain rapid transit characteristics will be more applicable in some corridors than others. In that event, these issues will be reflected in the feasibility and cost benefit of implementing an express bus system.

*Deliverable: Work Paper - Summary of findings and recommendations.*

## **Task 6    Develop Criteria Screening Process for Corridor and Stop Evaluation**

A criteria screening process will be developed in order to evaluate and screen the identified potential corridors and establish an objective process with which to select the most promising corridors for Express Bus service enhancements. In developing the criteria screening process, consideration shall be given to such elements as multimodal connectivity, financial and environmental feasibility. In addition, consideration will be given to any proposed pedestrian and bicycle plans or improvements by jurisdictions.

The criteria screening process will make use of the compilation and review of data from existing sources indicated in Task 3. Using the data, corridor profiles will be developed for the corridors identified in Task 6. It is envisioned that the screening process developed for the evaluation of the selected corridors will consider:

- existing and future transit demand
- existing transit services and infrastructure
- future transit market potential



- existing and future corridor residential and employment densities
- existing and future roadway and intersection geometries
- existing and future traffic conditions and travel flows
- compatibility with regional and local plans
- environmental/ROW constraints
- environmental justice

NVTA will have the option to add a modeling component to the study. The evaluation of zonal travel demand flows will be important to the overall analysis. The screening process will utilize existing available Solano-Napa Travel Demand Model, its successor, and individual municipalities' traffic models data on existing and future travel patterns, as well as existing ridership data in the corridors or parallel corridors.

This task, then, will help assess and verify the feasibility of each corridor for potential rapid transit applications, as well as provide information that can be used in the subsequent comparative prioritization of the feasible corridors for implementation.

*Deliverable: Work Paper - Summary of findings, recommendations, and modeling results.*

#### **Task 7 Prioritize Potential Corridors, Routes and Stops for Express Bus Consideration**

Analyzing the data from Task 3, the Consultant will examine approved transportation and land use plans in all Napa County jurisdictions where an express bus corridor is evaluated. Site visits to identified corridors and stops will be conducted in order to verify data and to visually inspect each corridor and stop location and to assess the potential application of Express Bus technologies and specific elements thereof (e.g. the use of exclusive running ways versus mixed-traffic operation, on-highway bus stops on SR 29). A prioritized list of Express Bus routes will be identified to optimize on-time performance, safety and multimodal connections. The Consultant will also identify any right-of-way acquisitions necessary for new or enhanced bus stops. Digital photography and image editing software will be used to catalog and illustrate the characteristics of the potential corridors and stop locations.

NVTA can assist the Consultant with the identification of relevant land use and transportation plans, if necessary.

*Deliverable: Work Paper - Summary of findings with visual images and analysis.*

## **Task 8 Financial Analysis**

The Consultant will individually cost out proposed express bus improvements, analyze existing funding sources and potential new funding sources, recommend a constrained express bus plan and phasing for proposed improvements accordingly based on existing revenues available and potential for future funding opportunities. This could include proposing operating efficiencies for other Vine services in order to optimize the express bus system while minimizing impacts to local routes.

*Deliverable: Financial Plan*

## **Task 9 Administrative Draft and Draft Plan**

Present summary of the existing services, programs, and capital demands data and services inventory. Present a summary of transit and travel demand needs and strategies. Develop an Implementation Plan/Timeline which will include a funding plan for prioritized express bus routes; organize and facilitate at least three (3) presentations on the Draft Plan and obtain input from various groups in Napa County. Allow time and review for an Administrative Draft that will be circulated to NVTA staff (and member agencies) before the Public Review Draft.

*Deliverable: Administrative Draft and Public Review Draft Express Bus Corridor Study*

## **Task 10 Final Plan**

The final plan will contain a summary of findings from previous tasks, recommendations of optimal rapid bus routes, route alignment, bus schedule, bus stop locations, fare structure, infrastructure enhancements and marketing campaign. It will include flexible financial plan that will allow for the selection of individual and/or comprehensive transportation enhancements, routes, route alignments and bus stops.

Comments received from NVTA staff, member jurisdictions, and the public will be addressed by the Consultant before the Final Plan is presented before the NVTA Board of Directors for adoption.

*Deliverable: 25 bound documents and modifiable electronic copy containing applicable photographs, diagrams, modeling data, financial tables, and charts.*