



NAPA VALLEY TRANSPORTATION AUTHORITY TAC Agenda Letter

TO: Technical Advisory Committee (TAC)
FROM Kate Miller, Executive Director
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SUBJECT: Travel Behavior Study Presentation by Fehr & Peers

RECOMMENDATION

Information only. Fehr & Peers will provide the Technical Advisory Committee an update on the Travel Behavior Study Project Scope and Timeline.

EXECUTIVE SUMMARY

The goal of the Travel Behavior Study is to understand inter and intra-County travel. Fehr & Peers prepared the 2014 Travel Behavior Study. The new study will provide updated numbers using updated data collection methodologies which is likely to result in more granular data and information that can be used in Napa Solano traffic model.

The goal of the Travel Behavior Study is to understand travel demands and patterns to refine the Napa-Solano Transportation Model and inform planning efforts such as the Short Range Transit Plan and the Countywide Transportation Plan.

FISCAL IMPACT

Is there a fiscal impact? No

BACKGROUND AND DISCUSSION

The Travel Behavior Study will update to the 2014 Travel Behavior Study. This study will focus on gathering Napa Valley transportation modal data related to employment, schools, and tourism. It will further help NVRTA and all six jurisdictions understand commute patterns, modes of travel, vehicle occupancy, and trip purpose.

The Travel Behavior Study will build on the data received from the 2014 Travel Behavior Study and employ more cost effective and advanced data collection tools that will result in more granular data and information that will be used to update the Napa Solano traffic model and NVRTA planning studies. The travel behavior study will focus on work,

school, and other trips in Napa Valley. The study will identify how many trips per day are associated with visitors, employees, and students, where those trips start and end, the predominant modes of travel, vehicle occupancies, and times of day/week of travel. The study will take seasonal variations into consideration, and trips will include weekday and weekend travel.

Collected data and proposed conclusions will be reviewed periodically with TAC. Today's item is the first presentation to be provided to TAC. The study will provide the basis for multiple planning efforts by NVTa and its member jurisdictions within the County. For example, NVTa may use results to inform planning efforts such as the Short Range Transit Plan and for the upcoming Countywide Transportation Plan.

Attachments: None.