



**NAPA VALLEY TRANSPORTATION AUTHORITY
TAC Agenda Letter**

TO: Technical Advisory Committee
FROM: Kate Miller, Executive Director
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SUBJECT: Vine Vision: Transit Restructuring Overview

RECOMMENDATION

That the Technical Advisory Committee (TAC) review the proposed changes to the Vine system and provide feedback and direction to staff.

EXECUTIVE SUMMARY

Through findings in a Market Assessment, Technical Analysis, two rider/resident surveys, a Needs Assessment document, and several outreach events, NVRTA staff have developed a proposed new service structure for the Vine. The proposed service will help improve transit usage in the coming years by focusing service where it is needed and wanted most. The proposed service changes will not be finalized until they are fully vetted by NVRTA committees, and the public, and adopted by the NVRTA Board, which is anticipated in the spring of 2019.

FISCAL IMPACT

Is there a Fiscal Impact? No.

BACKGROUND AND DISCUSSION

Review of Comprehensive Operational Analysis Process

Prompted by ridership declines, in July 2017 NVRTA began the process of restructuring the Vine transit system. The process kicked off with the “Express Bus Study”. This document provided recommendations for service and capital improvements to make the Vine’s regional service more attractive for intercountry trips. In October of the same year staff began the first phase of the Comprehensive Operational Analysis (COA). The focus of the COA is to restructure the local service in the City of Napa. The COA is broken out into three planning efforts: a Market Assessment, a Technical Analysis, and a Needs Assessment.

The Market Assessment analyzes the current and future Vine Transit markets. Using demographic information from the US Census and a Metropolitan Transportation Commission (MTC) survey of the Vine's riders, NVTA staff completed a transit propensity analysis. The analysis identified the demographic factors in Napa County show the greatest propensity for using transit. The analysis was used to build a "profile" of a Vine rider. By mapping the demographic factors of the typical Vine rider, NVTA staff was able to identify what parts of the Vine service area have the greatest potential for ridership growth.

The Technical Analysis reviews the Vine's operational performance over the past three fiscal years. The resulting data will serve as a baseline from which service can be added, removed, and ultimately judged. The document breaks out a number of key performance indicators (KPIs). Staff will use these same KPIs to judge the success or failure of the redesign in improving transit usage in the Napa Valley. The data in the document also provides staff with a clear understanding of where service is being underutilized and where increased service might be warranted.

The Needs Assessment is a culmination of the Express Bus Study, the Market Assessment, the Technical Analysis, and the rider/resident survey. This document pinpoints the service typologies NVTA will need to instate to retain and attract riders. Specific needs were identified from the rider/resident survey. Each need was assigned several different transit solutions for further analysis to understand which solution addressed the need best. From this exercise, NVTA staff created a new service delivery plan for the Vine Transit system.

In order to receive public feedback on the changes, NVTA staff conducted three outreach events at the Socol Gateway Transit Center, tabled at Día de la Familia, and visited Rohlf's Manor Senior Housing. Staff has also posted all proposed service changes on the NVTA website. A robust social media campaign and posters on the buses are directing people to comment on the maps. Staff continue to remind existing Vine riders and members of the community to provide feedback.

Vine Vision: Refocusing Transit in the Napa Valley

The deployment of transit in the Napa Valley has remained relatively unchanged for a better part of a century. Service redesigns have been infrequent, with the last occurring in December 2012. The redesign in 2012 did not alter the service typology of the Vine, despite every route being redrawn. Vine routes have been predominantly "coverage based", meaning they attempt to serve the most geographic area with the least amount of resources. The result is indirect service that is not attractive to riders. The service design resulting from the COA planning process and Express Bus Study refocuses transit to areas that show the greatest potential for rider retention and growth. This culmination of planning efforts has been dubbed "Vine Vision". Vine Vision has aggregated all the recommendations into a single service plan that will redesign all fixed route service falling under the Vine.

The use of new technology has taken the forefront in the design of the new Vine system. To design the new service NVTa staff made use of an interactive planning software called Remix. Remix allows for service changes while simultaneously providing the cost, the number of buses needed for operation, the number of service hours, and the population served (and factors in such things as FTA's Title VI requirements). The use of this program increases staff's ability to plan service quickly and accurately. The scheduling aspect of the program will play an integral role in the final service design, allowing staff to find the most efficient deployment of resources.

Staff is proposing deploying on-demand service similar to the community shuttles in the County's smaller jurisdictions in areas with a history of low ridership demand. Riders will be able to use the Ride the Vine application to request service directly from their smartphone - the very same application that has been working so well on the four community shuttles. It also frees up larger vehicles for more productive fixed route service. Staff intends to promote the new on-demand service as a pilot since deploying this style of service on such a large scale is still relatively untested in transit.

Route and Service Profiles

For better spatial understanding of the new service the following section should be reviewed accompanied by Attachment 1 to this report. Reviewing the profiles in tandem with the maps will help provide a better understanding of how the new system will operate. This first iteration of service is intended to represent a general direction NVTa staff is moving with the service. The routes and services staff are proposing may change based on feedback from the public, NVTa's committees, and the Board.

The proposed service may be altered before final Board approval should actual implementation of the service prove to be impractical due to physical barriers or resounding disapproval from the public. All proposed service is budget neutral and reduces the number of large vehicles needed for peak service.

Route A: Browns Valley

Frequency:

Weekdays: Every 60 minutes

Saturdays: Every 60 minutes

Span of service:

Weekdays: 7:00AM – 6:00PM

Saturdays: 7:00AM – 5:00PM

Sundays: No Service

Major Destinations:

- Browns Valley Elementary
- Browns Valley Market
- Luckys Supermarket
- Safeway
- Walgreens
- Napa Post Office
- Bel Aire Plaza
- Kaiser Clinical Offices
- Redwood Park and Ride
- *Close proximity to Napa High*

Addresses the following needs from the Needs Assessment:

- More direct service
- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

Service will no longer go directly downtown. A time transfer will be coordinated with the Route B. Direct service to north Napa shopping will now be available.

Service Alternatives:

North on Jefferson Street instead of California Boulevard, then back on California
Keep current Route 1 to Soscol Gateway Transit Center

Route B: Laurel South Napa**Frequency:**

Weekdays: Every 45 minutes

Saturdays: Every 60 minutes

Span of service:

Weekdays: 6:15AM – 6:45PM

Saturdays: 7:00AM – 6:25PM

Sundays: No Service

Major Destinations:

- Soscol Gateway Transit Center
- Downtown Napa
- Napa Premium Outlets
- Goodwill
- Grocery Outlet
- CVS

- Rite Aid
- Century Theater and Shopping
- South Napa Marketplace

Addresses the following needs from the Needs Assessment:

- More direct service
- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The new Route B provides similar service to the current Route 2. Service to the area around Pine Street will no longer be a part of the route. To improve service the route will be bidirectional leading to equal travel times to and from ones destinations.

Service Alternatives:

Keep service on Laurel inbound to the Transit Center as oppose to Browns Valley. Dependent on sidewalk project.

Route C: Jefferson**Frequency:**

Weekdays: Every 30 minutes

Saturdays: Every 60 minutes

Span of service:

Weekdays: 6:00AM – 7:00PM

Saturdays: 7:00AM – 5:00PM

Sundays: No Service

Major Destinations:

- Soscol Gateway Transit Center
- Downtown Napa
- City of Napa Senior Center
- Napa High
- Kaiser Clinical Offices
- Safeway
- Bel Aire Plaza
- Redwood Park and Ride

Addresses the following needs from the Needs Assessment:

- More direct service
- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route C operates in the same way as the current Route 8 operates. Stops along the route should remain the same; however locations of timepoints could be altered

Service Alternatives:

None

Route D: Shetler and Shurtleff**Frequency:**

Weekdays: Every 35 minutes

Saturdays: Every 35 minutes

Span of service:

Weekdays: 6:00AM – 6:00PM

Saturdays: 7:00AM – 5:00PM

Sundays: No Service

Major Destinations:

- Soscol Gateway Transit Center
- Napa Crossing South
- Phillips Elementary School
- South Napa Marketplace
- Chamberlain High School
- *Close proximity to Skyline Park*
- *Close proximity to Napa State Hospital*

Addresses the following needs from the Needs Assessment:

- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route D will take the place of the old Route 4. The major change being the removal of service along Terrace Drive.

Service Alternatives:

Keep current version of the Route 4
Make area an on-demand service

Route E: Crosstown Local Connector**Frequency:**

Weekdays: Every 45 minutes
Saturdays: Every 60 minutes

Span of service:

Weekdays: 6:00AM – 7:00PM
Saturdays: 7:00AM – 6:00PM
Sundays: No Service

Major Destinations:

- Soscot Gateway Transit Center
- Downtown Napa
- Napa County Library
- Century Theater and Shopping
- South Napa Marketplace
- Kaiser Clinical Offices
- Safeway
- Bel Aire Plaza
- Queen of the Valley
- Clinic Ole
- Redwood Park and Ride

Addresses the following needs from the Needs Assessment:

- More direct service
- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route E takes on several routes and combines them into a more linear bidirectional service. With the elimination of the Route 5 there is no longer service on Main Street north of Lincoln. However, riders in that area will have more options for direct service if they walk out to one of the main thoroughfares in Napa.

Service Alternatives:

There is the potential for the route to by-pass the Transit center and head directly to the central downtown area. Should the route prove to be popular it may warrant 30-minute service.

Route 10: Up Valley Connector**Frequency:**

Weekdays: Every 60 minutes

Saturdays: Every 60 minutes

Sundays: Every 60 minutes

Span of service:

Weekdays: 5:50AM – 8:15PM

Saturdays: 6:00AM – 7:00PM

Sundays: 7:15AM – 6:00PM

Major Destinations:

- Soscot Gateway Transit Center
- Napa Valley College
- Walmart
- Queen of the Valley
- Bel Aire Plaza
- Redwood Park and Ride
- Yountville
- St. Helena
- Calistoga

Addresses the following needs from the Needs Assessment:

- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route 10 will operate as it currently does. Improved schedule timing should result in more reliable service. Adjusting time points to more popular stops like Walmart should also create a better rider experience.

Service Alternatives:

Should more funding become available the span of service could be increased. A funding neutral approach, in attempt to attract service industry workers to use transit for commuting purposes, would be to reallocate midday service to earlier and later service.

Route 10X: Up Valley Express**Frequency:**

Weekdays: Every 60 minutes

Span of service:

Weekdays: 5:00AM – 8:00AM, 4:00PM – 6:00PM

Saturdays: No Service

Sundays: No Service

Major Destinations:

- Redwood Park and Ride
- Yountville Park and Ride
- St. Helena City Hall
- Downtown Calistoga

Addresses the following needs from the Needs Assessment:

- More direct service
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route 10X is intended to provide an expedited trip between the City of Napa and the Up Valley communities in Napa County. Service will be limited to commute hours. The Route 10X will also replace the current Up Valley leg of the Route 29. At the Redwood Park and Ride a timed transfer with the Route 11X will be available to provide a more direct connection to the Vallejo Ferry.

Service Alternatives:

None

Route 11: Napa Vallejo Connector**Frequency:**

Weekdays: Every 60 minutes

Saturdays: Every 60 minutes

Sundays: Every 60 minutes

Span of service:

Weekdays: 7:15AM – 9:50PM

Saturdays: 8:00AM – 7:00PM

Sundays: 9:00AM – 7:00PM

Major Destinations:

- Vallejo Ferry Terminal
- Kaiser Vallejo
- Sutter Hospital
- Walmart (American Canyon)
- Napa County Health and Human Services
- Napa Valley College
- Soscol Gateway Transit Center
- Walmart (Napa)
- Queen of the Valley
- Bel Aire Plaza
- Redwood Park and Ride

Addresses the following needs from the Needs Assessment:

- Transit in closer proximity
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route 11 will operate as it currently does. Improved schedule timing should result in more reliable service. Adjusting time points to more popular stops like Walmart should also create a better rider experience.

Service Alternatives:

Should more funding become available the span of service could be increased. A funding neutral approach, in attempt to attract service industry workers to use transit for commuting purposes, would be to reallocate midday service to earlier and later service.

Route 11X: Napa Vallejo Express**Frequency:**

Weekdays: Every 35 minutes

Span of service:

Weekdays: 6:00AM – 7:45AM, 5:45PM – 6:55PM

Saturdays: No Service

Sundays: No Service

Major Destinations:

- Redwood Park and Ride
- Soscol Gateway Transit Center
- Napa Valley College
- American Canyon Park and Ride
- Vallejo Ferry Terminal

Addresses the following needs from the Needs Assessment:

- More direct service
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route 11X is intended to be the primary route for riders wishing to connect with the Vallejo Ferry or have an expedited trip to Napa during the commute hours. Service will be limited to the morning and evening commute. A timed transfer with the Route 10X will occur at the Redwood Park and Ride for those few riders travelling the entire length of the Napa Valley. Some trips will also stop at Napa Valley College.

Service Alternatives:

None

Route 21: Napa Fairfield Express**Frequency:**

Weekdays: Varies by time of day from 60 minutes to 150 minutes

Span of service:

Weekdays: 5:20AM – 5:20PM

Saturdays: No Service

Sundays: No Service

Major Destinations:

- Soscot Gateway Transit Center
- Napa Valley College
- Fairfield Transit Center
- Suisun City Train Depot

Addresses the following needs from the Needs Assessment:

- More direct service
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route 21 remains unchanged in its current form. A potential funding increase may result in more consistent headways and or later service.

Service Alternatives:

If ridership does not pick up at the stops located at Airport Road and at Health and Human Service the route will be pulled back on to Hwy 29 and only serve the Soscot Gateway

Transit Center, Napa Valley College, the Fairfield Transit Center, and the Suisun City Train Depot

Route 29: Napa BART Express**Frequency:**

Weekdays: Every 60 minutes off peak, every 30 minutes on peak

Span of service:

Weekdays: 5:45AM – 8:45PM

Saturdays: No Service

Sundays: No Service

Major Destinations:

- Redwood Park and Ride
- Solsol Gateway Transit Center
- American Canyon Park and Ride
- El Cerrito del Norte BART

Addresses the following needs from the Needs Assessment:

- More direct service
- Strong anchor points
- Improved connections between services
- More reliable service

Impact on Service in the Surrounding Area:

The Route 29 will no longer serve the Vallejo Ferry Terminal providing more direct service to BART. The Route will also no longer provide trips to Napa Valley College.

Service Alternatives:

None

On-Demand Service: Alta Heights**Frequency:**

Service is on-demand. Wait times will vary depending on demand

Span of service:

Weekdays: 6:00AM – 8:00PM

Saturdays: 9:00AM – 7:00PM

Sundays: No Service

Major Destinations:

- Solsol Gateway Transit Center
- Oxbow Market
- WalMart

Addresses the following needs from the Needs Assessment:

- More direct service
- Improved connections between services
- More reliable service
- Transit in closer proximity

Impact on Service in the Surrounding Area:

Fixed route service will be eliminated from the Alta Heights area. On-demand service will take residents directly from “neighborhood nodes” to locations within the borders of the service area. People wishing to ride elsewhere will be connected to all other fixed route service at the Soscol Gateway Transit Center. On-demand service will also act as in-lieu ADA paratransit for trips beginning and ending in the service area.

Service Alternatives:

Reconsider adding fixed route service back into the area. If feasible make service curb-to-curb instead of node to node.

On-Demand Service: North Napa**Frequency:**

Service is on-demand. Wait times will vary depending on demand

Span of service:

Weekdays: 6:00AM – 8:00PM

Saturdays: 9:00AM – 7:00PM

Sundays: No Service

Major Destinations:

- Redwood Park and Ride
- Bel Aire Plaza
- Queen of the Valley
- Safeway
- Kaiser Clinical Offices
- Clinic Ole
- Knob Hill
- CVS

Address the following needs from the Needs Assessment:

- More direct service
- Improved connections between services
- More reliable service
- Transit in closer proximity

Impact on Service in the Surrounding Area:

Fixed route service will be eliminated north of Trancas and Redwood Road. On-demand service will take residents directly from “neighborhood nodes” to locations within the borders of the service area. People wishing to ride elsewhere will be connected to all other fixed route service at the Redwood Park and Ride. On-demand service will also act as in-lieu ADA paratransit for trips beginning and ending in the service area.

Service Alternatives:

Reconsider adding fixed route service back into the area. If feasible make service curb-to-curb instead of node to node.

Next Steps

All comments from the public, NVTA’s committees, and the Board will be taken under consideration as staff moves forward with refining this service redesign. Throughout the month of September NVTA staff will continue to seek feedback with several campaigns to further engage the public. Before committing to a specific service plan staff wants to ensure any changes have general approval of the public.

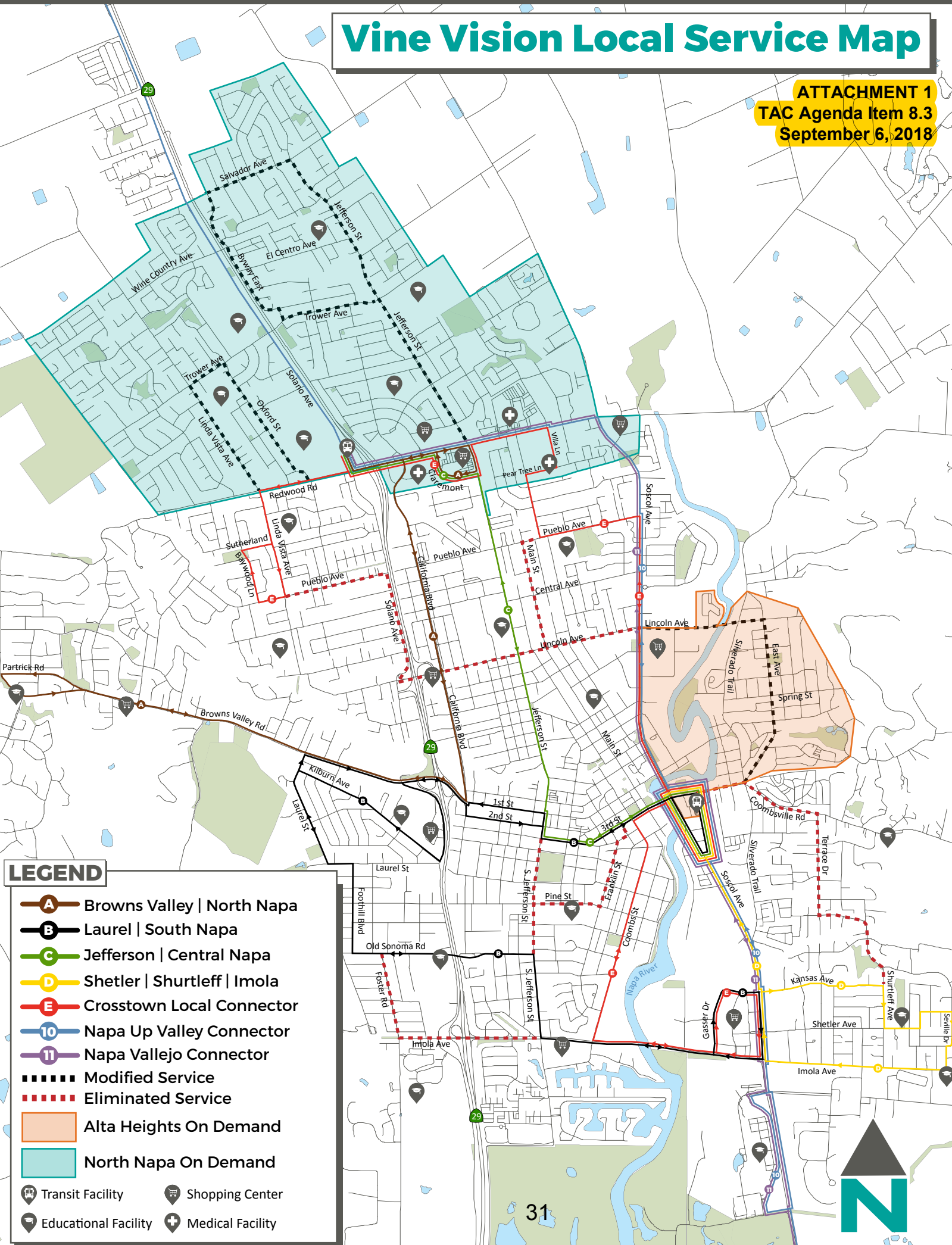
Upon the completion of the second round of outreach, NVTA staff will create a final service design. All aspects of the new service plan will be compiled into a final report and implementation plan. The final report will contain a review of the planning process that led to the final service design, a profile of each service, long term plans for each route based on shifting land use patterns, and the total cost for the new service. The implementation plan will outline the process staff will go through to ensure a smooth transition into the new service. The plan will also outline a review process of the changes a year after implementation to see if additional changes are needed. The Board will consider both these documents for adoption.

SUPPORTING DOCUMENTS

Attachment: (1) Service Redesign Maps

Vine Vision Local Service Map

ATTACHMENT 1
TAC Agenda Item 8.3
September 6, 2018



LEGEND

A Browns Valley | North Napa

B Laurel | South Napa

C Jefferson | Central Napa

D Shetler | Shurtleff | Imola

E Crosstown Local Connector

10 Napa Up Valley Connector

11 Napa Vallejo Connector

Modified Service

Eliminated Service

Alta Heights On Demand

North Napa On Demand

Transit Facility

Shopping Center

Educational Facility

Medical Facility



CALISTOGA
Lincoln Bridge

Vine Vision Express Service Map

ST HELENA

St. Helena
City Hall

10X

YOUNTVILLE

Yountville
Park & Ride

**NAPA
COUNTY**

Redwood
Park & Ride

NAPA

Soscol Gateway
Transit Center

**SONOMA
COUNTY**

Napa Valley
College

Fairfield

Suisun City
Train Depot

**Suisun
City**

Fairfield
Transit Center

21

11X

**AMERICAN
CANYON**

American Canyon
Park & Ride

VALLEJO

Vallejo
Ferry

29

**SOLANO
COUNTY**

**MARIN
COUNTY**

**CONTRA COSTA
COUNTY**

El Cerrito del Norte BART

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