



NAPA VALLEY TRANSPORTATION AUTHORITY CAC Agenda Letter

TO: Citizens Advisory Committee
FROM: Kate Miller, Executive Director
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SUBJECT: Travel Demand Management

RECOMMENDATION

Information only

EXECUTIVE SUMMARY

Travel Demand Management (TDM) refers to a variety of strategies that are intended to change travel behavior in order to improve transportation system efficiency and achieve key objectives, such as reduced traffic congestion, increased safety and mobility, energy conservation and emissions reductions.

Transportation is currently experiencing a technology disruption, and Mobility as a Service (MaaS) is playing a central role in that disruption. MaaS is a new way of thinking about how transportation services are provided and used. MaaS is envisioned to improve access and mobility through new services and online platforms but it shines because it provides users a number of modal options at their fingertips.

Napa Valley Transportation Authority (NVTA) has historically partnered with the Solano Transportation Authority (STA) under the Solano/Napa Commuter Information (SNCI) program brand to offer TDM programs in Napa and Solano counties. These programs were funded under the Regional 511.org program which is being phased out.

While NVTA continues to coordinate efforts with STA, NVTA is now taking a more independent role to implement and disseminate TDM efforts in Napa County. NVTA has rebranded the Napa County suite of TDM programs as *V-Commute*, and has contracted with RideAmigos, an online mobile ridesharing platform that provides alternative commuter options and program management for employers and super users that can help manage employee commuter benefits and incentivize travel behavior. In addition, NVTA is working with the Metropolitan Transportation Commission (MTC) and local Napa

industry leaders to create a new program, “Napa Forward” that will focus on large employers and visitor trips utilizing two additional MaaS service providers, LUUM and Chariot. NVTA hopes to launch its revamped V-Commute Program in February 2019.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

NVTA is identifying ways to make transportation options more accessible and appealing to a broader base of users in Napa Valley by contracting with mobility service platform providers. This idea recognizes that even when commuters ride-share only occasionally, traffic congestion is incrementally reduced improving commute times for everyone.

RideAmigos, a multi-modal trip planner application, identifies ride sharing companions in neighborhoods or near/at places of employment for regular or occasional carpooling. The platform also searches for all available transportation options, such as bike/scooter share, transit or Uber/Lyft to aid the users to choose the most suitable option for a particular trip. The platform can also assist employers with their parking and transportation benefit distribution. It further allows employers or other super users to provide incentives to participants to encourage them to rideshare, take the bus, ride a bike or walk.

RideAmigos is currently being used by businesses and organizations including municipalities, transit authorities, corporations, universities, K-12 schools, non-profit groups and transportation management associations. RideAmigos has been steadily growing its client base and has been successful in altering commute behavior in other locations. RideAmigos is currently building NVTA’s V-Commute platform and the program launch will take place in early 2019.

For additional information, please go to Ride Amigos’ demonstration link - the URL is below:

<https://rideamigos.com/platform/>

The Metropolitan Transportation Commission along with NVTA and Napa industry leaders will also introduce a new pilot program with LUUM, another mobile platform provider. This program is focused on assisting large employers from four of the largest industries in Napa County (Government, Healthcare, Wine Industry and Hospitality) with commuter benefits program management. In addition to working with LUUM, the pilot will promote visitor trips to the area using Chariot, a commuter shuttle service that allows users access through a mobile web browser. The program called “Napa Forward” is being designed to reduce single occupancy vehicle trips for commuters and visitors to the Napa Valley. This program will also launch in Early 2019.

For additional information on LUUM and/or Chariot-follow the URL links below:

<https://www.luum.com/>

https://www.chariot.com/?gclid=EAlalQobChMIpp_DvfGx3wIVdiCtBh3PigHhEAAYASA_AEgK1QPD_BwE

SUPPORTING DOCUMENTS

Attachment: (1) PowerPoint Slides on V-Commute

V-Commute

(Mobility as a Service – “Maas”)

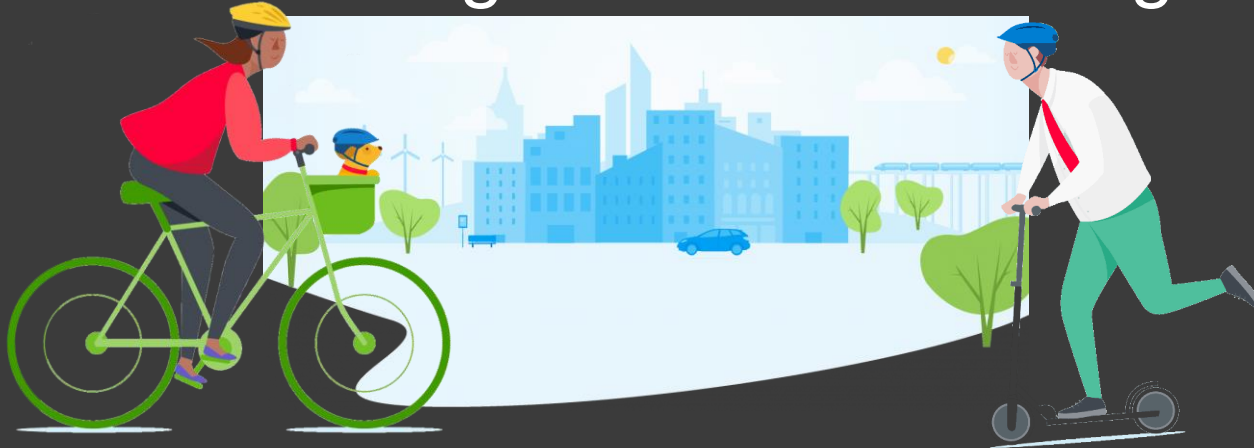
ATTACHMENT 1
CAC Agenda Item 7.3
January 9, 2019



- Employer Outreach
- Ride Share
- Guaranteed Ride Home
- Vanpools
- Bucks for Bikes
- Commute Challenge

RideAmigos

Commuter Management/Ridesharing Platform



COMMUTER SOLUTIONS

Trip Planner
Rideshare Matching
Commute Logging
Bikepooling

PROGRAM TOOLS

Gamification, Challenge & Incentives
Survey Distribution
Network Creating and Reporting
Data Analysis Tools

ADMINISTRATION

Benefits Management
Parking Management
Schoolpool Management
Vanpool Management