



January 9, 2019
CAC Agenda Item 7.4
Continued From: New

Action Requested: INFORMATION

NAPA VALLEY TRANSPORTATION AUTHORITY CAC Agenda Letter

TO: Citizen Advisory Committee
FROM: Kate Miller, Executive Director
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SUBJECT: Vine Transit Update

RECOMMENDATION

Information only. The Citizen Advisory Committee (CAC) will receive information on the current operational performance of the Vine family of services as well as an update on future changes to the system.

EXECUTIVE SUMMARY

This report will provide the operational performance of the Vine family of services for the first quarter of Fiscal Year (FY) 2018-19. The report will also provide an update on the upcoming changes to the Vine system.

FINANCIAL IMPACT

Is there a fiscal impact? No

BACKGROUND AND DISCUSSION

Vine ridership continues to experience a downward trend. Fixed route ridership for the first quarter of FY 2018-19 is down 9.9% (26,270 riders) from the same period in FY 2017-18. Ridership on the community shuttles was also down by 7.6% (-1,519 riders). The decrease in riders for the community shuttles is driven solely by the 42.4% (-2,654 riders) decrease seen in Yountville. The other shuttle services saw a cumulative 7.2% increase when the Yountville shuttle was not factored into the calculation. VineGo also saw a minor decrease of 3.6% (224 riders). Figures 1 – 4 show the raw ridership numbers for the quarter.

Figure 1: Routes 1-8 Ridership

	FY 17/18	FY 18/19	% Difference	Total Rides
Route 1	5,971	4,041	-32.3%	-1,930
Route 2	14,606	13,354	-8.6%	-1,252
Route 3	15,933	14,911	-6.4%	-1,022
Route 4	12,910	11,204	-13.2%	-1,706
Route 5	15,034	13,355	-11.2%	-1,679
Route 6	11,080	10,122	-8.6%	-958
Route 7	5,671	4,455	-21.4%	-1,216
Route 8	26,135	23,498	-10.1%	-2,637
Total	107,339	94,940	-11.6%	-12,399

Figure 2: Routes 10, 11, 21, and 29 Ridership

	FY 17/18	FY 18/19	% Difference	Total Rides
Route 10	63,391	57,066	-10.0%	-6,325
Route 11	68,774	63,648	-7.5%	-5,126
Route 21	5,509	5,323	-3.4%	-186
Route 29	19,049	16,815	-11.7%	-2,234
Total	156,723	142,852	-8.9%	-13,871

Figure 3: Community Shuttles Ridership

	FY 17/18	FY 18/19	% Difference	Total Rides
Calistoga Shuttle	6,446	7,049	9.4%	603
St. Helena Shuttle	3,184	3,615	13.5%	431
Yountville Trolley	6,265	3,611	-42.4%	-2,654
American Canyon Transit	5,152	5,181	0.6%	29
Total	21,047	19,456	-7.6%	-1,591

Figure 4: VineGo Ridership

	FY 17/18	FY 18/19	% Difference	Total Rides
VineGo	6,226	6,002	-3.6%	-224

Figures 5 – 8 show a month by month comparison for the first quarter of FY 2017-18 and FY 2018-19. For local service (Routes 1-8) not all routes experienced a decrease each month. Routes 2, 3 and 8 had an increase in the month of July. However, each month after had a decrease. All routes had their most precipitous decrease in September.

Regional service (Routes 10, 11, 21, and 29) show the same trends as local service. Route 21 had minor ridership increases.

The community shuttles had a better first quarter than fixed route service. All services, except Yountville, showed increases in ridership. Yountville's ridership has been trending

downward for some time. This trend is likely the result of temporary closures of some of Yountville's hotels and resorts.

VineGo's drop in ridership is minimal. This has been a continuous trend since NVTa moved to in-person functional assessments for ADA eligibility. In-person assessments help ensure people using ADA paratransit truly need it.

Figure 5: Difference in Trips Taken by Month for Route 1 – 8

	Percent Change			Numerical Change		
	July	August	September	July	August	September
Route 1	-27%	-37%	-34%	-607	-625	-698
Route 2	3%	-10%	-17%	112	-515	-849
Route 3	9%	-7%	-18%	386	-384	-1,024
Route 4	-10%	-9%	-19%	-370	-402	-934
Route 5	0%	-7%	-24%	0	-362	-1,317
Route 6	-8%	-6%	-13%	-276	-223	-459
Route 7	-19%	-16%	-29%	-339	-285	-592
Route 8	5%	-18%	-15%	369	-1,592	-1,414
Total	-2%	-12%	-19%	-725	-4,387	-7,287

Figure 6: Difference in Trips Taken by Month for Routes 10, 11, 21, and 29

	Percent Change			Numerical Change		
	July	August	September	July	August	September
Route 10	-5%	-21%	-3%	-1,092	-4,682	-551
Route 11	-4%	-10%	-8%	-791	-2,538	-1,797
Route 21	1%	1%	-11%	10	15	-211
Route 29	-2%	-15%	-17%	-117	-1,102	-1,015
Total	-4%	-15%	-7%	-1,990	-8,307	-3,574

Figure 7: Difference in Trips Taken by Month for the Community Shuttles

	Percent Change			Numerical Change		
	July	August	September	July	August	September
Calistoga Shuttle	14%	13%	1%	312	268	23
St. Helena Shuttle	41%	25%	-5%	261	249	-79
Yountville Trolley	-54%	-38%	-25%	-1,545	-761	-348
American Canyon Transit	7%	6%	-5%	54	117	-142
Total	-14%	-2%	-7%	-918	-127	-546

Figure 8: Difference in Trips Taken by Month for VineGo

	Percent Change			Numerical Change		
	July	August	September	July	August	September
VineGo	3%	-3%	-10%	59	-68	-215

Vine Vision

NVTA staff is in the process of completing the Final Report for the changes being proposed under the Vine Vision. The Final Report will review the planning process NVTA staff went through to develop the changes the Agency is proposing. It will provide an overview of each new service. Attachment 1 to this document is a draft version of the "Service Recommendation" section of the Final Report. This section, as well as, NVTA's new Performance Monitoring and Evaluation Plan will be two of the three parts of the Final Report the NVTA Board will review and adopt. The report will also contain a Title VI equity analysis. Title VI is part of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, religion, sex and national origin. Transit providers must complete a Title VI Equity analysis in concurrence with any major service changes or fare changes. The equity analysis ensures that any changes will not have a discriminatory impact on the aforementioned protected groups.

NVTA staff is also working on a new Vine website. The new website will be aimed at the primary needs of transit users. The interface will be more intuitive, with mobile and desktop versions looking and functioning in the exact same way. Staff hopes to have the new site in operation before the Vine Vision changes commence. Staff believes the new site to be a critical component in a seamless shift between the current service and the new service.

SUPPORTING DOCUMENTS

Attachments: (1) Draft Service Recommendations
(2) Draft Local Service Map
(3) Draft Regional Service Map

Service Recommendations

NVTA will implement service recommendations in two phases. Phase I will be near term changes, within the next year. It is the goal of NVTA to accomplish these changes within the current budget and capital constraints of the agency. Phase II will build on the recommendations of Phase I as more funding and capital becomes available over the next five years. Phase I recommendations will be explained in the greatest detail. Phase II recommendations will provide more of a general guideline for the direction NVTA should be heading.

Route Profiles

The following section will provide details on each service recommendation from the Vine Vision process. Many routes have been realigned completely making it difficult to do direct comparison between the current service the Vine operates and the changes being recommended. Comparisons between “service areas” will be done for each recommended service. This approach will help in understanding how the recommendations alter the way in which riders will use the system. Profiles of each service will explain the recommendations for both Phase I and Phase II. In order to be responsive to the public and ensure proper planning processes are followed NVTA staff has created a reevaluation plan for the new system. An explanation of this reevaluation process can be found in Chapter 5 of this document.

Route A: Browns Valley California Blvd

Phase I Recommendations

Route A is a modified version of the current Route 1. The old Route 1 provided direct service between the Browns Valley area to downtown and the transit center. Staff reviewed transfer patterns on the route and discovered that 61% of the transfers were to routes serving north Napa (Routes 5 and 8). With this in mind staff reoriented the route to serve north Napa, specifically the shopping and medical facilities along the Trancas corridor. In doing so California Blvd now has transit service. The street has a mix of housing, commercial, and industrial uses creating opportunities for new riders. The route also runs in close proximity to Napa High School. Students living in Browns Valley can alight at California and Lincoln for a short ten minute walk to the center of campus.

Riders wishing to do to downtown will no longer have a one seat ride. However, they will have a timed transfer to the new Route B at 1st Street and Chelsea Avenue. Total time for a trip of this nature will be marginally increased as compared to the old Route 1.

Frequency:

Weekdays: Every 60 minutes

Saturdays: Every 60 minutes

- Bel Aire Plaza
- Kaiser Clinical Offices
- Redwood Park and Ride
- Close proximity to Napa High

Span of service:

Weekdays: 7:00AM – 6:00PM

Saturdays: 7:00AM – 5:00PM

Sundays: No Service

Major Destinations:

- Browns Valley Elementary
- Browns Valley Market
- Lucky Supermarket
- Safeway
- Walgreens
- Napa Post Office

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

Phase II Recommendations

Staff will monitor the performance of the Route A over the next several years. Service will most likely remain at the same levels proposed in Phase I.

Route B: Laurel South Napa

Phase I Recommendations

Route B is a modified version of the current Route 2. It will provide bidirectional service where the old Route 2 was a one-way loop. The route will provide service to and from the neighborhoods around Laurel Street and Old Sonoma Road. The ends of the route will be anchored by the South Napa Marketplace and Century Center to the south and Downtown Napa to the north. The route will also serve the transit center. Transfer activity on the old Route 2 indicate a pattern of trips to the northern parts of Napa, specifically along Trancas and Clinic Olé. The new Route B will not provide a one seat ride to these locations but it will provide easy transfers to the routes that do. Clinic Olé is also opening a new larger clinic adjacent to the Century Center in south Napa, a location the Route B will serve directly.

Frequency:

Weekdays: Every 30 minutes

Saturdays: Every 60 minutes

Span of service:

Weekdays: 6:15AM – 6:45PM

Saturdays: 7:00AM – 6:25PM

Sundays: No Service

Major Destinations:

- Soscot 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

Phase II Recommendations

The area the Route B serves shows some of the highest propensity for transit use in the City of Napa. Staff will review ridership and identify peak demand. If service continues on its current trend increased frequency might be warranted during peak periods.

Route C: Jefferson

Phase I Recommendations

Route C is an unmodified version of the current Route 8. Due to the popularity of the Route 8 staff did not feel the need to modify the route's pattern. Staff will review the current spacing of stops along the Jefferson corridor and make adjustments to create equal spacing. These adjustments should improve travel times.

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:

- Soscot 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

Phase II Recommendations

The route pattern will likely stay the same. Due to the popularity of the route and the major corridor it serves it should be the first route considered for an expansion of service hours and an increase in headways during peak periods.

Route D: Shetler and Shurtleff

Phase I Recommendations

The Route D is a modified version of the current Route 4. Due to the current land uses and the lack of pedestrian amenities in the neighborhood the Route D will serve the route pattern is a loop. The route will provide a connection between the Shurtleff neighborhood and the South Napa Market Place. It will also begin and end at the Soscol Gateway Transit Center to provide a connection to other routes.

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:

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

Phase II Recommendations

Pedestrian improvements along Imola will allow the neighborhood to receive bidirectional service. Route D has the greatest potential for service realignment was those improvements are completed. Staff will need to ensure that the pedestrian improvements along the Imola corridor east of Soscol include transit amenities.

Route E: Crosstown Local Connector

Phase I Recommendations

Route E is an entirely new service containing portions of older routes like the Route 3, 5, and 6. The route provides north-south service through the City of Napa. While the Routes 8, 10, and 11 fill this role as well, the Route E will provide more neighborhood service compared to those other routes. The route begins and ends at two strong anchors. While Rohlff's Manor does not act as a major trip attractor it is a major trip generator. The southern anchor for the route is the South Napa Marketplace. The route has numerous anchors along its path of travel to further strengthen its attraction.

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:

- 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

Phase II Recommendations

Staff will need to review the performance of the route closely. Staff anticipates it will be a strong service that may warrant a longer span of service and for frequent headways. Any expansion will be predicated on the availability of funds, drivers, and capital resources.

Route 10: Up Valley Connector

Phase I Recommendations

The route pattern will not change for the Route 10. With the addition of the Route 10X service on the Route 10 will be limited to a bus every hour. Schedule reliability will be improved and times points will be adjusted to reflect the more popular stops along the route.

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:

- Socol 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

Phase II Recommendations

To attract more riders to the route, staff will need to increase the frequency on the route. Staff will also seek out a partnership with the vintners to run a pilot for late night and early service during harvest. Staff will also investigate this type of scheduling to accommodate service industry workers on “untraditional” shifts.

Route 10X: Up Valley Express

Phase I Recommendations

The Route 10X will provide express service between the City of Napa and the City of Calistoga. The route will operate as a replacement for the northern portion of the current Route 29 that was removed. In Phase I of the service redesign the route will only operate during the peak commute hours. It will also provide a timed transfer to the Route 11X to provide a connection to the Vallejo ferry from the Up Valley communities.

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

Phase II Recommendations

The frequency and span of service for the route should be increased if warranted and the capital/financial means are available. Weekend service will also be considered.

Route 11: Napa Vallejo Connector

Phase I Recommendations

The path other travel for the Route 11 will be relatively unchanged. There is an opportunity to alter the way the route serves the Walmart in American Canyon. The Walmart is only has direct service in the northbound direction. Having direct service in both directions could provide an increase in ridership as well as an increase in pedestrian safety.

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
- Socol 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

Phase II Recommendations

Long term changes to the Route 11 are primarily dependent on an increase in capital resources and funds. There are also opportunities to improve travel times in American Canyon if Highway 29 is improved to include bus turnouts. Being able to stop on the corridor and not deviate into residential areas could make the service more attractive.

Route 11X: Napa Vallejo Express

Phase I Recommendations

The primary purpose of the Route 11X is to provide express service to the Vallejo Ferry. In Phase I the route will only operate during the commute periods syncing with ferry departures in the morning and ferry arrivals in the afternoon.

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
- Socol 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

Phase II Recommendations

As more capital and financial resources become available the route should begin operating during the midday and possibly later into the evening. Weekend service will also be considered.

Route 21: Napa Solano Express

Phase I Recommendations

The Route 21 will focus service between Napa, Fairfield, and Suisun. The route will be aligned to provide more direct service by, by-passing Napa County Health and Human Services. It will continue to serve Napa Valley College.

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

Phase II Recommendations

Service frequency and span should be increased when capital and financial resources become available.

Route 29: Napa BART Express

Phase I Recommendations

The Route 29 will go through a major service restructuring in Phase I. The route will no longer provide service north of the Redwood Park and Ride Lot. The route will also no longer stop at Napa Valley College or the Vallejo Ferry. The primary purpose of the route will be to provide service from Napa and American Canyon to the El Cerrito del Norte BART station. The frequency during the peak commute will increase to a bus every thirty minutes.

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
- Soslol 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

Phase II Recommendations

Service levels will remain roughly the same as Phase I, unless demand warrants an increase in frequency during the midday. Span of service will increase to include weekend service. Purchasing vehicles suited for long commute service should be a number one priority to attract riders to the route. Capital improvements along the Highway 29 corridor will improve travel times. The Imola Park and Ride upgrade will help keep the route on the corridor. The inclusion of bus turn outs and queue jumps in American Canyon will further facilitate improved travel times.

Alta Heights On-Demand Service

Phase I Recommendations

The service around Alta Heights will operate as a door to door service to any location within the service boundaries shown in *Figure X.X*. Riders wishing to travel outside the service area will need to use the shuttle to connect to another service. Staff is recommending the service be implemented as a one year pilot program.

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:

- Soscol 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

Phase II Recommendations

Long term service will be determined by the performance of the service over the first 12 months. Long term recommendations will be made by staff at that time.

North Napa On-Demand Service

Phase I Recommendations

The service in north Napa will operate as a door to door service to any location within the service boundaries shown in *Figure X.X*. Riders wishing to travel outside the service area will need to use the shuttle to connect to another service. Staff is recommending the service be implemented as a one year pilot program.

Frequency:

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

- Safeway
- Kaiser Clinical Offices
- Clinic Ole
- Knob Hill
- CVS

Span of service:

Weekdays: 6:00AM – 8:00PM

Saturdays: 9:00AM – 7:00PM

Sundays: No Service

Addresses the following needs from the Needs Assessment:**Major Destinations:**

- Redwood Park and Ride
- Bel Aire Plaza
- Queen of the Valley

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

Phase II Recommendations

Long term service will be determined by the performance of the service over the first 12 months. Long term recommendations will be made by staff at that time.

Vine Service (DRAFT)

- 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
- North Napa On Demand
- Alta Heights On Demand
- Timed Stop
- Bus Stop
- Medical Facility
- Educational Facility
- Shopping Center



