



Action Requested: INFORMATION

NAPA VALLEY TRANSPORTATION AUTHORITY Board Agenda Letter

TO: Board of Directors
FROM: Kate Miller, Executive Director
REPORT BY: Matthew Wilcox, Principal Program Planner/Administrator
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SUBJECT: Marketing and Communication Plan Update for Vine Service Revisions

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board receive an update on the marketing efforts for the Vine service restructuring.

OTHER OPTIONS FOR CONSIDERATION

None

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

The NVTA Board approved Phase II of the Vine Vision Plan at their July 17, 2019 meeting. Since that time NVTA staff has been working on finalizing the service and schedules. In addition to this planning work, NVTA staff is formulating a coordinated effort to inform the riding public of the impending changes. NVTA anticipates the changes will take effect in the first two weeks of January 2020.

PROCEDURAL REQUIREMENTS

1. Staff Report
2. Public Comments
3. Discussion

FISCAL IMPACT

Is there a Fiscal Impact? No

STRATEGIC GOALS MET BY THIS PROPOSAL

Goal 1 – Serve the transportation needs of the entire community regardless of age, income, or ability. By doing outreach, NVTA is able to connect with all demographics to keep them informed of change.

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

NVTA's marketing plan is a multifaceted effort to inform the public of the changes ahead of the January 2020 start. Marketing efforts began in late September with strategic outreach sessions aimed at senior living communities in the City of Napa. NVTA staff organized these events as open houses, where residents were able to ask questions one-on-one with NVTA staff members. These events were well attended, averaging about twenty participants at each location.

In addition to the strategic marketing, NVTA staff is tabling at the Soscol Gateway Transit Center and the Redwood Park and Ride. These events allow riders to view the changes and ask any questions about the changes.

NVTA is also hosting a webpage dedicated to the new service. All printed materials about the changes, which include posters on bus shelters and signs in the buses, point riders to the webpage or customer service to get information.

These efforts are the first phase of outreach and marketing for the new service. The intent of these efforts is to prime riders to be aware of the coming changes. The primary marketing push will occur in December. NVTA hopes these events will help engage riders to a higher degree and ensure riders are not caught off guard.

In December, NVTA staff will do another cycle of targeted outreach to help riders, current and new, with trip planning, as the schedules for the new service will be in their final version. Staff will also ensure there is constant engagement on social media to help riders stay informed.

SUPPORTING DOCUMENTS

None