

# **NVTA**

**NAPA VALLEY TRANSPORTATION AUTHORITY**

**2020 ANNUAL REPORT**



SOSCOL GATEWAY  
TRANSIT CENTER

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## ABOUT

NVTA serves as the countywide transportation planning agency for the incorporated and unincorporated areas within Napa County and is responsible for programming State and Federal funding within an intermodal policy framework. This includes highways, local streets and roads, transit and paratransit, and bicycle and pedestrian network improvements. NVTA also provides fixed route and on-demand transit services in Napa County including Vine Transit in Napa, American Canyon Transit, Calistoga Shuttle, Yountville Trolley, St. Helena Shuttle and VineGo paratransit services.



## LETTER FROM THE CHAIR

### Little Steps - Big Progress

2020 has been a year like no other - the global pandemic has shifted the way we work, go to school, and spend time together. But the wheels at NVTA never ground to a halt this past year - instead, we rolled up our sleeves and got to work. During the pandemic, NVTA quietly hit many milestones for several important projects - three of which will break ground in 2021.

The agency completed the pre-construction activities for the Calistoga to St. Helena segment of the Vine Trail. The project completes the northern terminus of the 47-mile long trail that will eventually connect the cities of Napa County to the Vallejo Ferry terminal while making connections to the Bay Trail and the Bay Area Ridge Trail. The Napa Valley Vine Trail Coalition reports that there was a 46% increase in use during 2020, so this project is coming to fruition just in time. I look forward to the ribbon cutting and joining the community on a bicycle ride along the Napa Valley Vine Trail from St. Helena to Calistoga in the spring of 2023.

Turning to the southern part of the county, the Soscol Junction Project at the intersection of Highway 29 and 221/Soscol Avenue received a \$25 million grant award from the California Transportation Commission. The grant, Senate Bill 1 Solutions for Congested Corridors Program, provided \$25 million which completes the project funding. The award was the culmination of months of work by NVTA staff. The project will replace existing signals with an overpass on Highway 29 over Soscol and include two at grade roundabouts underneath the overpass to allow for safe, multi-modal access and movements in all directions. The project is nearing 100% design with construction expected to start in the spring of 2022 and completed in 2024.

The Vine Bus Maintenance Facility will also break ground this year. The new facility will support the Vine Fleet electrification and will be fully equipped with high-speed electric charging stations. The facility will be located on Sheehy court, a short distance from the Napa County Sheriff Department's headquarters and will be equipped with an emergency operations center. The Maintenance Facility is fully designed and NVTA staff is completing a funding package so that it can break ground in fall 2021. The project will provide over 600 jobs and serve the community for 50+ years.

NVTA staff was able to pull together \$3 million to make upgrades to the abandoned Caltrans Park and Ride located on Golden Gate and Imola. The new design will build passenger facilities on the off/on ramps and a path to access the Park and Ride. When completed, buses will exit the highway and pick up and drop off passengers on the ramp-adjacent bus stops. The improvements include bike and pedestrian facilities between the two ramps located on the south side of Imola on SR 29. This will be the first of the three projects that will be in construction this year.

I would be remiss if I didn't mention that NVTA was awarded the Women's Transportation Seminar's Employer of the Year. The accolade is well deserved and recognizes the effort the agency makes in supporting the hard work of the staff especially during these very challenging times. I am proud of the way NVTA has responded to the public health emergency over the past year. We have worked hard and accomplished a lot.

Alfredo Pedroza  
NVTA Board of Directors Chair



# LETTER FROM THE EXECUTIVE DIRECTOR

## Seizing Opportunity During the Pandemic

The year started out with a lot of promise, but was quickly turned on its head as the world shut down in response to the COVID-19 Pandemic. The Vine Transit system experienced massive ridership declines following the aftermath of the lockdown. At its lowest, the Vine system had a 70% decrease in ridership, and while that was better than many of the other Bay Area transit operators, the pandemic created significant financial instability for the Vine system. The pandemic emphasized the need for critical transportation services for the most vulnerable members of our community— people with no other means of transportation, and NVTA staff acted quickly to ensure services could be maintained even in the face of steep revenue declines. We also believed it to be an opportunity to test new concepts that had been distilling among NVTA planners.

With some hard work by NVTA staff and NVTA's contractor, Transdev Services, the Vine system in the City of Napa was transformed from a fixed route system to a stop to stop on-demand system using the Ride the Vine mobile app within three weeks of the State's initial stay at home order. The app allows riders to hail a ride to the closest bus stop and lets riders know where the vehicle is and what time it will arrive at the stop and at the final destination. Riders can also call to schedule a ride. The service provided predictability and convenience for people to access work, medical care, and food. Even though service hours on local shuttle services in American Canyon, Calistoga, St. Helena, and Yountville were reduced, they continued to operate to ensure community members had transit service.

Ridership is slowly returning. Projecting the future of public transit has never been harder, but when we implemented the stop-to-stop on demand services in the City of Napa we recognized that it would allow us to make service changes dynamically as rider demand grew. For the first time, NVTA planners could actually see where riders were coming from and going to. Based on this information, in May NVTA will be introducing two new fixed routes - one from the Redwood Park & Ride to Soscol Gateway Transit Center - and one that will go from the Soscol Gateway Transit Center to Imola Avenue circling back via Old Sonoma Road. The services will run every 30 minutes. These two routes will be deployed to lighten the burden on the stop-to-stop on-demand services in the City to sustain the on-demand services throughout the City, including the on-demand services in these corridors.

Throughout the pandemic, Vine Transit has also been providing emergency response services. In March, NVTA was activated by the County's Emergency Operation Center (EOC) to provide transportation and meal delivery to residents in isolation and quarantine sites. Then in late summer/early fall, Napa Valley was hit by the LNU lightning complex, Hennessy and Glass fires. The EOC deployed the Vine to provide evacuation, food/housing and transportation services for those evacuated.

The pandemic and the 2020 fire season have proven that the hard working staff at NVTA are resilient and intensely committed to Napa Valley and the people who live, work, and play here.

On behalf of the NVTA staff, I hope you and your family stay safe and well during these challenging times.

Kate Miller  
NVTA Executive Director



A resident requests a ride on the Ride the Vine app



An on-demand bus waits at the transit center



Vine drivers on the local news after evacuating Calistoga residents during the LNU Lightning Complex



Vine staff delivers meals to LNU Fire Complex evacuation centers & COVID-19 isolation/quarantine sites

# NVTA NAMED EMPLOYER OF THE YEAR



*NVTA's Women's Transportation Seminar (WTS) Employer of the Year Award*

The Women's Transportation Seminar (WTS) San Francisco Bay Area Chapter, named NVTA Employer of the Year, in a virtual award ceremony held Wednesday, December 2, 2020.

The award recognizes transportation agencies that help advance transportation excellence through the achievement and success of women.

NVTA was honored for its mentorship, leadership opportunities, flexible work environment, commitment to a diverse workforce, and continued investment in staff development.

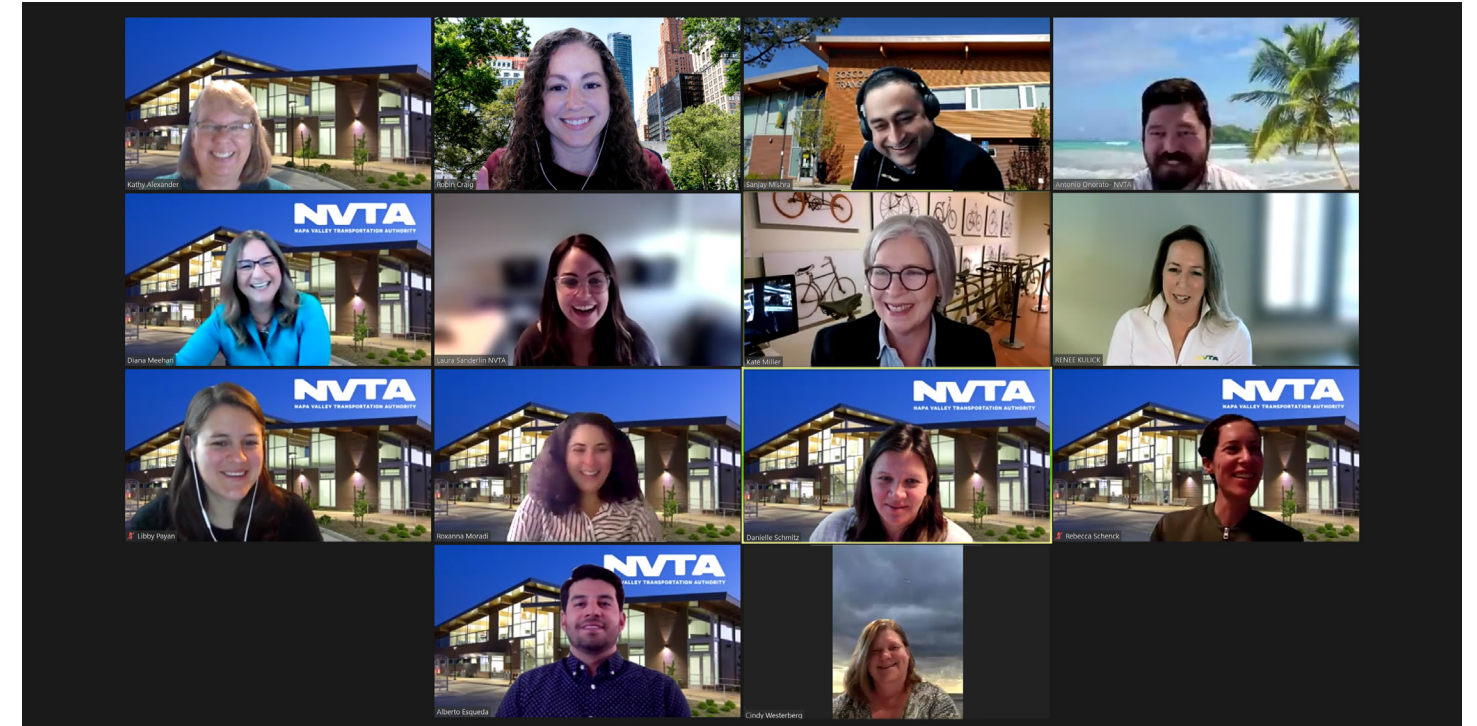
One of the reasons NVTA is able to attract and retain great talent is because we invest in our employees' development and foster a work culture that embraces work-life balance.

NVTA also helps new employees build confidence, leadership skills, and experience by including them in executive and senior level meetings and interagency meetings right from the start.

In addition to leadership and professional growth opportunities, NVTA's policies create an environment in which working parents can flourish. Flexible schedules, telecommute options, and a child-friendly office help retain and advance women, whose careers often take the brunt of childcare issues.

This award also belongs to the NVTA Board of Directors, without whom our agency's progressive policies would not be possible. Thank you NVTA Board of Directors for your unwavering support!

# NVTA STAFF



*NVTA Staff participates in a virtual staff meeting during the COVID-19 pandemic*

This year brought many changes and NVTA staff has risen to meet each and every challenge.

To ensure the safety and well-being of our riders, staff, and community, NVTA employees have been working remotely whenever possible. This shift was an adjustment, and we're proud to have kept our team camaraderie alive with virtual lunch dates, happy hours, and fun activities that helped us get to know each other better.

We were short-staffed through much of the pandemic, down three employees at one point. Staff stepped in and took on extra work to keep the Vine Transit system functioning, funded, and making sure that all of our projects and programs are moving forward.

We also welcomed four new staff members and promoted a long-time employee this year.

Roxanna Moradi joined NVTA as a Financial Analyst. Roxanna has 10 years of financial/budget management experience and holds a master's degree in Public Administration from San José State University.

Robin Craig joined NVTA as the new Communications Officer. Robin has 12 years of

marketing and communications experience and holds a bachelor's degree in Communication Studies from the University of Maryland.

Elizabeth "Libby" Payan joined NVTA as a Transit Planner. Libby has 6 years of public sector planning experience, and holds two Bachelor of Arts degrees from Sonoma State University; one in Environmental Studies & Planning and one in Economics.

Laura Sanderlin joined NVTA as the new Human Resource and Board Secretary. Laura has 6 years of hospitality management experience and holds a Bachelor of Science degree in Recreation, Parks, and Tourism Administration from San Francisco State University.

NVTA promoted staff member, Rebecca Schenck, to Transit Manager. Rebecca holds a master's degree in City and Regional Planning from the University of North Carolina and has worked in both the transit and project branches of NVTA since she joined the agency in 2016. Before joining NVTA, Rebecca coordinated capital project implementation activities in Pittsburgh, Pennsylvania, and Washington, DC.

# RIDE WITH CONFIDENCE

HERE'S HOW WE'RE PREVENTING THE SPREAD OF COVID-19:

-  Face Coverings
-  Enhanced Cleaning
-  Touchless Fare Options
-  Employee Wellness Checks

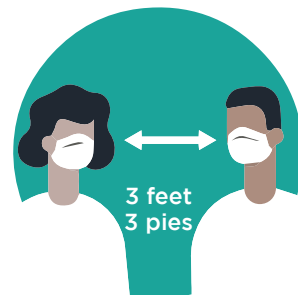
Learn more at [vinetransit.com/COVID19](https://vinetransit.com/COVID19)

## HOW YOU CAN HELP:

**WEAR A MASK**  
USAR UN MASCARILLA



**MAINTAIN DISTANCE**  
MANTENER UNA DISTANCIA



**RIDE QUIETLY**  
VIAJA EN SILENCIO



Onboard Ride With Confidence Sign

## RIDE WITH CONFIDENCE CAMPAIGN



Transit team member, Daniel Ortiz, sanitizes a Vine bus

In response to growing fear about riding public transit during the COVID-19 pandemic, NVTA launched the Ride With Confidence campaign to rebuild confidence in our transit system.

The campaign addressed both the practical information people need to ride the public transit system and the emotional elements behind people's fear of riding the bus during a pandemic.

To build confidence in our agency, we used radio ads, onboard announcements, shelter and onboard signs, our websites, and social media to show how we're protecting riders and how riders can protect themselves and others.

To build confidence in our team, we introduced one transit team member each week through our social media channels and shared stories about how our team is helping the community. The images and stories we shared helped build

trust in the people riders encounter on their route, reinforced our agency's essential role, and brought much-needed recognition to our hardworking transit team.

To support equitable vaccine distribution, we offered free rides to those heading to or from their COVID-19 vaccine appointment.

A recent customer survey showed 75% of respondents feel informed about Vine safety measures and we have seen a marked increase in customer adherence to COVID-19 safety policies. Use of face coverings was observed at a rate of nearly 100% September-December 2020.

There is no easy way to get through a crisis like COVID-19, but going beyond the surface needs of transit riders, to address the deeper need for connection and reassurance during a crisis helped NVTA educate, inspire confidence in Vine Transit, and build a sense of community.



Soscol Junction - Existing Conditions

# SOSCOL JUNCTION



Soscol Junction - rendering

## FUNDING SECURED

NVTA received \$25 million under the competitive Senate Bill 1 Solutions for Congested Corridor (SCC) grant for the Soscol Junction Project.

The Project was ranked second highest of 21 projects submitted, and scored high for its ability to reduce vehicle hours of delay by 90% and CO2 emissions by 94,000 tons over the next 20 years.

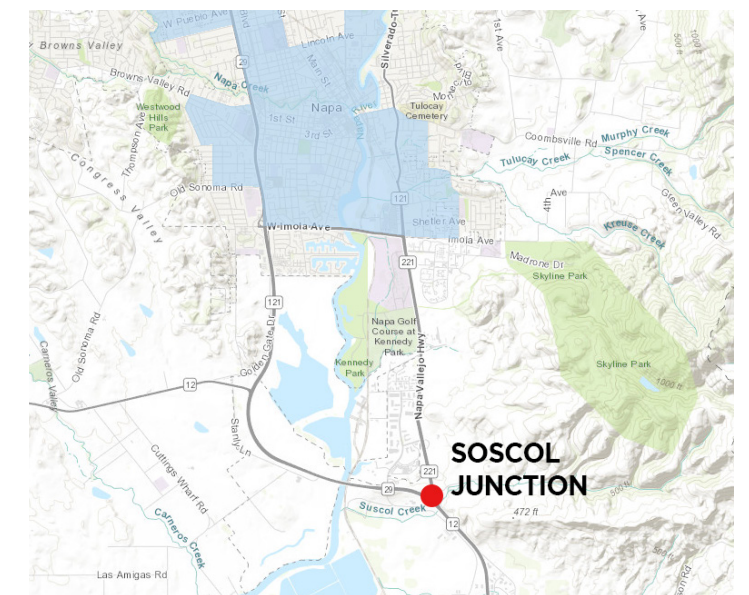
Soscol Junction will replace the traffic signal with a north-south free-flowing overpass on Highway 29 and double roundabouts at grade allowing for turning movements in all directions.

Project improvements will reduce collisions, improve a critical evacuation route for Napa and Sonoma Counties, and provide a dedicated Class I shared-use path for bicycles and pedestrians.

The project will also save \$23.8 million in avoided fatalities, injuries, and economic costs related to property damage, \$411 million in travel time savings, and will save Vine Transit regional routes an average of 2.6 hours in daily run times. Alleviating the bottleneck in South Napa County

is also anticipated to create 1,050 new jobs.

NVTA's award of \$25 million in Solutions for Congested Corridor funds will match a mix of State Transportation Improvement Program, Local Partnership Program, and local developer fees to fully fund the \$64 million dollar project. The project is on schedule to break ground in summer 2022.





On-demand Vine bus at Soscol Gateway Transit Center in Napa, California

# FINANCIALS

## OPERATIONS

Congestion Management Authority	\$2,881,900
Federal Highway Administration	\$979,930
State & Other Grants/Revenues	\$1,768,348

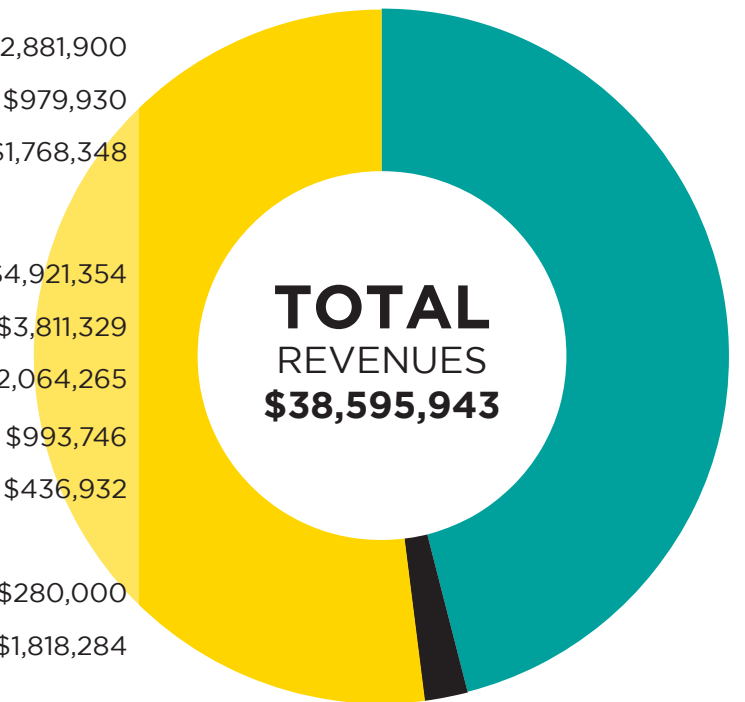
TDA/ Local Transportation Funds	\$4,921,354
Federal Grants	\$3,811,329
State Transit Assistance	\$2,064,265
Fares	\$993,746
Other Grants & Revenues	\$436,932

## CAPITAL

Federal Grants	\$280,000
TDA/ Local Transportation Funds	\$1,818,284

## MEASURE T

General Revenues	\$18,639,855
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## OPERATIONS

\$3,078,901	Professional Services
\$1,961,494	Salaries and Benefits
\$559,604	Agency Administration

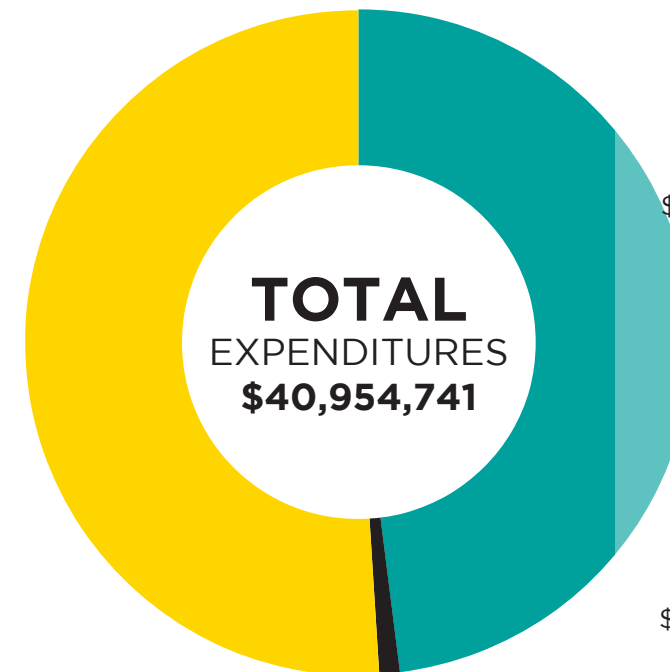
\$10,079,559	Purchase Transportation and Fuel
\$2,635,809	Depreciation Expense
\$390,330	Insurance
\$958,350	Transit Administration

## CAPITAL

\$2,098,284	Equipment
\$640,519	Bus Disposal

## MEASURE T

\$18,380,489	Local Streets & Roads
\$171,402	Administration



\*The above statistics are for illustrative purposes only. NVTA's financial management practices ensure the Authority's financial condition is healthy and stable. For a copy of NVTA's Audited Financial Statements for Fiscal Year Ending June 30, 2020 along with the Single Audit, visit NVTA's website: [nvta.ca.gov](http://nvta.ca.gov)



