

February 29, 2012

Dear VCAC Member,

Please find enclosed your copy of the agenda and related staff reports for the upcoming meeting. In addition to updating the Committee on a host of transportation projects, we will present a planned change in the marketing of the Summer Youth Pass program, proposed enhancements to services in Calistoga, and engage in a discussion of smoking at bus stops.

I look forward to seeing you on the 8th of March.

Respectfully Submitted,

Tom Robertse

Manager of Public Transit

## VCAC

## **VINE Consumer Advisory Committee**

### AGENDA Thursday, March 8, 2012 6:00 pm

NCTPA / NVTA Board Room 707 Randolph Street, Suite 100, Napa CA 94559

### General Information

All materials relating to an agenda item for an open session of a regular meeting of the VCAC which are provided to a majority or all of the members of the VCAC by VCAC members, staff or the public within 72 hours of but prior to the meeting will be available for public inspection, on and after at the time of such distribution, in the office of the Secretary of the VCAC, 707 Randolph Street, Suite 100, Napa, California 94559, Monday through Friday, between the hours of 8:00 a.m. and 5:00 p.m., except for NCTPA holidays. Materials distributed to a majority or all of the members of the VCAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the VCAC or staff and after the public meeting if prepared by some other person. Availability of materials related to agenda items for public inspection does not include materials which are exempt from public disclosure under Government Code sections 6253.5, 6254, 6254.3, 6254.7, 6254.15, 6254.16, or 6254.22.

\*\*\* Members of the public may speak to the VCAC on any item at the time the VCAC is considering the item. Please complete a Speaker's Slip, which is located on the table near the entryway, and then present the slip to the VCAC Staff. Also, members of the public are invited to address the VCAC on any issue not on today's agenda under Public Commant. Speakers are limited to three minutes.

This Agenda shall be made available upon request in alternate formats to persons with a disability. Persons requesting a disability-related modification or accommodation should contact Deborah Schwarzbach, VCAC Staff, at (707) 259-8327 during regular business hours, at least 48 hours prior to the time of the meeting.

This Agenda may also be viewed online by visiting the NCTPA website at <u>www.nctpa.net</u>, click on Minutes and Agendas.

### <u>ITEMS</u>

- 1. Call to Order
- 2. Roll Call and Introductions
- 3. Chairperson and Committee Members' Update
- 4. Correspondence
- 5. Public Comment \*\*\*

### Time Estimates

10 Minutes

### **REGULAR AGENDA ITEMS**

### RECOMMENDATION

APPROVE	5 min
INFORMATION	20 min

Time Estimates

6. Approval of Meeting Minutes of January 5, 2012

Transit Operations and Service Report

The Committee will review the Transit Dashboard and receive an update on transit projects.

8. Summer Youth Pass

7.

INFORMATION

10 min

The Committee will receive an update on the agency's plans for the Summer Youth Pass program.

9. Calistoga Service Improvements APPROVE

20 min

The Committee will receive a presentation regarding proposed transit service improvements in Calistoga and asked be to recommend improvements to the Board of Directors.

10. Smoking at Bus Stops

DISCUSSION

20 min

The Committee will review a new reporting format.

11. Approval to set Thursday April 5, 2012 as a Special Meeting of the VCAC and adjourn the meeting of March 5, 2012.

APPROVE

5 min

Estimated Meeting Length: 90 mins

## VCAC

## **VINE Consumer Advisory Committee**

# MINUTES Thursday, January 5, 2012

### <u>ITEMS</u>

1. Call to Order

Jack Wall, VCAC Chair, called the meeting to order at 6:02 pm.

### 2. Roll Call and Introductions

Members Present:

George Blackstock
Jean Vincent Deale
Margaret Schlenke
Genji Schmeder

Jack Wall Ricardo Huijon Doug Weir Anna Ernest

Members Absent:

**Dorine Johnson** 

### 3. Chairperson / Committee Members / Staff Update

Jack requested current email addresses from the group.

- 4. Correspondence None
- 5. Public Comment None

### REGULAR AGENDA ITEMS

- 6. Approval of meeting minutes of November 3, 2011 MSC" SCHMEDER/DEALE to APPROVE (Approve)
- 7. Review of By-Laws

Presentation from legal counsel on by-laws. Jack suggested "handicap" should be chaged to "disabled" in by-laws. Genji asked for clarification on officers and duties. MSC" WEIR/SCHMEDER to APPROVE (Action Required)

<sup>\*</sup>MSC - Motion, Seconded and Unanimously Carried

### 8. Assignment of Terms

Assigned members to representative categories, assigned staggered terms. Dorine – 2; Ricardo – 1; Jack – 3; Anna – 1; George – 3; Doug – 2; Jean – 1; Margaret – 3; Genji – 2. Amended motion to accept the member terms according to assignments. **MSC**" **SCHMEDER/WEIR to APPROVE** (Action Required)

### 9. Update of Planned System Improvements

The committee received an update on status of Transit Dashboard, Clipper Card, radio spots, and CalAct. (Information)

### 10. Transit Operations and Service Report

Committee reviewed new reporting format. Genji stated that the report is a great improvement. (Information)

### 11. Approval of 2012 Meeting Schedule

Staff recommended January 5, March 8, July 12, September 6, and November 1. MSC" SCHMEDER/WEIR to APPROVE (Action Required)

### 12. Adjournment



March 8, 2012 VCAC Agenda Item 7

**Action Requested: INFORMATION** 

# NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO:

**VINE Consumer Advocacy Committee** 

FROM:

Paul W. Price, Executive Director

**REPORT BY:** 

Tom Roberts, Manager of Public Transit

(707) 259-8778 / Email: troberts@nctpa.net

SUBJECT:

Review of Transit Projects and Dashboard

### RECOMMENDATION

a) Receive reports from staff on a system performance and variety of transit projects.

### **EXECUTIVE SUMMARY**

NCTPA staff provides periodic updates to the Board of Directors and its advisory committees on system performance and the status of projects impacting the delivery of public transit.

### FINANCIAL IMPACT

Is there a Fiscal Impact? No. This is an information only report.

### **BACKGROUND AND DISCUSSION**

NCTPA staff provides periodic updates to the Board of Directors and its advisory committees on the status of projects impacting the delivery of public transit. What follows is a list of 2012 projects, most of which are due to be completed by September 2012, with which agency staff is presently engaged. The list is not meant to be all inclusive nor include the general, ongoing day-to-day activities and tasks associated with service delivery. In addition, the monthly Transit Dashboard is included.

### SUPPORTING DOCUMENTS

Project List (next page)

## **Transit Projects - 2012**

**Transit Center** 

Construction

Wayfinding and digital signage

Move

**Dedication ceremony** 

**Service Changes/Improvements** 

New Napa Routes, design/implementation

Launch new Sonoma service

Redesign/launch new Calistoga service

Redesign St. Helena service

**Enhancements to Yountvile service** 

Consider changes to Route 29 to assist farebox recovery

Redesign/implement Transit Ambassador program

Redesign/implement ADA application process

Design/launch Loaner Vehicle program

Prepare for installation/implementation of Clipper

Wrap up changes in Taxi Program

Web site: RFP and redesign

Transfer Agreements with BART and Vallejo Ferry

Marketing

New Napa routes/service

**New Calistoga service** 

New Sonoma service

**Summer Youth Pass** 

RFP for Bus/Shelter advertising

**Planning** 

**New Short Range Transit Plan** 

**Equiptment and Capital Improvements** 

Complete Napa bus shelter project/installation

Bus Washer procurement/installation

**Farebox RFP** 

Transit Yard: asphalt project

Transit Yard: security gates

Transit Yard: CNG fueling station project

Park and Ride lot shelters

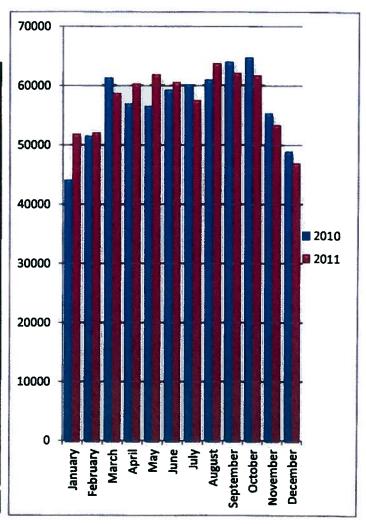
Progress of manufacturing and delivery of 13 new vehicles

Disposal of surplus fleet vehicles

Short term shelter improvements at NVC

# **Transit Performance Dashboard**

RIDERSHIP an	d On Time Per	rformance Ja	n - Dec 201	1
	OTP Dec'11	Dec'11	YTD	Last YTD
1A	88.2%	2,712	42,117	35,530
1B	88.2%	1,583	23,381	24,897
2	77.8%	2,369	37,239	42,931
3A	67.2%	2,679	36,437	40,073
3В	66.4%	2,624	32,605	29,501
4	77.5%	3,965	42,469	47,487
5A	83.3%	1,335	27,803	27,379
58	78.7%	1,764	23,116	28,271
6	96.3%	2,311	26,417	28,191
10	62.2%	13,904	236,159	237,009
20	84.6%	902	7,083	0
29	75.3%	2,268	31,327	16,287
Trippers		365	9,777	10,25 <del>9</del>
AmCan	1	2,276	27,008	19,025
Calistoga		532	5,610	5,948
St. Helena		416	7,165	8,732
Yountville		1,712	20,486	18,615
Napa Shuttle		141	1,629	1,432
VineGO	95.1%	2,706	36,756	34,108
Taxi**		1,626	15,941	18,887
Other			2,176	8,551
TOTAL		48,190	692,701	683,113



<sup>\*\*</sup> incomplete data in 2011

4th Quarter	3rd Quarter	YTD	Last YTD
90/79.48	90/83.48	90/85.37	90/97.29

4th Quarter	3rd Quarter	YTD	Last YTD
90/ <b>94.94</b>	90/92.92	90/94.95	90/96.50

4th Quarter	3rd Quarter	YTD	Last YTD
1.2/.06	1.2/0.0	1.2/0.4	1.1/0.5

4th Quarter	3rd Quarter	YTD	Last YTD
2.5/0.4	2.8/0.6	2.7/0.6	2.6/1.2

4th Quarter	3rd Quarter	YTD	Last YTD
1.6/0.0	1.7/0.0	1.6/0.0	1.4/0.0

Trend Over Last Quarter	Trend Over Last Year
•	•

Trend Over Last Quarter	Trend Over Last Year
<b>1</b>	-

Trend Over Last Quarter	Trend Over Last Year
	-

Trend Over Last Quarter	Trend Over Last Year
1	+

Trend Over Last Quarter	Trend Over Last Year
$\Leftrightarrow$	





**Action Requested: INFORMATION** 

# NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO:

VINE Consumer Advocacy Committee

FROM:

Paul W. Price, Executive Director

**REPORT BY:** 

Tom Roberts, Manager of Public Transit

(707) 259-8778 / Email: troberts@nctpa.net

SUBJECT:

**Annual Summer Youth Pass** 

### **RECOMMENDATION**

The VCAC receive a report from staff on plans for the 2012 Summer Youth Pass.

### **EXECUTIVE SUMMARY**

Each summer the agency offers a discounted Summer Youth Pass that allows youth unlimited rides on the the VINE family of transit services (except VINE Go) for one flat price of \$20. Past marketing efforts have been less than successful. Consequently, staff plans to introduce a new marketing approach for 2012.

### FINANCIAL IMPACT

Is there a Fiscal Impact? No. This is an information only report.

### **BACKGROUND AND DISCUSSION**

In 2011, NCTPA spent in excess of \$5,500 to produce and market the Summer Youth Pass. This included newspaper and periodical advertising as well as posters and Facebook. The total passes sold were 359; with 100 of those sold to a single entity.

This year staff proposes a completely different approach. NCTPA will offer High School and Jr. High School programs the opportunity to sell the passes directly to students. NCTPA will reimburse the groups \$10 for each pass sold as a marketing expense. The benefit of this concept is to bring the sales and marketing activities directly to the students while enhancing sales and, in effect, creating a fundraising opportunity for our schools.

Philosophically, staff believes it is better to receive 50% of the value of 1,000 passes sold than 100% of 359 passes sold. In the end, the purpose of the Summery Youth Pass is to get young people riding the buses. We are optimistic that this novel approach will achieve that end.





**Action Requested: APPROVE** 

# NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO:

**VINE Consumer Advocacy Committee** 

FROM:

Paul W. Price, Executive Director

**REPORT BY:** 

Tom Roberts, Manager of Public Transit (707) 259-8778 / Email: troberts@nctpa.net

SUBJECT:

Review and Recommend Approval of Improvements to Transit

Service in Calistoga.

### **RECOMMENDATION**

The VCAC (1) receive a report from staff on planned improvements to transit service in Calistoga; and (2) recommend approval of improvements to the NCTPA Board.

### **EXECUTIVE SUMMARY**

NCTPA operates the Calistoga HandyVan which provides door-to-door transportation during limited hours to all residents of Calistoga. Staff proposes to effectively double transportation services to that community. In addition, the service will change its name from Calistoga HandyVan to Calistoga Shuttle.

### FINANCIAL IMPACT

Is there a Fiscal Impact? Yes. The annual operating costs will increase from approximately \$143,000 annually to \$265,850. The difference will be covered by new sources of funds (federal 5311, Calistoga Tourism Improvement District (C.T.I.D.)) and anticipated increases in TDA and STA.

### **BACKGROUND AND DISCUSSION**

NCTPA operates the Calistoga HandyVan which provides door-to-door transportation during limited hours to all residents of Calistoga. Beginning in 2011, in conjunction with our consultants (CDM Smith) the agency began working with stakeholders in Calistoga and the community to assess service needs within the city and explore potential service enhancements. Among service deficiencies identified:

- The name HandyVan conveyed an implication that the service was not available to the general public.
- Limited weekday hours did not provide connectivity to other VINE routes nor meet the needs of local residents and tourists.
- Limited weekend hours did not meet the needs of local residents and tourists.

Between July and December 2011, through a dialog with representatives from the City and Chamber of Commerce, a new funding formula arose which, combined with the availability of new federal 5311 operating funds and anticipated increases in STA and TDA, provided the opportunity to address the deficiencies identified. In addition, it was decided that rebranding the service as the "Calistoga Shuttle" would convey to the public its inclusive nature.

### **SERVICE IMPROVEMENTS: Monday- Friday**

CURRENT: M – F, 8:15 AM – 5 PM, No service during noon lunch hour.

PROPOSED: M – Thur., 7 AM – 9 PM, Service during lunch hour, Fri. until 11 PM

Expands daily service in morning and evening hours.

• Covers lunch hour.

• Provides connectivity for commuters to the routes 10 and 29.

### **SERVICE IMPROVEMENTS: Saturday**

CURRENT: 8:15 AM - Noon PROPOSED: 8:15 AM - 11 PM

• Expands Saturday service into afternoon and evening hours.

### **SERVICE IMPROVEMENTS: Sunday (May - November)**

CURRENT: No Service

PROPOSED: 11 AM – 9 PM; May - November

• Adds Sunday service May - November.

#### **FUNDING**

NCTPA and Fares \$225,478 85%

(New STA, 5311, and fares)

\*C.T.I.D \$30,373 11% City of Calistoga \$10,000 4%

TOTAL \$265,851

<sup>\*</sup>Ride coupons would be disseminated through visitor serving establishments to allow tourists to take free rides on the shuttle.

### **SUMMARY**

The proposed service improvements:

- Change the service name to the Calistoga Shuttle.
- Expands weekday service in morning and evening hours.
- Covers lunch hour during weekdays.
- Provides connectivity for commuters to the routes 10 and 29.
- Expands Saturday service into afternoon and evening hours.
- Adds Sunday service May November.
- Doubles hours of service to the community.
- Partnership between NCTPA, City and C.T.I.D.
- Free ride coupons to visitors distributed via C.T.I.D. through tourist establishments.
- Also... free transfers to Lake Transit!

The availability of new funding such as federal 5311 (which can only be used for rural transit) and contributions from the Calistoga Tourism Improvement District, presents an opportunity to address all the service deficiencies identified during NCTPA's community outreach. The proposed improvements were presented in February to the Calistoga City Council whose members expressed enthusiastic support. Should the NCTPA Board approve the improvements, the earliest they could be implemented is May 2012. Consequently, staff recommends the VCAC forward the proposed service improvements to the NCTPA Board for approval and implementation.



**Action Requested: DISCUSSION** 

# NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO:

**VINE Consumer Advocacy Committee** 

FROM:

Paul W. Price, Executive Director

**REPORT BY:** 

Tom Roberts, Manager of Public Transit

(707) 259-8778 / Email: troberts@nctpa.net

**SUBJECT:** 

Smoking at Bus Stops and Transit Facilities

### RECOMMENDATION

At the request of the VCAC Chair., staff recommends the Committee discuss and provide direction to staff regarding the subject of smoking at bus stops.

### **EXECUTIVE SUMMARY**

After receiving a passenger compliant, the VCAC Chairman has requested the Committee consider and discuss the subject of smoking at bus stops.

### FINANCIAL IMPACT

Is there a Fiscal Impact? No. Discussion item.

### BACKGROUND AND DISCUSSION

After receiving a passenger compliant, the VCAC Chairman has requested the Committee consider and discuss the subject of smoking at bus stops. In anticipation of the discussion staff engaged in some preliminary research which revealed the following:

The city has a basic regulation of smoking. In <u>Title 8 Health and Safety Chapter 8.2 SMOKING</u> the city of Napa references California Labor Code Section 6404.5. This code prohibits smoking within indoor places by employees and patrons. There is no mention of a ban in public places, specifically bus stops.

The county of Napa has a more stringent regulation of smoking laid out in its municipal code. In section 8.08.040 – <u>Prohibition of smoking in public places</u> it is stated, "Except otherwise provided smoking shall be prohibited in...Buses, taxicabs, and other means of public transit under the authority of the county of Napa and ticket, boarding, and waiting areas of public transit depots;". In the language of the code there is no definition of what a "depot" is.

State law prohibits smoking tobacco in any "public building" (which includes "outdoor areas within 20 feet of a main exit, entrance, or operable window of a public building," per Government Code Section 7596), and on any "public transportation system" (Health and Safety Code Section 118925). Whether "on" the transit system could include stops would require legal interpretation by agency counsel. Staff's research indicate the code sections seem to address vehicles and not bus stops.

### California Health and Safety Code Section 118910

Under this section, a local governing body may completely ban the smoking of tobacco or may regulate smoking in any manner not inconsistent with state law. Several state laws explicitly permit cities and counties to pass secondhand smoke laws that have stricter restrictions than those imposed by the state laws. Some cities and counties have passed local laws banning smoking in areas not covered by state law, including parks, beaches, outdoor dining areas, bus stops, and areas within 20 feet of commercial building entryways. These local laws are enforced by various local agencies and impose various penalties.

The VINE's bus stops are either in the public right of way where regulation becomes a local concern or on private property where regulating smoking largely falls to the property owner.

There is precedent for banning smoking at bus stops. The City of Berkeley did so in 2004. At that time, only two other cities had similar bans. Today many jurisdictions, including the County of Sonoma, ban smoking at bus stops.

#### FOR CONSIDERATION

Should NCTPA elect to request a jurisdiction, such as the City of Napa, ban smoking at bus stops, from a practical perspective for the City, the key question would be identifying the extent to which the City intends to undertake responsibility for enforcing any smoking prohibitions related to NCTPA's operations? In short: is such a law practically enforceable and a judicious use of police resources.

Should NCTPA post "No Smoking" signs at bus stops, would the signs themselves become a deterrent to smoking, an attractive nuisance encouraging vandalism, or both?

Staff would appreciate guidance from the VCAC on how it would like to proceed with this subject.