



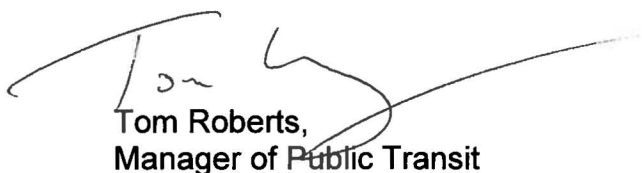
July 1, 2012

Dear VCAC Member,

Please find enclosed your copy of the agenda and related staff reports for the upcoming meeting. Committee members will have the opportunity to meet Kate Miller, our new Executive Director. In addition, staff will provide updates on various on-going transit projects and seek input from the Committee on marketing and outreach ideas.

I look forward to seeing you on July 12th.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Tom', is written over the printed name and title.

Tom Roberts,
Manager of Public Transit

VCAC
VINE Consumer Advisory Committee

AGENDA
Thursday, July 12, 2012
6:00 pm

NCTPA / NVTB 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 Comment. 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 www.nctpa.net, click on Minutes and Agendas.

ITEMS

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****Time Estimates**

- | | | | |
|-----|---|-------------|--------|
| 6. | Approval of Meeting Minutes of April 5, 2012 | APPROVE | 5 min |
| 7. | Introduction of NCTPA's New Executive Director | INFORMATION | 10 min |
| 8. | Transit Operations and Service Report

The Committee will review the Transit Dashboard and receive an update on transit projects. | INFORMATION | 15 min |
| 9. | Update From the Manager of Public Transit on Transit Projects

The Council will receive a status update from the Manager of Public Transit on various transit projects. | INFORMATION | 40 min |
| 10. | Plans for Marketing and Outreach

Staff will share ideas for future marketing of the VINE and seek ideas from the Council on reaching special populations. | DISCUSSION | 40 min |
| 11. | Adjourn until September 6, 2012 | | |

Estimated Meeting Length: 120 mins

VCAC
VINE Consumer Advisory Committee

MINUTES
Thursday, April 5th, 2012

ITEMS

1. Call to Order

Jack Wall, VCAC Chair, called the meeting to order at 6:00 pm.

2. Roll Call and Introductions

Members Present:

George Blackstock
Jean Vincent Deale
Jack Wall
Doug Weir
Anna Ernest
Ricardo Huijon

Margret Schlenke
Genji Schmeder

3. Chairperson / Committee Members / Staff Update

- A. Jack announced that Dorine had decided to retire. Tom received a letter from her which was her official resignation letter.
- B. Doug suggested the committee should send her a thank you card and Jack said he would purchase it.

4. Correspondence

Dorine's retirement letter

5. Public Comment - None

REGULAR AGENDA ITEMS

6. Approval of meeting minutes of March 5th, 2012

Jean wished to correct the minutes. His comments on the smoking issues were misquoted. The original minutes stated he wanted to use the stops along Randolph Street as a "test area" for the smoking ban at bus stops. What he was

*MSC – Motion, Seconded and Unanimously Carried

actually implying was this area has a large population of smokers and not that it should be a test area for a ban on smoking at bus stops.

MSC" WALL/WEIR to APPROVE

(Approve)

7. VCAC May Meeting

The committee discussed the need for a meeting to be held on May 3rd 2012. Genji questioned if there was an actual need for the meeting. He asked the committee to state if they knew of anything at that present moment they would need to discuss. Several members voiced their opinion that the meeting was necessary to discuss further developments with the new routes. **Doug Weir motioned that a May meeting be held. This was seconded by Ricardo Huijon. Carried with a vote of 6 to 1.**

8. Review Proposed Napa Transit Routes

Staff presented the changes to be made to the Napa Transit Routes. The changes were met with much enthusiasm from the committee. **Doug Weir motioned to have these changes be recommended to the Board of Directors. Genji Schmeder seconded. Carried unanimously. Genji Schmeder moved that he also speak with Jack at the Board of Directors meeting. Doug Weir seconded. Carried unanimously.**

The meeting was adjourned by Chair Wall at 7:45 pm.



July 12, 2012
VCAC Agenda Item 8
Continued From: New
Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: Vine Consumer Advisory Committee
FROM: Tom Roberts, Program Manager- Public Transit
(707) 259-8635 / Email: troberts@nctpa.net
SUBJECT: VINE/VINE Go Service Report: Performance Dashboard

RECOMMENDATION

That the VCAC review and provide feedback to agency staff on transit system ridership and performance.

COMMITTEE RECOMMENDATIONS

None.

EXECUTIVE SUMMARY

Agency staff has developed a Transit Performance Dashboard document to replace lengthy staff reports previously presented to the Committee. Of special note this month is that with the institution of service changes in Calistoga in May, ridership more than doubled on that community service over the prior month. Marketing activities in St. Helena have also resulted in increased ridership on the St. Helena Shuttle. June ridership information will be available at the Committee meeting.

PROCEDURAL REQUIREMENTS

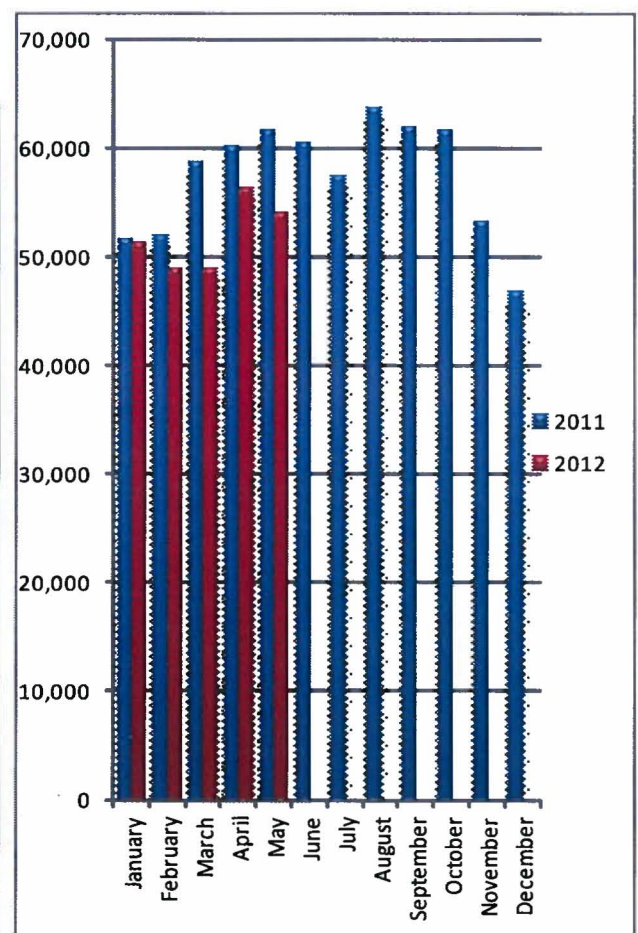
1. Staff Report (Information only)

FISCAL IMPACT

Is there a Fiscal Impact? No.

RIDERSHIP and On Time Performance May 2012				
	OTP MAY'12	May'12	YTD	Last YTD
1A	87.0%	3,328	15,959	14,206
1B	78.6%	1,756	8,629	9,006
2	93.8%	2,128	12,767	15,844
3A	88.9%	2,450	13,067	15,078
3B	90.9%	2,045	10,750	13,325
4	74.6%	5,080	20,399	17,046
5A	73.7%	1,440	8,444	13,156
5B	84.6%	1,517	8,920	9,473
6	93.3%	1,884	11,184	9,331
10	45.1%	18,900	86,623	101,018
20	83.6%	17	1,868	247
29	88.5%	2,240	10,843	13,061
Trippers		805	4,000	5,607
AmCan		3,433	15,126	11,203
Calistoga		947	2,838	2,093
St. Helena		951	3,611	3,376
Yountville		1,897	8,973	7,519
Napa Shuttle		140	650	586
VineGO	90.4%	3,134	15,005	15,416
Taxi**			0	6,144
Other		0	0	1,666
TOTAL		54,092	259,656	284,401

** incomplete data in 2011



VINE ON TIME PERFORMANCE Jan - Mar			
1st Quarter	4th Quarter	YTD	Last YTD
90/81.52	90/79.48	90/87.96	90/90.04
Goal is 90% or greater on-time			

VINE GO ON TIME PERFORMANCE Jan - Mar			
1st Quarter	4th Quarter	YTD	Last YTD
90/95.97	90/94.94	90/95.06	90/96.07
Goal is 90% or greater on-time			

PREVENTABLE ACCIDENTS Jan - Mar			
1st Quarter	4th Quarter	YTD	Last YTD
1.2/0.3	1.2/0.6	1.2/0.3	1.2/0.3
Goal is no more than 1 claim per 100,000 mi			

VINE COMPLAINTS Jan - Mar			
1st Quarter	4th Quarter	YTD	Last YTD
2.3/0.3	2.5/0.4	2.6/0.5	2.6/0.6
Goal is one actionable complaint every 20,000 trips			

VINE GO COMPLAINTS Jan - Mar			
1st Quarter	4th Quarter	YTD	Last YTD
1.6/0.0	1.6/0.0	1.6/0.0	1.6/0.0
Goal is one actionable complaint every 2,000 trips			

Trend Over Last Quarter	Trend Over Last Year
Trend Over Last Quarter	Trend Over Last Year
Trend Over Last Quarter	Trend Over Last Year
Trend Over Last Quarter	Trend Over Last Year
Trend Over Last Quarter	Trend Over Last Year



July 12, 2012
VCAC Agenda Item 9

Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee
FROM Tom Roberts, Manager of Public Transit
(707) 259-8778 / Email: troberts@nctpa.net
SUBJECT: Update on Transit projects

RECOMMENDATION

a) Receive an update from staff on various transit projects.

EXECUTIVE SUMMARY

Staff will provide an update to the Committee on various transit projects.

FINANCIAL IMPACT

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

BACKGROUND AND DISCUSSION

Agency staff planned an aggressive work program of transportation improvements for 2012 (next page). Staff will review the status of these projects with the Committee.

Transit Center	Status
Construction Wayfinding and digital signage Move Dedication ceremony	Completion Mid-November RFP August 2012 Planning Stage Planning Stage
Service Changes/Improvements	
New Napa Routes, design/implementation Launch new Sonoma service Pass Sales in Local Jurisdictions Redesign/launch new Calistoga service Redesign St. Helena service Enhancements to Yountville service Changes to Route 29 (mid-day runs)? Redesign/implement Transit Ambassador Redesign/implement ADA application process Design/launch Loaner Vehicle program Contract Transportation VineGo compliance issues Prepare for installation/implementation of Wrap up changes in Taxi Program Web site: RFP and redesign Transfer Agreements with BART and Vallejo Ferry	Approved by Board, November Target Launched July 9th Contract language under development Completed May 2012 Begin Sept/Oct2012 On hold until September 2012 Study underway In process Completed Launched July 1st, 2012 Approved by Board, drafting contract language Completed July 1st, 2012 Testing late fall 2012, implement Spring 2013 Completed In process In process
Marketing	
New Napa routes/service New Calistoga service New Sonoma service Summer Youth Pass	Fall 2012 Completed In process In circulation
Planning	
New Short Range Transit Plan	Work begun
Equipment and Capital Improvements	
Complete Napa bus shelter project/installation Bus Washer procurement/installation Farebox RFP Transit Yard: asphalt project Transit Yard: security gate, cameras, etc. Transit Yard: CNG fueling station project Park and Ride lot shelters Progress of manufacturing and delivery of 13 Order 3 -5 new vehicles 511.org integration RFP for Bus/Shelter advertising Disposal of surplus fleet vehicles Short term shelter improvements at NVC	Delayed September 2012 In process - scope in development Delayed Completed In process Design evaluation underway Installed 4-delivered, 9 due in Jan Board approved, order in July Work begins in July In process Hold Dialog with NVC begun



July 12, 2012
VCAC Agenda Item 10

Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee
FROM Tom Roberts, Manager of Public Transit
(707) 259-8778 / Email: troberts@nctpa.net
SUBJECT: VINE Marketing

RECOMMENDATION

a) Share with staff ideas for reaching current and new riders.

EXECUTIVE SUMMARY

Staff will solicit ideas from the Committee on outreach to special needs populations.

FINANCIAL IMPACT

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

BACKGROUND AND DISCUSSION

In the coming months the agency will implement significant changes to bus service in Napa. Staff would like to share initial thoughts with the Committee on marketing plans and solicit feedback and ideas on reaching current and new riders.

SUPPORTING DOCUMENTS

None.