

GETTING BACK ON TRACK

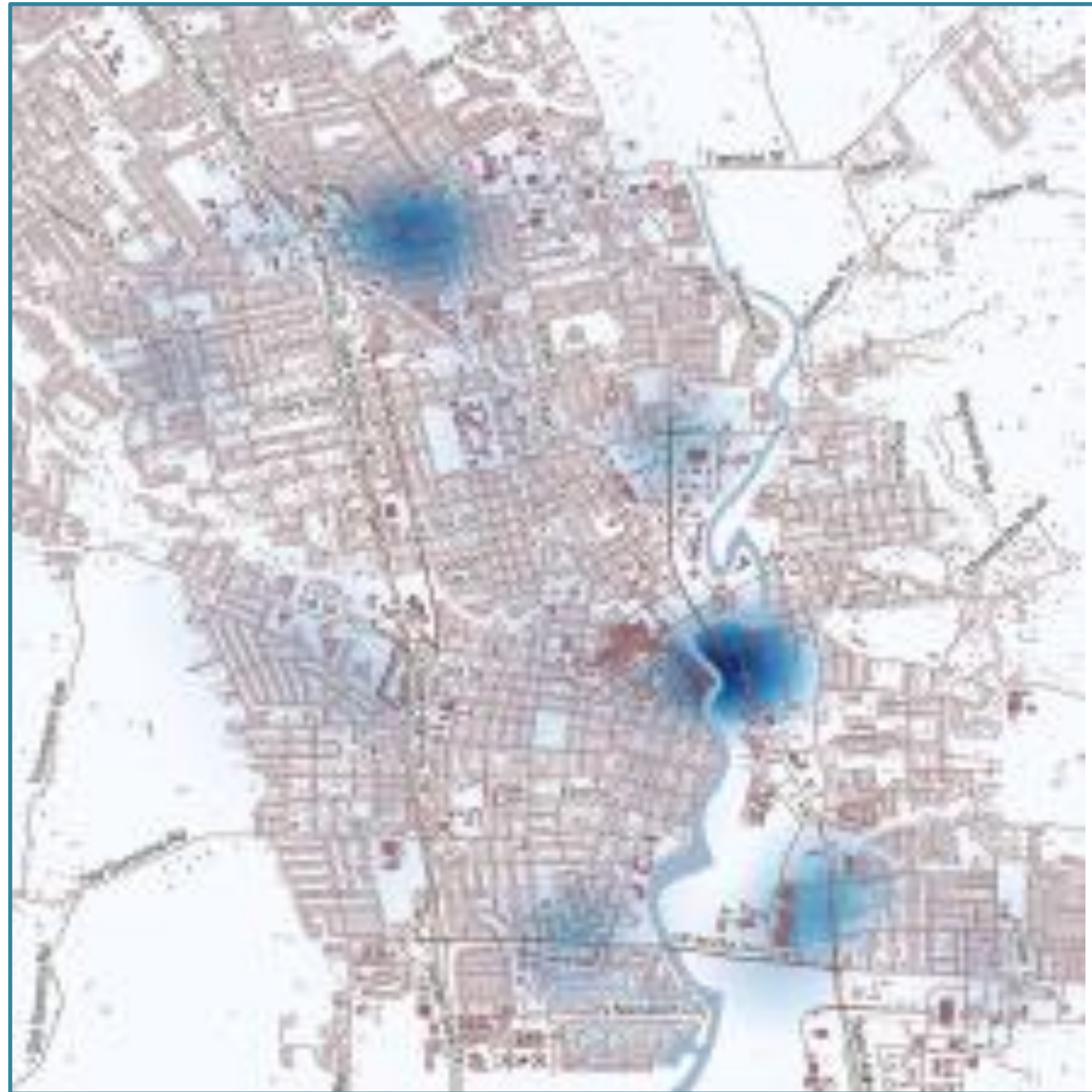
**ON-DEMAND SOFTWARE TO SERVE
THE CITY OF NAPA**

April 21, 2021

ON-DEMAND HISTORY IN THE CITY OF NAPA

- **Spring 2020, NVRTA paused fixed-route operations in the City of Napa and transitioned resources to a purely demand-responsive system using the Ride the Vine App**
- **In anticipation of increased activity and ridership in the City of Napa, NVRTA hired Transloc, parent company to Doublemap, who created the Ride the in App to perform data analysis on 9 months worth of data and run a series of simulations**
- **The results of this analysis informed the creation of two new fixed routes in the City of Napa coupled with on-demand service**

ON-DEMAND DATA ANALYSIS



Heatmaps of concentrations of pick-ups (blue) and drop-offs (green)

ALTERNATIVE 1: SINGLE FIXED ROUTE

► Pros

- One seat ride

► Cons

- Need multiple buses for 30 minute headways
- Does not serve River Park Shopping Center



Northern terminus at the Redwood Park & Ride, and the southern terminus at the South Napa Century Center

ALTERNATIVE 2: TWO ROUTES

► Pros

- One bus on each route for 30-minute headways
- More destinations within a 0.5 miles walkshed

► Cons

- Potential two seat ride



Northern route beginning at the Redwood Park & Ride and ending at the Soscol Gateway Transit Center, the southern route beginning at the Soscol Gateway Transit Center and ending in River Park.

ALTERNATIVE 3: TWO ROUTE OPTION

► Pros

- One bus on northern for 30-minute headways

► Cons

- Potential two seat ride
- Length of southern route - fewer trips would be time-competitive against on-demand



Southern route beginning at the Soscol Gateway Transit Center, traveling west to the Napa Premium Outlets and heading south past the Harvest Magnet Middle School, and ending at the South Napa Century Center.

MODAL SPLIT BASED ON ALTERNATIVES

	Baseline On – Demand Ridershi p	Baseline Fixed- Route Ridershi p	Mid- Growth On- Demand	Mid- Growth Fixed - Route	Future On- Demand	Future Fixed Routes
Present Conditions	148	0	380	0	621	0
Alternative 1	104	44	250	130	393	228
Alternative 2	100	48	229	151	360	261
Alternative 3	114	34	265	115	416	205

SIMULATIONS

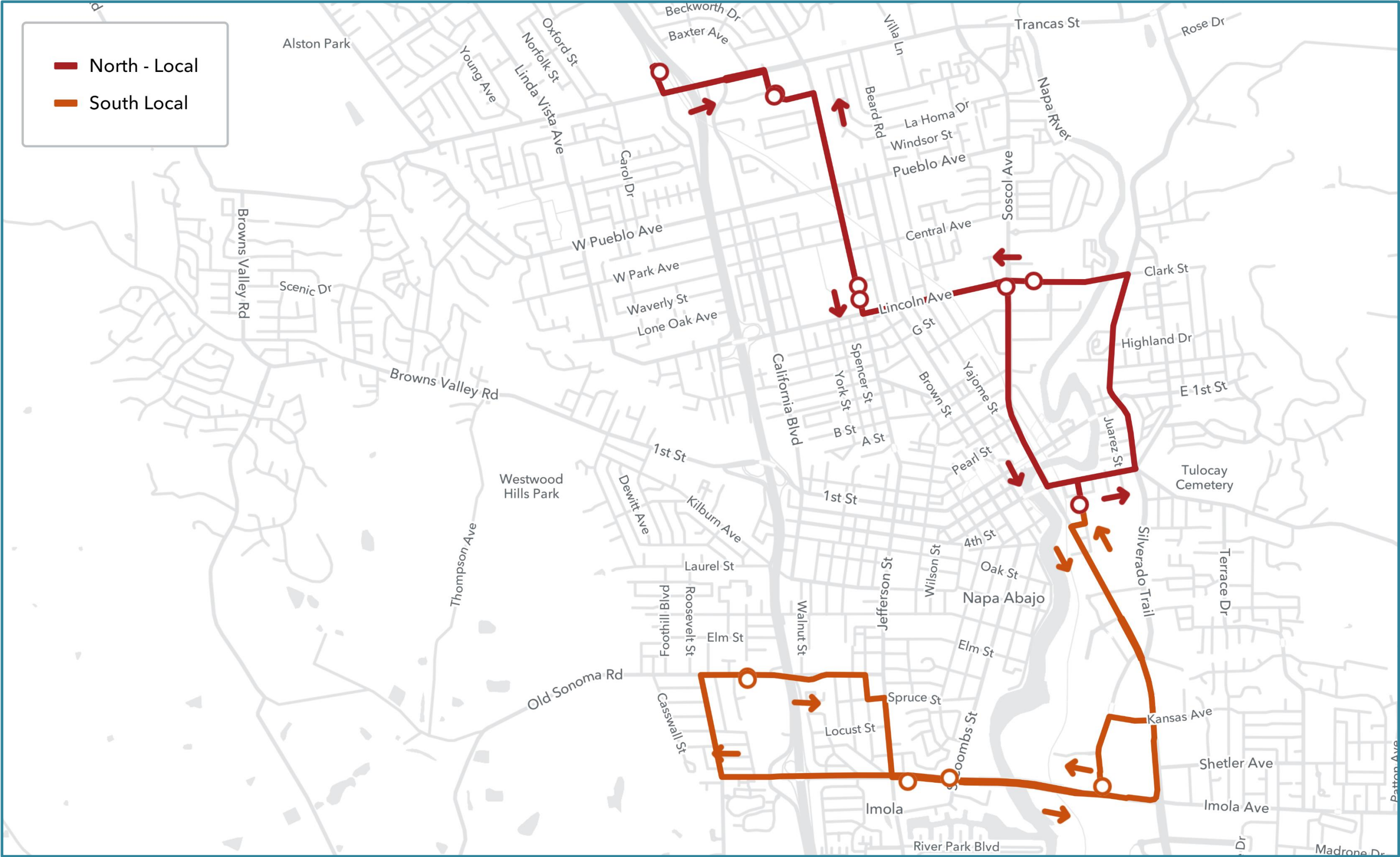
Color Coded:
Green represents a
shorter time and
red represents a
longer time

Fixed- Route Alternative	Growth Scenario	# Vehicles in Service	Average Wait Time	95%ile Wait Time	Avg. Total Trip Time	95%ile Trip Time
Alternative 1	Baseline	4	8.43	20.3	20.76	42.6
Alternative 1	Baseline	6	5.4	12.6	16.35	26.18
Alternative 1	Mid-Growth	6	27.28	103.65	46.35	150.87
Alternative 1	Mid-Growth	8	7.96	22.45	21.78	48.27
Alternative 1	Future	8	37.42	160	61.66	207.9
Alternative 1	Future	10	12.68	35.4	31.03	76.53
Alternative 2	Baseline	4	7.33	18.2	19.9	38.13
Alternative 2	Baseline	6	5.37	12.02	17.08	28.05
Alternative 2	Mid-Growth	6	16.74	50.18	26.33	97.07
Alternative 2	Mid-Growth	8	6.83	19.12	19.83	42.4
Alternative 2	Future	8	25.38	91.75	46.94	129.78
Alternative 2	Future	10	8.73	25.58	25.74	63.8
Alternative 3	Baseline	4	12.29	33.68	24.26	48.73
Alternative 3	Baseline	6	5.79	11.38	16.34	26.88
Alternative 3	Mid-Growth	6	33.13	125.8	52.43	157.27
Alternative 3	Mid-Growth	8	6.99	16.63	22.28	44.47
Alternative 3	Future	8	42.45	188.4	66.06	245.55
Alternative 3	Future	10	13.81	44.5	31.23	76.97



Vine Services, May 2021

Two New Local Fixed Routes, with On-Demand



Regional and Shuttle Changes for May 2021

- ▶ Return to a weekday schedule on the Routes 10 and 11 (currently running on Saturday schedules)
- ▶ Extend hours on Friday and Saturday nights in Yountville and Calistoga by two additional hours.

Thank You



NVTA
NAPA VALLEY TRANSPORTATION AUTHORITY