

Reviving the Vine

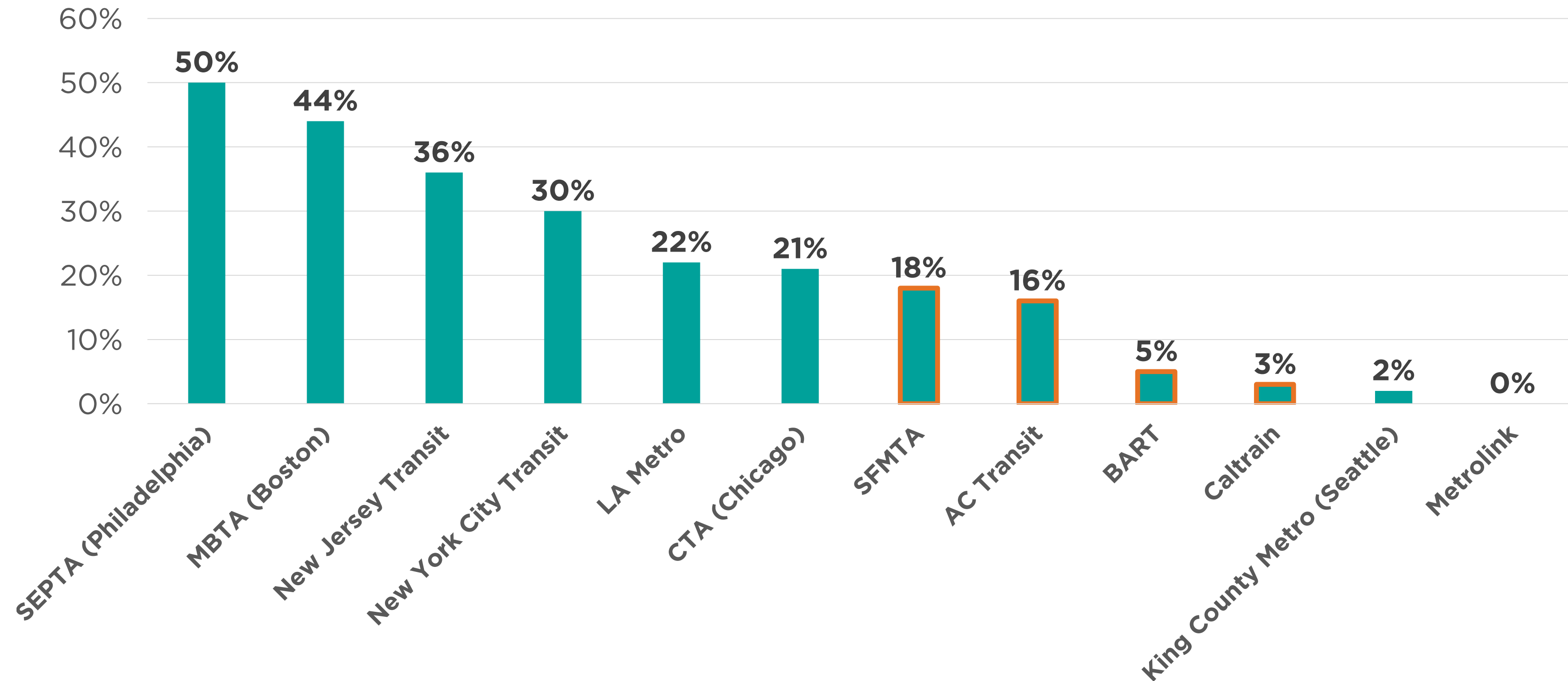


Introduction



National Context

State Funds as a % of Operating Budget



Data Compiled by the Metropolitan Transportation Commission

Retreat Outline



- 01 Overview of Vine and its History**
- 02 What Changed During COVID**
- 03 Vine Financial Outlook and Regional Transit Update**
- 04 What Can We Do Differently**
- 05 Accessible Transportation Needs Assessment**

01

Overview of Vine and its History

Vine History

- V.I.N.E - Valley Intercity Neighborhood Express est. 1990
- City of Napa, County of Napa and Town of Yountville original partners
- Operated out of the City's public works department
- In 1998 responsibility for operating V.I.N.E was transferred to Napa County Transportation Planning Agency (NCTPA), now NVTa
- Allowed for more regional coordination for the transit system



Innovations, Studies, and Milestones over the Last 10 Years

**2013-
2014**

Route 21 to Solano

**Computer Aided
Dispatch & Auto
Vehicle Location
(CAD/AVL), Real-
Time Signs and Bus
Cameras**

**2015-
2016**

**Automated
Passenger Counters**

Express Bus Study

2017

**RidetheVine App
launched for
Calistoga, St
Helena, Yountville &
American Canyon**

**Remix Software for
Scheduling**

2018

**Vine real-time
information on
Google Maps, Apple
Maps and on 511**

**Mobile ticketing
payment options
introduced**

Innovations, Studies, and Milestones over the Last 10 Years

2019

**Created seperate
vinetransit.com
website**

**Comprehensive
Operational
Analysis**

2021

**New cloud based
CAD/AVL installed**

**New Vine Bus
Maintenance
Facility \$35.7
million funding
package completed**

2022

**First 7 EV buses
delivered**

**New Vine Bus
Maintenance
Facility Breaks
Ground**

2023

**Updated the
RidetheVine App
with app payments**

HERE Pilot

Service (2013 – 2019) (Early 2020)

<u>Local</u>	<u>On-Demand</u>	<u>Commuter</u>	<u>Regional</u>
Route 1/Route A	Calistoga	Route 10X	Route 10
Route 2/Route B	St. Helena	Route 11X	Route 11
Route 3/Route C	Yountville	Route 21	
Route 4/Route D	American Canyon	Route 29	
Route 5/ Route E			
Route 6/ Route F			
Route 7/ Route G			
Route 8/Route H			

02

What Changed During COVID

COVID Service

Local Routes

On-Demand

Regional Routes

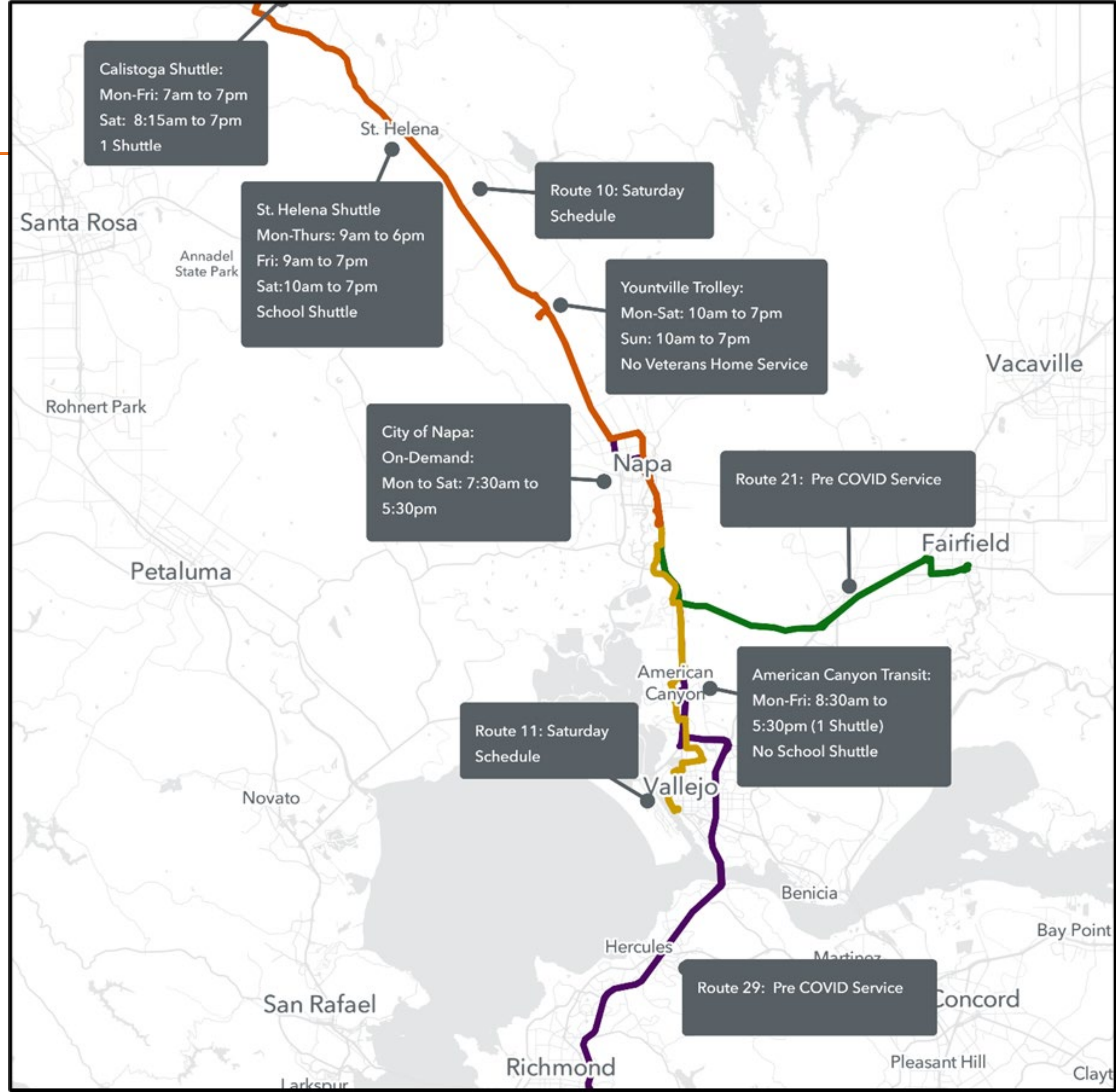
10 and 11 operated on a Saturday Schedule

Commuter

No service on the Routes 10X and 11X but
Routes 21 and 29 continued to operate

Shuttles

Only one shuttle operated a limited set of hours
in each jurisdiction



COVID Elements

HOW WE ENGAGE THE PUBLIC



Human-Centered Content

Featuring individual stories of how our staff is helping build a sense of community and highlights hard workers.



Due to the Glass Fire, service on the following routes has been changed:

St. Helena Shuttle - SUSPENDED
Calistoga Shuttle - SUSPENDED
Yountville Trolley - SUSPENDED
Route 21 - SUSPENDED
City of Napa - LIMITED SERVICE
Route 10 - ENDS IN ST. HELENA

Routes 29, 11, and the American Canyon shuttle are still operating as planned.

6w

Simple Language

All posts use concise, easy-to-understand information. If more information is available, the post features an easy way to seek out more information.

**RIDER
ALERT**

SOME ROUTES SUSPENDED

Consistent Visuals

Service alerts feature the same visual to make them easy to spot in busy social media feeds.

Community building posts feature staff photos to foster a sense of connection.

Where We Are Now

Local

Route N

Route S

Route W

Route E

Stop-to -Stop
On-Demand

On-Demand

Calistoga

St. Helena

Yountville

American Canyon

Commuter

Route 11X

Route 21

Route 29

Regional

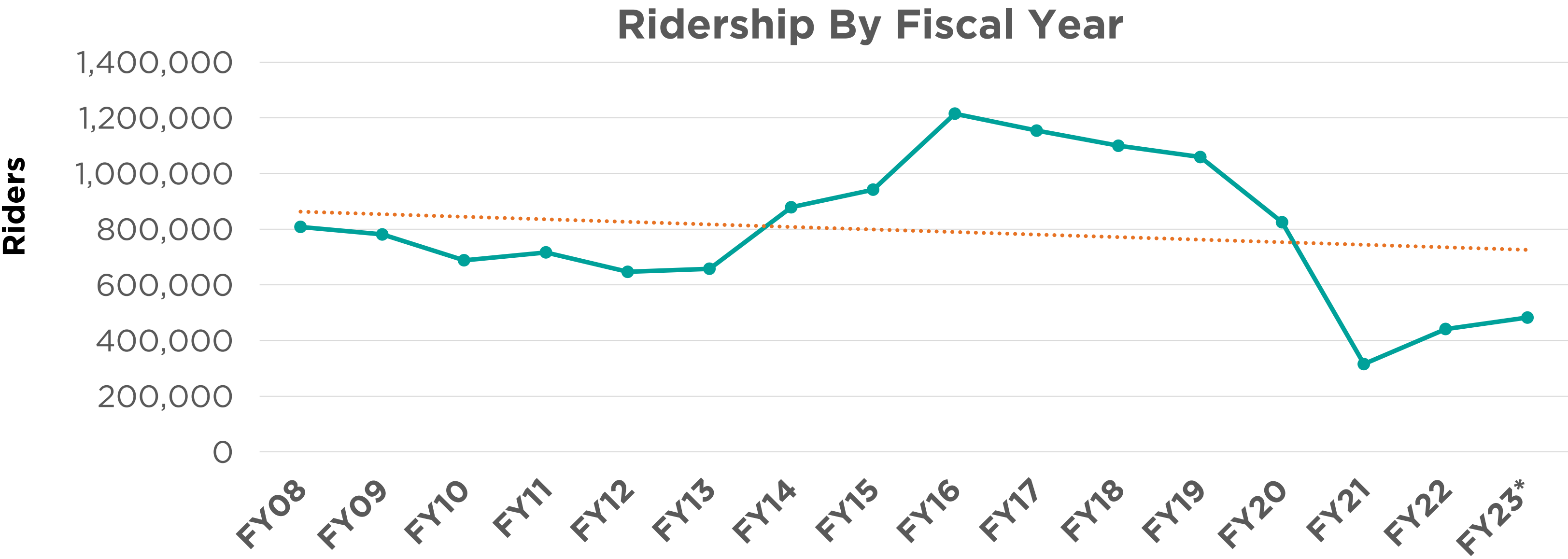
Route 10

Route 11

Where We Are Now: Ridership History

NVTA Slow Ridership Recovery

- Passenger per revenue hour limits of on-demand
- Congestion Impacts to drive times
- Changed passenger patterns, staying home more
- Health and safety fears

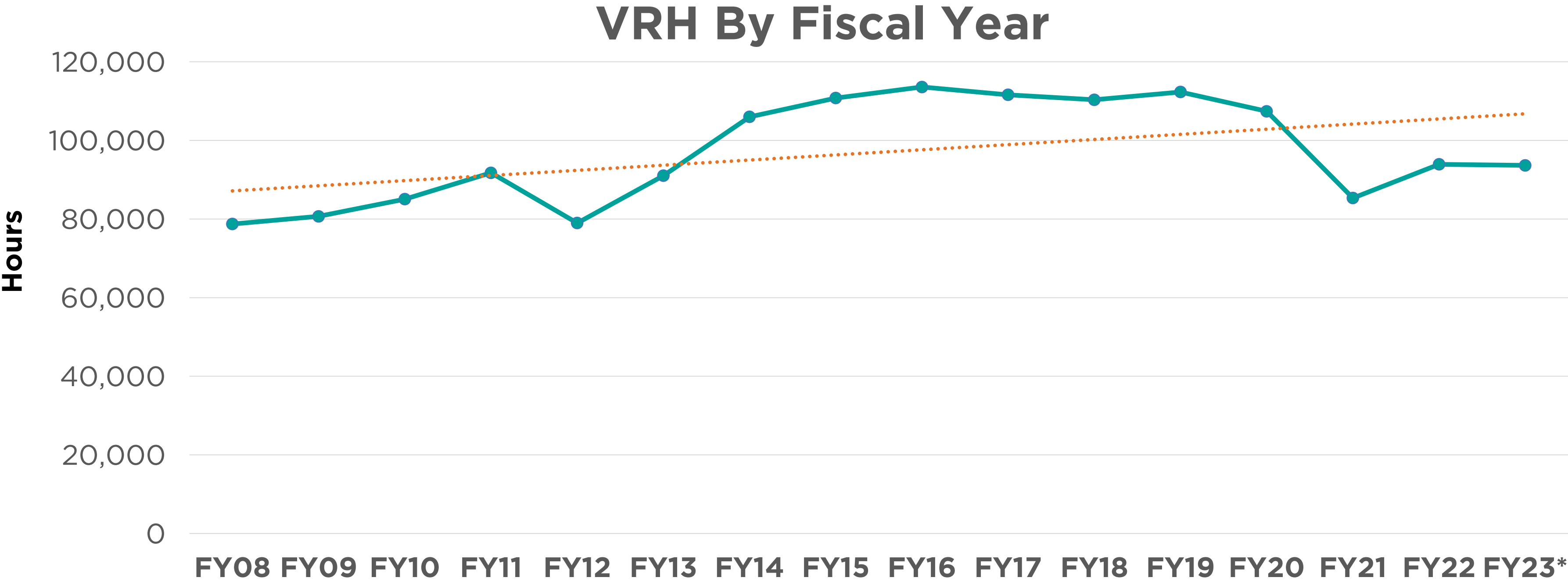


*Projected

Where We Are Now: Vehicle Revenue Hours (VRH) History

NVTA Slow Hours Recovery

- Limited by Labor Shortage



*Projected

03

Vine Financial Outlook

Vine Financial Outlook

	FY21-22 Actuals Previous Year	FY22-23 Budget Current Year	FY23-24 Budget	FY24-25 Forecast	FY25-26 Forecast
Purchase Transportation	\$9,400,384	\$11,540,700	\$12,075,500	\$12,338,700	\$12,500,000
Fuel	\$1,395,071	\$1,584,400	\$1,668,300	\$1,500,000	\$1,500,000
Maintenance	\$332,584	\$402,000	\$402,000	\$400,000	\$350,000
Administration	\$1,094,270	\$1,036,600	\$1,056,600	\$1,100,000	\$1,100,000
Sub-Total Operating Expenses	\$12,222,309	\$14,563,700	\$15,202,400	\$15,338,700	\$15,450,000
Depreciation	\$1,725,069	\$3,070,000	\$3,570,000	\$3,032,000	\$3,032,000
Total Operating Expenses	\$13,947,378	\$17,633,700	\$18,772,400	\$ 18,370,700	\$18,482,000

Regional Transit Update

NVTA

Welcomes Alix

Bockelman,

Deputy

Executive

Director, MTC

04

What Can We Do Differently

Promises

Marketing & Customer Service

Succinct. Timely. Consistent

Service With Limited Disruptions

Committing to less than 10 missed trips per month

New Partnership Opportunities

Schools, Vine and Hospitality, Transportation Network Companies, City of Napa

Expanded City of Napa Service

Within the constraints of funding, driver availability and vehicles

Marketing and Customer Service

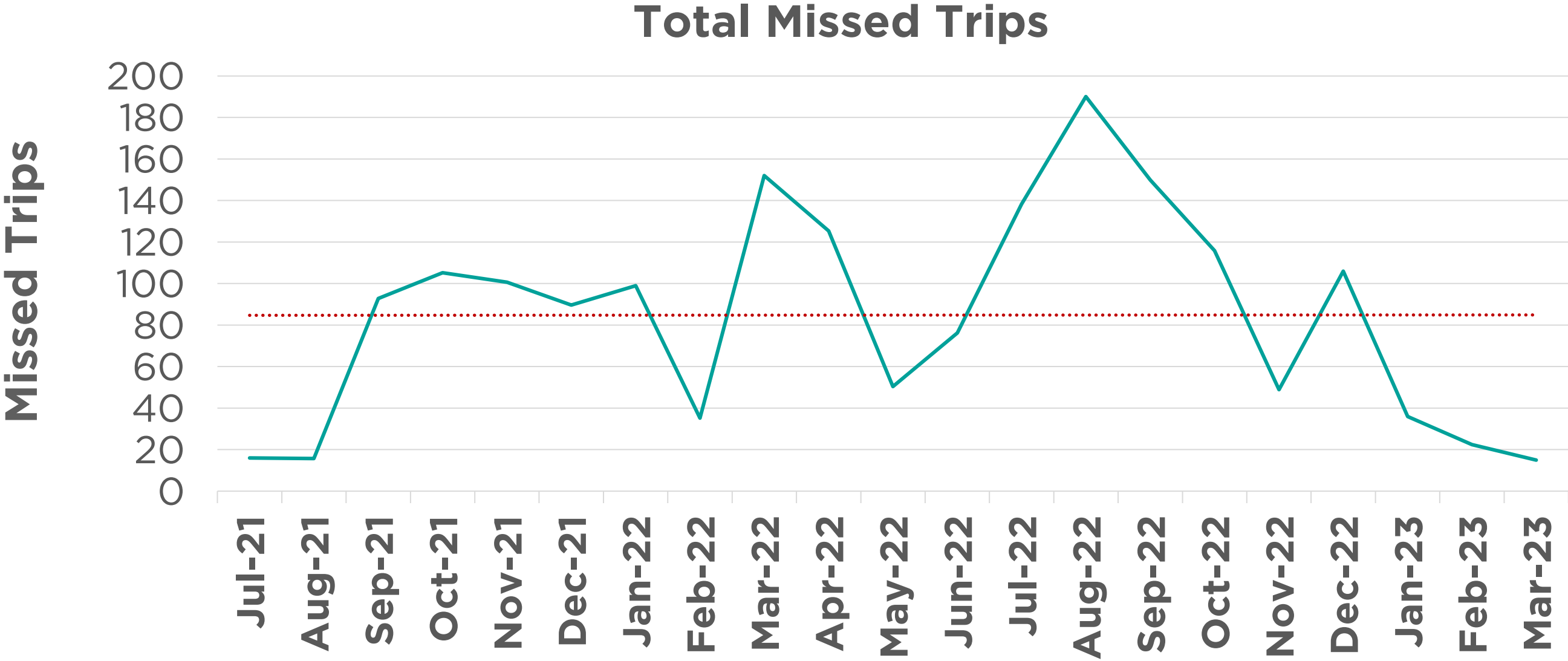


- Senior Events
- College Events
- NVUSD Events
- Farmers Market
- Customer Satisfaction Surveys
- General Public Surveys
- Targeted Spanish Outreach
- Community Events
- Clipper Start Outreach

Service With Limited Disruptions

Consistency

- Change Jan. and August annual to improve connections with other Bay Area Transit Agencies, plus a minor change at the end of the school year
- Lower the number of missed trips per month to <10



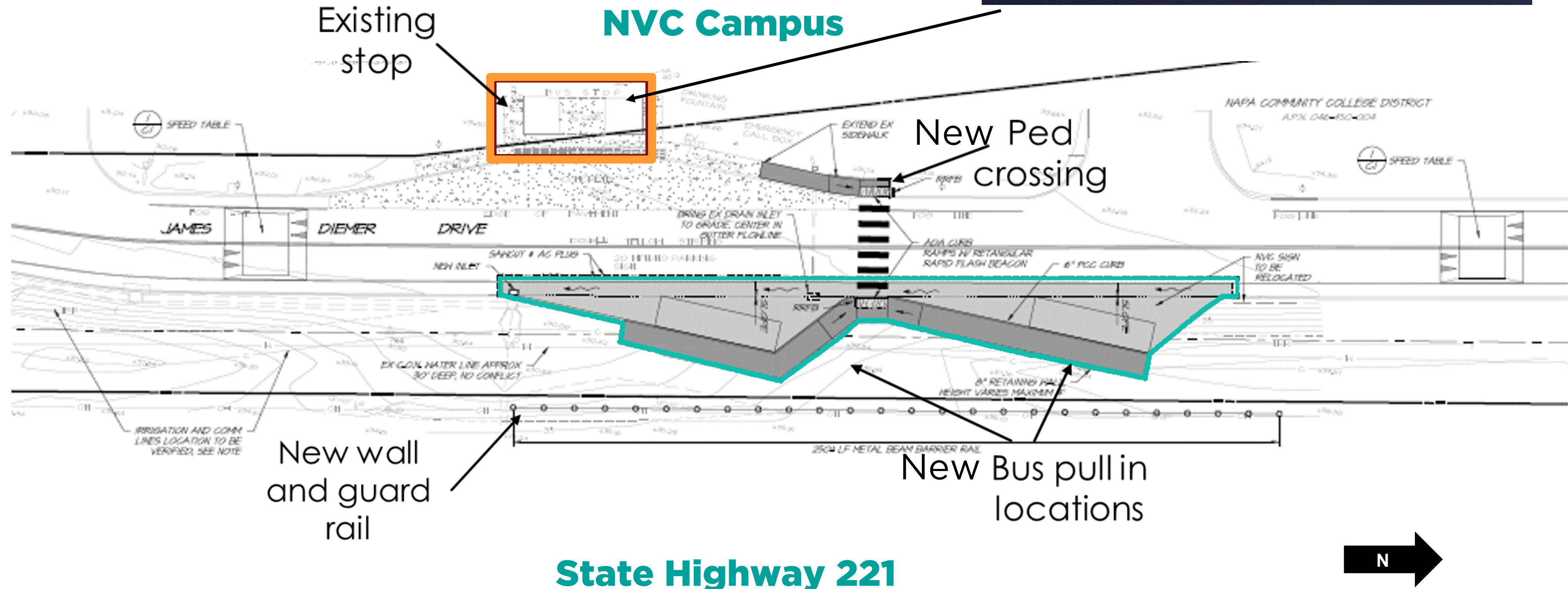
Partnerships



- NVUSD, St Helena and Calistoga School Districts
- Napa Valley College
- Wine and Hospitality
- Emerging Technologies
 - To improve service and operational efficiencies
 - To supplement service with Transportation Network Companies with support from City of Napa, Visit Napa Valley and Downtown Napa Association

Partnerships

- Napa Valley College Stop Improvements



Expanded City of Napa Service

Options for August 2023

Option 1

**Existing service
+ 2 new fixed route
+ one on-demand
area + 4 Route 10
trips**

Option 2

**Existing service +2
new fixed route + on-
demand overlaid + 4
Route 10 trips**

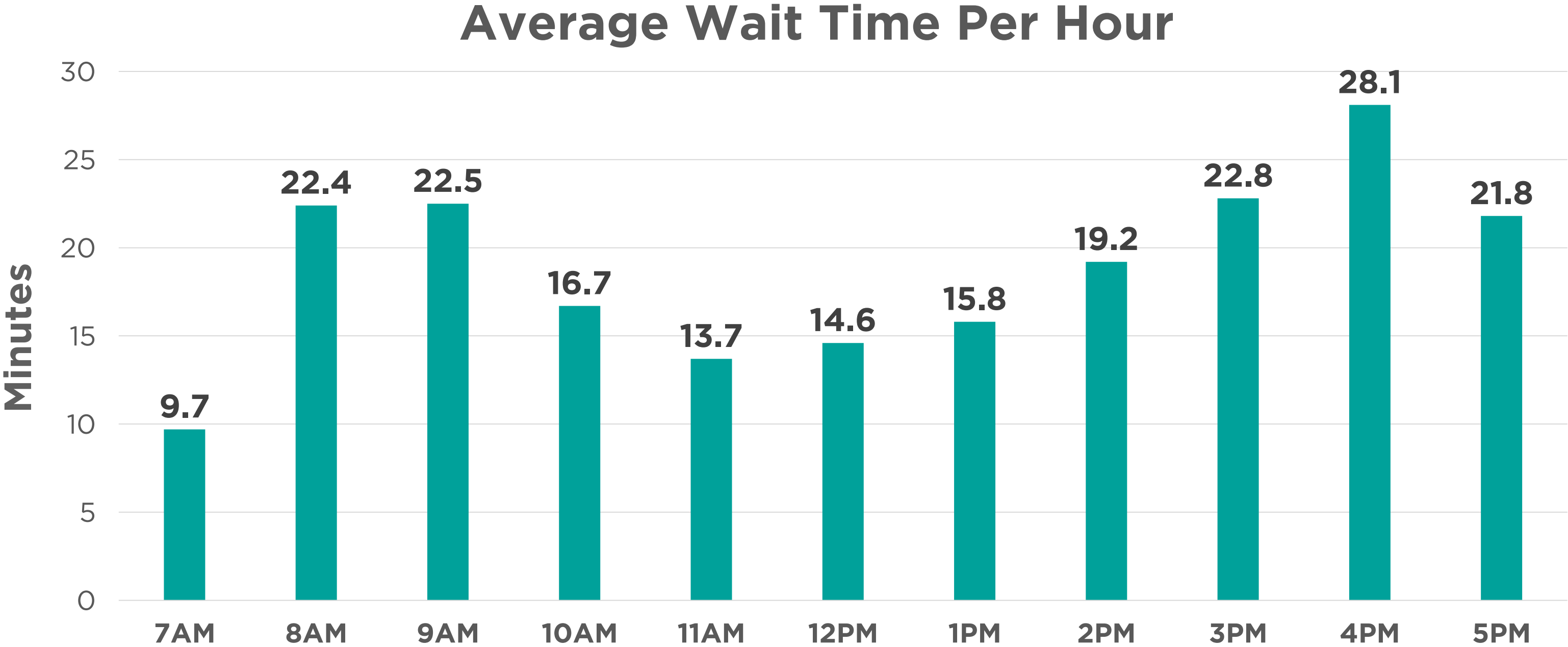
Option 3

**2020 Local Service
(8 fixed routes no
on-demand) + 2
Route 10 trips**

Expanded City of Napa Service

- City of Napa, Stop-to-Stop On-Demand January 23 (app update) to April 30, 2023

Wait Times



Option 1

Local Routes

Vintage and Salvador: Vintage HS, Clinic Ole

Napa Pipe: Improved access to NVC, HHS and Napa Pipe

On-Demand: Limited to trips to/from SGTC and Redwood PnR to non fixed route stops

Regional Routes

Route 10: Four additional round trips on weekdays

Commuter

No change

Shuttles

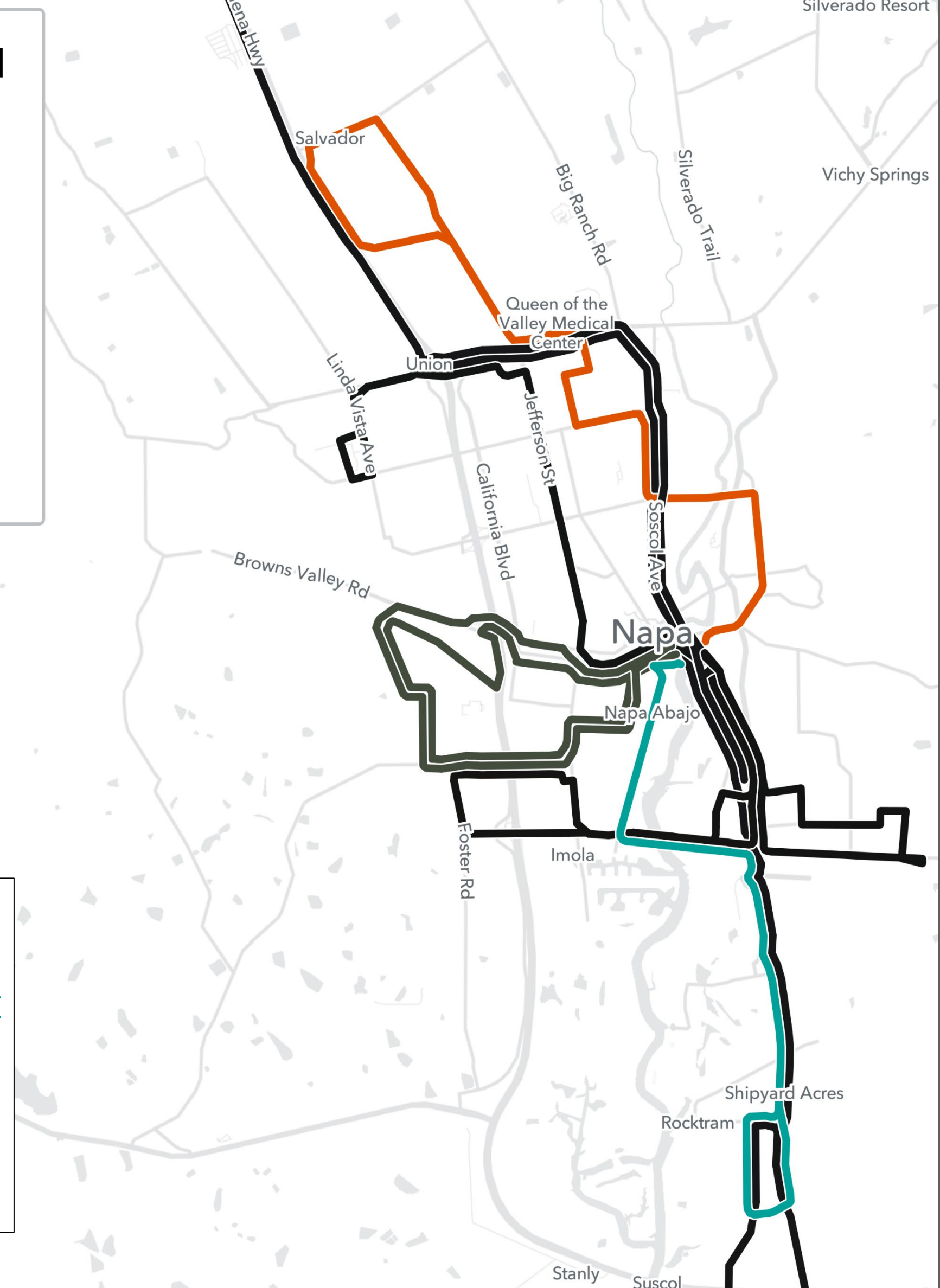
No change

 Vintage and Salvador

 Napa Pipe

 All Existing Routes

On- Demand:
Limited to trips
to and from SGTC
and Redwood
Park and Ride to
stops not served
by fixed route



Option 2

Local Routes

Vintage and Salvador: Vintage HS, Clinic Ole

Napa Pipe: Improved access to NVC, HHS and Napa Pipe

On-Demand: Same as current

Regional Routes

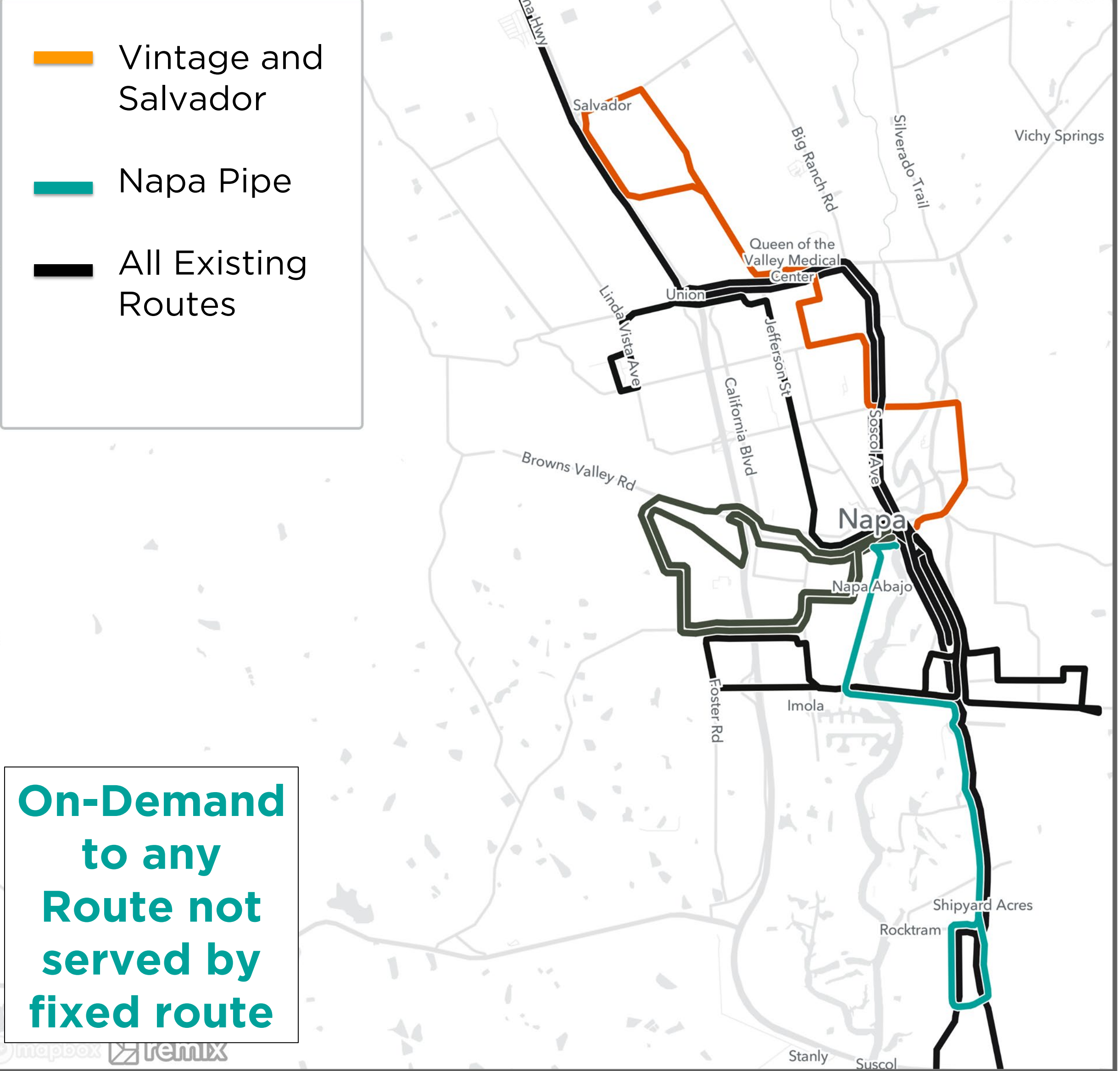
Route 10: Four additional round trips on weekdays

Commuter

No change

Shuttles

No change



Option 3

Local Routes

Routes A – H: Reinstated

No On-Demand

Regional Routes

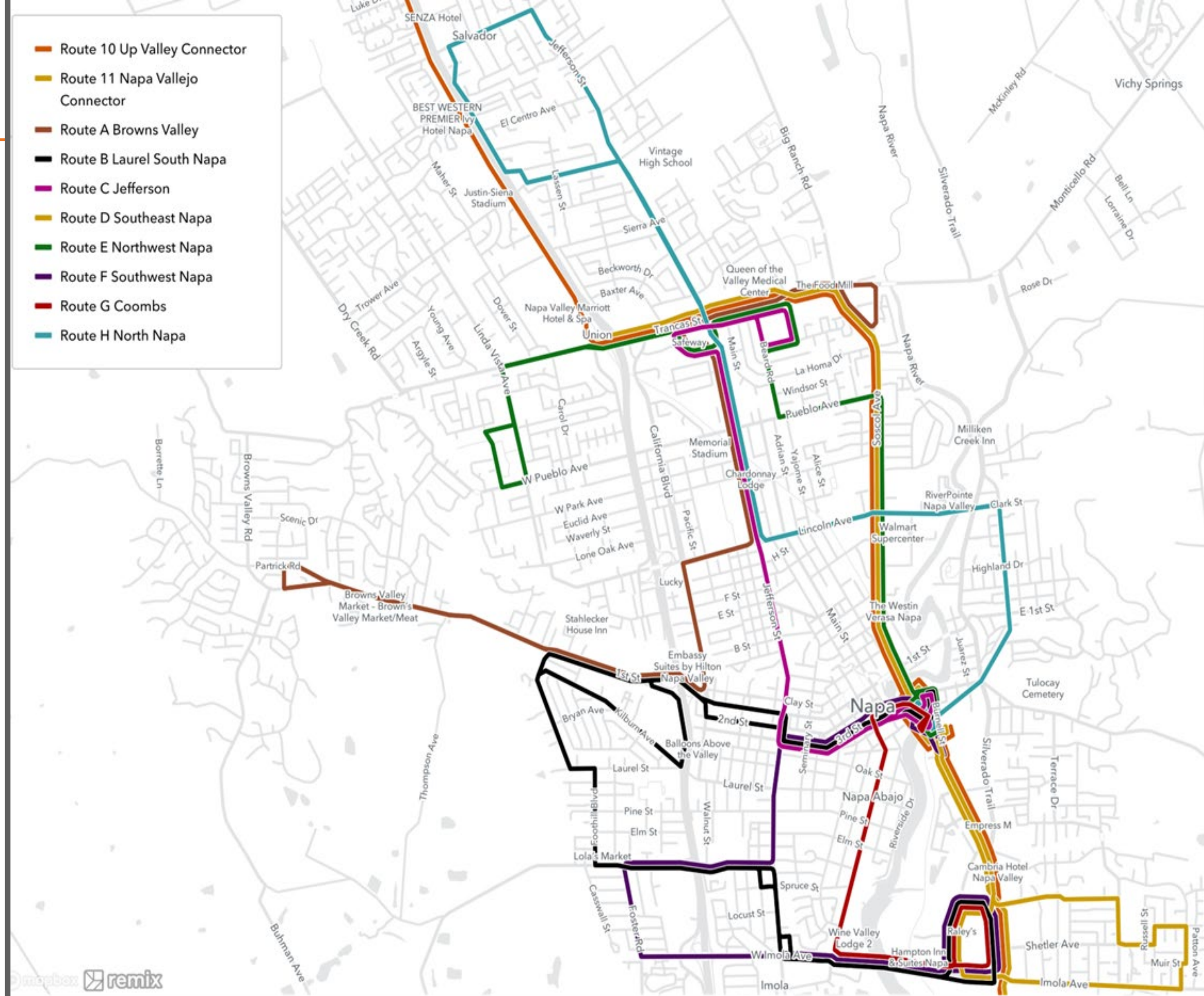
Route 10: Two additional round trips on weekdays

Commuter

No change

Shuttles

No change



Rider Satisfaction Survey Results



Survey ran from March 22 until April 20, 2023

Received 106 total responses

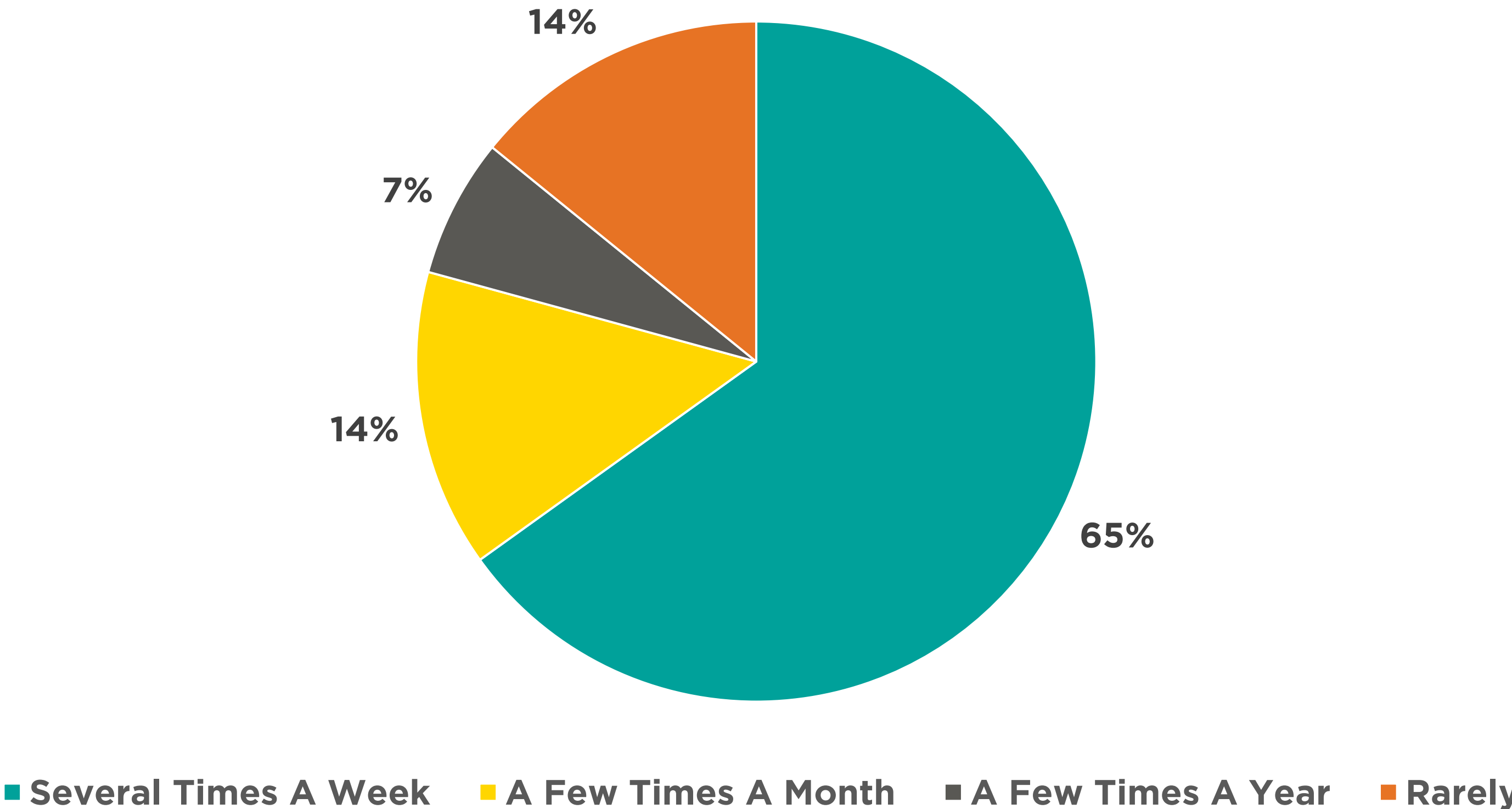
- 44 online (42%)
- 62 paper (58%)
- 83 in English (78%)
- 23 in Spanish (22%)

Promoted:

- Social media
- News release
- Alert on the top of the www.vinetransit.com homepage
- On the buses

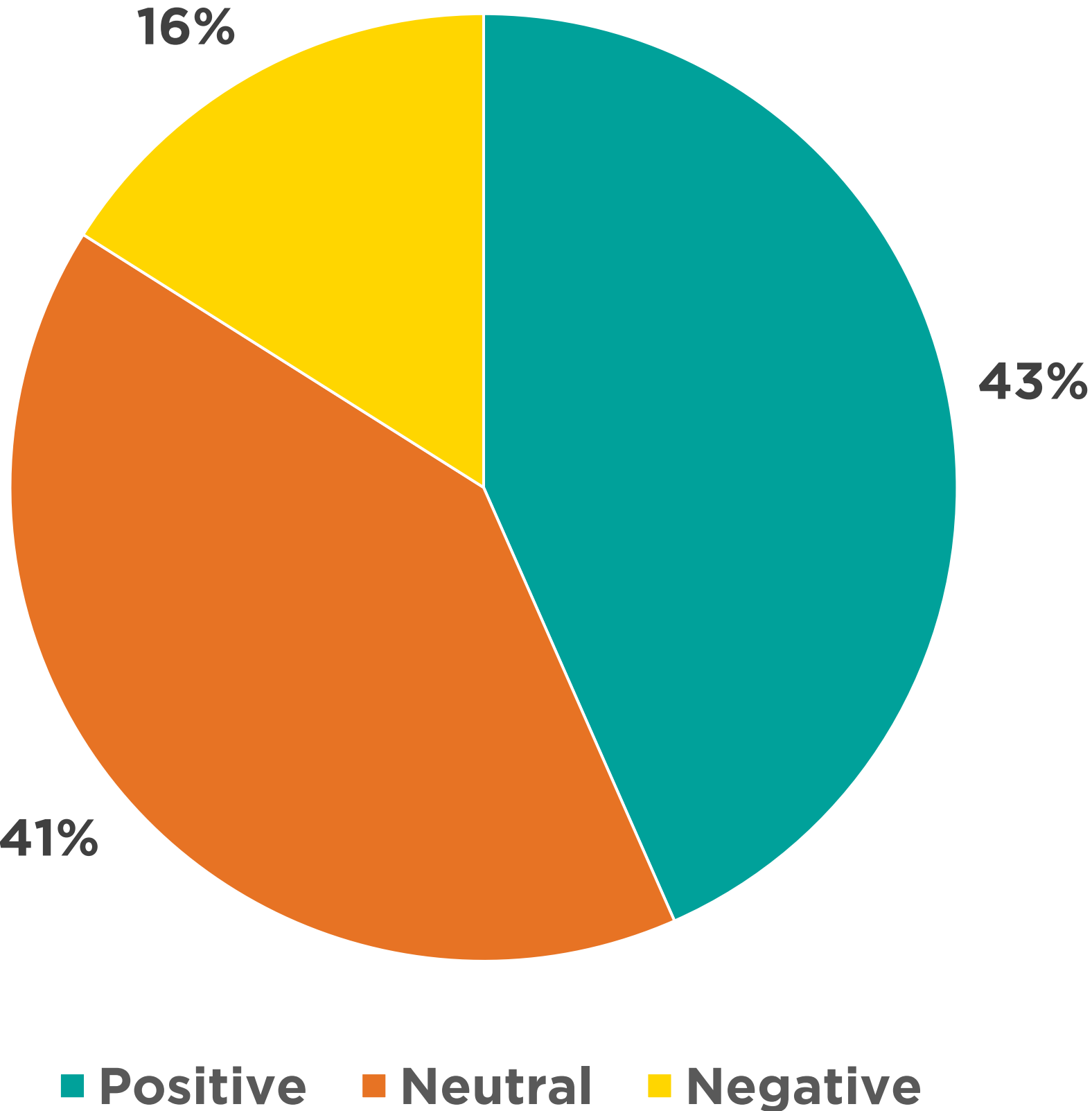
Survey Results – Question 1

How Often Do You Ride The Bus?



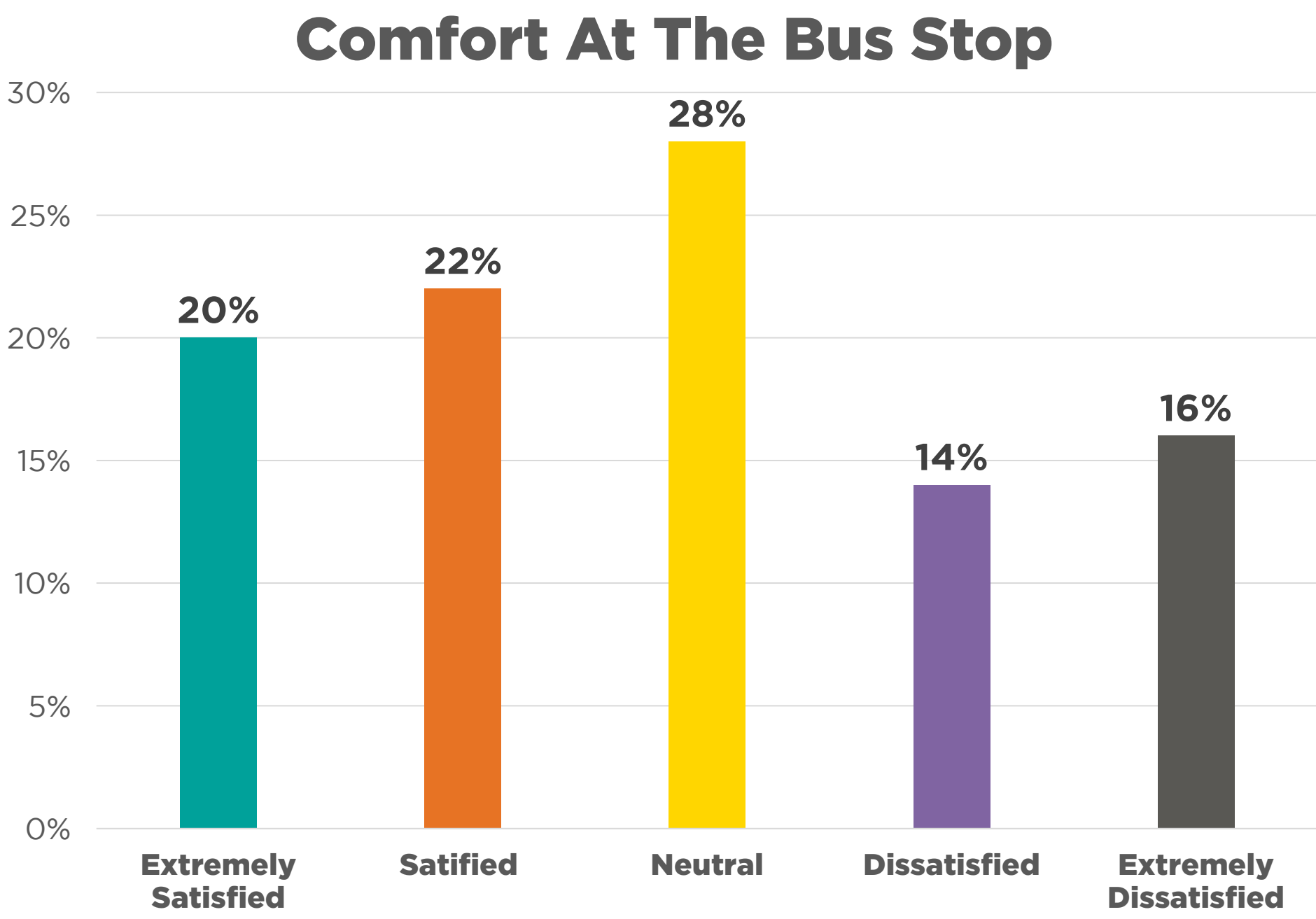
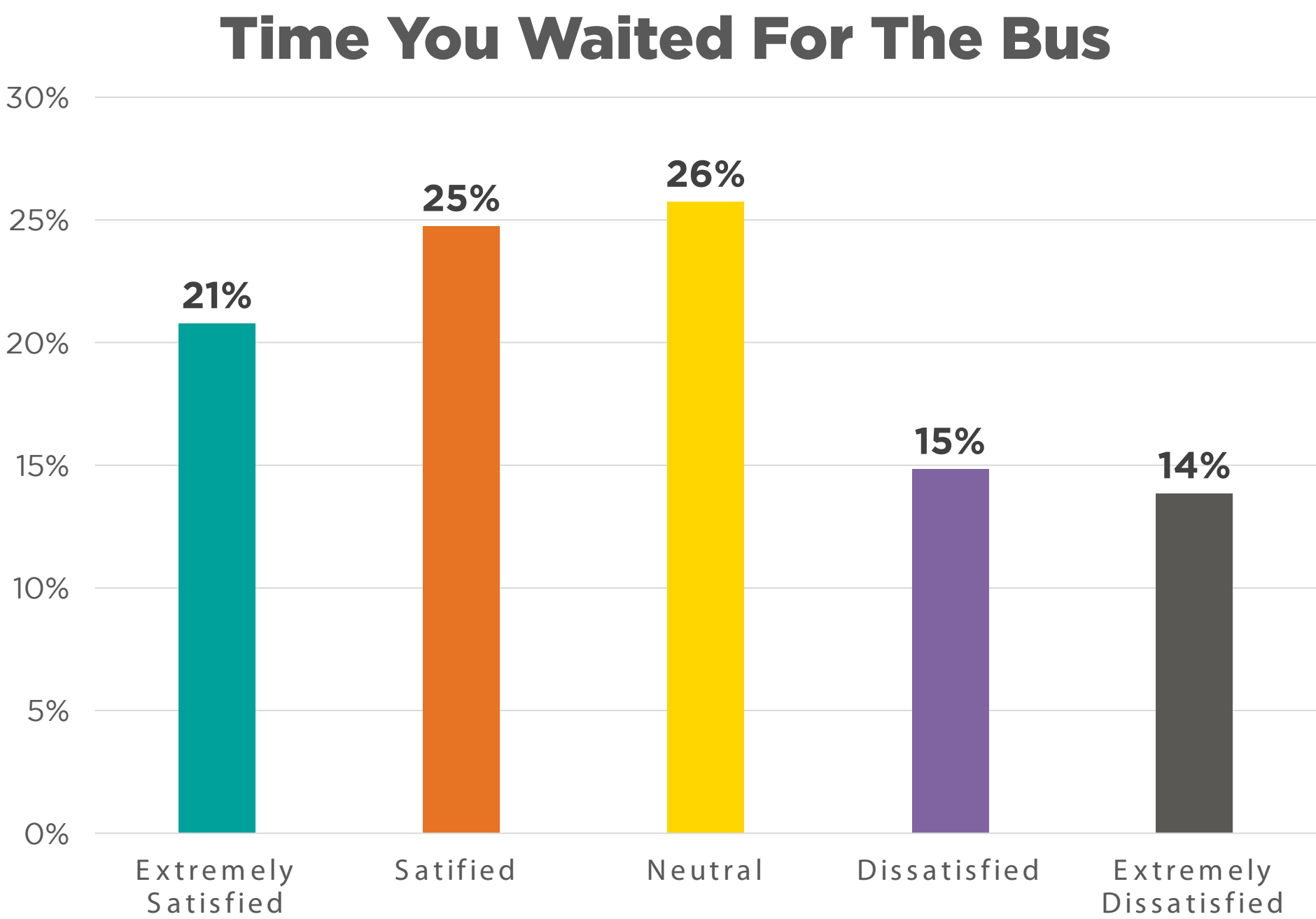
Survey Results – Question 2

What Is Your General Opinion of Vine Transit?



Survey Results – Question 3

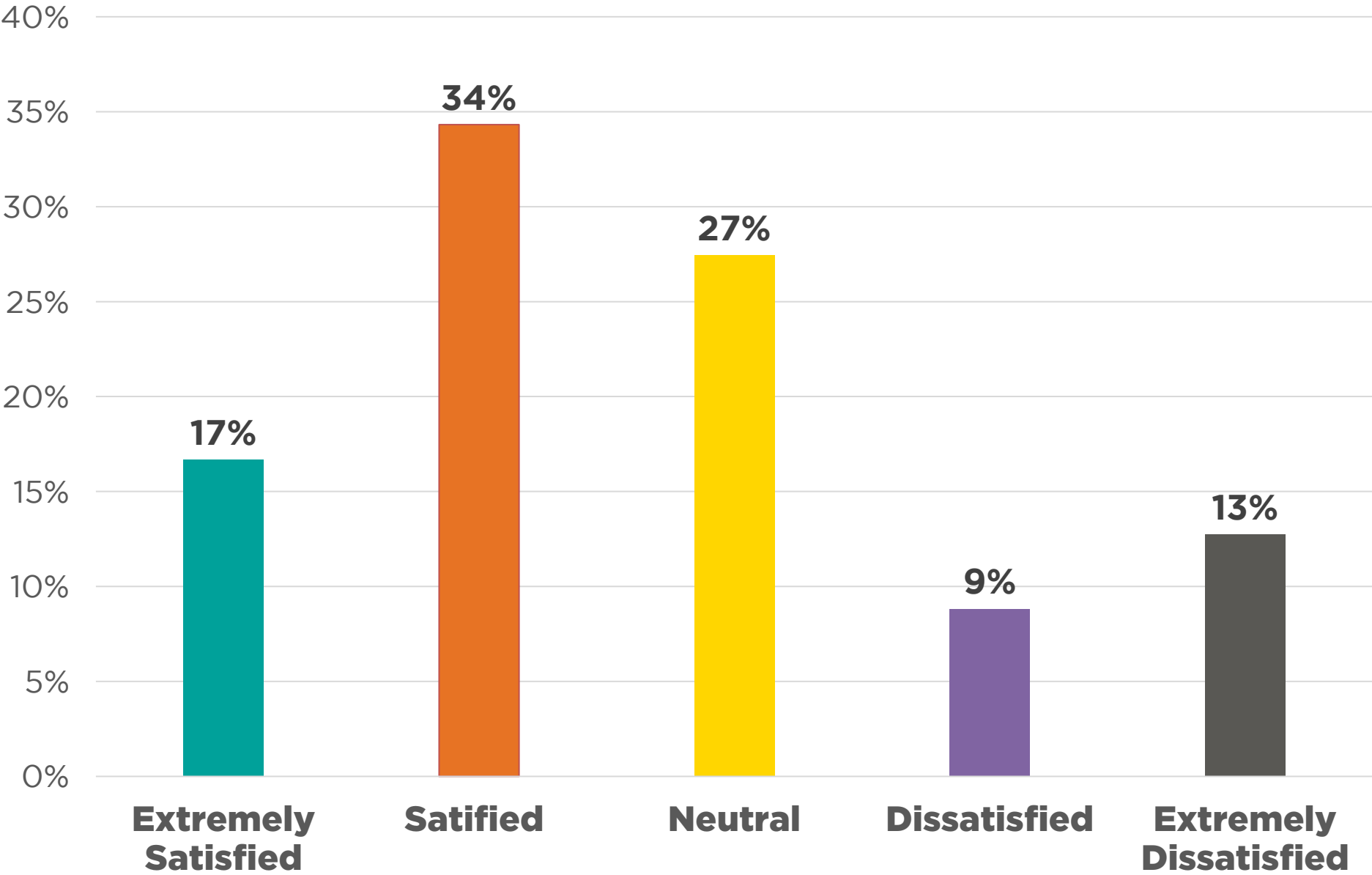
Overall, How Satisfied Are You With....



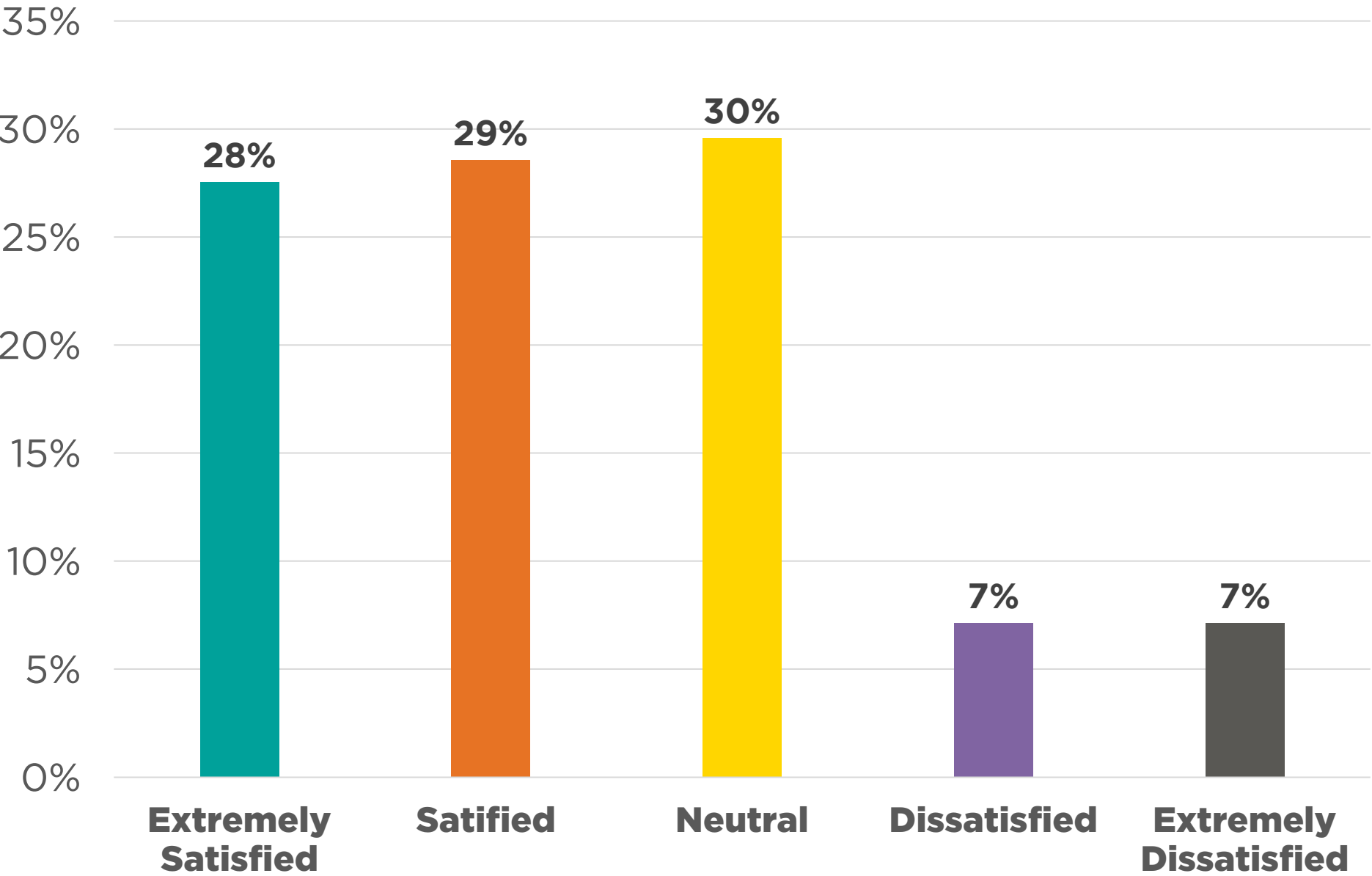
Survey Results – Question 3

Overall, How Satisfied Are You With....

Cleanliness Of The Bus Stop

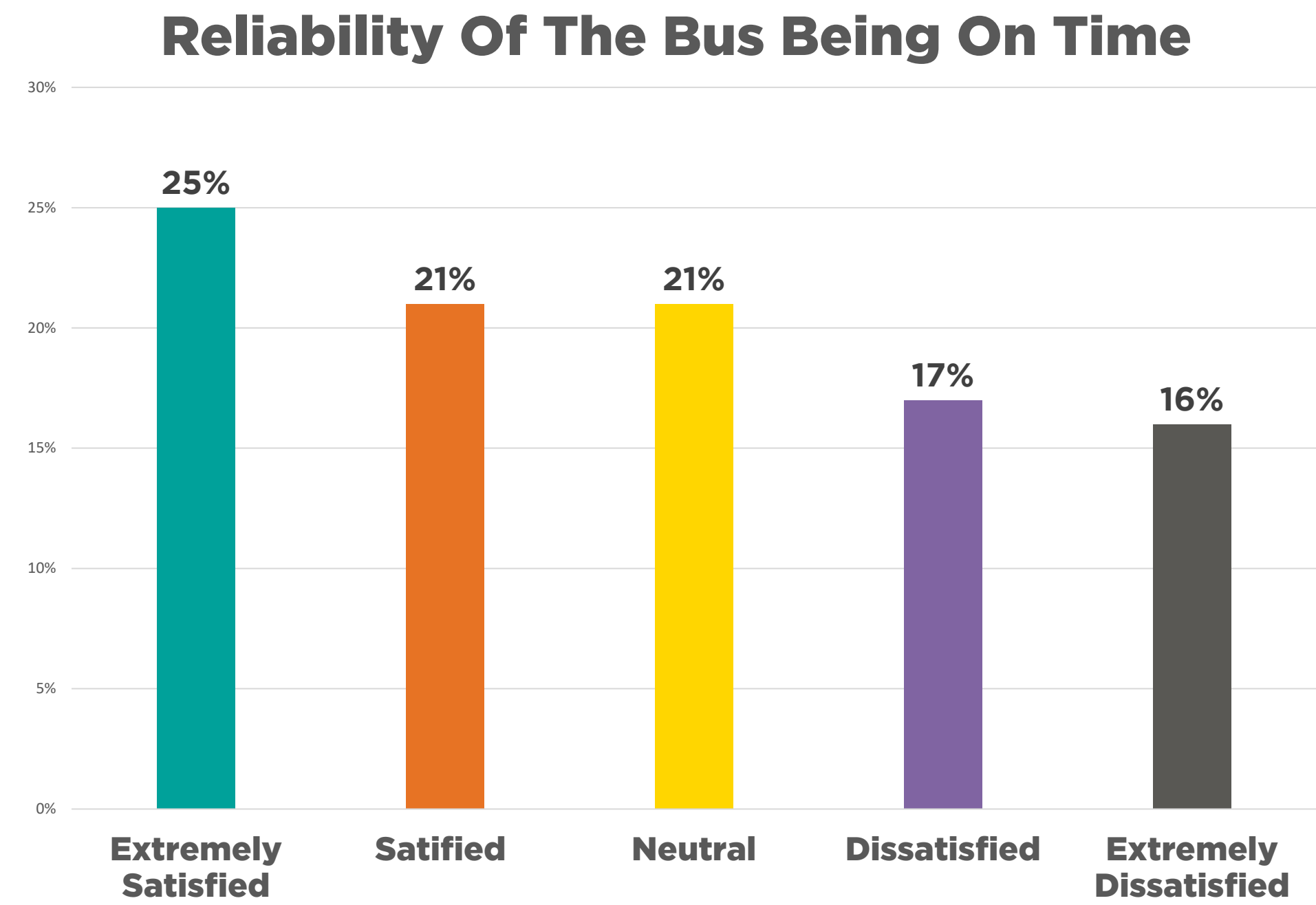
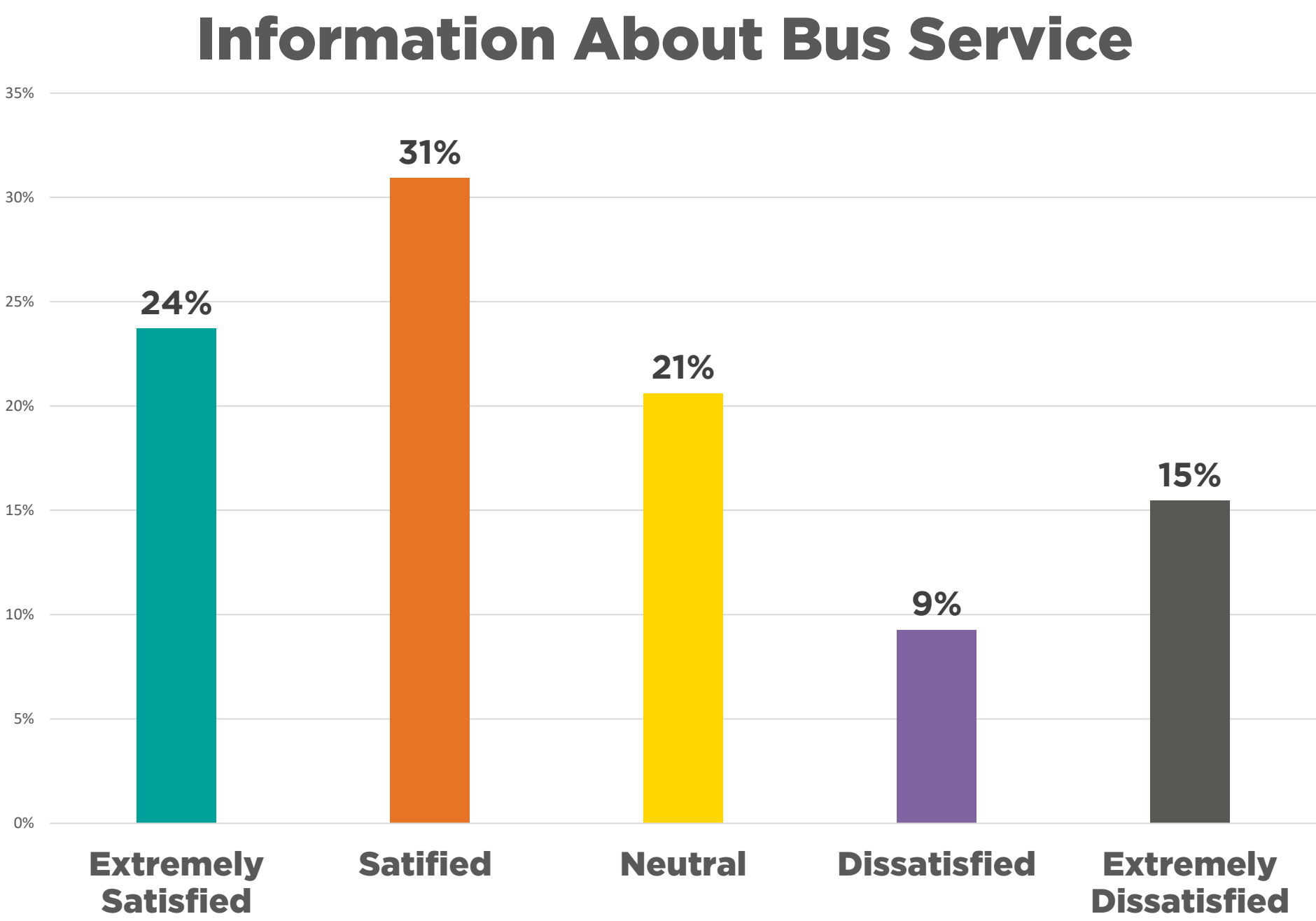


Personal Safety At The Bus Stop



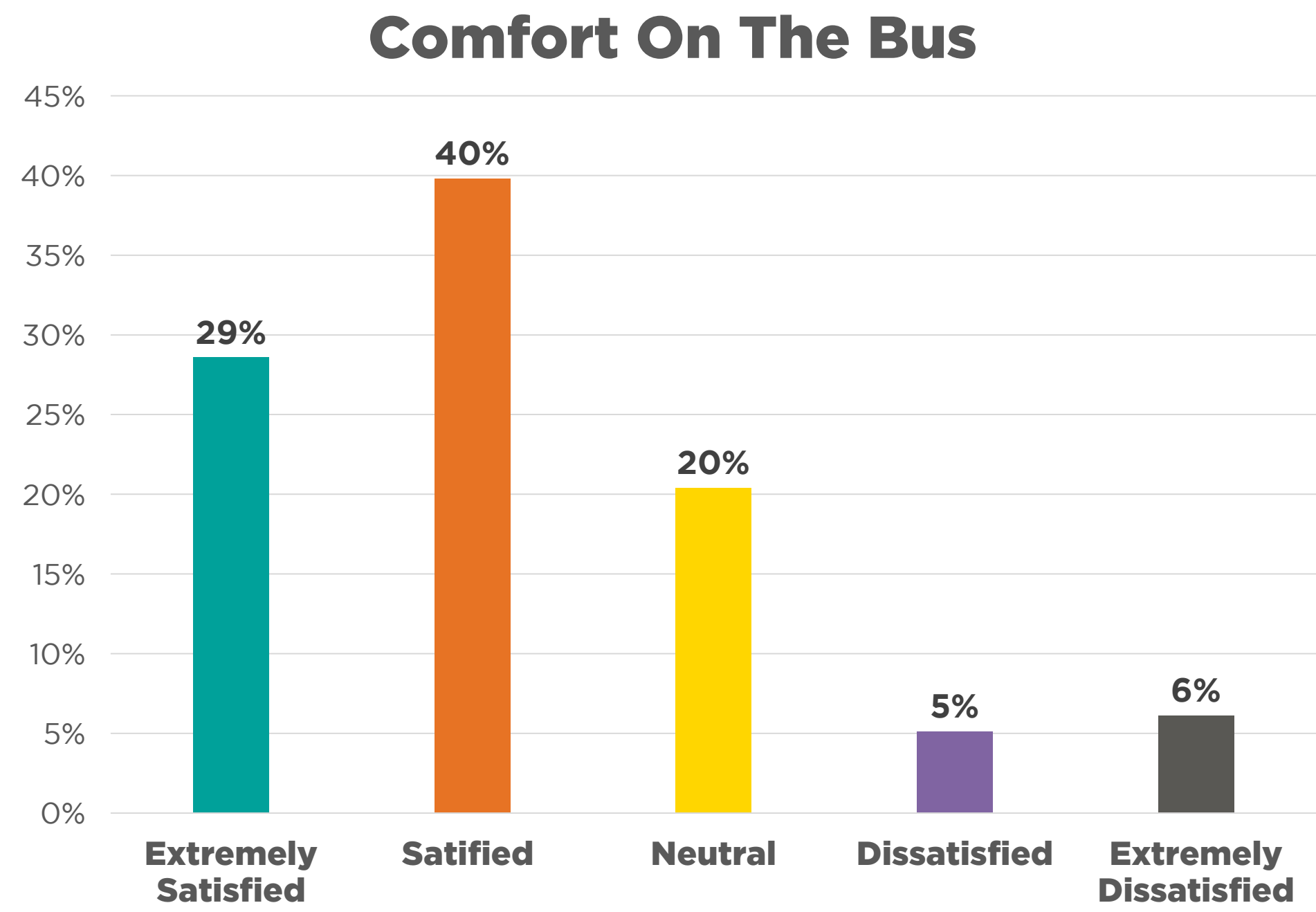
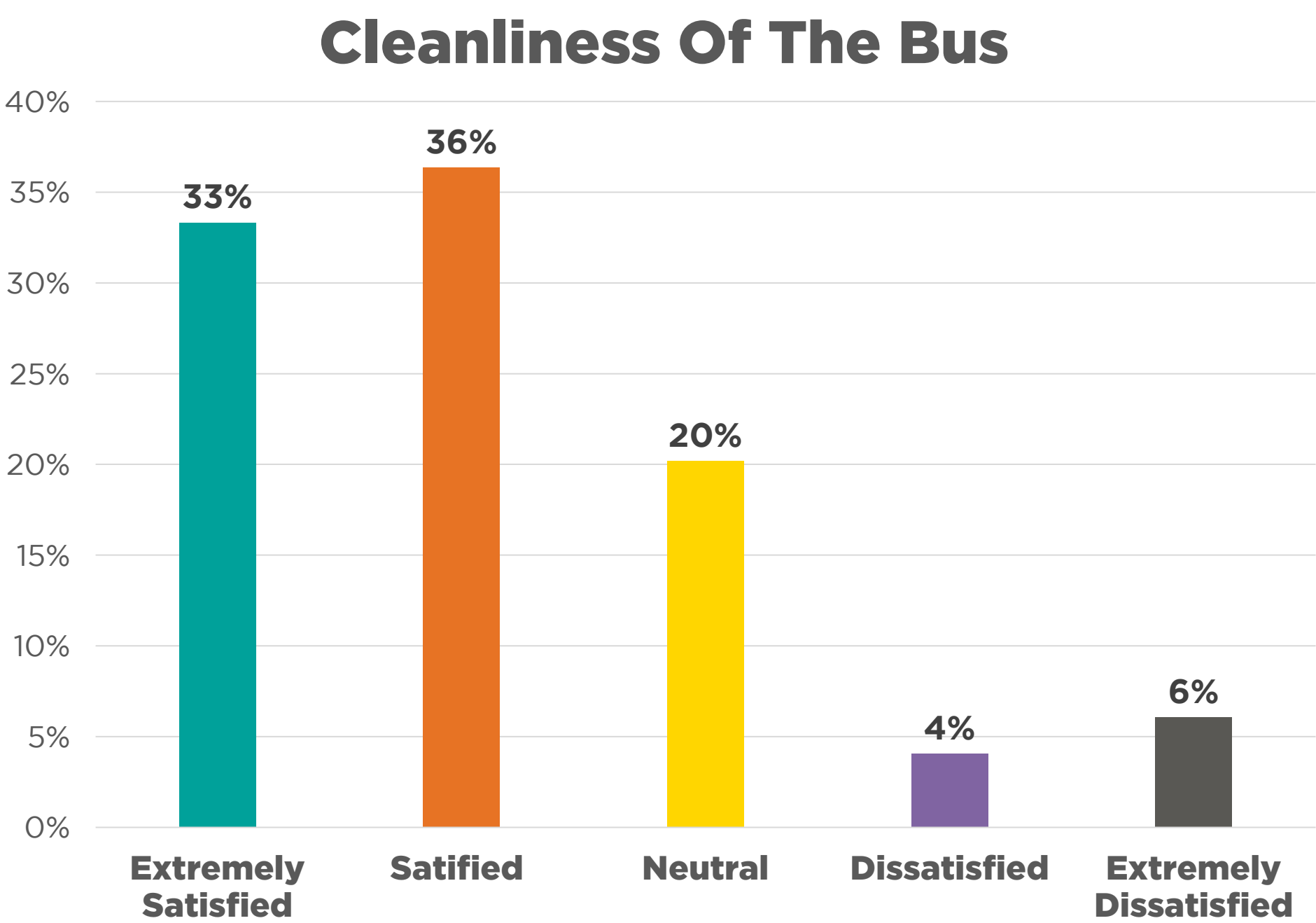
Survey Results – Question 3

Overall, How Satisfied Are You With....



Survey Results – Question 3

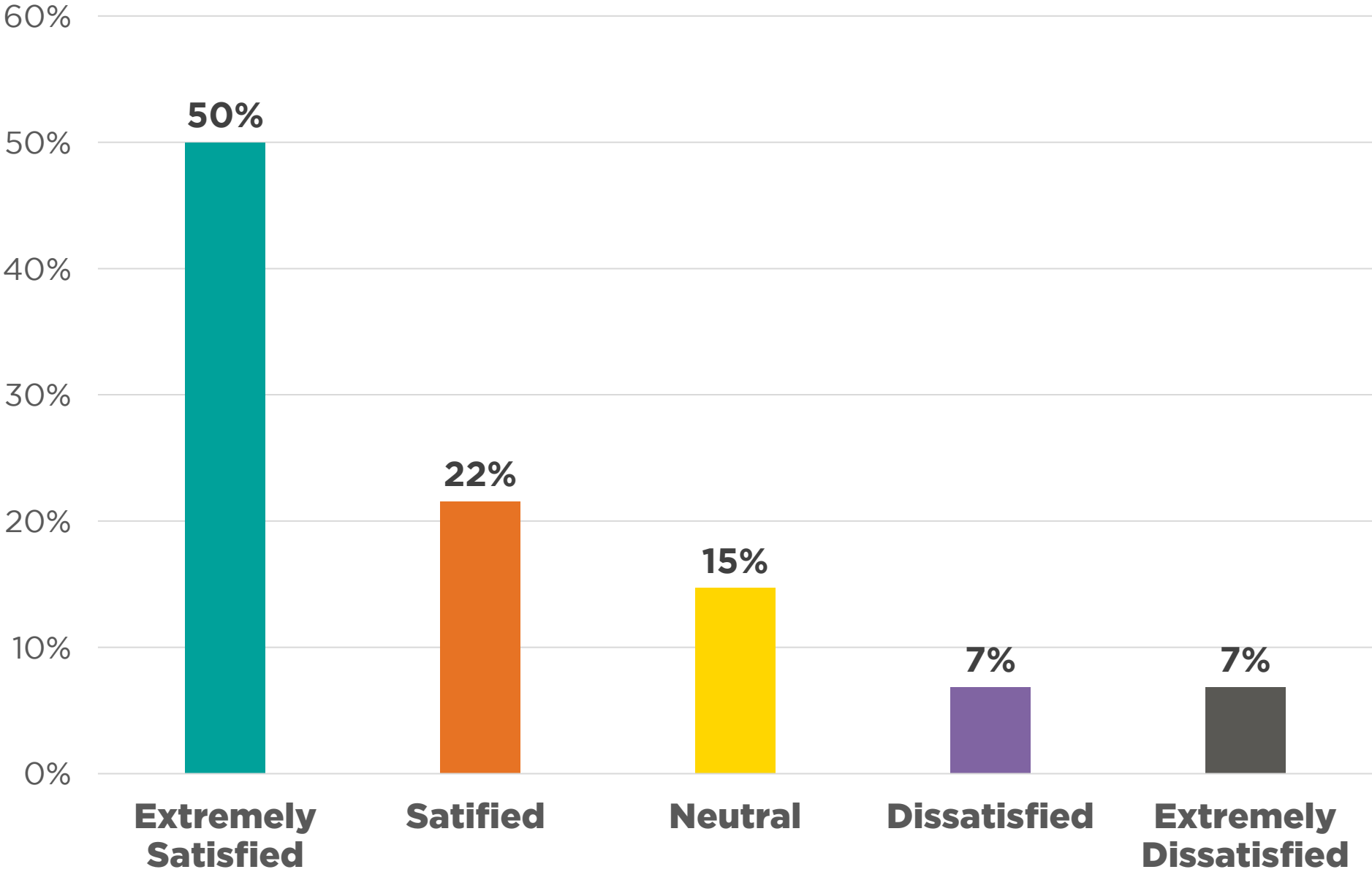
Overall, How Satisfied Are You With....



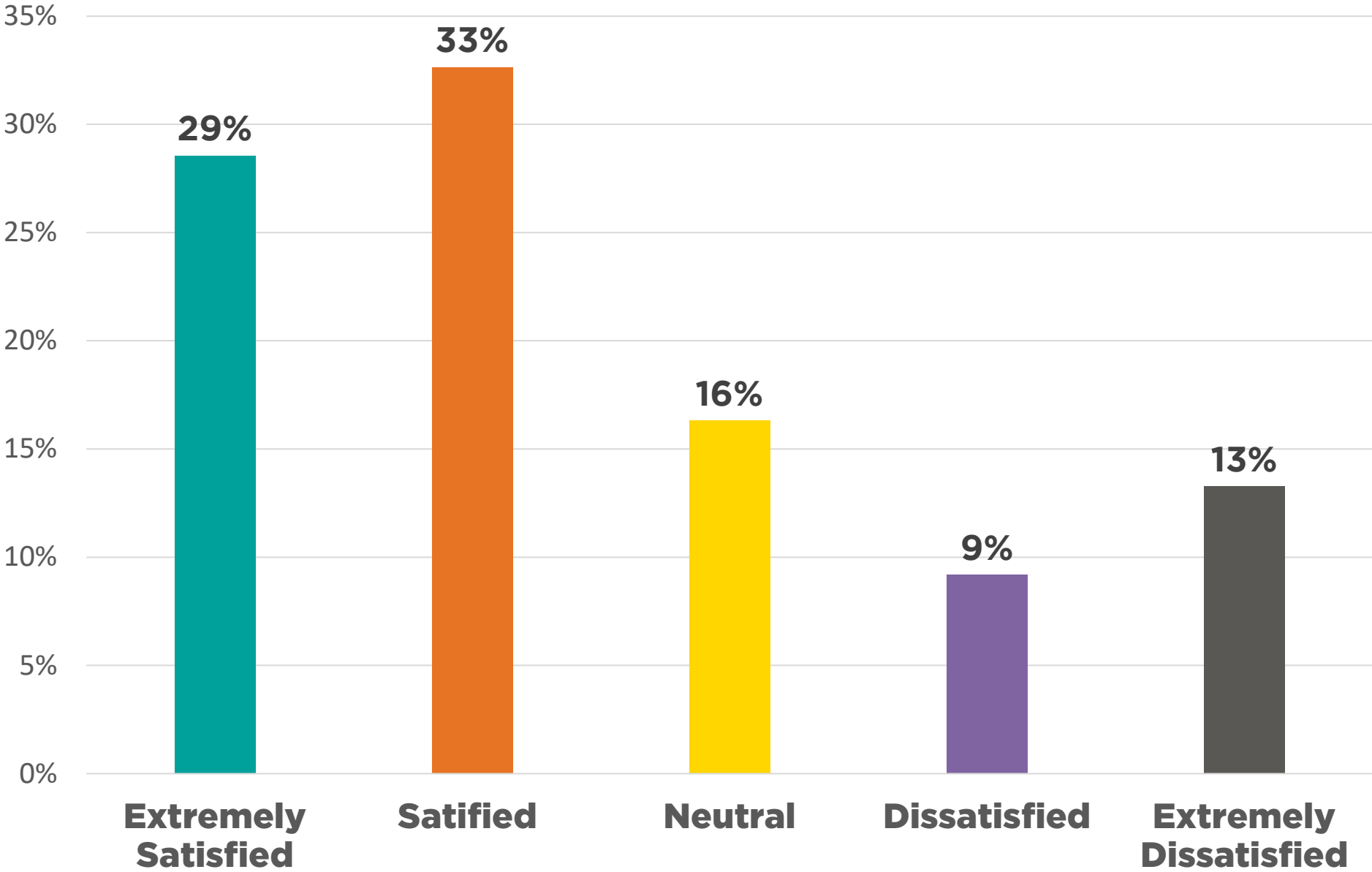
Survey Results – Question 3

Overall, How Satisfied Are You With....

Driver Behavior & Professionalism

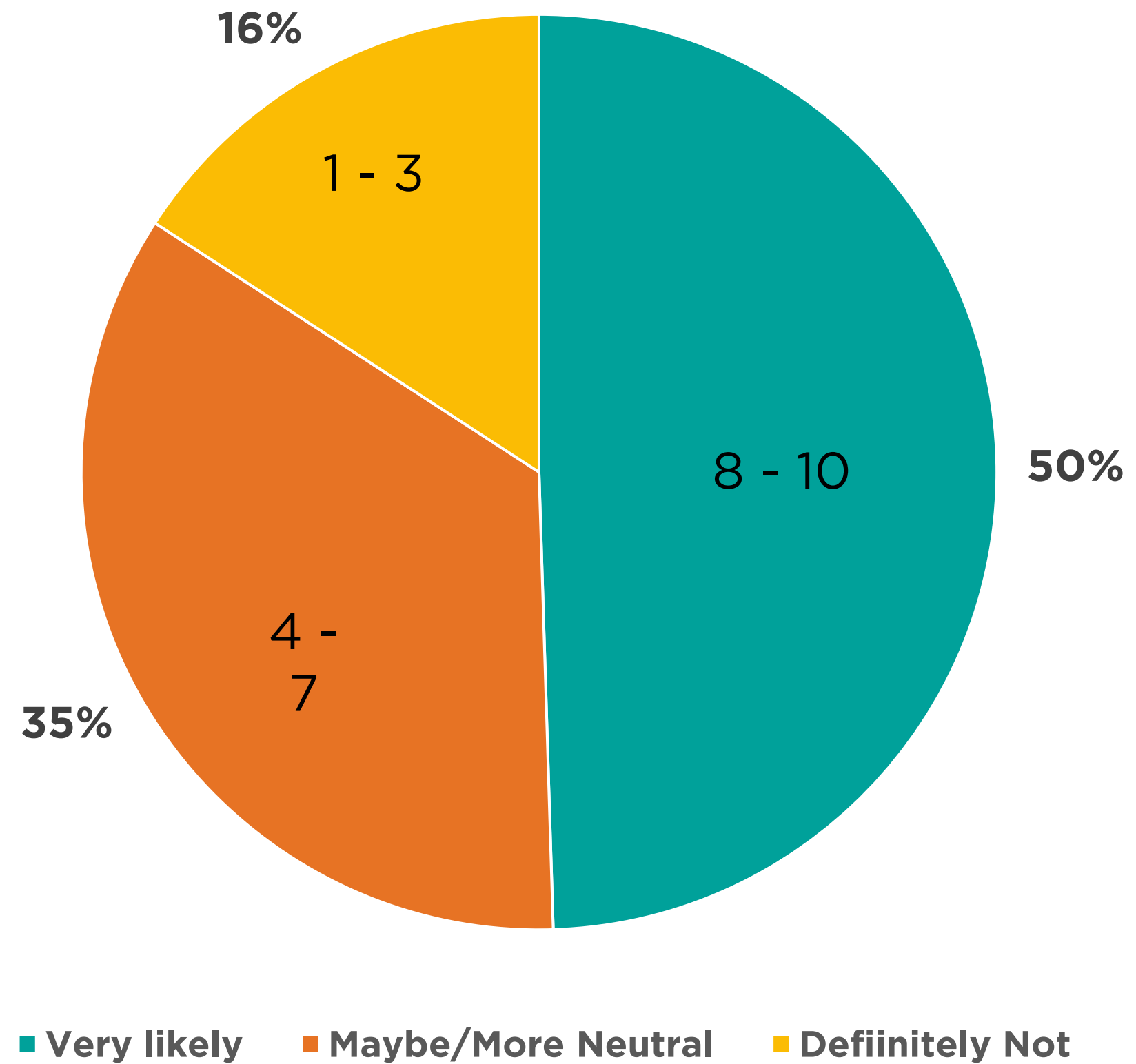


Convenience Of Bus Stop Locations



Survey Results – Question 4

How Likely Are You To Recommend Vine Transit To A Friend?



Survey Results – 72 Written Responses

Responses about specific routes

Route	Number of Responses	Feedback Summary
10	1	<ul style="list-style-type: none">• Offer a later Route 10 North Trip
11	1	<ul style="list-style-type: none">• Too much idling at timepoint stops
N	1	<ul style="list-style-type: none">• Keep fixed route service at Rohlffs Manor as on-demand is too difficult
ACT	1	<ul style="list-style-type: none">• Start service earlier and on weekends
W	3	<ul style="list-style-type: none">• Change the times of W1 & W2 to leave at different times• Eliminate W2
29	7	<ul style="list-style-type: none">• Weekend service to BART• Stop at SGTC again• Bring Route 29 up to Calistoga or coordinate the Route 10 schedule to meet Route 29• Increase frequency to every 30 minutes

Other Frequent Responses

Category	Number of Responses	Feedback Summary
Airport Service	2	<ul style="list-style-type: none">• Need direct service to SFO• Streamlined service to airport/increase frequencies to BART & Ferries
Bus Benches/Shelters	3	<ul style="list-style-type: none">• Add more benches/shelters at bus stops
Bus Seats	4	<ul style="list-style-type: none">• Some of the seats are too hard/uncomfortable
Bus On Time Performance	9	<ul style="list-style-type: none">• Bus times need to be more consistent• Reduce frequency of late buses• Wait times are too long
Pre-COVID Service	17	<ul style="list-style-type: none">• Requests to bring back certain City of Napa Routes (Route A & H)• Restore all pre-COVID fixed routes

Survey of General Public

In the second half of 2023, NVTa will do a survey of the general public, the survey above is of current riders

Comparison of Three Options

Options for August 2023

	FY 23/24 Budget	Option 1	Option 2	Option 3
Service Hours	116,400 (current)	123,128	126,515	144,000
Estimated Cost for FY 23/24	\$13,763,800	\$13,883,700	\$14,265,700	\$16,579,300
Drivers	62	65	66	72
Vehicles Operating Maximum Service	44	46	47	48
Opportunities	Keep status quo	More City of Napa & Route 10 Service; Improved on-demand wait times	More City of Napa & Route 10 Service	Restore COA from January 2020; increased ridership
Obstacles	Limited City of Napa and Route 10 Service	Change in on-demand message	Price, high on-demand wait times	Price, driver availability, vehicles



Discussion of Three Options

**What is your
preference and
why?**

Opportunities

Transit Oriented Development

Advocacy

Evening Service

On-demand from either TransDev or a Transportation Network Company

Additional Airport Service Via BART/SMART

Integrated Mapping of On-Demand and Fixed Route

Additional Airport Service



Route 29

Schedule to meet the BART Red Line to SFO

Add Nine Roundtrips Saturday and Sunday

Route 10X

Extended Service to Santa Rosa

Three Roundtrips on AM and PM Weekdays and Weekends

Stops at Santa Rosa Airport, SMART Airport station and Transit Mall

Route 25

Extended Service to Petaluma Transit Mall

Eight Roundtrips on Weekdays and Five on Weekends

Stops at SGTC, Imola Park & Ride and the Petaluma Transit Mall (located right by the Petaluma SMART station)



Additional Airport Service Maps



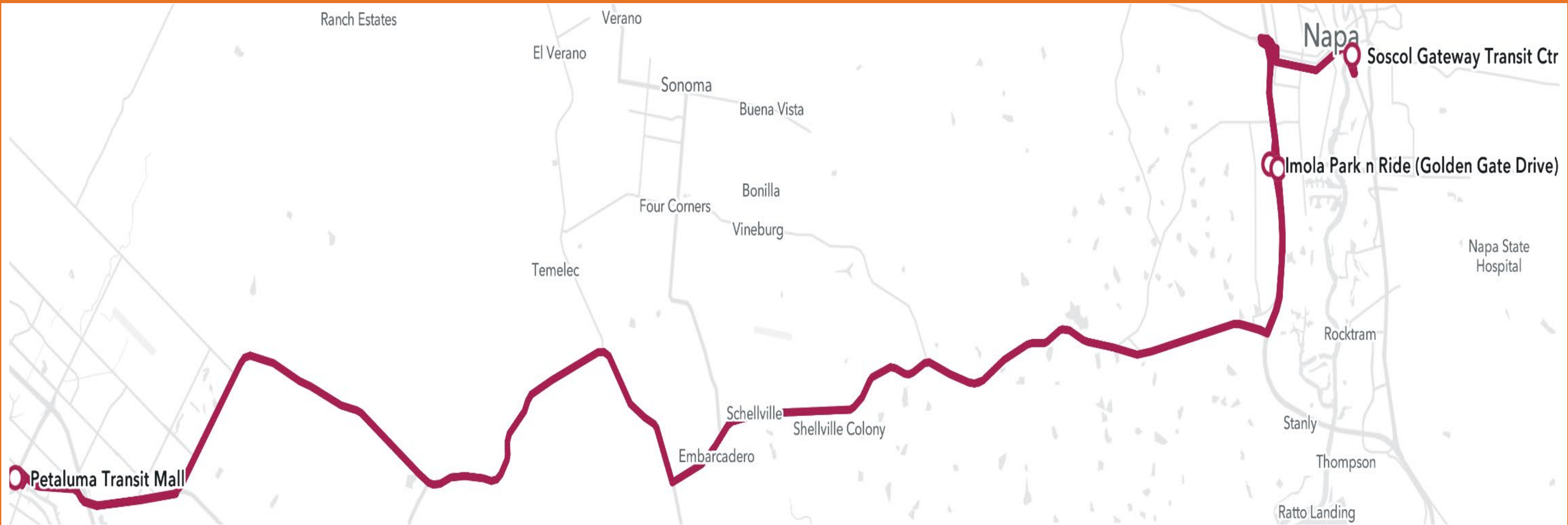
Route 10X Ext.



Additional Airport Service Maps



Route 25 Revival



Comparison of Airport Opportunities



	FY 23/24	Route 29 Weekend Service	Route 10X Revival	Route 25 Revival
Service Hours	116,400 (current)	125,445	125,687	122,148
Estimated Cost for FY 23/24	\$13,743,800	\$14,145,000	\$14,172,300	\$13,773,200
Drivers	62	67	66	65
Vehicles Operating Maximum Service	44	49	48	47
Opportunities		Airport and other SF and Oak weekend trips	Service to Santa Rosa and directly to SC Airport	Service to Sonoma County and SMART
Obstacles		Drivers, Cost, Funding	Drivers, Vehicle Charging, VineGo, Cost, Unproven Demand, Loss Efficiency Funding of \$1.6 M	Drivers, Vehicle Charging, VineGo, Unproven Demand, Loss Efficiency Funding of \$1.6M

VineGo Implications

New Service Areas = Must offer complementary paratransit service

Route 10X

Would have to coordinate with Sonoma County Transit to transfer riders. When Vine Transit used to operate to Santa Rosa, that rendezvous point was by the Coddington Mall

Route 25

Would have to coordinate with Sonoma County Transit to transfer riders. When Vine Transit used to operate Route 25, that rendezvous point was by the Sonoma Plaza

Implications

- Higher mileage
- Higher VineGo costs
- Less VineGo vehicles & drivers available for nearby service as they would have to travel much further distances



Discussion of Additional Airport Service

Discussion of Airport Opportunities

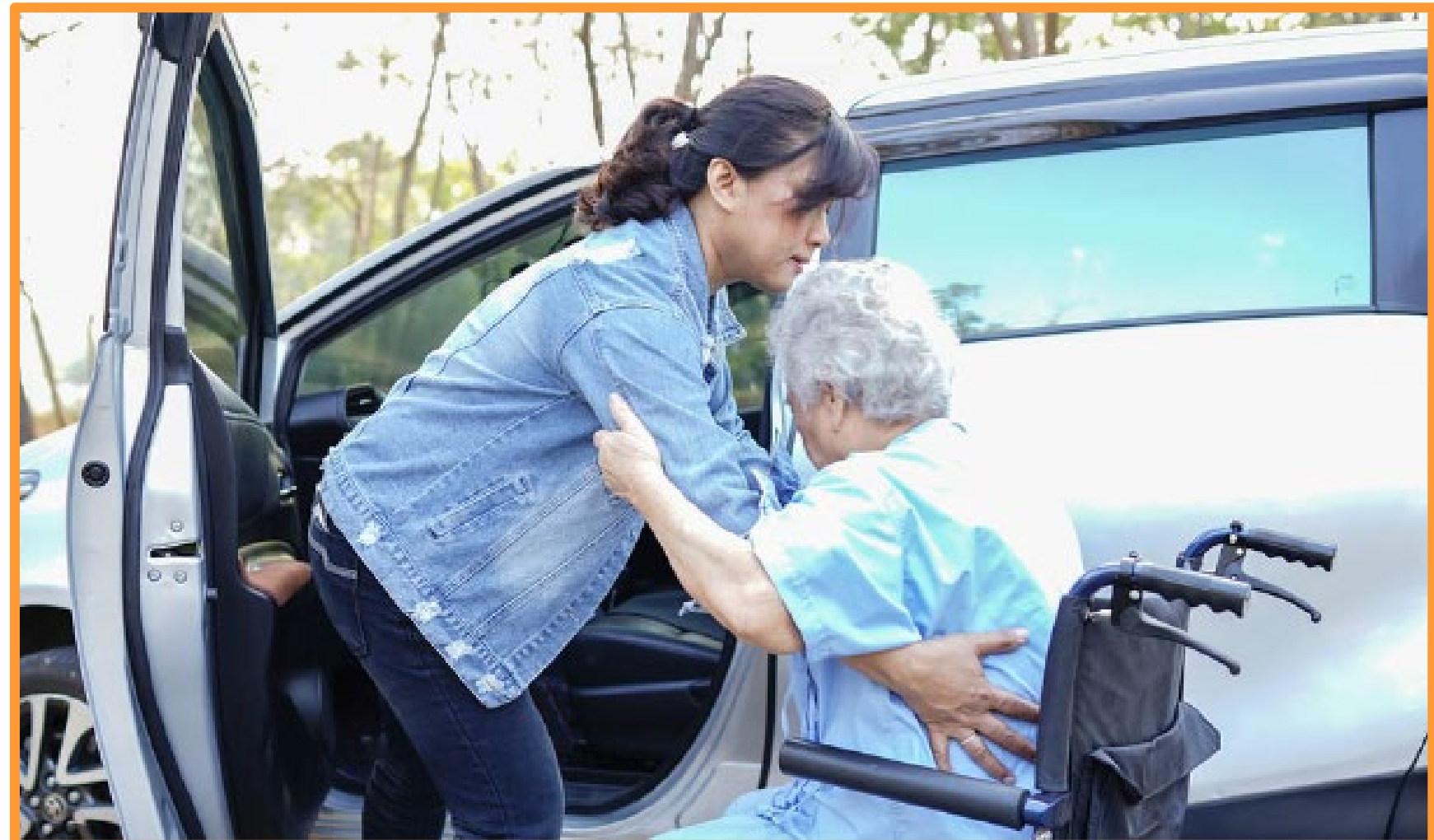
05

Accessible Transportation Needs Assessment

Accessible Transportation Needs Assessment

Existing Conditions Key Findings

- Limited access to healthcare, especially facilities outside Napa County
- Misconception that existing transportation programs and services are only for accessing healthcare services
- Seniors and individuals with disabilities living in rural locations, or those without access to technology are particularly disadvantaged



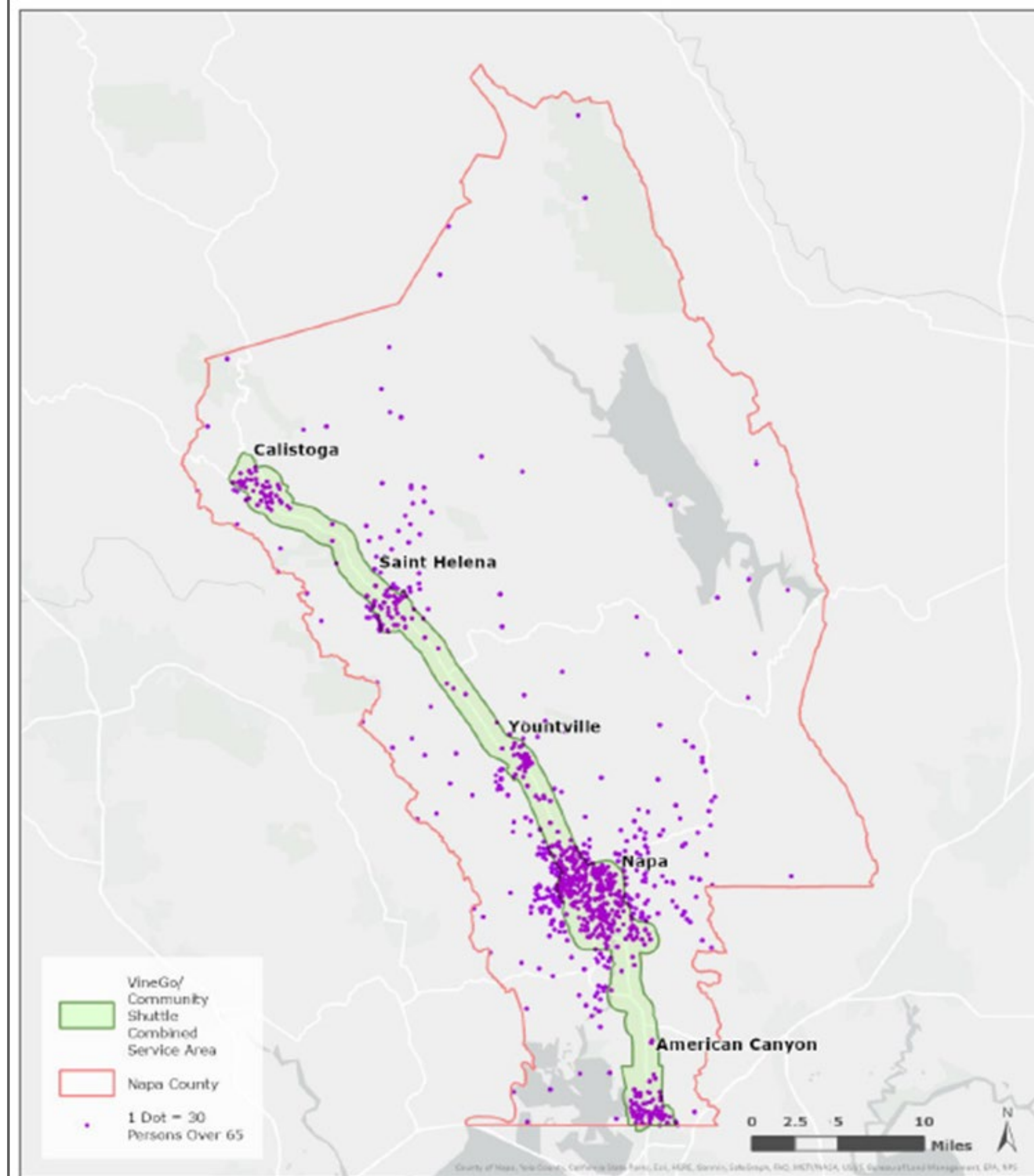
County Population 65 +

Each Dot = 30 Residents

**Largest concentration of over 65 residents-
City of Napa**

**Green Border = VineGo ADA service
boundary**

**The largest concentration of seniors that
live outside the public transit/VineGo
service area are in the unincorporated
areas to the east**



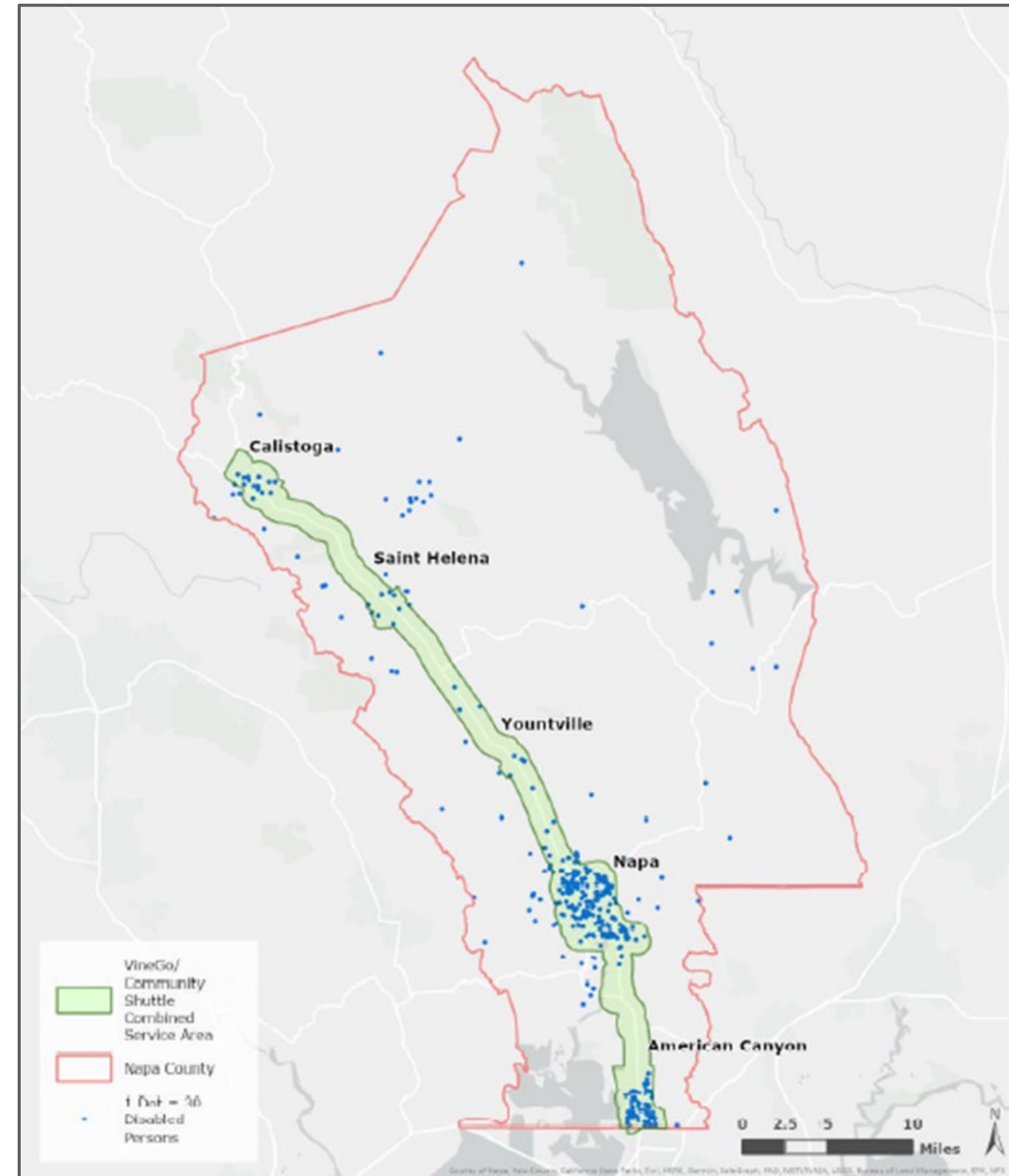
County Disabled Pop.

Each Dot = 30 Disabled Individuals

Most Individuals with Disabilities are living in service area

Green Border = VineGo/ADA Service Boundary

The largest concentration of disabled individuals that live outside the transit/VineGo service area are in the western areas of the county



Source: *Us Census, American Community Survey 5-Year Estimate (2021), Table B23024*

Survey Results

Survey open January 15-March 17

339 responses received.

KEY FINDINGS

The largest barrier(s) to using public transportation:

- Frequency (bus does not come often enough, general unfamiliarity with routes and services)
- Location of bus stops (too far from home or destination)
- Perceived safety issues

How are these individuals currently getting around?

- Predominate mode is vehicles, most still drive or are being driven by others

What transportation services are most critical to seniors and individuals with disabilities?

- Point-to-point services or on-demand
- Voucher systems/scrip payments to assist with cost



Accessible Transportation Needs Assessment

Peer Review



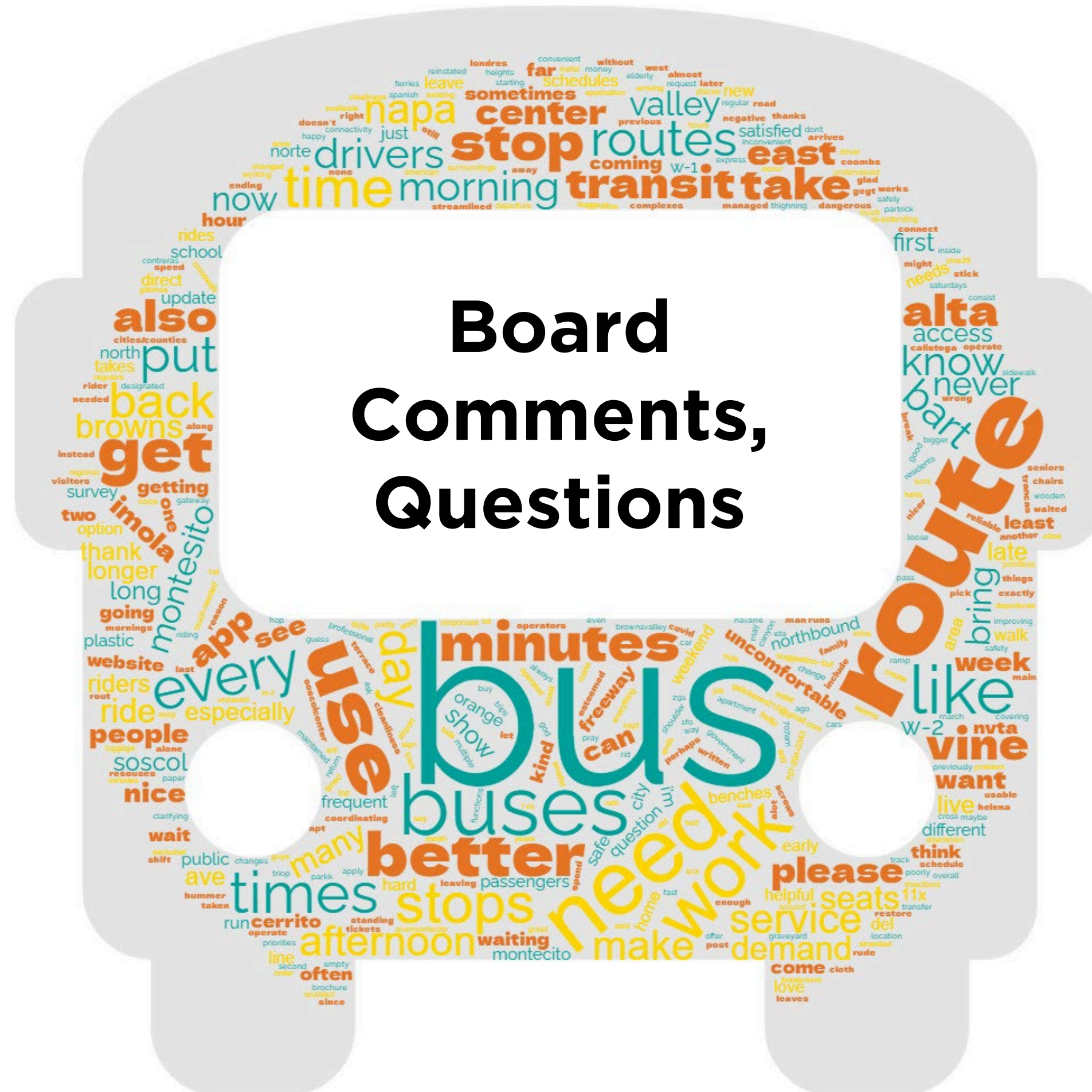
- A Peer review of similar counties shows potential for similar types of services for special needs populations in Napa County
- El Dorado County-HHS Operates a Senior Shuttle for 60 and older. Cost to rider is \$2.00 donation for local rides or \$5.00 for out of county
- Lake County-MediLink non-profit provider for seniors and disabled individuals to access out-of-county medical. Rider cost is \$10 one-way, \$20 round trip

Next Steps

- Coordinate and work with partnering agencies and non-profits to address needs
- Plan to be Finalized by Spring 2024

Wrap Up

Board Comments, Questions



Convene to Bus for Vine Bus Maintenance Tour

