

# EXECUTIVE DIRECTOR'S REPORT

## JULY 2023

# NVTA

The following is a general summary of activity at Napa Valley Transportation Authority and Vine Transit:



Dexter joined NVTA this month in the position of Assistant Program Planner Administrator. Dexter grew up in Brooklyn, New York and currently resides in Vallejo. He holds a bachelor's degree in Community Studies from University of California, Santa Cruz. Dexter's experience includes various internships that employed his passion for youth activism, urban planning, and community engagement. Most recently, he worked for the Community Development Department at the City of Watsonville. In Dexter's spare time, you may find him taking road trips with his cats. On behalf of the Board and NVTA staff: welcome, Dexter!



I mentioned last month that NVTA completed the first Federal Transit Administration triennial review in over four years and that we had six minor findings, all which were procedural in nature. Since then, NVTA staff provided clarifying documentation. On July 7, FTA staff provided the final review and reduced the findings to just four.



V-Commute is NVTA's travel demand program. The team works with employers and encouraging individuals to use non-SOV (single occupancy vehicle) commute modes. To administer the program, NVTA uses the Ride Amigos platform. The platform allows participants to record commuter trips using alternative modes and incentivizes behavior by accruing points for participation that can be converted to goods and services. NVTA recently awarded a contract to Next Steps Marketing to provide outreach and support services. Since NVTA awarded the contract, the V-Commute outreach coordination team has had seven employer meetings to date, and participation in the program has grown by 238% - or from 260 participants to 957 participants.