

## MEMORANDUM

**To:** ATNA Stakeholders  
**From:** ATNA Project Team  
**Date:** February 6, 2025  
**Subject:** Draft Strategies for ATNA Consideration

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Thank you very much for your sustained interest and support of the NVTA Accessible Transportation Needs Assessment (ATNA). We're excited to share with you draft strategies and recommendations for helping to bridge the access and mobility gaps and needs for Napa County's older and/or disabled populations. These strategies serve as a menu of options for recommendations for stakeholders to choose from for priority implementation. Once strategies are selected as priority, NVTA will convene an implementation working group, comprised of partners responsible for providing services, to make decisions on timeline, roles, and responsibilities.

During **our upcoming meeting on February 10, 2025**, we will be working to refine and prioritize these strategies for inclusion in the final ATNA plan. Your active participation is appreciated. **If you cannot attend, we will follow up with you by email.** We are also available to respond to your questions by email. Please be sure to contact all the following members of the Nelson\Nygaard project team:

- Naomi Armenta ([narmenta@nelsonnygaard.com](mailto:narmenta@nelsonnygaard.com))
- Sophia Constantine ([sconstantine@nelsonnygaard.com](mailto:sconstantine@nelsonnygaard.com))
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The strategies are provided below. Each strategy includes the rationale, short-term and long-term action items, high-level cost estimates, implementation partners, and implementation progress. Before introducing the draft strategies, please keep the following in mind:

- These strategies were developed using data from the ATNA Existing Conditions Report, Peer Review, and suggestions at Stakeholder Meetings 1 and 2 and the July 2024 Public Meeting and took into consideration the findings of the NOAA study.
- The inclusion of a strategy does **not** guarantee that funding is available but will define strategy lead agencies, and partner agencies or organizations.
- **Cost estimates are high-level estimates for start-up and the first-year program operations.** These were developed from Nelson/Nygaard's previous work on multiple studies and assessments around the United States, along with any relevant knowledge from peer jurisdictions.
- NVTA is eager to collaborate and recognizes that **implementing these recommendations requires a collective effort and will require other organizations to take a leading role or partner with NVTA** to accomplish specific strategies.

The future of transportation in our communities depends on the strength of the connections and partnerships we build through plans like these. This process is your opportunity to actively shape solutions and drive meaningful change for better mobility for older adults and disabled populations.

We look forward to our meeting about this on February 10.

Thank you so much!

## SUMMARY OF STRATEGIES

Number	Strategies	Cost	In Progress?
1	Build partnerships with healthcare providers.	Low	
2	Expand non-NVTA transportation options and providers.	Medium	Yes
3	Service to medical facilities in neighboring counties.	Medium	Yes
4	Institute a dedicated mobility manager and recurring committee responsibilities.	Low	Yes
5	Develop a user-friendly one call/one click program.	Low	Yes
6	Improve transportation awareness and access through targeted outreach to older adults.	Low	Yes
7	VineGo service expansion.	High	
8	Reduce cost barriers to transportation.	Low	
9	Implement universal design.	High	
10	Pursue new funding sources and options.	Low	
11	Prepare for coming innovations in accessible transportation.	Unknown	

Note: The numbers next to each strategy do **not** indicate or imply any sort of priority. They are simply available for easy reference if you have questions or comments for the project team.

# 1 BUILD PARTNERSHIPS WITH HEALTHCARE PROVIDERS

## Strategy Considerations and Rationale

Medical transportation is among the key gaps identified in the ATNA existing conditions review. The Napa County Older Adults Assessment (NOAA) identified transportation, especially transportation to medical appointments, as a key need and barrier. During ATNA project outreach, attendees shared they struggle to get to medical appointments because of a lack of transportation options, especially in Up Valley and American Canyon. Stakeholders are familiar with some transportation options offered by healthcare providers, but had difficulty navigating these options or understanding if they qualify to use them. NVTA's fixed route Vine services, community shuttles, and VineGo provides good coverage for in-county medical trips, but improvements in medical transportation options and partnerships between NVTA and healthcare providers are needed to provide easier patient access.

## Short-Term Actions

### **Offer recurring transportation information meetings with medical providers to share transportation services available:**

NVTA, medical providers, and other transportation providers (for example, Molly's Angels) host regularly scheduled quarterly calls to share information on what options are available for transportation to medical appointments. NVTA shares information on public transportation options. Medical providers share information on transportation services they offer, how to access those services, and who qualifies. Other providers share information on the services they provide. Healthcare staff would be better informed to provide information to clients about what services are available to them. NVTA would be better informed when riders call them asking for transportation to medical appointments. This could be supported by the Aging and Disability Resource Center (ADRC) or incorporated into a one-call/one-click program.

- Lead: NVTA, HHS, Healthcare providers.

**Train healthcare providers to assist clients with paratransit applications:** Once healthcare providers are fully aware of what services NVTA offers, including VineGo, NVTA can partner with healthcare providers to educate them on paratransit applications and set them up to assist their clients and families with applications for VineGo services. Rather than referring clients to NVTA to apply, healthcare providers can assist with completing paratransit applications directly or partner with NVTA to host on-site paratransit applications and eligibility assessments.

- Lead: Healthcare providers, NVTA

## Long-Term Actions

**Medical trip shuttles operated by a countywide non-NVTA organization:** As highlighted in the Peer Review, El Dorado County offers a shuttle to medical trips. El Dorado County, not the transit agency, owns the van and partners with a volunteer driver to drive older adults to medical appointments and around town. Napa County could replicate this service. This would require the County to purchase a van and partner with a volunteer driver to operate the vehicle.

- Lead: Napa County, Volunteer Driver Organizations

**Support transportation offered by private and non-profit providers (fares and fare-free):** NVTA previously served St. Helena Hospital, but no longer does due to cost constraints and logistical challenges. Private and non-profit healthcare providers can fill this gap, either by directly operating shuttles or hiring skilled operators, such as existing non-emergency medical transportation (NEMT) providers serving the region.

- Lead: Healthcare Providers

## Implementation Considerations

<b>Cost Estimate</b>	Low Cost (less than \$500,000)
<b>Implementation Partners</b>	Healthcare providers, Department of Health and Human Services, Aging and Disability Resource Connection, NVTA
<b>In Progress?</b>	Not started

## 2 EXPAND NON-NVTA TRANSPORTATION OPTIONS AND PROVIDERS

### Strategy Considerations and Rationale

NVTA has fixed resources and mandates and cannot provide all of the senior transportation services mentioned in the NOAA report or in the ATNA. NVTA can help support volunteer driver programs and other transportation programs offering supplemental services to NVTA fixed-route and ADA paratransit services.

### Short-Term Actions

**Offer marketing materials for volunteer driver programs and recruitment of new volunteer drivers:** Information about Molly's Angels and other volunteer driver programs could be included in locations where existing NVTA transportation service materials are distributed. These materials, which would be developed by the transportation organization and provided to NVTA, should include information on recruiting potential volunteers

- Lead: Volunteer driver programs, NVTA

**Provide driver training for the Shared Vehicle Program:** The Shared Vehicle Program requires a Class B drivers license to drive the vehicles available. NVTA should offer training and opportunities for potential drivers to take the test to get a Class B drivers license. This would expand opportunities for community-based programs to use a vehicle from the Shared Vehicle Program and potentially help grow the supply of volunteer drivers. Additional feasibility to provide this training is needed and not within the scope of the ATNA. If deemed infeasible by NVTA, partnering organizations that offer trainings (for example, Sonoma State University offers bus CDL training and Easterseals offers disability sensitivity training) can at least be recommended and promote for interested parties. Trainings may also be specifically centered around drug/alcohol compliance and disability sensitivity.

- Lead: NVTA, Driving trainers

**Market the Shared Vehicle Program:** Increase marketing for NVTA's Shared Vehicle Program. Drop off printed marketing materials at partner locations and provide information to volunteer driver organizations and community-based organizations. This should include information on how to use the program.

- Lead: NVTA

**Acquire a van or small vehicle:** Consider acquiring a van or other smaller vehicle for the shared vehicle program that does not require a CDL and is wheelchair accessible. NVTA is exploring this option.

- Lead: NVTA

### Long-Term Actions

**Offer door-through-door and volunteer driver programs:** Door-through-door transportation refers to assistance provided to older adults and individuals with disabilities between the vehicle and the door of their home or destination. NVTA could partner with Molly's Angels to promote their door-through-door program and help supplement NVTA's service.

- Lead: NVTA, Molly's Angels

**Start a mileage reimbursement program for door-through-door/volunteer driver programs:** NVTA could work with Molly's Angels and the Napa/Solano Area Agency on Aging to identify funding for a volunteer driver reimbursement program. Reimbursing volunteers may incentivize more driver participation. Alternatively, NVTA could apply for 5310 grant funds to offer a mileage reimbursement program for seniors or individuals with disabilities for them to reimburse their friends, family members, or neighbors for providing them with transportation in their personal vehicles. One example of this program is El Dorado's MY RIDE program.

- Lead: NVTA, Molly's Angels, Napa/Solano Area Agency on Aging

## Implementation Considerations

<b>Cost Estimate</b>	Medium Cost (\$500,000 to \$1,000,000)
<b>Implementation Partners</b>	NVTA, Volunteer Driver Programs, Driving trainers, Molly's Angels, Napa/Solano Area Agency on Aging
<b>In Progress?</b>	NVTA is exploring acquisition of a small vehicle or van for the Shared Vehicle Program

## 3 SERVICE TO MEDICAL FACILITIES IN NEIGHBORING COUNTIES

### Strategy Considerations and Rationale

In the NOAA and ATNA existing conditions reports, a key gap is out-of-county transportation to medical services in surrounding counties. In the NOAA report, stakeholders were interested in out-of-county medical trips, trips to the airport, and trips to other portions of the Bay Area. In ATNA outreach events, attendees were interested in trips to Vallejo (currently provided by Vine fixed-route services), the airport, and medical facilities in Santa Rosa. Many specialized medical facilities are located in Santa Rosa, Vallejo, and other locations outside of Napa County. This strategy was developed to address these gaps.

### Short-Term Actions

**Coordinate with local/peer counties to address shared transportation problems (e.g., Sonoma and Solano Counties):**

NVTA regularly attends Small Operator and Regional Planning meetings, but these meetings are broad in scope. NVTA should meet regularly (at least quarterly) with local counties like Sonoma County (Sonoma County Transit, Santa Rosa CityBus) and Solano County (SolTrans, Solano Transit Authority) to understand the needs of neighboring counties and identify solutions to inter-county trips. This could be done as part of MTC's Transit Transportation Action Plan, or could be facilitated by the Napa/Solano Area Agency on Aging.

- Lead: NVTA, Neighboring county transportation agencies and transit operators

**Create a one-seat ride between Napa County and Vallejo:** One action in MTC's Transit Transformation Action Plan is funding additional subregional one-seat ride pilots and developing cost-sharing policies for cross-jurisdictional paratransit trips. MTC has developed concepts for non-transfer paratransit trips and will identify options for pilots in early 2025. NVTA should continue to participate in conversations with MTC and partner for a one seat ride pilot. NVTA is already working on a one-seat ride pilot between Napa County and Vallejo.

- Lead: NVTA

### Long-Term Actions

**Explore feasibility of expanding transit:** In 2023, NVTA drafted a proposal to extend the Route 10X service to Santa Rosa and/or revive Route 25 to Sonoma as part of an effort to revive Vine service post-COVID-19. Looking ahead, the feasibility of extending service to Santa Rosa should be explored by a partnership of NVTA and Sonoma County. This arrangement would be similar to NVTA's partnership with Solano County to fund Route 21 service to Fairfield/Suisun City. Expanded transit service would likely require additional funding, staff, and vehicles to avoid negatively impacting Vine's current level of service. Without additional funding, current Vine service would suffer from vehicles being pulled away from current service, and would result in increased headways on fixed-route service, further stretching capacity of VineGo paratransit service, and compromising existing funds that NVTA receives.

- Lead: NVTA, Sonoma County

**Increased service between Up Valley and Vallejo:** In both the ATNA Existing Conditions Memo and NOAA report, Napa residents living in the northern rural region of Napa County struggle to get to the southern portions of Napa County and south to Vallejo for services. Some communities (Oakville, Rutherford, St. Helena, Calistoga) are served by Vine Route 10, while others (Angwin, Deer Park, Pope Valley, and Lake Berryessa) are outside of Vine's service area. NVTA and partners should market existing services available to Up Valley residents, such as Route 10 (UpValley Connector), Calistoga Shuttle, St. Helena Shuttle, and Yountville Bee Line. In locations where there is currently no transit service available, NVTA and partners should work together to provide resources for nonprofit and NEMT services available to those outside of the VineGo service area. Partners would include UpValley Family Centers, Molly's Angels, and other non-profits offering volunteer rides and/or

participation in the Shared Vehicle Program, as well as private transportation providers. For connections to Solano County, NVTA is exploring a one-seat ride program between Vallejo and Napa County, as part of MTC's One Seat Ride pilot.

- Lead: NVTA, Community-Based Transportation Programs

## Implementation Considerations

<b>Cost Estimate</b>	Medium Cost (\$500,000 to \$1,000,000)
<b>Implementation Partners</b>	NVTA, Sonoma County, Community-Based Transportation Programs, Solano County
<b>In Progress?</b>	NVTA is exploring a one-seat ride pilot between Napa County and Vallejo

## 4 INSTITUTE A DEDICATED MOBILITY MANAGER AND RECURRING COMMITTEE RESPONSIBILITIES

### Strategy Considerations and Rationale

During NOAA sessions, a lack of awareness of available transportation options was a major concern raised. As much as NVTA and other entities can post information about these options online and distribute materials to organizations, this requires personal communication, follow-through, and accountability that only a dedicated mobility manager and/or mobility management team can provide. Adding the capacity to directly inform and coordinate with older adults and people with disabilities in Napa County – along with the organizations serving such groups -- would help grow trust and partnerships throughout the region. Regionally, with the MTC Transit Action Plan there is a focus on countywide mobility management, particularly in certification, information and referral, and travel training. A dedicated committee of stakeholders around NVTA, NOAA, health care, and others will help continue acting on this Needs Assessment.

### Short-Term Actions

**Develop an accessible transportation task force and a countywide coordinated entity, using 5311 funding:** Right now, NVTA provides the majority of accessible transportation in Napa County, but receives input on accessible transportation from several sources. NVTA is tasked with providing increased service in reports like the NOAA report without an analysis of the feasibility for NVTA to offer these services. Following the ATNA process, an implementation working group will continue convening stakeholders and transportation non-profits to implement strategies. This group could potentially be facilitated by the forthcoming Aging and Disability Resource Connection (ADRC).

- Lead: NVTA, ADRC

### Long-Term Actions

**Assign a grant manager responsible for reviewing government funding options for transit service:** NVTA staff tracks federal funding opportunities as they become available. NVTA should formally designate a grant manager for older adult transportation funding. This person would be responsible for reviewing federal funding opportunities for paratransit, as well as state and regional (MTC) funding opportunities for accessible transportation.

- Lead: NVTA

**Designate a mobility manager (information/referrals, paratransit eligibility, and travel training) to work alongside the ADRC:** As part of the Transit Transformation Action Plan, MTC will encourage all counties to designate a mobility manager to oversee paratransit eligibility, information and referral services, and travel training. MTC will look for NVTA or another countywide agency to designate someone to serve as the mobility manager and oversee all aspects of accessible transportation in the county, including public transit, NEMT, and other transportation programs. The mobility manager would work alongside the ADRC to provide simplified access to transportation resources for the community. Funding is needed for this position.

- Lead: NVTA, MTC

## Implementation Considerations

<b>Cost Estimate</b>	Low Cost (Less than \$500,000)
<b>Implementation Partners</b>	NVTA, MTC, ADRC
<b>In Progress?</b>	Providence Health is starting an ADRC

# 5 DEVELOP A USER-FRIENDLY ONE CALL/ONE CLICK PROGRAM

## Strategy Considerations and Rationale

Multiple plans note how the community has a lack of information and knowledge on transit services and mobility programs. In cases where there is a will to find the most appropriate non-driving transportation options, plans have suggested it takes a significant amount of time and energy. One call/one click programs, or information and referral services, allow an older adult to call one phone number or go to one website and see all of the transportation options available to them. A one call/one click program could allow users to book trips or submit paratransit applications on the site. Developing a one call/one click or information and referral program, whether it be a website or an online/printed brochure of options, can make accessing available transportation systems more convenient and easy to use.

## Short-Term Actions

**Expand information and referral services:** Information and referral services are programs that help potential riders learn about their transportation options. An information and referral service such as a call center, where riders could call and find transportation options available to them, could be an intermediate step towards a one-call/one-click program. An example program is the [Solano Mobility Call Center](#). This could be established by NVTA or by the forthcoming ADRC.

- Lead: NVTA, ADRC

**Offer online trip requests for VineGo:** Right now, VineGo users must call to request a trip. As an alternative option, an online platform website for users to request trips online could be developed. [San Francisco](#) and [Santa Clara County](#) have found that an online option for trip booking can reduce access barriers. An online booking option would not replace the current NVTA call-based reservation systems. It would only serve as a supplement for riders who are comfortable using a web-based platform.

- Lead: NVTA

## Long-Term Actions

**Develop a one-call/one-click program:** With a one-call/one-click service, a single call or visit to a web page provides information about transportation services available in an area and often provides immediate connections to those services. Some programs allow riders to book rides directly through the platform, but this is a feature of a model requiring additional coordination and buy-in across all participating providers (including community-based transportation programs). Steps towards implementation include selection of a preferred model; identification of funding; hiring and training staff; identification of all relevant transportation resources in the county (could be built off list prepared for the ATNA); and development of protocols as part of the implementation plan. While this could be implemented by NVTA, this is likely aligned with the ADRC.

- Lead: ADRC

## Implementation Considerations

<b>Cost Estimate</b>	Low Cost (Less than \$500,000)
<b>Implementation Partners</b>	NVTA, ADRC
<b>In Progress?</b>	Providence Health is starting an ADRC

# 6 IMPROVE TRANSPORTATION AWARENESS AND ACCESS THROUGH TARGETED OUTREACH TO OLDER ADULTS

## Strategy Considerations and Rationale

Many older adults and individuals with disabilities do not know about all of the offerings from NVTA. Increasing awareness for older adults and individuals with disabilities prior to needing transportation services is a key gap. Per NOAA and ATNA survey data, most older adults still choose to drive or have a family member/friend drive them. A key goal of this strategy is to ensure that the community has greater awareness of transportation services before they have a need to use them. Additionally, conventional practices in increasing awareness about these offerings (e.g., expecting residents log on, access a county center, or locate a civic bulletin board for information) risks excluding the many diverse communities in localities across the region who may have inconsistent access to technology.

## Short-Term Actions

**Determine the effectiveness of current marketing options:** In ATNA outreach, many older adults said they were unaware of NVTA services beyond fixed-route transit. Prior to expanding outreach, NVTA should determine the effectiveness of current marketing practices. NVTA should hold office hours or pop-up events at senior centers to learn about the effectiveness of their marketing practices from users of their service.

- Lead: NVTA

**Expand marketing and educational options:** After reviewing current practices, target marketing and educational options to meet older adult riders where they currently go in their daily activities. NVTA can continue to attend farmers markets and community events with the general public but can expand marketing and outreach opportunities at senior centers, family centers, community centers, adult day care facilities, independent living communities, assisted living facilities, and the Yountville Veterans Home. At these locations, NVTA and partners could host office hours to answer questions, provide paratransit and mobility resources, assist seniors with trip planning and navigating the Vine fixed route system, and schedule group or individual travel training sessions. NVTA should set a regular outreach calendar and aim to attend at least one event per month and host a regular monthly office hour.

- Lead: NVTA

**Put VineGo and Taxi Scrip information on the first page of the Vine Website:** Currently, VineGo riders click on a VineGo button on the top of the Vine Transit webpage to see more about VineGo paratransit services. NVTA should put a button called “Plan Your Accessible Trip” on the [website](#) in line with the other main options on the webpage. Taxi Scrip information is not easily accessible on the Vine Transit webpage either. Put taxi scrip information on VineGo page on the Vine Transit website. This is a short-term, quick solution.

- Lead: NVTA

**Expand travel training offerings:** Expand travel training options beyond the Community Ambassador program. Travel training helps people learn to use fixed-route transit effectively. The act of travelling between multiple transit agency service areas (for example, getting from Napa County to an international airport or the Capitol Corridor Rail Service) can be particularly challenging and could be part of a travel training program. Travel training programs can also be customized to serve non-English speaking groups, and could include an overview of Vine Transit services, learning how to plan your trip using transit, reading bus schedules, paying for transit (including purchasing and using Discounted Senior Clipper Cards), requesting a stop, traveling to the airport, and anything in between. Travel training programs are designed to assist individuals with increasing their mobility and comfortability using transit. NVTA could operate this program in-house, work with volunteer

Transit Ambassadors, or hire a travel training consultant. The program should meet seniors where they are at, ideally on a monthly basis.

- Lead: NVTA

**Implement a “No Wrong Door” approach:** San Francisco’s SFMTA developed a “No Wrong Door” approach that ensures that staff from various agencies are committed to helping older adults and people with disabilities receive assistance, answers, and service for their needs -- regardless of which agency or office help is being sought. Mobility management staff identified opportunities to provide services in integrated settings alongside other providers or major attractors. A “No Wrong Door” approach for Napa County could include training to Napa County agencies, non-profits, and healthcare providers to provide a connection to NVTA if called. As part of this, healthcare staff should work with patients and families to provide access to a variety of NEMT services so that clients have an awareness of the different service offerings prior to the time they are discharged. NVTA could collaborate with healthcare and transportation providers to expand the NVTA Assistance Programs brochure to incorporate all transportation services offered in Napa County.

- Lead: NVTA, healthcare providers, non-profits, Napa County

## Long-Term Actions

None.

## Implementation Considerations

<b>Cost Estimate</b>	Low Cost (Less than \$500,000)
<b>Implementation Partners</b>	NVTA, ADRC, healthcare providers, non-profits, Napa County
<b>In Progress?</b>	Outreach is ongoing

# 7 VINE GO SERVICE EXPANSION

## Strategy Considerations and Rationale

VineGo service does a good job at serving the most dense areas with the most efficient amount of service. However, there may be small pockets of people who are outside of VineGo service and have limited private and non-profit transportation options. For example, Angwin and St. Helena Hospital came up as potential areas of need in the NOAA and ATNA processes that are outside of the fixed route and  $\frac{3}{4}$  mile paratransit service area. NVTA should consider offering VineGo service beyond the current  $\frac{3}{4}$  mile paratransit service area to fill in that gap and should make a concerted effort to work alongside private and nonprofit transportation to providers.

## Short-Term Actions

**Improve and expand capacity for specialized transportation alternatives appropriate for NVTA (ride-hailing, carsharing, taxi programs):** Evaluate potential to expand capacity for transportation alternatives appropriate for NVTA. Expand the taxi script program to locations outside of the City of Napa. Evaluate a potential pilot for on-demand wheelchair-accessible taxi trips.

- Lead: NVTA

## Long-Term Actions

**Expand paratransit service hours:** Older adults are interested in taking trips later in the afternoon and evening, and Replica data shows trips occurring later into the evening. Extend VineGo service hours to meet these demands. This could be on a pilot basis to start. This could be included as part of a premium service for an additional fare charge.

- Lead: NVTA

**Pilot expanded premium demand-response service to Angwin, St. Helena Hospital, and other areas in Napa County not served by VineGo service. Charge fares equal to operating costs at around \$60 per hour as necessary on a pilot basis:** Angwin, St. Helena Hospital, and other areas in rural Napa County are outside of the  $\frac{3}{4}$  mile ADA paratransit service area and are not served by VineGo or fixed-route transit. While there are limited numbers of older adults and people with disabilities in such rural areas, consider piloting premium demand-response service for areas outside of VineGo service for these groups, who have limited options other than driving. If these areas are unserved by fixed-route transit, there could be more flexibility in the service, including a higher premium fare for service and an allowance of use by the general public. This could also include a separate vehicle for premium service to avoid pulling a vehicle away from regular VineGo service. This service would be lower priority than VineGo ADA paratransit, and without a dedicated vehicle, would limit the efficiency of VineGo. This service would be outside of the ADA paratransit requirements, similar to the [Tahoe Transit District's extended paratransit service area](#).

- Lead: NVTA

**Explore expanding the availability of same-day paratransit trip bookings:** Same-day trips are when a rider can schedule a trip and take it the same day. This could be scheduled (for example, a reservation call in the morning for a ride in the afternoon) or demand-responsive. Currently VineGo welcomes same-day reservations, but because of the demands placed on vehicles and drivers, the reliability of this option may be compromised, and riders may not be assured a ride occurring during their preferred time. NVTA could coordinate with SamTrans on lessons learned from the SamTrans Same Day Paratransit Pilot Program following the conclusion of the initial year (for example, how same-day trips may be shorter on average and therefore not overwhelm existing capacity), and include VTA in those discussions.

- Lead: NVTA

## Implementation Considerations

<b>Cost Estimate</b>	High Cost (More than \$1,000,000)
<b>Implementation Partners</b>	NVTA
<b>In Progress?</b>	Not started

# 8 REDUCE COST BARRIERS TO TRANSPORTATION

## Strategy Considerations and Rationale

The NOAA report found that respondents were most interested in airport shuttles (41.2%) and free or low-cost transportation (17.5%). The ATNA accessibility survey found that nearly half of all respondents have financial challenges restricting their mobility, including cost of transportation, cost to maintain, operate, and insure a private vehicle, or other expenses (food, medicine, medical care, etc.) that impact their ability to afford transportation. NVTA should evaluate options to reduce cost barriers to transportation. Although calling a local taxi or hailing a Lyft or Uber might appear as the simplest choice for policymakers, it is often the most expensive option for the user. With housing and living costs frequently on the rise throughout California, plans like the Community-Based Transportation Plan have called attention to expanding the age range for affordable transit programs.

## Short-Term Actions

**Establish voucher and subsidy programs:** Evaluate the need for voucher and subsidy programs for older adults and people with disabilities. If NVTA determines a subsidy is needed, NVTA will need to determine the subsidy or voucher amount, calculate costs, identify funding, develop protocols for implementation. ATNA survey respondents suggested offering discounted taxi vouchers if buses are running late, so expansion of the Taxi Scrip program could also be considered.

- Lead: NVTA

## Long-Term Actions

**Promote Clipper START and establish means-based fare eligibility program as necessary:** NVTA should be sure to promote Clipper START in marketing materials to support existing low-income fare programs. NVTA can also explore supporting MTC's regional efforts on low-income fare subsidies by establishing local eligibility criteria and recommending program enrollment locations.

- Lead: NVTA, MTC

## Implementation Considerations

<b>Cost Estimate</b>	Low Cost (less than \$500k)
<b>Implementation Partners</b>	NVTA
<b>In Progress?</b>	Not started

# 9 IMPLEMENT UNIVERSAL DESIGN

## Strategy Considerations and Rationale

The door-to-door experience of transportation is not just limited to the ride on a bus or another vehicle. It includes the pedestrian route to the bus stop and the condition of the bus stop itself. Multiple plans noted a need for safer routes for pedestrians, particularly seniors, and around key destinations like schools. The ATNA survey highlighted that a large barrier to using public transportation includes the routes and location of bus stops. Many survey respondents were interested in taking public transportation but could not get to a fixed-route bus stop. If transit service coverage was to expand to new locations, these new stops would also include costly infrastructure installation (sidewalks, accessible curb ramps).

## Short-Term Actions

**Prioritize the implementation of upgrades and adjusted placement of existing bus stops on bike/ped plans:** Existing countywide plans include priority projects and implementation plans to make pedestrian infrastructure updates. As funding becomes available, local governments responsible for roads and streets should continue to coordinate with NVTA on adoption of Transit-First policies that prioritize upgrades and adjusted placement of existing bus stops, along with pedestrian routes to provide safe and convenient access to bus stops. This can help older adults and individuals with disabilities who can use fixed route transit but cannot currently access a Vine transit stop due to infrastructure constraints. Focusing on existing transit service areas would also help support older adults and people with disabilities seeking to “age in place” within their existing communities and homes.

- Lead: NVTA, Napa County, local jurisdictions

## Long-Term Actions

**Sidewalk improvements to enhance safety for older adults and wheelchair accessibility in high priority areas:** Public works departments should coordinate on their respective mechanisms for receiving complaints about path of travel barriers and NVTA and local partners can work together to help market these mechanisms. This could be done through messaging at bus stops and on buses/paratransit vehicles. Additionally, agency partners may assign responsibility to staff to conduct environmental assessments of barriers on frequent paths of travel and establish protocols for assessing accessibility of path of travel, determining remedies, timeline for repair, and responsibility for making improvements.

- Lead: NVTA, Napa County, local jurisdictions

## Implementation Considerations

<b>Cost Estimate</b>	High Cost (More than \$1,000,000)
<b>Implementation Partners</b>	NVTA
<b>In Progress?</b>	Not started

# 10 PURSUE NEW FUNDING SOURCES AND OPTIONS

## Strategy Considerations and Rationale

As evidenced in NVTA's Short-Range Transit Plan, the possibility of exhausted and/or stagnant funds from federal and other sources is being considered in multiple scenarios. Finding additional funding sources and boosting partnerships with trusted local institutions is imperative to implementing additional transportation solutions.

### Short-Term Actions

**Access Transportation Network Company (TNC) Access for All funds:** NVTA should apply to be a Local Access Fund Administrator when the next round of AFA funding opens through CPUC. NVTA could use this funding to purchase or retrofit wheelchair-accessible vans and paratransit vehicles for NVTA use or for a non-profit, like Molly's Angels, to offer accessible transportation outside of the NVTA VineGo service area. NVTA is the only agency in Napa County that could be a fund administrator, because eligible entities that may serve as a Local Access Fund Administrator can be the following: Metropolitan Planning Organizations (MPO), Regional Transportation Planning Agencies (RTPA), and County Transportation Commissions (CTC) that are not an MPO or RTPA. In the event an MPO, RTPA, or CTC does not apply, a local transit agency may apply. Fund administrators will need to apply by April 1, 2025, for the FY 2025 cycle.

- Lead: NVTA

### Long-Term Actions

**Identify potential funding sources for expanded services:** Identify potential funding sources for expanded services. This would include new funding sources like regional funds or Bay Area wide sales tax measures.

- Lead: MTC, NVTA

### Implementation Considerations

<b>Cost Estimate</b>	Low Cost (Less than \$500,000)
<b>Implementation Partners</b>	NVTA/MTC
<b>In Progress?</b>	Not started

# 11 PREPARE FOR COMING INNOVATIONS IN ACCESSIBLE TRANSPORTATION

## Strategy Considerations and Rationale

There are many new innovations, such as autonomous vehicles, on-demand transportation, and app-based options coming to the accessible transportation world. NVTA and partners should prepare for these innovations.

## Short-Term Actions

**Add an app-based option to book trips for paratransit:** NVTA should consider a mobile app that will allow VineGo riders to reserve a paratransit trip. This app could also provide riders with real time tracking information for their vehicle, as well as information about upcoming trip reservations. This technology is currently available, so monitor which vendors offer this service for paratransit. NVTA is exploring a potential pilot with Trapeze which will allow VineGo riders, personal care attendants, and others to book trips on VineGo.

- Lead: NVTA

## Long-Term Actions

**Look into enhancing taxi and transportation network company (TNC) availability:** Consider, through partnerships, the implementation of incentives for wheelchair accessible TNCs. This could include a partnership with [Uber's WAV program](#). There are limited TNC and ridesharing programs that are wheelchair accessible currently but consider partnerships if more wheelchair accessible programs become available.

- Lead: NVTA

**Prepare for autonomous vehicle pilots:** Connect with USDOT on federal funding opportunities for older adults, people with disabilities, or rural areas. Evaluate current opportunities for autonomous vehicle pilots. Partner with GoMentum station and/or private autonomous vehicle manufacturers to understand the current landscape for autonomous vehicles and how they could be piloted for accessible transportation.

- Lead: NVTA

## Implementation Considerations

Cost Estimate	Unknown
Implementation Partners	NVTA, Departments of Transportation, Transportation network companies
In Progress?	Not started