

March 2025

Accessible Transportation Needs Assessment

Revised Draft Report

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EXECUTIVE SUMMARY

WHAT IS THE ACCESSIBLE TRANSPORTATION NEEDS ASSESSMENT?

The Napa Valley Transportation Authority (NVTA) has a strong commitment to transportation for older adults and individuals with disabilities. NVTA funds and operates fixed-route and ADA-mandated paratransit for these populations. Napa County has the second-highest percentage of older adults per county in the Bay Area (second only to Marin County) and the second-highest percentage of individuals with a disability per county in the Bay Area (second only to Solano County).¹ As these population groups continue to increase, so does the need for improved transportation options that best serve Napa’s older adults and individuals with a disability. Other organizations have taken notice and completed plans to address the needs of older adults and individuals with disabilities, like the Metropolitan Transportation Commission’s Coordinated Public Transit-Human Services Transportation Plan (Nov. 2024) and the Napa County Older Adults Assessment (NOAA-Sept. 2024). NVTA and Napa County have partnered to address transportation needs for older adults and individuals with disabilities in Napa Valley with a countywide Accessible Transportation Needs Assessment (ATNA). This study builds upon recent regional and countywide efforts to improve the quality of life of Napa County’s older adults and individuals with disabilities by identifying transportation barriers and recommending strategies and actions to help overcome those barriers. If implemented, these strategies will help achieve more equitable and improved transportation options for these populations.

¹ MTC Coordinated Plan, <https://mtc.ca.gov/sites/default/files/documents/2024-12/MTC-Coordinated-Plan-2024.pdf.pdf> (accessed 02/18/2025)

WHAT IS INCLUDED IN THE ACCESSIBLE TRANSPORTATION NEEDS ASSESSMENT?

Between March 2024 and February 2025, the ATNA consultant team and NVTA completed a combination of technical analysis with efforts to include the perspectives and priorities of older adults and individuals with disabilities. The combination of these analyses, inputs, and findings led to the development of the needs assessment strategies. These steps included:












- **Technical Analysis and Existing Conditions:** As part of the ATNA, the consultant team reviewed demographics of older adults and individuals with disabilities, travel model patterns, trip data, and conducted a plan analysis. These analyses provided quantitative data to understand the current locations of older adults and individuals with disabilities, transportation services and quality (service span, geographic coverage, NVTA, and non-NVTA services), and trip data analysis. Technical work also included a review of various plans developed in Napa County that impact older adults and individuals with disabilities.
- **Peer Review:** As part of the ATNA, the consultant team reviewed transportation programs offered in four peer counties in Northern California. The team reviewed county-provided services, non-profit services, challenges in each county, and opportunities for NVTA and Napa County. Key findings included the importance of communication and information and referral services, as well as the importance of partnerships.
- **Outreach:** The ATNA was guided by a stakeholder working group, comprised of stakeholders from NVTA, Napa County, healthcare and medical providers in the county, non-profit transportation providers, community-based organizations, and representatives from the Napa County Older Adults Assessment Report. This group met three times: one public meeting, interviews with NVTA Vine drivers, and presentations to the Napa County Paratransit Coordinating Council and the NVTA Board. NVTA provided periodic updates to the Napa County Commission on Aging and the Healthy Aging Population Initiative groups.
- **Needs Identified:** Existing conditions, the peer review, and outreach, helped identify needs for older adults and individuals with disabilities in Napa County. Key needs identified include:

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- Access to medical trips
- Need for coordination
- Access to information
- Limited affordable transportation options
- Inaccessible infrastructure to reach transit
- Service beyond VineGo (complementary paratransit) service area
- Service for out-of-county and out-of-area trips
- Need for expanded services
- Funding for expanded services

STRATEGIES AND IMPLEMENTATION

The project team translated the gaps and needs identified into short-term and long-term action items, grouped under eleven strategies. These strategies are in no particular order. High priority strategies are indicated in the High Priority column. These were developed in coordination with the Stakeholder Working Group.

| Number | Strategy | Cost | In Progress | High Priority | Goals |
|--------|--|---------|-----------------------|-----------------------|---|
| 1 |  Build partnerships with healthcare providers. | Low | | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education ▪ Connectivity |
| 2 |  Expand non-NVTA transportation options and providers. | Medium | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education ▪ Connectivity |
| 3 |  Service to medical facilities in neighboring counties. | Medium | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Connectivity |
| 4 |  Institute a dedicated mobility manager and recurring implementation working group responsibilities. | Low | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education |
| 5 |  Develop a user-friendly one-call/one-click program. | Low | <input type="radio"/> | | <ul style="list-style-type: none"> ▪ Coordination ▪ Education |
| 6 |  Improve transportation awareness and access through targeted outreach to older adults. | Low | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education |
| 7 |  VineGo service expansion. | High | | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Connectivity |
| 8 |  Reduce cost barriers to transportation. | Low | | | <ul style="list-style-type: none"> ▪ Education ▪ Connectivity |
| 9 |  Implement universal design. | High | | | <ul style="list-style-type: none"> ▪ Connectivity |
| 10 |  Pursue new funding sources and options. | Low | | | <ul style="list-style-type: none"> ▪ Funding |
| 11 |  Prepare for coming innovations in accessible transportation. | Unknown | | | <ul style="list-style-type: none"> ▪ Coordination ▪ Education ▪ Funding |

1 INTRODUCTION

STUDY BACKGROUND

In March 2022, the Napa County Commission on Aging held a Transportation Needs Summit in Yountville and invited representatives from multiple organizations to resume discussions for a countywide transportation needs assessment. The summit attendees noted that inadequate transportation presents a major challenge for seniors and disabled community members and requires collaborative solutions. NVTA agreed to take the lead role in the countywide Accessible Transportation Needs Assessment (ATNA) with robust stakeholder participation. The ATNA is intended to address the recommendations in the Napa County Older Adults Assessment (NOAA) report, a larger assessment of needs beyond transportation developed by the county with the support of Providence Health. The NOAA report found that the two most significant transportation concerns focused on service accessibility and NVTA transportation services. This Needs Assessment addresses the transportation needs highlighted by stakeholders in Napa County, community outreach and the NOAA report and provides strategies to address them.

STUDY CONTEXT

Napa County is the least populous county the San Francisco Bay Area, with an estimated population of 133,216 in 2023. It is the fourth-largest county by land area, with 754 square miles. The County has five incorporated areas that make up the densest population centers of Napa County: City of American Canyon, City of Calistoga, City of Napa, City of St. Helena, and the Town of Yountville. The rest of the county is unincorporated with some census-designated areas with small concentrations of residents. According to the 2023 American Community Survey (ACS), there are approximately 28,017 people over the age of 65, and approximately 7,007 people ages 20 to 64 with a disability, living in Napa County. In total, there are 35,024 people in Napa County who are over the age of 65 or between the ages of 20 and 64 with a disability. This is the target population for this study. Of this target population (older adults and individuals with disabilities combined), 28,753 people live in an incorporated area (City of Napa, City of American Canyon, Town of Yountville, City of St. Helena, and the City of Calistoga). 6,271 people live in an unincorporated area outside of those areas. 28,649 people who are over the age of 65 or between the ages of 20 and 64 with a disability live within the service area of VineGo, the NVTA's complementary paratransit provided in compliance with Americans with

Disabilities Act (ADA). Of this same population, 6,554 live in Napa County but outside the VineGo service area.

The Napa Valley Transportation Authority (NVTA) serves as County transportation and congestion management agency. NVTA is responsible for programming state and federal funds for local transportation projects and oversees short- and long-range regional transportation planning, working closely with local, regional, state, and federal partners to improve Napa County's streets, highways, transit service, bicycle and pedestrian facilities. NVTA also operates the Vine Transit system. The Vine Transit system is the fixed-route and paratransit transit system for Napa County, providing hundreds of thousands passenger rides per year. Vine Transit also operates community shuttles in Calistoga, St. Helena, the Town of Yountville, and American Canyon. Regional service in Napa County is provided between Calistoga and the City of Napa on the Route 10, and between Napa and Solano County on the Route 11 with connections to the Ferry Terminal, Kaiser and Sutter Hospitals in the City of Vallejo. Weekday regional express bus service is provided between Napa County and Solano County on the Route 21 to the Fairfield Transit Station and the Suisun Rail Station, and on the Route 29 to Contra Costa County, providing a connection to BART.

Other transportation services provided in Napa County by non-NVTA providers include non-emergency medical transportation (NEMT) and specialized transportation services offered by some medical organizations, as well as volunteer ride services offered by Molly's Angels.

STUDY OVERSIGHT STRUCTURE

The Accessible Transportation Needs Assessment effort was administered by NVTA using congestion management agency planning funds. NVTA entered into a contract with Nelson\Nygaard Consulting in February 2024 to complete the Plan. This plan includes a review of existing conditions, peer jurisdictions, an outreach summary, strategies, implementation plans for priority strategies, and an appendix of funding resources and currently available transportation options. The project team created two working groups: a stakeholder group, which met three times to provide input on strategies and priorities, and an implementation group. Key stakeholders included representatives from volunteer driver programs like Molly's Angels; representatives from healthcare and medical providers; representatives from the Aging and Disability Resource Connection; the Napa/Solano Area Agency on Aging; members from the Napa County Older Adults Assessment team; representatives from Napa County and cities within the county; and representatives from community organizations.

2 EXISTING CONDITIONS

This chapter documents existing transportation conditions for older adults and people with disabilities in Napa County. The chapter provides an overview of plans reviewed, observation of peer counties, demographics data, trip patterns, and transit data. Through the examination of demographics, travel patterns, and mobility services, the consultant team began to build a preliminary set of identified transportation barriers and gaps, which were supplemented by public outreach and stakeholder input. Key takeaways from the existing conditions review included:

- The majority of older adults and individuals with disabilities either drive themselves or get a ride from friends or family members. Other than driving, walking is the most common mode choice.
- The largest barriers to using public transportation included routes not going to destinations older adults and individuals with disabilities need to go, frequency and reliability of bus schedules, and the location of bus stops.
- The most common destination for older adults and individuals with disabilities on public transportation was medical appointments. For short trips or trips within the same neighborhood or census tract, the primary mode is walking.
- Past plans highlighted barriers to access, including lack of service in areas where older adults need it; lack of intercounty travel options or connectivity; medical appointment timing; technology barriers; language barriers; and physical infrastructure improvements.
- Napa County's accessible transportation challenges, including limited funding, medical transportation needs, and driver shortages, are a shared experience across Northern California. There are peer counties currently practicing solutions around leveraged funds, enhanced communication services, and strategic partnerships, which could potentially inform Napa County.

PLAN REVIEW

To support the ATNA, needs, strategies, and other information from previous plans were reviewed. Plans reviewed included:

- Healthy Aging Population Initiative Older Adult Survey (2015)
- Napa Countywide Pedestrian Plan (2016)
- 2019-2024 Napa County Community Health Improvement Plan (2018)
- Napa Valley Travel Behavior Study (2019)
- Napa Valley Community-Based Transportation Plan (2020)
- Queen of the Valley Medical Center Community Health Needs Assessment (2020)
- Napa Valley Countywide Transportation Plan-Advancing Mobility 2045 (2021)
- Napa Valley Transportation Authority Short Range Transit Plan (2022)
- Adventist Health St. Helena Community Health Needs Assessment (2022)
- Kaiser Permanente Community Health Needs Assessment (2022)
- Community Health Needs Assessment (2023)
- Napa County Older Adults Assessment (2023)
- NVTa Countywide Accessible Transportation Needs Study Survey Results (2023)

Key takeaways are highlighted in Figure 1.

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Figure 1 Plans Reviewed

| Plan | Key Takeaways |
|--|--|
| Healthy Aging Population Initiative Older Adult Survey (2015) | The Older Adult Survey is broad, but mobility plays a significant role in quality of life for older adults in Napa County. One of the top gaps in Napa County is transportation to services, including medical appointments. |
| Napa Countywide Pedestrian Plan (2016) | The plan includes crash data and demographics, showing that “children and seniors are the two most vulnerable populations in the context of pedestrian-involved collisions.” Yountville has the highest percentage of collisions involving older adults. |
| 2019 – 2024 Napa County Community Health Improvement Plan (2018) | The Napa County Community Health Improvement Plan (CHIP) outlines a long-term, systematic effort to improve the health of a community. One of the four priorities of the CHIP is recognizing that transportation impacts public and community health. |
| Napa Valley Travel Behavior Study (2019) | The Napa Valley Travel Behavior Study focuses on work, school, and other trips in Napa Valley. The study identifies how many trips per day are associated with visitors, residents and employees, where those trips start and end, and the predominant modes and times of travel. |
| Napa Valley Community-Based Transportation Plan (2020) | The goals of NVTAs Napa Valley Community-Based Transportation Plan (CBTP) are to identify Equity Priority Communities (formerly called Communities of Concern or COCs), address resident-perceived transportation gaps or needs in Napa County, provide example projects identified by those residents, and compile a list of improvements such as infrastructure projects or social service programs that can provide a solution to the identified need. |
| Queen of the Valley Medical Center Community Health Needs Assessment (2020) | Caregivers expressed concerns that too many people in Napa County experience barriers to accessing both primary and specialty healthcare. Their primary concern was the lack of specialists in Napa County, noting that people must travel to UC San Francisco or UC Davis, which may be a barrier to some due to the distance. |
| Napa Valley Countywide Transportation Plan-Advancing Mobility 2045 (2021) | The Napa Valley Countywide Transportation Plan is the long-range transportation plan for all jurisdictions in Napa County. The plan outlines transportation priorities to relieve congestion, improve traffic safety, create more active transportation infrastructure, provide more reliable and frequent bus service, and maintain and repair the existing transportation system. Goal 1 of the Countywide Transportation Plan, “serve the transportation needs of the entire community, regardless of age, income, or ability,” includes objectives for accessible transportation. Public comments emphasized the desire for better or alternative transportation options for older adults and persons with disabilities, such as on-demand rideshare services. |
| Napa Valley Transportation Authority Short Range Transit Plan (2022) | The Metropolitan Transportation Commission (MTC) requires transit agencies to submit a Short Range Transportation Plan (SRTP) to receive federal funding. NVTAs SRTP is NVTAs primary justification for receiving federal and state funding for transit operations and transit capital projects. The fiscal scenarios described in all the scenarios underscores the fact that NVTAs is fiscally constrained from providing full transit coverage across the entirety of Napa County. |

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| Plan | Key Takeaways |
|---|--|
| Adventist Health St. Helena Community Health Needs Assessment (2022) | <p>The community engagement process for the Community Health Needs Assessment revealed that access to healthcare was ranked the highest priority need. Just over 26% of the population served by the Adventist Health St. Helena service area resides in a “Health Professional Shortage Area” characterized by the need to travel longer distances to access medical care. Some respondents note that people are reluctant to take an ambulance to access care at the hospital in an emergency situation due to the lack of transportation services to get back home.</p> |
| Kaiser Permanente Community Health Needs Assessment (2022) | <p>Respondents cite the car-dependent nature of Napa County, which causes disparities for older adults, individuals with disabilities, and lower-income households who have issues owning or operating private vehicles.</p> |
| Community Health Needs Assessment (2023) | <p>Many Napa County residents must travel out of the county, particularly for specialty care, making transportation a major barrier. Lack of accessible and affordable transportation options poses barriers to accessing healthcare, maintaining stable employment, and accessing childcare and nutritious food options. Navigating the public transportation system can take up a disproportionately large amount of time and energy. Inconsistent transportation options can lead to instability in employment and income, which impacts housing, food, and access to services. Those who most need to take the bus often can't afford to take the bus. Accessing financial support for public transportation can require the ability to navigate systems that may be difficult for non-English speakers. Participants described how one late bus can dismantle many other aspects of a day.</p> |
| Napa County Older Adults Assessment (2024) | <p>The Napa County Older Adults Assessment (NOAA) is a community-based initiative that aims to assess the needs of Napa County’s older adults and identify gaps in needed policies, programs, and services that will enable older adults to thrive; develop a strategic action plan to identify ways to address disparities and close gaps; and create and implement a fund development plan to identify and obtain funding that will lead to improved quality of life for Napa County’s older adults. The most significant transportation concerns in the NOAA report focus on service accessibility and NVTA-provided services. Medical appointments are often expensive and difficult to access, especially those outside of Napa County. When asked to rate the “ease of travel by public transportation,” 50% of respondents rated Vine Transit as “fair” or “poor.” Focus group and key informant interview participants described Vine Transit as difficult to access, having poor availability and limited reach, and being unresponsive to needs.</p> |

PEER REVIEW

The ATNA process included an examination of accessible and specialized transportation practices in Northern California counties considered by NVRTA to be peers based on demographic, economic, and/or geographic similarities. This list includes El Dorado, Lake, Mendocino, and Sonoma Counties. Figure 2 summarizes these counties' key characteristics alongside Napa County.

Figure 2 2022 Demographic Data Overview, Napa County and Peer Counties

| County | Population | Population 65 and older (%) | Disabled (%) | Median Household Income | Population per square mile |
|-------------------------|------------|-----------------------------|--------------|-------------------------|----------------------------|
| Napa County | 134,300 | 21.6% | 11.4% | \$100,318 | 178.6 |
| El Dorado County | 191,185 | 23.7% | 12.5% | \$105,982 | 111.9 |
| Lake County | 68,163 | 25.3% | 20.9% | \$51,259 | 54.31 |
| Mendocino County | 91,601 | 24.6% | 14.8% | \$65,520 | 26.12 |
| Sonoma County | 488,863 | 22.0% | 12.5% | \$96,830 | 310.3 |

Source: US Census Bureau 2022 American Community Survey 1-Year Estimate

A detailed description of each peer county's programming is provided in Appendix C. This chapter notes some important findings across all peers which, like other existing conditions findings, can be a foundation for accessible transportation solutions in Napa County.

Key Findings

One of the key takeaways from this peer review is that **Napa County's accessible transportation needs are not unique**. Funding limitations amid a projected rise in demand from older adults are facing counties and communities across Northern California. Additional challenges, like providing transportation to and from medical appointments outside of local communities on short notice, are also not unique to Napa County. Another shared challenge is noted in the shortage of volunteers and other resources for non-profit transportation operations.

These peers introduce innovative solutions for tackling older adult transportation. While Napa County has their own equivalents of several services, the diversity of services offered by peers allows for comparison of operational structures, funding mechanisms, and challenges and strategies for future development. The following concepts were

identified across multiple peer counties. These are options that could be applied to Napa County and will be considered as part of strategy ideation work.

- **Use of Transportation Development Act (TDA) and Federal Transit Administration (FTA) 5310 Funds:** El Dorado’s Sac-Med service and Lake County’s Lake Links service are two examples of medical transportation programs funded by TDA and 5310 funds, which could be used by NVTa to offer a medical trips program. TDA funds have also been used for volunteer driver reimbursement programs,² a potential strategy for Napa older adults.
- **Communication Services / “One Stop Shop”:** It is crucial to disseminate information about transportation programs including available services, eligibility, types of trips served, fares and application processes for older adults and disabled residents to build access and mobility. Lake, Mendocino, and Sonoma Counties have compiled directories of transportation services to provide potential riders with accurate and updated information.
- **Partnerships:** Sonoma’s Sonoma Access was created in partnership with the Sonoma County Area Agency on Aging. Mendocino’s senior centers have public-private partnerships with the Mendocino Transportation Authority. Potential public-private partnerships between NVTa, senior centers, community-based organizations, and other Napa County departments will be evaluated during strategy ideation.

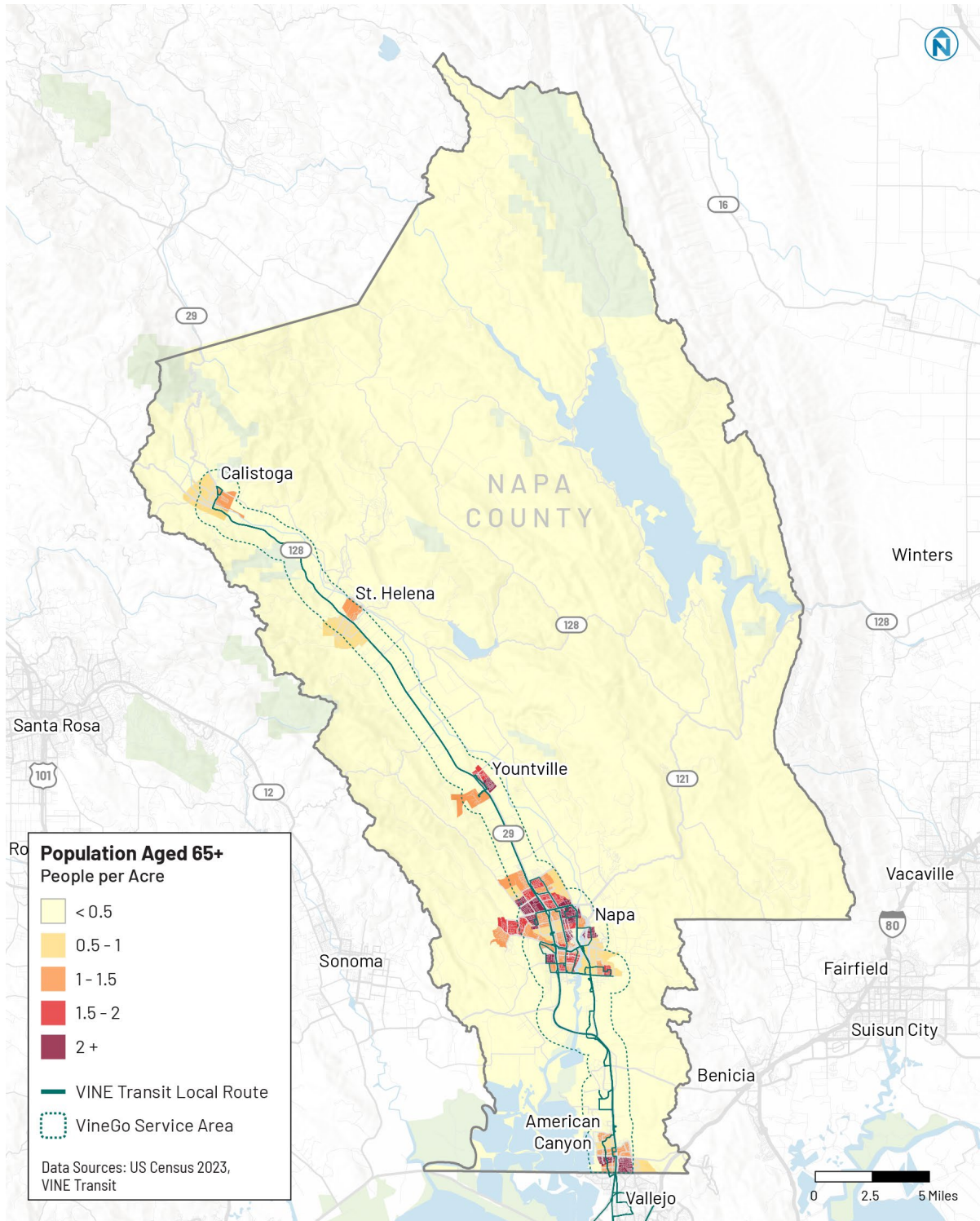
² NVTa had a mileage reimbursement program at one time, but it was discontinued due to lack of available funding and low program usage.

DEMOGRAPHICS OF TARGET POPULATIONS

Location of Older Adults

There are approximately 28,017 older adults over the age of 65 living in Napa County. Population density of older adults (older adults per acre by census block group) is shown in Figure 3. Older adults are concentrated in areas around incorporated cities and towns. Outside of these areas, population density is less than 0.5 people per acre, demonstrating that relatively few older adults live in unincorporated Napa County, compared to incorporated areas.

Figure 3 Population Density of Older Adults in Napa County

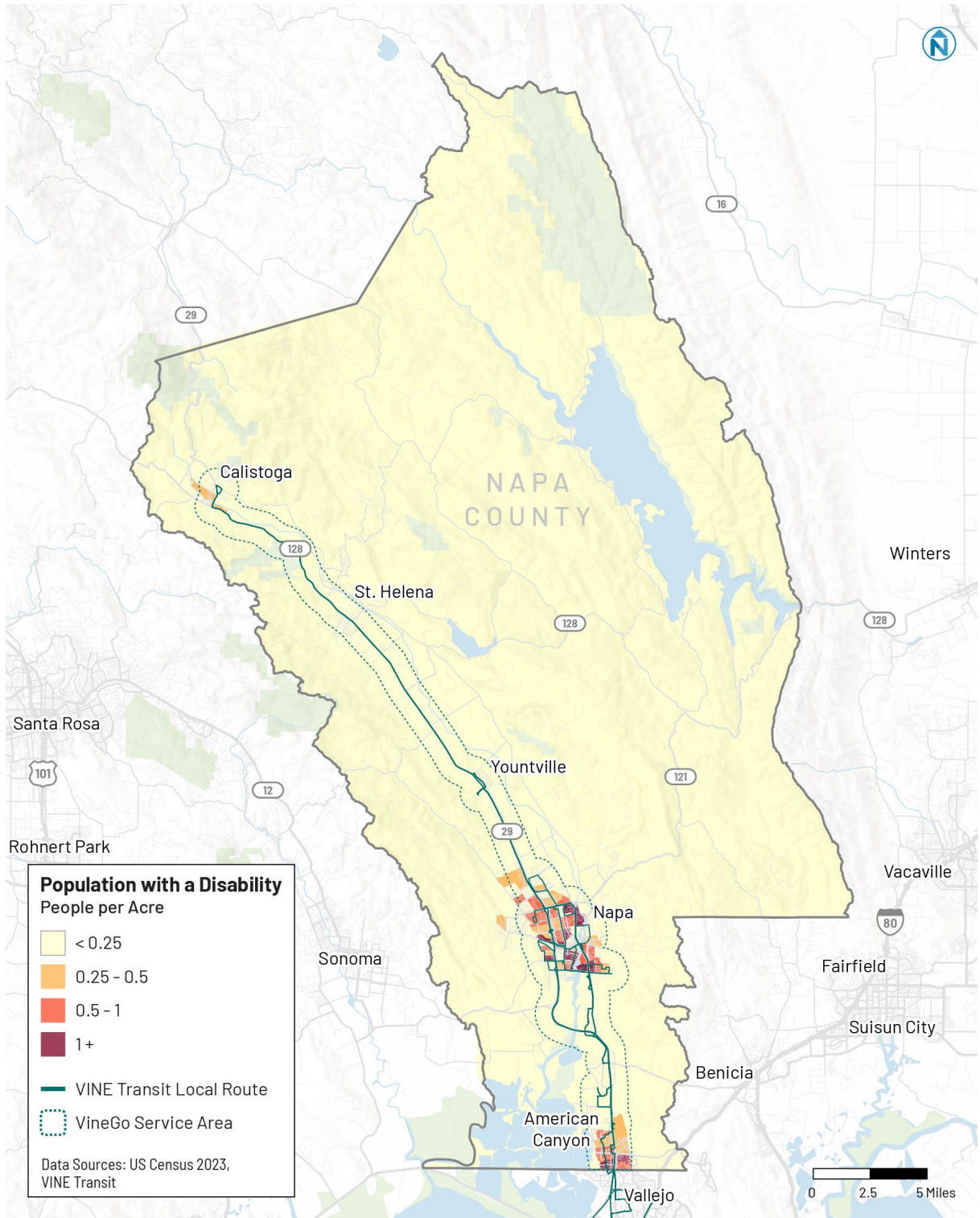


Source: US Census, American Community Survey 5-Year Estimate (2023 Data)

Location of People with Disabilities

There are approximately 7,007 individuals with a disability between the ages of 20 and 64 living in Napa County. Population density for people with a disability is shown in Figure 4. Individuals with disabilities are concentrated in the Cities of Napa and American Canyon, with a small area of density in northern Calistoga. Individuals with disabilities are well-served by VineGo transit, except for a few small pockets in the western portions of the City of Napa.

Figure 4 Population Density of People Ages 20 to 64 with a Disability



Source: US Census, American Community Survey 5-Year Estimate (2023 Data)

Location of Target Populations in Comparison to VineGo

There are approximately 35,024 people over the age of 65 and between the ages of 20 and 64 with a disability in Napa County,³ of which approximately 28,649 (81%) are living within the VineGo service area. This means that only 19% of the target population, or approximately 6,554 people, live outside of the VineGo service area. Of those, 4,666 (13% of the total target population) live in unincorporated Napa County and do not have access to Vine Transit fixed-route or VineGo paratransit services. These figures are shown in Figure 5.

Figure 5 Target Population in VineGo Service Area and Unincorporated Napa County

| Area | Total Target Population | Population within the VineGo Service Area | | Population outside of the VineGo service area | |
|-----------------------------------|-------------------------|---|------|---|-----|
| Napa County | 35,024 | 28,649 | 81% | 6,554 | 19% |
| Incorporated Napa County | | | | | |
| City of Napa | 19,692 | 18,603 | 94% | 1,258 | 6% |
| City of American Canyon | 4,011 | 3,746 | 93% | 265 | 7% |
| Yountville | 1,838 | 1,838 | 100% | 0 | 0 |
| St. Helena | 1,795 | 1,633 | 91% | 162 | 9% |
| Calistoga | 1,417 | 1,224 | 86% | 193 | 14% |
| Unincorporated Napa County | | | | | |
| Unincorporated Napa County | 6,271 | 1,605 | 26% | 4,666 | 74% |

Older adults (Figure 3) are concentrated in areas surrounding incorporated cities and towns, which have Vine Transit fixed-route and VineGo paratransit services. There are pockets of density extending beyond the ¾ mile VineGo service area for older adults, such as western portions of the City of Napa and some areas in western Yountville. Most older adults live in areas well-served by VineGo. Individuals between the ages of 20 and 64 with a disability (Figure 4) are concentrated in the Cities of Napa and Calistoga. They are well-served by VineGo, with the exception of some western portions in the City of Napa.

³ 2023 American Community Survey Data

RIDERSHIP DATA

Fiscal Year 2023 Ridership Data

Figure 6 shows NVRTA’s on-demand ridership data for 2023 in Napa County, including Napa Local on Demand service, VineGo paratransit, Calistoga Shuttle, St. Helena Shuttle, Yountville Bee, and American Canyon Transit. In total, all demand response services carried approximately 75,000 passengers between July 2022 and June 2023. Non-paratransit demand response services carried approximately 61,000 passengers and VineGo paratransit carried the remainder.

Figure 6 FY 2023 Ridership Data

| Passengers Carried | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | FY Total |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|
| Napa Local On Demand | 4,605 | 4,275 | 3,971 | 3,979 | 16,830 |
| VineGo | 2,793 | 3,303 | 3,310 | 3,934 | 13,340 |
| Calistoga Shuttle | 3,994 | 3,679 | 3,080 | 3,545 | 14,298 |
| St. Helena Shuttle | 1,544 | 1,862 | 1,740 | 1,588 | 6,734 |
| Yountville Bee | 1,308 | 925 | 980 | 1,087 | 4,300 |
| American Canyon Transit | 4,477 | 5,100 | 4,828 | 4,922 | 19,327 |
| All Demand Response | 18,721 | 19,144 | 17,909 | 19,055 | 74,829 |
| Non-Paratransit Total | 15,928 | 15,841 | 14,599 | 15,121 | 61,489 |

Active VineGo Riders and Potential Demand for VineGo Outside of the Service Area

As of February 2025, VineGo has 428 active VineGo riders. Using FY 2023 data in Figure 6, one rider takes an average of approximately 31 rides per fiscal year, or 2.5 rides per month. NVRTA’s active VineGo riders are 1.5% of the total population of potentially eligible riders (older adults and individuals with disabilities living within the VineGo service area, about 28,649 people) in Napa County. There are approximately 4,666 potential riders (target population of older adults and individuals with disabilities) who have no access to VineGo services and must rely on non-NVRTA transportation options, like Molly’s Angels. Assuming 1.5% would sign up for VineGo, this represents approximately 70 older adults and individuals with disabilities outside of the VineGo service area who would sign up for VineGo, based on the number of riders within the current VineGo service area who sign up for VineGo service.

Molly's Angels Clients and Ridership

Molly's Angels is a trusted non-profit transportation and volunteer driver provider in Napa County. As of February 2025, Molly's Angels has 1,077 registered clients. 73% live in the City of Napa, 7% live in Calistoga, 6% live in Yountville, 5% live in American Canyon, 4% live in Angwin, Deer Park, Oakville, and Rutherford, and 3% live in Solano County. Of the 1,077 clients, Molly's Angels provides paratransit service in partnership with MedBridge to 94 clients. In 2024, Molly's Angels provided 295 rides to those clients. Molly's Angels has also signed 44 clients up for VineGo paratransit service.

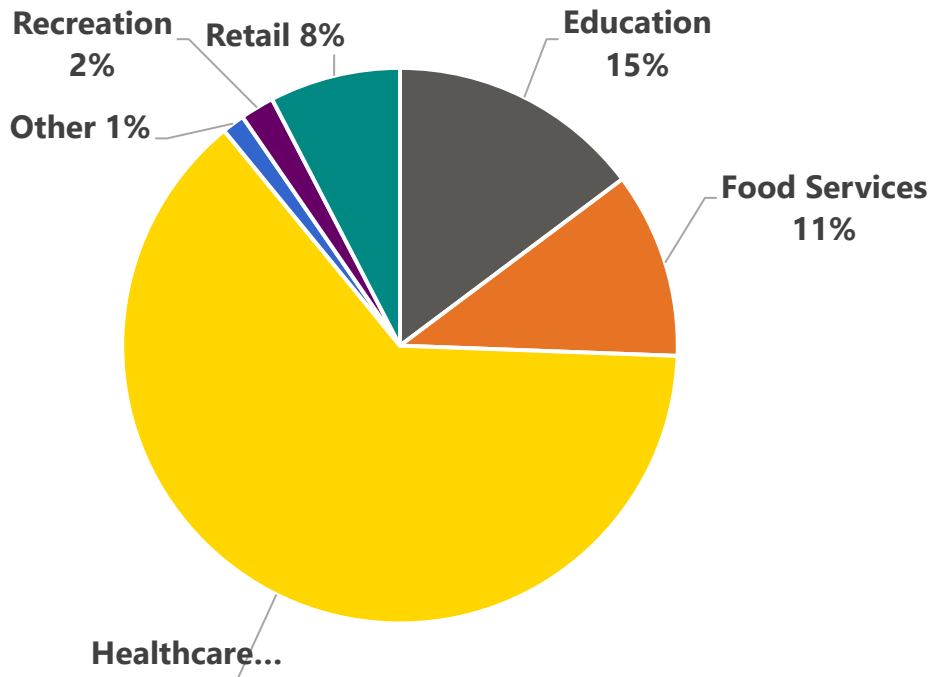
KEY FACILITIES AND SERVICE LOCATIONS

Based on a review of existing plans and surveys, a set of key facilities and service locations were derived based on common trends or comments. This includes common VineGo pickup locations, improved access to medical facilities, community services, and food services (like grocery stores) that are critical to the health and wellbeing of older adults and people with disabilities.

Common Paratransit Pickup Locations

Figure 7 shows the common VineGo paratransit pickup and dropoff location types for Fiscal Year 2023, by non-residential categories. Outside the home, the majority of pickups are at locations involving healthcare, followed by education and food services (or grocery stores). Two healthcare providers, DaVita Dialysis and Collabria Care (now known as Community Health Napa Valley), each experienced an average of about one pickup for every single weekday in the year in their respective Napa Valley network of locations. Each of those pickups averaged multiple riders at a time.

Figure 7 FY 2023 Percent of VineGo Pickups by Non-Home Location Type



Source: NVTA, FY 2023

Medical Services

Most medical facilities within Napa County are concentrated in the City of Napa. In the 2019 Napa County Community Health Improvement Plan, there were several comments regarding the need to improve access to medical services that are located outside Napa County. Figure 8 shows the density of medical facilities (hospitals, large medical clinics, and pharmacies) in Napa, Solano, and Sonoma counties. The two largest clusters of facilities are in Vallejo to the south in Solano County, and Santa Rosa to the west in Sonoma County. These surround three of the largest medical centers in the region: Kaiser Permanente Santa Rosa Medical Center, Kaiser Permanente Vallejo Medical Center, and Providence/Queen of the Valley Medical Center in the City of Napa. Additionally, the Yountville Veterans Home in Yountville provides medical care but only serves veterans.

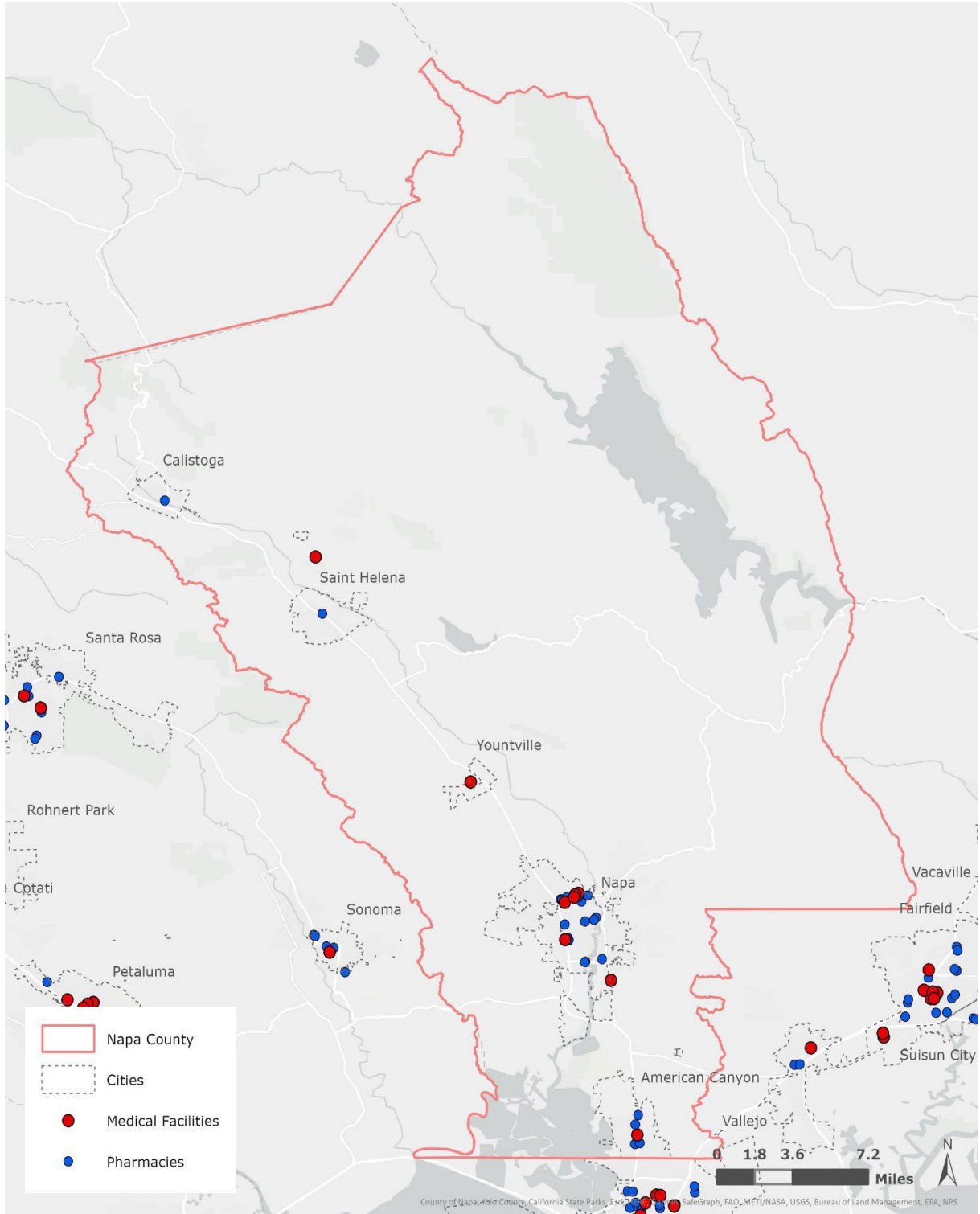
Access to certain medical services within Napa and Solano counties is available to residents via Vine Transit and VineGo. There is also service between Lake County and St. Helena Hospital via Lake County Transit's Route 3. The route service includes four southbound and four northbound trips per day with a stop in Calistoga. The St. Helena Hospital at Deer Park is directly served twice per day. However, there is currently no fixed-route service from any public provider to Sonoma County, where the Kaiser Permanente

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Santa Rosa Medical Center is located. Options for traveling to and from Santa Rosa Medical Center could include non-profit providers, taxi, and ride-hailing services. This provides an opportunity to coordinate with private and non-profit service providers, and medical service providers in those areas to improve access to medical facilities in the City of Santa Rosa.

Existing community plans and community health needs assessments indicate that many medical facilities in Napa County do not provide specialist appointments. As a result, many older adults must travel outside of Napa County to receive medical attention. This can be an added burden for older adults who do not have the option to drive or are ineligible for affordable transportation programs.

Figure 8 Location of Medical Facilities

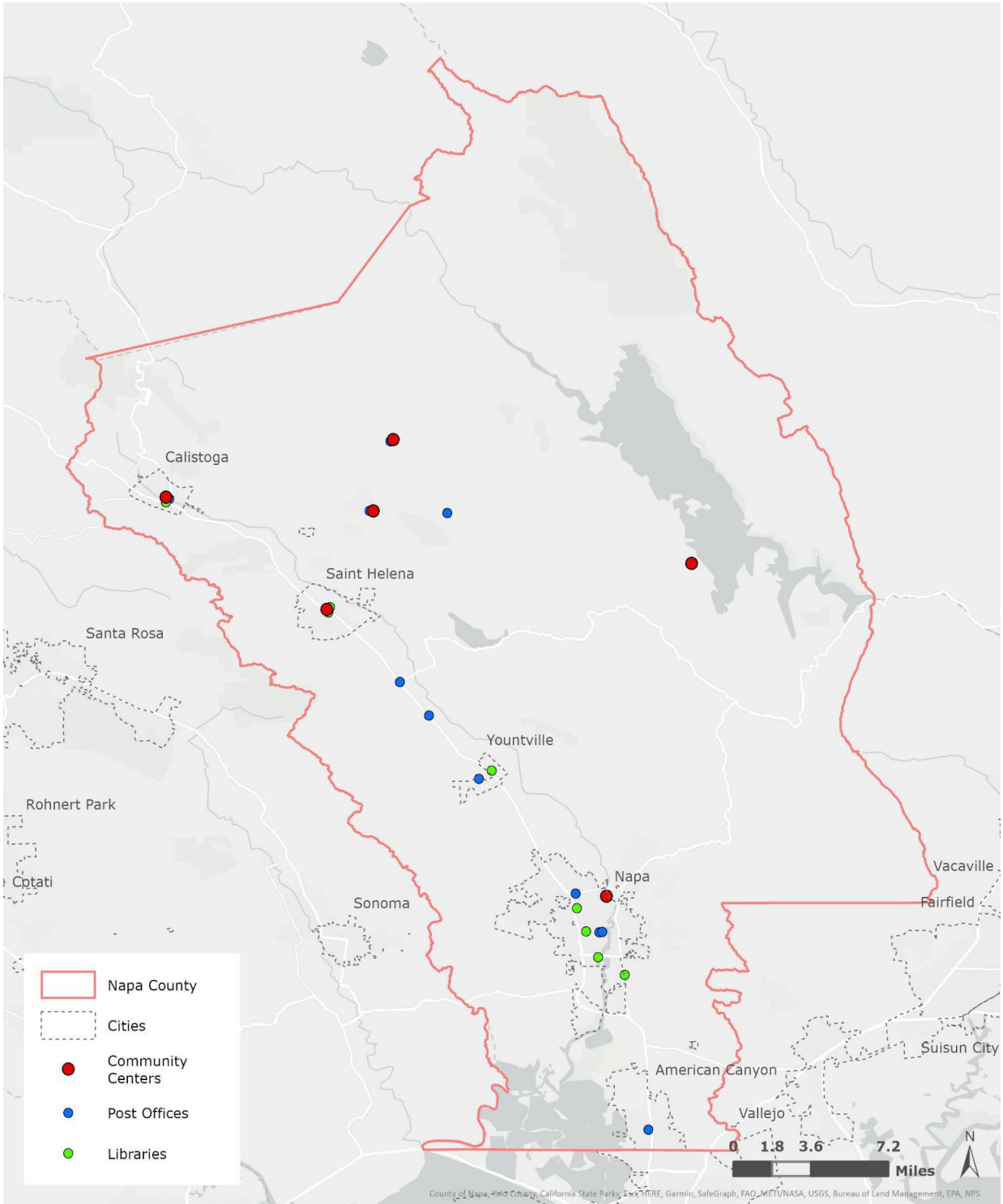


Source: Safegraph Places, Accessed November 2022

Community Services

Figure 9 shows the location of community service facilities, which include community centers, post offices, and libraries for the purpose of this study. These facilities deliver frontline community services and contribute to a more social, connected, and educated community. An estimated 46% of older adults and 63% of people with disabilities in Napa County are located within one mile of a community facility. The highest number of these facilities are in the City of Napa, followed by other urban centers along SR 29 including the Calistoga, St. Helena, and Angwin areas. Some key facilities include the Napa Senior Center, the Up Valley Family Center in Calistoga, the Yountville Community Center, the American Canyon Senior Multi-Use Center, the Rianda House Senior Activity Center in St. Helena, and the Berryessa Senior Citizens Center.

Figure 9 Location of Community Service Facilities



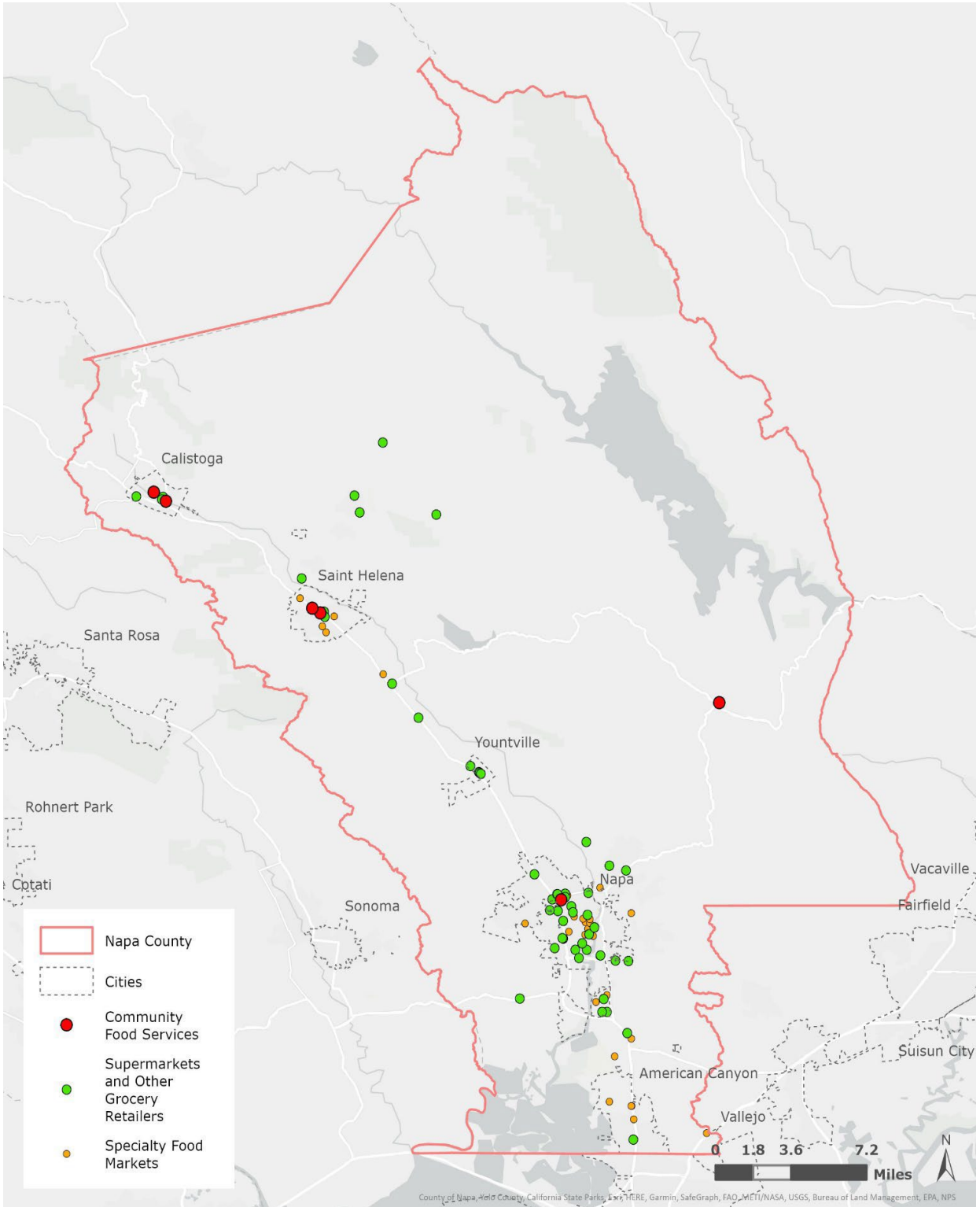
Source: Safegraph Places, Accessed November 2022

Food Services

Food service locations (categorized as supermarkets, grocery retailers, specialty food markets, and community food banks), are depicted in Figure 10. Proximity to quality food sources is critical for healthy communities. An estimated 59% of older adults and 68% of people with disabilities in Napa County are within one mile of one of these food services. The highest number of these facilities are in the City of Napa with the rest located in the other urban centers along the SR 29 corridor.

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Figure 10 Location of Food Services



Source: Safegraph Places, Accessed November 2022

MODELED TRAVEL BEHAVIORS

Data from Replica, a platform that provides modeled travel behavior data aggregated at the Census tract level, was used to examine common origins and destinations across Napa County.⁴ Replica uses a diverse range of data to create models, including mobile cellphone location data, consumer and resident data, land use and real estate data, consumer marketing data, and credit transaction data. With these inputs, Replica runs large-scale, computationally intensive simulations to create a “replica” of transportation and economic patterns. This approach is intended to create a holistic view of the built environment. Replica data, currently available through 2023, shows trips by mode choice, origin and destination, time of day, trip purpose, and trip distance. However, Replica data typically shows trips to and from the Census tract, not the specific destination or drop-off point, thus not allowing for granular analysis. For Napa County, the large census tracts, low density areas, and smaller sample size of the older adult population (compared to the entire population of Napa County) only allows analysis of broad trends. Still, Replica combines several data sources and provides a model of demographics, travel, and other data that can be used to understand the transportation environment in a certain place, such as the mode choice of older adults in unincorporated Napa County.

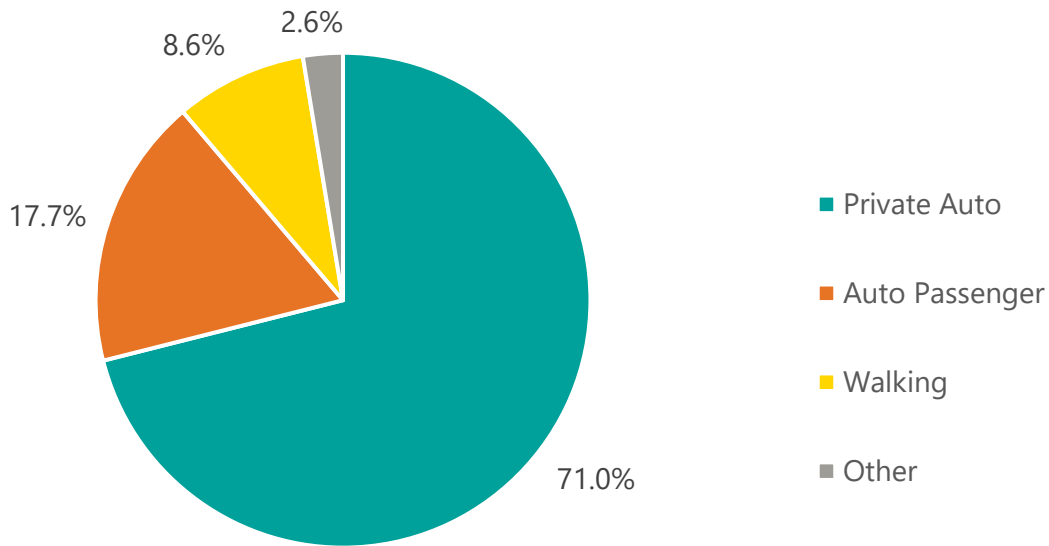
Mode Choice

In 2021 and 2023, most older adults in Napa County either drove themselves or had someone drive them. Replica data from 2021 (Figure 11) shows that most residents chose to drive (71%) which is consistent with other collected data. Auto passenger (17.70%) and walking (8.60%) were the two other most common mode choices. Replica data for 2023 shows that driving has increased slightly since 2021, up to 73% from 71% in 2021. Auto passenger trips and walking trips decrease slightly in 2023 (Figure 12), compared to 2021. Other than driving, walking is the most common mode choice in Napa County. In 2023, less than 0.1% of older adults across Napa County use public transit.⁵ Mode choice for unincorporated Napa County is similar to incorporated Napa County.

⁴ Replica, Seasonal Model Methodology Extended (Places). For more information, see: <https://documentation.replicahq.com/docs/seasonal-mobility-model-methodology-extended-places>

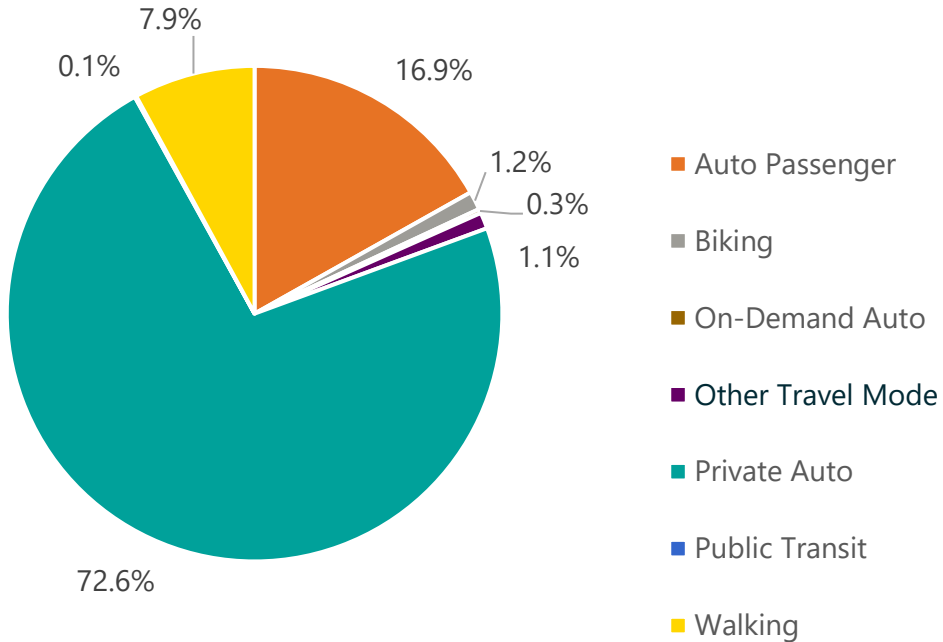
⁵ Transit does not include paratransit. Replica does not currently model paratransit data.

Figure 11 2021 Older Adult Mode Choice (Replica Data)



Source: 2021 Replica Data

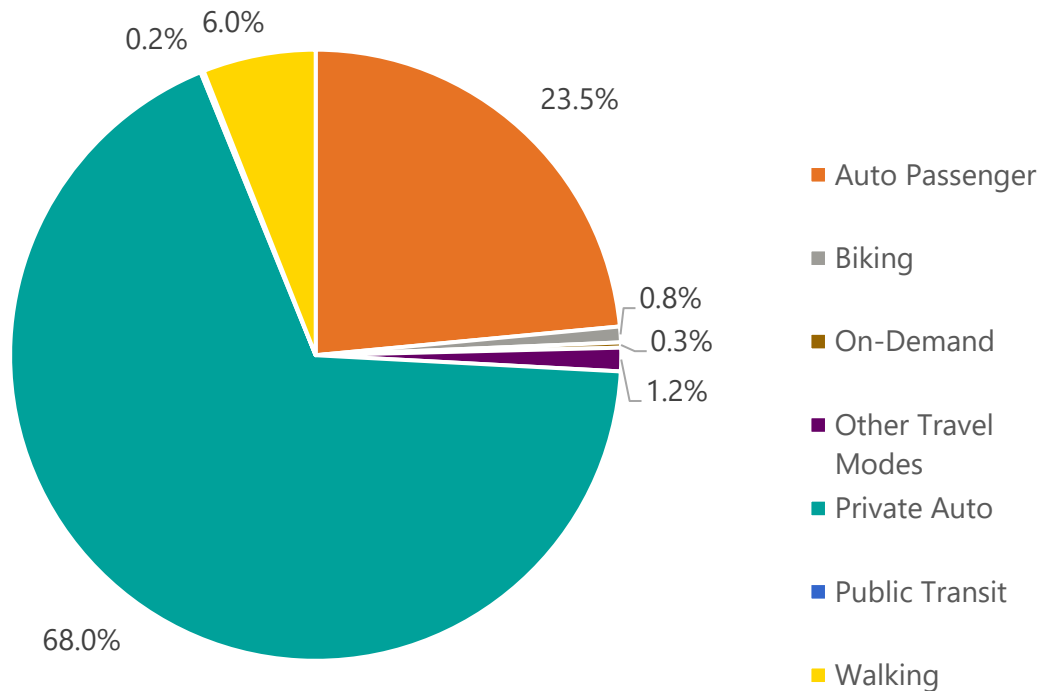
Figure 12 2023 Older Adult Mode Choice (Replica Data)



Source: 2023 Replica Data

Replica also models the mode choice amongst older adults who identify as non-white (Figure 13). Non-white mode choice is similar to total mode share in 2021 and 2023. Private vehicle trips are still the primary mode, with approximately 68% of non-white persons opting for it. Mode share of auto passenger trips was higher for non-white persons (23.5%) compared to the total 2023 population (17%). The other mode choice options remain within one percentage of total mode choice percents.

Figure 13 2023 Non-White Older Adult Mode Choice (Replica Data)



Source: 2023 Replica Data

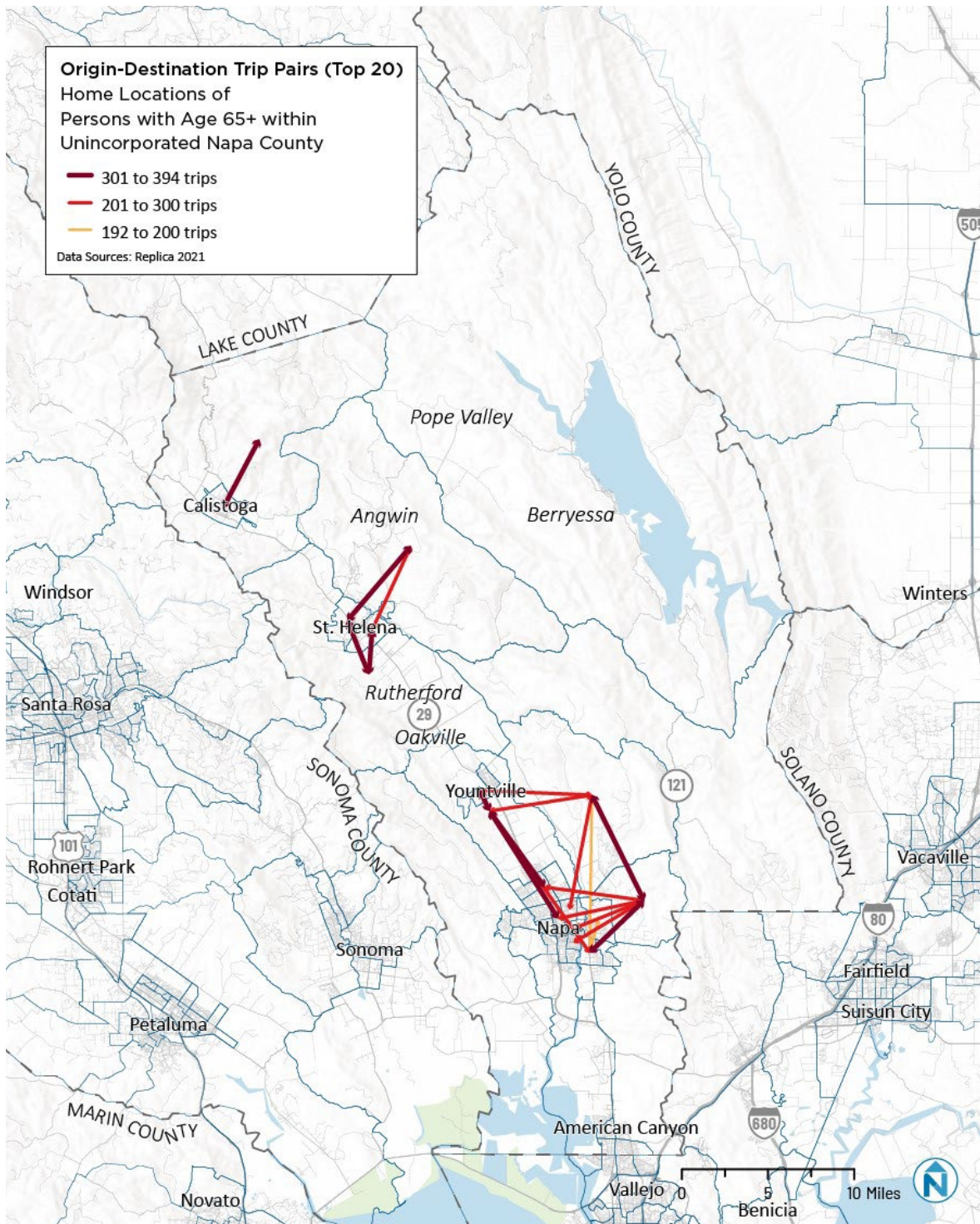
Origin and Destination

Replica data shows general patterns of travel, not pick-up and drop-off points. Wider and darker arrows on the following maps show patterns of where more trips occur. Because the majority of trips are centered on and around the City of Napa, the ATNA team first focused on understanding movements affecting people living in unincorporated areas of the County. People living in these areas are likely to be outside of Vine and VineGo service areas and will thus have fewer publicly available transportation options. Replica data from 2021 (Figure 14) and 2023 (Figure 15) show that many trips from homes in unincorporated

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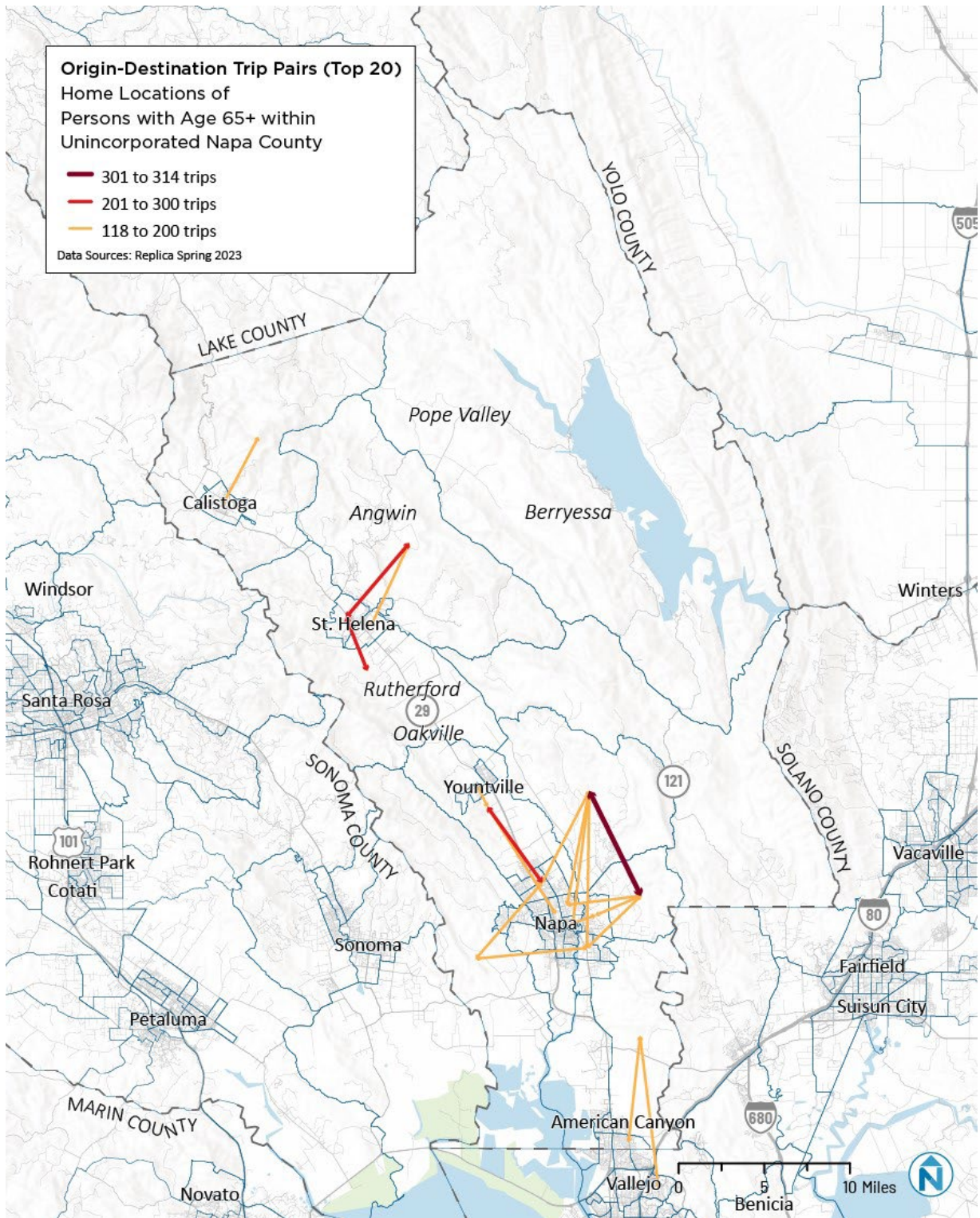
Napa County are directed toward the nearest town center in Napa Valley. For example, St. Helena is the most common destination for trips originating in homes in unincorporated Angwin. While the number of trips to the top 20 origin-destination pairs was higher in 2021, the overall pattern shows that most trips are made from rural areas to more densely populated areas, such as from Angwin to St. Helena or from Vichy Springs to Napa.

Figure 14 2021 Trip Pairs (Unincorporated Napa County Home Locations)



Source: 2021 Replica Data

Figure 15 2023 Trip Pairs (Unincorporated Napa County Home Locations)



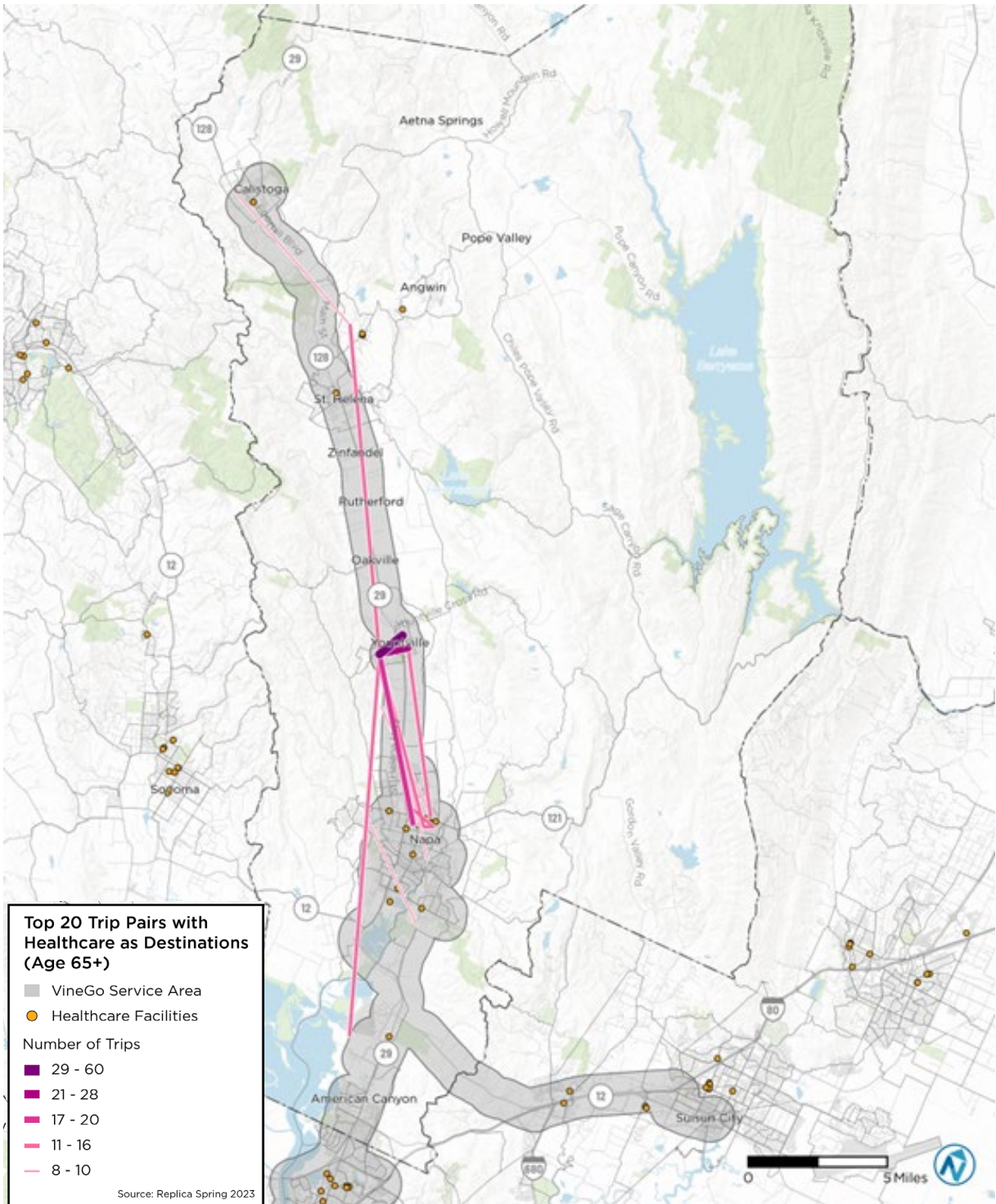
Source: 2023 Replica Data

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Various planning documents and community health needs assessments state that trips to medical appointments are a key need that older adults struggle to meet. Because of this, the ATNA team also looked at data for the top 20 origin-destination pairs with healthcare as a destination (Figure 16). Most trips are made within Yountville (where the Veterans' Home is located), to the City of Napa, or American Canyon.⁶

⁶ This census tract includes Vallejo, where the Kaiser Vallejo Medical Center is.

Figure 16 Healthcare Origin-Destination Pairs

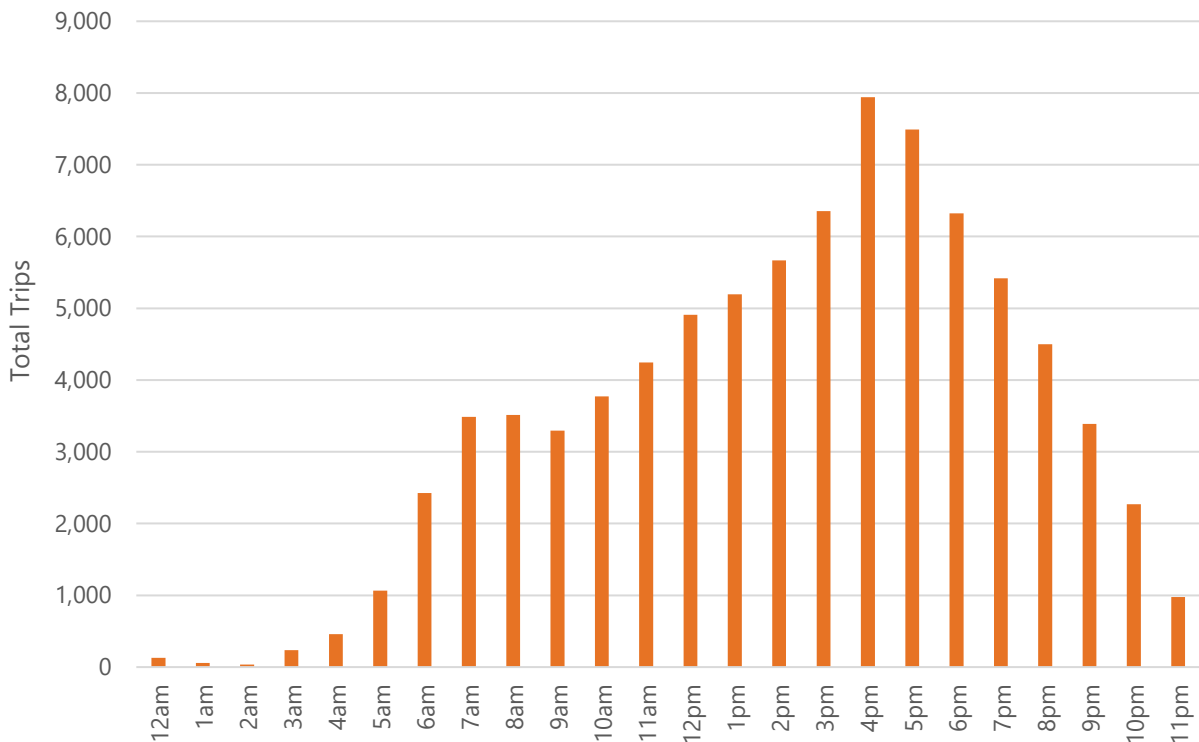


Source: 2023 Replica Data

Time of Day

Figure 17 describes the typical start times for trips taken by older adults on an average day in 2023. Most trips occur between 7:00am and 9:00pm. Trips peak slightly during the morning hours, before steadily rising throughout the late morning and afternoon hours. Trips peak at 4:00pm, with approximately 7,950 trips occurring during that hour. After 4:00pm, trips begin to decrease steadily throughout the late afternoon and evening hours. Trip starting hours also follow the hours that transit and paratransit in Napa County operate. VineGo service ends around 6:00pm in the City of Napa just like fixed-route, but a significant number of trips occur up to 10:00pm, which means that transit riders must find a different way of returning home in the evening. There are later options in Up Valley until 7pm to 9pm depending on the day of the week, but nothing as late as 10pm.

Figure 17 Total Older Adult Trips by Hour of Day

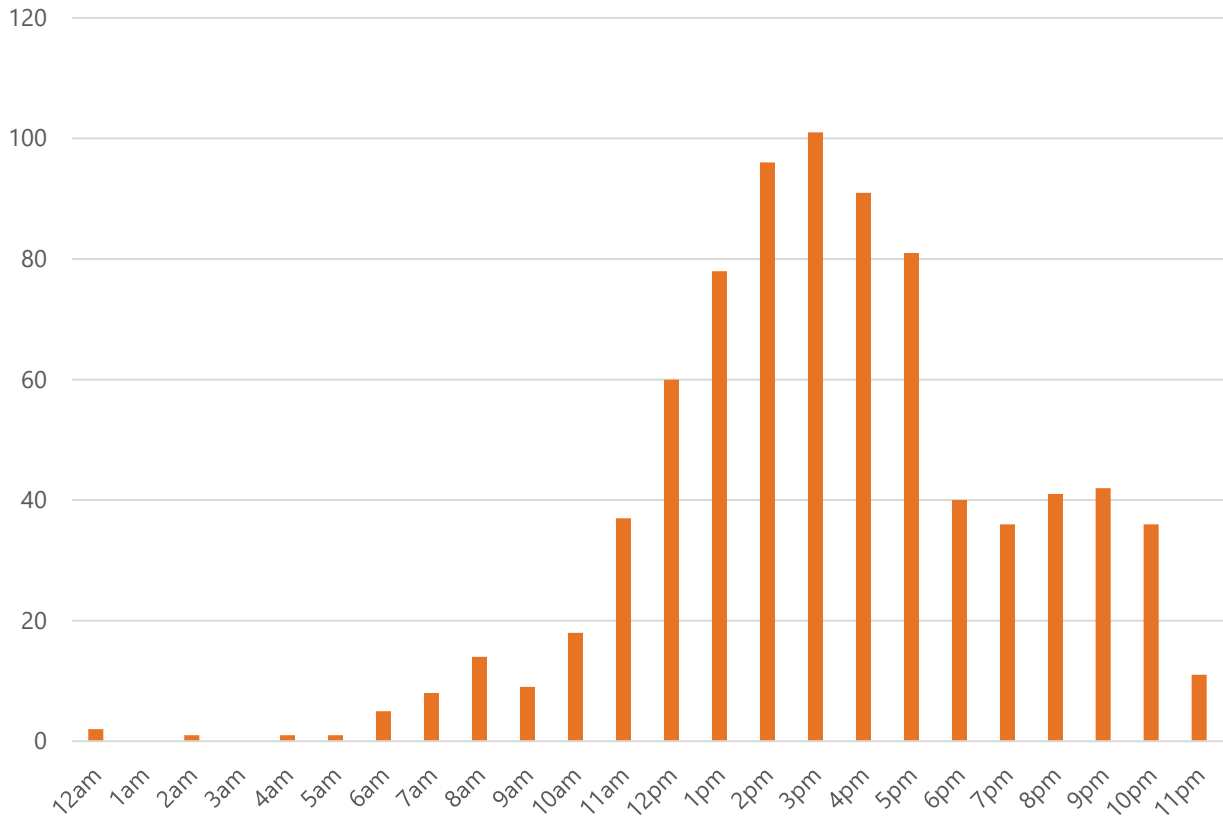


Source: 2023 Replica Data

Like origin and destination data, trip hour can be filtered by trip purpose (Figure 18). Most healthcare trips occur between 12:00pm and 5:00pm. Interestingly, trips hold steady in the evening hours before dropping significantly between 10:00pm and there is not a significant number of trips until 10:00am the next day. This indicates that the peak of

healthcare trips (12:00pm-5:00pm) occur during paratransit service hours and fixed-route service hours.

Figure 18 Older Adult Healthcare Trips by Hour of Day



Source: 2023 Replica Data

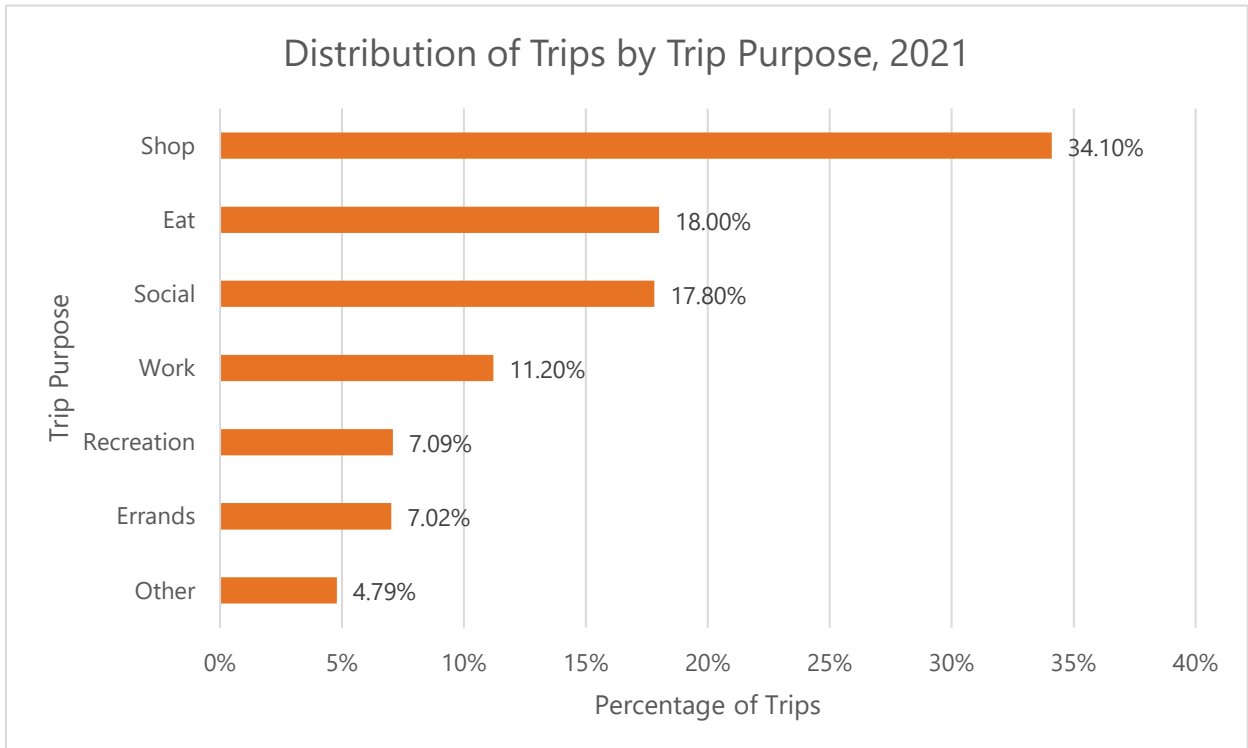
Trip Purpose

Figure 19 describes all trip purposes for older adults with the exception of trips returning home. Shopping is the largest trip purpose category, capturing 34% of trips. The shopping category includes grocery store trips. The eating, social, and recreation categories collectively account for nearly 43% of trips. This finding echoes comments from existing plans and surveys that older adults are concerned about transportation to and from social, cultural, recreational activities, not just medical trips. Greater flexibility and choice in services that support shopping and recreation trips may increase older adult trips on transit and on-demand services.

In the Replica data platform, trips to medical services are grouped under the “errands” trip purpose. An additional filtering of trips by destination land use category can estimate

specifically medical trips, but there is a low degree of certainty. With these caveats in mind, fewer than 1,000 trips are taken to healthcare destinations each day, of which most (75%) stay within Napa County, with relatively fewer going to Solano County (9%), Sonoma County (2%), and counties farther afield (14%).

Figure 19 Distribution of Trips by Trip Purpose, 2021

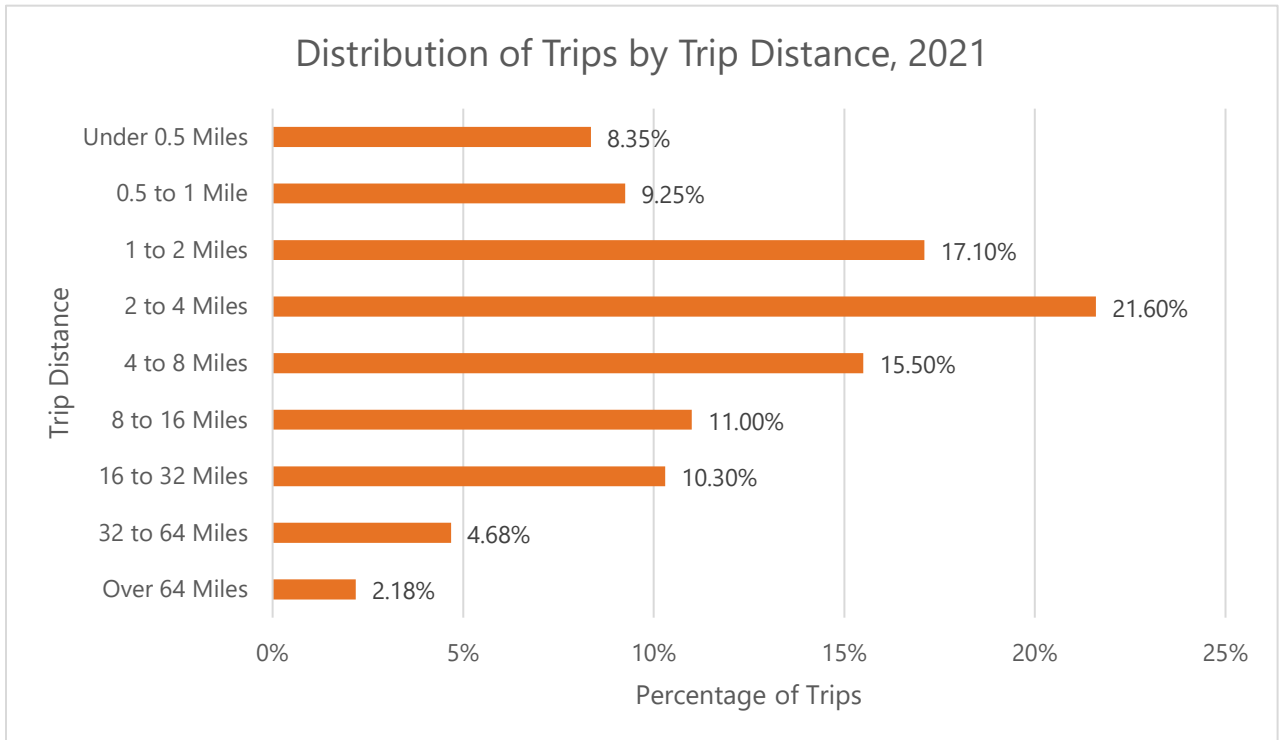


Source: Replica Data, 2021

Trip Distance

Most trips made by older adults are less than four miles in length, as shown in Figure 20. The difference in trip purpose and mode based on trips shorter or longer than four miles was checked. Private automobile usage remained high in both groups except for walking becoming more desirable than carpooling for shorter trips. Trip purposes remained relatively unchanged.

Figure 20 Distribution of Trips by Trip Distance, 2021



KEY TAKEAWAYS

Demographic data, trip data, and highlights from the plan review were used to identify the key gaps and barriers for older adults in accessing transportation in Napa County.



Medical Access is Imperative

Medical access is imperative, as not all medical needs can currently be met in the City of Napa and Napa County. Across multiple surveys from 2015 to 2023, most older adults reported driving themselves. More people driving themselves contributes to higher rates of traffic congestion, potential for crashes, and higher emissions – all of which compromise the quality of life in communities. If drivers are also experiencing diminished faculties because of aging, the risk to themselves and others increases. At the same time, if the option of transit continues to be limited in coverage and frequency, then *“one late bus can dismantle many other aspects of a healthy and productive day”* (as put forth in the Community Health Needs Assessment).

As noted in Kaisers’ Community Health Needs Assessment, a car-dependent region can have disparate negative impacts on community members who do not have the option or ability to drive. Transportation to medical care, especially outside of Napa County, is currently a challenge. Plans as recent as 2024, like the Older Adults Assessment, observe that older adults find transportation to/from medical appointments to be expensive and difficult to access. Additionally, the Accessible Transportation Needs Study Survey showed many respondents choosing to use public transportation for medical appointments. Ensuring that people can both get to and from their appointments in a convenient and affordable manner is a persistent need.



Navigating all Available Transportation Options is a Challenge

Multiple plans note how the community has a lack of information and knowledge on existing transit services and mobility programs. Previous plans show that using non-driving transportation options takes a significant amount of time and energy. Older adults have a particularly challenging experience finding and using these options if they do not use a smartphone (or have any internet access) and/or have a language barrier. People reported being unaware of existing resources available for older adults and people with disabilities who are seeking transportation. Better communication with the community about available services, as well as efforts to overcome communication and technology barriers that limit people’s access could help improve utilization.



Limited Affordable Transportation Options

Calling a local taxi or hailing a Lyft or Uber might seem to be the simplest choice for those who don't drive, but it is often the most expensive option for those users. With housing and living costs on the rise throughout California, plans like the Community-Based Transportation Plan have called attention to expanding the age range for affordable transit programs.



Physical Infrastructure Improvements are Needed

The door-to-door experience of transportation is not just limited to a bus ride or another vehicle. It includes the walking route to the bus stop and the waiting conditions of the bus stop itself. Multiple plans noted a need for safer routes for pedestrians, particularly seniors, especially around key destinations. If transit service coverage were to expand to new locations, those new stops would need to be accessible by older adults and people with disabilities.



Travel Model Data Supports Survey and Planning Data

Planning documents show that most older adults in Napa County choose to drive themselves. If they do not drive themselves, they are often an auto passenger, meaning someone drives them to their destination. Replica mode choice data in 2021 and 2023 supplements these patterns. Replica data also shows that very few older adults take fixed-route transit and on-demand options. On-demand options, which are more expensive to operate compared to fixed-route transit, may not really improve service if older adults and people with disabilities do not use them.



Vine and VineGo Services are Optimally Located

Approximately 61% of older adults and 76% of individuals with disabilities live within the transit and paratransit service area. Most medical services, community services, and food services are located along the SR 29 corridor, which Vine and VineGo run along. Other locations, especially east of SR 29, are rural and agricultural. Vine and VineGo have appropriate service areas for the population density of older adults and people with disabilities.



Service Gaps Exist for Out-of-County Trips

In planning documents, older adults indicate that they want additional out-of-county trips, especially trips they can make without a transfer. Additional services are needed for older adults and people with disabilities to make out-of-county

trips. Through NVTA outreach and work conducted by the Metropolitan Transportation Commission (MTC), the Bay Area's Regional Planning Organization, there is an opportunity to coordinate with surrounding counties on out-of-county transfer trips.



Trips Occur Later into the Evening

Travel model data shows that trips occur later into the evening, beyond 6:00pm when VineGo service ends, corresponding with when most local fixed-route service ends. Healthcare rides, for example, persist as late as 10:00pm. NVTA's website says that fixed-route service operating late evening and night hours are available in some areas. Increasing service hours to 8:00pm or 9:00pm for more services may benefit communities significantly.



Transit Cannot Meet All Needs Alone

As evidenced in NVTA's Short-Range Transportation Plan, the possibility of exhausted and/or stagnant funds from federal and other governments is being considered in multiple scenarios. This means that one should not expect NVTA to expand service coverage or span in the next few years. Finding additional funding sources and boosting partnerships with trusted local institutions may be imperative for helping to close transportation gaps for isolated and vulnerable communities in Napa County, at least in the near-term.

3 OUTREACH SUMMARY

Throughout the course of the project, the consultant team worked with NVTA staff to conduct outreach and engagement for the ATNA. Outreach was done both virtually and in person in Napa County. One of the major purposes of the ATNA was to understand the transportation needs of older adults in Napa County and the locations of these older adults. Public outreach was intended to bring targeted residents, community-based organizations, healthcare providers, and transportation/county staff together to identify transportation challenges and develop strategies to overcome them.

The key objective of the outreach efforts was to engage the target population, older adults and people with disabilities in the identification of mobility needs and the development of strategies to address those needs. Key engagement activities included:

- Stakeholder working group meetings
- Public meetings and outreach events with older adults
- Operator interviews
- Accessible Transportation Survey

STAKEHOLDER WORKING GROUP

NVTA created a stakeholder working group comprised of designated members from selected organizations to participate in the project. As valued stakeholders, they were invited to provide input, to help with the evaluation of current needs, and to provide input on the strategies. Stakeholder working group attendees are shown in Figure 21. Three stakeholder working group meetings were conducted in June 2024, October 2024 and February 2025. At the June 2024 working group meeting, the consultant team shared existing conditions findings and hosted a discussion about strengths, weaknesses, threats, and opportunities for the project. At the October 2024 working group meeting, stakeholders reviewed gaps and initial strategies, with an opportunity to provide input on the draft strategies. At the February 2025 working group meeting, stakeholders participated in an exercise to indicate which of the strategies were the highest priority and should be prioritized first for implementation.

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Figure 21 Stakeholder Working Group Participants

| Organization | Name |
|--|---------------------|
| Napa/Solano Area Agency on Aging | Elaine Clark |
| Napa County Commission on Aging | John Pearson |
| Napa County Commission on Aging | Marc Frankenstein |
| Napa County-Health and Human Services | Jennifer Yasumoto |
| Providence | Terri Smith |
| Molly's Angels | Devereaux Smith |
| City of Napa Senior Center | Linda Button |
| UpValley Family Centers | Lupe Maldonado |
| Providence | Celina Regalia |
| Yountville Veterans Home | Majel Arnold |
| NVTA Board | Liz Alessio |
| Providence | Ian Carson |
| Napa County-Health and Human Services | Lesli Medina |
| Napa County | Casey Rockwood |
| NVTA | Danielle Schmitz |
| NVTA | Kate Miller |
| NVTA | Rebecca Schenck |
| NVTA | Libby Payan |
| NVTA | Dexter Cypress |
| Mentis Napa | Rob Weiss |
| Providence/OLE Health | Ricardo Hurtado |
| American Canyon | Alexandra Ikeda |
| Partnership Health | Kathryn Power |
| Partnership Health | Brandi Walker |
| St. Helena Hospital | Kimberly Baldwin |
| Kaiser | Tamar Kurlaender |
| Moving Forward | Barbara Montaldo |
| Puertas Abiertas Community Resource Center | Blanca Huijon |
| Senior Helpers | Bob Nations |
| North Bay Regional Center | Gabriel Rogin |
| County of Napa | Jennifer Henn |
| Up Valley Family Center | Jenny Ocon |
| Napa Valley PSI | Lea Ronald |
| Community Action of Napa Valley | Lisa De Rose |
| Rianda House | Maury Robertson |
| Rianda House | Naomi Dreskin |
| Rianda House | Peter Kilkus |
| LGBTQ Connection Napa and Sonoma | Solicia Aguilar |
| LGBTQ Connection Napa and Sonoma | Terri Restell-Deits |
| Adventist Health | Trina Justman |
| Share the Care Napa Valley | Ruth Matz |
| Share the Care Napa Valley | Heather Luna |
| Share the Care Napa Valley | Dana Garcia |

PUBLIC MEETING

A public open house meeting was held in July 2024 in the NVTA Board Room. Attendees were able to speak to staff, filter through the boards posted around the room and provide input on existing programs and services, places where they currently travel and would like to travel but struggle to get to, and provide information on their transportation priorities. All boards were available in English and Spanish. NVTA also took the boards out to community events, such as farmers markets, to get additional input.

Key findings from the public meeting included:

- Attendees were familiar with NVTA programs like Vine Transit and VineGo, as well as trusted community-based programs like Molly's Angels. However, there are several smaller services that attendees are unfamiliar with.
- Many healthcare programs provide some sort of transportation service. Some attendees were aware of these programs but often had difficulty accessing them.
- Where attendees live in the county affects their travel needs. Attendees in northern portions of the county, like Calistoga, struggle to travel to the City of Napa and other southern portions of the county. They're also interested in trips to Santa Rosa for medical appointments. Attendees who live in southern portions of the county tend to travel between cities in Napa County and were interested in service outside of the VineGo service area and hours. Potential destinations include the country club, church on Sundays, and medical appointments in Vallejo.
- Echoing their travel needs, attendees were interested in improved local service to transport them to the closest town, as well as regional service to hubs in other counties for medical appointments.

OPERATOR INTERVIEWS

The consultant team interviewed Vine Transit and VineGo drivers in July 2024 to understand challenges they see for older adult transportation in Napa County. Key takeaways included:

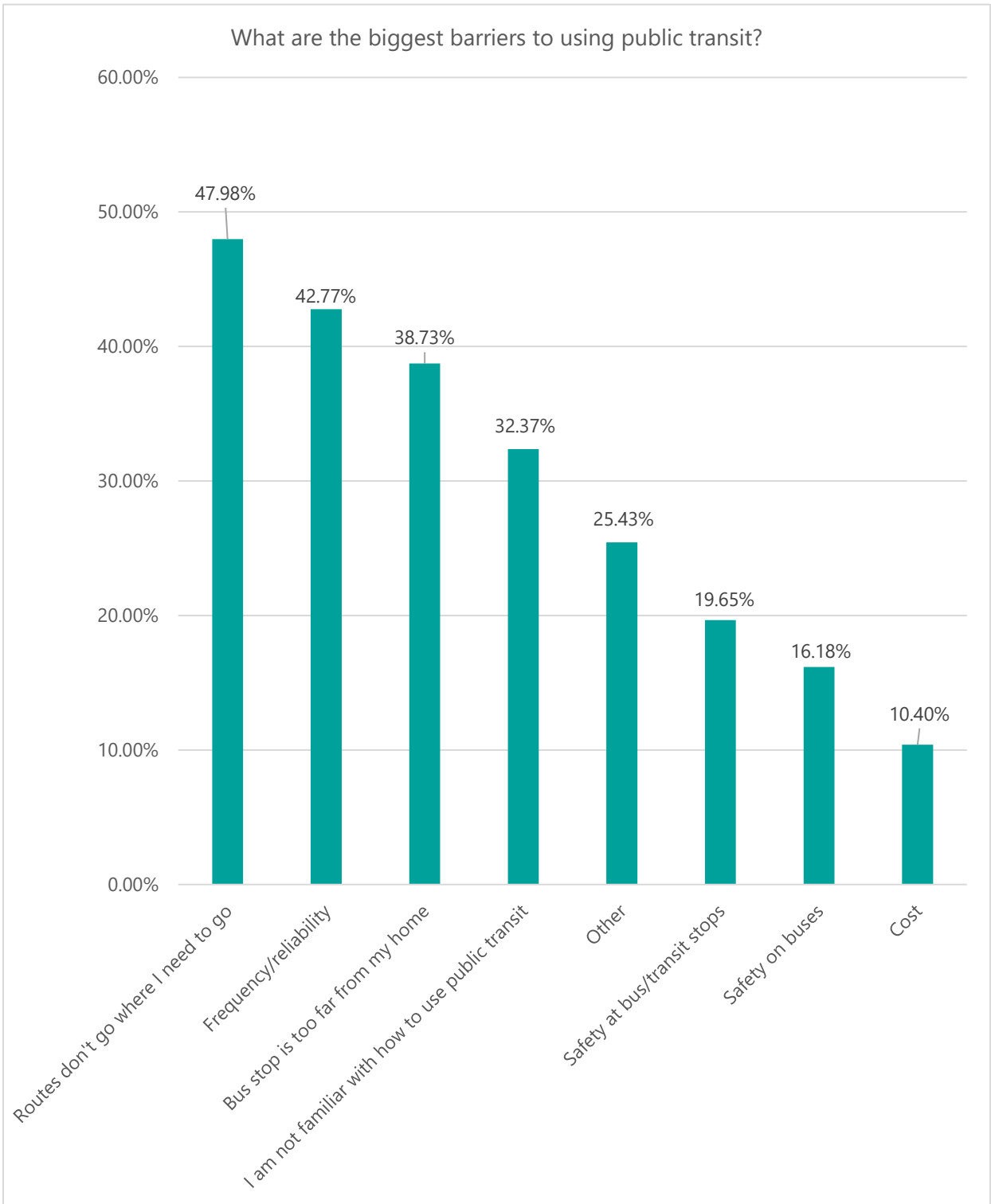
- Many older adults ask drivers how to get to their destination and help them plan their trips.
- Napa is well served, but Vallejo and rural areas need additional service for older adults.

- Some routes in the City of Napa cover facilities with a lot of older adult residents. There are not enough wheelchair spaces on buses, which means that some older adults must wait for buses with available wheelchair space.

ACCESSIBLE TRANSPORTATION NEEDS SURVEY

NVTA administered a survey to identify barriers to transportation access and key concerns among the target priority populations. 339 responses were collected between January 15, 2023, and March 17, 2023. The majority of respondents (63%) said their primary means of transportation was driving themselves most of the time, followed by 38% who drive with friends and 30% who walk. Public transit was cited by 18% with Uber/Lyft/Taxi services used by approximately 9% of the time. A combination of volunteer drivers, paratransit and caregivers or assistants combined for approximately 20%. The largest barriers to using public transportation were frequency of bus schedules, routes/location of bus stops, and perceived safety issues (Figure 22). This was consistent across all demographics and income levels regardless of location. Respondents were most likely to take a trip on public transportation for medical visits (57%) or for grocery shopping (40%). Respondents shared that point-to-point services and on-demand services were critical to older adults in Napa County. Voucher systems and scrip payments were also identified as needed services.

Figure 22 Barriers to Public Transit



4 NEEDS IDENTIFIED

This chapter describes the critical areas of identified needs, directing attention to necessary improvements. These findings collectively underscore the need for improved partnerships, expanded outreach and education, and additional funding. Findings from the existing conditions, peer review, and outreach identified gaps and needs, as follows:

1. **Access to Medical Trips:** Transportation to medical care, especially outside of Napa County, is perceived to be a challenge. Plans as recent as 2024, like the Older Adults Assessment, observe that older adults find transportation to/from medical appointments to be expensive and difficult to access. Additionally, the Accessible Transportation Needs Study Survey showed many respondents choosing to use public transportation for medical appointments. Ensuring that people can both get to and from their appointments in a convenient and affordable manner is a persistent need. As noted in Kaisers' Community Health Needs Assessment, a car-dependent region can have disparate negative impacts on community members who do not have the option or ability to drive.
2. **Need for Coordination:** The NOAA report created several strategies for NVTa to implement, without a full consideration and understanding of the barriers NVTa faces to implement these strategies. Communication between these groups should be enhanced in the future to realistically improve outcomes. In addition to the NOAA group, NVTa struggles to connect with healthcare providers to learn about the medical transportation options they offer. NVTa cannot provide all services alone without support and coordination from partners to make sure that services are used and that older adults have their needs met.
3. **Access to Information:** Existing conditions and outreach suggested the community has a lack of information and knowledge on transit services and mobility programs, despite resources available for older adult transportation. In cases where there is a will to find the most appropriate non-driving transportation options, it takes a significant amount of time and energy. In addition, there may be communication and technology barriers that limit people from accessing transportation options other than driving or taking fixed-route transit.
4. **Limited Affordable Transportation Options:** 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.

5. **Inaccessible infrastructure to reach transit:** Many older adults indicated that they were interested in using public transit like Vine Transit, but struggled to walk to stops due to lack of sidewalks, debris at stops, and other physical infrastructure concerns. Multiple plans noted a need for safer routes for pedestrians, particularly seniors, and around key destinations.
6. **Service beyond VineGo:** Older adults indicated an interest in services beyond ADA paratransit like VineGo, including on-demand services, door-through-door services, and service outside of the VineGo service area. These requests are better suited for non-profits and volunteer driver programs, which NVTa can support or market.
7. **Service for out-of-county and out-of-area trips:** Older adults indicate that they want additional out-of-county trips, especially trips they can make without a transfer. Additional services are needed for older adults and people with disabilities to make out-of-county trips. Through NVTa outreach and MTC work, there is an opportunity to coordinate with surrounding counties on out-of-county transfer trips.
8. **Need for expanded service:** There are small pockets of older adults and veterans in areas outside of Vine and VineGo services. There are also personal trips that older adults and individuals with disabilities take which occur outside of the Vine and VineGo service hours. These trips cannot be made on VineGo with current service areas.
9. **Funding for expanded services:** As for previous plans and discussions, the possibility of exhausted and/or stagnant federal, state, and local funds is being considered in multiple scenarios. NVTa cannot expand its service coverage or span in the next several years without additional significant funding.

5 RECOMMENDATIONS AND IMPLEMENTATION

This chapter introduces and profiles recommended strategies to meet accessible transportation needs in Napa County. Following the profiles of all recommended strategies, additional detailed guidance on implementation is provided for strategies identified by project stakeholders as the highest priority.

Strategy Summary and Goals

Each strategy profiled includes the rationale, short-term and long-term action items, high-level cost estimates⁷, implementation partners, and implementation progress to date.

Strategies were developed using data from the ATNA Existing Conditions Report, Peer Review, and suggestions at the multiple Stakeholder Working Group Meetings and the July 2024 Public Meeting. Strategies also took into consideration the findings of the NOAA study.

⁷ 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.

Over the process of the ATNA project (including the development and refinement of strategies), a few larger overarching goals emerged. Each strategy recommended in the ATNA overlaps with at least one of these goals.



COORDINATION: NVTA is eager to collaborate and recognizes that implementing these recommendations require a collective effort and will require other organizations to take a leading role or partner with NVTA to accomplish specific strategies. NVTA looks forward to helping to strengthen these partnerships.



INFORMATION: NVTA and other organizations currently offer a range of transportation services which may be beneficial to Napa County's population of older adults and people with disabilities but may not be as widely known by the target audience. Increasing the popular awareness of these options can potentially help individuals utilize them more effectively.



FUNDING: Sustainable funding is critical for both maintaining and expanding the existing transportation network. Given ongoing funding constraints for public transportation, some strategies include a stronger focus on securing future grants and leveraging emerging funding opportunities.














CONNECTIVITY: Ultimately, an improved transportation system is a means towards a greater quality of life for Napa County residents of all ages and abilities. Community members stand to benefit from the thoughtfully planned provision of new transit connections, increased affordability, and reduced physical barriers.

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Napa Valley Transportation Authority

Figure 23 contains a brief overview of strategies. The numbering of strategies is for reference only and does not imply any sort of order of priority.

Figure 23 Summary of Strategies

| Number | Strategy | Cost | In Progress | High Priority | Goals |
|--------|---|---------|-----------------------|-----------------------|---|
| 1 |  Build partnerships with healthcare providers. | Low | | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education ▪ Connectivity |
| 2 |  Expand non-NVTA transportation options and providers. | Medium | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education ▪ Connectivity |
| 3 |  Service to medical facilities in neighboring counties. | Medium | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Connectivity |
| 4 |  Institute a dedicated mobility manager and recurring implementation working group responsibilities. | Low | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education |
| 5 |  Develop a user-friendly one-call/one-click program. | Low | <input type="radio"/> | | <ul style="list-style-type: none"> ▪ Coordination ▪ Education |
| 6 |  Improve transportation awareness and access through targeted outreach to older adults. | Low | <input type="radio"/> | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Coordination ▪ Education |
| 7 |  VineGo service expansion. | High | | <input type="radio"/> | <ul style="list-style-type: none"> ▪ Connectivity |
| 8 |  Reduce cost barriers to transportation. | Low | | | <ul style="list-style-type: none"> ▪ Education ▪ Connectivity |
| 9 |  Implement universal design. | High | | | <ul style="list-style-type: none"> ▪ Connectivity |
| 10 |  Pursue new funding sources and options. | Low | | | <ul style="list-style-type: none"> ▪ Funding |
| 11 |  Prepare for coming innovations in accessible transportation. | Unknown | | | <ul style="list-style-type: none"> ▪ Coordination ▪ Education ▪ Funding |

1. BUILD PARTNERSHIPS WITH HEALTHCARE PROVIDERS

High Priority

Strategy Considerations and Rationale

Medical transportation is among one of 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

| | |
|--------------------------------|---|
| Cost Estimate | Low Cost (less than \$500,000) |
| Implementation Partners | Healthcare providers, Department of Health and Human Services, Aging and Disability Resource Connection, NVTA |
| In Progress? | Not started |
| Goals | Coordination, Education, Connectivity |
| Targeted Areas | Countywide |

2. EXPAND NON-NVTA TRANSPORTATION OPTIONS AND PROVIDERS

High Priority

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 driver's license to drive the vehicles available. NVTA should offer training and opportunities for potential drivers to take the test to get a Class B driver's 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. If deemed infeasible by NVTA, partnering organizations that offer training (for example, Sonoma State University offers bus CDL training and Easterseals offers disability sensitivity training) can at least be recommended and promoted 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 grant funding opportunities for 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

| | |
|--------------------------------|---|
| Cost Estimate | Medium Cost (\$500,000 to \$1,000,000) |
| Implementation Partners | NVTA, Volunteer Driver Programs, Driving trainers, Molly’s Angels, Napa/Solano Area Agency on Aging |
| In Progress? | NVTA is exploring acquisition of a small vehicle or van for the Shared Vehicle Program |
| Goals | Coordination, Education, Connectivity |
| Targeted Areas | Countywide |

3. SERVICE TO MEDICAL FACILITIES IN NEIGHBORING COUNTIES

High Priority

Strategy Considerations and Rationale

In the NOAA and ATNA existing conditions reports, a key gap is out-of-county transportation to medical transportation 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

Following one-seat ride pilots, explore the feasibility of expanding transit: In 2023, NVTA drafted a proposal to extend the Route 10X service to Santa Rosa in 2023 and/or revive Route 25 to Sonoma County 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 between fixed-route service, further stretching 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

| | |
|--------------------------------|---|
| Cost Estimate | Medium Cost (\$500,000 to \$1,000,000) |
| Implementation Partners | NVTA, Sonoma County, Community-Based Transportation Programs, Solano County |
| In Progress? | NVTA is exploring a one-seat ride pilot between Napa County and Vallejo |
| Goals | Coordination, Connectivity |
| Targeted Areas | Countywide |

4. INSTITUTE A DEDICATED MOBILITY MANAGER AND RECURRING IMPLEMENTATION WORKING GROUP RESPONSIBILITIES

High Priority

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 these 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 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 along 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 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

| | |
|--------------------------------|--------------------------------|
| Cost Estimate | Low Cost (Less than \$500,000) |
| Implementation Partners | NVTA, MTC, ADRC |
| In Progress? | Providence Health has an ADRC |
| Goals | Coordination, Education |
| Targeted Areas | Countywide |



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 also 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 the system 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 in coordination with the implementation working group and ADRC: 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

| | |
|--------------------------------|---------------------------------------|
| Cost Estimate | Low Cost (Less than \$500,000) |
| Implementation Partners | NVTA, ADRC |
| In Progress? | Providence Health is starting an ADRC |
| Goals | Coordination, Education |
| Targeted Areas | Countywide |

6. IMPROVE TRANSPORTATION AWARENESS AND ACCESS THROUGH TARGETED OUTREACH TO OLDER ADULTS AND INDIVIDUALS WITH DISABILITIES

High Priority

Strategy Considerations and Rationale

Many older adults and individuals with disabilities do not know about all 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, 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 Taxi Scrip information and other specialized/accessible services 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. 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, ideally on a monthly basis.

- Lead: NVTA, Molly’s Angels, ADRC

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

Continue to publicize transportation information and ensure information is updated.

- Lead: NVTA, ADRC, non-profits, Napa County

Implementation Considerations

| | |
|--------------------------------|--|
| Cost Estimate | Low Cost (Less than \$500,000) |
| Implementation Partners | NVTA, ADRC, healthcare providers, non-profits, Napa County |
| In Progress? | Outreach is ongoing |
| Goals | Coordination, Education |
| Targeted Areas | Countywide |

7. VINE GO SERVICE EXPANSION

High Priority

Strategy Considerations and Rationale

VineGo service does a good job at serving the densest areas with the most efficient amount of service. Approximately 87% of older adults and individuals with a disability (30,358) live within the current VineGo service area (both incorporated and unincorporated areas). Of this population living within the service area, approximately 1.5% of them (428) are active VineGo users. However, there are small pockets of people living outside of VineGo service who must rely on Molly's Angels and other non-profit transportation providers who may have capacity constraints of their own. Approximately 13% of older adults and individuals with disabilities (4,666) in Napa County live outside of the VineGo service area. Assuming that the same proportion of people would sign up for VineGo, the additional demand for a fully expanded VineGo service is an estimated 70 riders (approximately 1.5% of 4,666 people). ADA complementary paratransit operations is a costly operation (compared to fixed-route services) and not necessarily easy to achieve in the short-term under existing constraints. Although NVTA may want to consider expanding VineGo service to meet the limited unmet demand in the long run, it may also be more cost-effective to focus on promoting and expanding capacity of alternative services in the meantime.

Short-Term Actions

Help educate riders and partners about the costs of expanding service and availability.

Include an explanation of the costs to provide additional service on the NVTA VineGo web site under the questions section.

- Lead: NVTA

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 Scrip 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 want to travel later in the afternoon and evening, and Replica data shows demand occurring later too. Extend VineGo service hours to meet these demands, possibly as a pilot or premium service outside of ADA paratransit.

- 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 premium fares to defray operating costs: 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 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 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 during their preferred time. NVTA could coordinate with SamTrans on lessons learned from their 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

| | |
|--------------------------------|-----------------------------------|
| Cost Estimate | High Cost (More than \$1,000,000) |
| Implementation Partners | NVTA |
| In Progress? | Not started |
| Goals | Connectivity |
| Targeted Areas | Unincorporated Napa County |

\$ 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 ensure 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, and 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 continue 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

| | |
|--------------------------------|-----------------------------|
| Cost Estimate | Low Cost (less than \$500k) |
| Implementation Partners | NVTA, MTC |
| In Progress? | Not started |
| Goals | Education, Connectivity |
| Targeted Areas | Countywide |

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. 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 transportation 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

| | |
|--------------------------------|-----------------------------------|
| Cost Estimate | High Cost (More than \$1,000,000) |
| Implementation Partners | NVTA |
| In Progress? | Not started |
| Goals | Connectivity |
| Targeted Areas | Unincorporated Napa County |

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 the California Public Utilities Commission (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. In the long run, Napa County could champion an explicit dedication of sales tax revenues to transit services and operations specifically for older adults and people with disabilities.

- Lead: MTC, NVTA

Implementation Considerations

| | |
|--------------------------------|--------------------------------|
| Cost Estimate | Low Cost (Less than \$500,000) |
| Implementation Partners | NVTA/MTC |
| In Progress? | Not started |
| Goals | Funding |
| Targeted Areas | Countywide |

💡 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 currently limited TNC and ridesharing programs that are wheelchair accessible 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 |
| In Progress? | Not started |
| Goals | Coordination, Education, Funding |
| Targeted Areas | Countywide |

6 IMPLEMENTATION PLAN AND NEXT STEPS

On February 10, 2025, NVTA and the project management team met with the stakeholder working group to prioritize strategies for the Accessible Transportation Needs Assessment (ATNA). Stakeholders were asked to rank short-term action items and prioritize the overall strategies. The strategies that scored the highest or were of the most interest to stakeholders were selected as priority strategies which are featured in this chapter to include additional implementation steps and considerations. The six priority strategies are:

- Build partnerships with healthcare providers.
- Expand non-NVTA transportation options and providers.
- Service to medical facilities in neighboring counties.
- Institute a dedicated mobility manager and recurring implementation committee responsibilities.
- Improve transportation awareness and access through targeted outreach to older adults and individuals with disabilities.
- VineGo service expansion

Going forward, NVTA will need to work closely with implementation partners identified throughout this needs assessment to program and realize these strategies and action items. Strategies may be implemented over the course of the next few years as funding becomes available. Grant funding is highly competitive, and federal opportunities are evolving, making higher-cost actions challenging to fund in the next few years. Regional or state grants may help with startup costs, but long-term strategies require stable funding. Successful grant applications should emphasize partnerships, innovation, benefits, and flexibility. Overall next steps for NVTA, regardless of strategy, include:

- Convene an implementation working group, comprised of key partners for implementation.
- Identify and track funding sources, in partnership with key implementation partners.
- Continue ongoing community engagement with older adults and individuals with disabilities.

Each strategy below begins with a problem statement, before detailing implementation considerations that align with the goals of the strategy.

High Priority Strategy Implementation Plan for:



Build Partnerships With Healthcare Providers

Older adults and individuals with disabilities often must travel outside of Napa County for medical purposes. There are many healthcare providers in the nine-county Bay Area, and they often refer patients living in Napa County to NVTA's services, whether NVTA can provide that ride or not. Medical and healthcare providers sometimes deliver transportation services, but it can be difficult for patients to determine if they qualify and how to use them. Coordination between NVTA and healthcare providers will ensure that transportation information and contacts remain up to date to ensure those seeking transportation are properly informed and directed. NVTA is prohibited to replicate services they already provide using Federal Transit Administration funding and any additional transportation services under those fiscal constraints will have to be provided by a non-profit or another Napa County agency. Steps to build partnerships with healthcare providers are included in the table below.

| | COORDINATION | EDUCATION | CONNECTIVITY |
|---------------------------|--|--|---|
| Strategy Champions | NVTA, medical/healthcare providers (Providence Health Plan, Kaiser Permanente, etc.), non-profit transportation providers (Molly's Angels, others), Napa County Health and Human Services Agency | NVTA, medical/healthcare providers (Providence Health Plan, Kaiser Permanente, etc.), non-profit transportation providers (Molly's Angels, others), Napa County Health and Human Services Agency | NVTA, medical/healthcare providers (Providence Health Plan, Kaiser Permanente, etc.), non-profit transportation providers (Molly's Angels, others), Napa County Health and Human Services Agency, Napa/Solano Area Agency on Aging |
| Immediate Steps | <ul style="list-style-type: none"> ▪ NVTA to schedule recurring quarterly implementation working group (IWG) meetings following any meetings as part of the ATNA process. ▪ Quarterly meetings should include, at a minimum, sharing each organization's cost and resourcing constraints, delegating grant application and program management responsibilities, and discussing best practices. ▪ Members of the IWG should be focused on actual project and program management. ▪ If the IWG does not include healthcare sector, NVTA to schedule a recurring meeting with healthcare and transportation providers. ▪ The meeting invite should request that providers come prepared with transportation information so attendees can successfully update their clients, customers, and riders. | <ul style="list-style-type: none"> ▪ NVTA will provide a recorded overview of how to apply for paratransit to ensure healthcare providers/case managers can help potential riders with the paratransit application process. ▪ Expand paratransit application information to the public to nonprofits and senior centers so they can help potential riders apply. | <ul style="list-style-type: none"> ▪ Set up requirements for any additional service (e.g., insurance, training, screening, etc.) depending on funding received. ▪ Reach out to existing non-emergency medical transportation (NEMT) providers in the region, ask about their current capacity for service outside of Medicaid, and inform them about potential future medical transportation programming. |

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| Longer Term Steps | <ul style="list-style-type: none"> ▪ Initiate conversations with Napa County and Molly’s Angels to explore cost-share opportunities for providing a medical trip shuttle. This cannot be an NVTA-led service, but NVTA can help facilitate the opportunity for implementation. ▪ Focus long-term coordination efforts on increasing healthcare involvement in transportation services. | <ul style="list-style-type: none"> ▪ House information from all qualifying providers in an accessible location, perhaps through the ADRC, so individuals, service providers and healthcare providers can easily assist riders with their medical appointment transportation needs. | <ul style="list-style-type: none"> ▪ Building on the trip and demand analysis included in the ATNA and using new information from healthcare and non-profit partners at coordination meetings, a non-NVTA agency serving Napa County and Molly’s Angels create a benefit/cost analysis for a medical trip shuttle to be operated by a non-profit, using their operating cost assumptions. NVTA can assist in this conversation but cannot lead the work. |
| Key Performance Metrics | <ul style="list-style-type: none"> ▪ Number of funding grants submitted ▪ Number of meetings per year ▪ Number of attendees at IWG meetings. | <ul style="list-style-type: none"> ▪ Number of calls, requests for transportation information distributed through ADRC ▪ Number of paratransit applications processed quarterly ▪ Location/origin of paratransit applications (healthcare providers, NVTA, etc.) | <ul style="list-style-type: none"> ▪ Number of rides provided by non-NVTA organizations ▪ Cost to operate services per vehicle revenue hour and per rider |
| Funding Sources | <ul style="list-style-type: none"> ▪ In-kind costs and staff time associated with scheduling calls and training, grant applications. | <ul style="list-style-type: none"> ▪ Grant funds ▪ USDOT 5310 funds (for non-NVTA subrecipients). | <ul style="list-style-type: none"> ▪ TNC Access for All funds. ▪ USDOT 5310 funds (for non-NVTA subrecipients). |
| Initial Cost | <ul style="list-style-type: none"> ▪ Additional staff time for taking on new program management responsibilities | <ul style="list-style-type: none"> ▪ In-kind costs and staff time associated with scheduling calls and training. | <ul style="list-style-type: none"> ▪ Cost of wheelchair-accessible vehicle(s) (WAV)(\$75,000-\$175,000) |

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| Ongoing Cost | <ul style="list-style-type: none"> In-kind costs and staff time associated with ongoing meetings, training, and coordination, grants management. | <ul style="list-style-type: none"> Additional hires in case of expanded workloads around training, processing applications, and other resource needs | <ul style="list-style-type: none"> Cost to operate wheelchair accessible vehicle (insurance, maintenance, fuel). Driver salary (potentially paid by County or another entity depending on partnership structure) – if not a volunteer driver. |
| Examples | <ul style="list-style-type: none"> <u>Contra Costa Accessible Transportation Task Force</u> | <ul style="list-style-type: none"> <u>LA Access – Consolidated Transportation Services Agency</u> <u>MTC Mobility Managers and Action 21 of MTC’s Transit Transportation Action Plan</u> | <ul style="list-style-type: none"> <u>El Dorado County SAC-MED</u> <u>El Dorado County Senior Shuttle</u> <u>Cape Cod Regional Transit Authority Cape to Boston Hospitals Shuttle</u> <u>Missouri HealthTran Rides</u> <u>TRIP Volunteer Driver Program</u> <u>Rides2Wellness</u> |
| Gaps Met | <ul style="list-style-type: none"> Coordination and communication between partners regarding transportation options and marketing | <ul style="list-style-type: none"> Greater awareness of transportation options | <ul style="list-style-type: none"> Greater access to medical trips Service for out-of-county and expanded service area trips |

High Priority Strategy Implementation Plan for:

Expand Non-NVTA Transportation Options and Providers

Outside of NVTA, Napa County has limited affordable transportation services other than Molly's Angels. NVTA has fixed resources and funding mandates that prohibit public transit from providing all needed senior transportation services recommended in the NOAA report and the ATNA. There are challenges facing existing transportation programs that must be overcome through partnerships in order to implement these needed services. Steps to expand non-NVTA transportation options and providers are included in the table below.

| | COORDINATION | EDUCATION | CONNECTIVITY |
|---------------------------|--|---|---|
| Strategy Champions | NVTA, Molly's Angels, non-profit/community-based transportation providers, care-giving organizations (ex: Share the Care), institutions providing CDL training | NVTA, Molly's Angels, non-profit/community-based transportation providers, care-giving organizations (e.g., Share the Care), ADRC | NVTA, Molly's Angels, non-profit/community-based transportation providers, care-giving organizations (e.g., Share the Care) |
| Immediate Steps | <ul style="list-style-type: none"> Coordinate with non-NVTA providers. Request updated points of contact and marketing materials for distribution alongside NVTA information (NEMT, medical transportation, volunteer driver programs, etc.). Schedule a meeting with Molly's Angels to review current volunteer driver numbers and any struggles retaining volunteers. Identify programs where drivers can receive commercial driver's license (CDL) training. | <ul style="list-style-type: none"> Update and distribute marketing materials for the shared vehicle program to all qualifying organizations. Work with the ADRC, NVTA committees, and IWG to share information on the shared vehicle program so all transportation providers and community organizations are aware of the program. Market door-through-door options provided by Molly's Angels. Molly's Angels should also identify additional organizations, such as healthcare providers and caregiving organizations (e.g., Share the Care) to help market services to their clients. | <ul style="list-style-type: none"> Identify vehicles available currently for the shared vehicle program. Solicit interest from community-based organizations and transportation providers (Molly's Angels, etc.) to understand interest and demand in driving a shared vehicle. Explore options to acquire a smaller wheelchair accessible vehicle that does not require a commercial driver's license (in progress). Napa County and NVTA work to identify funding for purchase of a vehicle and operation of the vehicle. This could potentially be done with TNC Access for All funding. Access for All funds can be used to fund operation of the vehicle if the vehicle is intended to expand the availability of on-demand transportation service for people with disabilities statewide. |

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|--------------------------------|---|---|---|
| Longer Term Steps | <ul style="list-style-type: none"> ▪ Work with Molly’s Angels and other providers to walk through the anticipated benefits, risks, and liabilities of door-through-door services along with ongoing needs (more volunteers, additional funding, etc.). ▪ Partner with Molly’s Angels/other providers to allow companions to ride free for door-through-door support. ▪ Coordinate with Molly’s Angels on volunteer driver reimbursement. If Molly’s Angels and NVTA decide that more people would volunteer if mileage were reimbursed, identify funding (5310 is a common use). | <ul style="list-style-type: none"> ▪ At regular intervals (typically every six months), require non-NVTA providers to confirm their publicly posted information about specialized transportation services is up to date. | <ul style="list-style-type: none"> ▪ If an NVTA-provided door-through-door service is needed, identify funding for a pilot. Select a small number of riders (begin with ten) for a door-through-door program. |
| Key Performance Metrics | <ul style="list-style-type: none"> ▪ Number of drivers who receive their commercial driver’s license through training programs to use the shared vehicles. | <ul style="list-style-type: none"> ▪ Number of organizations reached in materials distribution ▪ Monitor increased in volumes of applications post-distribution ▪ Number of program providers using the shared vehicle program | <ul style="list-style-type: none"> ▪ Volunteer driver registrations and retention ▪ Number of door-through-door riders compared to cost to provide door-through-door service ▪ Number of organizations who indicate interest in a wheelchair-accessible non-commercial vehicle ▪ Number of registrations for the shared vehicle program after a wheelchair-accessible non-commercial vehicle is acquired ▪ Shared rider program usage ▪ Total driver reimbursements |

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| | COORDINATION | EDUCATION | CONNECTIVITY |
|------------------------|---|---|---|
| Funding Sources | <ul style="list-style-type: none"> ▪ Current marketing funds | <ul style="list-style-type: none"> ▪ Current marketing and education funds | <ul style="list-style-type: none"> ▪ Federal 5310 funding for Molly's Angels and other non-profit providers |
| Initial Cost | <ul style="list-style-type: none"> ▪ Materials cost (ranges based on organization, likely no more than \$10,000). ▪ Staff time for coordination. ▪ Driver training (\$2,500-\$3,600 per Commercial B license). | <ul style="list-style-type: none"> ▪ Materials cost (ranges based on organization, likely no more than \$10,000) | <ul style="list-style-type: none"> ▪ Driver training (\$2,500-\$3,600 per Commercial B license). ▪ Cost of a wheelchair-accessible vehicle that does not require a commercial license (\$75,000-\$100,000). |
| Ongoing Cost | <ul style="list-style-type: none"> ▪ Staff time and materials cost to maintain and distribute materials (likely no more than \$10,000 annually). | <ul style="list-style-type: none"> ▪ Staff time and materials cost to maintain and distribute materials (likely no more than \$10,000 annually). | <ul style="list-style-type: none"> ▪ Operations and maintenance of vehicles in the shared vehicle program. |
| Examples | <ul style="list-style-type: none"> ▪ <u>Molly's Angels Door-to-Door</u> ▪ <u>LA Access Beyond the Curb</u> | <ul style="list-style-type: none"> ▪ Molly's Angels 2025 Door-to-Door Van Service | <ul style="list-style-type: none"> ▪ <u>DARTS Vehicle Sharing Program</u> ▪ <u>Snohomish County Van GO Surplus Vehicle Grant Program</u> ▪ <u>Solano Vehicle Share Program</u> |
| Gaps Met | <ul style="list-style-type: none"> ▪ Need for coordination. | <ul style="list-style-type: none"> ▪ Access to information. | <ul style="list-style-type: none"> ▪ Need for expanded service. ▪ Service beyond VineGo. |

High Priority Strategy Implementation Plan for:

Service to Medical Facilities in Neighboring Counties

Lack of transportation to medical appointments in other counties is one of the key reasons for missed or late appointments, making this a key transportation gap for older adults and individuals with disabilities. The challenges in filling this gap include the cost to provide transportation outside of Napa County, coordination with other counties, and potential tradeoffs with existing service. For example, if Vine fixed-route service was expanded, VineGo would also have to expand. This would cause higher mileage, higher VineGo costs, and fewer VineGo vehicles and drivers for local service as they would have to travel longer distances. Steps to coordinate service to medical facilities in neighboring counties are included in the table below.

| COORDINATION | | CONNECTIVITY |
|--------------------------------|---|---|
| Strategy Champions | NVTA, Napa/Solano Area Agency on Aging, Solano County, Sonoma County | NVTA, MTC, Napa/Solano Area Agency on Aging, Solano County, Sonoma County |
| Immediate Steps | <ul style="list-style-type: none"> ▪ Continue attending Small Operator and Regional Planning meetings. However, at one of these meetings, the focus should be on fulfilling inter-county trip needs. ▪ Understand the number of trips from other counties into Napa County. This should be an update to the March 2020 Napa County Travel Behavior Study, which uses Spring 2018 trip data. | <ul style="list-style-type: none"> ▪ Continue discussions with MTC about the Transit Transformation Action Plan and the one-seat ride (in progress). ▪ Following discussions with strategy champions, update cost estimates for a one-seat ride from the City of Napa to Vallejo. ▪ Begin a small pilot (10 riders) for a one-seat ride to Vallejo. |
| Longer Term Steps | <ul style="list-style-type: none"> ▪ Coordinate with Sonoma County and/or Solano County to identify transfer locations and costs for transfers | <ul style="list-style-type: none"> ▪ Using updated demand analysis for Vallejo trips, expand the one-seat ride pilot (if successful). ▪ Work with MTC and regional peers to explore one-seat rides to other parts of Napa County or the Bay Area (e.g., Santa Rosa). ▪ Explore feasibility of expanding fixed-route and paratransit farther into Up Valley (reviving Routes 10X and 25). |
| Key Performance Metrics | <ul style="list-style-type: none"> ▪ Number of medical appointment cancellations/no-shows (and, if possible, whether they were due to transportation barriers) ▪ Number of trips to medical facilities in other counties | <ul style="list-style-type: none"> ▪ Number of trips between Napa County and Solano County/Sonoma County made by older adults ▪ Number of trips and trip requests for service between Napa and Vallejo ▪ Riders per vehicle mile and per vehicle hour ▪ Non-revenue vehicle miles and time ▪ Number of inter-jurisdictional trips provided without transfers ▪ Cost per inter-jurisdictional trip with and without transfers ▪ Customer satisfaction with inter-jurisdictional trips |

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| COORDINATION | | CONNECTIVITY |
|------------------------|---|---|
| Funding Sources | <ul style="list-style-type: none"> ▪ Programmatic staff time (current funds for attending meetings) | <ul style="list-style-type: none"> ▪ MTC funding for one-seat ride pilot |
| Initial Cost | <ul style="list-style-type: none"> ▪ Staff time to attend meetings and regularly contact partners and strategy champions | <ul style="list-style-type: none"> ▪ Costs for a one-seat ride pilot may vary depending on the final model used, but initial estimates are roughly \$330,000 per pilot |
| Ongoing Cost | <ul style="list-style-type: none"> ▪ Staff time to attend meetings and regularly contact partners and strategy champions | <ul style="list-style-type: none"> ▪ Cost to revive 10X, 25, and accompanying paratransit ranges from approximately \$13,000,000 to \$14,000,000. Funds would have to be pulled away from existing services. |
| Examples | <ul style="list-style-type: none"> ▪ Current Small Operator and Regional Planning Meetings | <ul style="list-style-type: none"> ▪ <u>Contra Costa One Seat Ride</u> ▪ <u>Contra Costa/LAVTA One Seat Ride Pilot</u> ▪ <u>MTC TTAP One Seat Ride Program</u> |
| Gaps Met | <ul style="list-style-type: none"> ▪ Service for out-of-county and out-of-area trips ▪ Service to medical trips | <ul style="list-style-type: none"> ▪ Service for out-of-county and out-of-area trips ▪ Service to medical trips |

High Priority Strategy Implementation Plan for:

Institute a Dedicated Mobility Manager and Recurring Implementation Working Group Responsibilities

Many older adults and individuals with disabilities in Napa County are unaware of the transportation options available to them. As much as NVTA, Napa County, Molly's Angels, and other providers can share information about transportation options and programs, information can change frequently, and potential riders may not know where to find information. A provider answering a phone call today may not have knowledge of the programs an individual may be eligible for. People seeking transportation services may have to search for and call several programs, which can be time-consuming and confusing. Some individuals choose to drive to their appointments and events if they are still able to or hire a costly taxi or ride-hailing services. Developing an accessible transportation implementation working group focusing on information and referral services can help establish coordination and knowledge of services throughout the region. This also aligns with regional work occurring through MTC. Steps to improve coordination between NVTA and other regional partners, including instituting a dedicated mobility manager and implementation working group are included in the table below.

| | COORDINATION | EDUCATION |
|--------------------------------|--|--|
| Strategy Champions | NVTA, ADRC, Implementation Working Group | NVTA, ADRC, implementation working group, 211 Ride |
| Immediate Steps | <ul style="list-style-type: none"> ▪ Convene an accessible transportation implementation working group of transportation providers and organizations who can commit to implementing strategies. Set recurring meetings. ▪ Support coordination through the ADRC (Connections Napa County) | <ul style="list-style-type: none"> ▪ The ADRC and accessible transportation implementation working group should create a validated clearinghouse of transportation resources that is kept current and accessible (consider something like Access Alameda) |
| Longer Term Steps | <ul style="list-style-type: none"> ▪ Designate an official grant manager or staff member at the ADRC who is responsible for tracking grant opportunities and writing grants. This person should work closely with NVTA to track federal grants and could be an NVTA staff member who partners with the ADRC. ▪ Coordinate with MTC to designate a mobility manager at NVTA who will oversee information and referrals, paratransit eligibility, travel training, and other aspects of accessible transportation and paratransit. This could be an existing staff member. | <ul style="list-style-type: none"> ▪ Coordinate with 211 Ride or another one-call/one-click program, such as 211 Bay Area. |
| Key Performance Metrics | <ul style="list-style-type: none"> ▪ Number of unique events attended by mobility manager ▪ Combined value of grants applied for and awarded | <ul style="list-style-type: none"> ▪ Number of unique web-site visitors and callers ▪ Customer satisfaction |
| Funding Sources | <ul style="list-style-type: none"> ▪ Staff time to attend meetings | <ul style="list-style-type: none"> ▪ Private funding from sources like PG&E |
| Initial Cost | <ul style="list-style-type: none"> ▪ Staff time to attend meetings | <ul style="list-style-type: none"> ▪ Approximately \$10,000 to join the current 211Ride Program ▪ Approximately \$30,000 per year to set up a one-stop-shop site to store all transportation resources |

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| | COORDINATION | EDUCATION |
|---------------------|--|---|
| Ongoing Cost | <ul style="list-style-type: none"> ▪ Roughly \$5,000 in grant writing time per grant (can be included as staff time). ▪ Ongoing staff time for coordination with the ADRC. | <ul style="list-style-type: none"> ▪ Approximately \$10,000 in technology costs per year to join the 211Ride program. ▪ Annual cost of \$10,000 - \$20,000 to maintain and update a one-stop-shop site to store all transportation resources. |
| Examples | <ul style="list-style-type: none"> ▪ Access Alameda ▪ Solano Mobility ▪ Contra Costa Office of Accessibility and Equity | <ul style="list-style-type: none"> ▪ 211Ride/211Ride Orange County ▪ Denver Regional Mobility and Access Council |
| Gaps Met | <ul style="list-style-type: none"> ▪ Need for coordination. ▪ Access to information. ▪ Need for expanded service. ▪ Funding for expanded service. | <ul style="list-style-type: none"> ▪ Need for coordination. ▪ Access to information. ▪ Need for expanded service. ▪ Funding for expanded service. |

High Priority Strategy Implementation Plan for:

Improve Transportation Awareness and Access Through Targeted Outreach to Older Adults and Individuals with Disabilities

Although NVTA offers a range of programs and services, any older adults and individuals with disabilities in Napa County are unaware of what transportation options are available to them. During outreach, many attendees were surprised to learn about transportation resources available to them. Many older adults and individuals with disabilities who need services are unaware of both NVTA and non-NVTA options. Often, these individuals first communicate with medical providers, caregivers, or family members about their needs. These caregivers are often unaware of NVTA services or unaware of non-NVTA services like Molly's Angels. This strategy focuses on increasing marketing and outreach opportunities to better reach older adults and individuals with disabilities to ensure that the community has greater awareness of transportation services before they need to use them. Steps to improve transportation awareness through targeted outreach, travel training, and marketing are outlined below.

| COORDINATION | | EDUCATION |
|---------------------------|--|--|
| Strategy Champions | NVTA, nonprofit transportation providers | NVTA, nonprofit transportation providers, ADRC |
| Immediate Steps | <ul style="list-style-type: none"> ▪ Ensure that Taxi Scrip information is on the first page of the Vine website. There could also be a button that says “Plan Your Accessible Trip” or a section of the Vine website front page dedicated to “Accessible and Specialized Services.”. Stakeholders currently find it hard to find information about VineGo and Taxi Scrip programs if unfamiliar with the Vine website. As one of the most visible “brands” of NVTA and transportation in Napa Valley, the Vine should continue anticipating inquiries about accessible/specialized services regardless of provider. ▪ Work with ADARide to offer paratransit applications and eligibility confirmation/denials in multiple languages, including Spanish. ▪ Coordinate with other organizations to train staff and volunteers to develop and provide travel training to clients themselves. Sessions should include group travel, training in different languages, training to access regional airports and other counties and information for medical providers/caregivers on applying for VineGo. ▪ Coordinate with ADRC and healthcare providers so these organizations can lead on providing travel training specifically for medical appointments. Build on community trust of Molly’s Angels and other groups to improve access to transportation. | <ul style="list-style-type: none"> ▪ Evaluate travel training materials and develop new materials, including materials in different languages, materials on how to plan a trip, and materials on group trips. ▪ Identify key communities who would benefit from travel training. Some examples include the Up Valley community (Up Valley Family Centers), veterans (Yountville Veterans Home), and non-English-speaking groups (Rianda House, Napa County Hispanic Network). ▪ Identify key staff at NVTA and at partner organizations (Molly’s Angels, ADRC, non-profits) who can develop and deliver travel training. ▪ Evaluate travel training materials and develop new materials, including materials in different languages, materials on how to plan a trip, and materials on group trips ▪ Partner with the ADRC, medical providers, and nonprofit transportation providers to provide information on paratransit applications to family groups and caregivers. |

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| COORDINATION | | EDUCATION |
|--------------------------------|--|--|
| Longer Term Steps | <ul style="list-style-type: none"> With a “one-stop shop” and expanded information and referral site referenced in the previous strategy, coordinate with all ADRC partners to publicize transportation information so agencies are informed and able to point riders to the correct service if called. | <ul style="list-style-type: none"> Establish recurring requirements for all transportation providers to keep information up to date on public platforms Follow-up with travel training attendees on perceptions of transit |
| Key Performance Metrics | <ul style="list-style-type: none"> Number of organizations with travel trainers | <ul style="list-style-type: none"> Travel training attendees (including primary language spoken) Increase in public transportation use and confidence by those who receive travel training. |
| Funding Sources | <ul style="list-style-type: none"> 5310 (NVTA only) Non-profit funding Innovative Coordinated Access and Mobility Grants Napa County Health and Human Services Agency (HHSA) Tobacco Master Settlement Agreement Funding (Nonprofits) Napa County Health and Human Services Agency (HHSA) Mental Health Services Act Funding (Nonprofits) Napa County Health and Human Services Agency (HHSA) Opioid Settlement Funds (Nonprofits) | <ul style="list-style-type: none"> 5310 (NVTA only) Non-profit funding Innovative Coordinated Access and Mobility Grants Napa County Health and Human Services Agency (HHSA) Tobacco Master Settlement Agreement Funding (Nonprofits) Napa County Health and Human Services Agency (HHSA) Mental Health Services Act Funding (Nonprofits) Napa County Health and Human Services Agency (HHSA) Opioid Settlement Funds (Nonprofits) |
| Initial Cost | <ul style="list-style-type: none"> Staff and/or consultant time facilitating “train the trainer” sessions Costs involve development of bi-lingual travel training program materials and community ambassador program materials to meet identified needs and offering trainings to new populations | <ul style="list-style-type: none"> Approximately \$20,000 to \$30,000 in initial travel training costs to develop materials and set up sessions. Costs involve development of bi-lingual travel training program materials and community ambassador program materials to meet identified needs and offering trainings to new populations |

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| | COORDINATION | EDUCATION |
|---------------------|--|---|
| Ongoing Cost | <ul style="list-style-type: none"> ▪ Staff time and in-kind costs associated with material distribution and meetings. | <ul style="list-style-type: none"> ▪ Staff time and in-kind costs associated with material distribution and meetings. ▪ Approximately \$10,000 annually for continuing travel training following initial set-up. |
| Examples | <ul style="list-style-type: none"> ▪ <u>Easterseals Travel Training Certification</u> ▪ <u>Toronto Transit Train The Trainer</u> | <ul style="list-style-type: none"> ▪ <u>NVTA Vine Transit Ambassador Program</u> ▪ <u>SFMTA Group Travel Training</u> ▪ <u>Center for Independent Living</u> |
| Gaps Met | <ul style="list-style-type: none"> ▪ Need for coordination. ▪ Access to information. | <ul style="list-style-type: none"> ▪ Need for coordination. ▪ Access to information. |

High Priority Strategy Implementation Plan for:

VineGo Service Expansion

Vine Transit and VineGo service are designed to serve the largest number of riders efficiently. There are approximately 35,024 people over the age of 65 and between the ages of 20 and 64 with a disability in Napa County,⁸ of which approximately 28,649 (81%) are living within the VineGo service area. This indicates that 19% of the target population, or approximately 6,554 people, live outside of the VineGo service area. Of those, 4,666 (13% of the total target population) live in unincorporated Napa County and do not have access to Vine Transit fixed-route or VineGo paratransit services.

To address the target populations who live outside the VineGo service area, NVTA should analyze locations of applicants – in particular where applications are declined. If there are pockets of density that are not served, such as areas around Napa, NVTA could consider VineGo service expansion, but this would require additional funding, vehicles and drivers. Current available funding for VineGo and Vine fixed-route services is already programmed, and any additional service without new resources would result in shifting away from existing services. This would also require an assurance that shifting resources to the away from existing service would not violate ADA transportation mandates. Steps to consider an expansion of VineGo service are outlined below.

⁸ 2023 American Community Survey Data

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| CONNECTIVITY | |
|--------------------------------|--|
| Strategy Champions | NVTA |
| Immediate Steps | <ul style="list-style-type: none"> ▪ Coordinate with Uber, Lyft, and taxi providers to offer TNC programs to older adults and individuals with disabilities. Evaluate ability to expand Taxi Scrip beyond City of Napa. |
| Longer Term Steps | <ul style="list-style-type: none"> ▪ Consider offering expanded VineGo services in select areas beyond ¾ of a mile from a bus stop. This is considered premium demand-response service, and fares should be high enough to help defray the additional cost to NVTA if offered. ▪ If demand is projected to be high enough to offset the cost of providing service (driver salary and retention, operational costs), offer expanded service on a pilot basis, beginning with 1-2 days per week in limited areas. ▪ Evaluate operational feasibility, demand, and population data in Angwin. If demand is high enough to offset potential operating costs, pilot a program to offer trips from Angwin to Calistoga, St. Helena, or other areas in the Up Valley where riders could get a regular VineGo or Vine fixed-route trip. ▪ Consider a partnership with a taxi company or Uber/Lyft to provide rescue rides. ▪ Study operational concerns, including appropriate vehicle size, for trips from St. Helena to Adventist Health St. Helena. NVTA may have to acquire an additional vehicle type to navigate hills, elevation changes, and turning radii to access St. Helena Hospital. ▪ If NVTA has a vehicle available, understand cost to serve Adventist Health St. Helena. Coordinate with Adventist Health to consider a VineGo drop-off point in St. Helena where Adventist Health St. Helena could pick up passengers and transport them the last mile to the hospital. |
| Key Performance Metrics | <ul style="list-style-type: none"> ▪ Ridership ▪ Riders per day ▪ Riders per vehicle hour ▪ Non-revenue hours ▪ Number of hours and days without a ride ▪ Number of VineGo customers in the ¾ mile ADA paratransit service area denied a ride because of longer driver and vehicle trips. ▪ Number of rescue trips |
| Funding Sources | <ul style="list-style-type: none"> ▪ Transportation Development Act Funds |

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| CONNECTIVITY | |
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| | <ul style="list-style-type: none"> ▪ Caltrans and state funding ▪ 5310 funding (for paratransit service from other providers/partners) ▪ Funding from towns and cities (American Canyon, Yountville, St. Helena, Calistoga) ▪ In the long run, Napa County could develop a new ½ cent sales tax dedicated to senior and disabled transportation |
| Initial Cost | <ul style="list-style-type: none"> ▪ VineGo has an operating cost of roughly \$60 per hour. ▪ \$500,000 is an assumed start-up cost for an expanded VineGo program that does not take away from current service. This would involve three new accessible vehicles, dedicated to VineGo service outside of current VineGo area, plus initial marketing materials, initiatives for promotion of the service, and driver time (assuming no driver shortage). A dedicated driver would range from approximately \$47,000 to \$62,000 through Transdev. |
| Ongoing Cost | <ul style="list-style-type: none"> ▪ Apply existing VineGo operational costs to expanded service. |
| Examples | <ul style="list-style-type: none"> ▪ <u>Tahoe Transit District Paratransit</u> ▪ <u>VTA ACCESS Paratransit</u> ▪ <u>WMATA Abilities Ride Program</u> and Rescue Rides Program |
| Gaps Met | <ul style="list-style-type: none"> ▪ Access to medical trips ▪ Limited affordable transportation options. ▪ Service beyond VineGo ▪ Service for out-of-area trips ▪ Need for expanded services |

7 APPENDIX A: FUNDING RESOURCES

There are several existing funding opportunities across various levels of transit governance. These grants and funding sources are summarized below in Figure 24.

NVTA and Napa County already avail many of the funding sources listed below to operate public transit and increase accessibility for existing services. In the Bay Area, California, and across the nation, funding resources for transportation for older adults and people with disabilities are increasing modestly, if at all, with some opportunities endangered by the current federal policy landscape. No new federal transportation funding sources exclusively dedicated to older adults and people with disabilities were created between 2018 and 2021, and the existing 5310 formula funding struggles to keep pace with the transportation needs of an aging population. In coming years, NVTA might opt to pursue grants and local measures to allocate more funds to the expansion of existing paratransit and other accessible transportation services.

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Figure 24 Funding Sources

| Funding Sources | Source | Description | Funds Received (Recent) |
|--|---------|--|---|
| Federal Transit Administration Section 5307 Urbanized Area | Federal | Formula grants are available to incorporated areas with over 50,000 residents for assistance and transportation planning. In large, urbanized areas with a population over 200,000, Section 5307 also provides funding for capital improvements and planning assistance for public transportation. MTC also allocates Section 5307 for initiatives that address the mobility and accessibility needs of Equity Priority Communities throughout the Bay Area. | For FY2023-2024, Napa Vine received \$493,345 for paratransit operating assistance, \$1,841,954 for operating assistance and \$31,866 for Zero Emissions Bus procurement. |
| Section 5310 Formula Grants | Federal | These formula grants distribute both capital and operating grants to private non-profit corporations and public agencies to facilitate safe, efficient, and coordinated transportation services for seniors and individuals with disabilities for whom public transportation is otherwise unavailable, insufficient, or inappropriate. Projects must be included in the region’s Coordinated Plan to receive consideration for Section 5310 funding. Previously (FY 2015-2017), funding designations were made by MTC directly, but Caltrans currently allocates 5310 funding in the Bay Area. | |

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| Funding Sources | Source | Description | Funds Received (Recent) |
|---|---------|--|---|
| Section 5311 Formula Grants for Rural and Non-Urbanized Areas | Federal | 5311 formula grants provide funding for public transit in non-urbanized areas with a population of less than 50,000. Grants focus on transit-reliant communities in rural areas, emphasizing service for residents who do not have access to other modes of transportation. Under 5311, federal share is 80 percent for capital projects, 50 percent for operating assistance, and 80 percent for Americans with Disabilities Act (ADA) non-fixed-route paratransit service. 5311 funding can be used to fund paratransit services within and beyond the ADA-mandated 3/4-mile service area through the purchase of vehicles, the funding of service planning initiatives, or the creation of jobs access services and commute infrastructure. | For FY2023-2024, the Rural Operating Assistance Program in Northern Napa County received \$384,769 and provided \$310,701 in local match. |

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| Funding Sources | Source | Description | Funds Received (Recent) |
|---|---------|---|--|
| Infrastructure Investment and Jobs Act (IIJA) | Federal | This program distributes funds from the Federal-Aid Highway Program that were first allocated for highway projects for flexible use public transportation projects at the local level between FY 2022 and FY 2026. Initiatives promote mobility and transit access goals, especially for underserved populations | The region has received \$20 million in CRP Electric Vehicles and Infrastructure funds for Charging Infrastructure: Regional Technical Assistance Program, including charging stations in Napa County. Other projects are slated for other counties in the Bay Area. |
| 5337 State of Good Repair and Rail Vehicle Replacement Program and 5339 Buses and Bus Facilities Grants Program | Federal | As part of the IIJA, the FTA’s 5337 State of Good Repair and Rail Vehicle Replacement Program and 5339 Buses and Bus Facilities Grants Program have increased transportation funding opportunities for older adults and people with disabilities. Section 5337 funds support maintenance, replacement, and rehabilitation of capital assets including elevators that improve transit station accessibility, while Section 5339 funds can be used to purchase accessible transit vehicles. | In FY2024, Napa County received \$227,458 in 5339 funds. |

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| Funding Sources | Source | Description | Funds Received (Recent) |
|---|---------------|---|---|
| Transportation Development Act (TDA) and State Transit Assistance (STA) | State | The Transportation Development Act (TDA) allocates funding for both transit-related and non-transit-related goals that follow regional transportation plans. The Local Transportation Fund (LTF) and the State Transit Assistance (STA) fund were both established by TDA as funding sources. | In FY 2023-24, NVRTA received 3,209,927 in Population-based County Block grants. |
| SB 1376: TNC Access for All Act | State | Beginning in July 2019, the California Public Utilities Commission mandated ridehailing companies to collect a \$0.10 fee on each trip to support the development and expansion of on-demand, wheelchair-accessible service. Excess collected fees are distributed to communities to establish on-demand transportation programs or partnerships to meet the needs of people with disabilities. | In FY2023-2024, \$136,202 in Access for All program funds were made available to Napa County. |
| California's Active Transportation Program | State | This program allocates funds to projects centered on improving active transportation safety, mobility, and equity. 50% of its funds are distributed to projects on a competitive basis, 40% to regional agencies, and 10% specifically to rural areas. | Napa has not been awarded competitive funds. |
| Affordable Housing and Sustainable Communities Program | State | This program provides funding for transportation improvements connected to new affordable housing. These improvements can take many forms, including bike lane construction, sidewalk renovation, transit stops improvements, and the acquisition of transit vehicles for improved service delivery. | No current TOD or transit-related projects funded in Napa County. |

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| Funding Sources | Source | Description | Funds Received (Recent) |
|---|---------------|---|---|
| California Department of Aging Local Aging and Disability Action Plan Grant Program | State | These grants support communities planning and developing age and disability- friendly action plans. Communities and cities are the primary recipients of these grants, but transit agencies can partner with these communities in the creation of these plans. This grant program is currently closed. | No funding directly awarded. |
| One Bay Area Grant Program (OBAG) | Regional | This grant program dictates how MTC distributes funds from the Federal Highway Administration to projects and programs that improve safety, encourage economic development, and facilitate climate change and air quality improvement goals. | From FY 2017-18 through FY 2021-22 (the span of the program), Napa received a total of \$8,150,000. |
| Community Action Resource and Empowerment (CARE) Program | Regional | MTC’s funding program to develop equity-based partnerships and support Equity Priority Communities and other key neighborhoods in the Bay Area with the overall goal of reducing VMT. CARE is funded by one-time state Regional Early Action Program (REAP 2.0) and One Bay Area Grant (Cycle 3) funds. | Napa County received \$131,500 in 2024 through Regional Early Action Planning Grant 2 (REAP 2) funded through the CARE program. |

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| Funding Sources | Source | Description | Funds Received (Recent) |
|-----------------|--------|--|---|
| Local Measures | Local | Transit-specific ballot measures have had mixed success in other counties due to legal challenges, but they are still viable sources of funding for transit improvements. For example, Prop L, a sales tax, passed in San Francisco in 2022 and provides 11% of the total revenue for paratransit. | Napa County does not currently have a transit-specific measure or local transit tax. Measure T, a local half-cent tax measure for street rehabilitation was estimated to generate \$500 million in 25 years. It was replaced in November 2024 by the more flexible Measure U. |

APPENDIX B: GUIDE TO EXISTING PROGRAMS AND SERVICES

A variety of options currently exist to serve the mobility needs of Napa County’s elderly and transportation disadvantaged populations. The services are operated by public agencies (e.g., NVTA), non-profit organizations, and private entities as summarized below in Figure 25.

There are many options that exist, but beyond NVTA-sponsored services and Molly’s Angels, most services are limited in who they serve. They may include various restrictions on rider eligibility, trip purpose, geographic coverage, or the time or days they are available. Some private on-demand transportation services are exclusively for tenants or clients, or they may be expensive enough to be unsustainable for regular use. The extent of service may also be dependent on the number of available drivers and accessible vehicles.

Figure 25 Matrix of Existing Services and Programs

| Program Type | Program | Information |
|--------------|---|--|
| Fixed Route | Vine Transit – Local Fixed Route ⁹ | <p>Vine Transit offers seven local fixed-route services (Routes A-G) to service the City of Napa.</p> <p>Service Area: These services provide local fixed-route transit throughout the City of Napa to destinations like the Providence Queen of the Valley; Ole Health North Campus; Ole Health South Campus; Outlet Mall; Napa High School; Vintage High School; Imola Park and Ride; and Downtown Napa.</p> <p>Service Hours: Varies as per route but generally from Monday-Saturday from 6:30AM-7:30PM</p> <p>Eligibility: General Public</p> |

⁹ All NVTA vehicles are wheelchair accessible.

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| Program Type | Program | Information |
|---------------------|----------------------------------|---|
| Fixed Route | Vine Transit – Express Routes | <p>Vine currently offers five regional and express fixed routes, including the Up Valley Connector (10); Napa-Vallejo Connector (11); Napa-Vallejo Express (11X); Napa-Solano Express (21); and Napa-BART Express (29).</p> <p>Service Area: Connects Napa, Vallejo, Fairfield, Suisun City, and El Cerrito. It links key transit hubs, hospitals, and BART stations, providing regional access to Solano County and the Bay Area.</p> <p>Service Hours: Varying hours and days per route</p> <p>Eligibility: General Public</p> |
| Community Shuttle | Vine Transit – Yountville Bee | <p>The Yountville Bee is a free on-demand transit service within Yountville town limits. Connects with the Vine Transit Route 10.</p> <p>Service Area: Within the Town of Yountville</p> <p>Service Hours: Monday – Thursday: 10 a.m. to 7 p.m, Friday – Saturday: 10 a.m. to 9 p.m., Sunday: 10 a.m. to 7 p.m.</p> <p>Eligibility: General Public</p> |
| Community Shuttle | Vine Transit – St Helena Shuttle | <p>The St. Helena Shuttle is an on-demand transit service within St Helena city limits. Connects with the Vine Transit Route 10.</p> <p>Service Area: Within St. Helena and limited connections to surrounding areas</p> <p>Service Hours: Monday-Thursday 8:30am to 6pm, Friday 8:30 a.m. to 7 p.m., Saturday 10 a.m. to 7 p.m. (On-Demand service); Varying time for fixed routes</p> <p>Eligibility: General public</p> |
| Community Shuttle | Vine Transit – Calistoga Shuttle | <p>The Calistoga shuttle is an on-demand transit service within Calistoga city limits and select locations for the general public. No advanced reservations required. The Shuttle is wheelchair accessible and connects with Vine Transit Route 10.</p> <p>Service Area: Within Calistoga and also provides trips to Bennet Lane Winery, Castello de Amorosa, and Bothe Napa Valley State Park</p> <p>Service Hours: Monday to Thursday: 7 a.m. to 7 p.m., Friday: 7 a.m. to 9 p.m., Saturday: 8:15 a.m. to 9 p.m., Sunday: 11 a.m. to 9 p.m. (May 1 through November 30)</p> <p>Eligibility: General public</p> |

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| Program Type | Program | Information |
|----------------------------------|--|---|
| Community Shuttle | Vine Transit – American Canyon Shuttle | <p>The American Canyon Shuttle is an on-demand transit service within American Canyon city limits. Connects with the Vine Transit Route 11 and Route 29</p> <p>Service Area: Within American Canyon and connections to Vallejo</p> <p>Service Hours: Monday-Friday 8:30 a.m. to 5:30 p.m. (On-Demand service); Limited fixed-route service on weekday</p> <p>Eligibility: General public</p> |
| ADA Paratransit | Vine Go | <p>ADA Complementary Paratransit Service in Napa County. VineGo operates as a shared ride service and provides transportation curb to curb within 3/4 of a mile from the fixed-route system.</p> <p>Service Area: Within 3/4 miles of fixed routes</p> <p>Service Hours: Mondays – Fridays: 6:00am – 6:00pm, Saturdays: 6:30am – 6:00pm, Sundays: 8:00am – 6:00pm (All days 6:00pm-9:00pm as available)</p> <p>Eligibility: ADA-certified individuals (People with physical and/or cognitive limitations that prevent them from riding the Vine bus can qualify for VineGo)</p> |
| Fixed Route | Lake County Transit Route 3 | <p>Service Area: Fixed-route service by Lake Transit between Clearlake and Deer Park in St. Helena</p> <p>Service Hours: Monday through Friday (6:00 am to 6:00 pm)</p> <p>Eligibility: General Public</p> |
| Subsidized/Disc ount Programs | Clipper® START | <p>Clipper START is a fare-discount pilot program for riders with lower incomes between the ages of 18 and 64. Launched as a pilot in July 2020, the program offers up to a 50% fare discount to eligible low-income adults for travel on most of the Bay Area’s transit agencies, including the Vine.</p> <p>Service Area: All participating transit services in 9 Bay Area counties</p> <p>Service Hours: NA</p> <p>Eligibility: Income-qualified residents, aged between 19 to 64 years, living in Bay Area counties, and don’t have an RTC Discount Card. Restriction Note: Program isn’t available to people with Youth/Senior Clipper cards.</p> |

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| Program Type | Program | Information |
|----------------------------------|--|--|
| Subsidized/Disc ount Programs | Regional Transit Connection (RTC) Clipper Card | Riders under age 65 with qualifying disabilities can apply for a Regional Transportation Connection (RTC) Clipper card. It works like any other Clipper card. It can be used as proof of eligibility to receive discount fares on fixed-route, rail, and ferry systems through the San Francisco Bay Area. There is a separate senior Clipper card for older adults who are 65 years and above. Service Area: All participating transit services in San Francisco Bay Area Service Hours: NA Eligibility: Basic Eligibility and Medical Certificate Eligibility |
| Subsidized/Disc ount Programs | Senior Clipper Card | Riders 65 or older can receive reduced fares and access to discounted passes. Service Area: All participating transit services in 9 Bay Area counties Service Hours: NA Eligibility: For riders aged 65 and over |
| Subsidized/Disc ount Programs | Lifeline Taxi Program – Taxi Scrip | Provides a lifeline service to supplement the regular Vine bus system for seniors and/or persons with disabilities that have evening trips after the bus goes out of service, or on a day when the rider may not feel well enough to take the bus. Under the program, eligible City of Napa residents may take a cab ride anywhere in the City of Napa and NVTA will pay up to 50% of the fare. Service Area: All taxi trips paid with Taxi Scrip must originate and end within Napa city limits Service Hours: NA Eligibility: Must be resident of the City of Napa and one of the following: person 65 years of age or older, ADA certified, or Disabled of any age. |
| Subsidized/Disc ount Programs | V-Commute Program | NVTA's V-Commute program provides carpool and vanpool ride matching services and alternative commuter incentives for employees along with commuter benefits program management for employers. V-Commute is powered under a premier Mobility as a Service (MaaS) platform provider, Ride Amigos. Service Area: Napa County Service Hours: NA Eligibility: Reside, work or attend college in Napa County |

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| Program Type | Program | Information |
|----------------------------------|----------------------------------|---|
| Subsidized/Disc ount Programs | Shared Vehicle Program | NVTA provides retired transit vehicles to non-profit organizations serving older adults or persons with disabilities. NVTA provides the vehicle, maintenance and insurance, the non-profit provides fuel and the driver. The driver needs a Class B license. Service Area: Napa County Service Hours: By reservation Eligibility: Qualified agency or organization |
| Subsidized/Disc ount Programs | Subsidized/Disc ount Programs | NVTA provides Lifetime Passes for those 90 years or older that will allow them to ride all Vine Transit transportation vehicles for free. Service Area: Within Napa County and neighboring counties Service Hours: Varying service hours and day per route/program Eligibility: 90 years or older |
| Volunteer Drivers Program | Volunteer Wheels | Volunteer Wheels provides older adults and people with disabilities with transportation from their homes to important appointments and errands, enabling them to live more independently. More than 30,000 rides are provided each year. |
| Volunteer Drivers Program | Molly's Angels | Molly's Angels offers free transportation to and from non-emergency medical appointments for Napa County residents aged 60 or older who can get in and out of the vehicle unassisted. Molly's Angels also offers navigation services for older adults trying to enroll in NVTA's VineGo program. Molly's Angels' volunteers can help with VineGo enrollment and will ride along with older adults on their first trips on VineGo. Service Area: Napa County and Solano County Service Hours: Monday through Friday, 9am–4pm. Eligibility: Napa County Resident, Age 60+, Ambulatory (able to get in and out of vehicle unassisted for free car rides) or Unable to access public transportation (for paratransit rides) |

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| Program Type | Program | Information |
|--|---|---|
| Volunteer Drivers Program | American Cancer Society Roads to Recovery | <p>The American Cancer Society's Road to Recovery program provides ambulatory (independent of semi-independent individuals) cancer patients with ground transportation to and from cancer-related medical appointments. Rides are dependent on volunteer driver availability. Please call for additional info.</p> <p>Service Area: Napa County to treatment centers</p> <p>Service Hours: By appointments</p> <p>Eligibility: Patients must be traveling to a cancer-related medical appointment.</p> |
| Community Based - Medical/Non-medical/Emergency/Non-emergency transportation | Rapid Response Medical Transportation | <p>Rapid Response Medical Transportation is a non-emergency medical transportation (NEMT) provider. They provide transportation to doctors/dental appointments, non-emergency hospital visits and discharges, dialysis, radiation, adult daycare, rehabilitation appointments, wheelchair transportation, and gurney/ambulatory transportation.</p> <p>Service Area: Sacramento County, San Joaquin County, Solano County, Napa County and Mendocino County</p> <p>Service Hours: By appointments (24/7)</p> <p>Eligibility: Anyone needing medical transportation</p> |
| Community Based - Medical/Non-medical/Emergency/Non-emergency transportation | PACE (Program for All-Inclusive Care for the Elderly) | <p>Providence has two cutaways and offers limited transportation for members to medical appointments for those in the PACE program.</p> <p>Service Area: Most of Napa County, parts of Solano County, and the city of Sonoma</p> <p>Service Hours: Weekdays, scheduled service</p> <p>Eligibility: Age 55 or older, living in our service area, needs nursing home-level of care, and is able to live safely in the community</p> |

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| Program Type | Program | Information |
|--|------------------------|---|
| Community Based - Medical/Non-medical/Emergency/Non-emergency transportation | Kaiser Permanente | <p>Kaiser provides rides to and from appointments to members of Kaiser Permanente Medicare health plan. Members can receive rides to doctor’s appointments, medical services like lab or x-ray appointments, or to medical appointments. Appointments must be scheduled by phone call at least three business days in advance before the appointment. For last minute, urgent appointments, members can call and Kaiser will try to accommodate.</p> <p>Service Area: To/from Kaiser facilities</p> <p>Service Hours: By appointment, weekdays</p> <p>Eligibility: Kaiser Permanente Medicare health plan member & going to or from a medical service covered under the plan</p> |
| Community Based - Medical/Non-medical/Emergency/Non-emergency transportation | Wheelcare Express | <p>Wheelcare Express is a non-emergency transportation service provider for older adults and people with disabilities.</p> <p>Service Area: Napa and other Bay Area counties</p> <p>Service Hours: By appointments</p> <p>Eligibility: General public</p> |
| Community Based - Medical/Non-medical/Emergency/Non-emergency transportation | NorthBay Transit group | <p>NorthBay Transit Group is a medical transport service available to citizens in the Bay Area. They are available 24/7 and have a fleet of wheelchair vans.</p> <p>Service Area: Napa County and Bay Area</p> <p>Service Hours: By appointment, 24/7</p> |
| Community Based - Medical/Non-medical/Emergency/Non-emergency transportation | R&D Transportation | <p>R&D Transportation provides transportation to regional center clients and schools in Sonoma, Napa and Solano County. If the person is a client of the regional center (i.e., has a developmental disability), the services are covered by the regional center.</p> <p>Service Area: To/from regional center clients and schools in Sonoma, Napa and Solano County</p> <p>Service Hours: By appointment (Monday through Friday 6:00am to 6:00pm)</p> <p>Eligibility: General public</p> |

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| Program Type | Program | Information |
|----------------------------|---|---|
| Community Based - Churches | Hopewell Baptist Church | <p>Hopewell Baptist Church provides free bus transportation on Sundays to interested churchgoers in Napa, Calistoga, Vallejo, Fairfield, Benecia, Rodeo, and Suisun.</p> <p>Service Area: Napa, Calistoga, Vallejo, Fairfield, Benecia, Rodeo, and Suisun</p> <p>Service Hours: Sundays by scheduling</p> <p>Eligibility: Church members and local community</p> |
| Private Transportation | Yellow Cab Napa Valley | <p>Yellow Cab of Napa Valley is a transportation and taxi service.</p> <p>Service Area: Cities of Napa, Yountville, St Helena, Angwin and Calistoga along with all major airports in Bay Area</p> <p>Service Hours: Varies by day</p> <p>Eligibility: General public</p> |
| Private Transportation | Napa Red Cab | <p>Napa Red Cab offers hourly service, metered taxi services and flat-rate airport transfers for the Napa Valley.</p> <p>Service Area: Airport transfer to/for Napa Valley</p> <p>Service Hours: 24/7</p> <p>Eligibility: General public</p> |
| Private Transportation | Medical Transportation Management (MTM) | <p>Medical Transportation Management (MTM) has a network of transportation providers across the country. MTM works with these providers to match people with an appropriate ride for medical purposes. MTM works with various insurance providers to offer this service but does not accept any form of out-of-pocket payment.</p> <p>Service Area: Napa County and beyond for medical trips</p> <p>Service Hours: By appointment</p> <p>Eligibility: Medi-Cal members with authorized medical trips</p> |
| Private Transportation | MedBridge ProCare | <p>MedBridge ProCare is a private for-hire company based in Napa transporting clients to a variety of appointments and needs with ambulatory difficulties. MedBridge has no limits on distance and is based in Napa.</p> <p>Service Area: Napa County and beyond</p> <p>Service Hours: 24/7</p> <p>Eligibility: General public</p> |

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| Program Type | Program | Information |
|------------------------|--------------------------------------|--|
| Private Transportation | Uber | Smart phone, app-based ride hailing. Rides provided in contract drivers' personal vehicles. Service Area: Napa County and beyond depends on driver's availability Service Hours: 24/7 but varies as per driver's availability Eligibility: General public with access to smartphone app and credit card/payment method |
| Private Transportation | Lyft | Smart phone, app-based ride hailing. Rides provided in contract drivers' personal vehicles. Service Area: Napa County and beyond depends on driver's availability Service Hours: 24/7 but varies as per driver's availability Eligibility: General public with access to smartphone app and credit card/payment method |
| Residential | The Inn on Villa Lane | The Inn on Villa Lane owns and operates bus transportation for residents Monday-Friday. As of July 2024, they are restructuring their bus services and will have a more formalized update in August 2024. Service Hours: Scheduled Monday – Friday Eligibility: Residents |
| Residential | Aegis of Napa | Aegis offers two forms of transportation, an accessible bus and a company car, which are available to operate within the City of Napa. Each week, Aegis faculty makes a schedule based on information provided from residents. Bus or company car will transport residents to all types of appointments, including for personal reasons. Bus is especially reserved for residents who are disabled, those who are ambulatory may receive rides using a sedan. Service Area: Within the City of Napa Service Hours: As per prepared schedule Eligibility: Residents |
| Residential | Holiday Redwood Retirement Residence | Holiday Redwood Retirement Center offers residents transportation anywhere for any reason. Service Area: Within the City of Napa Service Hours: Tuesdays, Wednesdays, and Thursdays Eligibility: Residents |

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| Program Type | Program | Information |
|---------------------|------------------------------|--|
| Residential | The Watermark at Napa Valley | Offers transportation as an amenity to residents. Eligibility: Residents |
| Residential | The Meadows of Napa Valley | The Meadows offers scheduled transportation for residents to medical appointments, the grocery stores, pharmacies, area-restaurants and more within Napa. Service Area: Within Napa Service Hours: Scheduled transportation Eligibility: Residents (Older adults above 62 years) |
| Residential | Veterans Home | The Yountville Veterans Home provides transportation for residents to off-site medical appointments and recreational activities. Eligibility: Residents of Yountville Veterans Home |

APPENDIX C: PEER REVIEW

INTRODUCTION

This comparative analysis of transportation programs and services in peer counties was undertaken as part of NVTAs Accessible Transportation Needs Assessment (ATNA). The analysis aims to review transportation services offered to older adults by public, private, and non-profit entities in other similar counties and consider their potential in Napa County.¹⁰

Four counties throughout Northern California were selected for this peer review based on demographic, economic, and/or geographic similarities. These peer counties include: El Dorado County, Lake County, Mendocino County, and Sonoma County. Demographically, El Dorado County is similar to Napa County in relative population totals, population densities, median household incomes, percentages of disabled residents, and residents aged over 65 years. While other peers differ in terms of overall population and population densities, each of these counties have similar demographics for populations over 65, and persons with disabilities (exception is Lake County) and due to their geographic proximity, these counties, have relevant value and points of comparison. Figure 26 summarizes these counties' key characteristics alongside Napa County.

¹⁰ Note: Approximate costs for existing services and programs are included to the extent that they are readily and publicly available. When ATNA strategies are developed specifically for Napa County in future phases of the project, planning-level cost estimates will be included.

Figure 26 Demographic Data Overview, Napa and Peer Counties¹¹

| County | Population | Population 65 and older (%) | Disabled (%) | Median Household Income | Population per square mile |
|-------------------------|-------------------|------------------------------------|---------------------|--------------------------------|-----------------------------------|
| Napa County | 134,300 | 21.6% | 11.4% | \$100,318 | 178.6 |
| El Dorado County | 191,185 | 23.7% | 12.5% | \$105,982 | 111.9 |
| Lake County | 68,163 | 25.3% | 20.9% | \$51,259 | 54.31 |
| Mendocino County | 91,601 | 24.6% | 14.8% | \$65,520 | 26.12 |
| Sonoma County | 488,863 | 22.0% | 12.5% | \$96,830 | 310.3 |

The menu of transportation service options available to older adults and disabled residents in the peer counties generally resembles those options available in Napa County. These services fall into the following categories:

- Fixed-route bus transit routes and accompanying ADA paratransit within ¼ mile of the fixed routes.
- Transportation services for older adults or other populations provided by public agencies other than transit operators.
- Transportation services offered to specific clientele, such as provided by Tribal health services or organizations serving the developmentally disabled.
- Volunteer driver programs serving older adults that are administered by non-profits and charities.
- Volunteer driver programs serving only non-emergency medical appointments such as the American Cancer Society’s Road to Recovery.
- Private transportation services, including taxi service and some specialized businesses geared towards seniors.
- Non-Emergency Medical Transportation (NEMT) and other transportation to medical appointments is included as a benefit for many of the health insurance plans available to seniors, such as private health insurance, Medicare Advantage, and Medi-Cal.

¹¹ US Census Bureau 2022 American Community Survey 1-Year Estimate

- Ride hailing companies including Uber and Lyft as well as various taxi services are available in all counties.

Figure 27 summarizes the service options by type of provider within each county. The sections below summarize the services available in each peer county. The latter two categories, health-insurance benefits and ride hailing or taxi, are not individually detailed for each county except for specialty services focused on seniors.

One of the key takeaways from this peer review is that Napa County's accessible transportation needs are not unique. Similar issues, particularly funding limitations amid a projected rise in demand from older adults, are facing counties and communities across Northern California. Additional challenges, like providing transportation to and from medical appointments outside of local communities on short notice, are also not unique to Napa County. It will be important to highlight relevant innovations and useful lessons learned to support the ideation, prioritization, and cross-sector cost sharing opportunities towards implementation of solutions tailored to Napa County's needs.

Figure 27 Existing Transportation Services Provided by Napa County Peers

| County | Fixed-route and ADA Paratransit | Public On-Demand Transit or Flex Stop Service | Public Agency (Non-Transit Operator) | Non-Profit Services | Out-of-County Medical Appointment Services | Mileage Reimbursement Programs | Volunteer Driver Programs | Notable/ Unique Services |
|-------------------------|---------------------------------|---|--------------------------------------|---------------------|--|--------------------------------|---------------------------|--|
| Napa County | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| El Dorado County | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | El Dorado Transit Authority offers shared ride medical appointment transportation to Sacramento area and a driver expense reimbursement program. Health and Human Services Agency operates "Senior Shuttle." |
| Lake County | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | "Pay-Your-Pal" program administered by Local Consolidated Transportation Services Agency Medi-Link for out-of-county medical appointments operated by Lake Transit Authority/ |
| Mendocino County | ✓ | ✓ | ✓ | ✓ | | | ✓ | Public-private partnership between non-profit senior centers and Mendocino Transit Authority. |
| Sonoma County | ✓ | | | ✓ | | | ✓ | Volunteer driver programs and comprehensive transportation website and hotline. |

EL DORADO COUNTY

As part of the Sacramento-Roseville-Arden-Arcade Metropolitan Statistical Area (MSA), El Dorado County has the relative population density to support dense and diverse transportation. El Dorado County has similar demographics to Napa County, and has identified unique services, like a senior shuttle operated by the County Health and Human Services Agency.

Existing Services

Public Transit Operators

The El Dorado Transit Authority provides **public fixed-route and paratransit service** in the Western Slope of El Dorado County. In the Tahoe Basin, the Tahoe Transportation District offers **fixed routes** connecting South Lake Tahoe to east shore destinations along with **parallel paratransit service**.

El Dorado Transit Authority

The El Dorado Transit Authority offers an **on-demand dial-a-ride service** to seniors aged 60 and older as well as ADA-qualified individuals in addition to the ADA paratransit service. The dial-a-ride service is provided in wheelchair accessible vans and passengers are given a 30-minute window for pickup and drop off. Riders can call and book a ride up to three days in advance. The dial-a-ride service area extends to communities within El Dorado County. Each one-way ride fare is \$3.00.

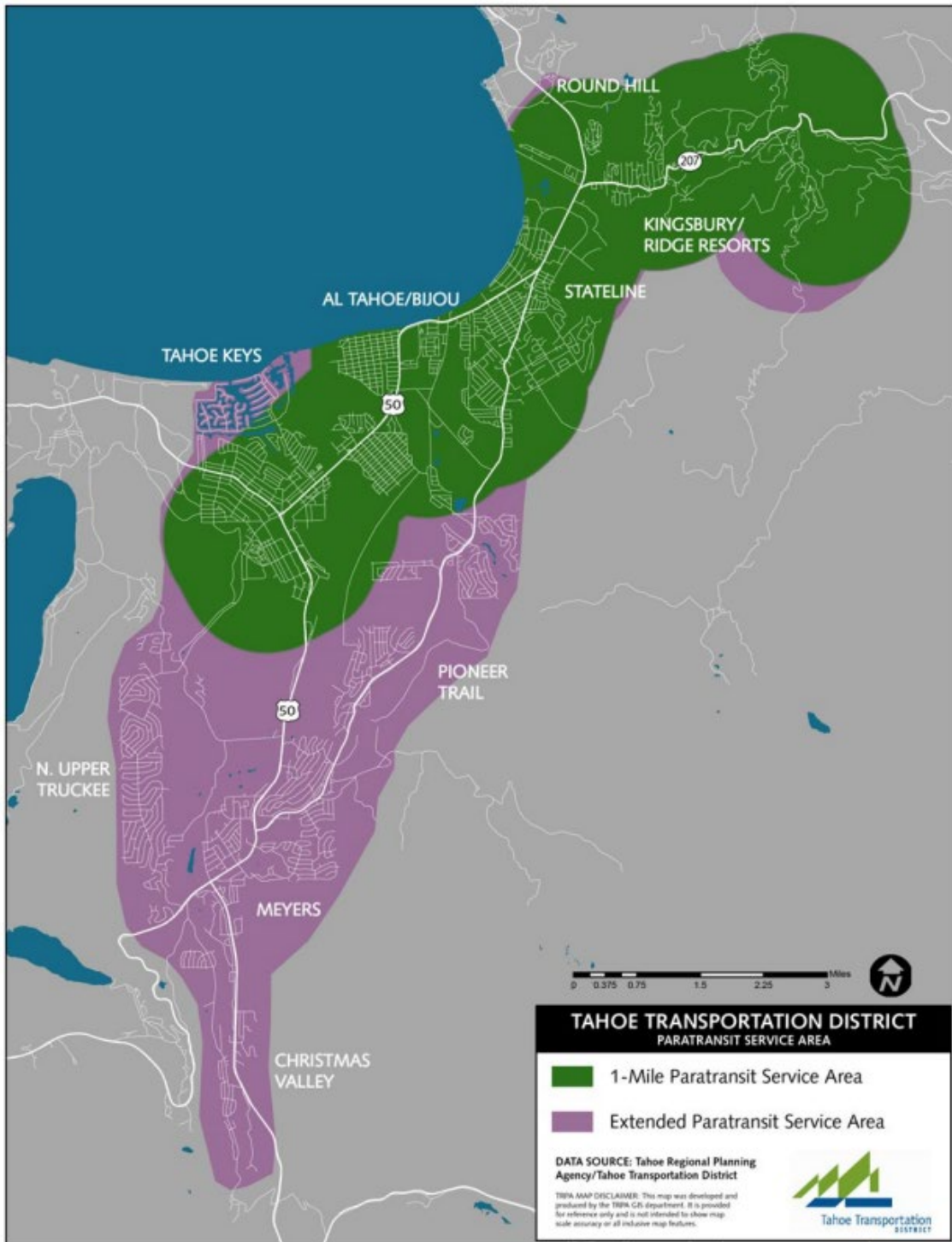
El Dorado County Transit Authority also offers SAC-MED, a shared ride non-emergency **medical appointment transportation service** for seniors or disabled persons to access healthcare within the greater Sacramento area. Passengers may board the service in El Dorado County at one of five transit centers and park-and-ride lots. The service brings passengers directly to the curb at their medical appointment destinations in the Sacramento area. Reservations must be made four days in advance and service can only be scheduled for medical appointments between 10:00 AM and 2:00 PM. The fare for a SAC-MED ride is \$10.00 for a one-way trip. Personal care attendants can travel at no additional cost. Based on the Fiscal Year 2022/23 Administrative Operations Report, the cost of providing the service is high at about \$257.74 per passenger. The service is supported by Transportation Development Act (TDA), Section 5311, and State of Good Repair funds.

El Dorado also offers the My Ride **mileage reimbursement program**. This program allows seniors (60 or older), veterans, or disabled residents of El Dorado County (not including the Tahoe Basin) who are registered for the My Ride program at El Dorado Transit to reimburse their friends, neighbors, or family members for providing them with transportation in their personal vehicles. Trips can be for any purpose, including medical appointments, grocery shopping, other errands, and social activities. There are no fees to participate in this program and trips are free for passengers. Since the transportation is provided in drivers' personal vehicles, mileage reimbursements are the sole operational cost to the agency, with payment provided at the current Internal Revenue Service (IRS) rate of \$0.625 per mile. The only other costs involved are staff time for data entry, mailing checks, answering customer questions, and other administrative tasks. The program began in August 2022 and to date has been funded by TDA Local Transit Funds, but El Dorado Transit will pursue other grants going forward.

Tahoe Transportation District

The Tahoe Transportation District provides **paratransit service** within a baseline service area extending one mile from fixed routes as well as an extended service area. The Tahoe Transportation District saw that there were several neighborhoods outside of the traditional paratransit zone (3/4 mile around fixed-route) and developed an extended paratransit service area to serve neighborhoods not served by fixed-route transit (see Figure 28). Paratransit is fare free for all passengers, personal care attendants (one per passenger), and companions (one per passenger). Fare-free paratransit began in 2020 as a response to the COVID-19 pandemic, to eliminate fare exchanges between driver and rider. It will continue through September 2026. Funding for free fares comes from grant funding secured by the Tahoe Transportation District. Tahoe was in the process of a zero-fare transition, but the COVID-19 pandemic expedited that transition.

Figure 28 Tahoe Transportation District Paratransit Service Area



Services From Other Public Agencies

The El Dorado County Health and Human Services Agency operates a “**Senior Shuttle**” in the Western Slope, available to seniors aged 60 and over. The program offers weekly van-shared rides to local retail destinations and periodic trips to Folsom and other locations. The goal of the program is to help seniors stay independent and connected to their communities. Riders contribute a suggested donation of \$2.00 for local trips and \$5.00 for trips outside of El Dorado County. Reservations for shuttle rides are made via telephone. The Senior Shuttle is a largely volunteer-run program offered in partnership with the El Dorado County Area Agency on Aging. The program operates at a modest cost of \$3,200 annually and is funded by a Community Services Block Grant.

Non-Profit Providers and Volunteer Programs

Marshall Medical Center, a non-profit community healthcare provider in El Dorado County, operates a **volunteer driver program** that transports cancer patients to and from appointments in El Dorado County. Patients do not have to pay for the service. This program does recruit new drivers regularly but also faces volunteer shortages.

County Summary

Challenges

El Dorado County has seen a notable increase in the percentage of older residents in the county, placing strain on existing transportation services. Between 2017 and 2022, the percentage of older residents increased from 20.3% to 23.7%, representing an increase of approximately 7,100 residents over the age of 65. The California Department of Finance anticipates this aging trend will continue, with older adults comprising 73% of Sacramento Area Council of Governments (SACOG) regional population growth, including two and a half times more people 85 and over by 2060. This growth will be marked in El Dorado County especially, posing yet unseen demographic change.

This demographic change will be keenly felt in the transportation sphere. Currently, El Dorado County has a high percentage of older adult drivers (approximately 73% of the older adult population drives), and this percentage is likely to increase as the percentage of older adults in El Dorado County increases. Older adult drivers introduce safety risks, with drivers over 70 at higher risk of death in collisions compared to middle-aged

drivers.¹² County residents are also rapidly qualifying for demand-response transit, placing strain on existing services designed to increase older adults' and disabled residents' mobility without the use of personal vehicles.

Given these current and predicted pressures on existing services, county and regional stakeholders identified several unmet needs within the current transportation network in the SACOG Coordinated Plan's 2024 Update. Non-emergency medical transportation (NEMT) poses several problems to riders, notably coordinating trips across jurisdictions in other cities and counties, scheduling same-day or appointments, navigating schedules and wait times, and overall decreasing capacity for newer riders. Paratransit can inhibit mobility with long wait times, insufficient operation schedules, and scheduling requirements. Paratransit also suffers from increasing rider demand but decreasing or stagnating capacity or service, leading to ride shortages for some riders. This is especially stark in El Dorado County, where Dial-a-Ride subscription service is full with a waiting list and operates on a first-come, first-served basis for those without subscriptions. Without supplementary voluntary programs or affordable taxi and TNC services, this service cannot adequately serve the many working older adults who require daily transportation.

Strategies to Address Gaps and Unmet Needs

Under the SACOG Coordinated Plan, several planning efforts have been considered at the regional level. Within El Dorado County specifically, SACOG is exploring lower and higher-cost strategies to fill transportation gaps. These strategies include informational campaigns and mobility training to encourage effective transit use, accessible pedestrian-friendly streetscape efforts, community shuttles and microtransit zones in areas underserved by fixed-route buses, expanded demand-responsive and shuttle services, and community-coordinated volunteer programs.

¹² <https://www.sciencedirect.com/science/article/pii/S0022437521000463?via%3Dihub>

LAKE COUNTY

Existing Services

Public Transit Operators

The Lake Transit Authority provides public **fixed-route** and **Dial-a-Ride service** in Lake County. Lake Transit Authority (LTA) operates regional and intercity fixed routes as well as local routes within the cities of Clearlake and Lakeport. LTA offers a Dial-a-Ride curbside service within the local route service areas for ADA paratransit-eligible riders and adults over 60. In areas not covered by the Dial-a-Ride service, buses will travel up to one mile off the regular route to provide “Flex Stop” service to the curb. Flex Stop service is available to disabled and senior passengers at no additional charge while the general public must pay a surcharge. To request flex stop service, riders must call Lake Transit at least one day in advance. The general public must pay \$5.00, or a \$3.75 surcharge over the base fare of \$1.25. ADA and older adult riders ride for \$0.75, the same cost as a regular bus ride. In FY23/24, there were 51 total flex stop rides.

Other Public Agencies

Lake Links

Lake Links serves as the Lake County Consolidated Transportation Services Agency (CTSA) for Lake County. As a CTSA, Lake Links is a non-profit public benefit corporation that helps coordinate social service transportation services and improve alternative transportation options available for seniors, disabled persons, and low-income individuals. The agency offers two transportation programs serving seniors and people with disabilities: Medi-Links and Pay-Your-Pal.

- The Medi-Links program provides transportation from Lake County to medical providers in Deer Park/St. Helena, Napa, Santa Rosa, Ukiah, and Willits. Reservations are required at least seven days in advance for trips Monday through Friday, 8:00am to 4:00pm. Fares to riders are \$10 one-way and \$20 round trip. Trips are provided in a van with wheelchair lift and pick up locations include several hospitals, clinics, and senior centers. The Transit Authority receives

Federal Transit Administration (FTA) Section 5310 grant funding¹³ to help cover the cost of the Medi-Link program, which is served by its contract paratransit operator. The Transit Authority receives State Transit Assistance and State of Good Repair as well as Federal Section 5310 and 5311 funding to support its operations. Lake Links also receives Section 5310 funds through the County and TDA funding from the Lake County/City Area Planning Council to support two full-time paid staff who deliver all of Lake Links' services and programs. In 2022, Lake Links also received a \$15,000 Community Challenge grant from AARP. Lake Links supplements the Medi-Link program grant funding with rider fares, charging \$20 per round trip with no extra cost for care attendants.

- The Pay-Your-Pal **reimbursement program** is a popular and growing program with Lake County seniors. This program enables friends and family members who might otherwise be unable to afford the cost of gas to provide rides for those over 55. The service covers trips to common destinations such as medical appointments, grocery stores, pharmacies, food banks, community events, and religious/spiritual ceremonies. Riders and drivers must apply to the program in advance. After undergoing a background check, verified drivers are reimbursed monthly according to a mileage log signed by the riders. The reimbursement rate is currently \$0.40 per mile. Reimbursement costs for the calendar year 2023 ranged from approximately \$5,000 to \$6,500 each month. This program is mainly funded by two Section 5310 grant contracts, both of which cover two years. The first Section 5310 contract covers the mileage reimbursement costs. The second grant contract is designated as Mobility Management and reimburses Lake Links for staff salaries and benefits. While staff costs are not available broken out by program, there are two full time paid staff, and the County receives approximately \$275,000 for this two-year contract. A similar driver reimbursement program could be set up by NVTA or could be used to support Molly's Angels.

Lake County Tribal Health Center

The Lake County Tribal Health Center **provides transportation to medical, dental, and other appointments** at the Tribal Health Consortium and to referred providers out of county. This service is only available to registered patients of Lake County Tribal Health

¹³ FTA Section 5310 funds provide formula funding to states and designated recipients to meet the transportation needs of older adults and people with disabilities when the transportation service provided is unavailable, insufficient, or inappropriate to meeting these needs.

with proof of Indian eligibility. It is considered the option of last resort. Rides are provided at no cost for those who qualify.

Non-Profit Providers and Volunteer Programs

The Konocti Supported Living Services Transportation and People Services is a non-profit private organization that supports people with developmental disabilities. The Konocti Transportation Service operates a fleet of over forty vans and cars to transport clients to and from its many program sites. Clients may be transported to work programs, day programs, and out of county medical appointments.

This organization is primarily funded through the California Department of Rehabilitation and the Redwood Coast Regional Center, one of California's 21 community-based non-profits that provide services to people with developmental disabilities.

County Summary

Challenges

Like El Dorado County, Lake County is also increasingly aging. Between 2017 and 2022, the percentage of older residents in Lake County increased from 22.2% to 25.3%, or by approximately 3,000 residents over the age of 65. The California Department of Finance predicts 7% growth in older adult populations between 2010 and 2060. However, because of projections of overall population growth, older adults are projected to comprise 16% of the county in 2060, a marked decrease from current percentages. This bucks the trend observed in Northern California but might not translate to reduced strain on the transit system.

Considering these current and predicted population trends, county and regional stakeholders identified several unmet needs within the current transportation network in the 2021 Coordinated Public Transportation Plan for Lake County prepared for the Lake County/City Area Planning Council. These needs were further classified as "reasonable to meet" or "unreasonable to meet" to guide future policy and planning interventions. Several of the reasonable needs pertain to NEMT. Over two-thirds of residents who participated in the needs assessment process identified their need for NEMT to destinations outside the county, specifically San Francisco and parts of Santa Rosa. Residents also advocated for expanded NEMT/Dial-a-Ride hours due to the high cost of taxis after Lake Transit Authority hours end. Residents also highlighted the need for expanded transit service and mobility training for those seeking job placement, but LTA

and the Redwood Regional Center (regional association that serves people with developmental disabilities in Lake, Del Norte, Humboldt, and Mendocino counties) already coordinate to provide jobs access.

Of the “unreasonable to meet” needs, the clearest unmet need was an individualized flexible transportation service for non-medical purposes. Although there was strong support for this kind of transportation service, there is no funding available to pursue this program in the near future. There is also limited eastbound service, both to Spring Valley and the Sacramento area, but between low demand and density in Spring Valley and delays in the Shasta Regional Transportation Agency’s plans for Sacramento feeders, there is limited potential to meet these service gaps. Similarly, it is difficult to expand NEMT to outlying areas in the county due to limited and geographically dispersed demand.

Strategies to Address Gaps and Unmet Needs

Building on both the 2022 Lake County Regional Transportation Plan and the 2021 Coordinated Public Transportation Plan, Lake County devised 3 priority strategies to meet the needs of older adults, disabled people, and low-income individuals.

1. Support, maintain, and enhance Lake County Public Transportation Services. This strategy aims to increase access to transportation services for older adults and other transit-dependent and transportation disadvantaged groups. Through increased informational and transit training campaigns and service improvements such as expanding service area to include North Shore and along Spring Valley Road and longer operational hours, LTA aims to provide more comprehensive and flexible service to those who need it.
2. Improve and expand capacity for specialized transportation alternatives appropriate for Lake County. This strategy emphasizes the need for county-wide mobility partnerships, specifically among human service agency providers, to meet the transportation needs of older adults. To offer flexible service in a county without adequate support for a countywide all-purpose on-demand service, providers are exploring TNCs and car-sharing programs.
3. Continue to Develop Sustainable Non-Emergency Medical Transportation Solutions. Although Lake County NEMT services have expanded greatly since 2015, the county will expand services like Pay-Your-Pal and Medi-Links and develop other alternatives. This includes informational and wayfinding tools that help riders understand how to access healthcare destinations.

MENDOCINO COUNTY

Existing Services

Public Transit Operators

Mendocino Transit Authority (MTA) is the transit operator in Mendocino County. MTA offers regional **fixed routes** connecting various Mendocino cities and Santa Rosa. In addition to fixed bus stops, buses may be waved down at any safe pullout location along the route.

On-demand, door-to-door Dial-a-Ride service is available in Ukiah and Fort Bragg on MTA buses designated for paratransit customers. In Ukiah, Dial-a-Ride service is available to paratransit customers only, including people with disabilities and seniors aged 62 and older. A reservation is required 24 hours in advance, and recurring rides may be scheduled as far out as needed. The Ukiah service area has been expanded to include Redwood Valley, eastern Ukiah communities such as Talmage, Rogina Heights and Deerwood, and Lake Mendocino, with new zones and fares being devised currently.

Fort Bragg-based Dial-a-Ride service (Fort Bragg and Mendocino coast area) is open to the general public. Discounted fares there are provided for seniors (62+) and people with disabilities. MTA customers in Fort Bragg are guaranteed a scheduled ride if they reserve a Dial-A-Ride bus up to two weeks in advance and at minimum 24 hours in advance.

In Willits, **ADA paratransit service** is provided by Willits Seniors, Inc (operator of Senior Center). Reservations must be made at least 24 hours in advance via phone. More information is included below.

Other Public Agencies

The Mendocino County Department of Social Services operates a Veteran's Shuttle to **transport veterans to the Veteran's Administration (VA) clinic** in Ukiah. The shuttle departs from the Mendocino Department of Social Services office. This shuttle completes four trips daily with service throughout Ukiah, Santa Rosa, and Fort Bragg with service to the San Francisco VA Medical Center. This service is free to all veterans.

Non-Profit Providers

Senior Centers

Several senior centers operating as 501(c)(3) non-profit organizations provide some transportation services as part of their programming in a public-private partnership with MTA. MTA provides funding to senior centers for scheduling transportation services, maintaining vehicles and operating the service. According to Mendocino Council of Governments (MCOG), the senior centers will receive \$518,000 in TDA Local Transportation Funds to fund operations for the fiscal year 2024-2025.

The Anderson Valley Senior Center uses this funding to provide **transportation to its nutrition program lunches** on Tuesdays and Thursdays. The wheelchair accessible bus is also available on Tuesdays and Thursdays for transportation around the valley for daily errands. On Fridays, transportation is provided to Ukiah for medical appointments, grocery shopping, and other errands. An endowment funds monthly trips to Ukiah for movie matinees. Reservations for rides are made in advance by telephone. Suggested donations per ride are \$1.00 for trips within the valley and \$5.00 for trips to Ukiah. The Center also operates a volunteer driver program for older adults that operates when the bus is not in service. **Volunteer drivers** also provide service for six annual special excursion trips.

The Ukiah Senior Center is a 501(c)(3) non-profit organization that provides a variety of programming, including a transportation program. This program is provided through a collaboration with MCOG and relies on TDA funds to provide **low-cost, door-to-door transportation** to seniors aged 55 and older and people with disabilities. The service is provided with three buses equipped with wheelchair lifts and operates Monday, Tuesday, Thursday and Friday from 8:00 a.m. through 5:00 p.m. Rides are provided for all purposes, including visiting the Senior Center to take advantage of other programming such as lunches. Fares are \$3.00 per one-way ride within Ukiah and \$4.50 to \$6.00 per ride for longer trips to the surrounding areas (service is not available to all areas of Mendocino County).

The Redwood Coast Senior Center offers **on-demand rides** for adults aged 60 and over and people with disabilities in the greater Fort Bragg area. As with the Ukiah center, the transportation service is operated in partnership with MTA with wheelchair accessible buses. Drivers can assist passengers entering and exiting the vehicles and help with packages. Rides are arranged by telephone and provided from 8:00am to 3:00pm daily.

The Willits Harrah Senior Center serves seniors aged 55 and over and people with disabilities in the greater Willits area. Their **local on-demand service provides rides for shopping, errands, and appointments** Monday through Friday, 8:15am to 3:30pm. Rides are arranged by phone and provided with a seven-person passenger wheelchair bus and a four-passenger minivan. The Center's volunteer drivers can also provide rides to Ukiah, Santa Rosa, and Lake County for medical appointments. Clients pay for the out-of-town service so that the volunteer drivers can be reimbursed for their mileage.

Coastal Seniors serves the needs of seniors in the coastal communities of Mendocino County. As part of its program, Coastal Seniors operates **bus service to its senior lunch program and for local errands** within its service area. Service is provided in buses that can accommodate two wheelchairs on Mondays through Wednesdays. Advanced reservations are required, and bus fares range from \$1.00 to \$4.00 round trip, depending upon distance. Older adults who attend the lunch program are driven to their errands afterwards before being returned to their homes. Coastal Seniors also offers **regional bus service** to Santa Rosa every Thursday and Friday and to Fort Bragg on Fridays (\$10.00 per round trip). There are also occasional bus trips for cultural events.

Community Resources Connection used to operate a volunteer-oriented organization to provide rides or referrals to people in need in the coastal community from Timber Cove to Elk. This service is on hiatus with no plans to resume operation.

County Summary

Challenges

Mendocino County has also seen growing older adult populations. Between 2010 and 2060, Mendocino County's older adult population is expected to grow by 22%. In that same period, the population under 65 is expected to decrease by 6%. By 2060, an estimated 19% of Mendocino County residents will be over 65. This can lead to strain on existing older adult transportation systems and create demand for alternative modes of transportation. Additionally, 16.2% of the older adult population falls below the poverty line, compounding existing transportation access issues and necessitating affordable transportation options.

The 2021 Coordinated Plan prepared for MCOG elaborated further unmet transportation needs and gaps in existing service for older adults, disabled residents, and low-income populations. The most pressing unmet needs included a need for increased operational funding for transportation services and MTA's planned (but not yet constructed) transit

administration building, for new inter-city bus services between campuses in Willits, Ukiah, and Fort Bragg, and for expanded demand response services throughout the region, especially for older adults and senior centers. These needs are not all feasibly met in the short-term and may require extensive grant funding and transit planning efforts to be met in the long-term.

Strategies to Address Gaps and Unmet Needs

The 2021 Coordinated Plan outlines several strategies to fill transportation gaps for older adults and other underserved populations. In the wake of budget decreases and fiscal cliffs, MTA aims to maintain the current level of service and expand service areas and ridership through aggressive grant applications. To expand demand response service outside Dial-a-Ride, MCOG will coordinate with senior centers to further expand service. To better serve older adults, MCOG aims to establish non-emergency medical transportation service through federal 5310 and 5311 funds alongside state TDA funds and social service funding. Given the variety of stakeholders and providers, providers will need to combine resources into a coordinated NEMT system. Other strategies for improving service include inter-city services, especially between Fort Bragg and Ukiah, expanding weekend service, and conducting a feasibility study of mobility solutions for rural communities of Inland Mendocino County. Mendocino received a Caltrans Sustainable Communities Planning Grant in 2021 to conduct this study.

SONOMA COUNTY

Existing Services

Public Transit Operators

Sonoma County Transit provides intercity fixed-route service throughout Sonoma County as well as local routes serving the cities of Guerneville and Rohnert Park. Sonoma County Transit also operates the Healdsburg Shuttle, which is a free, hop-on, hop-off circulator subsidized by the City of Healdsburg. Similarly, the Cloverdale Shuttle is fare-free and subsidized by the City of Cloverdale. ADA paratransit services are provided within $\frac{3}{4}$ of a mile of the fixed bus routes.

The City of Santa Rosa operates the CityBus fixed-route service within the city. A travel training program, Learn to Ride CityBus, is designed to introduce seniors to the bus system. ADA paratransit service is offered seven days a week within $\frac{3}{4}$ mile of the fixed

routes to those who are unable to independently use Santa Rosa CityBus due to a disability or health related condition.

The City of Petaluma also operates fixed-route service in Petaluma through Petaluma Transit. These six routes are offered at half fare for riders over 65 years of age. Complementary ADA paratransit operates within the city limits of Petaluma, as well as any areas outside the city limits which are within $\frac{3}{4}$ mile of an active Petaluma Transit fixed route. As of July 1, 2024, Petaluma Transit is a free-fare transit system and fares are free for paratransit. This is a one-year pilot program. Paratransit riders to use both fixed-route bus services and paratransit services for free, expanding access to those with fixed or limited incomes.

Other Public Agencies

The Sonoma County Area Agency on Aging maintains Sonoma Access, a website that brings together information on public, private, and non-profit transportation options for seniors and people with disabilities. It's unclear how often the site is updated. The site provides trip planning and provider search services that can be tailored to specific needs such as wheelchair use or assistance with bags/packages. The site also provides a volunteer application/intake form for people who wish to serve as volunteer drivers and serves as a general information transportation clearinghouse. The Sonoma website is a rich resource that further maximizes ease of use and accessibility with a trip planning service, large font view, and multiple languages.

The Sonoma County Area Agency on Aging contracted with a website developer, Planetaria Media, to design and host this website. Costs for the original development of the website were covered by a Section 5310 grant administered by Caltrans. Ongoing maintenance of the website requires \$150 per month (also grant funded) for website hosting and about five hours of agency staff time to answer emails and update provider information.

Non-Profit Providers and Volunteer Programs

Non-profits in Sonoma County provide several types of transportation services, many of which rely on volunteer drivers.

Becoming Independent is a community based non-profit organization supporting people with developmental disabilities. Transportation is provided between client's homes and programs or workplaces in 15-passenger vans or wheelchair accessible vans and buses. The BI-EXPRESS, an extension of Becoming Independent transportation, provides a critical

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weekend and evening service for people with disabilities and other populations in need of a ride who do not have access to alternative transportation during those times.

The Road to Recovery program of the American Cancer Society has an office in Santa Rosa. The Road to Recovery program provides transportation to cancer-related, non-emergency medical appointments.

The Caring Rides Transportation program is operated by Catholic Charities and provides door-to-door transportation throughout the Santa Rosa area to anyone who completes an application process. This service operates Monday through Friday, 8:00am to 4:00pm. Rides must be scheduled two weeks in advance.

Windsor Wheels Rides for Seniors is a service provided by a 501(c)(3), Circuit Rider, in partnership with the Sonoma County Area Agency on Aging and the Town of Windsor. Transportation services are provided by volunteer drivers to seniors in the Windsor and north Santa Rosa areas. All types of trips are served including medical appointments, social/recreational trips, and food shopping. Trips are provided in the volunteer drivers' vehicles, there is a screening and application process for volunteers, as well as insurance requirements. Operated in coordination with the Town of Windsor and the Sonoma County Area Agency on Aging, Windsor Wheels serves Windsor and North Santa Rosa. Most of the funding comes from the Older Americans Act, Title 3b, which is administered by the California Department on Aging with previous funding from the Section 5310 program. Circuit Riders supplements its public funding with private grants and donations, such as those from Wells Fargo Bethlehem Foundation and Bank of America.

Friends in Sonoma Helping volunteer transportation services provides non-emergency transportation to the public with focus on seniors, people with disabilities, low-income clients, and Medicare clients. Transportation requests are received Monday through Friday, 9:00am to 3:00pm, and rides must be reserved one week in advance. Prospective clients must complete an application and the program serves the Sonoma Valley area.

Village Network of Petaluma serves the Petaluma-Penngrrove area. Transportation services are available to anyone aged 50 and over who is a member of the Village Network of Petaluma. Services and programs are supported by membership fees. Rides are provided between the County's incorporated cities, as well as within the cities of Rohnert Park, Cotati, Sebastopol, and Windsor. Rides are also provided in Sonoma Valley, Guerneville and the Monte Rio area. The service utilizes volunteer drivers.

DASH is a curb-to-curb volunteer driver program operating within the city limits of Healdsburg. Volunteers in City-owned vehicles provide pre-scheduled rides for medical, shopping, and social activities within Healdsburg and out of town rides for medical

appointments. This service combines City of Healdsburg-owned vehicles with volunteer drivers. The program is funded through a 10 percent dedication of the City's hotel occupancy tax along with a Section 5310 grant to the County. Volunteer drivers are certified, fingerprinted, background & DMV checked. This program serves seniors aged 60 and over and people with disabilities. The program is coordinated by the Healdsburg Senior Center/Department of Parks and Recreation. The program is funded through the City's Transient Occupancy Tax along with a Caltrans grant awarded to Sonoma County.

iRide is provided by People Services, a non-profit organization providing human services programming in Petaluma. Rides for seniors are provided by volunteer drivers Monday through Friday, 8:30am through 4:30pm in Petaluma and Rohnert Park.

MyRide provides no-cost to riders for transportation throughout the Sonoma Valley for seniors and Medicare clients. The service is provided by volunteer drivers and operated by Vintage House, a local non-profit service organization.

The Volunteer Driver Transportation program from the Sebastopol Area Senior Center operates in partnership with Sonoma County Area Agency on Aging to provide free rides to older adults. Those 60 and older in West Sonoma County can reserve rides seven days in advance for medical, social service, and shopping appointments. This service utilizes volunteers exclusively.

Private Operators

Miss Daisy Drivers is a personal transportation service for seniors in the Sonoma Valley. Rides are provided seven days a week, 7:00am to 8:00pm and cost \$35 per hour with a mileage surcharge for trips outside the service area. Licensed drivers are insured and can also serve as liaisons to health care providers. Similarly, Silver Ride provides personal transportation services for seniors and serves Petaluma, Rohnert Park, and Santa Rosa in Sonoma County. Services may be booked by phone or online using a mobility-as-a-service platform.

Wheelcare Express operates in Sonoma County, providing non-emergency medical transportation. While the service may be hired by individuals, services are often covered through health insurance providers such as Medi-Cal, Partnership Health Plan, and Kaiser.

County Summary

Challenges

Sonoma County faces challenges in accessible transportation needs which are shared by other counties, including a large and diverse geographic area and funding limitations. Non-profits may have a challenge recruiting and retaining a limited supply of volunteers, and some programs have limited hours of operation and a requirement for advanced booking. With multiple operating public transit providers, Sonoma County also faces some particularly unique challenges around coordination.

Strategies to Address Gaps and Unmet Needs

Sonoma County has a variety of transportation services, supported by a network of non-profits, public agencies, and private operators. Regular public transit and paratransit services are complemented by unique ancillary services such as free local circulators and travel training programs. Additionally, the County offers a comprehensive online and hotline resource that provides centralized information on the multifaceted network of volunteer, non-profit, and private networks working to fill the gaps not covered by traditional public transit.

KEY OPPORTUNITIES

Peer county analyses highlight issues common throughout the older adult transportation landscape in Northern California. Like Napa County, peer counties face rising older adult populations, increased difficulties with medical transportation (especially with bookings into other jurisdictions and/or on relatively short notice), and shortages of volunteers and other resources for non-profit transportation operations.

These peers also introduce innovative solutions for tackling older adult transportation in Napa County. While Napa County has their own equivalents of several services, the diversity of services offered by peers allows for comparison of operational structures, funding mechanisms, and challenges and strategies for future development. The following concepts have been identified across multiple peer counties. These are options that could be applied to Napa County and will be considered as part of strategy ideation work.

- **Use of Transportation Development Act (TDA) and Federal Transit Administration (FTA) 5310 Funds:** El Dorado's Sac-Med service and Lake County's

Lake Links service are two examples of medical transportation programs offered by county transportation authorities. These programs are funded by TDA and 5310 funds, funding sources that NVTA uses to provide transit service and that could be used to offer a medical trips program. TDA funds have also been used for volunteer driver reimbursement programs,¹⁴ a potential strategy for Napa older adults.

- **Communication Services / “One Stop Shop”:** It is crucial to disseminate information about transportation programs for older adults and disabled residents to target communities to build access and mobility. Researching and compiling information about the services available, eligibility, types of trips served, fares and application processes can be a daunting task for seniors, people with disabilities, and their caregivers. Lake, Mendocino, and Sonoma Counties have compiled directories of transportation services to provide potential riders with accurate and updated information.
- **Partnerships:** Sonoma’s Sonoma Access was created in partnership with the Sonoma County Area Agency on Aging. Mendocino’s senior centers have public-private partnerships with the Mendocino Transportation Authority. Potential public-private partnerships between NVTA, senior centers, community-based organizations, and other Napa County departments will be evaluated during strategy ideation.

¹⁴ NVTA had a mileage reimbursement program at one time, but it was discontinued due to lack of available funding and low program usage.

APPENDIX D: ENGAGEMENT COMMENTS AND FEEDBACK

Stakeholder Working Group 1 Comments

Strengths

Agencies work together for warm handoffs to Napa elders

have transportation from one end of the county to the other

agencies and non-profits committed to good solutions and an awareness of the challenges

networks of committed individuals and organizations who understand that transportation is a critical component to supporting older adults in remaining connected to everything as they age

Weaknesses

rural communities are often left out in terms of accessibility

hospitals couldn't necessarily write off donations to transit as 990

Napa county is a large and diverse county in terms of transportation needs

arranging rides from Kaiser is hard to navigate

Not everyone is eligible for transport provided by Kaiser

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Opportunities

Would only qualify if transportation was available to the entire community, not just people who are going to their hospital

a small amount of money given annually could make a huge difference

City of Napa 1 cent sales tax will be used to repair roads (\$22M)

looking at best practices in rural communities

hospitals could donate money to transportation; it can't be just for their hospital; could count as community outreach

Monitoring ridership provided by, for example, Kaiser

improvements in connecting, navigating, and supporting patients in accessing their med appts since health insurance plans do provide a transportation benefit, but is underutilized for a host of reasons

Leverage CalAIM

Analyze relationships between crashes and older adults

provide a guide on how to access medical transportation services

Threats

Economy

stage budget and transit fiscal cliff

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What outcomes do you want to see from this study?

What does "success" look like?

Success is accessible transportation available without cost to older adults throughout Napa County

Improved access to transportation services for all Napa County residents especially older adults and vulnerable communities

Success = more accessible transportation options helping to ensure older adults remain connected throughout our community

Success: meeting the needs and hearing the experiences of seniors across the county

Actionable and equitable insights centered on community feedback and lived experience

Success is an actionable plan that addresses needs of older and disabled adults in all parts of the county

Success will be a plan to increase capacity for consistent and reliable transportation for all in Napa County

What did we miss?

What else should we review?

Number of out-of-county rides needed for Kaiser patients and other providers

Need to think about those that need transportation to Santa Rosa. Serving communities of Calistoga and SH we hear that not having public transportation to Santa Rosa is an issue

Prior to COVID there were several people who rode Vine Go to get to the senior center, now there are just a couple. Not sure what happened

Upvalley access to St. Helena Hospital

Travel data file shows where people went but doesn't capture who stayed home because transportation was not available or accessible

I have anecdotal information that the approval process is daunting

A simple thing I have noticed is that when the NVTa website was updated the Vine Go and Taxi Scrip information moved to a second page when it used to be on the first page

out of county medical transportation is an issue as well as door-to-door transport since it is often hard for individuals to get to a stop

data on marketing and outreach to older adults; coordinated approach to get older adults information

Do we have data on denials and same day requests?

something to think about is that Vine Go is great for those who can navigate, but we have a population of elderly who simply can't navigate the onboarding and scheduling

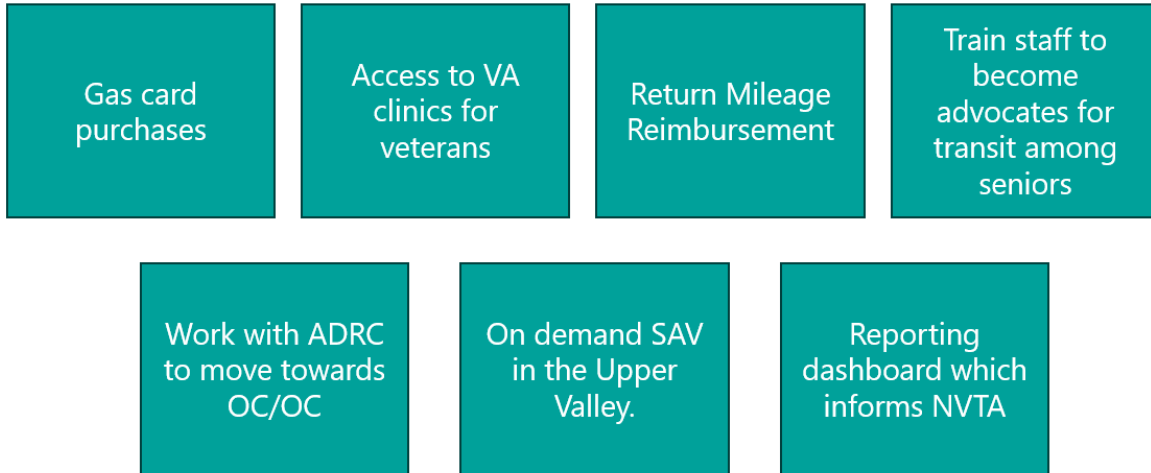
often hear about clients concern for the length of time it takes a trip from Calistoga to Napa one-way, discourages people to use public transportation

we have a higher population in Napa County and sometimes they need door through door support

fundamental and important decisions by NVTa Board, perhaps other entities need to be data driven vs hearsay/opinions/anecdotal, etc. Otherwise how can be determined what can be addressed with existing services being reallocated/redesigned or additional funding is absolutely needed

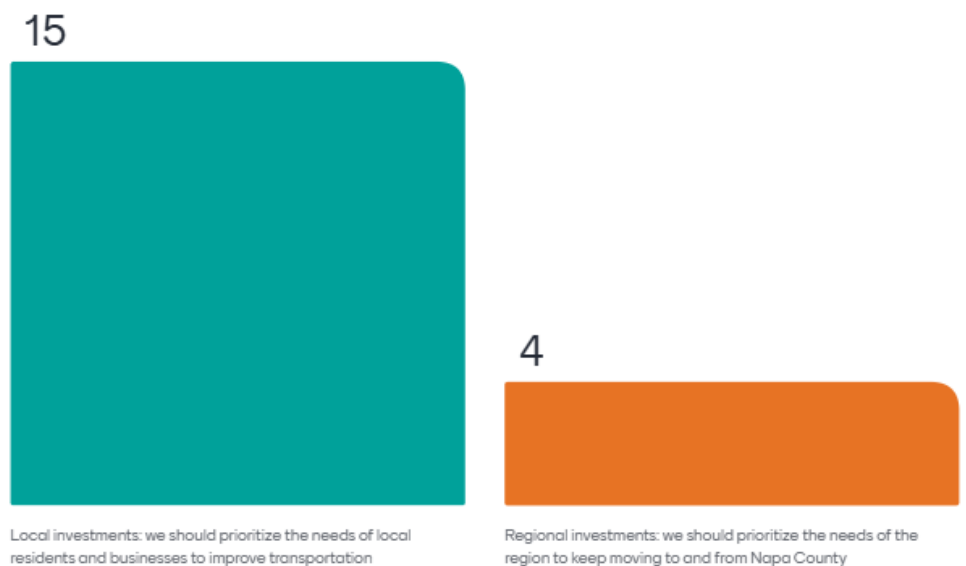
Stakeholder Working Group 2 Comments

Comments

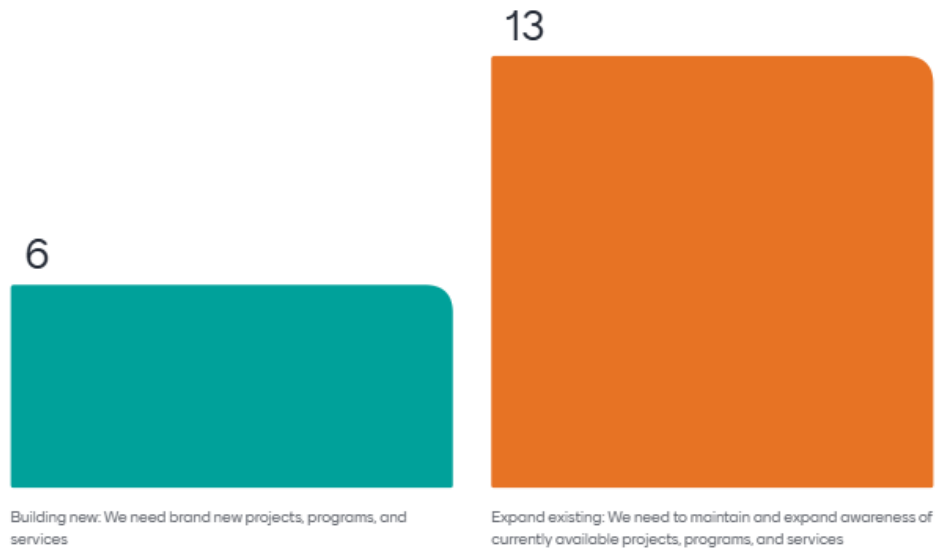


Stakeholder Working Group 3 Prioritization

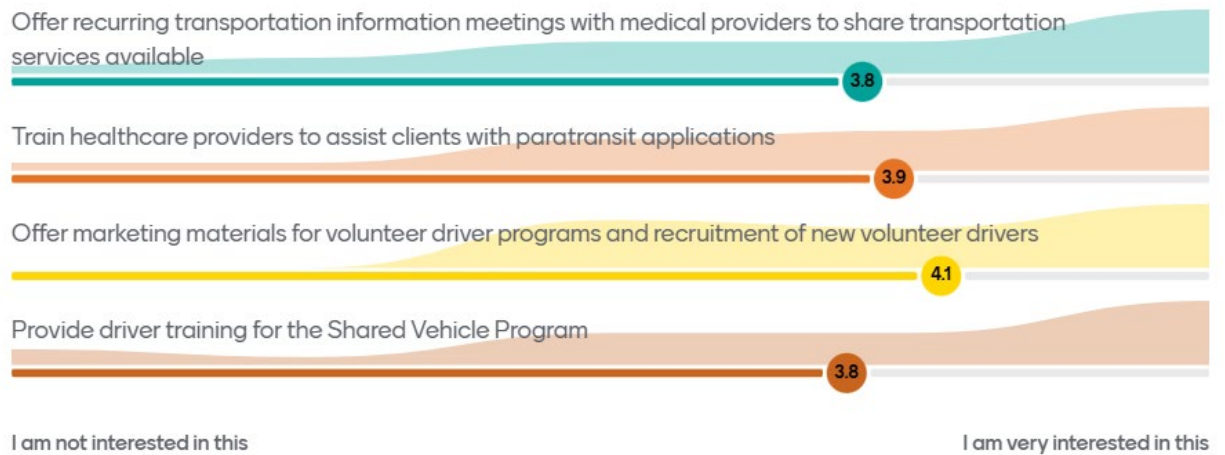
Tradeoffs: Local versus Regional Service



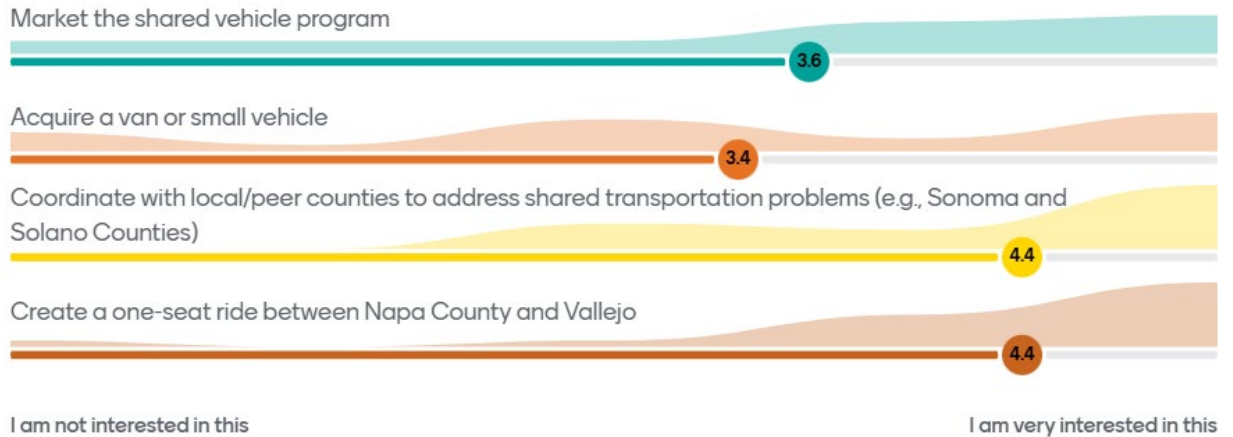
Tradeoffs: New versus Existing



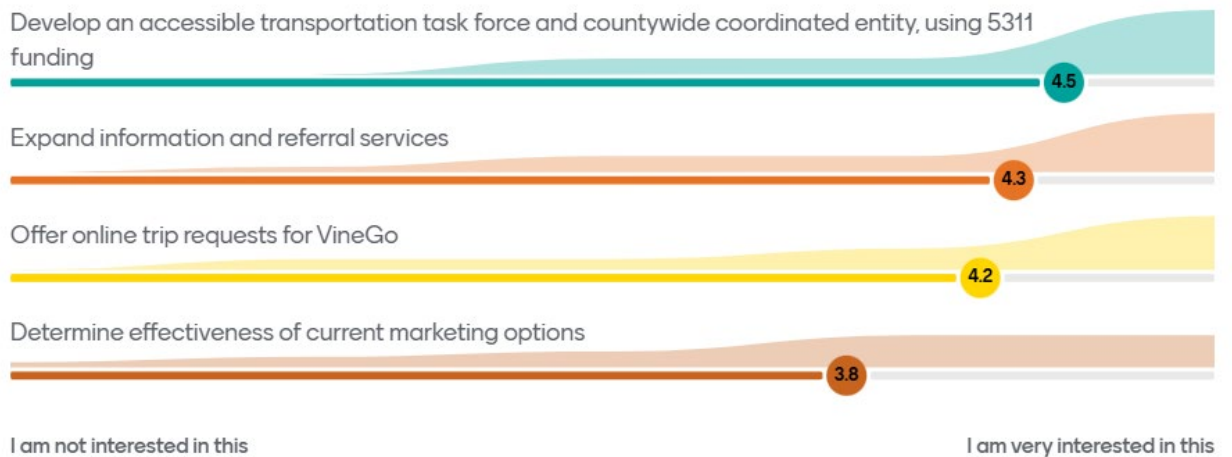
Score each short-term action item



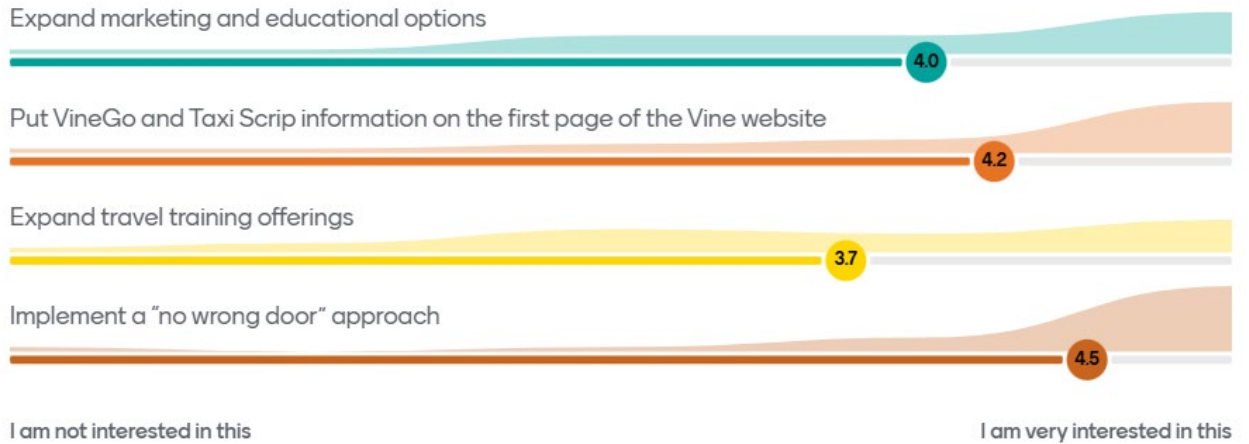
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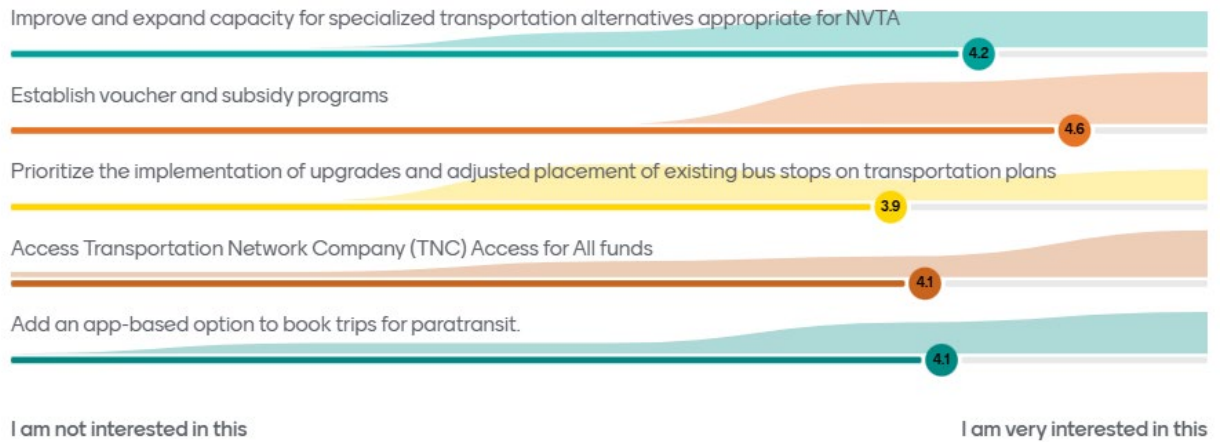
Score each short-term action item



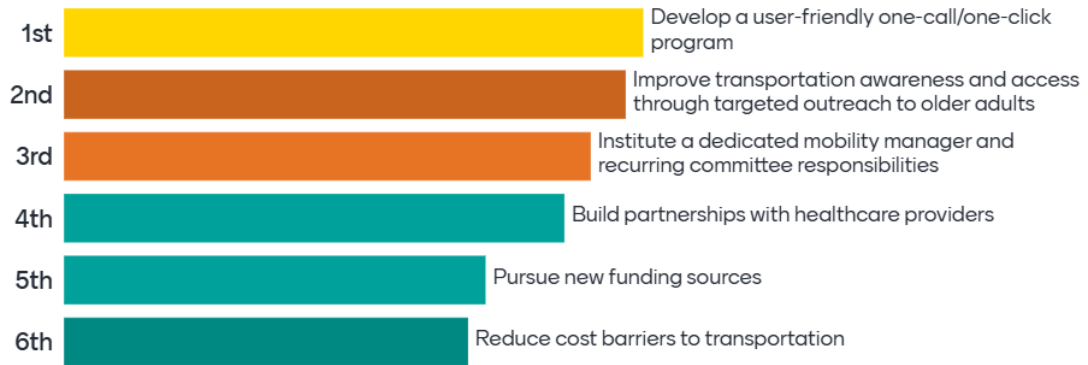
Score each short-term action item



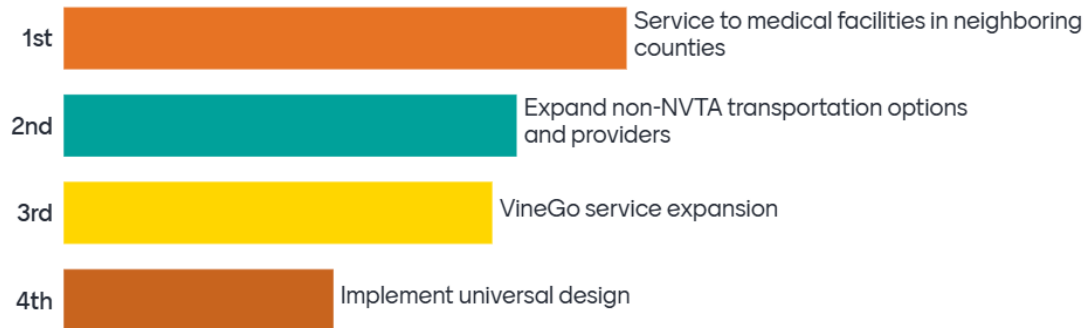
Score each short-term action item



Rank the low-cost strategies.



Rank the medium- and high-cost strategies.



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Open-Ended: What are your top priorities for the next 5 years?

8 11 9 11

Ensure all people in Napa County know what they are eligible for as it relates to transportation and understand how to use these benefits and services.

Easy accessible transportation for all.

Identify and serve older adults in outlying areas of Napa County.

To have solved the issues with great success for all in community

One phone number 24/7 scheduling across all services
Services integration and management

Free transportation for both medical and social transportation. Accessible, safe transportation options for seniors Door to Door support, expanding from curb to curb

1. Napa County Transportation Navigation Hub 2. Transportation Grant Awarded by MTC and 5310 3. Partnership with local hospitals expands transportation in Napa County 4. Shared transportation support

Mobility Managers, ie one stop phone number for guidance.

To keep fighting to improve transportation in Napa especially for people of the 3rd age and who are ill and no longer can drive.

To learn the resources of the community and connecting the community members that are in need to those resources.

Get more older adults to ride public transportation

Public Open House Boards

Existing Programs and Services

Please put a dot on services that you use.

| Service | Provider | Do you currently use this? |
|---|--------------------------------------|----------------------------|
| Local Fixed Route Vine Transit | Vine Transit/NVTA | ••• |
| Express Route Vine Transit | Vine Transit/NVTA | • |
| On-Demand Vine Transit | Vine Transit/NVTA | •• |
| VineGo ADA Paratransit | Vine Transit/NVTA | •••• |
| St. Helena Shuttle | Vine Transit/NVTA | • |
| Calistoga Shuttle | Vine Transit/NVTA | • |
| American Canyon Transit | Vine Transit/NVTA | • |
| Yountville Bee Line | Vine Transit/NVTA | • |
| Molly's Angels | Molly's Angels | ••• |
| Kaiser Transportation | Kaiser Health System | • |
| Lake County Transit Route 3 | Lake Transit | |
| Wheelcare Express | Wheelcare Express | • |
| NorthBay Transit Group | NorthBay Transit Group | |
| R&D Transportation | R&D Transportation | |
| Lyft and Uber | Lyft and Uber | ••• |
| Senior Clipper | Clipper | • |
| Regional Transit Connection Clipper Card (for people with disabilities) | Clipper | |
| Lifeline Taxi Program – Taxi Scrip | Private taxi with NVTA reimbursement | |
| Volunteer Wheels | | |
| Shared Vehicle Program | NVTA | • |

Did we miss anything? Write a program not listed on a sticky note.

Partnership Health Plan

Not Budget

Service/Utility Expenses
eg. for groceries, household items, etc.

Personal/Outsource day trips

Franchise PACE

Walmart pickup/drop-off

Kaiser-Depot on policy

Veteran/retiree Napa Valley only or county fee

Partner the Ridership Program

Providence (California) as service

Trans Hub

Calistoga to Santa Rosa still out?

Advanced Care Health - transportation w/ from hospital for procedure & back

Napa County - Behavioral Health Appx. Specific Transportation

Food delivery through Lyft/Uber (lower cost)

Please publish this list w/ contact info

24 hrs. long term care (like when IS paths)

WE WISH

if you plan care it

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Programas y servicios existentes

Por favor ponga un punto sobre los servicios que usted utiliza.

| Servicio | Proveedor | ¿Lo utiliza actualmente? |
|--|--------------------------------------|--------------------------|
| Local Fixed Route Vine Transit | Vine Transit/NVTA | |
| Express Route Vine Transit | Vine Transit/NVTA | |
| On-Demand Vine Transit | Vine Transit/NVTA | |
| VineGo ADA Paratransit | Vine Transit/NVTA | |
| St. Helena Shuttle | Vine Transit/NVTA | |
| Calistoga Shuttle | Vine Transit/NVTA | |
| American Canyon Transit | Vine Transit/NVTA | |
| Yountville Bee Line | Vine Transit/NVTA | |
| Molly's Angels | Molly's Angels | |
| Kaiser Transportation | Kaiser Health System | |
| Lake County Transit Route 3 | Lake Transit | |
| Wheelcare Express | Wheelcare Express | |
| NorthBay Transit Group | NorthBay Transit Group | |
| R&D Transportation | R&D Transportation | |
| Lyft and Uber | Lyft and Uber | |
| Senior Clipper | Clipper | |
| Regional Transit Connection Clipper Card (for people with disabilities) | Clipper | |
| Lifeline Taxi Program – Taxi Scrip | Private taxi with NVTA reimbursement | |
| Volunteer Wheels | | |
| Shared Vehicle Program | NVTA | |

¿Nos faltó algo? Escriba un programa que no esté enlistado en esta lista adhesiva.



Silver
Rides

← like "The Deck"

— P&D only part of program
 — P&D (P&D) own driver + vehicle
 — \$50 per trip



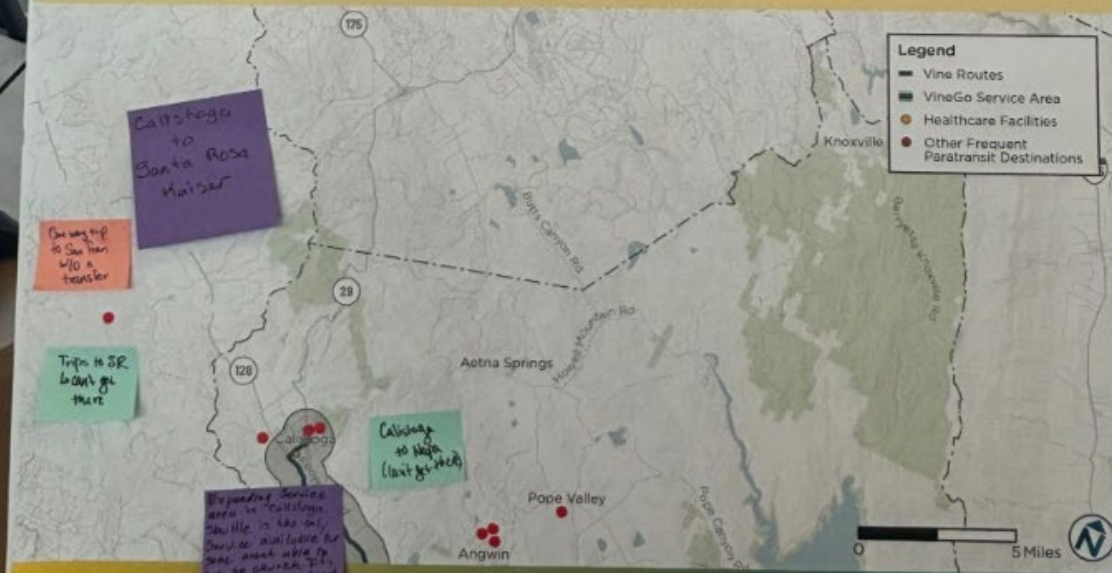
Where do you currently travel?

Put a **green** dot or sticky note where you currently travel to within Napa County.

Where do you want to go or have trouble getting to?

Put a **red** dot or sticky note where you struggle to travel to within Napa County.

Northern Napa County



Where do you currently travel?

Put a **green** dot or sticky note where you currently travel to within Napa County.

Where do you want to go or have trouble getting to?

Put a **red** dot or sticky note where you struggle to travel to within Napa County.

Central Napa County



What are your transportation priorities?

How can we improve current programs?

- ✓ Consider frequency, costs, ease of use, or anything that comes to mind.
- ✓ Keep in mind that prioritizing one program sometimes means not offering another program!

OPTION 01

Local service to and from the closest main street or town center near your home

Later coming under from up valley before Napa & Sonoma

Down town Napa service loop

Sunday Local Service

Later hours would be helpful

California residents for single riding - potential of more fare

After could pay for more if fare limited availability of other services

Lack of quality of life for some

OPTION 02

Regional service to and from major transit hubs in other counties (e.g., Santa Rosa, Vallejo, Richmond)

Looking to expand to Sonoma, Ukiah, Eureka, Airport

San Francisco Airport for you day in and airport to airport of Sonoma, Ukiah

Request for Medical Specialist Transport to Santa Rosa

More service to Napa County Airport as flights open normal time

Buses should be 1/2 size & open visible windows

OPTION 03

Service to and from medical appointments in a range of locations

could be a priority

OPTION 04

Door through door and more rider help, such as with packages (not provided by NVTA)

wheel chair help door to door

Trucks especially for packages

Help riders w/ bags (luggage) to door

Change Assessment Program

Provide the assessment program more

Transportation crew who assist people to their correct qualifying service

