

# Napa County Transportation and Planning Agency

625 Burnell Street  
Napa, CA 94559



## Agenda - Final

Thursday, November 5, 2015  
2:00 PM

NCTPA/NVTA Conference Room

### Technical Advisory Committee

All materials relating to an agenda item for an open session of a regular meeting of the Technical Advisory Committee (TAC) which are provided to a majority or all of the members of the TAC by TAC members, staff or the public within 72 hours of but prior to the meeting will be available for public inspection, on and after at the time of such distribution, in the office of the Secretary of the TAC, 625 Burnell Street, Napa, California 94559, Monday through Friday, between the hours of 8:00 a.m. and 5:00 p.m., except for NCTPA holidays. Materials distributed to a majority or all of the members of the TAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the TAC or staff and after the public meeting if prepared by some other person. Availability of materials related to agenda items for public inspection does not include materials which are exempt from public disclosure under Government Code sections 6253.5, 6254, 6254.3, 6254.7, 6254.15, 6254.16, or 6254.22.

Members of the public may speak to the TAC on any item at the time the TAC is considering the item. Please complete a Speaker's Slip, which is located on the table near the entryway, and then present the slip to the TAC Secretary. Also, members of the public are invited to address the TAC on any issue not on today's agenda under Public Comment. Speakers are limited to three minutes.

This Agenda shall be made available upon request in alternate formats to persons with a disability. Persons requesting a disability-related modification or accommodation should contact the Administrative Assistant, at (707) 259-8631 during regular business hours, at least 48 hours prior to the time of the meeting.

This Agenda may also be viewed online by visiting the NCTPA website at [www.nctpa.net](http://www.nctpa.net), click on Minutes and Agendas – TAC or go to <http://www.nctpa.net/technical-advisory-committee-tac>.

Note: Where times are indicated for agenda items they are approximate and intended as estimates only, and may be shorter or longer, as needed.

**1. Call To Order****2. Introductions****3. Public Comment****4. Committee Member and Staff Comments**

Note: Where times are indicated for the agenda items they are approximate and intended as estimates only, and may be shorter or longer, as needed.

**5. STANDING AGENDA ITEMS****5.1 Congestion Management Agency (CMA) Report (Danielle Schmitz)**

*Information*

**5.2 Project Monitoring Funding Programs\* (Alberto Esqueda)**

*Information*

**5.3 Caltrans' Report (Ahmad Rahimi)**

*Information*

**5.4 Vine Trail Update (Rick Marshall)**

*Information*

**6. CONSENT AGENDA****6.1** Approval of Meeting Minutes August 6, 2015 TAC Meeting (Kathy Alexander) *Pages 5-8*

**Recommendation:** TAC action will approve the meeting minutes of August 6, 2015.

**Estimated Time:** 2:30 p.m.

**Attachments:** [Draft Minutes](#)

**6.2** Approval of Meeting Minutes September 3, 2015 TAC Meeting (No Quorum) (Kathy Alexander) *Pages 9-11*

**Estimated Time:** 2:30 p.m.

**Attachments:** [9-3-15 TAC Meeting minutes.pdf](#)

- 6.3 Meeting Minutes of October 1, 2015 Special TAC Meeting  
(Kathy Alexander) *Page 12*

**Estimated Time:** 2:30 p.m.

**Attachments:** [10-1-15 Meeting Minutes.pdf](#)

## 7. REGULAR AGENDA ITEMS

### 7.1 Davis Tour Recap and Presentation (Diana Meehan)

*Information*

- 7.2 TAC 2016 Chair/Vice Chair Nominations (Danielle Schmitz) *Pages 13-20*

**Estimated Time:** 2:40 p.m.

**Attachments:** [Item 7.2 Chair Vice Chair nominations.pdf](#)

- 7.3 TAC Work Plan (Danielle Schmitz) *Pages 21-23*  
TAC will review the 2016 Work Plan

**Estimated Time:** 2:45 p.m.

**Attachments:** [7.3 2016 Draft TAC Work Plan.pdf](#)

- 7.4 State Highway Operation and Protection Program (SHOPP)  
(Asset Management Plan) (Kate Miller) *Pages 24-29*

**Estimated Time:** 2:55 p.m.

**Attachments:** [7.4 SHOPP.pdf](#)

- 7.5 One Bay Area Grant (OBAG) 2 Update (Danielle Schmitz) *Pages 30-41*

**Estimated Time:** 3:00 p.m.

**Attachments:** [Item 7.5 One Bay Area Grant 2.pdf](#)

- 7.6 NCTPA Name Change and Rebranding Effort (Kate Miller) *Pages 42-77*

**Estimated Time:** 3:05 p.m.

**Attachments:** [Item 7.6 Name Change.pdf](#)

### 7.7 Legislative Update (Kate Miller)\*

*Information*

**7.8 NCTPA Board Meeting Agenda for November 18, 2015 (Kate Miller)\***

*Information*

**8. FUTURE AGENDA ITEMS**

**9. ADJOURNMENT**

\*Information will be provided at the meeting

I, Kathy Alexander, hereby certify that the agenda for the above stated meeting was posted at a location freely accessible to members of the public at the NCTPA offices, 625 Burnell Street, Napa, CA by 5:00 p.m., on Friday, October 30, 2015.

**Napa County Transportation and Planning Agency**

**Technical Advisory Committee (TAC)**

***MINUTES***

**Thursday, August 6, 2015**

**ITEMS**

**1. Call to Order**

Chair Kim called the meeting to order at 2:04 p.m.

Brent Cooper	City of American Canyon
Jason Holley	City of American Canyon
Mike Kim, Chair	City of Calistoga
Eric Whan	City of Napa
Rick Tooker	City of Napa
Steve Palmer	City of St. Helena
Nathan Steele	Town of Yountville
Rick Marshall	County of Napa

**2. Introductions**

Chair Kim asked all in attendance to introduce themselves.

**3. Public Comments**

None

**4. TAC Member and Staff Comments**

*Information Only / No Action Taken*

County of Napa (Rick Marshall) – An email was sent out regarding a potential pavement management/road maintenance seminar with NCE consulting.

Town of Yountville (Nathan Steele) – New section of sidewalk on Washington St. completed.

City of Napa (Eric Whan) – City Council awarded Phase 2 of the downtown conversion project work will begin shortly on Third Street and Fourth Street

City of American Canyon (Jason Holley) – Ribbon cutting for the American Canyon Park and Ride is Tuesday, August 11, 2015 at 11 a.m.

## 5. STANDING REGULAR AGENDA ITEMS

*Information Only / No Action Taken*

### 5.1 Congestion Management Agency (CMA) Report (Kate Miller)

ABAG presented its budget at the CMA meeting.

Danielle Schmitz reminded the Committee there is approximately \$60,000 of Fiscal Year 2015/2016 (FY15/16) of TDA 3 Funds after the set aside for the Vine Trail. Danielle suggested rolling the remaining funds into the funds for FY 16/17; the Committee reached consensus to roll the funds over.

### 5.2 Project Monitoring Funding Programs (No report)

### 5.3 Transit Report (*VINE Ridership*) (No report)

### 5.4 Caltrans Report – (No report)

### 5.5 VINE TRAIL REPORT (Rick Marshall)

The Vine Trail Oak Knoll segment groundbreaking was this morning.

## 6. CONSENT AGENDA ITEMS (6.1)

### 6.1 Approval of Meeting Minutes July 9, 2015 TAC meeting

Eric Whan stated his comment under Item 4 TAC Member and Staff Comments was repeated.

Rick Marshall stated his third comment under Item 4 TAC Member and Staff Comments should have the word “fence” removed.

**MOTION MADE by TOOKER SECONDED by PALMER to APPROVE the July 9, 2015 TAC minutes as amended. Motion Passed Unanimously.**

## 7. REGULAR AGENDA ITEMS

### 7.1 Napa Countywide Transportation Plan (CTP) (Danielle Schmitz)

Danielle reported the Board released the CTP draft with the understanding the TAC would review the document. The Public Comment period ends August 14, 2015. To date two comments have been submitted.

Jason Holley and Rick Marshall provided comments during the meeting.  
[Steve Palmer joined the meeting at 2:33 p.m.]

**7.2 Regional Transportation Program (RTP) Call for Projects (Danielle Schmitz)**

Danielle thanked the jurisdictions for entering the projects into the database.

Danielle stated the target amount is \$340 million, and a project list needs to be submitted to MTC by the September due date.

Danielle requested the ad hoc committee meet by August 26, 2015 to work on the project list (ad hoc committee members are Eric Whan, Nathan Steele, Rick Marshall and Jason Holley).

**7.3 Abandoned Vehicle Abatement Authority Fee Program Sunset and Renewal (Tony Onorato)**

Tony provided an update on the program renewal and the next steps for moving forward. Tony reminded the Committee changes were made to the program and the only allowable expense is reimbursement of the vehicle. The renewal options will be presented to the City Managers/County Executive at their next meeting.

**7.4 Regional Transportation Improvement Program (RTIP) 2016 Update**

Danielle Schmitz reported CTC increased the fund estimate to \$44 million (from \$31 million), however, the additional funding still results in no new 2016 RTIP funds for local jurisdictions.

Danielle reviewed currently programmed STIP projects and obligation dates by phase; City of American Canyon and City of Calistoga need to submit their Request for Authorization for the PE phase by November 1, 2015.

Danielle reviewed the proposed policy on STIP funds that would give priority to funding highway projects. The policy will be refined and provided to TAC at its September meeting prior to being presented to the Board at its September meeting.

**7.5 Legislative Update and State Bill Matrix (Kate Miller)**  
*Information Only / No Action Taken*

Kate reviewed the legislative update and bill matrix.

Kate asked the Committee if they wanted the full legislative updates or an edited version that has only transportation, housing and land use items.

The Committee requested the full update with the pertinent information first.

**8. FUTURE AGENDA ITEMS**

None.

**9. ADJOURNMENT**

The next regular meeting date is September 3, 2015.

Meeting adjourned at 3:36 p.m.

DRAFT



625 Burnell Street  
Napa, CA 94559

# Napa County Transportation and Planning Agency Meeting Minutes Technical Advisory Committee

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Thursday, September 3, 2015

2:00 PM

NCTPA/NVTA Conference Room

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## 1. Call To Order

Chair Kirm called the meeting to order at 2:04 p.m. and reported there was not a quorum.

## 2. Introductions

Chair Kirm asked all in attendance to introduce themselves.

## 3. Public Comment

No public comment was received.

## 4. Committee Member and Staff Comments

Metropolitan Transportation Commission - Ursula Vogler - reviewed the funding criteria for the Caltrans Fiscal Year (FY) 2016/2017 Sustainable Transportation Planning Grants Program and provided a handout to the Committee members.

NCTPA - Danielle Schmitz - The regular October 1, 2015 TAC meeting was cancelled and a Special TAC meeting has been scheduled on October 1, 2015 for the City of Davis Bicycle Infrastructure Tour. Danielle reminded the jurisdictions to review their section of the Napa Countywide Pedestrian Plan and provide feedback to Diana Meehan by September 4, 2015. Volunteers are needed for the bicycle and pedestrian counts and surveys September 15th, 17th and 19th - TAC members were asked to send the information to their contact lists.

[Brent Cooper joined the meeting at 2:07 p.m.]

Town of Yountville - Joe Tagliaboschi - Hopper Creek project has started. The Vine Trail "Yountville Mile" section will be closed on weekdays due to creek bank stabilization work - he will notify TAC when the closure starts.

County of Napa - Steve Lederer - Oakville Cross Road bridge is on schedule to open by January 1, 2016. Completion of Greenwood Avenue culvert bridge is expected in February 2016. The Feds are almost finished with repaving 10 miles of Knoxville Berryessa Road.

NCTPA - Herb Fredricksen - Vine Trail Oak Knoll Section construction is underway. Work started on the Dry Creek county bridge and Wine Country Avenue culvert work will start soon. Tree removal is underway. Encountered a vertical survey control issue from the earthquake - working on a resolution. Contractor plans to start retaining wall and gutter work prior to starting the trail. Most of the utility work is completed.

City of Napa - Eric Whan - Work is underway on the Tulocay pedestrian bridge. The two-way conversion project work starts in two weeks. Earthquake repair work in progress. There may be multiple closures on First Street.

City of Calistoga - Mike Kirn - Calistoga Vine Trail section will be closed the rest of this year due to major sewer line upgrades.

## **5. STANDING AGENDA ITEMS**

### **5.1 Congestion Management Agency (CMA) Report\* (Kate Miller)**

No report - no meeting in August.

### **5.2 Project Monitoring Funding Programs\* (Alberto Esqueda)**

Alberto reviewed the Project Monitoring Funding Programs.

### **5.3 Transit Update (VINE Performance)**

No report.

### **5.4 Caltrans' Report\* (Ahmad Rahimi)**

No report.

### **5.5 Vine Trail Update (Rick Marshall)**

Philip Sales reported the Vine Trail Coalition will attend the December 8, 2015 Board of Supervisors meeting to address their questions regarding the Vine Trail maintenance.

Note: Where times are indicated for the agenda items they are approximate and intended as estimates only, and may be shorter or longer, as needed.

## **6. CONSENT AGENDA ITEMS (6.1)**

### **6.1 Approval of Meeting Minutes August 6, 2015 TAC Meeting (Kathy Alexander)**

There were no comments on the minutes. As there was not a quorum, the minutes were tabled to the November 5, 2015 meeting.

## **7. REGULAR AGENDA ITEMS**

### **7.1 Napa Countywide Transportation Plan: Vision 2040 Moving Napa Forward (Danielle Schmitz)**

Danielle reminded the TAC that as there was not a quorum, TAC could not make an official recommendation on the agenda items, however, their consensus on each item would be reported to the Board.

Danielle reviewed the Countywide Transportation Plan (CTP) process, the comments received to date, and reviewed the changes made to the CTP. She further noted the informal comments and edits received from TAC members were appreciated by staff.

All TAC members present were in consensus of recommending the NCTP as presented.

### **7.2 2017 Regional Transportation Plan (RTP) Approval of Projects (Alberto Esqueda)**

Alberto reviewed the RTP project submittal process, including budget, plans and target budget.

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The jurisdictions were also encouraged to submit updated land use information to ABAG/MTC in reference to the memo. Alberto also provided a copy of the existing Land Use Data Collection Strategy Call for Input (Attachment 2).

All TAC members present were in consensus to recommend Board approval.

### 7.3 2016 State Transportation Improvement Program (STIP) Update and Policy Discussion (Danielle Schmitz)

Danielle reported currently there is no 2016 STIP funding for Napa County. Danielle asked the TAC to recommend the Board reaffirm existing STIP projects. Danielle also reviewed the proposed policy to prioritize STIP funding for highway projects, while still allowing other projects to be funded under the program. The policy will be presented to the NCTPA Board for adoption at the September meeting.

All TAC members present were in consensus to recommend approval of the policy to the NCTPA Board.

### 7.4 Abandoned Vehicle Abatement Authority (AVAA) Fee Program Sunset and Renewal (Antonio Onorato)

Tony provided an update on the AVAA renewal process. The city managers were in consensus to renew the program. Legal counsel for all cities, town and NCTPA were in consensus that Proposition 26 does not apply to the program \$1 fee included on vehicle registrations. Jurisdictions need to provide a letter of support to NCTPA immediately, and follow up with a resolution to continue the program on their next agenda. A resolution for program renewal will be presented at the October 2015 NCTPA Board meeting.

Eric Whan requested NCTPA send an email to the jurisdictions' managers with a program renewal update and a request for the letter of support.

### 7.5 Legislative Update\* (Kate Miller)

Kate reviewed NCTPA's Draft 2016 Federal/State Legislative Agenda and the monthly federal and state legislative updates. A version of the Draft Federal/State Legislative Agenda showing the proposed changes will be emailed to the TAC.

Eric Whan asked what impact SB350 (DeLeon) to reduce California's oil consumption by 50% by 2030 will have on the gas tax revenues. Kate responded she will check with the legislative advocates on the bill.

### 7.6 NCTPA Board Meeting Agenda for September 16, 2015\* (Kate Miller)

Kate reviewed the September 16, 2015 NCTPA Board meeting agenda draft.

## **8. FUTURE AGENDA ITEMS**

Steve Lederer reminded the TAC Margo Yap with Nichols Consulting Engineers will provide a free presentation on programming future Measure T funds at NCTPA on October 5, 2015 from 11 a.m. - 1 p.m.

## **9. ADJOURNMENT**

The meeting adjourned at 3:52 p.m.

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625 Burnell Street  
Napa, CA 94559

# Napa County Transportation and Planning Agency Meeting Minutes Technical Advisory Committee

November 5, 2015  
TAC Agenda Item 6.3  
Continued From: New  
Requested Action: Approval

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Thursday, October 1, 2015

9:00 AM

City of Davis

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## **\*\*\*SPECIAL TAC MEETING\*\*\* Bicycle Infrastructure Tour**

### **1. Call To Order**

Chair Kirn called the meeting to order at 9 a.m.

TAC members in attendance:

Mike Kirn

Julie Lucido

Also in attendance:

Ahmad Rahimi

Ursula Vogler

Lorien Clark

Kate Miller

Danielle Schmitz

Alberto Esqueda

Diana Meehan

Herb Fredricksen

Joel King

James Eales

Patrick Band

### **2. City of Davis Bicycle Infrastructure Tour**

All attendees departed for the City of Davis, met with Jennifer Donofrio, City of Davis Bike and Pedestrian Coordinator; Roxanne Namazi Senior Civil Engineer; Dan Wolk, City of Davis Mayor; Brian Abbanat, Transportation Planner; Bob Grandy (Fehr and Peers) and toured the bicycle infrastructure.

### **3. ADJOURNMENT**

The participants returned to Napa at 3:10 p.m. and the meeting was adjourned.



November 5, 2015  
TAC Agenda Item 7.2  
Continued From: NEW  
**Action Requested: ACTION**

## NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY TAC Agenda Letter

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**TO:** Technical Advisory Committee (TAC)  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Danielle Schmitz, Program Manager - Planning  
(707) 259-5968 / Email: [dschmitz@ncpta.net](mailto:dschmitz@ncpta.net)  
**SUBJECT:** Nomination and Election of Chairperson and Vice Chairperson of the  
Technical Advisory Committee (TAC)

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### **RECOMMENDATION**

That the Technical Advisory Committee (TAC) nominate and elect a new Chairperson and Vice Chairperson for an annual term beginning on January 1, 2016.

### **EXECUTIVE SUMMARY**

On May 1, 2011, the NCTPA Board of Directors approved changes to the TAC bylaws. The changes did not alter the composition or structure of the committee but appointed its members to take on a more active role, to among other things, oversee the proceedings of the Committee. At their first meeting of the year, the by-laws require that committee members appoint a new Chair and Vice Chair.

### **FISCAL IMPACT**

Is there a Fiscal Impact? No

### **BACKGROUND AND DISCUSSION**

TAC Bylaws state:

#### **Article IV OFFICERS**

##### **§4.1 Chairperson and Vice Chairperson**

The Committee shall elect from its membership a chairperson and a vice chairperson at its first meeting of the calendar year, to serve for a one-year term. The chairperson

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shall preside at all meetings of the Committee and represent the Committee before the Board of Directors. The vice chairperson shall perform the duties of the chairperson when the chairperson is absent. In the event of a vacancy in the chairperson's position, the vice chairperson shall succeed as chairperson for the balance of the chairperson's term, and the Committee shall elect a successor to fill the vacancy in the vice chairperson's position as provided below.

The Committee may appoint a nominating committee to nominate Committee members for the positions of chairperson and vice chairperson. Members willing to serve in either of these positions may submit their names to the nominating committee for nomination. Members may also submit names of other members for nomination. The nominating committee shall verify that members whose names have been submitted are willing to serve in those positions. The nominating committee may submit to the Committee the names of those members whom it has nominated and recommends for election. Notwithstanding these procedures, any member may nominate a member from the floor.

The Chairperson shall appoint a Secretary who will be responsible for preparing meeting minutes.

### **SUPPORTING DOCUMENTS**

Attachments: 1) TAC Bylaws approved 2011

## **BYLAWS FOR THE TECHNICAL ADVISORY COMMITTEE**

### **Article I GENERAL PROVISIONS**

#### **§1.1 Purpose**

These Bylaws govern the proceedings of the Technical Advisory Committee (TAC), an advisory committee established by the Board of Directors of the Napa County Transportation and Planning Agency (NCTPA).

### **Article II DUTIES AND AUTHORITY**

#### **§2.1 Duties**

The Committee shall advise the NCTPA Board of Directors on transit and roadway issues, including planning, project, and policy aspects which are referred to the Committee either by the Board or the Executive Director.. It shall be the members' responsibility to keep their respective appointing agencies informed of key issues, facilitate communication between those agencies and NCTPA, and to help build the consensus necessary to advise the NCTPA regarding policy decisions.

#### **§2.2 Limitations on Authority**

The Committee shall serve in an advisory capacity to the Board of Directors. It shall have no independent duties and no authority to take actions that bind NCTPA or the Board of Directors. No expenditures or requisitions for services and supplies shall be made by the Committee and no individual member thereof shall be entitled to reimbursement for travel or other expenses except as authorized by the Board of Directors.

### **Article III MEMBERSHIP**

#### **§3.1 Membership**

The Committee shall be composed of the NCTPA Executive Director, serving ex-officio, one member nominated by the Paratransit Coordinating Council (PCC) and appointed by the NCTPA Board, and 12 members and their alternates, each of whom shall be a staff member of each Member Agency. Two members and two alternates shall be appointed by the chief administrative officer of each Member Agency and shall serve at the pleasure of the Member Agency. In addition the Metropolitan

Transportation Commission and the California Department of Transportation (Caltrans) may each appoint one ex-officio member and one alternate, who shall not be counted for purposes of establishing a quorum and who shall have no voting rights.

<u>Agency</u>	<u>Delegates (Alternates)</u>	
City of American Canyon	2	(2)
City of Calistoga	2	(2)
City of Napa	2	(2)
City of St. Helena	2	(2)
County of Napa County	2	(2)
Town of Yountville	2	(2)
Paratransit Coordinating Council	1	(1)
NCTPA Executive Director	1	
Metropolitan Transportation Commission	1	(1)
Caltrans	1	(1)

**§3.2 Member Terms**

Members and alternates of the Committee shall serve continuously until resignation or replacement by their respective appointing authorities.

**§3.3 Vacancies**

Vacancies shall be filled by the body that made the original appointment.

**Article IV  
OFFICERS**

**§4.1 Chairperson and Vice Chairperson**

The Committee shall elect from its membership a chairperson and a vice chairperson at its first meeting of the calendar year, to serve for a one-year term. The chairperson shall preside at all meetings of the Committee and represent the Committee before the Board of Directors. The vice chairperson shall perform the duties of the chairperson when the chairperson is absent. In the event of a vacancy in the chairperson’s position, the vice chairperson shall succeed as chairperson for the balance of the chairperson’s term, and the Committee shall elect a successor to fill the vacancy in the vice chairperson’s position as provided below.

The Committee may appoint a nominating committee to nominate Committee members for the positions of chairperson and vice chairperson. Members willing to serve in either of these positions may submit their names to the nominating committee for nomination. Members may also submit names of other members for nomination.

The nominating committee shall verify that members whose names have been submitted are willing to serve in those positions. The nominating committee may submit to the Committee the names of those members whom it has nominated and recommends for election. Notwithstanding these procedures, any member may nominate a member from the floor.

The Chairperson shall appoint a Secretary who will be responsible for preparing meeting minutes.

#### **§4.2 Staff Resources**

The NCTPA shall furnish clerical services to prepare and distribute the Committee's agendas, notices, minutes, correspondence and other documents and shall assign an employee to attend each meeting of the Committee to serve in the capacity as the Committee's staff. The NCTPA shall maintain a record of all proceedings of the Committee as required by law and shall perform other duties as provided in these Bylaws.

### **Article V MEETINGS**

#### **§5.1 Regular Meetings**

Regular meetings shall be held at such time and place and may from time to time be determined by the TAC.

#### **§5.2 Special Meetings**

A special meeting may be called by the chairperson. The meeting may be called and noticed as provided in Section 5.3 below. (For a general description of the noticing procedures, see the Rules of Procedure of the Board of Directors.)

#### **§5.3 Calling and Noticing of Meetings**

All meetings shall be called, noticed and conducted in accordance with the applicable provisions of the Ralph M. Brown Act (commencing with Section 54950 of the Government Code). The Executive Director and General Counsel shall be given notice of all meetings. The Committee shall meet at least once a month, unless the Committee's activities are suspended.

#### **§5.4 Quorum; Vote**

Six Committee members representing four member agencies shall constitute a quorum for the transaction of business at any meeting of the TAC. All acts of the Committee shall

require the presence of a quorum and the affirmative vote of a majority of the total membership present.

#### **§5.5 Alternates**

If a Committee member represented by an alternate is absent from all or a portion of a meeting, the alternate shall be seated in that Committee member's seat and vote in the place of the absent member. An alternate shall be counted as part of the Committee quorum only when seated in the place of an absent member.

#### **§5.6 Thirty Minute Rule**

If a quorum has not been established within thirty minutes of the noticed starting time for the meeting, the meeting shall be cancelled..

#### **§5.7 [Reserved]**

#### **§5.8 [Reserved]**

#### **§5.9 Time Limits for Public Speakers**

Each member of the public appearing at a Committee meeting may be limited to three minutes in his or her presentation, unless the chairperson, at his or her discretion, permits further remarks to be made. Any person addressing the Committee may submit written statements, petitions or other documents to complement his or her presentation.

#### **§5.10 Impertinence; Disturbance of Meeting**

Any person making personal, impertinent or indecorous remarks while addressing the Committee may be barred by the chairperson from further appearance before the Committee at that meeting, unless permission to continue is granted by an affirmative vote of the Committee. The chairperson may order any person removed from the Committee meeting who causes a disturbance or interferes with the conduct of the meeting, and the chairperson may direct the meeting room cleared when deemed necessary to maintain order.

#### **§5.11 Access to Public Records Distributed at Meeting**

Writings distributed during a Committee meeting shall be made available for public inspection at the meeting if prepared by NCTPA or a member of the Committee, or after the meeting if prepared by some other person.

### **Article VI AGENDAS AND MEETING NOTICES**

## **§6.1 Agenda Format and Content**

The agenda shall specify the starting time and location of the meeting and shall contain a brief general description of each item of business to be transacted or discussed at the meeting. The description shall be reasonably calculated to adequately inform the public of the subject matter of each agenda item.

Items may be referred for inclusion on an agenda by: (1) the NCTPA Board of Directors; (2) the NCTPA Executive Director; or (3) the Committee Chairperson. The order of business shall be established by the chair and vice chair with the approval of the NCTPA Executive Director.

## **§6.2 Public Comments**

Each agenda for a regular meeting shall provide an opportunity for members of the public to address the Committee on matters within the Committee's purview, either before or during the Committee's consideration of the item if it is listed on the agenda, or during "Public Comment" if it is not listed on the agenda. The Committee shall not act upon an item that is not listed on the agenda.

## **§6.3 Agenda Preparation**

The NCTPA Administrative Assistant shall prepare the agenda for each meeting in consultation with NCTPA staff and the chairperson. Material intended for placement on the agenda shall be delivered to the NCTPA Administrative Assistant on or before 12:00 Noon on the date established as the agenda deadline for the forthcoming meeting. The NCTPA Executive Director may withhold placement on the agenda of any matter which is not timely received, lacks sufficient information or is in need of staff review and report prior to Committee consideration.

## **§6.4 Agenda Posting and Delivery**

The written agenda for each regular meeting and each meeting continued for more than five calendar days shall be posted by the NCTPA Administrative Assistant at least 72 hours before the meeting is scheduled to begin. The written agenda for every special meeting shall be posted by the NCTPA Administrative Assistant at least 24 hours before the special meeting is scheduled to begin. The agenda shall be posted in a location that is freely accessible to members of the public. The agenda, together with supporting documents, shall be delivered to each Committee member, the Executive Director and General Counsel at least five days before each regular meeting and at least 24 hours before each special meeting.

## **§6.5 Meeting Notices**

The NCTPA Administrative Assistant shall mail notice of every meeting to each person who has filed with NCTPA a written request for notice as provided in Section

54954.1 of the Government Code. The notice shall be mailed at least one week prior to the date set for the meeting. Notice of special meetings called less than seven days prior to the date set for the meeting shall be given at least 24 hours in advance.

**Article VII**  
**MISCELLANEOUS**

**§7.1 Adoption and Amendment of Bylaws**

These Bylaws shall be adopted and amended by the Committee by the affirmative vote of a majority of its total membership and with the approval of the Board of Directors.

**§7.2 Parliamentary Procedure**

The rules contained in the "Standard Code of Parliamentary Procedure", by A. Sturgis, shall govern the Committee in all cases to which they are applicable and not inconsistent with the Bylaws of the Committee.



November 5, 2015  
TAC Agenda Item 7.3  
Continued From: NEW  
**Action Requested: ACTION**

## NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY TAC Agenda Letter

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**TO:** Technical Advisory Committee (TAC)  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Danielle Schmitz, Planning Manager  
(707) 259-5968 / Email: [dschmitz@nctpa.net](mailto:dschmitz@nctpa.net)  
**SUBJECT:** Draft 2016 Technical Advisory Committee (TAC) Work Plan

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### **RECOMMENDATION**

That the Technical Advisory Committee (TAC) adopt the draft 2016 TAC Work Plan (Attachment 1).

### **EXECUTIVE SUMMARY**

NCTPA staff proposes the 2016 TAC Work Plan (Attachment 1), which includes regular agenda items, transportation project funding cycles and special projects.

### **FISCAL IMPACT**

Is there a Fiscal Impact? No, this item only establishes the work program for the coming year. Individual budget items will be considered separately.

### **BACKGROUND AND DISCUSSION**

The NCTPA TAC serves as an advisory committee to the NCTPA Board on technical issues relating to transportation planning, funding, and policies. NCTPA staff envisions 2016 will include a familiar range of regular program monitoring in addition to the OBAG 2 Call for Projects which will kick-off in early 2016.

### **SUPPORTING DOCUMENTS**

Attachment: (1) Draft 2016 NCTPA Technical Advisory Committee Work Plan

NCTPA Technical Advisory Committee (TAC)  
201~~65~~ Work Plan

Item	Period
1. Review monthly agenda for the NCTPA Board of Directors	Monthly
2. Review and maintain Project Monitoring Reports for Federal and State Programs	Monthly
3. Review monthly Caltrans updates	Monthly
4. Review progress on development of and provisions for maintenance to the Napa Valley Vine Trail	Monthly
5. Partner in the development and review of elements of Measure T expenditure program	As needed
6. Partner in the <del>development</del> - <u>delivery</u> of <u>NCTPA-Napa Countywide Transportation Plan projects and programs</u>	<u>MonthlyOngoing</u>
7. Partner in the development of the NCTPA Countywide Pedestrian Master Plan	Monthly
8. Monitor progress of the <u>current</u> Regional Transportation Plan (RTP) <u>and included Napa projects and the Plan Bay Area 2040 update.</u> ; <u>OBAG, PDA and PCA projects in Napa County.</u>	Ongoing
<u>9. Partner in the development of the Countywide Bicycle Plan update</u>	<u>Fall 2016</u>
<del>9-10.</del> Review ATAC findings relative to “complete streets” compliance of state and federally funded projects	As needed
<u>11. Complete a Call for Projects for OBAG 2 including SRTS, PDA and PCA programs</u>	<u>January – December 2016</u>
<del>10-12.</del> Review and recommend Transportation Development Act, part 3 (TDA-3) call for projects and project selection	<u>January-February March</u>
<del>11-13.</del> Review and recommend Transportation Fund for Clean Air (TFCA) call for projects and project selection	February-June
<del>12-14.</del> Coordinate applying for various “call for projects” including the Active Transportation Program (ATP) and Cap and Trade funding programs	As needed
<del>13-15.</del> Receive regular briefings on status of the countywide “Vine” transit system and Vine System overview	Monthly
<del>14-16.</del> Consider and advise on development of new NCTPA fleet maintenance facility and CNG fueling depot	As needed
<del>15-17.</del> Appoint chair and vice-chair for 201 <del>76</del>	December 201 <del>65</del>
<del>16-18.</del> Receive State and Federal legislative and regulatory updates and recommend legislative platforms and positions to the NCTPA Board.	Monthly
<del>17-19.</del> Review and recommend consultant contracts as necessary	As needed
<del>18-20.</del> Review work products of studies	As needed
<del>19-21.</del> Other items as required	As needed

Other topics and issues of interest for the TAC in 201~~65~~

- Pavement Management Plans
- The Napa-Solano Travel Demand Model

| ● **Regional Housing Needs Allocation**

- **Other Infrastructure issues**
- **Training – transportation funding/programming and other**



November 5, 2015  
TAC Agenda Item 7.4  
Continued From: NEW  
**Action Requested: INFORMATION**

## NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY TAC Agenda Letter

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**TO:** Technical Advisory Committee (TAC)  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Kate Miller, Executive Director  
(707) 259-8634 / Email: [kmiller@nctpa.net](mailto:kmiller@nctpa.net)  
**SUBJECT:** State Highway Operations and Protection Program (SHOPP) and Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21) State of Good Repair (SGR) Requirements

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### **RECOMMENDATION**

That the Technical Advisory Committee (TAC) receive a report on the SHOPP and Caltrans compliance with MAP-21 SGR requirements.

### **EXECUTIVE SUMMARY**

On September 29, NCTPA staff attended a meeting about SHOPP asset management hosted by the California League of Governments (CalCOG) to hear about how the State is developing an Asset Management Plan to prioritize SHOPP projects and to meet MAP-21 requirements. This effort resulted in two 10-year lists – a goal constrained list and financially constrained list. Caltrans further discussed an increased effort in developing lists collaboratively and with more transparency in coordination with Regional Transportation Planning Agencies (RTPAs) and County Congestion Management Agencies (CMAs).

### **FISCAL IMPACT**

Is there a Fiscal Impact? No

### **BACKGROUND AND DISCUSSION**

At the CalCOG meeting, California Transportation Commission (CTC) Director, Will Kempton and Caltrans Director Malcolm Dougherty introduced SHOPP prioritization concepts being considered to meet the MAP-21 SGR requirements.

An asset management advisory committee was formed to oversee the development of the Asset Management Plan (AMP). Caltrans' Mike Johnson is the project manager for

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Caltrans' AMP. A 10-year "goal-constrained" list and a 10 year "financially constrained" by project category have been developed and are included as Attachments 1 and 2 respectively. This represents a new shift in project management and prioritization for Caltrans. As part of this effort, Caltrans is committed to have a more open and transparent SHOPP process.

Caltrans does not plan on implementing new maintenance protocols until 2018 and later. In the interim, NCTPA staff will work with Caltrans' staff to advocate and identify specifically which projects in Napa will be included for SHOPP priorities over the next 10 years. Having a specific list of projects may aid Napa to leverage SHOPP funds for projects of critical importance in the County.

### **SUPPORTING DOCUMENTS**

Attachments: 1) Goal-Constrained Needs Plan and Cost Estimate  
2) Financially-Constrained Need Plan and Cost Estimate

**GOAL-CONSTRAINED NEEDS PLAN AND COST ESTIMATE**

The total ten-year goal-constrained escalated need for the rehabilitation and operation of the SHS for the period from fiscal year 2016–17 through 2025–26 is \$80 billion. This equates to an average annual cost of \$8 billion per year. This is the escalated cost estimate for capital construction, right-of-way acquisition, and project development and construction engineering support. The goal-constrained needs do not address all the needs on the SHS.

The sole funding source for the SHOPP is the State Highway Account (SHA), funded primarily through excise taxes on gasoline and diesel fuel. SHA funding is declining as a result of reduced fuel consumption, limited federal funding resulting from the federal excise tax, and redirection of funding for highway maintenance.

The goal-constrained need developed by Caltrans represents the estimated cost to meet defined performance goals. For example, for pavements, the goal is to reduce the current level of distressed lane-miles of pavement on the state highway system down to 10 percent in ten years. Other elements of the SHOPP have similar performance goals. The goal-constrained needs plan is developed to meet the requirements contained in Streets and Highways Code section 164.6.

The following two tables present a summary of the total ten-year funding needs to achieve SHOPP goals and summarize Caltrans’ constrained annual funding plan based on forecasted SHA funding. Table 1, titled 2015 Ten-Year Goal-Constrained Needs Plan, presents Caltrans’ estimated cost of rehabilitation needs to achieve acceptable performance goals.

<b>Table 1</b>				
<b>2015 TEN-YEAR GOAL-CONSTRAINED NEEDS PLAN</b>				
<b>(Unescalated)</b>				
<b>Category</b>	<b>Annual Cost (\$ Millions)</b>			<b>Annual Performance Units</b>
	<b>Capital</b>	<b>Support</b>	<b>Total</b>	
Emergency Damage Repair	\$ 126.0	\$ 40.3	\$ 166.3	TBD locations
Permanent Restoration	\$ 88.0	\$ 42.0	\$ 130.0	TBD locations
Roadway Protective Betterment	\$ 42.8	\$ 14.0	\$ 56.8	9 locations
<b>MAJOR DAMAGE RESTORATION</b>	<b>\$ 256.8</b>	<b>\$ 96.3</b>	<b>\$ 353.1</b>	
Safety Improvements	\$ 149.0	\$ 73.0	\$ 222.0	294 fatal and injury collisions reduced
Collision Severity Reduction	\$ 88.2	\$ 31.8	\$ 120.0	204 fatal and injury collisions reduced
Roadside Safety Improvements	\$ 62.5	\$ 27.5	\$ 90.0	1,116 locations
<b>COLLISION REDUCTION</b>	<b>\$ 299.7</b>	<b>\$ 132.3</b>	<b>\$ 432.0</b>	

*Note: Numbers may not add due to rounding.*

**Table 1 (cont.)  
2015 TEN-YEAR GOAL-CONSTRAINED NEEDS PLAN  
(Unescalated)**

Category	Annual Cost (\$ Millions)			Annual Performance Units
	Capital	Support	Total	
Relinquishments	\$ 12.0	\$ 1.0	\$ 13.0	TBD centerline miles
Railroad At-Grade Crossings	TBD	TBD	TBD	TBD location(s)
Hazardous Waste Mitigation	TBD	TBD	TBD	TBD location(s)
Stormwater	\$ 193.6	\$ 77.4	\$ 271.0	1,100 acres treated
ADA Curb Ramp	\$ 16.0	\$ 20.0	\$ 36.0	800 ADA units
ADA Pedestrian Infrastructure	\$ 6.0	\$ 8.0	\$ 14.0	300 ADA units
<b>MANDATES</b>	<b>\$ 227.6</b>	<b>\$ 106.4</b>	<b>\$ 334.0</b>	
Operational Improvements	\$ 144.2	\$ 57.7	\$ 201.9	20,000 Reduced DVHD
Transportation Management Systems	\$ 127.8	\$ 63.9	\$ 191.7	1,997 TMS replacement
Commercial Vehicle Enforcement Facilities and Weigh-in-Motion Systems	\$ 56.0	\$ 56.0	\$ 112.0	14 WS/WIM rehabilitation
<b>MOBILITY IMPROVEMENT</b>	<b>\$ 328.0</b>	<b>\$ 177.6</b>	<b>\$ 505.6</b>	
<b>MINOR PROGRAM</b>	<b>\$ 90.0</b>	<b>\$ 60.0</b>	<b>\$ 150.0</b>	<b>TBD</b>
Bridge Rehabilitation	\$ 260.6	\$ 99.0	\$ 359.6	37 bridges
Bridge Preventive Program	\$ 33.1	\$ 10.8	\$ 43.9	181 bridges
Bridge Scour Mitigation	\$ 32.2	\$ 16.4	\$ 48.6	5 bridges
Bridge Rail Replacement/Upgrade	\$ 354.4	\$ 191.4	\$ 545.8	58,575 feet
Bridge Seismic Restoration	\$ 353.4	\$ 137.8	\$ 491.2	72 bridges
Permit Requirements for Bridges	\$ 293.6	\$ 111.6	\$ 405.2	20 bridges
<b>BRIDGE PRESERVATION</b>	<b>\$ 1,327.3</b>	<b>\$ 567.0</b>	<b>\$ 1,894.3</b>	
Roadway Rehabilitation (3R)	\$ 272.0	\$ 88.0	\$ 360.0	272 lane-miles
Roadway Rehabilitation (2R)	\$ 572.0	\$ 160.0	\$ 732.0	775 lane-miles
Capital Preventive Maintenance	\$ 727.0	\$ 181.0	\$ 908.0	2,077 lane-miles
Drainage System Restoration	\$ 306.5	\$ 183.9	\$ 490.4	2,665 culverts
Signs and Lighting Rehabilitation	\$ 81.0	\$ 28.0	\$ 109.0	2,375 signs
<b>ROADWAY PRESERVATION</b>	<b>\$ 1,958.5</b>	<b>640.9</b>	<b>\$ 2,599.4</b>	
Roadside Protection and Restoration	\$ 24.8	\$ 11.2	\$ 36.0	58 locations
Roadside Rehabilitation	\$ 140.0	\$ 62.5	\$ 202.5	2,000 acres
Roadside Rest Area Rehabilitation	\$ 86.5	\$ 43.3	\$ 129.8	10 locations
<b>ROADSIDE PRESERVATION</b>	<b>\$ 251.3</b>	<b>\$ 117.0</b>	<b>\$ 368.3</b>	
Equipment Facilities	\$ 7.0	\$ 2.6	\$ 9.6	1 facility
Maintenance Facilities	\$ 76.0	\$ 42.5	\$ 118.5	20 facilities
Office Buildings	\$ 37.5	\$ 5.0	\$ 42.5	5 facilities in 10 years
Materials Labs and Testing Facilities	\$ 2.9	\$ 1.0	\$ 3.9	1 facility
<b>FACILITY IMPROVEMENT</b>	<b>\$ 123.4</b>	<b>\$ 51.1</b>	<b>\$ 174.5</b>	
<b>Support for Development of Project Initiation Documents</b>			<b>\$ 103</b>	
<b>TOTAL UNESCALATED ANNUAL NEED</b>			<b>\$ 6,914</b>	
<b>TOTAL ESCALATED ANNUAL NEED</b>			<b>\$7,965</b>	

**FINANCIALLY-CONSTRAINED NEEDS PLAN AND COST ESTIMATE**

The Ten-Year Financially-Constrained Needs Plan presents the estimated performance based on the anticipated funding available during the ten-year timeframe for the 2015 SHOPP Plan. This Financially-Constrained Needs Plan sets the framework for the 2016 SHOPP programming cycle. The SHOPP projects programmed in the next cycle, which are limited and constrained to the amount identified in the next Fund Estimate, establishes the portfolio of SHOPP projects that Caltrans develops and delivers to construction in the next several years.

<b>Table 2</b>				
<b>2015 TEN-YEAR FINANCIALLY-CONSTRAINED NEEDS PLAN</b>				
<b>(Annual Estimates in 2014 Dollars)</b>				
<b>Category</b>	<b>Annual Cost (\$ Millions)</b>			<b>Annual Performance Units</b>
	<b>Capital</b>	<b>Support</b>	<b>Total</b>	
Emergency Damage Repair	\$ 75.8	\$ 24.2	\$ 100.0	TBD locations
Permanent Restoration	\$ 67.7	\$ 32.3	\$ 100.0	TBD locations
Roadway Protective Betterment	----	----	\$21.0	4 locations
<b>MAJOR DAMAGE RESTORATION</b>	<b>\$ 143.5</b>	<b>\$ 56.5</b>	<b>\$ 221.0</b>	
Safety Improvements	\$ 148.7	\$ 73.3	\$ 222.0	294 fatal and injury collisions reduced
Collision Severity Reduction	\$ 88.1	\$ 31.9	\$ 120.0	204 fatal and injury collisions reduced
Roadside Safety Improvements	\$ 62.2	\$ 27.8	\$ 90.0	1,116 locations
<b>COLLISION REDUCTION</b>	<b>\$ 299.3</b>	<b>\$ 132.7</b>	<b>\$ 432.0</b>	
Relinquishments	----	----	----	TBD centerline miles
Railroad At-Grade Crossings	----	----	----	TBD locations
Hazardous Waste Mitigation	----	----	----	TBD locations
Stormwater	\$ 66.8	\$ 23.2	\$ 90.0	400 acres treated
ADA Curb Ramp	\$ 16.0	\$ 20.0	\$ 36.0	800 ADA Units
ADA Pedestrian Infrastructure	\$ 6.0	\$ 8.0	\$ 14.0	300 ADA Units
<b>MANDATES</b>	<b>\$ 88.8</b>	<b>\$ 51.2</b>	<b>\$ 140.0</b>	
Operational Improvements	\$ 17.1	\$ 6.9	\$ 24.0	4,050 DVHD reduced
Transportation Management Systems	----	----	----	0 new elements
	\$ 57.1	\$ 28.6	\$ 85.7	639 replacement
Commercial Vehicle Enforcement Facilities and Weigh-in-Motion Systems	----	----	----	none
	\$ 5.5	\$ 2.0	\$ 7.5	3 rehabilitation
<b>MOBILITY IMPROVEMENT</b>	<b>\$ 79.7</b>	<b>\$ 37.5</b>	<b>\$ 117.2</b>	
<b>MINOR PROGRAM</b>	<b>\$ 90.0</b>	<b>\$ 60.0</b>	<b>\$ 150.0</b>	<b>TBD</b>

Table 2 (cont.)

2015 TEN-YEAR FINANCIALLY-CONSTRAINED NEEDS PLAN

(Annual Estimates in 2014 Dollars)

Category	Annual Cost (\$ Millions)			Annual Performance Units
	Capital	Support	Total	
Bridge Rehabilitation	\$ 129.9	\$ 43.1	\$ 173.0	12 bridges
Bridge Preventive Program	\$ 29.6	\$ 11.5	\$ 41.1	166 bridges
Bridge Scour Mitigation	\$ 10.3	\$ 4.7	\$ 15.0	3 bridges
Bridge Rail Replacement/Upgrade	\$ 20.7	\$ 7.9	\$ 28.6	14,446 feet
Bridge Seismic Restoration	\$ 53.1	\$ 21.9	\$ 75.0	27 bridges
Permit Requirements for Bridges	\$ 6.7	\$ 2.7	\$ 9.4	3 bridges
<b>BRIDGE PRESERVATION</b>	<b>\$ 250.3</b>	<b>\$ 91.8</b>	<b>\$ 342.1</b>	
Roadway Rehabilitation (3R)	\$ 112.1	\$ 35.9	\$ 148.0	112 lane-miles
Roadway Rehabilitation (2R)	\$ 235.3	\$ 65.9	\$ 301.2	294 lane-miles
Capital Preventive Maintenance	\$ 291.1	\$ 72.8	\$ 363.9	855 lane-miles
Drainage System Restoration	\$ 26.1	\$ 15.6	\$ 41.7	227 culverts
Signs and Lighting Rehabilitation	\$ 7.4	\$ 2.6	\$ 10.0	890 signs
<b>ROADWAY PRESERVATION</b>	<b>\$ 672.0</b>	<b>\$ 192.8</b>	<b>\$ 864.8</b>	
Roadside Protection and Restoration	\$ 3.5	\$ 1.5	\$ 5.0	TBD locations
Roadside Rehabilitation	\$ 4.5	\$ 2.5	\$ 7.0	60 Acres
Roadside Rest Area Rehabilitation	\$ 7.9	\$ 3.1	\$ 11.0	3 locations
<b>ROADSIDE PRESERVATION</b>	<b>\$ 15.9</b>	<b>\$ 7.1</b>	<b>\$ 23.0</b>	
Equipment Facilities	----	----		
Maintenance Facilities	----	----	\$ 10.0	1 facility
Office Buildings	----	----		
Materials Labs and Testing Facilities	----	----		
<b>FACILITY IMPROVEMENT</b>			<b>\$ 10.0</b>	
<b>Support for Development of Project Initiation Documents</b>			<b>\$ 34.8</b>	
<b>TOTAL UNESCALATED ANNUAL NEED</b>			<b>\$ 2,335</b>	

Note: Numbers may not add due to rounding.



November 5, 2015  
TAC Agenda Item 7.5  
Continued from: NEW

**Action Requested: INFORMATION**

## NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY TAC Agenda Letter

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**TO:** Technical Advisory Committee (TAC)  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Danielle Schmitz, Planning Manager  
(707) 259-5968 or [dschmitz@nctpa.net](mailto:dschmitz@nctpa.net)  
**SUBJECT:** One Bay Area Grant (OBAG) 2 Update

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### **RECOMMENDATION**

Information Only

### **EXECUTIVE SUMMARY**

Approximately every six (6) years, U.S. Congress enacts a surface transportation reauthorization act. The transportation authorization legislation, Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) was originally scheduled to expire on September 30, 2014 but is still in effect through several legislative extensions. The MAP-21 Federal Highways Administration (FHWA) funding provided to the MTC region includes Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) funds.

The One Bay Area Grant Program (OBAG-1) was approved by MTC in 2012 to better integrate the region's federal highway funding program with the Sustainable Communities Strategy (SCS). The latter was a requirement of SB 375 which requires regions to integrate AB 32 greenhouse gas reductions into regional long range transportation plans. OBAG supports the goals of Plan Bay Area, the region's SCS, by directing investments into the region's priority development areas and rewarding housing production.

OBAG-1 covered a 5-year period FY 2011-12 to FY 2016-17 and funded projects totaling \$4 million dollars for Napa County. OBAG-1 projects included the California Roundabouts at First/Second Streets, California Boulevard Class II bicycle lane, and the

Silverado Trail Phase H rehabilitation. OBAG-1 projects are well underway with just two years remaining in the cycle.

As part of its effort to update the Plan Bay Area, MTC has begun the funding cycle discussion for the next OBAG. Like the Regional Transportation Plan update, Plan Bay Area 2040, MTC is only suggesting minor revisions to OBAG-2. The funding period for OBAG-2 is 5 years, FY 2017-18 through FY 2021-2022.

## **FINANCIAL IMPACT**

Is there a Fiscal Impact? No

## **BACKGROUND AND DISCUSSION**

MTC is proposing minor changes to OBAG-2. The highlights are as follows:

- 1) **Maintain Realistic Revenue Assumptions:** OBAG-2 is based on anticipated revenue and over the last few years STP/CMAQ has not grown. Additionally, elimination in some federal and state programs such as Transportation Enhancements (TE) has resulted in decreases that were not anticipated in OBAG-1.
- 2) **Support Existing Programs and maintain Regional Commitments while Recognizing Revenue Constraints:** OBAG-2 is projected to have declining revenues from OBAG-1 (from \$827 million to \$790 million) therefore no new programs will be implemented and some programs under OBAG-1 will now be consolidated into County shares under OBAG-2, such as Safe Routes to Schools (SRTS).
- 3) **Support the Plan Bay Area's SCS by Linking OBAG Funding to Regional Housing Needs Allocation (RHNA), Housing Production, Affordable Housing, and Smart Growth Goals:** OBAG 2 continues to support the SCS for the Bay Area by promoting transportation investments in PDAs.
  - a. PDA investment targets will remain at 50% for the North Bay counties
  - b. PDA Investment Growth Strategies should play a strong role in guiding the County CMA project selection and be aligned with the Plan Bay Area update cycle.
  - c. Three alternatives are under consideration for the county OBAG-2 distribution formula and housing production between 1999 and 2014 is factored into the allocation formula. The three options are significantly better for Napa than initial proposals floated by MTC because NCTPA staff pushed back on recommendations that would have funded planning efforts at higher proportions than projects. This established a funding floor and resulted in funding Napa at roughly the same amount that was

available in OBAG-1. With the exception of three large counties that are providing most of the housing, all other counties will receive significantly smaller amount of funds in OBAG-2 as compared to OBAG-1 funding levels because funding levels overall are significantly lower than OBAG-1 estimates.

- 4) **Continue Flexibility and Local Transportation Investment Decision Making:** OBAG-2 gives more discretion to local CMAs with moving two regional programs (SRTS and FAS) into the county shares with funding targets to ensure these programs continue to be funded at specific levels.
- 5) **Cultivate Linkages with Local Land-Use Planning:** As a condition to access funds, local jurisdictions need to continue to align their general plans' housing and complete streets policies as part of OBAG-2 and as separately required by state law.
  - a. Complete Streets Requirement: Jurisdictions have two options for demonstrating complete streets compliance, which must be met by January 31, 2016.
    - 1) Adopt a Complete Streets Resolution incorporating MTC's nine required complete streets elements; or
    - 2) Adopt a significant revision to the circulation element of a General Plan after January 1, 2011 that complies with the California Complete Streets Act of 2008.
  - b. Housing Element Requirements: Jurisdictions must have a general plan housing element adopted and certified by the California Department of Housing and Community Development (HCD) for 2014-2022 RHNA by May 31, 2015. Furthermore, under state statute, applicable jurisdictions are required to submit Housing Element Annual Reports by April 1 every year. Jurisdictions receiving OBAG-2 funding must comply with this statute during the entire OBAG-2 funding period or risk de-programming of OBAG 2 funding.
- 6) **Continue Transparency and Outreach to the Public throughout the Project Selection Process:** CMAs will continue to report on their outreach process as part of their solicitation and selection of projects for OBAG-2.

### **Next Steps:**

The OBAG-2 Guidance will go before the MTC Commission for approval in November. The CMA Call for projects will kick off in January 2016.

### **SUPPORTING DOCUMENTS**

Attachments: 1) MTC Memo on OBAG-2 Proposal



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Bay Area Partnership Board

DATE: October 2, 2015

FR: Anne Richman, Director, Programming and Allocations

RE: One Bay Area Grant Program Cycle 2 Proposal

### **Background**

The inaugural One Bay Area Grant Program (OBAG 1) was approved by the Commission in May 2012 (MTC Resolution No. 4035) to better integrate the region's discretionary federal highway funding program with California's climate statutes and the Sustainable Communities Strategy (SCS). OBAG 1 supported *Plan Bay Area*, the region's Regional Transportation Plan / SCS, by incorporating the following program features:

- Targeting project investments into Priority Development Areas (PDA);
- Rewarding jurisdictions that accept housing allocations through the Regional Housing Need Allocation (RHNA) process and produce housing;
- Supporting open space preservation in Priority Conservation Areas (PCA);
- Providing a larger and more flexible funding pot to the county-level Congestion Management Agencies (CMAs) to deliver transportation projects in categories such as transportation for livable communities, bicycle and pedestrian improvements, local streets and roads preservation, and planning activities, while also providing specific funding opportunities for Safe Routes to School (SRTS).

The successful outcomes of this program are outlined in the "One Bay Area Grant Report Card," which was presented to the MTC Planning Committee in February 2014 ([http://files.mtc.ca.gov/pdf/OBAG\\_Report\\_Card.pdf](http://files.mtc.ca.gov/pdf/OBAG_Report_Card.pdf)).

With only two years remaining of the OBAG 1 cycle (FY2015-16 and FY2016-17), preparations are well underway for the development and implementation of the next round of OBAG. Commission consideration of the OBAG 2 program proposal is anticipated at the November meeting.

### **Recommendations**

Considering the positive results achieved to date in OBAG 1, staff recommends only minor revisions for OBAG 2. Listed below are principles that have guided the proposed program revisions:

#### **1. Maintain Realistic Revenue Assumptions:**

OBAG 2 funding is based on anticipated future federal transportation program apportionments. In recent years, the Surface Transportation Program/Congestion Mitigation and Air Quality Improvement programs (STP/CMAQ) have not grown, and changes in the federal and state programs (such as elimination of the Transportation Enhancement (TE) program) have resulted in decreases that were not anticipated when OBAG 1 was developed. For OBAG 2, a 2% annual escalation rate above current federal

revenues is assumed, consistent with the mark-up of the Developing a Reliable and Innovative Vision for the Economy (DRIVE) Act by the Senate Environment and Public Works Committee. Even with the 2% escalation, revenues for OBAG 2 are 4% less than revenues for OBAG 1, due to the projections of OBAG 1 being higher than actual revenues, and the fact that OBAG 1 included Transportation Enhancement (TE) funds which are no longer available to be included in OBAG 2.

**2. Support Existing Programs and maintain Regional Commitments while Recognizing Revenue Constraints:**

The OBAG Program as a whole is expected to face declining revenues from \$827 million in OBAG 1 to \$790 million in OBAG 2. Therefore, staff recommends no new programs and to strike a balance among the various transportation needs supported in OBAG 1.

- a. The regional pot of funding decreases by 4%. With the exception of regional planning activities (that grows to account for escalation) and the Priority Conservation Area (PCA) program (that receives additional funds redirected from an OBAG 1 project), all other funding programs are either maintained at or decreased from their OBAG 1 funding levels.
- b. The OBAG 2 county program decreases by 4%. As compared to the county program under OBAG 1, largely the same planning and project type activities are proposed to be eligible under OBAG 2.

The proposed OBAG 2 funding levels for the regional and county programs are presented in Table 1 below. See Attachment 1 for more details on these programs and a comparison with the OBAG 1 fund cycle.

**Table 1. OBAG 2 Funding Proposal**

OBAG 2 Programs	OBAG 2 Proposed Funding (million \$, rounded)
Regional Planning Activities	\$10
Pavement Management Program	\$9
Regional Priority Development Area (PDA) Planning	\$20
Climate Change Initiatives	\$22
Priority Conservation Area (PCA) Program	\$16
Regional Active Operational Management	\$170
Regional Transit Priorities	\$189
County CMA Program	\$354
<b>OBAG 2 Total</b>	<b>\$790</b>

**3. Support the Plan Bay Area’s Sustainable Communities Strategy (SCS) by Linking OBAG Funding to Regional Housing Needs Allocation (RHNA), Housing Production, Affordable Housing, and Smart Growth Goals:** OBAG 2 continues to support the SCS for the Bay Area by promoting transportation investments in Priority Development Areas (PDAs). A few changes are proposed for OBAG 2, to further improve upon the policies that have worked well in OBAG 1 (see also Attachments 2 and 3).

- a. PDA Investment targets remain at OBAG 1 levels: 50% for the four North Bay counties and 70% for the remaining counties.
- b. PDA Investment Growth Strategies should play a strong role in guiding the County CMA project selection and be aligned with the Plan Bay Area update cycle.
- c. Three alternatives are under consideration for the county OBAG 2 distribution formula in response to a Commission request at the July Programming and Allocations Committee meeting (see Table 2).

**Table 2. OBAG Distribution Factor Alternatives**

	Population	Housing Production	Housing RHNA	Housing Affordability
OBAG 1	50%	25%	25%	50%
OBAG 2 <i>Affordable Housing</i>	50%	30%	20%	60%
OBAG 2 <i>Affordable + Moderate</i>	50%	30%	20%	60%*
OBAG 2 <i>Housing Production</i>	50%	50%	0%	60%

\*Includes moderate as well as low and very low income levels for RHNA and housing production.

Also, the distribution formula is proposed to be based on housing over a longer time frame, considering housing production between 1999 and 2006 (weighted 30%) and between 2007 and 2014 (weighted 70%) in order to mitigate the effect of the recent recession and major swings in housing permit approvals (see Table 3).

**Table 3. Housing Production Trends**

County	Total Housing Production <sup>1</sup>			
	1999-2006		2007-2014	
Alameda	33,697	15.9%	19,615	15.9%
Contra Costa	47,956	22.6%	16,800	13.6%
Marin	5,772	2.7%	1,543	1.3%
Napa	5,245	2.5%	1,434	1.2%
San Francisco	17,439	8.2%	20,103	16.3%
San Mateo	10,289	4.9%	8,169	6.6%
Santa Clara	52,018	24.5%	44,823	36.4%
Solano	18,572	8.8%	4,972	4.0%
Sonoma	20,971	9.9%	5,639	4.6%
<b>Totals</b>	<b>211,959</b>	<b>100.0%</b>	<b>123,098</b>	<b>100.0%</b>

<sup>1</sup> OBAG 1 total housing production numbers were based on the number of permits issued from 1999-2006. OBAG 2 total housing production numbers are based on the number of permits issued over a longer period from 1999-2006 (weighted 30%) and from 2007-2014 (weighted 70%) and have not been capped to RHNA allocations.

The resulting alternative county distribution formulas are presented in Attachment 2.

**4. Continue Flexibility and Local Transportation Investment Decision Making:**

OBAG 2 continues to provide the discretion and the same base share of the funding pot (40%) to the CMAs for local decision-making. Also, two previously regional programs, Safe Routes to Schools and the Federal-Aid Secondary (rural roads) programs, have been consolidated into the county program with funding targets to ensure that these programs continue to be funded at specified levels.

**5. Cultivate Linkages with Local Land-Use Planning:**

As a condition to access funds, local jurisdictions need to continue to align their general plans' housing and complete streets policies as part of OBAG 2 and as separately required by state law (see Attachment 3).

Complete Streets Requirements

Jurisdictions have two options for demonstrating complete streets compliance, which must be met by January 31, 2016:

- a. Adopt a Complete Streets Resolution incorporating MTC's nine required complete streets elements; or
- b. Adopt a significant revision to the circulation element of a General Plan after January 1, 2011 that complies with the California Complete Streets Act of 2008.

Housing Element Requirements

Jurisdictions must have a general plan housing element adopted and certified by the California Department of Housing and Community Development (HCD) for 2014-2022 RHNA by May 31, 2015. Furthermore, under state statute, applicable jurisdictions are required to submit Housing Element Annual Reports by April 1 every year. Jurisdictions receiving OBAG 2 funding must comply with this statute during the entire OBAG 2 funding period or risk de-programming of OBAG 2 funding.

**6. Continue Transparency and Outreach to the Public Throughout the Project Selection Process:**

CMAs will continue to report on their outreach process as part of their solicitation and selection of projects for OBAG 2. Each CMA will develop a memorandum addressing outreach, coordination and Title VI civil rights compliance.

**Outreach and OBAG 2 Development Schedule**

To date, MTC staff has made presentations on the OBAG 2 framework to the Policy Advisory Council, Programming and Allocations Committee, the Partnership Technical Advisory Committee and associated working groups. Comments received to date have been reviewed and revisions have been made to the proposal as a result of this stakeholder feedback. Comment letters and summarized stakeholder feedback have been posted at <http://www.mtc.ca.gov/funding/obag2/>.

The final OBAG 2 program is anticipated to be presented to the Commission in November for adoption, which will subsequently kick off the CMAs' project solicitation process. Commission approval of OBAG 2 regional programs and CMA project submittals is anticipated for December 2016 (see Attachment 4 for full schedule).

**Other Noted Program Revisions**

**Regional Safe Routes to School (SRTS) Program:** In December 2014, the Committee approved adding a fifth-year (FY 2016-17) to OBAG 1 in order to address program shortfalls due to lower than expected apportionments. After closing those shortfalls, the balance was directed to continue time-critical operations and planning programs at lower levels than prior years. A number of committee members expressed interest in restoring funding up to the SRTS annual funding level of \$5 million. Staff has identified cost savings from prior cycles of federal funding, and is seeking consensus from the Committee to increase FY2016-17 SRTS funding from \$2.7 million to \$5.0 million. Staff will bring back the programming action to the Commission in November. For OBAG 2, recommended funding levels for the program are \$5 million per year (\$25 million total).

**Available OBAG 1 Funding from Bikeshare Program:** With the transition of the Bikeshare program to a public-private partnership model, \$6.4 million in OBAG 1 funds that were programmed to Bikeshare are now available for reprogramming. Staff proposes to augment the PCA program, providing an additional \$3.2 million each to the North Bay and Regional programs. The revised PCA program total of \$16 million is 60% higher than OBAG 1 funding levels – the only category proposed for such significant growth in OBAG 2.

MTC staff invites discussion and direction on any remaining issues as the OBAG 2 programming policies and procedures are being finalized.



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Anne Richman

# October 2, 2015 Attachment 1

OBAG 2 Program Considerations		OBAG 1	OBAG 2
Regional Programs			(millions)
<b>1. Regional Planning Activities</b>			
<ul style="list-style-type: none"> <li>Continue regional planning activities for ABAG, BCDC and MTC with 2.0% annual escalation from final year of OBAG 1</li> </ul>	\$8	\$10	
<b>2. Pavement Management Program</b>			
<ul style="list-style-type: none"> <li>Maintain PMP implementation and PTAP at OBAG 1 funding level</li> </ul>	\$9	\$9	
<b>3. PDA Planning and Implementation</b>			
<ul style="list-style-type: none"> <li>Maintain Regional PDA/TOD Planning and Implementation at OBAG 1 levels</li> <li>Focus on cities with high risk of displacement</li> </ul>	\$20	\$20	
<b>4. Climate Initiatives Program</b>			
Continue climate initiatives program to implement the SCS	\$22	\$22	
<b>5. Priority Conservation Area (PCA)</b>			
<ul style="list-style-type: none"> <li>Increase OBAG 1 Programs: \$8M North Bay &amp; \$8M Regional Program for the five southern counties and managed with the State Coastal Conservancy</li> <li>\$6.4M redirected from OBAG 1 regional bicycle sharing savings.</li> <li>Reduce match requirement from 3:1 to 2:1.</li> <li>MTC funding to be federal funds. Support State Coastal Conservancy to use Cap and Trade and other funds as potential fund source for federally ineligible projects.</li> <li>Regional Advance Mitigation Program (RAMP) activities eligible for funding</li> </ul>	\$10	\$16	
<b>6. Regional Operations</b>			
<ul style="list-style-type: none"> <li>Freeway Performance Initiatives, Incident Management, Transportation Management System, 511, Rideshare</li> <li>Focus on partnerships for implementation, key corridor investments, and challenge grant to leverage funding</li> </ul>	\$184	\$170	
<b>7. Transit Priorities Program</b>			
<ul style="list-style-type: none"> <li>BART Car Phase 1</li> <li>Clipper Next Generation System</li> <li>Transit Capital Priorities (TCP), Transit Performance Initiatives (TPI)</li> </ul>	\$201	\$189	
	<b>\$454</b>	<b>\$436</b>	
Local Programs			
❖ <b>Local PDA Planning</b>			
Eliminate Local PDA Planning as a separate program. <ul style="list-style-type: none"> <li>PDA planning eligible under County program.</li> </ul>	\$20	-	
❖ <b>Safe Routes to School (SRTS)</b>			
Managed by CMAs. Provide Safe Routes To School grants to local jurisdictions. <ul style="list-style-type: none"> <li>Maintain Safe Routes to School – Add to county shares.</li> <li>Use FY 2013-14 K-12 school enrollment formula</li> <li>\$25M minimum not subject to PDA investment requirements.</li> <li>Counties may opt out if they have their own county SRTS program</li> </ul>	\$25	-	
❖ <b>County Federal-Aid Secondary (FAS)</b>			
Managed by CMAs. Provide FAS funding to Counties. <ul style="list-style-type: none"> <li>Fully fund county FAS requirement (\$2.5 M per year). Funding not included in OBAG 1 because FAS requirement had been previously satisfied.</li> <li>\$13M guaranteed minimum not subject to PDA investment requirements</li> </ul>	-	-	
	<b>\$45</b>	<b>-</b>	
County CMA Programs			
❖ <b>County CMA Program</b>			
<ul style="list-style-type: none"> <li>Local PDA Planning optional through CMA County OBAG Program</li> <li>SRTS included in County OBAG program (use K-12 school enrollment formula)</li> <li>FAS included in County OBAG program (use FAS formula)</li> <li>Adjustment to ensure county planning is no more than 50% of total amount</li> <li>CMA Planning Base with 2.0% annual escalation from final year of OBAG 1</li> <li>County CMA 40% of base OBAG program (not including CMA Planning Base)</li> </ul>	-	-	
	-	\$25	
	-	\$13	
	-	\$1	
	\$36	\$39	
	\$291	\$276	
	<b>\$327</b>	<b>\$354</b>	
<b>Program Total</b>			

**OBAG 2  
STP/CMAQ  
County Final Distribution  
October 8, 2015**

**Attachment 2**

Option	Population	Housing RHNA	Housing Production	Weighting within RHNA and Housing Production		
				Very Low + Low Income RHNA and Housing Production	Very Low + Low + Moderate Income RHNA and Housing Production	Total Housing Production
OBAG 1 Distribution	50%	25%	25%	50%	-	50%
OBAG 2 Affordable Housing	50%	20%	30%	60%	-	40%
OBAG 2 Affordable + Moderate	50%	20%	30%	-	60%	40%
OBAG 2 Production Housing Only	50%	0%	50%	60%	-	40%

Final county distribution includes SRTS & FAS and adjusted so a county CMA's base planning is no more than 50% of total

	Population 2014	1 OBAG 1	2 Affordable	3 Affordable+Moderate	4 Production Only
<b>OBAG Cycle</b>		OBAG 1	OBAG 2	OBAG 2	OBAG 2
<b>Adjustments</b>		Final Distribution	Final Distribution	Final Distribution	Final Distribution
<b>Scenario</b>		Final Distribution	Affordable	Affordable+Moderate	Production Only
<b>RHNA Years ( 2007-2014)</b>		Draft RHNA	Final RHNA	Final RHNA	No RHNA
<b>Housing Production - 1999-2006</b>		1999-2006 (Capped)	1999-2006 (Uncapped) 30%	1999-2006 (Uncapped) 30%	1999-2006 (Uncapped) 30%
<b>Housing Production - 2007-2014</b>		-	2007-2014 (Uncapped) 70%	2007-2014 (Uncapped) 70%	2007-2014 (Uncapped) 70%
<b>Housing Affordability</b>		Affordable	Affordable	Affordable+Moderate	Affordable
<b>Alameda</b>	21.2%	19.7%	20.1%	19.8%	19.2%
<b>Contra Costa</b>	14.6%	14.2%	13.7%	14.7%	14.1%
<b>Marin</b>	3.4%	3.3%	2.8%	2.8%	3.0%
<b>Napa</b>	1.9%	2.3%	2.2%	2.2%	2.2%
<b>San Francisco</b>	11.3%	11.7%	12.9%	12.3%	13.4%
<b>San Mateo</b>	10.0%	8.4%	8.5%	8.5%	7.9%
<b>Santa Clara</b>	25.2%	27.2%	27.7%	27.1%	27.3%
<b>Solano</b>	5.7%	5.9%	5.2%	5.5%	5.4%
<b>Sonoma</b>	6.6%	7.2%	7.1%	7.2%	7.7%

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- 1: OBAG1 final distribution after applying adjustments and SRTS & FAS categories
2. Affordable Housing Production Weighted - Proposed Distribution
3. Affordable AND Moderate Production Housing Weighted - Proposed Distribution
4. Affordable Housing Production Only - Proposed Distribution

NOTE: Figures have changed since initial July proposal due to updated housing data and changing 1999-2006 from capped to uncapped

**OBAG 2 County Program Considerations**

❖ **County Generation Formula**

- Continue existing PDA investment targets of 50% for North Bay counties and 70% for all others.
- Consider housing production over a longer time frame, between 1999 and 2006 (weighted 30%) and between 2007 and 2014 (weighted 70%).
- Adjust the county generation formula. Three alternatives are under consideration for the distribution formula:

**OBAG Distribution Factor Alternatives**

	Population	Housing Production	Housing RHNA	Housing Affordability
OBAG 1	50%	25%	25%	50%
OBAG 2 <i>Affordable Housing</i>	50%	30%	20%	60%
OBAG 2 <i>Affordable + Moderate</i>	50%	30%	20%	60%*
OBAG 2 <i>Housing Production</i>	50%	50%	0%	60%

\*Includes moderate as well as low and very low income levels for RHNA and housing production.

❖ **Housing Element**

- Housing element certified by California Department of Housing and Community Development (HCD) by May 31, 2015.
- Annual report on housing element compliance.

**Missed Deadline for Certified Housing Element**

Jurisdiction	County
Fairfax	Marin
Half Moon Bay	San Mateo
Monte Sereno	Santa Clara
Dixon	Solano

❖ **General Plan Complete Streets Act Update Requirements**

- For OBAG 1, jurisdictions are required to have either a complete streets policy resolution **or** a general plan that complies with the Complete Streets act of 2008 by January 31, 2013.
- For OBAG 2, jurisdictions are required to have either a complete street policy resolution **or** a circulation element of the general plan updated after January 1, 2011 that complies with the Complete Streets Act of 2008. The deadline for compliance with this requirement is January 31, 2016. This modified approach focuses on the local complete streets resolution while acknowledging the jurisdictions that have moved forward with an updated circulation element in good faith of the requirements anticipated for OBAG 2.

❖ **PDA Investment and Growth Strategy**

- Currently, OBAG 1 requires an annual update of the PDA investment and growth strategy. For OBAG 2, updates are required every four years with an interim status report after two years. The update would be coordinated with the countywide plan updates to inform Regional Transportation Plan (RTP) development decisions. The interim report addresses needed revisions and provides an activity and progress status.

❖ **Public Participation**

- Continue using the Congestion Management Agency (CMA) self-certification approach and alter documentation submittal requirements to require a CMA memorandum encompassing three areas: public outreach, agency coordination and Title VI.

❖ **Other**

- BAAQMD "Healthy Places" type considerations allowed, but not required.

**October 2, 2015 Attachment 4**

<b>OBAG 2 Tentative Development Schedule</b>	
<b>May-June 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Outreach</b> <ul style="list-style-type: none"> <li>• Refine proposal with Bay Area Partnership and interested stakeholders</li> <li>• Policy Advisory Council / ABAG</li> </ul> </li> </ul>	
<b>July 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Present Approach to Programming and Allocation Committee (PAC)</b> <ul style="list-style-type: none"> <li>• Outline principles and programs for OBAG 2</li> <li>• Approve complete streets requirement</li> </ul> </li> </ul>	
<b>July-October 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Outreach</b> <ul style="list-style-type: none"> <li>• Finalize guidance with Bay Area Partnership and interested stakeholders</li> </ul> </li> </ul>	
<b>November 2015</b>	
<ul style="list-style-type: none"> <li>• <b>Commission Approval of OBAG 2 Procedures</b> <ul style="list-style-type: none"> <li>• November Programming &amp; Allocations Committee (PAC) and Policy Advisory Council</li> <li>• Commission approval of OBAG 2 procedures &amp; guidance</li> </ul> </li> </ul>	
<b>December 2015 - September 2016</b>	
<ul style="list-style-type: none"> <li>• <b>CMA Call for Projects</b> <ul style="list-style-type: none"> <li>• CMAs develop county programs and issue call for projects</li> <li>• CMA project selection process</li> <li>• County OBAG 2 projects due to MTC (September 2016)</li> </ul> </li> </ul>	
<b>December 2016</b>	
<ul style="list-style-type: none"> <li>• <b>Commission Approval of OBAG 2 Projects</b> <ul style="list-style-type: none"> <li>• Staff review of CMA project submittals</li> <li>• Commission approves regional programs &amp; county projects</li> </ul> </li> </ul>	<p><b>NOTE:</b> 2017 TIP Update: December 2016</p>
<b>February 2017</b>	
<ul style="list-style-type: none"> <li>• <b>Federal TIP</b> <ul style="list-style-type: none"> <li>• TIP amendment approval</li> </ul> </li> </ul>	
<b>October 2017</b>	
<ul style="list-style-type: none"> <li>• <b>First year of OBAG 2 (FY 2017-18)</b> <ul style="list-style-type: none"> <li>• On-going planning and non-infrastructure projects have access to funding</li> </ul> </li> </ul>	<p><b>NOTE:</b> Plan Bay Area Update: Summer 2017</p>
<b>October 2018</b>	
<ul style="list-style-type: none"> <li>• <b>Second year of OBAG 2 (FY 2018-19)</b> <ul style="list-style-type: none"> <li>• Capital projects have access to funding</li> </ul> </li> </ul>	

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November 5, 2015  
TAC Agenda Item 7.6  
Continued From: New

Action Requested: **INFORMATION/DISCUSSION**

## NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY TAC Agenda Letter

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**TO:** Technical Advisory Committee (TAC)  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Kate Miller  
(707) 259-8634 / Email: [kmiller@nctpa.net](mailto:kmiller@nctpa.net)  
**SUBJECT:** NCTPA Name Change and Rebranding Effort

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### RECOMMENDATION

The TAC will receive a report on NCTPA's name change and rebranding effort.

### EXECUTIVE SUMMARY

At its October 21<sup>st</sup> meeting, the NCTPA board acted to change the name to the Napa Valley Transportation Authority (NVTA). Once the Joint Powers Authority (JPA) can be amended, the name of the agency will be Napa Valley Transportation Authority (NVTA). This will ensure that members of the public are aware that NCTPA has separate functions and responsibilities from its jurisdictions and is a JPA and not affiliated with the County. The branding effort will link all of the agency's projects, programs, and plans to NVTA and give members of the community a better understanding of what we do to avoid confusion with City/County transportation related functions. The Vine branding will be expanded to other transit systems and transportation services.

A sneak peak of some of the concepts is below. This will be refined overtime. A full rebranding plan has yet to be implemented but staff anticipates that a complete brand changeover will occur within the next year.



**SUPPORTING DOCUMENTS**

Attachment: 1) Green Ideas Branding Process



## NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY Board Agenda Letter

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**TO:** Board of Directors  
**FROM:** Kate Miller, Executive Director  
**REPORT BY:** Kate Miller, Executive Director  
(707) 259-8634 / Email: [kmiller@nctpa.net](mailto:kmiller@nctpa.net)  
**SUBJECT:** Market Survey Results/Agency Identification and Rebranding

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### **RECOMMENDATION**

That the NCTPA Board receive the Market Survey Report and approve a direction for agency rebranding.

### **COMMITTEE RECOMMENDATION**

None

### **EXECUTIVE SUMMARY**

The April Board Retreat focused on some of the policy and funding challenges anticipated over the 25 year period covered by the Countywide Transportation Plan, *Vision 2040: Moving Napa Forward*. The plan discusses the projected transportation and land use changes over the 25 year period and underscores growing transportation challenges, congestion and the lack of resources to fund critical infrastructure needs. How the agency communicates these challenges and the proposed solutions will be vital to the agency's success.

At the retreat, the NCTPA consulting team, Green Ideas and Inke Design, led the Board through a series of exercises to begin a dialogue of what is understood to be important and meaningful for a transportation planning agency and transit provider to the NCTPA's constituents. They also provided feedback on a preliminary assessment of NCTPA and its operations. They noted some of the things we are doing well such as the design and location of the Soscol Gateway Transit Center and some of the things that we can improve on, signage and brand consistency.

Subsequent to the Board retreat, the consultant team interviewed members of the community and key stakeholders to understand both whether NCTPA is communicating clearly to the community and how the agency is perceived by the community. The results of that effort are detailed in Attachment 1: Green Ideas' Report.

Green Ideas will present their findings and introduce several concepts for a new look for the agency based upon these findings.

### **PROCEDURAL REQUIREMENTS**

1. Staff Report
2. Public Comment
3. Motion, Second, Discussion and Vote

### **FINANCIAL IMPACT**

Is there a fiscal impact? No

### **CEQA REQUIREMENTS**

**ENVIRONMENTAL DETERMINATION:** The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

### **SUPPORTING DOCUMENTS**

Attachments: (1) Green Ideas Report

# Green ideas



## NCTPA Branding Process

10/10/2015

Amber Bieg, Principal  
Green-Ideas  
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# Re-branding Process Overview

Green Ideas employs Human Centered Design (HCD) as the core methodology for the NCTPA re-branding. HCD is a three-phase design process consisting of: HEAR, CREATE and DELIVER. The HEAR (or research) phase begins with identifying the design challenge, identifying key stakeholders, reaching out to those stakeholders and then listening to people's very real stories. The core value of the HEAR phase is qualitative information rather than quantitative. In HCD, quality and depth are more important than quantity and breadth. The aim is to dive deep with a select a small number of participants that represent a target audience segment, rather than ask a broad number of participants a small number of questions. In the CREATE (brainstorming) process, we move into an abstract view in order to identify themes and patterns. In June and August, we held design thinking brainstorming sessions with staff and community leaders. In the DELIVER phase, our work becomes much more concrete, developing ideas generated in the CREATE phase and focus on the design and analysis.

Based on early concepts developed in the CREATE brainstorming session, we believe that the brand will emphasize the beauty of Napa and the diversity of transit-related services NCTPA provides. The main themes that emerged from interviews were how much everyone appreciated the scenery on their commute, including how beautiful and enjoyable their walks are in downtown areas, how much everyone enjoyed living in the area, a deep appreciation for quality brands that were dependable and durable, and a slight dissatisfaction among commuters who took the bus for long distances. Seniors were thrilled at the level of service and care offered by shuttle drivers.

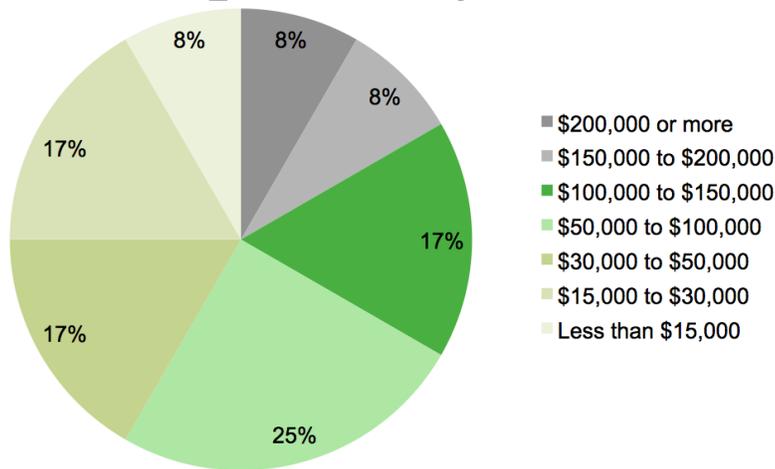
## Next Steps

Green Ideas is using this data along with feedback from NCTPA team members to develop a consistent representation of the organization, both internally and externally. At the October board meeting, Green Ideas will present some design options for the NCTPA logo. After feedback and approval from the board meeting, we will finalize the design and complete the marketing plan.

# Qualitative Data Summary

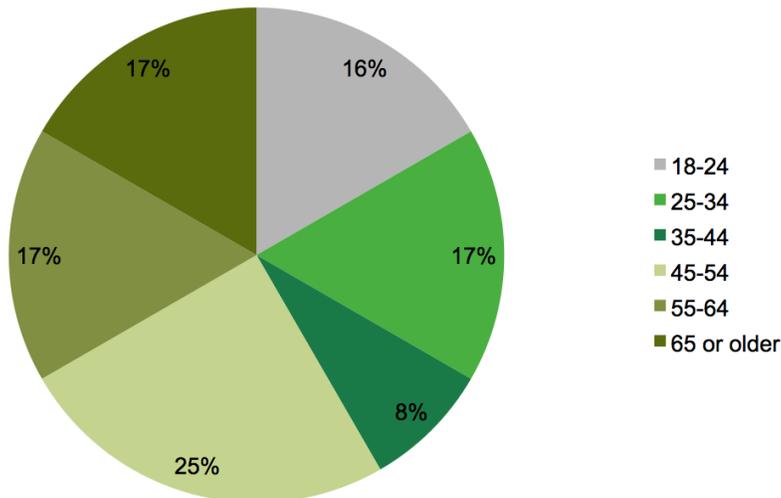
During the months of June and July, Green Ideas' design team had one to two-hour long in-depth conversations with thirteen Napa County commuters we reached through six community organizations. We also met with five community leaders in a focus group and did on-the-ground observational studies. We spoke to people in every age and income bracket, and people who used every form of transportation in Napa county, walkers, bikers, drivers, bus riders, shuttle users, and long-distance commuters.

# Participants by Income Range



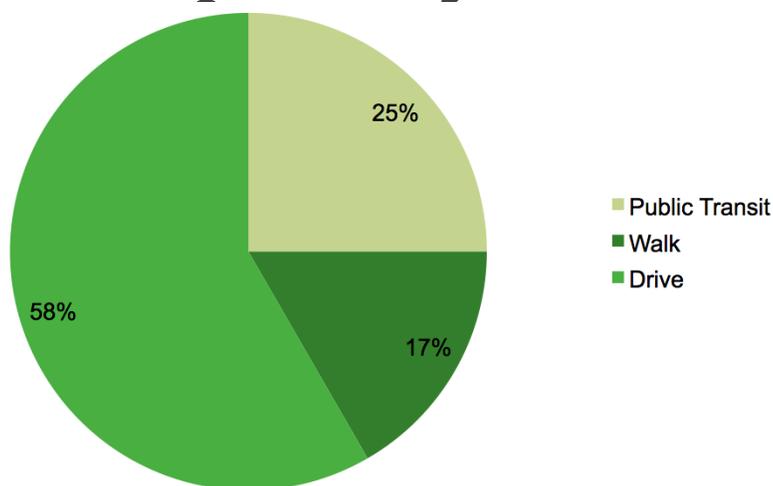
We reached our goal of speaking to families from the most extreme demographic spectra in Napa, from those who made less than \$10,000 to those who made more than \$250,000

# Participants by Age



We met our target goal of speaking to people of all age ranges who use transportation independently, ranging from 24 to 89.

# Participants by Mode of Transportation



The primary modes of transportation for those we talked to included: walking, biking, driving, busing, and taking the shuttle.

# Ideal Commute in Three Words

“Peaceful, sustainable, healthy.” - Fairfield Commuter, age 24

“On-time, comfortable, helpful.” - Retiree, age 89

“Short, free-from-traffic, smooth.” - Sonoma County Commuter, age 29

“Easeful, activated, beautiful.” - Napa walk-commuter, age 64

“Convenient, hassle-free, fast.” - NVC Student, age 26

“Consistent, peaceful, smooth.” - Napa Restaurant Commuter, age 38

“Short, scenic, easy.” - Napa walk-commuter, age 52

“Healthy, responsible, happy.” - Napa local commuter, age 52

“Relaxed.” - Fairfield Commuter, age 56

## Ideal Commute Word Cloud Visualization



# Summary of Perceptions

## What comes to mind when you read or hear “NCTPA”?

- “Never heard of it. Nothing comes to mind. I want to say it’s Napa something.” - Fairfield Commuter, age 24
- “No idea what it is” - Retiree, age 89
- “Nothing” - Retiree, age 80
- “Never heard of it before.” - Sonoma County Commuter, age 29
- “No idea what it is. What does it mean? They should spell something so that it’s not a bunch of letters that when placed together look like a Russian last name. I sell crap to people that nobody really needs. I don’t name stuff, but I know that they should spell something so they don’t spend money telling people what it is.” - Napa Walk-Commuter, Age 51
- “I think about the woman who was white and had a trans-racial issue, believing she is black (thinking of NAACP)” - Napa Valley College Student, age 26
- “Nothing, other than it is transportation related.” - Napa Restaurant Commuter, age 38

## What services do you think Napa County Transportation Planning Agency provides?

- “Maybe commuting and traffic reports.” - Fairfield Commuter, age 24
- “Bus service, transportation for people who don’t have cars.” - Retiree, age 89
- “What they provide for me is the shuttle service, the number 10 bus, and I recently signed up for their Van-Go service.” - Retiree, age 80
- “I think that they put meters in my town . . . but I don’t want meters. I assume they decided parking meters and buses. Oh, I know who they are . . . they turned 2nd street into two-way. I went to talk with them about lack of street lights - saying someone is going to get hit. He said: “Well nobody has been hit yet.” - Napa walk-commuter, age 51
- “I would think bus services. I can’t think of anything else a transportation place would do.” - Napa Valley College Student, age 26
- “Bus transportation, any part of in the Bay Area they have Bart and CalTrain, they maintain where there needs to be stoplights and stop-signs.” - Napa Restaurant Commuter, age 38

## How much do you think it costs to pay for roads (per mile?) Who pays for it?

- “ 30-35,000 per mile. Paid for by funds from government and taxes.” - Fairfield Commuter, age 24
- “10,000 per mile. We all do through taxes and other kinds of programs.” - Retiree, age 89
- “This one road from the distance about a mile between 29 and Silverado trail cost a

million dollars. I talked to a representative who said there is no way to afford repaving it. We need something like the WPA to put the people to work. People want to work. It would take a federal government who is not in the hands of the richest of the rich. Something like those major programs. Because we are still in a depression, and that is the kind of thing we need. It saved people.” - Retiree, age 80

- “Probably \$1,000 per mile if not more and I would assume it’s the taxpayers. I would hope it is because they’re driving it so they should be paying for it.” - Sonoma County Commuter, age 29
- “I have no idea. \$200,000. Elvis. The state of CA has x amount to do roads. Cities and counties submit their dreams. Then there is federal money to do specific projects.” - Napa Walk-Commuter, age 51
- “Expensive per mile. Per mile, maybe 5,000. I assume taxpayers pay for it, from local taxes.” - Napa Valley College Student, age 26
- “It must cost a ridiculous amount of money that workers have to put into it, equipment used. Taxpayers pay for quite a bit of it, and city or county would pay for it. Maybe the government. Not sure how all that up there works. Per mile, maybe 10,000 per mile.” - Napa Restaurant Commuter, age 38

### What are the most important things that a transportation planning agency needs to consider in planning for 25 years into the future?

- “Something that would help now through 25 years is something with the tourists. That is the major reason traffic is so congested, so tourists don’t know where they are going.” – Retiree, age 89
- “I think the most important thing is to have an intense federally funded program with state and local input with the many fast-changing needs for clean, reliable, well-lighted, frequent, affordable transportation, and ever increasing the extent of that - extending the frequency, the distance.” - Retiree, age 80
- “Anything to relieve that congestion would be good.” - Sonoma County Commuter, age 29
- “Where are we going to park our spaceships? I have no idea . . . my brain doesn’t work that way. There isn’t any reason I care. My happy ass is going to be dead.” - Napa walk-commuter, age 51
- “They could probably use more bike trails to get through the city, because they started some but they are not connected. There is one that goes all the way to campus, but it ends for a while, so I would have to go on the main roads. So I tried to ride it before, but it was confusing, I couldn’t find where the road went, there was not a lot of signage. So the paths have to connect all the way through.” - Napa Valley College Student, age 26
- “Between tourists and the people who live here, our town has way too many people for the amount of road, housing, seasonal jobs. During the right season, there are enough jobs, but in the off-season, there are not.” - Napa Restaurant Commuter, age 38

# Composite Profiles

Composite profiles are created from an aggregation of multiple people we interviewed. We created seven fictional composite profiles to represent the five primary commute choices of Napa residents. People typically walk to drive to where they are going. Some long-distance commuters drive to a bus and sometimes even getting on BART after. People saw biking as a recreational activity, the bus for certain types of commutes, and the shuttle as absolutely to a senior's life. Almost no one knew what the NCTPA was.

## Fairfield Commuter: George

“I live in Fairfield, but work in Napa. My commute options are to sit in traffic or take back roads. I enjoy the time alone in the car so I have gotten okay with it.”

“There is construction on Int 80, taking the route on hwy 12, it’s just super slow traffic to get on to 12. On the way from Napa to Fairfield, there is always traffic. The option is sitting in traffic or taking the back roads. I usually just sit in the traffic because I don’t want to put too much wear on my car because it is going through hills.”

“I like driving my car, and I like that there is an option of taking a scenic back-road with hills, and I like that it’s not too long of a commute. That when there is traffic, I have to sit in traffic for a long time.”

“I’ve gotten a ton of insights in the car. I rarely listen to music. I listen to NPR-1 pod-cast so it’s a ton of news and studies, so I learn a lot during my commute. It’s the only time I can listen to it. Also Ted-X. It makes the car a learning environment.”

“The amount of traffic due to construction right now. I feel like it’s not as well coordinated as it could be to detour that traffic, because I was rear-ended before, so I am more worried when I drive that I will be rear-ended again.”

“In those types of situations where it’s super slow traffic after driving fast, I do worry about that. It would be helpful if there were graduated speed reductions so it wasn’t such a surprise, especially for tourists.”

“Probably once a week I go on a bike ride around town. I considered it as an option for a commute in order to save gas and as a form of exercise, but I haven’t done it because of the timing. I’m not sure if I would make it in time, I would have to test it on a weekend. I haven’t gotten around to it.”

“My neighbor works with me in the same office and we sit next to each other. We would never carpool together, as we can’t stand each other. I used to work a different job in Napa, and I would commute some days with my co-workers. But with this job, I could carpool with other people,



### Fairfield Commute Profile

- Gender: Male
- Age: 24
- Occupation: Civil Engineer
- Income: \$120,000
- Drives for: Work & Shopping
- Lives: Fairfield
- Works: Napa
- Commute: 13 miles/ 30 minutes to an hour. I-80, hwy 12 and then 221.
- Takes the bus: Never, would have to go backward to get to it.
- Bikes: No
- Walks: No
- Carpools: No, he and the co-worker that lives nearby don’t like each other. The timing never worked out to carpool at other jobs because everyone had different schedules.
- Gets news from: NPR, pod-casts.
- Favorite Brand: Apple, because they make good quality products.

but it's just - some people go in early or late, so it's hard to carpool, especially me, I'm going in early or leaving late, so better to go myself and have my own transportation. It would be nice if it worked out."

"I don't go out for walks, but I do walk from car to stores. At work, since I am in downtown area, there are local shops I walk to on break or after work because it's so close."

"What is my favorite brand? Apple, just because they have good products that work for me. Why change it if it's not broken? Also, I prefer something that is locally made or locally produced to support them. To show support for the community, give them some business and positive reinforcement."

## Sonoma Commuter: Audrey

"It takes one hour each way, almost to the minute. It is a 40 mile drive. 10 -15 minutes on freeway, which I don't like, driving on 101. Then a forest road which is really pretty for 20-25 minutes on Mark West Spring Road. Then 15-20 minutes on highway 29. So I like my commute when there's not traffic because it so pretty - through the forest and trees - and you see the Napa Valley. The 101 is pretty trafficky. I used to go in at 7:30 getting in at 8:50, so that added an extra 20 minutes to the commute. So I asked if I could come in later for work, and shaved 20 minutes off my commute by leaving my house an hour later. The absolute best is when I leave at 8:45, get coffee, then get on freeway at 9am in carpool lane, and it's open."

"About two months into when I started my job, I saw a motorcycle accident. The motorcycle wiped out, I stopped traffic, directed traffic around him, waited until the police came. It was on 101 at commute time. I saw him roll and it was very scary."

"But because it's through this forest, it's almost like this hour of meditating. It's like being in the shower, and you think through all these amazing problems, because it's so pretty. If i had to go on the fwy, I feel like I would hate it. When I mix up my commute and I have to go on the fwy, it stresses me out."

### Positive Aspects of Commute

- "The beauty of the drive."
- "Taking a scenic back-road with hills."
- "I've gotten a ton of insights in the car."

### Negative aspects of Commute

- "Living in the bay is so expensive."
- "I usually just sit in the traffic."
- "I was rear-ended."



### Sonoma Commute Profile

- Gender: female
- Age: 29
- Occupation: Marketing Coordinator
- Income: \$51,000
- Drives for: Work and Shopping
- Lives: Rohnert Park
- Works: St Helena
- Commute: 40 miles/ 1 hour. Takes 101, hwy 20, and some forested back roads.

“The most annoying thing is how much I have to fill up my gas tank. I drive a Honda Fit. So on a tank of gas, you get 300 miles, and I have to fill up about every 3-4 days. I drive 80 miles to work and back. It’s not that I mind the cost. I just don’t like getting out of my car to pump gas.”

“Slow drivers are a challenge. I drive the forest, and if you get a tourist or someone who doesn’t drive it very often, and it’s a road that I drive 50 mph, and the person in front of me is going 35, there is nowhere to pass. There is one passing point, but it is on the straightaway, but because they feel more comfortable there, they increase their speed to 60.”

“I have carpooled before with a co-worker who lives in Santa Rosa. He was going on vacation so I drive him so his family can pick him up. But other than that, he and I work different hours. I’ve thought about it, but most of the people at work commute from the South or East, but I commute from the West.”

“Once I’m at work, St. Helena is so small, that if you are going anywhere, I walk there. I like walking to the market to get lunch, or walk to get someone coffee, or I walk to the Post Office, because it’s more convenient to walk there than to drive, because it’s such a tourist town and there are no parking spots. And I have a FitBit which counts your steps. I take about 2000 steps a day. I have needed to lose some weight so I started counting calories and then bought the FitBit HR, so I keep better track of my intake and outtake. I have lost almost 30 pounds in a year and a half. I just got rid of my bike because I never rode it.”

“A brand I like? I love the Clover Storenetta - a local milk company. Since I was little, you grow up looking at their billboards and ads. They do funny things with the milk or cheese, and their mascot is a cow. So one of the ones I like is Cyclo-therapy -a pic of Clo the cow on a bike. They’re very cute and very local. That makes me more loyal to product.”

“I get all my news via Facebook. Maybe radio as well because I’m in the car so often. Sometimes they have news on 60 seconds of radio. If I hear about something interesting, I may look it up.”

- Takes the bus: Never
- Bikes: No
- Walks: Her dogs in the evening
- Carpools: No-schedule doesn’t work.
- Gets news from: The internet, Facebook.
- Favorite Brand: Coca-cola, because it’s so professional looking.

### Positives of Commute

- Beautiful scenery.
- Meditative if taking back roads.

### Negatives of Commute

- Traffic is stressful if on the highway.

## Evening Commuter: Hailey

“I love driving to and from work in the fall. It is unbelievably beautiful. It is breathtaking. The route I take is absolutely gorgeous - hills and valleys, color.”

“It depends on the tourists and trucks. There are two ways to get to St. Helena - Hwy 29 and Silverado trail. It’s closer but there are only 2 lanes, so more dangerous, but faster than HWY 29, unless there is a tourist, because they don’t go the speed limit because they are sight seeing. They also slow down like they are going to turn so everyone breaks, or they pull a u-turn crossing a double yellow line when they pass their turn, so you have to defensively drive when there is tourist in front of you. Trucks also get on the road, whether distributor or dump truck. Usually they are considerate and pull over, but during crush season, we get the gondola trucks with grapes, which slow us down. The main problem is tourists.”

“What I like most is that it’s a beautiful drive through a very natural area through a beautiful mountain, seeing Calistoga spread out in front of you, it’s gorgeous. I am usually not in a hurry, so I enjoy the natural setting of the drive. It’s peaceful most of the time. 30 minutes of quiet during my day. Time for myself, no kids asking me for anything, I don’t have to talk to anyone if I don’t want to.”

“I think of carpooling, but I’m a waitress so I talk to people all day, it’s nice to have the time alone.”

“I’d like to walk or bike more, but it seems a bit too far to the store, and bike riding seems a bit too unsafe.” “Because of the volume of traffic down Browns Valley Road, I would be concerned about riding a bike, especially when school is in session. There is a bike lane, but it doesn’t make me feel safe because there is too much traffic on Browns Valley Road.”

“I don’t do too much walking, because i live in a bedroom community. A little too far to walk 1 mile and a half to the grocery store. Most of the stuff I need to do requires me to drive. It is a zoning issue, there are no small markets in our housing development.. Downtown Safeway in Napa, after the earthquake, Safeway moved out of downtown Napa. When I lived in Browns Valley for 16 years, we went to the local small market for quick trips, but then we drove 3 miles to downtown Lucky for big grocery shopping.”



### Evening Commuter Profile

- Gender: Female
- Age: 38
- Occupation: Waitress
- Income: \$60,000
- Drives for: Work, drop off/pick up kids at school
- Lives: Napa
- Works: Calistoga
- Commute: 30 miles/ 50 minutes. hwy 175 to hwy 29
- Takes the bus: No
- Bikes: Once in a while with the kids
- Walks: No
- Carpools: No- enjoys the drive alone too much
- Gets news from: Other parents and community events. Facebook. Radio.
- Favorite Brand: Volvo. They’re reliable and safe.

### Positive of Commute

- It’s so beautiful.
- I have some time to myself.

### Negative of Commute

- The traffic can be so bad from tourists and the grape harvest.

## Student Commuter: Nicole

“When I first moved to Napa and I was first driving to school, I didn’t realize they did the hot air balloons so close, and it was so close to me on the freeway, clear skies, beautiful morning, huge hot air balloon just chilling above me. It was really pretty, I wouldn’t imagine many people getting to experience that on the way to work. “

“The only bad part about my commute is on “Highway 29, there is a stoplight which is a yield to turn, and not everyone understands it’s a yielded left turn, so it’s scary because that’s not clearly stated. That’s at Trancas and Solano intersection, on to Trancas from Solano. The freeway is not usually backed up unless it’s a weekend, get off at Imola and cross bridge, which brings you up above valley so you get an amazing view of the valley. It’s beautiful. Then I turn into college.”

“I like that it’s a straight shot, there’s hardly ever traffic, if I am running late I can get there at 8. The part I like least is the stoplight, because the people in front of me are all in the turning left lane, and they don’t understand that the people coming straight towards them have the right away. There are also 3 hotels I live close to, so there are a lot of people who don’t understand that intersection. But other than that, an easy drive.”

“My boyfriend and I like to go on adventures on the weekends. “We ride about once a month, and when we do we ride up to Yountville, because Solano goes alongside 29 and not many people are on it so you can ride your bikes pretty easily. There are a number of stops, and a picnic table with a cover that is well-maintained area. I feel safe biking on that road.”

“I would enjoy just being able to jump on the freeway, not have much traffic, get there in a reasonable amount of time. Predictable, not have to take into consideration an hour of traffic or 10 minutes. That is probably impossible, but that is what I would prefer. I would like 30 minutes tops, not beyond that.”

“I don’t like to shop for clothes, but I like cosmetics. I like MAC, and we don’t have one locally, so I will drive to one or order on-line. My sister works for them, and I always watched her be into makeup, so I started getting on the bandwagon then. She would give me old discards



### Student Commuter Profile

- Gender: Female
- Age: 23
- Income: \$12,000
- Lives: Napa
- Works: (Studies) Napa
- Commute length: 5.6 miles/ 10 minutes
- Commute: Drives to school on hwy 29.
- Walks: Around campus.
- Bikes: For fun occasionally.
- Takes the bus: No
- Carpools: No, it might make sense but everyone is on different timing.
- Favorite Brand: MAC make-up, because they donate a percentage of their campaign, and because if you bring in some old used products they will give you a new one, so there’s an incentive to come back.
- Gets news from: NPR, Napa Valley Register, Facebook and Twitter.

of crazy colors. I like their glam line, and a percentage of their sales go to the AIDS campaign, and what is exceptional is they have a recycling line, so if you bring in 6 old products, they will give you a full size lipstick, lip gloss or eyeshadow (Back to Mac campaign). It's a brilliant idea because they are enticing their customers to not only use their products, but to buy a new one even sooner and purchase more, and make them feel special by giving them something full-size, and it's their choice what they want. I'm loyal to them because they are loyal to me.

Another company I am loyal to is FitBit. I use their ChargeHR and it really helps me, and I bought their scale, and after 3 months of having it, it was defective. And they sent me a new one and didn't even have to send back a defective product. They took me by my word, and sent me a new scale immediately. I told them the truth and they replaced it.

## Transit Commuter: Steve

"I live in Napa and want to live in Napa, but the job I want to do is in urban areas, so commuting is what you have to do. So when another opportunity came along, I took it. Before, I was totally subject to the bus and to BART. With the Vine, you have to conform to their schedule, which doesn't connect to Bart. The BART is on 15 minute schedule, but the Vine was every hour during commute times and every 2 hours not on commute times. So if there was a problem with the line, you had to wait another hour to leave. You couldn't leave earlier or later. If you missed a bus, you were stuck until the next bus. "

"As a customer, their attitude has been an absolute refusal to make changes. There are times that the bus commuters on my commute were getting mad and were ready to revolt. Why were you taking this bus stop out? Why are you doing this? And they would be met either with indifference or anger. And i have tried it myself, and I don't think they were listening to us. I am talking about our commuter bus. I know people who ride the bus, my wife rides the bus sometimes. There are many negative issues with the bus system. But the prevailing issues is this agency's inability to fix problems. They just stick with what they decided to do, and refuse to take feedback."

"Let me give you an example. Riding the bus from Bart

### Positive of Commute

- How beautiful it is.

### Negative of Commute

- Drivers who don't know when a turn is yielded, or a stop-light has a protected turn.



### Transit Commuter Profile

- Gender: Male
- Age: 35
- Occupation: Finance Manger
- Income: \$120,000
- Drives for: Work & Shopping
- Lives: Napa
- Works: San Francisco
- Commute length: 50 miles/ 1.5 to 2 hours. Drives to El Cerrito and takes BART or

back to Napa, the bus because of some goofy agreement with the Vallejo ferry, so it had to stop there. That took more time which in and of itself is not a bad thing. But instead of interacting with the ferry schedule, we would get on the Vine bus at the El Cerrito BART station, drive to the Vallejo ferry terminal, and sit there and wait 15-20 minutes, because they published a schedule that said that was when they were going to be there. So the ferry changed its schedule, and the drivers were prohibited from leaving early.”

“At the Vallejo ferry you could only drop people off on the way South so they could ride the Vine to the Ferry, or coming North, people getting off the ferry could take the Vine bus. And on an average week, I could take the 4:00 bus at the ferry terminal, and we would sit there 15-20 minutes. People were calling NCTPA from the bus, saying there is no one here, let us leave. And this went on for months. And people started to say I don’t want to ride this bus. Why am I going to sit here? You are adding 15 minutes to my commute because of this refusal to change the schedule. People were calling Tom at NCTPA sitting on the bus, saying why can’t the driver go? And we had to sit there. There were some drivers who were sympathetic, and we had a bus-full of people, this lady said I have to wait 12 more minutes, and she did leave early with a full bus (there were no seats anyway) and she got into trouble for it. She was suspended.”

“Then, the Vine - the bus was attacked with rocks by some kids as we were going down the road. They had to stop and wait for the highway patrol and wait for an hour.”

“Things change. If something you do doesn’t work, realize you made a mistake, cut your losses and change it. We were begging for years to have a van from Napa to Bart. We had 10 or 12 people who would have gladly gone straight down, it would mean a 30-40 minute commute, which would have saved 20 minutes. But they would not listen. With the revolving door of managers. With a grant, they wanted to spend \$300,000 on new scenic signs. These are not safety signs. If the vineyard people want to pay for that, fine. With that money, they could have added bus stops, bike lanes. But this is how they work: they get grants. And then the money is mis-spent. They have no oversight. I knew an urban planner who was fuming about the way the transportation was being done.”

takes bus to Richmond and takes Ferry.

- Takes the bus: Often for commute
- Bikes: No
- Walks: No
- Carpools: No, it’s too inconvenient. Plus, parking is expensive. Tried but it didn’t work.
- Gets news from: NY Times, internet news about events. Local news from word of mouth.
- Favorite Brand: Apple, because they make good quality products

### Positive of Commute

- It’s nice to be back in control of schedule when driving part way.

### Negatives of Commute

- The bus takes too long and is unreliable.
- The commute is very far.

## Walk Commuter: Jen

“In Napa, I am more worried about getting run over, because there are some one-ways, and there are many tourists, and they don’t know the local roads that are one-way.”

“I walk every day. Every kind of route. I live in an area with a lot of friends. I walk in the local area here. I like that it’s very good for me. I can feel how it circulates the energy, keeps you limber, strong, aerated. It’s pleasurable, physically pleasurable. My favorite part is watching the squirrels in the park. I come from a country where we don’t have squirrels. On a good day I see 12 squirrels.”

“My main concern is that I am going to get hit by a car. I am going to get binged by someone.”

“I hear that the VINE is wonderful, but I haven’t been on it, so I can’t say anything about it. I haven’t taken the bus because I don’t need to. I can walk everywhere. I think that bike lanes are all dandy, with one exception. I think it is a great way to get exercise. I am also a person who drives a car. Because of license and registration, I pay for these roads. I have to follow traffic laws. I have to stay 3 feet away from bicycles. But they weave in and out of cars, they don’t obey traffic laws.”

“I get my news from word of mouth, at a local cafe, I will look at the bulletin board to check out events. I listen to NPR but not much local.”

“About the NCTPA, I think it’s a wonderful organization that provides essential service to the community. It’s somewhat esoteric - it’s hard to understand what they do if you don’t pay close attention. It’s a technical agency, so it’s difficult to appreciate what goes on there. There are some very dedicated people to public service, a hard-working group of people. It’s very challenging work in the sense that the task they have to solve is unsolvable, which makes it difficult, because there is no way to win.”

“There is no way to have any ultimate success because of the overarching dynamics of population, housing, jobs, is such that the transportation problems are virtually insolvable by the agency. It is not within the purview of the agency, so there is always a sense of doing the best you can under the circumstances.”



### Walker Commuter Profile

- Gender: Female
- Age: 49
- Occupation: Shop owner
- Lives: Napa
- Works: Napa
- Commute distance: 1.5 miles/ 20 minutes
- Commute: Walk
- Income: \$200,000
- Drives for: Shopping
- Takes the bus for: Never
- Bikes: No
- Walks: To work
- Gets news from: Facebook, Napa Valley Register.
- Favorite brand: REI because they make everything I need, and Frey Boots, because they are quality.

### Positives of Commute

- It’s a beautiful walk every time.
- It’s healthy and enjoyable.

### Negatives of Commute

- Locals don’t look a lot of the time on some streets.
- Tourists don’t know the local quirks.

## Retiree - Shuttler: Betty

“I avoid challenges. I restrict myself to where I am able to get with assisted transportation. I am very lucky to be in St. Helena. I chose this for my retirement, because I felt I would be increasingly dependent on public transportation.”

“I recently signed up for the Van-Go service. I use it because my dentist has moved to Napa. I filled out their application and they qualified me. They stopped for me at the dentist. The driver, Pedro was the most wonderful person - the way he was with us. He was very nice and patient, dropped me off. He was early and said so and said not to rush, then he dropped me off at the dentist. Then my appointment ended early, so I went to another location. And I had plenty of time, and the receptionist came and told me that he had come back to get me early again, and directed me where to go. Pedro came in to me, and said he knew he was early. It was so kind; it was enveloping in kindness. It was the most warm, wonderful people. I know there is a shuttle service in Napa with many buses that go through the neighborhoods. St Helena has the oldest population in the Valley, so the shuttle is very helpful. And for the school children and their parents, it is marvelous.”

“I walk to our local Safeway which is about 6 blocks away, and once I have made my purchases, I will call the shuttle so I don't have to carry my purchases. I find the shuttle absolutely essential. I walk two blocks to the bus stop at City Hall on Main St, and there is a scheduled service. Not always, rarely, but it can be a fall-back for me. I will wait there for the regular, scheduled number 10 bus which goes from Napa to Calistoga. A regular bus service. It goes up Highway 29. ”

“When I have take classes at the senior classes once a week or when I go to another event, I call the shuttle 15 minutes before I want to be picked up, and I give them the address, and they say ok, and they ask where I want to go, and I give them the address of where I want to go and they send the shuttle. And usually, it's a pick-up 15 minutes from when I first call the shuttle.”

“There are not generally too many people, I pay the shuttle, and the seats are very comfortable. And when it is time to be picked up again, I go to the specific shuttle stops, and the driver tells me where to wait to be picked



### Retiree - Shuttler Profile

- Age: 85
- Gender: female
- Occupation: Retired
- Income: \$24,00
- Lives: St. Helena
- Works: Retired, but goes out regularly
- Commute: 20 minutes by shuttle to the senior center
- Drives for: Never
- Takes the bus or shuttle for: Everything
- Bikes: No
- Walks: In neighborhood
- Gets news from: Napa valley register, bulletin boards, St. Helena Star, and PBS

### Positives of Commute

- Everyone is so kind.
- It's convenient.

### Negatives of

- Everything about the shuttle is wonderful,
- The bus is not always as convenient.
- There is nowhere to use the bathroom on long routes.

up. It's wonderful to be able to come and go to different events that I want to be part of. The pickup stops feel safe, and usually the driver I there within a reasonable time. It's very special. It's a real gift to be able to use the shuttle."

"First, they had a combined service which was scheduled service. So I could call them when I knew the 9:20 bus would be able to come two blocks north to pick me up, and he would take me directly to Safeway. Because it was a fallow time with him. Then they went to all-scheduled service. So he would pick me up but then take me on the entire route, and there are no bathrooms on these routes, and they wouldn't drop me off. So it wasn't working at all. no one can take it. Then we held the meeting. Now, instead of combined service, except for the school children, it is just on-call."

"One thing they did drop when they went to this new service, and that was when they had the combined service, they had 3-4 times a day, they actually went up to our local hospital, up to the lower portion of the hill - Deer Park - and for a lot of us older people, that was very helpful. So if your doctor sends you for a blood draw or x-ray, there would be a bus if you had an appointment at 11, there would be another bus at 3. So you could have an appointment, have a nice lunch there, and then go home. They dropped it entirely, so there is no way for seniors to get to the hospital."

"I walk 15 minutes in the morning, and 15 minutes in the afternoon. My walking experiences are beautiful. There is almost no development around the little city here, so the hills are mostly vineyards. Great swaths of green everywhere. They used to be farms, but they are not the vineyards. The library is surrounded by a vineyard, which they are now talking about turning into a mall."

"I am very careful. I look where I am going so that I don't trip on the pavement. When I broke my wrist 2 years ago, I became quite insecure about walking. I don't take risks at all. The public transportation allows me to do that. Unfortunately, the city of St. Helena has not kept up the sidewalks. I prefer the smooth sidewalks in town. There is no sidewalk on Pratt Street, because it is the end of town. When I leave Main Street, there is no sidewalk. Then there is a sidewalk for one house, and then no sidewalk, so you have to walk where the cars are. And the cars have multiplied, and they have started to use it as a cross-transportation between Main Street (Hwy 29) and Silverado Trail."

"My [transportation] concerns are that they will still be able to provide this wonderful service, because it is special for those who don't drive anymore and want to go around town. It allows you to go to meetings or help go shopping. I would be lost without it."

"One of these days, I want to see if I can take a bus from St. Helena to Vallejo. I know there is a bus at Silverado Orchards, but I do not have a copy of their schedules, and I am not sure how to figure out where they go."

"I like that I am able to be picked up and taken where I want to go. It's a wonderful gift to be able to be picked up and taken to where I have to go. There is nothing I don't like. I like everything about it."

"Safety depends on where you have to wait to get picked up by the bus. Some places, you might feel uneasy. It has to feel like it's in a safe place. If they adhere to the schedule as it's printed, then I feel more safe because I don't have to wait there. But they are usually on-time, so I don't have to wait too long."

"I am happy when the bus is on-time on schedule so not a long wait. I like that it is comfortable and the driver knows where he's going. Ideally he can also help get you there if you are not quite sure

# CREATE Brainstorm

The brainstorming session was a three hour session, during which NCTPA staff identified themes and overarching truths that led to new a direction for the brand. Our goals for the brainstorming session was to give NCTPA staff an understanding of what different members of the community were saying about their commute experience and their understanding of NCTPA. Our goals were to 1) Share what we learned in a way that is engaging. 2) Identify patterns and truths. 3) Brainstorm new directions based on this data.



# Themes

## General Commute

- People using every form of transportation remark about the beautiful scenery
- Drivers enjoy the time alone in the car and the peaceful parts of their drive, usually on back roads
- Time for commute is important personal time.
- Long distance commuters struggle to make the bus work in their schedules
- Bicycling is seen as a leisure activity, and impractical or unsafe for commuting
- Seniors depend on and love the shuttle, especially the kindness of the drivers
- Tourists are seen as a safety issue for drivers and walkers because they lack local knowledge of how streets work
- More people have flexible work schedules and is increasing



## Driving

- Drivers enjoy the beautiful scenery
- Drivers tend to like their commute, especially the "peace and quiet"
- People get frustrated with traffic on 29
- People enjoy being in charge of their travel



## Carpooling

- Carpooling is inconvenient because of location
- Carpooling is inconvenient because of schedule
- Carpooling isn't easy, it is hard to arrange
- I don't like the person who works/lives near me



## Biking

- Is mostly recreational
- Some people feel safe biking, many don't

## Buses

- Are not timed properly for long-distance commuters
- Could run more often at rush hour
- Service is constrained
- Service is not understood

## Shuttle

- Is essential
- Much loved by the seniors and depended on for living
- Great kindness from the drivers

## Walking

- Walking is social time
- People enjoy walking in downtown areas on lunch breaks or to work
- People worry about traffic when walking

## Traffic

- Is a necessary evil
- Is inconvenient
- Is unsustainable because of pollution
- Is worth sitting in if people have some peace and quiet
- Can be managed
- Is blamed on tourists
- Is “worth it” for alone time

## Safety

- Buses are perceived as less safe than they are
- Accidents happen on the Highway and motorists have stopped to help

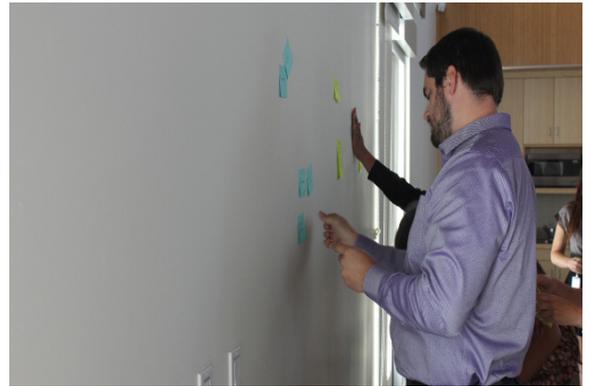
## Signs

- Not enough
- Too much
- Eyesore design
- Helpful



## Tourism

- Necessary, but annoying
- Tourists don't know streets one/ways, etc.
- Tourism is only 20% of the problem . . . or 16%
- Everyone sees tourists as the problem



## Scenery

- Is awesome
- People love it
- Rustic
- Hilly
- Causes congestion because everyone wants to look at it



## Media

- Most people get their news online, through Facebook
- There are some online sites that get you local data
- People also read the paper



## Leadership

- Solves the unsolvable
- Makes hard decisions
- Convinces others
- Knows where to go
- Has a clear direction
- Brings people together
- Generates enthusiasm
- Is willing to take a risk
- Implies authority

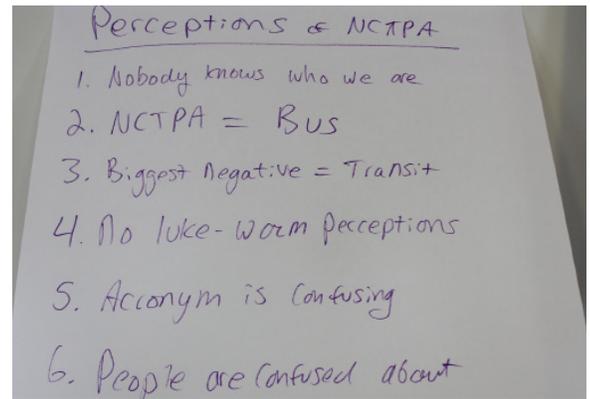


## Health

- We are less healthy because of transportation
- Bus/bike is healthier
- Stress is negative

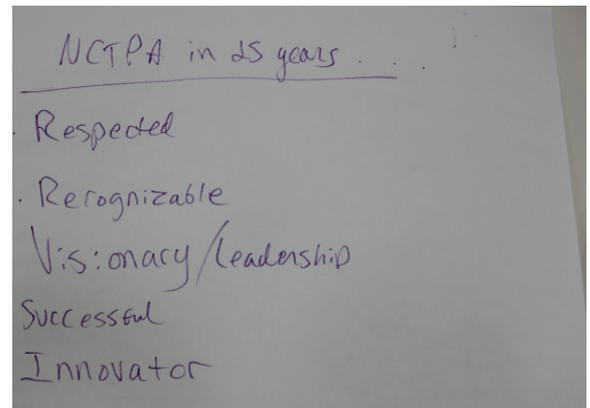
# Perceptions of NCTPA

- Nobody knows who we are
- NCTPA = bus
- Biggest negative = transit
- No luke-warm perceptions
- Acronym is confusing
- People are confused about what NCTPA does



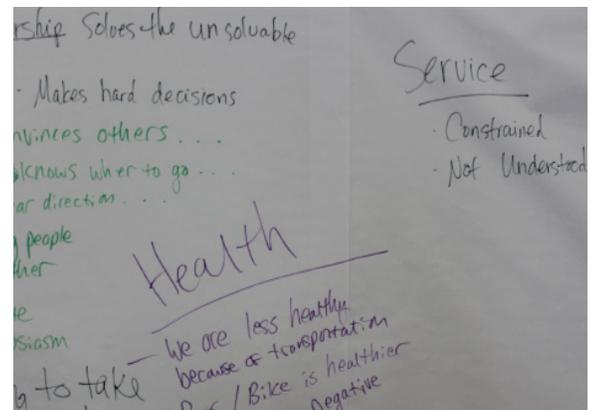
# NCTPA in 25 years is . . .

- Respected
- Recognizable
- Visionary leader
- Successful
- Innovative



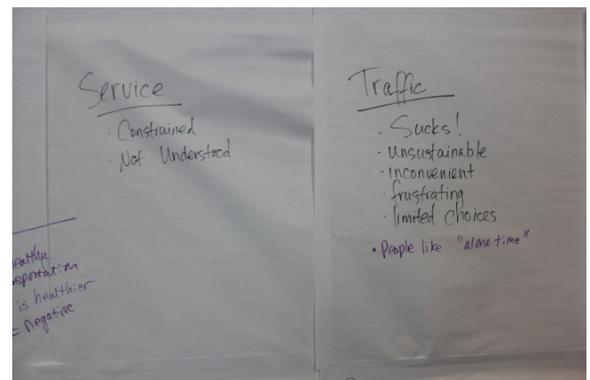
# NCTPA's Personality

- Round, thick glasses
- Linear
- Caring/kind
- Passionate
- Family - Approachable
- Sensitive
- Visionary/ think bigger



# Big Take-Aways

- Surprised how many people think this is scenic
- Many people mentioned health, how can we leverage that? (Kill two birds with one stone?)
- No one is lukewarm- people love us or hate us
- People do not understand what the NCTPA is or what their responsibilities are
- There's no sustainability in how we're growing
- We need to be leaders
- We need people to trust us
- We need to be willing to take risks
- We need to generate enthusiasm
- We need to build consensus



# Brand Direction

# Directions for the Brand

## Things To Keep

### Vision

To develop a transportation system that enhances the quality of life of its users, fosters community livability, and protects the unique rural and agricultural land use characteristics of the Napa region.

### Mission

To ensure the development of an efficient, effective and equitable transportation system for the residents, businesses and visitors to the Napa region through a coordinated inter-jurisdictional decision making process.

## Things to Change

- Simplify name, so it is easy for people to understand it, if possible, reduce the need for an acronym.
- Demonstrate leadership and the caring, responsive nature of the people at NCTPA.
- Develop an aesthetic that speaks to concept of “innovation.”
- Brand so that people understand all the aspects of transportation that NCTPA is associated with
- Focus on the natural beauty of Napa, but on aspects other than the already heavily branded grapes and wine.
  - Stay away from pinks and purples.
  - Look at greens, blues and gold color schemes.
- Create clarity on the functioning of the bus system and ensure people feel they are heard when contacting the agency.
- Represent the agency as a visionary leader.
- Integrate concepts from people’s ideal commute into the brand: Easy, Peaceful, Healthy, Smooth, Reliable, Fast, Beautiful, Sustainable and Scenic.

## Initial Concepts

### Key elements to include in name

A way to identify what the agency does. Along the lines of: “Napa” and “Transportation” or “Transit.” Embody “easy” and “peaceful” without necessarily using those words. Name should be simple and easy to say.

### Name Suggestions

#### Agency Name

- Napa Valley Transportation Agency (NVTA)

*Note: We suggest using the “NVTA” acronym as it is already well known and established. Visually it plays well with other words and brand elements.*

- Napa Valley Transportation Authority (NVTA)
- Napa Valley Transport Authority (NVTA)
- Napa County Transportation Agency (NCTA)
- Napa County Transportation (NCT)

### Service Name Suggestions

- Vine (Vine Calistoga, Vine Yountville, Vine St. Helena, Vine American Canyon, etc.)
- Vine Transit
- Vine Connect
- NapaValleyGo
- NapaValleyTrans (although can be confused with the LGBT community)
- Movia/Move (Movia = Copenhagen transit system)
- Napa Valley Connect

*Note: We suggest sticking with the name “Vine” as it is already well known and established. It is an easy to read, four letter word that can have a lot of flexibility in branding. Plus, when combined with NVTA it is visually appealing due to the symmetry.*

### Slogan Options

- Easy. Efficient. Scenic.
- Mobile Napa Valley.
- Moving Napa Valley Forward.
- Bringing Napa Valley Together
- Moving Napa Valley Forward
- Transportation reinvented. Vision vidicon
- Creating the future of mobility in Napa Valley.
- Live Napa Valley, go easy.
- think. move. forward.
- Thinking down the road
- Slow Food, Fast Transit
- Think forward, move together
- Forward Thinking, Easy Going
- Simply transit
- Easy. Reliable. Scenic
- Ride on!

NVTA

VINE

*This is an example of the letter symmetry, not intended to be a logo, however the symmetry may inspire the logo development.*

### Color Scheme

Bright and clean. Green, blue and accent of . . . . (orange or gold?)

### Essence

“Forward-thinking”

### Personality

“Connected, Caring and Innovative”

### Value Proposition

Easy, Efficient, and Scenic Transportation for Napa Valley.

# Initial Symbol and Color Concepts

(Presented during Aug 12th brainstorm session)



## Feedback from group on initial concepts:

“Wine and grapes are already so heavily branded, we would like to differentiate and focus on other aspects of the beauty of Napa. We like color schemes with greens, blue and gold, no pink or purple.”

## Revised Symbol and Color Concepts



# Community Leaders Feedback Session

## Guided Envisioning of the Future

Green Ideas guided a group of community leaders in a visioning exercise where we helped the participants imagine what transportation will be like in Napa 25 years in the future.

Some of the inspirational concepts for the visioning exercise included: Futuristic cars. Electric bikes. Greater precision to predict and forecast people's transit needs and traffic. Greater ability to adjust or pivot. Reliable electric buses with nice chauffeurs. Walking with ease. Navigate effortlessly. Without even looking at a phone or map. Bike on separate lanes safely and as fast as the cars. A bus you can see the scenic views from and meditate even more in. Also, in this future, getting to SF from Napa is easy and fun. Transit is simple. Transfers across all modes of transportation are seamless. Public transport is faster and more reliable. All transportation is long term sustainable for the region and the world. To ensure a livable and drivable, travel-able future. "We don't want to congest our own paths."

## Sharing What We Envisioned

- "Getting on a fast train going south to work."
- "From Saint Helena, bike, jump on a train without waiting, bike and walk across the two lanes of the highway safely, because there is no traffic. Effortless."
- "A bus system that takes you anywhere in 20 minutes in the Napa Valley. It is always there. So I don't have to drive on Hwy 29."
- "Biking without helmet, on a full lane for myself, leave the bike somewhere without having to lock it. Feeling safe."
- "A silent car, a peaceful and scenic ride. A self-driving car or getting on wine trail with my bike for leisure."
- "Walk to reasonable bus system, expected to be there any time with good frequency."
- "Going to the ferry southbound with family on a train, to go to the city for entertainment. The ferry being much faster compared to today. Going north to work without delay."
- "Overall: Fast, easy, relaxing, picturesque."

## Notes from group dialogue

### Carpooling and Vanpooling problems of adaptation:

#### Problems:

- Timing for workers in the hospitality industry. It's hard to find co-riders very early mornings and late nights.
- 40min car share sounds quick enough to wait, but what if a kid gets sick?
- There aren't enough people leaving from one place to make a vanpool happen.
- The time and gas cost to drive from my house to a co-rider's house and back to the route to get to work is too high to make it worth it.

- Even if driving is more expensive it's so much more convenient and attractive.
- I don't get along with the co-worker who lives near me, we'd rather do anything but be stuck in a car together.
- There's no incentive to take the bus, you'd get stuck in the same traffic.
- There needs to be a cost benefit that makes it worth it.

#### **Solutions:**

- There is a guaranteed return home program through the NCTPA vanpool system.
- winery offered gas cards, only one person did it.
- Solano transportation?
- tried to pick up 10 people to bring to winery in napa and back
- heavily subsidized if more people
- Car pool lanes would be great
- in Tahoe they're busing people in from Reno or ....
- work is changing and evolving
- more options of transportation in the future

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- chamber went through re-branding

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- Winery paid for gas card if people carpool, and still only one person did it (alone) That was 3 years ago.
- 10 people from Napa to winery and back in a van doesn't make economical sense. They would need to drive at least 40 miles before it is worth it.
- In the beginning van pools are highly subsidized, later on with greater participation they get cheaper and break even.
- Essential for their success is - that van pools are not only financially better, but that time is saved. Car pool, van pool, bus lane.

#### **Sustainability**

- Sustainability long term in the sense of ecological as well as traffic congestion
- Agriculture Sector will be preserved for the future to come, also because of the active Agriculture Land Preserve until 2058.
- Opens space = the valley with agriculture and nature

#### **Brand Concepts**

- "The Valley," open space, beauty, the ability to move around
- (american canyon) = represent other than grapes and vine // marsh / water
- facilitator is wine country
- "Move Napa Valley"
- Wine is at the core of our identity, but we are more than wine. The logo should represent that.
- Napa Transit.

## Transportation vs. Transit discussion

- Napa Transported
- Moving slogan - build a campaign around
- transportation = dealing with a big group / limousines / etc...

## Ideas for Name

- We need a name that is compact and rolls of the tongue so people can communicate it in person and in and around a campaign.
- Common theme that links them all together
- “Simply Transit”
- “Let’s Go Napa”
- Wine / Green /
- Connecting the Valley!
- It needs to be more of a symbol not an accurate description. It should be an idea-symbol that envelops all NCTPA is doing.
- Green and Blue represent freshness, nature, sustainability, forward thinking, modern.
- What needs to come out of this - education process that needs to take place, no one knows the bus routes / no one knows
- 2nd step how to communicate to community
- Rural to urban disconnect
- Service is an important
- “you are in the service industry”
- ValleyTransport
- ValleyTransit
- visitors don’t care about other cities - it’s all napa - “earthquake” is napa okay? -
- It needs to be cool - Let’s go Napa.
- If we want people to jump on it’s gotta be cool -
- BART / muni / lightrail?
- Vine is well known - acronym irrelevant /
- The Valley needs to be represented together. We want to be inclusive not exclusive. Anything that excludes a group shouldn’t be in the name.
- We might need one main brand with sub-brands like BRAND Calistoga, BRAND wine trail etc. But they all need to be tight together as one unit through their similar design and BRAND name.
- You get on a BRAND bus in Calistoga and know you can transfer all the way to American Canyon. Or get on a VINE bike-trail.
- Why not VINE-go Yountville.
- Vine is a good name , that people already relate to. We give it a new design and apply it to all sub-brands including bike lanes, walk ways, streets etc.
- VINE Napa Valley Transport Agency.
- Cool transit piece that ties it together
- A visual tie - one ticket works for all valley cities /

## Service Name Ideas

- Vine Trail
- Vine Go
- Vine
- VineGo :) we've got the name
- Vine intertwines and connects
- VineGo or VINE
  - napa
  - yontville
  - calistoga
  - american canyon
  - berryessa (wants to be included - probably "outdoor" option)
- VineTrain

## Look and Feel Comments

- Crisper colors would be great, sharp and not pasted. A bit like the example on the bottom left but with a stronger real green.XXXXXXXXXXX
- Green becomes the base and bone of the logo. Plus blue and an accent color like a real orange.
- greens blues orange brown deeper color palette
- GREEN blue and accent color

## Conflict of "Napa" vs "Napa County" vs "Napa Valley"

- Napa = Napa City only
- Napa = Valley = famous, draws people's attention, but some people in American Canyon are offended because they don't see themselves as part of the valley.
- Napa County = sounds very governmental and has no draw or name recognition.
- Moving the Valley forward - NV (envy)
- Yellow pages - American Canyon needs to be in there and will be
- Agriculture is part of Napa

## Agency Name

- "Napa Transport Agency" NTA
- "Napa Valley Transport Agency" NVTA
- "Napa Valley Transport" NVT
- inclusive!!
- napa valley - encompasses all including american canyon - older perspectives (cautious in saying this) resistant to change and holding onto the old...
- if Napa Valley is used regionally, then everyone benefits.
- The Vine System underneath the umbrella of NVTA.
- Napa Valley Network - Napa Valley Transport Agency.
- Visit Napa valley is a running campaign by the industry leaders.
- NVTA