

Napa County Transportation and Planning Agency

625 Burnell Street
Napa, CA 94559



Agenda - Final

Thursday, November 5, 2015
5:00 PM

****SPECIAL VCAC MEETING****

NCTPA/NVTA Conference Room

VINE Citizens Advisory Committee

All materials relating to an agenda item for an open session of a regular meeting of the VCAC which are provided to a majority or all of the members of the VCAC by VCAC 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 VCAC, 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 VCAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the VCAC 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 VCAC on any item at the time the VCAC 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 VCAC Staff. Also, members of the public are invited to address the VCAC 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 VCAC Staff, 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, click on Minutes and Agendas.

1. Call To Order
2. Introductions
3. Public Comment
4. Committee Member and Staff Comments
5. REGULAR AGENDA ITEMS

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.

- 5.1 Disaster Emergency Plan Update (Kate Miller)
Staff will provide an update on the Disaster Emergency Plan Draft.
- Recommendation:** Information
- Estimated Time:** 5:10 p.m.
- Attachments:** [VCAC Item 5.1 Emergency Plan.pdf](#)
- 5.2 Formation of Citizen Advisory Council (Kate Miller)
- Recommendation:** Information/Discussion
- Estimated Time:** 5:20 p.m.
- Attachments:** [VCAC Item 5.2 CAC.pdf](#)
- 5.3 Nominations and Election of VCAC Chair and Vice Chair for 2016 (Kate Miller)
Nominations will be accepted for VCAC Chair and Vice Chair, and the VCAC will elect a Chair and Vice Chair for 2016.
- Recommendation:** Nominations/Elections
- Estimated Time:** 5:35 p.m.
- Attachments:** [VCAC Item 5.3 Election of Chair and Vice Chair.pdf](#)
- 5.4 VCAC Workplan Review and Update (Kate Miller)
Staff will review the VCAC Work Plan, and the VCAC will discuss restructuring/broadening the scope of the VCAC.
- Recommendation:** Information/Discussion
- Estimated Time:** 5:40 p.m.
- Attachments:** [VCAC Item 5.4 Work 2016 Work Plan.pdf](#)

5.5 NCTPA Name Change and Rebranding Effort (Kate Miller)

Estimated Time: 5:50 p.m.

Attachments: [VCAC Item 5.5 Name Change.pdf](#)

6. FUTURE AGENDA ITEMS**7. ADJOURNMENT**

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.



November 5, 2015
VCAC Agenda Item 5.1
Continued From: July 9, 2015

Action Requested: INFORMATION/DISCUSSION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee (VCAC)
FROM: Kate Miller, Executive Director
REPORT BY: Kate Miller
(707) 259-8634 / Email: kmiller@nctpa.net
SUBJECT: Disaster Planning and Emergency Preparedness

RECOMMENDATION

The VCAC will receive NCTPA's draft Emergency Response Plan Outline for review.

EXECUTIVE SUMMARY

Staff has developed a draft Emergency Response Plan which was developed in coordination with County of Napa as part of its Emergency Operations Plan, As a first responder, NCTPA may be called upon to evacuate residents in the event of an emergency. Likewise, NCTPA must have a plan to ensure its riders are safe. As part of that effort, NCTPA developed its plan to ensure communication and resources are in place to respond in the event of a disaster.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

As a first responder, NCTPA must have a plan in place to ensure coordination with the County's Office of Emergency Services and to ensure communications and operations run smoothly in the event of a disaster. To address this, NCTPA staff is preparing a written plan to provide guidance in handling the multitude of aspects involved in responding to an emergency. The plan will also include emergency plans from relevant federal, state and local governments as well as partnering agencies.

Staff has outlined a draft of the Emergency Plan Outline for the VCAC's review and comment.

SUPPORTING DOCUMENTS

Attachment: Draft Emergency Plan Outline

NCTPA Emergency Plan

TABLE OF CONTENTS

Executive Summary

Emergency Protocols

- Emergency Response Team (ERT)
- Emergency Quick Reference Guide
- Outside Emergency Contacts
- Mobilization Protocol
- Additional Protocols

Transit Operations

Electrical Generators

Fuel

Supplies and Equipment

Fuel

Alternate Dispatch Locations

Alternate Transit Center/Transfer Locations

Alternate Bus Yard Location(s)

Special Needs Populations

Evacuations

Executive Summary

The purpose of this document is to identify the local, state and federal emergency response plans that may involve NCTPA's services and resources, and serve as a practical resource for agency staff in the event of a community emergency. An Emergency Plan binder will provide additional details and outside agencies' emergency plans

As appropriate, NCTPA will coordinate with the following agencies and/or their emergency response plans:

- County of Napa
- Transit contractor (currently Transdev)
- Metropolitan Transportation Commission (MTC)
- State of California Office of Emergency Services
- Federal Emergency Management Agency (FEMA)
- Local jurisdictions and Transit "Mutual Aid" Partners

Emergency Protocols

The transportation assets of NCTPA may provide crucial assistance in the event of a community emergency. The agency will work collaboratively with local emergency personnel to integrate planning for the mobilization and utilization of fleet and communication resources. In the event of an emergency, the rapid, coherent and non-conflicting dissemination of services and information is crucial.

Emergency Response Team (ERT)

The ERT will coordinate and act on requests for information, resources and direction from the affected area. The ERT will consist of (listed in order of command):

- Executive Director
- Manager – living closest to NCTPA
- Manager of Public Transit
- Manager – next manager living closest to NCTPA

The first contacted person will call and inform the Transit Contractor and other staff as appropriate.

Emergency Quick Reference Guide

NCTPA will maintain an emergency quick reference guide that outline basic steps for responding to emergencies and also contain emergency contact information for staff members.

Outside Emergency Contacts

Transit Contractor

NCTPA's transit contractor shall maintain a list of emergency contact information for all employees. No less than annually, a subset of that list containing all management and key supervisory personnel shall be provided in electronic form to NCTPA.

County Office of Emergency Services

Periodically, the County Office of Emergency Services provides NCTPA with a list of emergency contact information for local emergency personnel. A copy of this list shall be provided to the ERT and all Managers.

Mobilization Protocol

In the event of a major community disaster (earthquake, flood, wildfire, toxic spill, etc.), NCTPA's transportation and communication resources may be required to render assistance as appropriate.

The following protocol should be followed.

1. Secure the physical safety of agency personnel and their family.
2. Determine the safe habitability of agency facilities
3. Establish communication with transit operations
4. The Executive Director or his/her designee will contact the Napa County Office of Emergency Services to determine if NCTPA can provide assistance.
5. If an event occurs after hours, ERT members will notify staff if their presence may be required to provide assistance.

Additional Protocols

NCTPA's transit contractor shall provide annually a specific disaster plan for the mobilization of transit and communication resources.

NCTPA staff shall be assigned to and participate in the County Operation Area Partners group.

NCTPA shall participate in local and regional disaster planning activities.

Transit Operations

In order for the transit system to operate and respond effectively in emergencies several items are crucial: electricity, radio and/or cell phone communication equipment, and fuel.

Electrical Generators

The agency owns two small electrical generators, stored at the transit yard. Power cords and small quantities of gasoline are stored at the transit yard to power the generators and connect them to appliances. The generators will power the computers in the dispatch office and the customer service computers.

Communication

Two-Way Radios

Two way radios are stored at the transit yard, sales office at the transit center and in the office of the Manager of Public Transit.

Telephones

The land lines may be able to be powered by the gas generator. If the telephone system is down, and cannot be powered by the gas generator, and cellular systems are up, then staff will use their cell phones. If both systems are down, staff will use radios as necessary.

Dispatch computers

In the event of a power outage, dispatch computers will be powered by the generator.

Supplies/Equipment

The following equipment and supplies will be kept on hand at both the maintenance yard and the NCTPA offices:

- Flashlights
- Batteries
- Extension cords
- Cell phone chargers
- Water
- Emergency food supplies

Alternate Dispatch Locations

Staff is exploring alternate dispatch locations in the event the dispatch office and NCTPA/Soscol Gateway Transit Center are non-operational.

Alternate Transit Center/Transfer Locations

The Redwood Park and Ride lot will serve as an alternate transit center/transfer locations in the event the Soscol Gateway Transit Center is non-operational or will stage as directed by the Office of Emergency Services.

Alternate Bus Yard Location(s)

Staff is exploring alternate bus yard locations in the event the bus yard is non-operational. Mutual aid agreements when in place, will identify specific locations.

Special Needs Populations

Evacuations

NCTPA will work with County/local Office of Emergency Services in the event a major evacuation is ordered.

Mutual Aid Agreements

NCTPA will establish Mutual Aid Agreements with the following agencies:

- Soltrans
- Fairfield Transit
- Petaluma Transit
- Sonoma County Transit
- Lake County Transit
- The City of Napa
- The County of Napa
- The City of American Canyon
- The Town of Yountville
- The City of St. Helena
- The City of Calistoga

Emergency Contact Numbers

NCTPA Emergency Response Team

Kate Miller, Executive Director

Mobile:

Alternate Phone:

NCTPA Office: (707) 259-8634

Danielle Schmitz, Planning Manager

Mobile: Home: ---

NCTPA Office: (707) 259-5968

Karrie Sanderlin

Mobile:

Home: ---

NCTPA Office: (707) 259-8633

Matt Wilcox

Mobile:

Home:

NCTPA Office: (707) 259-8635

Herb Fredricksen, Program Manager Engineer

Mobile:

Home:

NCTPA Office: (707) 259-5951

Transit Operator Contacts

Current Transit Operator: Transdev

Cheryl Drake, General Manager, Napa

Mobile:

Office: 707-253-4942

Charlene Hicks, Chief Operations Officer, Napa

Mobile:

Office: 707-253-4083

Ken Schwarzbach
Mobile:
Office: (707) 251-1098

County of Napa Office of Emergency Services (OES)

Kevin Twohey, OES Coordinator
Office phone: (707) 299-1892
Mobile phone: (707) 363-6221
Email: kevin.twohey@countyofnapa.org

* DIAL 9 FIRST TO ACCESS AN OUTSIDE LINE	
Actual Emergencies If calling from cell phone	9-911 253-0911
County of Napa Public Information (Emergency Information)	9-299-1593
City of Napa Flood Information	9-258-7813
City of Napa Public Information Office	9-258-7817
Napa City Sewer	9-258-6014
Napa County Road Conditions	9-299-1595
Napa Police Dispatch	9-253-4451
PG&E (24-hour Emergency and Customer Service)	9-1-800-743-5000
PG&E (24-hour Power Outage Hotline)	9-1-800-743-5002



November 5, 2015
VCAC Agenda Item 5.2
Continued From: New

Action Requested: INFORMATION/DISCUSSION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee (VCAC)
FROM: Kate Miller, Executive Director
REPORT BY: Kate Miller
(707) 259-8634 / Email: kmiller@nctpa.net
SUBJECT: Citizen Advisory Committee

RECOMMENDATION

The VCAC will receive a proposal to transition the VCAC to a multi-modal Citizen Advisory Committee.

EXECUTIVE SUMMARY

The VINE Consumer Advisory Committee (CAC) has served NCTPA and the VINE since April 2006 advising the Board on issues concerning the VINE and its ancillary transit services. Given the growing concern about traffic congestion in the Napa Valley and limited financial resources, there is a critical need to better manage travel demand. The VINE will be central in this effort.

Encouraging mode shift from single occupancy auto use to other modes will be essential for reducing traffic congestion on County roads and highways. NCTPA staff believes that a critical step in this direction is to create a permanent Citizen Advisory Committee that addresses all modes. Since many VCAC members have years of experience working with NCTPA on transit issues, staff is recommending transforming the VCAC into a CAC, and if there is an interest, to fill some of the positions with existing VCAC members.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

A number of independent CACs have been convened to provide feedback to the NCTPA Board and staff on various projects. Recently these include the State Route 29 Gateway Study and the countywide transportation plan, Vision 2040: Moving Napa Forward. Identifying, appointing, confirming, and educating members of the community each time a special project is being developed is not only time consuming, the knowledge gained by these committees goes away when the committee is disbanded. Having a permanent CAC with an interest in every mode, representing jurisdictions and various factions in the County would be more efficient and significantly improve the quality of the input that is received.

Since the VCAC has vast years of experience working with NCTPA staff on transit issues, staff's recommendation is to transform the VCAC into the CAC, by filling open positions with VCAC members if there is an interest.

Table 1 reflects the staff recommendation for the make-up of the new committee.

Table 1: Proposed CAC Members

Interest	Number of Members
American Canyon resident*	1
City of Napa resident *	1
County of Napa resident *	1
Town of Yountville resident *	1
City of St. Helena resident *	1
City of Calistoga resident *	1
Chamber Member	1
Vintner Member	1
Agriculture Member	1
Hospitality Member	1
Member Representing Environmental Interests	1
Member representing senior population	1
Student member	1
Non-profit organization	1
Member representing Low Income Housing Interests	1
Member of the Paratransit Coordination Council	1
Member of the Active Transportation Advisory Committee	1
Member representing Health and Human Service interest	1

Staff further recommends that the CAC have no fewer than six (6) members from underrepresented communities such as: Hispanic, African American, Asian, Native American, etc.

*City/Town/County members would be appointed by their respected Councils or Board of Supervisors whichever is applicable.

Ideally, members would serve two years. Terms would need to be staggered to ensure continuity. NCTPA staff is recommending that this new committee be convened in 2016.

SUPPORTING DOCUMENTS

Attachment: 1) Draft By-laws

CAC

Citizen Advisory Committee

COMMITTEE BYLAWS

Article I - NAME

The name of this committee shall be the Citizen Advisory Committee (CAC). Establishment of the committee is authorized under section 4.4.4 of the Joint Powers Agreement of the Napa County Transportation Planning Agency.

Article II - OBJECTIVE

The CAC serves to provide the Napa County Transportation Planning Agency (NCTPA) with advice, comments and suggestions pertaining to multi-modal plans, programs, and projects administered by NCTPA of interest to the citizens of Napa County. The committee shall serve in an advisory capacity. Its objective will be to assist NCTPA staff in developing plans and programs to address traffic congestion within a multi-modal framework. The functions of the committee shall include, but are not limited to the following:

1. Advise NCTPA staff and the NCTPA Board on plans including but not limited to Countywide Transportation Plans, Short Range Transit Plans, Active Transportation Plans, and project specific plans.
2. Advise NCTPA staff and the NCTPA Board on consumer issues related to the design of the VINE system, and its ancillary systems/services, performance, policies, marketing and communications.

Article III - COMPOSITION-QUALIFICATION AND TERMS

All CAC members shall be appointed by the Napa County Transportation & Planning Agency Board, and shall serve at the pleasure of the Napa County Transportation & Planning Agency. Members representing specific jurisdictions (*) will be recommended by their respective jurisdiction. No less than 6 members of the committee will also be members of underrepresented communities in Napa Valley, including but not limited to Hispanic, African American, Asian, Native American, etc.

The CAC will consist of eighteen (18) members. Members will be appointed based on their representation of the following constituencies:

Interest	Number of Members
American Canyon resident*	1
City of Napa resident *	1
County of Napa resident *	1
Town of Yountville resident *	1
City of St. Helena resident *	1
City of Calistoga resident *	1
Chamber Member	1
Vintner Member	1
Agriculture Member	1
Hospitality Member	1
Member Representing Environmental Interests	1
Member representing senior population	1
Student member	1
Non-profit organization	1
Member representing Low Income Housing Interests	1
Member of the Paratransit Coordination Council	1
Member of the Active Transportation Advisory Committee	1
Member representing Health and Human Service interest	1

All members, while understanding that they may have been appointed by virtue of a particular position or interest they hold or represent, must also understand that they represent all the citizens of the community as advisory committee members.

Initial appointments to the Committee shall be six for a one-year term, six for a two-year term and six for a three-year term. Subsequent to the initial appointment, the term of appointment shall be for two years, which may be renewed. Members shall draw lots to determine term of initial appointment.

Article IV - MEMBERSHIP WITHDRAWAL

Membership may be withdrawn for any of the following reasons at the direction of the NCTPA Executive Director:

1. Three (3) consecutive unexcused absences or five (5) absences in an eighteen month period.

2. Misrepresentation at time of appointment with respect to personal use of NCTPA's service.
3. If member does not reside in Napa County or ceases to no longer represent the constituency to which the member was assigned.

Article V - OFFICERS AND DUTIES

The committee members will elect a committee Chair and Vice-Chair by a majority of the members present at the November/December meeting. A quorum is necessary to hold the elections. Offices will be held for one year or until their successors are elected.

The Chair will preside at all meetings. Should the Chair be absent, the Vice-Chair will preside. In the unlikely event both Chair and Vice-Chair are absent; the remaining members will select an alternate member to preside.

The Chair may appoint ad hoc committees on an as-needed, non-scheduled basis to accomplish a specific task and report back to the full CAC. Ad hoc committees must have less than a quorum of CAC members and are exempt from the requirements of the Brown Act. The CAC may not direct the ad hoc committee on how to fulfill its function or when it should meet.

NCTPA staff will provide the administrative support for the committee including providing minutes, mailing agendas to members, and any other related duties.

Article VI - MEETINGS

The CAC will meet bi-monthly on the first Thursday of the month at 5 pm, effective January 2016, unless otherwise scheduled by the majority of a quorum. Additional meetings may be required to address time sensitive matters. Meetings will be held at a date, time and place as set by resolution of the NCTPA.

All CAC meetings will be held in accordance the Ralph M. Brown Act (Government Code section 54950 et seq.). Agenda items will be agreed upon by the Chair and the NCTPA staff representative, or upon motion of the committee. Any committee member may make recommendations for the agenda. Those items not on the agenda may be discussed during the member comment section on the agenda. Each meeting will have an open discussion period and an opportunity for public comment.

Each member shall have one (1) vote and a quorum shall consist of nine (9) voting members. A majority vote of the quorum shall be necessary to present an issue to the Executive Director and to the NCTPA Board of Directors.

All actions of the committee shall require the approval of a majority of the quorum.

Article VII - PARLIAMENTARY PROCEDURE

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

Public Notice of all meetings shall be given pursuant to the Brown Act in compliance with the 72-hour posting deadline for regular meetings and the 24-hour deadline for special meetings.

Article VIII - PROHIBITED ACTIVITIES

No individual member shall represent the CAC to the general public or at a NCTPA Board meeting without majority vote of a quorum at a CAC meeting prior to the representation.

No CAC member will represent NCTPA to the general public without consent of the Executive Director (or designee) prior to the representation.

Article IX. IMPERTINENCE-DISTURBANCE AND MEETING

Any person, including committee members, 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, including committee members, 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.



November 5, 2015
VCAC Agenda Item 5.3
Continued from: New

Action Requested: Nominations/Elections

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee
FROM: Kate Miller, Executive Director
(707) 259-8634 / Email: kmiller@nctpa.net
SUBJECT: Election of Chair and Vice-Chair

RECOMMENDATION

Elect a Chair and Vice-Chair.

EXECUTIVE SUMMARY

Each year the VCAC elects a Chair and Vice-Chair before the end of the calendar year. The Committee By-laws direct that the election be made at the November or December meetings. As the VCAC does not meet in December, nominations will be accepted and elections for officers will be held at the November 5, 2015 meeting.

FINANCIAL IMPACT

Is there a Fiscal Impact? No.

FINANCIAL IMPACT

SUPPORTING DOCUMENTS

None.



November 5, 2015
VCAC Agenda Item 5.4
Continued from: New

Action Requested: ACTION REQUIRED

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee
FROM: Kate Miller, Executive Director
(707) 259-8634 / Email: kmiller@nctpa.net
SUBJECT: VCAC 2016 Work Plan

RECOMMENDATION

The Committee review and adopt its 2016 Work Plan.

EXECUTIVE SUMMARY

NCTPA was created under a Joint Powers Agreement (JPA) that specifically delineates the many roles and responsibilities of the agency and its advisory bodies. In addition, each advisory committee has its own by-laws and areas of particular focus.

NCTPA staff must delineate committee objectives, maintain agency programs and complete projects within available financial and human resources. To optimize available resources, staff has developed a draft Work Plan for each committee. The supporting document contains the proposed 2016 Work Plan for VCAC's consideration. Staff has proposed the 2016 VCAC Work Plan shown on the following page.

FINANCIAL IMPACT

Is there a Fiscal Impact? No.

FINANCIAL IMPACT None.

SUPPORTING DOCUMENTS Attachment 1: VCAC 2016 Work Plan

Proposed 2016 VCAC Work Plan

Item	Anticipated Date
Review various transit projects	Periodic/as needed
Review/propose minor changes to VINE system	Periodic/as needed
Review bus stops, facilities and access issues	Periodic/as needed
Receive updates on various plans and reports	Periodic/as needed
Review competitive grants	Periodic/as needed
NCTPA/VINE Rebranding-Marketing Updates	Periodic/as needed
Review Annual Report	March
Community Based Transportation Plan Update	March
Bikes on Buses and Bike Parking	March
2016/17 Budget	May
Nomination of Officers	September
Election of Officers	November



November 5, 2015
VCAC Agenda Item 5.5
Continued From: July 9, 2015

Action Requested: INFORMATION/DISCUSSION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee (VCAC)
FROM: Kate Miller, Executive Director
REPORT BY: Kate Miller
(707) 259-8634 / Email: kmiller@nctpa.net
SUBJECT: NCTPA Name Change and Rebranding Effort

RECOMMENDATION

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

EXECUTIVE SUMMARY

At its October 21st 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

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

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
www.green-ideas.com
amber@green-ideas.com
415-601-3279

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.

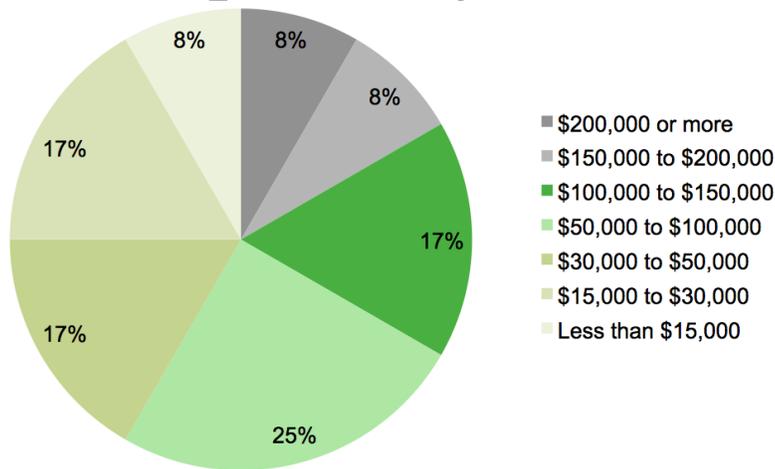
Next Steps

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

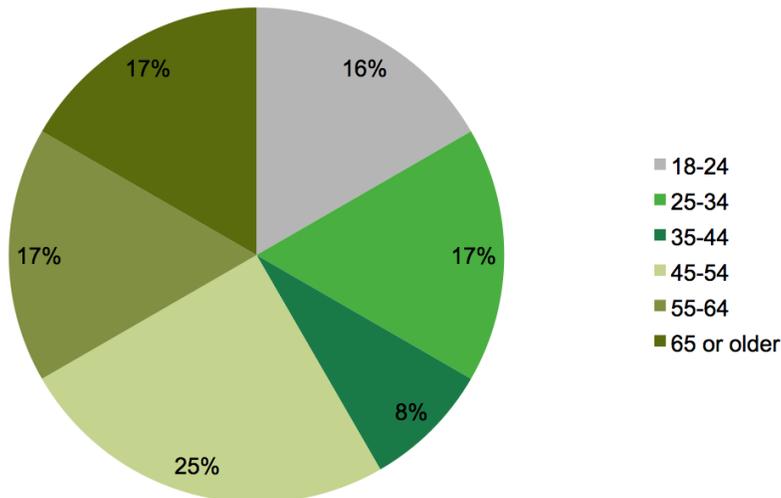
During the months of June and July, Green Ideas' design team had one to two-hour long in-depth conversations with thirteen Napa County commuters we reached through six community organizations. We also met with five community leaders in a focus group and did on-the-ground observational studies. We spoke 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



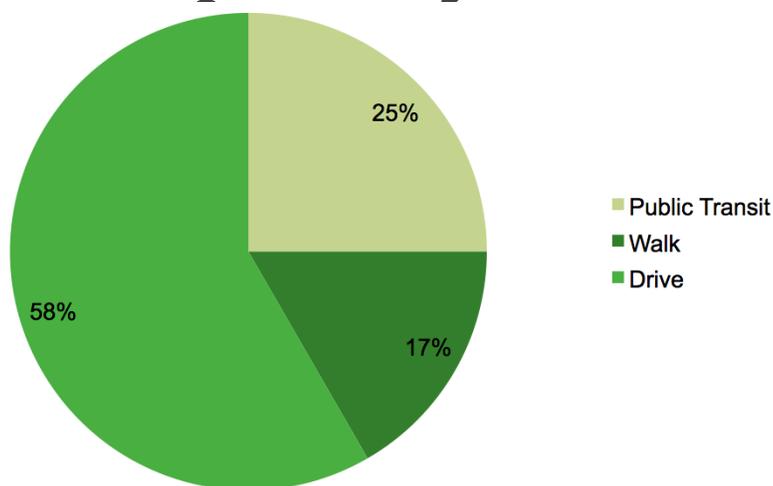
We reached our goal of speaking to families from the most extreme demographic spectra in Napa, from those who made less than \$10,000 to those who made more than \$250,000

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

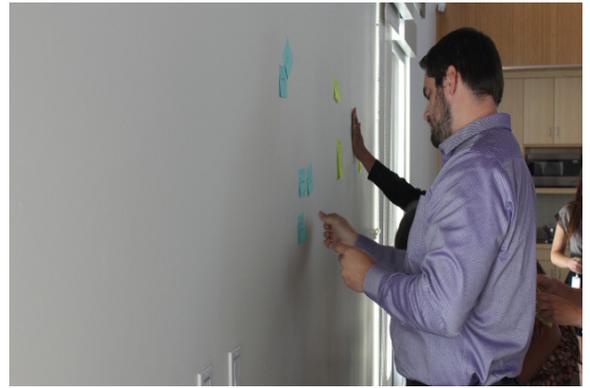


Biking

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

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

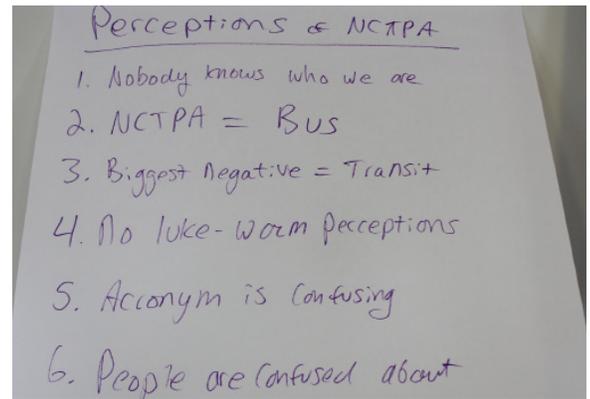


Health

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

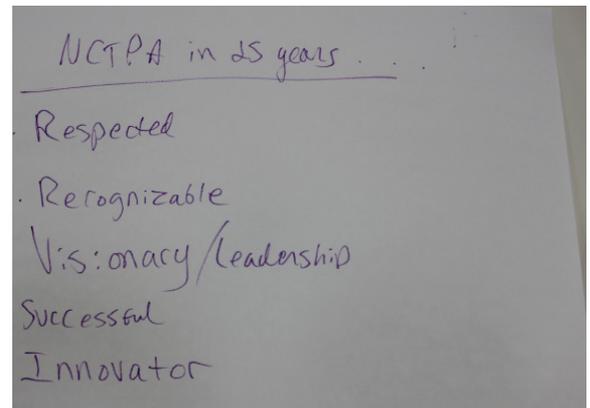
Perceptions of NCTPA

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



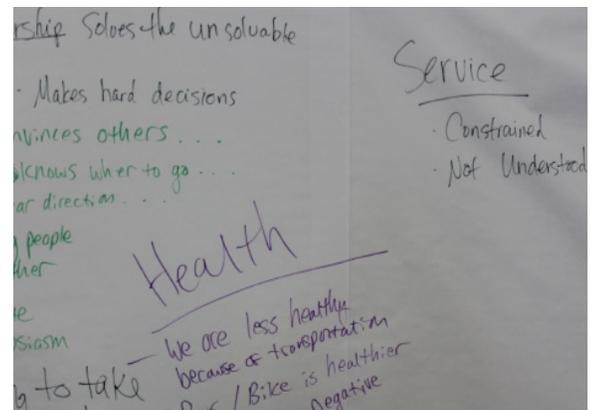
NCTPA in 25 years is . . .

- Respected
- Recognizable
- Visionary leader
- Successful
- Innovative



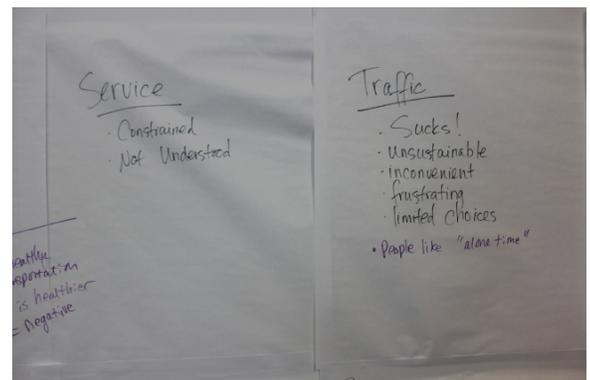
NCTPA's Personality

- 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

- chamber went through re-branding

- 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