

Napa County Transportation and Planning Agency

625 Burnell Street
Napa, CA 94559



Agenda - Draft

Monday, July 27, 2015

5:00 PM

NCTPA/NVTA Conference Room

Active Transportation Advisory Committee

All materials relating to an agenda item for an open session of a regular meeting of the Active Transportation Advisory Committee (ATAC) which are provided to a majority or all of the members of the ATAC by ATAC 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 ATAC, 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 ATAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the ATAC 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 ATAC on any item at the time the ATAC 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 ATAC Secretary. Also, members of the public are invited to address the ATAC 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 Technician, 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 – ATAC or go to [/www.nctpa.net/active-transportation-advisory-committee-atac](http://www.nctpa.net/active-transportation-advisory-committee-atac)

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
5. Routine Accommodations/Complete Streets Checklist Review

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

- 6.1 Meeting Minutes of May 18, 2015 ATAC meeting
- Recommendation:** Approval
- Attachments:** [6.1 5-18-15 minutes.pdf](#)
- 6.2 Meeting Brief (no quorum) from June 22, 2015 ATAC meeting* (Diana Meehan)
ATAC will review meeting brief from the June 22, 2015 meeting which did not have a quorum.
- Recommendation:** Information

7. REGULAR AGENDA ITEMS

- 7.1 Napa County Pedestrian Plan Update (Diana Meehan)
Fehr and Peers will provide a presentation on the Napa County Pedestrian Plan
- Recommendation:** Information
- Attachments:** 7.1 Napa County Pedestrian Plan.pdf
- 7.2 Bicycle and Pedestrian Count Locations (Diana Meehan)
- The ATAC will review and approve countywide bicycle and pedestrian count and survey locations and survey questions.
- Recommendation:** Approval
- Attachments:** [7.2 Bicycle and Pedestrian Count Locations.pdf](#)

7.3 Active Transportation Advisory Committee (ATAC) Member Nomination
(Diana Meehan)

The ATAC will review Erin Middleton's ATAC application and Napa County Board of Supervisor's recommendation.

Recommendation: That the Active Transportation Advisory Committee (ATAC) recommend to the NCTPA board appointing Erin Middleton to ATAC to fill the vacancy as representative for the County of Napa.

Attachments: [7.3 Committee Member Appointment.pdf](#)

8. FUTURE AGENDA ITEMS

9. ADJOURNMENT

* Item(s) will be handed out at the meeting

I 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 Wednesday July 22, 2015. /s/ Kathy Alexander

Napa County Transportation and Planning Agency (NCTPA)

Active Transportation Advisory Committee (ATAC)

MINUTES

Monday, May 18, 2015

ITEMS

1. Call to Order

Meeting was called to order at 5:05 pm.

2. Roll Call / Introductions

Members Present:

Mike Costanzo (Vice Chair)
Eric Hagyard
James Eales
Joel King
Donna Hinds

Members Absent:

Paul Wagner
Barry Christian
Dieter Deiss
Anne Darrow

3. Public Comments

Member of the Public, T.C. Hulsey thanked the committee for their work making the community better for bicyclists and pedestrians. He also distributed Smart Cycling, quick guide, published by the League of American Bicyclists for the committee to review and suggested its distribution throughout the community. The guide provides detailed information on safe cycling skills.

4. ATAC Members and Staff Comments

4.1 Donna Hinds is considering becoming a member of the St. Helena Active Transportation Committee in order to better serve her community. The discussion

among members was that all representatives on the NCTPA ATAC are representatives of their communities and are not required to serve on their local committees, but are encouraged to participate whenever possible in local committee meetings.

4.2 Joel King announced that the City of Napa was in the process of completing a downtown parking study and encouraged the City to include bicycle parking as part of the study.

5. Routine Accommodations/Complete Streets Checklist Review

None

6. CONSENT ITEMS (6.1)

6.1 Approval of Meeting Minutes of April 27, 2015

MOTION MADE by King SECONDED by Hagyard to APPROVE the April 27, 2015 minutes as presented. Motion Passed Unanimously.

7. REGULAR AGENDA ITEMS

7.1 Napa Recreational Bicycle Loops/Trips

City of Napa Bicycle and Trails Advisory Commission member Jean Hasser discussed the development and goals for creating the Bicycle Loops/Trips maps.

- Encourages short distance travel by bicycle
- Provides clear route information
- Goal of publishing small booklet for use among locals and visitors

Next steps are to:

- Find funding source for creating better quality maps
- Add any additional loops/trips for other jurisdictions
- Publish maps, including an electronic version for distribution on local websites and social media

7.2 Bike/Pedestrian Safety Campaign

Staff provided an update on the Bicycle and Pedestrian Safety Campaign. Staff will be applying for an Office of Traffic Safety Grant in the fall in order to fund the media campaign in FFY 2016-17

7.3 Bicycle and Pedestrian Counts

In order to participate in the National Bicycle and Pedestrian Count Program, NCTPA staff along with two summer interns will be organizing volunteers and training for counts taking place September 14-20 2015.

8. **FUTURE AGENDA ITEMS**

- Imola Corridor Update
- Countywide Plan Update
- Bike/Ped Count Locations

9. **Approval of Meeting Date of June 22, 2015 and Adjournment**

Meeting Adjourned at 7:20 PM



July 27, 2015
TAC Agenda Item 7.1
Continued From: New
Action Requested: **Information**

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY ATAC Agenda Letter

TO: Active Transportation Advisory Committee (ATAC)
FROM: Kate Miller, Executive Director
REPORT BY: Diana Meehan, Associate Planner
(707) 259-8327 / Email: dmeehan@nctpa.net
SUBJECT: Countywide Pedestrian Master Plan-Evaluation Criteria

RECOMMENDATION

ATAC will review the evaluation criteria for pedestrian improvement projects for the Countywide Pedestrian Master Plan (CPMP).

EXECUTIVE SUMMARY

To ensure consistency of the goals and visioning for the CPMP, NCTPA Staff and its consultants, Fehr & Peers, worked with the Technical Advisory Committee (TAC) to finalize evaluation criteria for pedestrian improvement projects. A list of 6 weighted evaluation criteria was developed for the Plan to inform project scoring.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

Consultants from Fehr & Peers met with staff in each jurisdiction to identify the project inventory within the pedestrian network, keeping the unique characteristics of each location in context. Inventory maps were created from these meetings and used in a series of public workshops held in January and February. From these exercises, Fehr & Peers created benchmarking for each jurisdiction. NCTPA has received comments from each jurisdiction on the benchmarking which was taken into consideration during the development of the project prioritization criteria.

Walk audits took place in identified key focus areas in all jurisdictions in May. Walk audits focused on conducting visual surveys and observing physical characteristics and conditions while examining the connectivity and continuity of the area's surrounding pedestrian network. The audits will result in the development of a preliminary infrastructure improvement list for each area using the project prioritization criteria (Attachment 1).

Project Timeline:

- July 2015: Finalize project prioritization criteria and project lists
- July-September 2015: Draft Plans & Guidelines
- October-January 2015: Environmental Review Process
- November-December 2015: Presentation/Final Adoption of Plans

SUPPORTING DOCUMENTS

Attachment(s): (1) Project Prioritization Criteria

**ATTACHMENT 1
 ATAC AGENDA ITEM 7.1
 JULY 27, 2015**

Criterion	Data Set / Metric	Weight
Locally important project	<ul style="list-style-type: none"> • Local excitement/ support • High economic benefits • Easy to implement, including ROW constraints or coordination/synergy with other projects • Supports goals of an existing Plan (General Plan / Specific Plan / Bike Plan) 	
Improves safety	<ul style="list-style-type: none"> • Collision “Hot Spot” Location 	
Improves access to transit	<ul style="list-style-type: none"> • Within ½ mile of a transit stop 	
Provides a key connection (sidewalk gap, trail connection, or mix of land uses served, etc.)	<ul style="list-style-type: none"> • Missing sidewalk, critical location identified by public, or ranks high on Ped Index Map 	
Cost	<ul style="list-style-type: none"> • Low, Medium, High Cost Level 	
Improves access to schools	<ul style="list-style-type: none"> • Within ½ mile of school 	

Comment [dm 1]: Waiting to receive comments from TAC



July 27, 2015
ATAC Agenda Item 7.2
Continued From: New
Action Requested: **Approve**

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY ATAC Agenda Letter

TO: Active Transportation Advisory Committee (ATAC)
FROM: Kate Miller, Executive Director
REPORT BY: Diana Meehan, Associate Planner
(707) 259-8327/ Email: dmeehan@nctpa.net
SUBJECT: Bicycle and Pedestrian Count Locations

RECOMMENDATION

That the ATAC approve countywide bicycle and pedestrian count and survey locations and survey questions.

EXECUTIVE SUMMARY

To help prioritize and plan for bicycle and pedestrian infrastructure improvements throughout the county, data on the use of the facilities and users will be collected. The purpose of this memo is to:

- Finalize count location list for September 2015 bicycle and pedestrian counts and surveys (Attachment 1)
- Review and finalize survey questions (Attachment 2)

Staff took the count and survey locations to the Technical Advisory Committee (TAC) in July for review. TAC agreed to have any additions/comments on locations back to staff by July 23rd. Attachment 1 reflects TAC's comments.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

Bicycle and pedestrian counts and surveys are necessary to evaluate existing facilities, who uses these facilities, and why. Data collected over time can also be used to compare to earlier data collected to make projections on potential future use.

The Metropolitan Transportation Commission (MTC) conducted regional counts and surveys in 2002 with updates to counts through 2012. The MTC effort will provide a critical baseline for how bicycling and walking has changed over time. These count and survey locations will remain on the list. The MTC count locations were selected using the following 5 criteria and should be considered when selecting final count locations:

1. High bicycle collision rates.
2. On the local or regional bicycle network (existing or proposed).
3. Proximity to major transit facilities.
4. Proximity to schools and colleges/universities.
5. Proximity to local or regional attractions/destinations.

Surveys were also administered at two (2) of the following County locations:

- Calistoga: Lincoln (SR29) at Washington
- Napa: Lincoln at Jefferson.

Based on feedback from ATAC members and staff review, potential additional survey locations are:

- Main St. and Pope St., St. Helena
- Commuter Path at Jefferson St., City of Napa
- Streblov Drive at Napa Valley College path, City of Napa
- Newell Dr. and American Canyon Road, American Canyon
- Other?

There is an opportunity to participate in the National Bicycle and Pedestrian Documentation Project (NBPDP), a joint effort between the Institute of Transportation Engineers (ITE), Alta Planning and Design and the Pedestrian and Bicycle Council. The objective of the NBPDP is to:

- Establish a consistent national methodology for conducting bicycle and pedestrian counts and surveys.
- Establish a national database of bicycle and pedestrian count information generated by consistent methods and practices.

The project provides all training information and materials for participation. Counts take place annually and information gathered will become part of a national shared database. All participants will have access to data collections. The next official count date will be September 14th -20th 2015.

In order to prepare for counts and surveys in September, NCTPA will have two summer interns assist in recruiting volunteers and scheduling a training date for late July or early August. For more information on the National Bicycle and Pedestrian Documentation Project follow this link:

<http://bikepeddocumentation.org/>

SUPPORTING DOCUMENTS

Attachment(s): (1) Count locations
(2) MTC Survey

Bicycle and Pedestrian Count Locations-2015
*** Indicates MTC Location/** Bike Plan Location**

ATTACHMENT 1
ATAC AGENDA ITEM 7.2
July 27, 2015

JURISDICTION	LOCATION	SURVEY LOCATION
American Canyon	*SR 29 and American Canyon Rd.	
American Canyon	**Donaldson Way and Elliott Dr.	
American Canyon	Wetlands Edge and Eucalyptus Dr.	
American Canyon	Newell Dr. and American Canyon Rd.	Recommended
City of Napa	*Jefferson and Lincoln	Yes
City of Napa	**Soscol and Vallejo St. (Commuter Path)	
City of Napa	**Soscol and Main/Central (Commuter Path)	
City of Napa	Redwood Rd. and Solano Ave.	
City of Napa	**Trancas St. and Old Soscol Ave/River Trail	
City of Napa	**Coombsville Rd. and Silverado Tr. (5-way)	
City of Napa	**Soscol and Third St.	
City of Napa	Tamarisk and Coombsville Rd.	
City of Napa	Gasser Drive and Imola Ave	
City of Napa	Solano Ave. and Linda Vista	
City of Napa	**Streblow Drive and NVC path	Recommended
City of Napa	Jefferson St. @ Commuter Path	Recommended
City of Napa	Redwood Rd. and Carol Dr.	
Unincorporated Napa County	**Silverado Tr. And Deer Park Rd.	
Unincorporated Napa County	**SR 29 and Oakville Grade	
Unincorporated Napa County	**Soscol Ferry Rd. and Devlin Rd.	
Unincorporated Napa County	*Drycreek Rd. and Orchard Avenue	
Unincorporated Napa County	*Old Sonoma Rd. and Hwy 121	
Unincorporated Napa County	*Silverado Tr. And Oakville Crossroad	
Yountville	*Yount St. and Finnell	
Yountville	Madison St. and Washington St.	
Yountville	Washington St. and Yount St.	
Yountville	California Dr. and Washington St.	
St. Helena	*Main St. and Adams **	
St. Helena	SR 29 and Grayson Ave.	
St. Helena	Main St. and Pope St.	Recommended
St. Helena	Main St. and Pratt St.	
St. Helena	SR 29 and El Bonita Dr.	
Calistoga	*Lincoln St. and Washington St.	Yes
Calistoga	**Silverado Tr. And Brannon St.	
Calistoga	**Grant St. and N. Oak St.	
Maximum 4-6 locations for larger jurisdictions: American Canyon, City of Napa, Unincorporated Co.		
Maximum 2-3 locations for smaller jurisdictions: Yountville, St. Helena, Calistoga		

ABOUT YOU....

1. Gender Male Female
2. Age Under 16 16 - 39 40 - 64 65+
3. Household Income
 Under \$25,000 \$25,000 - \$49,999 \$50,000-74,999 \$75,000+
4. Do you own a car? Yes No

ABOUT YOUR TRIP TODAY....

5. What is the primary purpose of your trip today? Check one.
 Work Commute School Commute Other _____
 Recreation/Exercise Shopping/Errands/Food
6. Which other modes of transportation will you use on your trip today? Check all that apply.
 Walk Motorcycle Bus Other Rail Ferry
 Bicycle Auto BART
7. Where did you start your trip today?
 Home Work School Other: _____
 What city? _____ Nearest Intersection: _____
8. Where did you end your trip today?
 Home Work School Other: _____
 What city? _____ Nearest Intersection: _____

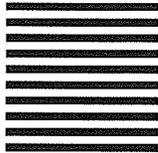
ABOUT YOUR ACCIDENT EXPERIENCE....

9. Have you ever been involved in a crash or accident with a vehicle while walking or bicycling?
 Yes No
10. If yes, what was the extent of the injury?
 None/Property Damage Only Minor Physical Injury Serious Physical Injury
11. If yes, was the accident reported to the police?
 Reported Not Reported

COMMENTS....

(continue survey on the inside...)

NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED
 STATES



BUSINESS REPLY MAIL
 FIRST CLASS PERMIT NO. 689 OAKLAND, CA

POSTAGE WILL BE PAID BY ADDRESSEE

Metropolitan Transportation Commission
 Attn: Trent Lethco
 Joseph P. Bort MetroCenter
 101 Eighth St.
 Oakland, CA 94607-9965

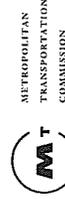
**BAY AREA
 PEDESTRIAN &
 BICYCLIST
 SURVEY**

Thank you for taking a survey form for pedestrians and bicyclists. We hope you will complete and return the form — it should take only a few minutes to complete. Once you've completed the survey, you can leave it with the person who gave it to you or drop it in the mail. Please be sure the survey is sealed and mailed back by **October 9, 2002.**

For more information on this project, please contact: Trent Lethco at (510) 464-7737 — tlethco@mtc.ca.gov or Nancy Okasaki at (510) 464-7759 — nokasaki@mtc.ca.gov

Purpose of the Pedestrian and Bicyclist Survey

The Metropolitan Transportation Commission (MTC) is the transportation planning, funding and coordinating agency for the nine-county San Francisco Bay Area. MTC is interested in learning more about how people travel on foot and by bicycle. Your responses to our survey will provide important information that MTC will use in planning for pedestrian and bicyclist needs in our region.



101 Eighth Street Oakland, CA 94607 (510) 464-7700

TO MAIL, PLEASE SEAL WITH TAPE

IF YOU ARE WALKING TODAY...

The following questions refer to walking or jogging on public streets, including sidewalks and shoulders

W1. Roughly how many times per week do you walk for...

- Less than 10 minutes? 1 - 2 3 - 4 5+
 10 - 30 minutes? 1 - 2 3 - 4 5+
 Over 30 minutes? 1 - 2 3 - 4 5+

W2. On a scale of 1 to 10, how safe do you feel when crossing the street?

- (1 = not safe at all and 10 = very safe) Circle one.
 1 2 3 4 5 6 7 8 9 10

W3. At a traffic light, what is the meaning of a flashing red hand symbol? Check one.

- ___ Don't start to cross the street.
 ___ Hurry up! The light is about to turn red.
 ___ Not sure

W4. When is it ok to cross the street mid-block*?

- Check one.
 ___ Never
 ___ Only when there is a marked crosswalk
 ___ When there is no marked crosswalk, but you've looked to make sure there is no oncoming traffic
 ___ Pedestrians can cross wherever they want
 ___ No response

*Mid-block refers to locations on a street which are in between intersections.

W5. Should the police issue tickets to pedestrians for unlawful behavior?

- ___ Yes ___ No

W6. When is it ok to cross against a red light?

- Check one.
 ___ Never
 ___ When there is no oncoming traffic
 ___ When there is no oncoming traffic and you know the light is about to turn green
 ___ When other people are doing it
 ___ No response

W7. Do you jaywalk? Check one.

- ___ Never ___ Often ___ No response
 ___ Sometimes ___ All the time

W8. Which of following statements best describes your behavior when you cross the street at a traffic light? Check one.

- ___ I generally don't pay attention to the Walk/Don't Walk signal and just cross whenever I think it's safe.
 ___ I wait for the Walk signal before I start crossing and continue to remain watchful of oncoming vehicles for as long as I'm in the crosswalk.
 ___ I wait for the Walk signal before I start crossing but sometimes fail to watch for oncoming vehicles.

W9. At intersections with pedestrian signals, do you feel that pedestrians are generally given enough time to cross the street?

- ___ Yes ___ No

IF YOU ARE BICYCLING TODAY...

B1. Why did you bicycle on this trip?

Check all that apply.

- ___ No car available
 ___ Saves time
 ___ Parking not available at the start or end this trip
 ___ Parking is too expensive
 ___ Exercise/recreation
 ___ More convenient
 ___ Protect the environment
 ___ For my health

B2. How often do you use your bicycle?

Check one.

- ___ 2 or more times per day
 ___ Several times a week
 ___ Several times a month
 ___ Several times a year

B3. Roughly how far did you ride your bicycle on this trip?

Check one for either distance or time.

- ___ 0 - 2 miles ___ less than 10 minutes
 ___ 3 - 5 miles ___ 10 - 20 minutes
 ___ 6 - 8 miles ___ 21 - 30 minutes
 ___ Over 9 miles ___ Over 30 minutes

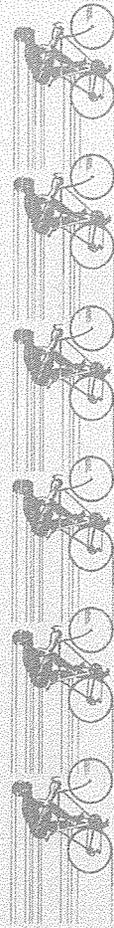
B4. How often do you use public transit? Check one.

- ___ Never ___ A few times a week
 ___ A few times a month ___ Every day

B5. Do you take your bicycle on public transit?

Check one.

- ___ Never
 ___ Yes, a few times a month
 ___ Yes, a few times a week
 ___ Yes, every day



B6. I prefer to ride my bike:

(Rank in order of preference 1 = most preferred, 4 = least preferred)

- ___ On any city street
 ___ On streets with signs identifying a bike route
 ___ On streets with a painted bike lane
 ___ Off street on bicycle trails

B7. If you did not have a bicycle, would you or someone in your household own an additional car?

- ___ Yes ___ No

B8. Do you generally wear a helmet when you bicycle?

- ___ Yes ___ No

B9. On a scale of 1 to 10, how safe do you feel when biking?

(1 = not safe at all and 10 = very safe) Circle one.

- 1 2 3 4 5 6 7 8 9 10

B10. What would make you feel safer when bicycling?

(Rank the following, with 1 being the safest & being least safe)

- ___ A bicycle lane on the street
 ___ More bicycle trails or paths
 ___ Motorists following the rules of the road
 ___ Slower-moving cars
 ___ Other: _____

B11. Should the police issue tickets to bicyclists for unlawful behavior?

- ___ Yes ___ No

B12. How often do you stop at stop signs? Check one.

- ___ Never ___ Often ___ No response
 ___ Sometimes ___ All the time

B13. Are the following statements true or false?

A bicyclist must obey all traffic laws that apply to motor vehicles. ___ True ___ False

In California, all roadways are open to bicyclists unless otherwise expressly prohibited. ___ True ___ False



July 27, 2015
ATAC Agenda Item 7.3
Continued From: New
Action Requested: **APPROVE**

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY ATAC Agenda Letter

TO: Active Transportation Advisory Committee (ATAC)
FROM: Kate Miller, Executive Director
REPORT BY: Diana Meehan, Associate Planner
(707) 259-8327 / Email: dmeehan@nctpa.net
SUBJECT: Active Transportation Advisory Committee (ATAC) Member
Nomination

RECOMMENDATION

That the Active Transportation Advisory Committee (ATAC) recommend to the NCTPA board appointing Erin Middleton to ATAC to fill the vacancy as representative for the County of Napa.

EXECUTIVE SUMMARY

Erin Middleton has been an active community cyclist for 8 years. She has a strong interest in active transportation and public service and has volunteered with the Rotary Club, Napa Insight and Mediation group and Napa CASA.

The Napa County Board of Supervisors recommended the appointment of Ms. Middleton to serve as representative on the NCTPA Active Transportation Advisory Committee at their June 9, 2015 meeting.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

The Active Transportation Advisory Committee is made up of eleven members with representation that mirrors the voting structure of NCTPA Board. Committee structure consists of: four members from the City of Napa, two from Napa County, two members from American Canyon and one from each remaining jurisdiction. Ms. Middleton's appointment to the ATAC would fill a vacancy on the committee.

The Board of Supervisors appointed Ms. Middleton at their June 9, 2015 meeting.

SUPPORTING DOCUMENTS

Attachments: (1) Middleton Application and BOS recommendation



County Executive Office
1195 Third Street, Room 310 Napa, CA 94559-3082
(707) 253-4421 FAX (707) 253-4176
APPLICATION FOR APPOINTMENT TO
BOARD, COMMISSION, COMMITTEE OR TASK FORCE

MAY 22 2015

NAPA COUNTY
EXECUTIVE OFFICE ^{AAFA}

A Tradition of Stewardship
A Commitment to Service

PLEASE TYPE OR PRINT (Complete pages 1 through 3)

NOTE: Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is **not** regarded as confidential **except** for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

PLEASE NOTE THAT APPOINTEES MAY BE REQUIRED BY STATE LAW AND COUNTY CONFLICT OF INTEREST CODE TO FILE FINANCIAL DISCLOSURE STATEMENTS

For information about Form 700 Conflict of Interest Code click on this link [Committee List of Form 700 Filers](#)

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Active Transportation Advisory Committee

*Category of membership for which you are applying:

(This information can be found on the news release announcing the opening. You may apply for more than one category if more than one position is open.)

General Public

*Supervisorial District in which you reside:

4

*Full Name:

Erin Middleton

*Date:

5/22/2015

*Current Occupation: (within the last twelve (12) months)

Real Estate Agent-in-Training

*Current License: (Professional or Occupational, date of issue and/or expiration including status)

in process of getting my real estate license

*Education/Experience: (A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)

Bachelor's Degree in Communications from the University of Oregon, marketing/advertising for 10 years, now transitioning into real estate

*Community Participation: (Nature of activity and community location)

UC Master Gardeners, composting workshops, weekly group bike rides, real estate caravan, Rotary Club volunteering, Napa Insight & Meditation group, and Napa CASA.

*Other County Board/Commission/Committee on which you serve/have served:

none

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Active Transportation Advisory Committee

Names, addresses and phone number of three (3) individuals familiar with your background:

*Name:

Jason Durant

*Address:

*City:

Napa

*State:

CA

*Zip Code:

*Telephone:

*Name:

Addie Broyles

*Address:

*City:

Austin

*State:

TX

*Zip Code:

*Telephone:

*Name:

Jamie Hammond

*Address:

*City:

Sonoma

*State:

CA

*Zip Code:

*Telephone:

Name and occupation of spouse within the last 12 months, if married (For Conflict of Interest purposes):

*Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute:

I have been an active community cyclist for 8 years, organizing group rides and ensuring public safety on those I join. I strongly encourage active transportation and advocate living a healthy lifestyle. I want to have a voice in the Napa community.

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Active Transportation Advisory Committee

APPLICANTS APPOINTED BY THE BOARD OF SUPERVISORS WILL BE REQUIRED TO TAKE AN OATH OF OFFICE.

All applications will be kept on file for one year from the date of application.

PERSONAL INFORMATION

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

*Full Name:

Erin Middleton

*email Address:

*Home Address:

*Work Address:

*City:

Napa

*State:

CA

*Zip Code:

*City:

Napa

*State:

CA

*Zip Code:

*Telephone:

*Telephone:

erin middleton

Phone: 707-779-9658

Email: middleton.e@gmail.com



Dynamic, data-driven marketer with experience in a wide-range of industries seeks to become more involved with the Napa community.

EXPERIENCE

The Other Guys – Marketing Coordinator, Sonoma, CA

Sept 2014 to March 2015

- Managed, produced content, and handled community management (including email inquiries and social media direct messages) for 11 wine and spirits brands on Facebook, Twitter, and Instagram. Quarterly analytics showed growth for some brands moreso than others, determined new content approaches to increase engagement and grow social communities overall.
- Designed POS collateral (shelf-talkers, sellsheets, wine labels, posters, and tasting notes) as well as digital ads (web, Facebook) for wine and spirits brands using the Adobe Creative Suite, mostly InDesign, Illustrator, and Photoshop.

BRYTER Estates – Wine Educator, Sonoma, CA

June 2013 to June 2014

- Provided tasting room guests with an elevated experience focusing on an informational and friendly wine tasting experience that resulted in 70% conversion rate of visitors into wine club members.
- Assisted with wine shipments, ensuring that wine was packaged and shipped in a timely manner including proper POS materials and friendly on-brand touchpoints.
- Goal-focused sales tactics and vibrant personality contributed to out-performing other employees on most expensive wine (award-winning Cabernet Sauvignon).

SocialElements – Brand Director & Social Media Marketer, Sebastopol, CA

May 2012 to May 2013

- Developed and maintained a press and blogger database for “buzz campaign” to raise awareness and create excitement for The Barlow as a tourist destination. Strategy focused on connecting with local bloggers and press to increase influencer word-of-mouth and buzz throughout social media.
- Consulted on the strategic creation of marketing materials and collateral for businesses opening at The Barlow including events, promotions, and POS materials.

The Integer Group – Social Media Lead, Dallas, TX

Dec 2009 to Nov 2011

- Collaborated with the digital marketing team and outside media partners to create an online promotion highlighting 7-Eleven products in conjunction with Zynga social gaming. Promotion resulted in significant increase in store sales, web-based impressions, and social media engagement.
- Wrote and maintained a Wordpress blog for Slurpee’s annual Battle of the Bands. Leadership role with content creation and management of blog resulted in significant increase in traffic sent to Slurpee.com as well as social media community engagement overall.

EDUCATION

Napa Valley Wine Academy, Napa, California

June 2013

- WSET Level 1

Miami Ad School, South Beach, Florida

January 2007 to April 2007

- Account (Brand) Planning Bootcamp

University of Oregon, Eugene, Oregon

Sept 1999 to June 2003

- Bachelor of Arts, Journalism & Communications: Advertising

INTERESTS

- Yoga, meditation, camping, mountain/road biking, gardening, and being involved with my community



A Tradition of Stewardship
A Commitment to Service

Board of Supervisors

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**CERTIFIED EXCERPTS FROM THE DRAFT SUMMARY OF PROCEEDINGS OF THE
NAPA COUNTY - BOARD OF SUPERVISORS REGULAR MEETING
COUNTY OF NAPA
June 9, 2015**

Excerpt #1

1. CALL TO ORDER; ROLL CALL

The Board of Supervisors of the County of Napa met in regular session on Tuesday, June 9, 2015, at 9:00 a.m. with the following supervisors present: Chair Diane Dillon, Supervisors Brad Wagenknecht, Mark Luce, Keith Caldwell and Alfredo Pedroza. The meeting was called to order by Chair Diane Dillon.

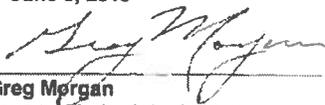
Excerpt #2

- 6N. County Executive Officer requests the nomination of Erin Middleton to the Napa County Transportation Planning Agency (NCTPA) Active Transportation Advisory Committee to represent the category of General Public member with a term of office to commence immediately and expire December 31, 2017.

Motion moved by Brad Wagenknecht, seconded by Keith Caldwell, to approve consent items as amended. Motion passed 5 - 0.

The foregoing excerpts are true and correct copies of the original items on file in the draft summary of proceedings in this office.

Date: June 9, 2015

By: 
Greg Morgan
Deputy Clerk of the Board

BRAD WAGENKNECHT
DISTRICT 1

MARK LUCE
DISTRICT 2

DIANE DILLON
DISTRICT 3

ALFREDO PEDROZA
DISTRICT 4

KEITH CALDWELL
DISTRICT 5