

## **NAPA COUNTY TRAVEL BEHAVIOR STUDY** **CONSULTANT SCOPE OF WORK**

1. Meet with Agency and selected members of the NCTPA Technical Advisory Committee staff on a schedule for completing the project. Elements of the project must be completed on a timely basis and data must be captured on specific intervals in order to understand seasonal travel and school travel. Failure to meet critical deadlines associated with public funding could result in reduced scope of work.
2. Work with Agency staff to convene a Community Advisory Committee comprised of representatives from business and wine industry groups, major employers, and other community stakeholders.
3. Gather existing, available information about Napa Valley transportation, employment, schools, and tourism, and review with the committee to identify data gaps and research questions.
4. With input from the project Steering Committee and the Community Advisory Committee, design a travel behavior survey to address the data gaps and research questions. The survey should be designed to provide a full understanding of travel behavior by employees and visitors within Napa County.
5. Collect and analyze data, reaching conclusions about:
  - the number of trips per day, origins and destinations, that are associated with winery visitors and employees;
  - the number of trips per day, origins and destinations, that are associated with other major employers in Napa Valley.
  - the travel characteristics associated with other tourist destinations in the valley the number of trips per day, origins and destinations, that are associated with lodging, restaurant and retail employees
  - the number of trips per day, origins and destinations, that are associated with Napa Valley College, and other schools to be identified
  - the predominant modes of travel, vehicle occupancies, and peak times of day/week;
  - seasonal variations;
  - the effect of winery operations such as various hours of operation, use of pre-arranged appointments and marketing events; and
  - whether there are segments of travel demand that can be addressed cost-effectively by expanding transit or paratransit services.
  - Existing employer-based programs that reduce traffic congestion and or travel during peak periods such as flexible work schedules, subsidizing van pools or transit, etc. and employer interest in expanded programs;
  - Survey tool should include basic demographic information (gender, race, income)

- Travel surveys should include basic questions about willingness to use alternative modes for work and non-work trips (transit, van pool, private excursion services such as limousine, etc.)
6. The consultant should augment survey data with travel data generated from cell phones, blue tooth, GPS, etc.
  7. Review the collected data and proposed conclusions with the Steering Committee and Community Advisory Committee.
  8. If there is consensus about the feasibility of expanded transit or paratransit services, identify potential ridership, operations, costs, and implementation tasks.

The Napa Valley Travel Behavior Survey is expected to provide the basis for multiple planning efforts by NCTPA and planning agencies within the County. For example, NCTPA may use results to help refine the Napa-Solano Transportation Model or to update the Countywide Transportation Plan and County planners may use results to consider changes to use permit conditions of approval (such as winery appointment requirements, hours of operation, and traffic mitigation).