

# VCAC

## VINE Consumer Advisory Committee

### AGENDA

Thursday, September 6, 2012

6:00 pm

NCTPA / NVTA Board Room  
707 Randolph Street, Suite 100, Napa CA 94559

#### General Information

*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, 707 Randolph Street, Suite 100, 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 Deborah Schwarzbach, VCAC Staff, at (707) 259-8327 during regular business hours, at least 48 hours prior to the time of the meeting.*

*This Agenda may also be viewed online by visiting the NCTPA website at [www.nctpa.net](http://www.nctpa.net), click on Minutes and Agendas.*

#### ITEMS

1. Call to Order
2. Roll Call and Introductions
3. Chairperson and Committee Members' Update
4. Correspondence
5. Public Comment \*\*\*

#### Time Estimates

10 Minutes

**REGULAR AGENDA ITEMS**

**RECOMMENDATION**

**Time Estimates**

- |     |  |             |        |
|-----|--|-------------|--------|
| 6.  | Approval of Meeting Minutes of July 12, 2012   | APPROVE     | 5 min  |
| 7.  | Update From Staff on Transit Projects<br><br>The Committee will receive a status update from the Manager of Public Transit on various transit projects.  | INFORMATION | 15 min |
| 8.  | Expansion of Yountville Service<br><br>Staff will present and seek concurrence to recommend to the Board an expansion of service in Yountville.  | APPROVE     | 10 min |
| 9.  | Expansion of Route 29 Service to Ferry/BART<br><br>Staff will present and seek concurrence to recommend to the Board an expansion of Route 29 service to the Vallejo Ferry and BART.               | APPROVE     | 20 min |
| 10. | Restructure of fares on VINE routes 10, 11, 29 and VINE Go.<br><br>Staff will present and seek concurrence to recommend to the Board a realignment of fares on VINE routes 10, 11, 29 and VINE Go. | APPROVE     | 35 min |
| 11. | Adjourn until November 1, 2012   |             |        |

**Estimated Meeting Length: 95 mins**

# VCAC

## VINE Consumer Advisory Committee

MINUTES  
Thursday July 12, 2012

### ITEMS

#### 1. Call to Order

Jack Wall, VCAC Chair, called the meeting to order at 6:00 pm.

#### 2. Roll Call and Introductions

Members Present:

George Blackstock	Margret Schlenke
Jean Vincent Deale (6:25pm)	Genji Schmeder
Jack Wall	
Doug Weir	
Anna Ernest	
Ricardo Huijon	

#### 3. Chairperson / Committee Members / Staff Update

A. Genji gave a quick report on Doreen. A card was passed around for everyone to sign.

#### 4. Correspondence

Tom shared an email sent to Debbie Schwarzbach (PIO) from a client referred for travel training. This client had a great experience and now feels quite comfortable using the system. Compliments were paid to Anna for a job well done.

#### 5. Public Comment - None

### REGULAR AGENDA ITEMS

#### 6. Approval of meeting minutes of April 5th, 2012

Genji requested a correction of the minutes. The request relates to #8 regarding the motion for approval to send speakers from the VCAC to the board to speak in favor of the new proposed Vine routes. Genji requested that the minutes reflect that the vote was for Jack to attend as speaker. The minutes do reflect the vote that Genji also speak on behalf of the VCAC at the April NCTPA Board meeting.

**MSC" SCHMEDER/BLACKSTOCK to APPROVE  
(Approve)**

\*MSC – Motion, Seconded and Unanimously Carried

## **7. Introduction of NCTPA's new Executive Director**

Tom introduced Kate Miller, the new NCTPA Executive Director, to the VCAC board. Kate gave a brief overview of her experience in the Transportation industry and thanked the VCAC board for the work they do on behalf of Vine Transit. Tom also introduced Charlene Hicks, the interim Operations Manager for Veolia Transportation.

## **8. Transit Operations and Service Report**

Tom gave a report on the status of the new Yountville Trolley, which is scheduled to go into service once it passes all inspections. Among the various operations discussed were; the new Route 25 service to Sonoma with 4 round trips daily; new bus purchases and whether to use CNG or Diesel based on cost vs. supply analysis; impact of fare increase on routes 10/11 & 29 ridership; Calistoga shuttle improvements and increased ridership; decline in ridership on the transit dashboard. Tom discussed the impact the new routes will likely have on ridership once they are implemented. New routes will be implemented upon the move to the new Transit Center which is now scheduled for mid-November.

**(Information Only)**

## **9. Update from Staff on Transit Projects.**

Tom presented an extensive Transit Project list and discussed the status of each. Diana gave a brief report on the delay of the installation of bus stop upgrades due to the request by the City of Napa to provide extensive traffic control plans for each installation site.

The committee was pleased to hear of the success with the improvements to the Calistoga Shuttle system and looks forward to improved service when the new routes on all systems can be implemented.

George asked a question regarding the Napa Shuttle and whether or not it was legal to use the terminology "limited means" on the application form. Tom did not see a legal issue, but described the difficulty with the language due to the lack of description for "limited means."

**(Information Only)**

## **10. Plans for Marketing and Outreach**

Tom presented plans for marketing and outreach for the new routes. Once the date for moving in to the new transit center can be verified, plans for a media campaign with local newspapers, TV, radio can proceed. The goal is to inform the community in an incremental way leading up to the grand opening. One idea is to have transit ambassadors at the transit center and on routes handing out information to passengers on the new system.

The committee discussed numerous ways to market the system to the public. Some ideas that were discussed are:

- Food Drive-Free Pass (Bring in food for the food bank, receive a free pass)
- Using public access TV-The Arty Party Show

- Selling passes at local markets and other outlets
- Social Networking
- Stuff the Bus-Holiday gift drive
- Outreach to students through social media

Ricardo said he would like to take the marketing cards for the new Route 25 out to the flea market. He thought there would be a lot of interested riders there and volunteered to take the information out to the market and pass it along.

**(Information Only)**

**11. Adjourn until September 6, 2012**

The meeting was adjourned by Chair Wall at 8:00pm

**MSC” SCMEDER/SCHLENKE to APPROVE**

**(Approve)**





September 6, 2012  
VCAC Agenda Item 7

**Action Requested: INFORMATION**

## **NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter**

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**TO:** VINE Consumer Advisory Committee  
**FROM:** Tom Roberts, Manager of Public Transit  
(707) 259-8778 / Email: troberts@nctpa.net  
**SUBJECT:** Update on Transit projects

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### **RECOMMENDATION**

Receive an update from staff on various transit projects.

### **EXECUTIVE SUMMARY**

Staff will provide an update to the Committee on various transit projects.

### **FINANCIAL IMPACT**

Is there a Fiscal Impact? No. This is an information only report.

### **BACKGROUND AND DISCUSSION**

Agency staff planned an aggressive work program of transportation improvements for 2012 (next page). Staff will review the status of these projects with the Committee.

## TRANSIT PROJECTS: 2012

Transit Center	Status
Construction Wayfinding and digital signage Move Dedication ceremony	Completion Mid-November RFP Sept 2012 Planning Stage Planning Stage
<b>Service Changes/Improvements</b>	
Wrap up changes in Taxi Program	Completed
VineGo compliance issues	Completed
Redesign/implement Transit Ambassador	Completed
Redesign/implement ADA application process	Completed
Design/launch Loaner Vehicle program	Completed
Launch new Sonoma service	Completed
Pass Sales areement for Local Jurisdictions	Completed
Redesign/launch new Calistoga service	Completed
Redesign St. Helena service	Begin Oct/Nov 2012
Enhancements to Yountville service	To Board in September 2012 for Nov Launch
Changes to Route 29 (mid-day runs)?	To Board for approval Sept '12, Launch Dec '12
Contract Transportation	Approved by Board, drafting contract language
Installation/implementation of Clipper	Testing late fall 2012, implement Spring 2013
New Napa Routes, design/implementation	Approved by Board, December 3, 2012
Napa Shuttle changes	Fall 2012 - 2013
Web site: RFP and redesign	In process
Transfer Agreements with BART and Vallejo Ferry	In process
<b>Marketing</b>	
New Calistoga service	Completed
New Sonoma service	Completed
Summer Youth Pass 2012	Completed
New Napa routes/service	Fall 2012
<b>Planning</b>	
New Short Range Transit Plan	Draft Due mid-September 2012
<b>Equipment and Capital Improvements</b>	
Transit Yard: asphalt project	Completed
Park and Ride lot shelters	Completed
Order 10 new vehicles	Ordered in August 2012: Delivery Jan and Aug 2013
Purchase used buses from Sonoma	Completed
Complete Napa bus shelter project/installation	To be completed by Oct 31, 2012
Short term shelter improvements at NVC	Dialog with NVC begun
RFP for Bus/Shelter advertising	In process
Farebox RFP	LONP on September Board Agenda
Transit Yard: security gate, cameras, etc.	In process
Transit Yard: CNG fueling station project	Design evaluation underway
Progress of manufacturing and delivery of 13	4-delivered, 9 due in Jan
511.org integration	Delayed
Bus Washer procurement/installation	Delayed
Disposal of surplus fleet vehicles	Delayed

Not intended to be an all-inclusive list. Does not include on-going program management.



September 6, 2012  
VCAC Agenda Item 8

**Action Requested: APPROVE**

## **NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter**

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**TO:** VINE Consumer Advisory Committee  
**FROM:** Tom Roberts, Manager of Public Transit  
(707) 259-8778 / Email: troberts@nctpa.net  
**SUBJECT:** Yountville Service Expansion

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### **RECOMMENDATION**

That the VCAC (1) review proposed service enhancements in the Town of Yountville; and (2) recommend proposed service enhancements to the NCTPA Board.

### **EXECUTIVE SUMMARY**

NCTPA operates the Yountville Trolley which provides door-to-door transportation during limited hours to all residents of Yountville. In accordance with the adopted 2012/13 budget, staff proposes two additional days a week of service (Monday and Tuesday) and to fill in the present two hour down-time gap Wednesdays-Fridays from 2 to 4 PM.

### **FISCAL IMPACT**

Is there a Fiscal Impact? Yes.

Is it currently budgeted? Funding was included in the adopted FY 12/13 budget. Sufficient funds exist to launch the service in November 2012.

Where is it budgeted? Public Transit: Yountville Trolley.

Is it Mandatory or Discretionary: Discretionary.

Is the general fund affected? Yes. This is an increase in allocation for transit services in Yountville of STA and federal 5311 funds.

Future fiscal impact: The annual operating costs will increase from approximately \$196,000 annually to \$279,850. The difference will be covered by new sources of funds (federal 5311), the Town of Yountville, and State Transit Assistance (STA) allocations.

Consequences if not approved: Service will not be expanded. Some federal funds will need to be allocated to expansion of services in another up-valley community.

**BACKGROUND AND DISCUSSION**

NCTPA operates the Yountville Trolley which provides door-to-door transportation during limited hours to all residents of Yountville. With the availability of new 5311 federal funds for operating assistance in rural areas and increases in STA funding, the 2012/13 adopted budget set funds aside for service expansion in Yountville. Presently, the Yountville Trolley does not operate on Monday's and Tuesdays and shuts down Wednesdays – Fridays between 2 PM and 4 PM.

After consultation with Town staff, elected officials and with feedback from local residents, at this time staff proposes closing the service gaps noted above. The proposed changes would result in the Trolley operating 10 AM to 11 PM, Monday – Sunday.

**FUNDING**

Of the \$83,816 increase in operating cost to expand the service, \$50,097 is covered by a new source of funds with the balance coming from the Town of Yountville and an increase in our annual appropriation of STA funds.

	<b>Current</b>	<b>Proposed</b>
<b>Annual Operating Cost</b>	\$196,034	\$279,850
<b>Revenue Sources</b>		
TDA	\$176,431	\$125,000
STA		\$76,768
5311		\$50,097
Town of Yountville	\$19,603	\$27,985
<b>TOTAL</b>	<b>\$196,034</b>	<b>\$279,850</b>

Staff requests that the VCAC recommend the proposed service expansion of the "Yountville Shuttle" to the NCTPA Board of Directors.

**SUPPORTING DOCUMENTS**

None

**REFERENCE DOCUMENTS**

None



September 6, 2012  
VCAC Agenda Item 9

**Action Requested: APPROVE**

## **NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter**

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**TO:** VINE Consumer Advisory Committee  
**FROM:** Tom Roberts, Manager of Public Transit  
(707) 259-8778 / Email: troberts@nctpa.net  
**SUBJECT:** Expansion of Route 29 Service to BART/Ferry

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### **RECOMMENDATION**

That the VCAC (1) review proposed service enhancements in the Route 29; and (2) recommend proposed service enhancements to the NCTPA Board.

### **EXECUTIVE SUMMARY**

NCTPA operates the Route 29 commuter express service to the Vallejo Ferry and BART during weekday morning and evening commute hours. Funds for operating the route come from Regional Measure 2 (RM2) expressly to reduce commute traffic on Bay Area bridges. The metropolitan Transportation Commission (MTC) performance measures require a 30% fare box match for routes that operate only in AM and PM commute hours. The fare box match requirement drops to 20% for routes that run at least every two hours during the weekdays. NCTPA proposes to make three additional round trip runs on the route 29 during the weekdays to meet commuter needs while reducing the matching fare requirement to a more attainable level. The additional costs for mid-day service will largely be absorbed within the current RM2 available allocation.

### **FISCAL IMPACT**

Is there a Fiscal Impact? Yes.

Is it currently budgeted? Yes.

Where is it budgeted? Public Transit: VINE 29.

Is it Mandatory or Discretionary: Discretionary.

Future fiscal impact: The annual operating cost for mid-day service is largely covered by the RM2 grant and passenger fares.

Consequences if not approved: Failure to achieve our fare box percent match will ultimately result in loss of all RM2 funds for operating the Route 29.

**BACKGROUND AND DISCUSSION**

NCTPA operates the Route 29 commuter express service to the Vallejo Ferry and BART during weekday morning and evening commute hours. The majority of funds for operating the route come from RM2 expressly to reduce commute traffic on Bay Area bridges. RM2 rules established by MTC require a 30% fare box match for routes that operate only in AM and PM commute hours. The fare box match requirement drops to 20% for routes that run at least every two hours during the weekdays.

The route, while popular, has been unable to attain the 30% fare box matching requirement and MTC, which allocates RM2 funding, has informed NCTPA that it will lose the RM2 revenues to operate the route unless the fare box requirement is met.

To meet this goal staff proposes:

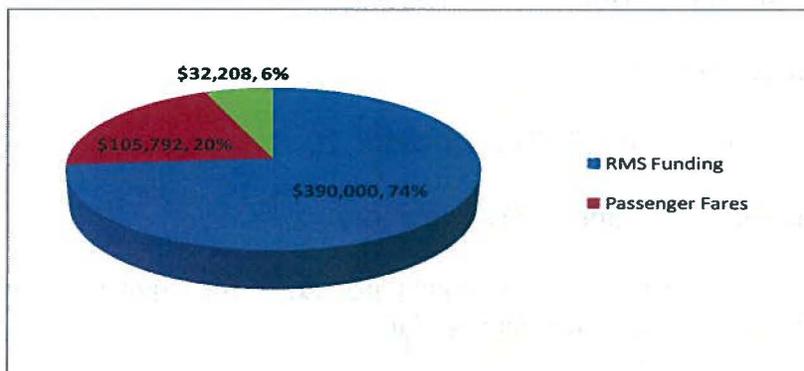
Make additional round trip runs on the route 29 between Napa and the Vallejo ferry and El Cerrito Del Norte BART station during off peak weekday hours to meet commuter needs, reducing the matching fare requirement to 20%. The additional costs for these runs will largely be absorbed within the current RM2 available allocation and passenger fares.\*

Staff had consulting firm, CDM-Smith, analyze potential mid-day express service between the City of Napa and the Vallejo Ferry and BART and has concluded that sufficient demand exists to justify the service changes.

The cost to operate the expanded Route 29 between the City of Napa and BART are:

Purchased Transportation	\$406,800
Fuel	\$121,200
	<hr/>
	\$528,000

Based upon a typical demand profile providing 2,700 rides per month, and adjustments to fares (taken as a separate item in this month's VCAC agenda) staff believes the route can be viable and meet MTC's farebox return requirement.



\*By prior agreement with MTC, costs to operate the Route 29 north of the Redwood Park and Ride lot are covered by local funds not reimbursable by RM2.

The VINE Route 29 express service to the Vallejo Ferry and the El Cerrito Del Norte BART is a popular and important service to Napa County residents that will continue to see ridership growth over time. Staff proposes the VCAC recommend the NCTPA Board the proposed service modification to the Route 29 to include mid-day service to the Vallejo Ferry and BART for submission to MTC. If approved by MTC the proposed changes would be implemented in accordance with other changes to VINE routes scheduled to take effect on or about December 3, 2012.

**SUPPORTING DOCUMENTS**

None

**REFERENCE DOCUMENTS**

None





September 6, 2012  
VCAC Agenda Item 10

**Action Requested: APPROVE**

## **NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter**

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**TO:** VINE Consumer Advisory Committee  
**FROM:** Tom Roberts, Manager of Public Transit  
(707) 259-8778 / Email: troberts@nctpa.net  
**SUBJECT:** Proposed Fare Changes to Route 10, 11, 29 and VINE Go

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### **RECOMMENDATION**

That the VCAC (1) review proposed fare changes to the routes 10, 11, 29 and VINE Go; and (2) recommend proposed fare changes to the NCTPA Board.

### **EXECUTIVE SUMMARY**

The planned splitting of the route 10 into two routes (10 and 11) requires we address the fare structure for these regional bus lines. As rates for Express Route 29 are set partially in relation to the route 10, the rates for Route 29 pass holders also require adjustment. In addition, by law VINE Go cash fares cannot exceed twice the adult fare on the VINE. Consequently, the VINE Go fare scheme also requires a minor modification. The recommended changes are not anticipated to have an overall adverse effect on VINE fares collected and should encourage overall VINE ridership.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Unknown at this time.
Is it currently budgeted?	Not applicable.
Where is it budgeted?	VINE / VINE Go fares.
Is it Mandatory or Discretionary:	Discretionary.

**Future fiscal impact:** The new fare structure should encourage ridership which would result in long-term growth in VINE fare revenue. Consequently we anticipate a slight increase or no impact to VINE fare revenue.

**Consequences if not approved:** The current zone fare structure does not work with the split of the route 10 and some alternate fare scheme would need to be devised.

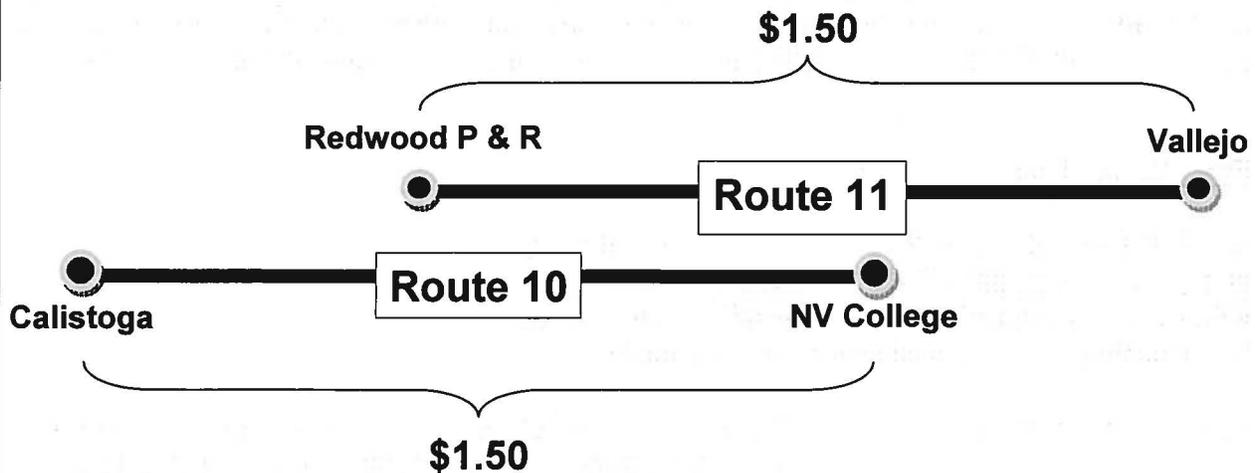
## **BACKGROUND AND DISCUSSION**

Each of NCTPA's local transit services (Calistoga, St. Helena, Yountville, Napa, and American Canyon) has their unique service characteristics and commensurate fare structure. The regional routes 10 and 29 likewise have their own fare structure partially set in relation to one another.

The planned splitting of the route 10 into two routes (10 and 11) requires we address the fare structure for the regional bus lines (10, 11, and 29). This will also require an adjustment in VINE Go fares. The fares on the local transit services are not impacted.

Presently, the maximum cash fare for distance riders on the route 10 between up-valley and American Canyon or Vallejo is \$3.00. Staff proposes the cash fares and 31-day passes (adult, youth, senior, etc.) for the routes 10 and 11 be set the same as the Napa Vine. However, as the diagram below indicates, because the distance rider paying cash would need to change buses between the routes 10 and 11, they would pay \$1.50 twice for a total of \$3.00; the same as the present fare. Free transfers for cash passengers would not be allowed between routes 10 and 11. Riders with a 31-day pass would be allowed to transfer for no additional charge.

### **Regional Routes 10 and 11 Proposed Fare Structure**



No free transfers would be accepted between the routes 10 and 11. This makes the cash fare for riders between Calistoga and Vallejo effectively \$3.00; the same as at present. Riders with 31-day passes would be allowed to transfer without an additional charge.

The proposed new fare structure for the 10, 11 and 29 appear below.

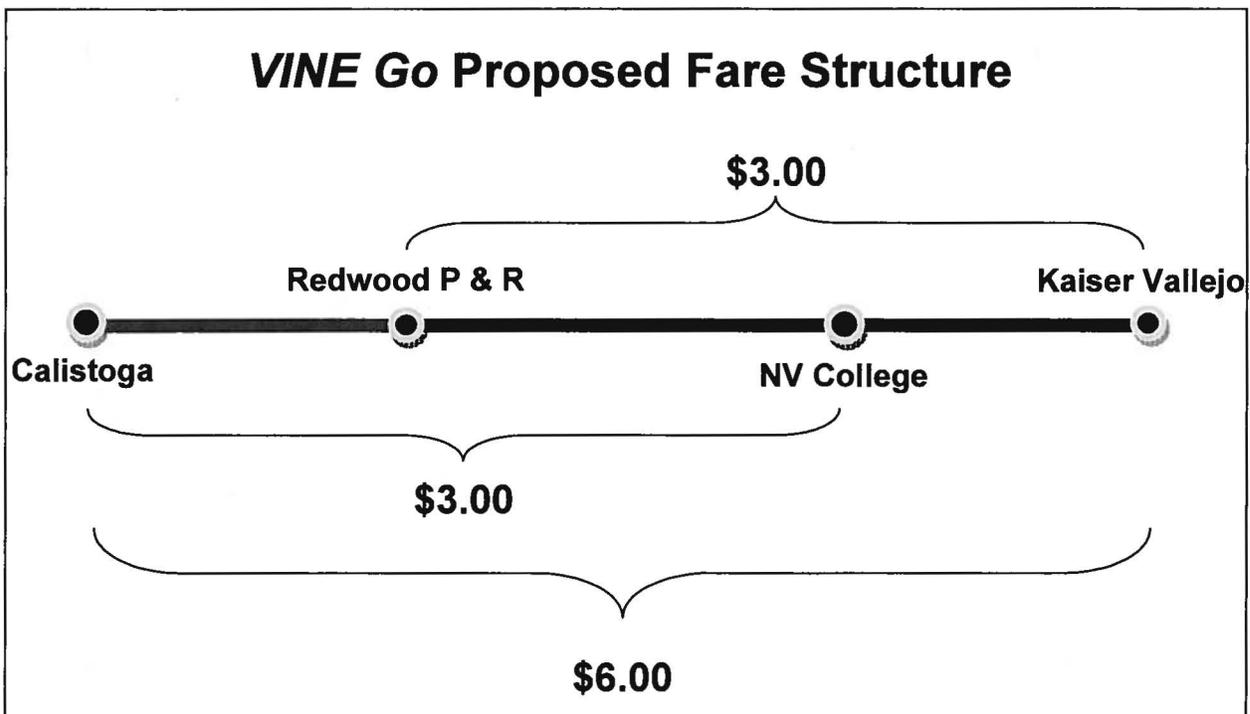
<b>VINE Routes 10/11 Cash Fares</b>		
	<b>CURRENT</b>	<b>PROPOSED</b>
Adult	\$1.50, \$2.25, \$3.00	\$1.50
Youth	\$1.00, \$1.75, \$2.50	\$1.00
Senior/Disabled	.75, \$1.10, \$1.35	\$0.75

<b>VINE 31-Day Pass: Routes 10, 11, 29</b>		
	<b>CURRENT</b>	<b>PROPOSED</b>
Routes 10/11 Adult	\$48, \$72	\$48.00
Routes 10/11 Youth	\$33, \$56	\$33.00
Routes 10/11 Senior/Disabled	\$24, \$40	\$24.00
Route 29 to Ferry	\$24, \$33, \$40, \$48, \$56, \$72	\$40, \$56, \$60
Route 29 to BART	\$117, \$126, \$133, \$141, \$149, \$165	\$80, \$112, \$120

Note: Day Passes and Punch Passes remain unchanged.

Staff analyzed the impact of the new fare structure and determined that no significant impacts on aggregate fares collected for the VINE's fixed route services are anticipated.

The proposed new fare structure for VINE Go appears below.



Under federal law, VINE Go's cash fares cannot exceed twice the adult fare on the VINE route 10. With the new VINE Go fare structure users can travel between up-Valley and Napa or between Vallejo and Napa for \$3.00. Distance riders would pay \$6.00. These rates represent twice the adult fare on the VINE routes 10/11. Because this fare structure may effectively lower fares for some riders, a loss of VINE Go fare revenue may result. The precise amount is not known at this time.

The changes proposed are necessitated by the splitting of the route 10. There is no anticipated loss of fare box revenue to the VINE and the overall outcome will be a simplified fare structure that should encourage ridership.

Staff requests the VCAC recommend the proposed changes in fare structure to the NCTPA Board.

**SUPPORTING DOCUMENTS**

Fare Equity Analysis

**REFERENCE DOCUMENTS**

# Fare Equity Analysis – August 2012

Prepared by: Matthew Wilcox, NCTPA

## Title VI Regulatory Background

This analysis was prepared in compliance with Federal Transit Administration (FTA) Circular 4072.1A and Title VI of the Civil Rights Act of 1964. The circular requires public agencies to evaluate significant system-wide service changes, fare changes, and proposed improvements at the planning and programming stages to determine whether changes have a discriminatory impact on minority and low-income populations.

## Reason for Fare Changes

Napa County Transportation and Planning Agency (NCTPA) enacted new fares in January 2012. Service changes on trunk routes in the Fall of 2012 and new fare media being introduced (Clipper) in 2013 necessitated the restructuring of NCTPA's fares

NCTPA currently has a zone based cash fare system for its inter-county Route 10. The fare to ride the existing route 10 from Calistoga to the Vallejo Ferry Terminal is \$3. The proposed service changes to the Route 10 will result in two separate routes, the 10 (Calistoga to Napa) and 11 (Napa to Vallejo Ferry Terminal). This proposed restructuring significantly shortens trunk routes and consequently largely eliminates the argument for a zone based fare system. Under the new fare structure, the cash fare of an adult will be \$1.50 on the Routes 10 and 11, regardless of the distance traveled, and transfers between the two routes will not be accepted. Thus, the total cash fare to ride from Calistoga to the Vallejo Ferry Terminal will remain \$3. Cash fares will not be the only fare media being affected by the change. Table 1, below, shows the existing fares and Table 2, below, shows the proposed fares.

## Fare Equity Analysis – August 2012

Prepared by: Matthew Wilcox, NCTPA

<b>Table 1: Current Fares</b>	
Fare Media	Cost
Cash, Adult (One Zone)	\$1.50
Cash, Adult (Two Zones)	\$2.25
Cash, Adult (Three Zones)	\$3.00
Cash, Youth (One Zone)	\$1.00
Cash, Youth (Two Zones)	\$1.75
Cash, Youth (Three Zones)	\$2.50
Cash, Senior/Disabled/Medicare (One Zone)	\$0.75
Cash, Senior/Disabled/Medicare (Two Zones)	\$1.10
Cash, Senior/Disabled/Medicare (Three Zones)	\$1.35
Cash, Paratransit (One Zone)	\$3.00
Cash, Paratransit (Two Zones)	\$4.60
Cash, Paratransit (Three Zones)	\$6.00
Cash, Route 29 to Vallejo Ferry	\$3.25
Cash, Route 29 to BART	\$5.50
Single Zone Monthly Pass, Adult*	\$48.00
Single Zone Monthly Pass, Youth*	\$33.00
Single Zone Monthly Pass, Senior/Disabled/Medicare*	\$24.00
Multi-zone Monthly Pass, Adult*	\$72.00
Multi-zone Monthly Pass, Youth*	\$56.00
Multi-zone Monthly Pass, Senior/Disabled/Medicare*	\$40.00
Punch Pass, Adult (20 Rides all routes except Route 29 and 10 which require multiple punches depending on zone)	\$27.50
Punch Pass, Youth (20 Rides all routes except Route 29 and 10 which require multiple punches depending on zone)	\$20.00
Punch Pass, Senior/Disabled/Medicare (20 Rides all routes except Route 29 and 10 which require multiple punches depending on zone)	\$13.00
Day Pass, Adult	\$5.00
Day Pass, Youth	\$3.00
Day Pass, Senior/Disabled/Medicare	\$2.50

\*Add \$93 for trips to BART

## Fare Equity Analysis – August 2012

Prepared by: Matthew Wilcox, NCTPA

<b>Table 2: Proposed Fares</b>	
<b>Fare Media</b>	<b>Cost</b>
Cash, Adult (One way trip)	\$1.50
Cash, Youth (One way trip)	\$1.00
Cash, Senior/Disabled/Medicare (One way trip)	\$0.75
Cash, Paratransit (Calistoga to NVC/Redwood P&R to Vallejo)	\$3.00
Cash, Paratransit (North of Redwood to south of NVC/South of NVC to North of Redwood)	\$6.00
Cash, Route 29 to Vallejo Ferry	\$3.25
Cash, Route 29 to BART	\$5.50
31-day Pass, Adult	\$48.00
31-day Pass, Youth	\$33.00
31-day Pass, Senior/Disabled/Medicare	\$24.00
31-day Route 29 Pass, Adult	\$60.00
31-day Route 29 Pass, Youth	\$56.00
31-day Route 29 Pass, Senior/Disabled/Medicare	\$40.00
31-day Route 29 BART Pass, Adult	\$120.00
31-day Route 29 BART Pass, Youth	\$112.00
31-day Route 29 BART Pass, Senior/Disabled/Medicare	\$80.00
Punch Pass, Adult (20 Rides except Route 29 which requires multiple punches depending on destination)	\$27.50
Punch Pass, Youth (20 Rides except Route 29 which requires multiple punches depending on destination)	\$20.00
Punch Pass, Senior/Disabled/Medicare (20 Rides)	\$13.00
Day Pass, Adult	\$5.00
Day Pass, Youth	\$3.00
Day Pass, Senior/Disabled/Medicare	\$2.50

### Fare Change Impact on Low-income and Minority Riders

The intent of the fare restructuring is to create a simpler fare system.. The impact on riders varies depending on where a rider lives, what route they ride, and the origin of their trip. Under the proposed fare structure most riders will see either no change in fare prices or see a drop in fare prices. Riders would pay a fare increase only if they live in American Canyon, use the Route 29 Express, and use a Single Zone Monthly Pass. Under the current fare system these individuals pay either \$48, \$33, and \$24 depending on the fare category (adult, youth, senior). Therefore, American Canyon, single zone pass riders, riding the 29 to the Vallejo Ferry Terminal would be the only riders subject to the proposed fare increase. Those riders, however, have the choice to take the new Route 11 to the Vallejo Ferry Terminal which would result in no change to the existing fare.

# Fare Equity Analysis – August 2012

Prepared by: Matthew Wilcox, NCTPA

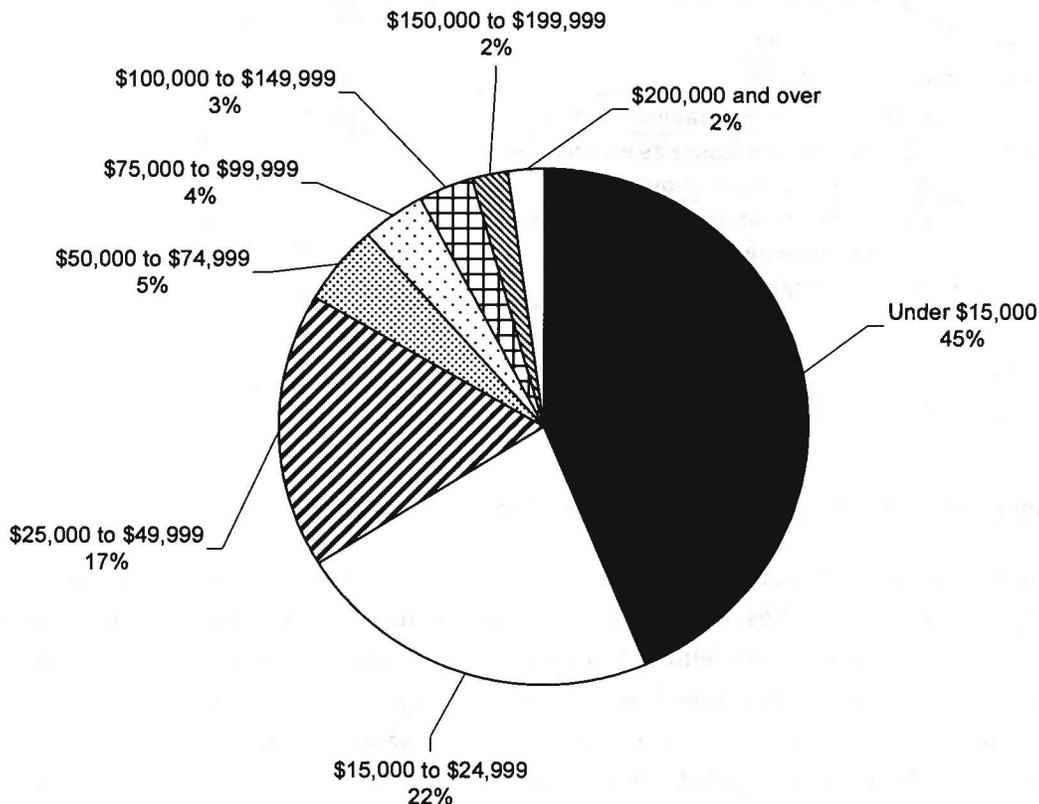
Napa VINE currently reports average weekday unlinked trips of 2,025. Boarding surveys for the Route 29 express indicate that only 8 passengers a day on average would be affected by the proposed fare restructuring or less than ½ of 1% of daily trips. Otherwise proposed fare restructuring affects all socio-economic groups and ethnicities within the Napa VINE larger service area equally.

Information linking low-income/minority riders and VINE fare media is currently not available. However, a correlation could be drawn about riders and fare media extrapolating from income and fare media data included in the ridership survey in NCTPA's FY 2008 – 2017 Short Range Transit Plan. Figures 1 through 4 illustrate income, ethnicity, and percentage of sales by fare media:

## Income

Overall income levels of respondents were very low with two-thirds of riders reporting that their household income is under \$25,000 per year. Over 80% of households earned less than \$50,000 per year.

**Figure 1: Rider Income**



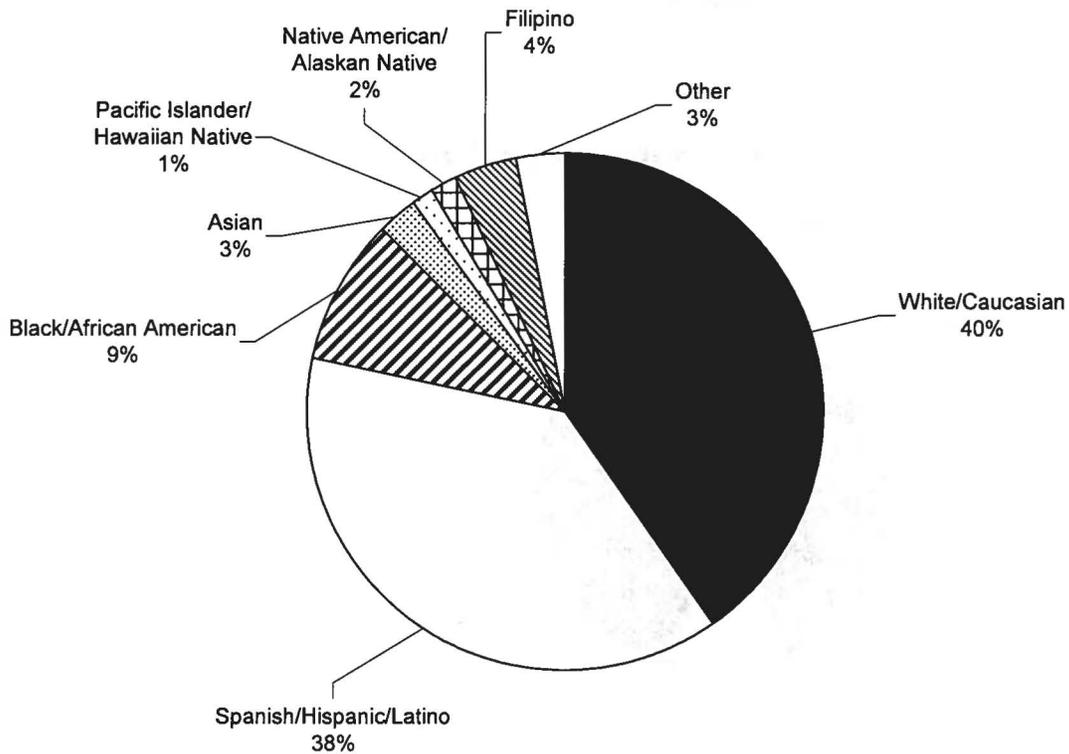
# Fare Equity Analysis – August 2012

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## Ethnicity

Napa VINE riders were primarily White/Caucasian (40%) and Hispanic/Latino (38%). The remaining passengers responded with Black/African American (9%), while various Asian, Pacific Islander and other groups making up the remaining 13%.

**Figure 2: Rider Ethnicity**



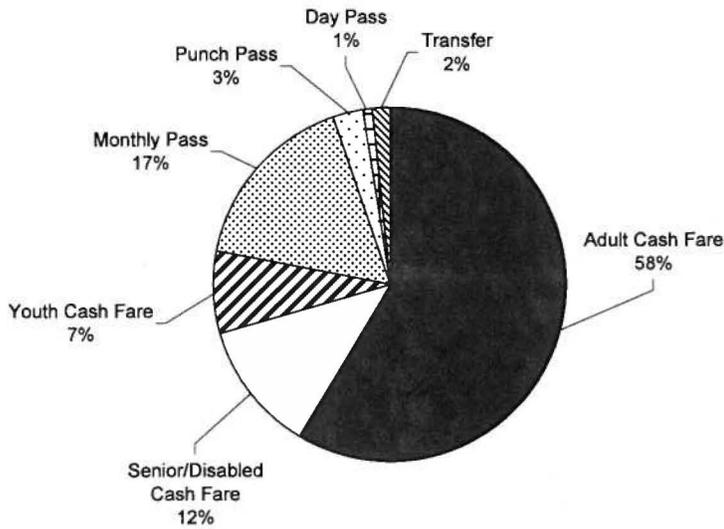
## Fare Media

The data show that riders use the adult cash fare most frequently. Route 10 riders were more likely to pay the adult cash fare (58%) compared to local route respondents (47%). Punch pass usage was much higher on local Napa routes with 16% of respondents stating they used a punch pass to pay for their ride, compared to only 3% of Route 10 respondents. Use of the youth, senior/disabled, transfer, and monthly pass were similar on the local and intercity services.

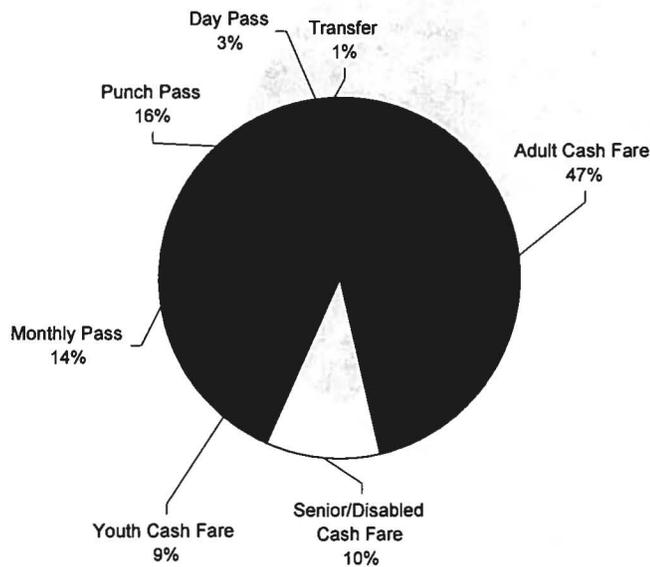
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**Figure 3: Fare Media - Route 10**



**Figure 4: Fare Media - All Routes except Route 10**



### Mitigation

To mitigate any potential adverse affect of the fare structure changes to Route 29 riders in American Canyon, NCTPA is proposing to increase service on the Route 11 which serves the Vallejo Ferry. This provides another, lower cost option for riders who do not choose to pay or cannot otherwise afford the increase proposed on the Route 29 pass.

## **Fare Equity Analysis – August 2012**

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### Conclusion

The analysis undertaken by NCTPA staff shows that the proposed changes in fare structure would not result in disparate impacts to low income or minority communities in its service area. Route 29 Express pass fares overall will be lowered but remain higher than a standard pass for the other VINE routes. This was shown to affect a relatively minor sub-set of existing riders. Changes to the fare structure and routes are deemed necessary because the Route 29 is a RM2-grant funded premium service and needs to reach a 20% farebox recovery ratio in order to continue to receive funding. NCTPA staff believes that a more adverse impact would occur to VINE riders if the Route 29 were eliminated altogether.