VCAC

VINE Consumer Advisory Committee

AGENDA

Thursday, January 8, 2015
6:00 pm

NCTPA / NVTA Board Room
625 Burnell Street, 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, 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 Benson Kwong, VCAC Staff, at (707) 259-8636 during regular business hours, at least 48 hours prior to the time of the meeting.

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ITEMS

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

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

REGULAR AGENDA ITEMS		RECOMMENDATION	TIME
5.	Approval of Minutes of November 6, 2014	APPROVE	6:20 pm
6.	Update on Countywide Pedestrian Plan The Committee will receive an update on the status of the Countywide Pedestrian Plan.	INFORMATION	6:25 pm
7.	Update on Travel Behavior Study The Committee will receive an update on the Countywide Travel Behavior Study.	INFORMATION	6:40 pm
8.	Passenger Fares The Committee will review proposed changes to VINE and VINE Go fares.	ACTION	6:55 pm
9.	2015 Work Plan The Committee will review and adopt the 2015 Work Plan.	ACTION	7:25 pm
10.	Transit Manager's Update The Committee will receive a status update from the Manager of Public Transit on various agency projects and review service metrics.	INFORMATION	7:35 pm
11.	Adjourn		7:50 pm

January 8, 2015
VCAC Agenda Item 5.1
Continued From: NEW
Action Requested: APPROVE

VCAC

VINE Consumer Advisory Committee

MINUTES
Thursday November 6, 2014

ITEMS

1. Call to Order

Chair Schunk called the meeting to order at 6:02 PM

2. Roll Call and Introductions

Members Present:

Jean-Vincent Deale
Genji Schmeder
Doug Weir
Anna Ernest
Zachary Schunk

Members Absent:

Daniel Leachman
Margret Schlenke
Jack Wall

3. Public Comment

No public comment

4. Chairperson and Committee Member's Update

Chair Zachary Schunk requested committee member comments.

Mr. Schmeder reflected on his experience on the Route 29 from El Cerrito, noting that it seems like ridership has increased.

Chair Schunk is hopeful that ridership will increase with the introduction of Clipper. Other members commented that they enjoy using Clipper.

Mr. Roberts said that Clipper has gone live this week, with a few issues. Clipper cannot be used to go to the Vallejo Ferry. There is a plan to promote Clipper at high schools by using grant funding. NCTPA is working on trying to figure out how people with disability can obtain card in Napa instead of from adjacent jurisdictions. There are current discussions regarding a flat fare for the Route 29. For now, the decision is to do nothing and monitor the situation, as currently the 22% farebox recovery is too close to the 20% recovery minimum to consider making any changes.

Mr. Deale concurred with Mr. Schmeder about increased ridership on the Route 29. He also predicted that having 1st Street become bidirectional will cause growing pains and suggested more signs for pedestrians. Mr. Roberts suggested that he could pass these comments to the City through Mr. Weir.

Chair Schunk inquired about the current 1st Street situation. Mr. Roberts responded that 1st & Main is a problem because it is difficult for traffic to go around stopped buses and it is currently a work in progress.

REGULAR AGENDA ITEMS

5. Approval of July 10, 2014 and September 4, 2014 Minutes

Mr. Schmeder asked that the July 10 minutes be amended to indicate that he was excused from the July 10 meeting. The July 10 and September 4 meeting minutes were approved.

6. Election of Officers

The election of officers was confirmed by members present.

7. Lifeline Call for Projects

Mr. Roberts discussed the Lifeline call for projects.

8. Passenger Counters

Mr. Roberts gave a presentation on Automatic Passenger Counters, describing its various features and its usefulness for the Agency, including passenger counts for any segment/time and schedule adherence.

*MSC – Motion, Seconded and Unanimously Carried

9. Transit Manager's Update

Mr. Roberts gave an update on 1st quarter ridership, which has been the highest ridership quarter in 10 years.

There will be a canned food drive November 17 - 21, with free rides for those who bring a can. In addition, there will also be a holiday bus around Christmas time offering free rides.
New schedules will take effect on January 4, with changes to Routes 10, 11, 21, 25, and 29, but no changes to Routes 1 – 8. Route 21's schedule will be more aligned with Amtrak's Capitol Corridor service east to Davis/Sacramento, Route 25 will have a midday run and have its schedule more aligned to several Sonoma Transit routes, and Route 29 will have its scheduled more aligned with the Vallejo Ferry schedule.

Mr. Roberts requested that committee members recommend individuals to fill the VCAC vacancies starting in January.

A several million dollar computer dispatch/tracking system the VINE went out to bid. The selected vendor was Avail Technologies. NCTPA staff will recommend to the Board to move forward. There will be an update in January.

Justin Paniagua will give the VCAC an update on spring fare increases in January.

Lamar has started placing ads on buses, contributing to revenue.

The bus shelter on 1st & Main will be replaced with a glass shelter.

8 Flyer buses and 5 other buses will be retrofitted with new pods, allowing for faster scooter/wheelchair boardings.

There is a grant to promote youth on transit through Clipper which will need to be launched in January.

10. Adjourn

Mr. Roberts recommended a motion for the next VCAC meeting to Thursday, January 8, which was approved.

The meeting was adjourned at 7:16 p.m.

*MSC – Motion, Seconded and Unanimously Carried

January 8, 2015
VCAC Agenda Item 6
Continued From: NEW
Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY
VCAC Agenda Letter

TO: VINE Consumer Advocacy Council

FROM: Kate Miller, Executive Director

REPORT BY: Diana Meehan, Associate Planner
(707) 259-8327 / Email: dmeehan@nctpa.net

SUBJECT: Countywide Pedestrian Master Plan Update

RECOMMENDATION

The VINE Consumer Advocacy Council will receive an update of the process and timeline to complete the Countywide Pedestrian Master Plan.

EXECUTIVE SUMMARY

NCTPA Staff and its consultants, Fehr & Peers, met on November 7th for the Pedestrian Plan kick-off meeting to review the goals and timeline of the Pedestrian Master Plan. NCTPA staff will present an overview of the process and timeline to the VCAC.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

To identify and prioritize pedestrian projects, programs and planning efforts of countywide significance, NCTPA has contracted with Fehr & Peers to prepare a Countywide Pedestrian Master Plan. The Plan will provide the background, direction, and tools needed to improve the active transportation network to encourage pedestrian/walking trips in Napa County and improve pedestrian safety for all users. The plan will be an important component for the coordination of planning and programming pedestrian projects for all Napa County jurisdictions, and help attract new grant funding to support Napa's bicycle and pedestrian projects.

The plan will be similar in structure to the countywide bicycle plan which was completed in 2012, but with specific focus on pedestrians. Once completed, both the Countywide Bicycle Plan and Pedestrian Master Plan will be combined to form a Countywide Active Transportation Plan.

At its October 15th meeting, the NCTPA Board approved Work Authorization No. 2 to NCTPA Agreement No. 12-18 with Fehr & Peers. Key Fehr & Peers staff working on the project include:

- Steve Crosley, AICP Associate, Project Manager
- Meghan Mitman, AICP Senior Associate
- Kendra Rowley, EIT Transportation Planner

Staff will present the project timeline and review the process for working with the PCC as an advisory committee for creating a comprehensive Countywide Pedestrian Master Plan.

Additional Upcoming Pedestrian Plan-related Meetings

- PCC meeting: January 8 10:00 am
- Public Workshops: January 21st, 22nd, 27th and 28th, , 6-8 pm – locations TBD

SUPPORTING DOCUMENTS

Attachment: Pedestrian Plan Fact Sheet

Napa County Pedestrian Master Plan

| An Introduction

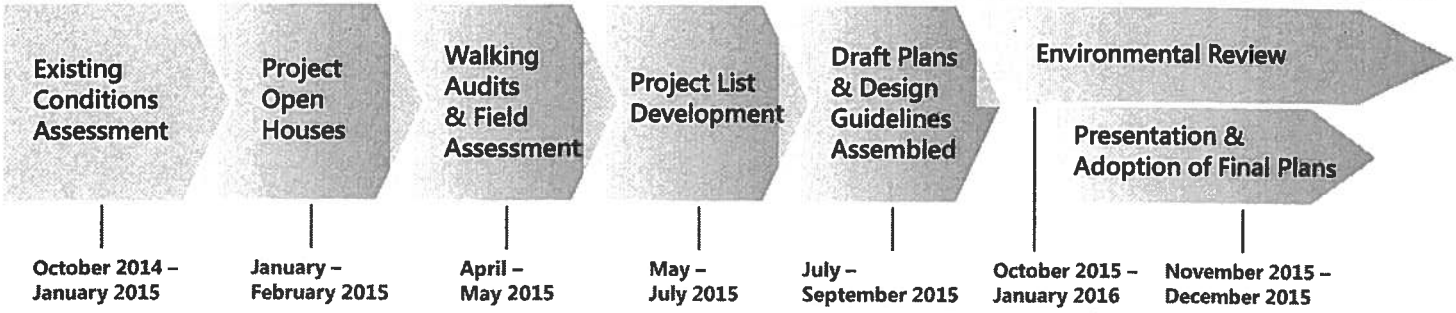
As Napa County's first pedestrian master plan, this project offers a unique opportunity to begin a countywide conversation regarding pedestrian needs and opportunities and to establish a policy framework and implementation plan that will enhance pedestrian mobility and safety.

Key considerations of the plan will include:

- **Where are the gaps in the existing pedestrian network?**
- **Where is pedestrian activity occurring?**
- **How can we better serve key demographic groups, including children, elderly, disabled, and low-income residents, as well as employees and tourists?**
- **Which improvements give us the most "bang for our buck"?**
- **How can we fund these improvements?**
- **Where can ADA access be enhanced? (select Plan elements)**

To submit public comments and ideas outside of the public workshops, an interactive survey will be available soon on NCTPA's website at http://www.nctpa.net/current-projects.

At the conclusion of this planning effort, a collaborative network of technical staff, advocates, and other key stakeholders will be well-positioned to champion the implementation of the plan's goals, policies, programs, and projects. Each of the five incorporated jurisdictions, as well as the County, will have standalone Plans, with an integrated vision, but customized approach.



January 8, 2015
VCAC Agenda Item 7
Continued From: May 2014
Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY
VCAC Agenda Letter

TO: Vine Consumer Advisory Committee

FROM: Kate Miller, Executive Director

REPORT BY: Alberto Esqueda, Assistant Planner
(707) 259-5976 / Email: aesqueda@nctpa.net

SUBJECT: Travel Behavior Study Final Report Overview

RECOMMENDATION

Information Only

EXECUTIVE SUMMARY

In April 2013, the NCTPA Board approved the agreement with Fehr & Peers to conduct a Travel Behavior Study. This study was desired to inform the Countywide Transportation Plan and to better understand travel behaviors and patterns throughout the county. Unlike the Napa-Solano Travel Demand Model, which solely looks at peak commute volumes Monday through Friday, the study looked at several different data sources to understand how, why, and where residents, workers, and visitors move throughout the county.

In May 2014 the draft Travel Behavior Study report was provided to VCAC for review and comment. Due to limited winery participation in the initial data collection (fall 2013) the Napa County Winegrowers in partnership with the Napa Valley Vintners provided funding for additional winery data collection which took place in October 2014. NCTPA also funded additional vehicle counts at the south end of the county to review traffic patterns once Jameson Canyon was fully operational. The final report has now been completed and includes the additional data collected in October.

On December 17th the NCTPA Board received a presentation on the Travel Behavior Study. The County of Napa, which helped fund the study, will be receiving a presentation at a joint Board of Supervisors and Planning Commission meeting scheduled in March 2015.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

The Napa Travel Behavior Study focuses on vehicle trips throughout Napa County. The study has identified how many trips per day are associated with visitors, employees, and students, where those trips start and end, the predominant modes of travel, vehicle occupancies, and times of day/week that have the heaviest traffic volumes.

To better inform the study and validate data, the consultants pulled from several different data sources. Data sources included, basic traffic counts at selected locations, mailed surveys based on the capture of license plate numbers, cell phone tracking data (information about where a sample of vehicles travel within Napa County without identifying the owner/driver), and finally, detailed intercept interviews at selected locations, including 12 wineries throughout the county. Also, included in the study was a detailed employee survey that resulted in over 1,400 responses. This survey, along with the mailed survey, provided information about how likely workers and visitors would use other modes of transportation to get to and from their destinations.

The Napa County Travel Behavior Study provided NCTPA with several quantitative and qualitative data sets. The resulting data will provide NCTPA and its member jurisdictions the basis for future planning efforts. Such uses may include but are not limited to the refinement of the Napa-Solano Travel Demand Model (NSTDM) and the update of the Countywide Transportation Plan. The data collected in this study will also be used to inform future plans or projects requiring baseline data. NCTPA plans on repeating the study again in four (4) years as a predecessor to the next countywide plan.

Data Highlights:

- **License plate recognition** (cameras) at 11 strategic locations over a 24-hour period (a Friday in October - to capture weekday commute trips along with winery and other visitor trips during peak winery visitation season). The locations include the seven major Napa County gateways to capture all inter-regional travel as well as four locations within Napa County to capture a sample of local trips. Infrared video cameras provided classification of the vehicles into passenger vehicle, medium truck, heavy truck, and bus. 154,389 license plate numbers were observed, which led to the following conclusions:
- 9% of daily trips at Napa County external gateways are pass-through trips- the majority of pass-through traffic travels between SR 121 at the Napa/Sonoma county line and SR 12 at the Napa/Solano county line.
- 25% are imported work trips i.e. from a license plate observed entering and exiting Napa County at same location in an approximately 8 hour window.

- 16% are exported work trips observed exiting and entering Napa County at the same location in an approximately 8 hour window.
- The largest number of imported work trips from neighboring counties comes from Solano County (35%), Sonoma County (22%), Contra Costa County (10%), and Alameda County (7%).

- ***Surveys:*** To supplement previous surveys, three additional surveys were conducted:

1. *Vehicle Intercept Mail Survey:* Using the license plate data (above) 183 surveys provided the following results:
   52% of respondents are full-time residents of Napa County, 26% are non-residents but employed in Napa County.
   66% of external trips were imported, consistent with license plate matching data and mobile device data.
2. *In-person winery Survey* at 12 wineries around Napa:
   - 92% of groups were visitors to Napa County;
   - 35% of patrons started their day in Napa County, 23% of patrons started their day in San Francisco County;
   - 52% of groups traveled by rental car, 36% of groups by personal auto;
   - 58% said they would use transit if it was an option.
3. *Online Major Employers Survey:* 100 of Napa County's major employers totaling approximately 20,000 employees in Napa County helped gather travel behavior and commute data for local employees. 1,444 responses reported:
   - 71% live in Napa County
   - 51% live in City of Napa
   - 97% commute using their personal automobile more than half the time
   - 43% said they would use public transit if service was expanded and it became a reasonable option.

Cell phones and GPS data: Anonymous reading of cell phone locations gathered over a two month period in September and October of 2013 was utilized to analyze traffic patterns within the county. Of the 206,152 data samples:

- Approximately 74,400 or 36% touched a Napa County external gateway, indicating an external trip
- 55% were internal trips.
- Additionally, approximately 6,700 or 9% of trips were observed passing through Napa County via Napa County external gateways.

Travel Behavior Study Conclusions

Data from all collection methods has been compiled in a format close to results derived from the Napa Solano Travel Demand Model (the principal computer model for transportation used by NCTPA). Study results have given us a substantial amount of real-life origin and destination-level travel data to supplement the recent (2013) California Household Travel Survey for base year calibration and validation purposes.

SUPPORTING DOCUMENTS

Attachments:

(1) Napa County Travel Behavior Study (due to document size attachment is in not included in agenda packet. Document is available for review at the NCTPA Office, 625 Burnell Street, Napa CA or the NCTPA website by clicking on the following link: http://www.nctpa.net/sites/default/files/Napa%20County%20Travel%20Behavior%20Study_Final%20Report.pdf

(2) Travel Behavior Study PowerPoint provided to the NCTPA Board on December 17th

Napa County Travel Behavior Study

NCTPA Board Meeting Presentation

December 17, 2014

Overview

- Objectives of the Study
- Community Advisory Committee
- Study Approach
- Data Analysis and Integration
- Conclusions

Objectives of the Study

- Gather information on the travel behavior of **visitors, employees, residents, and students** who make **work and non-work trips** in Napa County
  - Numerous studies on where visitors come from but very few on visitor travel patterns within Napa County
  - Very few studies on resident, employee, and student travel patterns within Napa County
  - How much of the congestion is from residents, imported workers, pass-through trips, winery patrons, etc.?
  - Use the information to help expand transit and paratransit services and inform the Travel Demand Model.

Objectives of the Study

- An opportunity to integrate **innovative data collection methods** with **enhancements to traditional methods** to offer an unprecedented look into travel behavior in Napa County
  - The **integration of multiple advanced data collection methods** and technologies no longer lies in the realm of research
  - Maximize the accuracy and geographic scale of the data while providing a broad range of uses for the data
  - A multi-firm team comprised of Fehr & Peers, StreetLight Data, and MioVision was created

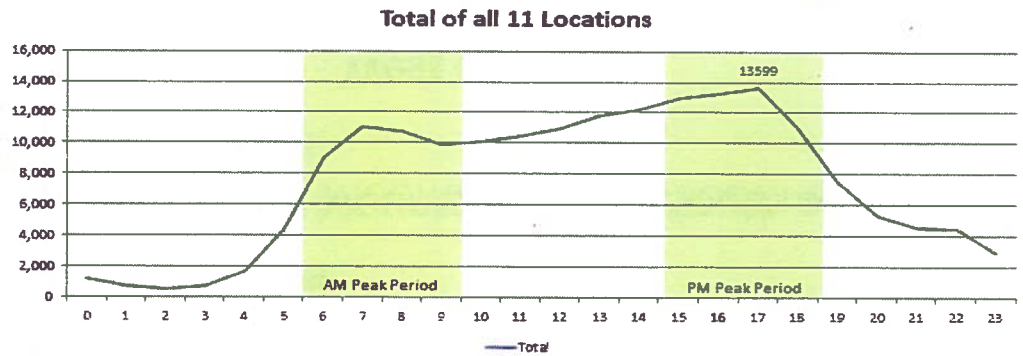
Community Advisory Committee

- Fehr & Peers worked with NCTPA staff to convene a Community Advisory Committee
  - Comprised of representatives from business and wine industry groups, major employers, and other community stakeholders
  - We understood the importance of effectively reaching out and engaging members of the community
  - This study will provide the **basis for multiple planning efforts** by NCTPA and planning agencies within the County
  - Data can be used to refine the Napa-Solano Travel Demand Model and update the Countywide Transportation Plan

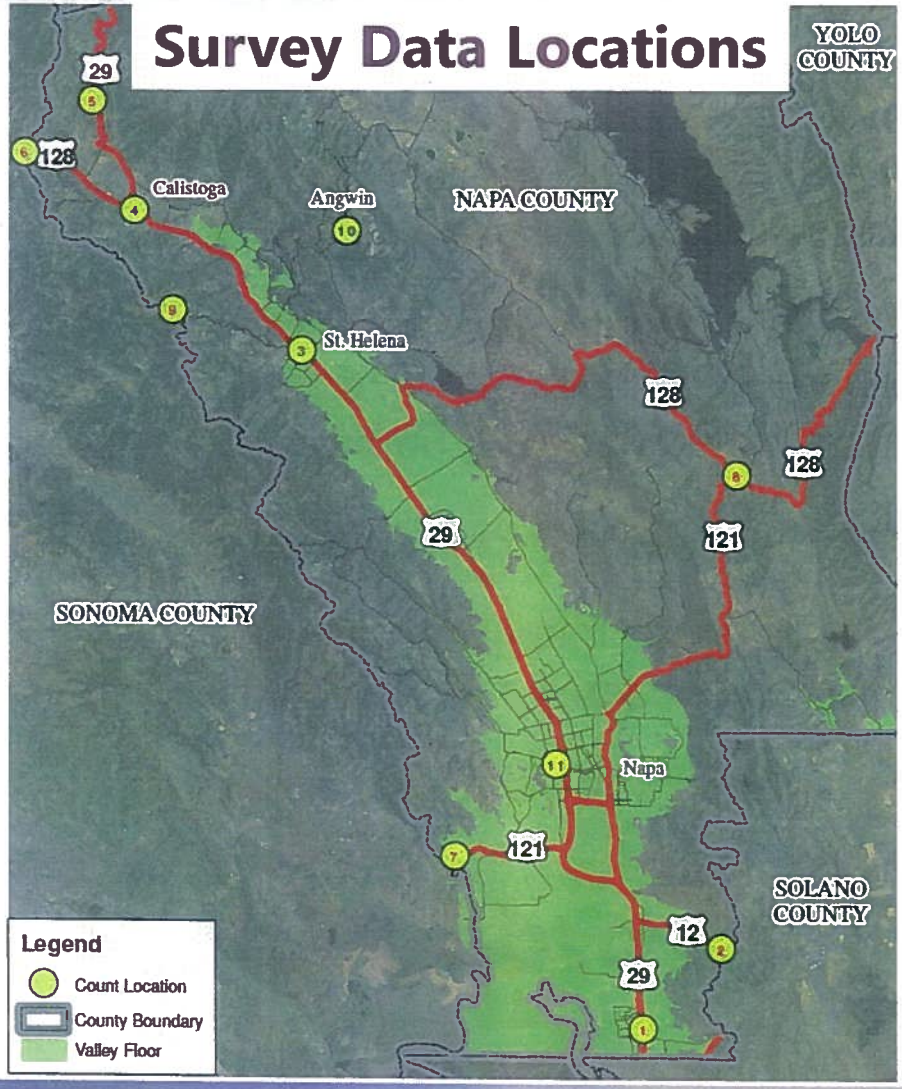
Study Approach

- Utilized and combined the results of **five data collection methods**
  1. Vehicle Classification Counts
  2. Winery Regression Analysis
  3. License Plate Matching
  4. In-Person Winery, Vehicle Intercept, and Online Employer Surveys
  5. Mobile Device Data

Study Approach



1. Vehicle Classification Counts
   - Provided the **total traffic volume** that was used as the control total to refine travel data collected from the other methods
   - MioVision collected data at **11 survey data locations**
   - Including **7 Napa County external gateways** in order to quantify all Napa County inter-regional travel (Napa County internal travel nearly impossible to quantify using traditional methods)
   - **181,330 total vehicles** were observed passing through the 11 survey data locations on Friday, October 4, 2013
   - 126,736 total vehicles were observed at the 7 external gateways



1: SR 29 – North of American Canyon Rd

2: SR 12 - Napa/Solano County Line

3: SR 29 – Southeast of Adams St in St. Helena

4: SR 29 – Southeast of SR 128 in Calistoga

5: SR 29 – Napa/Lake County Line

6: SR 128 – Sonoma/Napa County Line

7: SR 121 – Sonoma/Napa County Line

8: SR 128 - East of SR 121

9: Spring Mountain Rd - Napa/Sonoma County Line

10: Howell Mountain Road - South of Cold Springs Rd

11: First St - West of SR 29

Study Approach

1. Vehicle Classification Counts – SR 12 Jameson Canyon Rd Widening Project
   - To determine potential shifts in traffic patterns after the completion of the project, **traffic count data was collected on SR 29 North of American Canyon Road and SR 12 at the Napa/Solano County Line on Friday, October 24, 2014**, more than one full month after the completion of the project.
   - The data was compared to traffic count data collected at the same two locations on Friday, October 4, 2013.
   - Traffic volumes along SR 12 increased by 4,300 daily vehicles (a 14% increase) and traffic volumes along SR 29 decreased by 4,600 vehicles (a 9% decrease), suggesting that **roughly 4,000 vehicles shifted their traffic pattern**.

Study Approach

2. Winery Regression Analysis

   - Vehicle trip generation for the existing 434 winery parcels in Napa County was determined based on **simple linear regression analysis**, which relies on data collected at a sample of representative locations to predict data for the remaining locations.
   - This method was selected due to the impracticality of and inability to collect driveway counts at all 434 winery parcels.
   - Traffic counts were collected at **22 existing Napa County Wineries** over a 7-day period from Thursday, October 23, 2014 to Wednesday, October 29, 2014.

TABLE 5
WINERY REGRESSION COEFFICIENTS

Independent Variable	Average Monday to Wednesday	Thursday	Friday	Saturday	Sunday
Constant	126	102	196	222	100
Annual gallons produced (thousands)	0.20	0.31	0.33	0.35	0.28
Advanced Appointments (binary)	-86	-68	-150	-229	-110
On the Valley Floor (binary)	40	69	59	83	49
R-Squared	0.79	0.82	0.82	0.79	0.86

TABLE 7
ESTIMATED TOTAL DAILY WINERY VEHICLE TRIP GENERATION

Day of the Week	Total Daily Vehicle Trip Generation
Thursday	52,245
Friday	62,217
Saturday	54,713

Study Approach

3. License Plate Matching
   - Involves the positioning of cameras at multiple locations to record the license plate of passing vehicles
   - MioVision used **high-speed infrared cameras and sophisticated software**
   - License plate listings were matched between survey data locations and the purpose of the trip was inferred
     - i.e. entering Napa County at 8 AM and leaving Napa County at 5 PM at the same location is likely an imported work trip
   - Was also used to develop a list of unique license plate listings from which a calculated number of **randomly selected owners were surveyed by mail to obtain more detailed trip making information**

TABLE 9
PASSENGER VEHICLE LICENSE PLATE MATCHING DATA

Trip Type	Daily	Early AM (12 AM to 6 AM)	AM 4-Hr (6 AM to 10 AM)	Mid-Day (10 AM to 3 PM)	PM 4-Hr (3 PM to 7 PM)	Late Night (7 PM to 12 AM)
Inbound Trips	45%	55%	51%	45%	40%	46%
Outbound Trips	45%	31%	39%	45%	52%	46%
Pass-Through Trips	9%	14%	10%	10%	8%	8%
Trip Type	**Daily**	**Early AM**	**AM Peak**	**Mid-Day**	**PM Peak**	**Late Night**
Imported Work Trips	25%	37%	31%	17%	28%	22%
Imported Other Trips	16%	7%	12%	23%	14%	16%
Exported Work Trips	16%	20%	20%	12%	17%	18%
Exported Other Trips	11%	4%	8%	14%	10%	9%
One-Way Total	23%	18%	19%	24%	23%	28%
Pass-Through	9%	14%	10%	10%	8%	8%

Study Approach

3. In-Person Winery, Vehicle Intercept, and Online Employer Surveys
   - **Three types of surveys** were conducted
     - In-person survey at 13 wineries on Friday, October 4, 2013
       - 172 surveys were completed with an estimated response rate of 50%
     - Online employer survey sent via email on October 25, 2013
       - 1,444 surveys were completed with a response rate of 7%
     - Vehicle intercept mail survey to vehicles observed on Friday, October 4, 2013
       - 183 surveys were completed with a response rate of 2.2%

Study Approach

4. Mobile Device Data
   - Mobile devices such as cell phones and GPS units frequently communicate with the mobile network
   - INRIX and StreetLight Data collect and analyze this data while the device is in use to record the **anonymous location** (ensuring user privacy) and **movement of mobile devices** on the roadway network
   - StreetLight Data obtained from INRIX movement and usage patterns over a **61-day period from September 1, 2013 to October 31, 2013**

Study Approach

4. Mobile Device Data
   - StreetLight Data used sophisticated algorithms to infer the origin and destination of trips as well as the trip purpose (Home Zone and Work Zone)
   - Fehr & Peers is able to tag this data to a user-specified geographic layer for seamless integration and **comparison with other sources of data**
     - Started with the Napa Solano Model TAZ system but added wineries, major employers, Napa County Airport, Napa Valley College, etc.
     - Can be very disaggregate **(664 total zones)** and aggregated later
   - Results in **origin-destination trip tables** that provide the number of trips for each TAZ to TAZ origin-destination pair by time of day and trip purpose

Study Approach

4. Mobile Device Data
   - **206,152 Napa County data samples over the 61-day period (versus 1,800 survey responses)**
   - 36% of which were external trips and 9% of which were pass-through trips (matches 9% from license plate matching)
   - 55% of samples had both their origin and destination within Napa County (internal trips – almost impossible to measure with traditional methods)
   - **45% of samples touched one or more external gateways**
     - Extremely useful statistic as we have a control total of 127,000 vehicles counted at external gateway locations

Data Analysis and Integration

- Using multiple sources of data allows the unique advantages of the individual methods to be utilized, **reducing the following limitations of the data.**
  - Vehicle Classification Counts – no origin or destination, trip making, or demographic information
  - Winery Regression Analysis – only provides trip generation for wineries
  - License Plate Matching – no origin or destination, inferred trip purpose
  - 3 Types of Surveys - **very detailed data for a very small sample of observed trips** (2.2 and 7% response rates unfortunately are normal)
  - Mobile Device Data – inferred origin and destination and trip purpose information for a **very large sample size**

Data Analysis and Integration

- **Started with Mobile Device Data** due to the large sample size and high confidence in origin-destination data
- Data from the other four data collection methods was used to refine the origin-destination trip tables **to represent single days of absolute data**
  - Vehicle Classification Counts – provide control totals
  - Winery Regression Analysis – provides total winery trip generation
  - License Plate Matching – refine trip purpose and trip type
  - Surveys – refine origin and destinations, trip purpose, and trip type
- The resulting trip tables represent **a single meaningful dataset** of all data collected as part of the Napa County Travel Behavior Study

TABLE 14
PERSONAL AUTOMOBILE FINAL ORIGIN-DESTINATION TRIP TABLES SUMMARY

Trip Purpose	Average Monday to Thursday Trips	Friday Trips	Saturday Trips	Monday to Thursday Trip Percent	Friday Trip Percent	Saturday Trip Percent
Total	345,346	362,253	159,541	100%	100%	100%
Internalized	26,369	25,223	8,647	8%	7%	5%
Home-Based Work	60,393	62,932	10,618	17%	17%	7%
Home-Based Other	57,867	58,163	16,015	17%	16%	10%
Non Home-Based	49,803	53,261	6,399	14%	15%	4%
Winery	47,811	56,639	50,273	14%	16%	32%
Imported Trip	66,194	67,963	34,995	19%	19%	22%
Exported Trip	36,909	38,072	32,593	11%	11%	20%
Total Winery Trips (including work trips)	52,070	61,333	54,883	15%	17%	34%
Winery Trips from Winery Regression Analysis	52,245	62,217	54,713	--	--	--
Difference	-175	-883	170	--	--	--
External Trips (including pass-through)	125,490	128,431	88,046	36%	35%	55%
External Trips from Vehicle Classification Counts	--	126,736	--	--	--	--
Difference	--	1,695	--	--	--	--

- Origin-Destination trip data can be aggregated to any desired level to illustrate larger travel patterns such as flows to and from the five major cities in Napa County

Table 17

Daily Average Weekday Vehicle Trips to and from the Five Major Cities in Napa County

Total: 356,424		Destination Location							
		Calistoga	St. Helena	Yountville	Napa	American Canyon	Unincorporated County	Winery	External Gateway
Origin Location	Calistoga	2,062	444	47	360	95	1,586	544	780
	St. Helena	655	6,450	98	1,896	125	3,948	1,616	801
	Yountville	7	246	870	905	54	1,332	475	303
	Napa	397	1,793	1,018	63,359	2,766	19,801	3,099	17,329
	American Canyon	14	256	118	3,320	6,316	3,814	333	11,367
	Unincorporated County	1,381	4,474	1,106	18,514	3,267	40,469	12,053	21,083
	Winery	665	2,111	497	3,376	962	11,041	3,646	3,993
	External Gateway	1,723	841	270	17,464	12,780	18,803	3,902	11,203

- Origin-Destination trip data can be aggregated to any desired level to illustrate larger travel patterns such as flows to and from the five major cities in Napa County

Table 17

Daily Average Weekday Vehicle Trips to and from the Five Major Cities in Napa County

Total: 356,424		Destination Location							
		Calistoga	St. Helena	Yountville	Napa	American Canyon	Unincorporated County	Winery	External Gateway
Origin Location	Calistoga	1%	0%	0%	0%	0%	0%	0%	0%
	St. Helena	0%	2%	0%	1%	0%	1%	0%	0%
	Yountville	0%	0%	0%	0%	0%	0%	0%	0%
	Napa	0%	1%	0%	18%	1%	6%	1%	5%
	American Canyon	0%	0%	0%	1%	2%	1%	0%	3%
	Unincorporated County	0%	1%	0%	5%	1%	11%	3%	6%
	Winery	0%	1%	0%	1%	0%	3%	1%	1%
	External Gateway	0%	0%	0%	5%	4%	5%	1%	3%

Data Analysis and Integration

- Provides **a substantial amount of observed travel data** for model calibration and validation purposes

TABLE 16
COMPARISON OF DAILY MOBILE DEVICE DATA TO THE 2010 CCTA MODEL TRIP TABLES

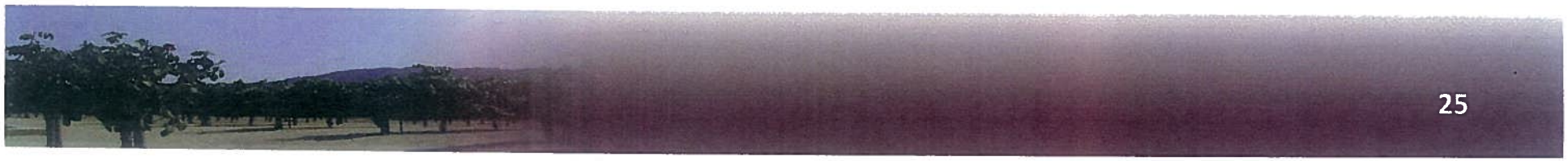
Vehicle Type	Daily Mobile Device Trips	Daily 2010 CCTA Model Trips in Napa County
Personal Automobile	345,346	353,521
Commercial Vehicles	16,922	8,731
Total	362,268	362,252

Conclusions

- The Napa County Travel Behavior Study provides NCTPA with several data sets. Data highlights that may be useful for future planning efforts include:
- From Winery Regression Analysis
  - **Napa County wineries generate an estimated 62,200 vehicle trips on a Friday in October**
- From License Plate Matching
  - **9% of daily trips at Napa County external gateways are pass-through trips**
  - **52% of Napa County pass-through traffic travels between SR 29 at the Sonoma County Line and SR 12 at the Solano County Line**
  - **41% of daily trips are imported trips and 27% are exported trips**
  - **23% of traffic was one-way (a portion of this is visitors)**
  - **21% of total daily trips into Napa County were "visitor" trips**

Conclusions

- From Surveys
  - **21% of winery patrons were from the Bay Area, 10% were from outside the United States**
  - **35% of winery patrons started their day in Napa County, 23% in San Francisco**
  - **32% of employer survey respondents live and work in the City of Napa**
  - **61% of employer survey respondents use SR 29 to travel to work**
  - **20% of employee survey respondents carpool (this includes taking kids to school)**
  - **43% of employee survey respondents said they would use public transit if service expanded**
  - **21% of vehicle intercept survey trips were said to be made "less than one time per month"**
- From Mobile Device Data
  - **55% of daily trips were internal to Napa County**
  - **9% were passing through Napa County**



January 8, 2015
NCTPA Agenda Item 8
Continued From: New
Action Requested: RECOMMEND

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY
VCAC Agenda Letter

TO: VINE Consumer Advisory Committee (VCAC)

FROM: Kate Miller, Executive Director

REPORT BY: Justin Paniagua, Senior Finance/Policy Analyst
(707) 259-8781 / Email: jpaniagua@nctpa.net

SUBJECT: NCTPA Public Transit Fare Adjustment

RECOMMENDATION
RECOMMENDATION

That the Napa County Transportation and Planning Agency (NCTPA) VCAC consider recommendation to the NCTPA Board of Directors the approval of the proposed VINE fare adjustment.

EXECUTIVE SUMMARY

NCTPA is proposing a $.10 increase in the VINE adult fare from $1.50 to $1.60 and subsequent adjustments to youth, senior and disabled fares and passes. VINEGo fares would increase $.20 to $3.20 for a single zone and $6.40 for two zones. The Route 29 pass fare would also be adjusted to reflect consisted adult, elderly-disabled, and youth fares.

PROCEDURAL REQUIREMENTS

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

FISCAL IMPACT

Is there a Fiscal Impact? Yes. The proposed fare adjustments will increase revenue by approximately $66,000 for the VINE at current ridership levels.

CEQA REQUIREMENTS

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

BACKGROUND AND DISCUSSION

NCTPA is required by law to attain a 16% farebox ratio for the VINE Transit system. This is defined as revenue obtained through means other than state and federal grants in an amount equal to 16% of the system's operating cost. For the past two fiscal years the VINE Transit system has failed to meet this requirement. If VINE Transit continues to miss the required farebox ratio target, the system is at risk of having funds withheld by the state which would likely result in service reductions.

In July 2014, the NCTPA Fare Policy was approved by the Paratransit Coordinating Council and VINE Consumer Advisory Committee and subsequently adopted by the NCTPA Board of Directors. The VINE Fare Policy states that:

> *Fare adjustments shall be considered by the NCTPA Board under the following scenarios:*
> 1. *Following NCTPA's annual report if VINE has failed to meet its farebox ratio goal defined in the fare policy.*
> 2. *Every three years the NCTPA Board of Directors will consider fare adjustments to match the previous three years of CPI-U for the San Francisco – Oakland – San Jose Region or to match the percent increase in VINE expenditures for the previous three years whichever is greater. Unless the farebox ratio for the previous fiscal year is equal to or greater than 20%. In which case fare increases shall be paused.*

Currently NCTPA is projecting a farebox shortfall of approximately $41,000 for FY 2014-2015. Given the required 16% farebox ratio NCTPA, would have to cut costs by approximately $250,000 if the shortfall cannot be made up through revenues. The proposed fare changes would take effect July 1, 2015 and is projected to increase revenues by approximately $66,000 for FY 2015-16 at current ridership levels. This would bring VINE Transit into compliance with the farebox ratio requirement. Tables 1, 2, and 3 below outlines the proposed pricing for each of NCTPA's pass and fare structure.

NCTPA staff is recommending a fare adjustment and requests that the VCAC approve the recommendation for consideration by the NCTPA Board.

Proposed VINE Fare Tables:

Table 1: VINE Routes 1-8, 10, 11, and 25 Cash Fares and Passes

	Current Cash Fare	New Cash Fare	Current 31-Day Pass	New 31-Day Pass	Current Punch Pass	New Punch Pass	Current Day Pass	New Day Pass
Adult (19-64)	$1.50	$1.60	$48.00	$53.00	$27.50	$29.00	$5.00	$6.50
Youth (6-18)	$1.00	$1.10	$33.00	$36.00	$20.00	$20.00	$3.00	$4.50
Senior (65+), Disabled and Medicare	$.75	$.80	$24.00	$26.50	$13.00	$14.50	$2.50	$3.25

Table 2: VINEGo Fares

	Current Single Zone Fare	New Single Zone Fare	Current Multi Zone Fare	New Multi Zone Fare
VINEGo	$3.00	$3.20	$6.00	$6.40

Table 3: VINE Route 29 Cash Fares and Passes

	Cash Fare (Ferry)	Cash Fare (BART)	Current 31-Day Pass (Ferry)	New 31-Day Pass (Ferry)	Current 31-Day Pass (BART)	New 31-Day Pass (BART)
Adult (19-64)	$3.25	$5.50	$60.00	$65.00	$120.00	$120.00
Youth (6-18)	$3.25	$5.50	$56.00	$65.00	$112.00	$120.00
Senior (65+), Disabled and Medicare	$3.25	$5.50	$40.00	$65.00	$80.00	$120.00

SUPPORTING DOCUMENTS

Attachment: (1) VINE Transit Title VI Equity Analysis
(2) VINE Fare Policy

VINE TRANSIT TITLE VI FARE EQUITY ANALYSIS

December 2014

TABLE OF CONTENTS

VINE TRANSIT TITLE VI FARE EQUITY ANALYSIS

1 INTRODUCTION

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Federal Transportation Administration (FTA) Circular 4702.1B requires FTA recipients serving populations of 200,000 or greater to evaluate any fare change and any major service change at the planning and programming stages to determine whether those changes have a discriminatory impact. Although VINE Transit is not required by FTA Circular 4702.1B to perform an equity analysis as a matter of policy VINE Transit performs equity analyses as guided by FTA Circular 4702.1B. This document is an analysis of VINE Transit's planned fare increase which will increase fares by approximately 7%.

2 BACKGROUND

In December 2013 the VINE Transit system embarked on an extensive restructuring of the system to improve performance and efficiency. The intention was to reverse a long precipitous slide downward of system ridership which would have resulted in service reductions. Since the system restructuring, ridership has been steadily increasing totaling approximately 327,000 new rides in nearly two years and an additional $190,000 during the same period in total farebox revenues. If trends continue, it is anticipated that the system will have 865,000 unlinked passenger trips on the VINE fixed-route system and approximately $1,027,000 in farebox revenue for FY 2014-2015. Since the last fare increase in 2011, costs have increased 40% or approximately $2,000,000.

By law, the VINE Transit system must collect through fares, advertising and local contribution an amount equal to 16% of its operating cost. This is referred to as the farebox recovery ratio. Over the last two fiscal years, VINE Transit has failed to reach the required farebox ratio and as a result, is subject to statutory penalties which may jeopardize a portion of our Transportation Development Act (TDA) funding NCTPA can claim. If TDA funding were to be reduced, VINE Transit would initiate service reductions.

Additionally the NCTPA Board of Directors in July 2014 adopted a Fare Policy which directs VINE Transit to propose a reasonable fare adjustment every three years or when operations fail to reach its required farebox ratio. VINE Transit missed its obligatory 16% target in Fiscal Year 2013-2014 and through the first five months of Fiscal Year 2014-2015 VINE Transit is projected to miss the required 16% farebox ratio by approximately $40,000 for the year.

2.1 July 2015 Fare Adjustment

VINE Transit is proposing an increase in adult fares of 7% from $1.50 to $1.60 per ride. This change would result in a $1.10 youth fare and a $.80 senior and disabled fare per the adopted VINE Fare Policy. The fare increase would subsequently change the pass fare structure as well in accordance with the VINE Fare Policy. This proposed

fare increase would change the standard VINEGo fare as well to $3.20 for a single zone and $6.40 for a multi zone trip. All Route 29 passes would all be priced at the same level as the adult pass pricing. Additionally the Route 29 31-day Ferry Pass would increase to $65.00 to bring pricing in line with NCTPA's VINE Fare Policy which states pass prices equal twenty times the cash fare on the Route 29. The proposed new fares are included in Appendix 1.

3 TITLE VI POLICY

NCTPA will ensure that their programs, policies, and activities all comply with the Department of Transportation's (DOT) Title VI regulations. NCTPA is committed to creating and maintaining public transit service that is free of all forms of discrimination. The agency will take whatever preventive, corrective, and disciplinary action necessary to address behavior that violates this policy or the rights and privileges it is designed to protect.

4 METHODOLOGY

Using the results of the recently completed MTC VINE Survey, NCTPA staff compared the demographic information gathered about VINE riders with the 2013 five year American Community Survey data. Extrapolating from this data, staff was able to predict how the proposed fare change would affect certain populations based upon the overall service area demographics.

The geographical areas included all incorporated jurisdictions; Napa, St. Helena, Calistoga, Yountville and American Canyon. The County of Napa was excluded because the population centers of the unincorporated County are not in VINE Transit's service area. The smaller jurisdictions up valley and American Canyon are included because the residents receive VINE service via the routes 10 and 11.

The Disproportionate Burden Analysis was completed by comparing the percentage of households with income under 200% of the federal poverty line. This is a standard measure in the Bay Area in determining Communities of Concern. Staff also compared the percentage of zero vehicle households as these people are more likely to be transit dependent.

5 EFFECTS OF PROPOSED FARE CHANGES ON MINORITY AND LOW INCOME POPULATIONS

5.1 System Wide Effects

The recommended fare change would increase the base adult fare by $.10 from $1.50 to $1.60 and increase all other fare types in accordance with the VINE Fare Policy. The increase will apply to routes 1 – 8, 10, 11 and 25. The routes 29 and 21 cash fares would not be affected per the approved VINE Fare Policy. The Route 29 passes would all be priced at the adult pricing level and the 31-Day Ferry Pass would increase to $65. The total projected change in fare revenue resulting from the fare increase is approximately $66,000.

5.2 Disparate Impact Analysis

Table 5-1 VINE Rider and General Population Demographics

	VINE Ridership	General Population	Difference
Percent Minority Population	55%	47%	8%
Percent of Households Under 200% of Poverty Level	11%	29%	-18%
Percent of Zero Vehicle Households	35%	5%	30%

The minority population among VINE ridership is 8% greater than that of the general population within the affected jurisdictions. Though the minority population is greater than the general population, the analysis indicates that it is not so high as to constitute a disparate impact.

5.3 Disproportionate Burden Analysis

In analyzing the percentage of households with annual income under 200% of the federal poverty level, NCTPA staff found that VINE riders are less likely than the general population to be under 200% of the federal poverty level by 18%. Therefore these findings indicate that there is no disproportionate burden based on household income. NCTPA staff also analyzed the percentage of zero vehicle households and found that VINE riders are more likely to live in households without vehicles by 30% compared to the general population. This is important because these riders are more likely to be transit dependent and therefore more affected by an increase in fares. This realization has to be balanced by the alternative solution to address the farebox problem which would be to cut service. The alternative solution would likely result in greater negative impact on these transit dependent riders.

7 LIST OF APPENDICES & ATTACHMENTS

Appendix 1	Proposed Fare Table
Appendix 2	American Communities Survey 2013 5yr Data
Appendix 3	2014 VINE Transit ON-Board Transit Survey Data Analysis
Attachment 1	2014 VINE Transit ON-Board Transit Survey

Appendix 1

VINE Routes 1-8, 10, 11, and 25 Cash Fares and Passes

	Cash Fare	31-Day Pass	Punch Pass	Day Pass	Single Ride Pass
Adult (19-64)	$1.60	$53.00	$29.00	$6.50	$1.60
Youth (6-18)	$1.10	$36.00	$20.00	$4.50	$1.10
Senior (65+), Disabled and Medicare	$.80	$26.50	$14.50	$3.25	$.80

VINE Route 29 Cash Fares and Passes

	Cash Fare (Ferry)	Cash Fare (BART)	31-Day Pass (Ferry)	31-Day Pass (BART)
Adult (19-64)	$3.25	$5.50	$65.00	$120.00
Youth (6-18)	$3.25	$5.50	$65.00	$120.00
Senior (65+), Disabled and Medicare	$3.25	$5.50	$65.00	$120.00

Appendix 2

C17002: RATIO OF INCOME TO POVERTY LEVEL IN THE PAST 12 MONTHS - Universe: Population for whom poverty status is determined

2009-2013 American Community Survey 5-Year Estimates

	American Canyon city, California	Calistoga city, California	Napa city, California	St. Helena city, California	Yountville city, California
	Estimate	Estimate	Estimate	Estimate	Estimate
Total:	19,607	5,158	76,386	5,788	2,479
Under .50	443	220	3,491	131	80
.50 to .99	1,253	434	5,016	263	53
1.00 to 1.24	683	369	3,902	348	48
1.25 to 1.49	627	132	4,204	265	51
1.50 to 1.84	889	407	5,219	196	135
1.85 to 1.99	330	115	1,988	136	50
2.00 and over	15,382	3,481	52,566	4,449	2,062

Total Households
109,418

Total Under 200%	Percent of Total
31478	29%

DP04: SELECTED HOUSING CHARACTERISTICS
2009-2013 American Community Survey 5-Year Estimates

	American Canyon city, California		Calistoga city, California		Napa city, California		St. Helena city, California		Yountville city, California		Totals	Percent of Total
VEHICLES AVAILABLE	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent		
Occupied housing units	5,594	5,594	2,068	2,068	28,568	28,568	2,648	2,648	1,240	1,240	40118	
No vehicles available	94	1.7%	79	3.8%	1,665	5.8%	204	7.7%	84	6.8%	2126	5%
1 vehicle available	1,334	23.8%	691	33.4%	9,346	32.7%	989	37.3%	606	48.9%		
2 vehicles available	2,125	38.0%	922	44.6%	11,501	40.3%	1,060	40.0%	460	37.1%		
3 or more vehicles available	2,041	36.5%	376	18.2%	6,056	21.2%	395	14.9%	90	7.3%		

DP05: ACS DEMOGRAPHIC AND HOUSING ESTIMATES
2009-2013 American Community Survey 5-Year Estimates

	American Canyon city, California		Calistoga city, California		Napa city, California		St. Helena city, California		Yountville city, California		COMBINED	
HISPANIC OR LATINO AND RACE	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent
Total population	19,656	19,656	5,204	5,204	77,698	77,698	5,862	5,862	2,968	2,968	111388	
Hispanic or Latino (of any race)	5,376	27.4%	2,088	40.1%	29,312	37.7%	1,289	22.0%	389	13.1%	38454	35%
Not Hispanic or Latino	14,280	72.6%	3,116	59.9%	48,386	62.3%	4,573	78.0%	2,579	86.9%	72934	65%
White alone	5,234	26.6%	2,994	57.5%	44,350	57.1%	4,025	68.7%	2,343	78.9%	58946	53%
Black or African American alone	1,487	7.6%	41	0.8%	695	0.9%	51	0.9%	85	2.9%	2359	2%
American Indian and Alaska Native alone	41	0.2%	0	0.0%	307	0.4%	22	0.4%	25	0.8%	395	0%
Asian alone	6,661	33.9%	25	0.5%	1,658	2.1%	219	3.7%	77	2.6%	8640	8%
Native Hawaiian and Other Pacific Islander alone	138	0.7%	29	0.6%	60	0.1%	72	1.2%	0	0.0%	299	0%
Some other race alone	83	0.4%	27	0.5%	34	0.0%	0	0.0%	0	0.0%	144	0%
Two or more races	636	3.2%	0	0.0%	1,282	1.6%	184	3.1%	49	1.7%	2151	2%
Two races including Some other race	55	0.3%	0	0.0%	17	0.0%	10	0.2%	0	0.0%	82	0%
Two races excluding Some other race, and Three or more races	581	3.0%	0	0.0%	1,265	1.6%	174	3.0%	49	1.7%	2069	2%

Appendix 3

Household Size	200% of Poverty Level ($)	Total Households Under
1	$ 23,340.00	63
2	$ 31,460.00	50
3	$ 39,580.00	61
4	$ 47,700.00	45
5	$ 55,820.00	33
6	$ 63,940.00	13
7	$ 72,060.00	10
8+	$ 80,180.00	8
	Total	283
	Total Households Surveyed	2631
	Percent under 200%	11%

January 8, 2015
VCAC Agenda Item 9

Action Requested: ACTION REQUIRED

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY
VCAC Agenda Letter

TO: VINE Consumer Advisory Committee

FROM Tom Roberts, Manager of Public Transit
(707) 259-8778 / Email: troberts@nctpa.net

SUBJECT: Committee 2015 Work Plan

RECOMMENDATION

The Committee Amend, and Adopt its 2015 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 2015 Work Plan for VCAC's consideration.
Staff has proposed the 2015 VCAC Work Plan shown on the following page.

FINANCIAL IMPACT

Is there a Fiscal Impact? No.

FINANCIAL IMPACT None.

SUPPORTING DOCUMENTS Attachment 1: VCAC 2015 Work Plan

Proposed 2015 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
Potential changes to American Canyon Transit Service	March
Vision 2040: Moving Napa Forward Plan and Community Transportation Plan Review	May
2015/16 Budget	May
Nomination of Officers	September
Election of Officers	November

The VINE's new service design was launched in December 2012.

December 2014 stats are estimated based on 2013.*