

Napa Valley Transportation Authority

625 Burnell Street
Napa, CA 94559



Agenda - Final

Wednesday, December 6, 2017
5:00 PM

*****Special Meeting*****

NVTA Conference Room

Citizen Advisory Committee

All materials relating to an agenda item for an open session of a regular meeting of the Citizen Advisory Committee (CAC) which are provided to a majority or all of the members of the CAC by CAC 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 CAC, 625 Burnell Street, Napa, California 94559, Monday through Friday, between the hours of 8:00 a.m. and 4:30 p.m., except for NVTA holidays. Materials distributed to a majority or all of the members of the CAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the CAC 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 CAC on any item at the time the CAC 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 CAC Secretary. Also, members of the public are invited to address the CAC 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 Assistant, 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 <http://www.nvta.ca.gov/events> or <https://nctpa.legistar.com/Calendar.aspx>, click on the Citizen Advisory Committee meeting date you wish to review.

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 Comments**

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

5. CONSENT AGENDA**5.1 Meeting Minutes of September 6, 2017 CAC Meeting (Danielle Schmitz) (Pages 4-6)**

Recommendation: Approval

Estimated Time: 5:15 p.m.

Attachments: [Draft Minutes.pdf](#)

6. REGULAR AGENDA ITEMS**6.1 Executive Director's Report (Kate Miller) (Pages 7-8)**

Recommendation: Information only

Estimated Time: 5:20 p.m.

Attachments: [Staff Report.pdf](#)

6.2 Nomination and Election of Chairperson and Vice Chairperson of the Citizen Advisory Committee (CAC) (Danielle Schmitz) (Pages 9-15)

Body: That the CAC nominate and elect a new Chairperson and Vice Chairperson for an annual term beginning on January 10, 2017.

Recommendation: Action

Estimated Time: 5:30 p.m.

Attachments: [Staff Report.pdf](#)

- 6.3 Draft 2018 Citizen Advisory Committee (CAC) Work Plan and Calendar (Danielle Schmitz) (Pages 16-20)**
- Body:** Staff will review the CAC work plan for 2018 and meeting calendar.
- Recommendation:** Approval
- Estimated Time:** 5:35 p.m.
- Attachments:** [Staff Report.pdf](#)
- 6.4 Comprehensive Operations Analysis Presentation (Matthew Wilcox) (Pages 21-22)**
- Body:** Staff will provide a presentation on the Comprehensive Operations Analysis.
- Recommendation:** Information only
- Estimated Time:** 5:40 p.m.
- Attachments:** [Staff Report.pdf](#)
- 6.5 Public Information Officer Work Responsibilities(Derek Moore) (Pages 23-24)**
- Body:** Staff will review the Public Information Officer's work responsibilities.
- Recommendation:** Information only
- Estimated Time:** 5:55 p.m.
- Attachments:** [Staff Report.pdf](#)

7. FUTURE AGENDA ITEMS

8. ADJOURNMENT

8.1 Approval of Next Regular Meeting Date of January 10, 2018 and Adjournment.

I, Kathy Alexander, hereby certify that the agenda for the above stated meeting was posted at a location freely accessible to members of the public at the NVTA offices, 625 Burnell Street, Napa, CA by 5:00 p.m., on November 29, 2017.

Kathy Alexander (e-sign)

Kathy Alexander, Deputy Board Secretary

Napa Valley Transportation Authority

625 Burnell Street
Napa, CA 94559

Meeting Minutes Citizen Advisory Committee

Wednesday, September 6, 2017

5:00 PM

NVTA Conference Room

1. Call To Order

Chair Baldini called the meeting to order at 5:07 p.m.

Present: 8 - Chairperson Michael Baldini
Vice Chairperson Aisha Nasir
Christina Benz
Nicole Cummings
Larry Kromann
Matthew Schmitz
Catherine Heywood
Jean-Vincent Deale

Absent: 5 - Paul Han
Doug Weir
Jennifer Palmer
Maria Zuniga
Samantha Smith

2. Introductions

Ms. Miller introduced new Public Information Officer, Derek Moore to the Committee.

3. Public Comment

None

4. Committee Member Comments

Members shared their experience taking the Vine – most members had positive feedback and reported half-full buses.

5. CONSENT AGENDA

5.1 Meeting Minutes of July 12, 2017 CAC Meeting (Danielle Schmitz)

Motion MOVED by Cummings, SECONDED by Benz to APPROVE meeting minutes for July 12, 2017. Motion carried by the following vote:

Aye: 8 – Chair Baldini, Member Benz, Vice Chair Nasir, Member Cummings, Member Kromann, Member Schmitz, Member Heywood, Member Deale

Absent: 5 - Member Zuniga, Member Palmer, Member Han, Member Weir, Member Smith

6. REGULAR AGENDA ITEMS

6.1 Executive Director’s Report (Kate Miller) (Pages 8-9)

Kate Miller, Executive Director

- Napa County Bicycle Plan Update
- Vine Bus Maintenance Facility
- Regional Measure 3
- The Road Rehabilitation and Accountability Act of 2017 (SB 1)

Chair Baldini inquired about how much of the RM 3 revenues would be used on bridge maintenance; Director Miller will email out the expenditure plan which is very detailed.

6.2 Vine Express Bus Study Draft (Alberto Esqueda) (Pages 10-12)

Staff provided an update on the Draft Express Bus Plan and informed the committee that the draft final report will be presented to the Board on September 20th. Staff will also send out an updated link to the report.

6.3 NVTA Responses to the Grand Jury Report (Kate Miller) (Pages 13-44)

Staff reviewed the Grand Jury’s findings and recommendations.

Member Cummings spoke highly of the July 19th Board meeting where the Board spoke about the Grand Jury report and findings; she thought the meeting was very informative and the Board did a good job in explaining their position and in responding to the report.

6.4 Countywide Bicycle Plan Update (Diana Meehan) (Pages 45-54)

Staff provided an overview of outreach done to date for the Plan and gave a demonstration on the Wikimap online comment tool. The map will be live until the end of September and all committee members were encouraged to provide comments and distribute the link to their networks.

7. FUTURE AGENDA ITEMS

- Vine Comprehensive Operations Analysis (COA) Presentation
- Transportation and Housing Discussion
- Autonomous Vehicle Presentation
- Public Outreach Plan
- Travel Behavior Study

8. ADJOURNMENT

8.1 Approval of Next Regular Meeting Date of November 1, 2017 and Adjournment.

The meeting was adjourned by Chair Baldini at 6:18 p.m.

Kathy Alexander, NVTA Deputy Board Secretary



NAPA VALLEY TRANSPORTATION AUTHORITY CAC Agenda Letter

TO: Citizen Advisory Committee
FROM: Kate Miller, Executive Director
REPORT BY: Kate Miller, Executive Director
(707) 259-8634 / Email: kmiller@nvta.ca.gov
SUBJECT: Executive Director Report

RECOMMENDATION

Information only

EXECUTIVE SUMMARY

Napa Firestorms

At the November 15th Board meeting bus drivers and managers of the Vine Transit operator, Transdev, were honored with a special proclamation for their efforts during the Napa Firestorms that began on October 8th. Several Vine Transit employees left behind their own homes and families to report to work, traveled into restricted fire areas to reach evacuees and endured difficult working conditions including long hours and breathing unhealthy air. NVTA staff is very appreciative of Transdev's heroic efforts and their commitment to the local community.

The Napa County Emergency Operations Center requested Vine Transit assist with evacuations early Monday morning to evacuate the Silverado Country Club. The Vine also assisted with evacuations in the City of Calistoga, at the Veterans Home in Yountville, and was on standby to evacuate the Napa State Hospital. Mid-week during the fires the Vine suspended all service except the Routes 10, 11 and 29 which ran modified routes to stay clear of restricted areas. Normal transit service resumed on Monday, October 16th. In total, the Napa Fires caused approximately \$68,000 in revenue loss to the Vine Transit system.

The NVTA offices were closed the week of the fires due to phone and internet service disruption, poor indoor air quality, and the building being located in the advisory evacuation zone. NVTA offices opened back up on Monday, October 16th.

Vine Bus Maintenance Facility

In September 2016 NVTA purchased approximately 8 acres of land on Sheehy Court in south Napa County for the future bus maintenance facility. A full Environmental Impact Report (EIR) was completed and released for public comments which were due on November 2nd. The EIR will be adopted at NVTA's January Board meeting.

NVTA released a Request for Proposals (RFP) for architect and engineering firms to bid on design and engineering work for the site. The consulting firm of Kimley-Horn was selected for the design and engineering work.

NVTA staff recently toured maintenance facilities in Monterey-Salinas, Chico and Redding to learn from others' past mistakes and successes. The Monterey Salinas site used part of a pre-fabricated building for their facility. This state approved building may reduce building cost if NVTA were to use something similar at the Sheehy site.

Ride the Vine App and DriverMiles

Vine Transit recently launched an automated dispatch system using TapRide called Ride the Vine which will be available to Apple and Android users on December 4th. The app lets riders request a ride "uber-style" and sends origin and destination locations directly to the driver's on-board manifest. This app is being used on all Vine community shuttles in Calistoga, St. Helena, Yountville and American Canyon. The app will trip-plan for drivers who receive multiple ride requests to better streamline trips and shorten wait times. Through the months of November and December NVTA staff will work with local community partners to market the app. The TapRide app is a demonstration project and if successful, NVTA will investigate the potential for deploying limited on-demand services in other parts of its service areas within the City of Napa.

NVTA is partnering with Solano Transportation Authority and DriverMiles on a pilot program in Napa and Solano Counties that rewards people for taking alternative modes of transportation. DriverMiles is an app that automatically tracks an individual's trip and mode choice and rewards them for their behavior when a minimum mile threshold is met. Currently, NVTA is eliciting participants to sign up for the test period which will begin on December 4th. Test users must have an iPhone and will be eligible for the rewards during the testing period. After a successful launch, NVTA anticipates that Android users will also be able to download and use the app. Rewards will consist of free car rentals, online grocery discounts, parking discount at SFO, and other local rewards. If you or a family member is interested in participating please contact Diana Meehan, dmeehan@nvta.ca.gov.

FISCAL IMPACT

None

SUPPORTING DOCUMENTS

Attachment(s): None



**NAPA VALLEY TRANSPORTATION AUTHORITY
CAC Agenda Letter**

TO: Citizen Advisory Committee (CAC)
FROM: Kate Miller, Executive Director
REPORT BY: Danielle Schmitz, Director – Programs, Projects and Planning
(707) 259-5968 | dschmitz@nvta.ca.gov
SUBJECT: Nomination and Election of Chairperson and Vice Chairperson of the
Citizen Advisory Committee (CAC) for the 2018 Calendar Year.

RECOMMENDATION

That the Citizen Advisory Committee (CAC) nominate and elect a new Chairperson and Vice Chairperson for an annual term beginning on January 10, 2018.

EXECUTIVE SUMMARY

On July 12, 2016, the NVTA Board of Directors approved the amended CAC bylaws. The bylaws assign members to take on an active role to, among other things, oversee the proceedings of the Committee. The by-laws require that committee members appoint a new Chair and Vice Chair to serve at the beginning of each calendar year.

FISCAL IMPACT

Is there a fiscal impact? No

(Background and Discussion on next page)

BACKGROUND AND DISCUSSION

CAC Bylaws state:

Article V - OFFICERS AND DUTIES

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

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

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

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

SUPPORTING DOCUMENTS

Attachment(s): (1) CAC Bylaws approved July 12, 2016



RESOLUTION No. 16-17

**A RESOLUTION OF THE
NAPA VALLEY TRANSPORTATION AUTHORITY (NVTA)
AMENDING THE BYLAWS OF CITIZEN ADVISORY COMMITTEE**

WHEREAS, the NVTA Board created the Citizen Advisory Committee (CAC) to address all modes of transportation and to include a broader representation and membership; and


WHEREAS, NVTA periodically updates its committee bylaws to be consistent with current agency directives and state and federal law; and

WHEREAS, the CAC bylaws require changes to be adopted by the NVTA Board; and

WHEREAS, NVTA wishes to amend Citizen Advisory Committee (CAC) bylaws to reflect a correction in agency name and in committee membership representation; and

NOW THEREFORE BE IT RESOLVED that the Napa Valley Transportation Authority hereby amends the bylaws for the Citizen Advisory Committee to read in full as set forth in Exhibit "A" attached hereto and incorporated by reference herein and the attached provisions of Exhibit "A" shall become effective immediately.

THE FOREGOING RESOLUTION WAS DULY AND REGULARLY ADOPTED by the Board of Directors of the Napa Valley Transportation Authority, at a regular meeting held on July 20, 2016, by the following vote:



Peter White, NVTA Chair

Ayes: Garcia(2), Ramos(2), Barnes(1), Canning(1), Luros(5), Techel(5), Caldwell(2), Luce(2), Dohring(1), White(1), Dunbar(1), Mohler(1)

Nays: None

Absent: None

ATTEST:


Karalyn E. Sanderlin, NVTA Board Secretary

APPROVED:

Jeffrey M. Richard (e-signature)
Jeffrey M. Richard, NVTA Legal Counsel

Date: July 12, 2016

EXHIBIT "A"**Citizen Advisory Committee****BYLAWS****Article I - NAME**

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

Article II - OBJECTIVE

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

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

Article III - COMPOSITION-QUALIFICATION AND TERMS

All CAC members shall be appointed by the Napa Valley Transportation Authority, and shall serve at the pleasure of the Napa Valley Transportation Authority. Members representing specific jurisdictions (*) will be nominated by their respective jurisdiction. The NVTA Board will strive to appoint Committee members that represent the diverse make-up of Napa Valley community including members of underrepresented groups.

The CAC will consist of nineteen (19) members. Members will be appointed based on their representation of the following constituencies:

Interest	Number of Members
American Canyon resident*	1
City of Napa resident *	1
County of Napa resident *	1
Town of Yountville resident *	1
City of St. Helena resident *	1
City of Calistoga resident *	1
Chamber Member	1
Vintner Member	1
Agriculture Member	1
Hospitality Member	1
Member Representing Environmental Interests	1
Member representing Senior Population	1
Member Representing Students	1
Non-profit organization and/or Education Field	1
Member representing Active Transportation Interests	1
Member representing Low Income Housing Interests	1
Member of the Paratransit Coordination Council	1
Member representing Health and Human Service interest and/or Healthcare field	1
Member at Large	1

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

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

Article IV - MEMBERSHIP WITHDRAWAL

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

1. Three (3) consecutive unexcused absences or five (5) absences in an eighteen month period.
2. Misrepresentation at time of appointment with respect to personal use of NVTA's service.
3. If member does not reside in Napa County or ceases to represent the constituency to which the member was assigned.

Article V - OFFICERS AND DUTIES

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

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

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

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

Article VI - MEETINGS

The CAC shall meet bi-monthly at a date, time and place set by resolution of the NVTA effective January 2016, unless otherwise scheduled by the majority of a quorum. Additional meetings may be required to address time sensitive matters.

All CAC meetings will be held in accordance the Ralph M. Brown Act (Government Code section 54950 et seq.). Agenda items will be agreed upon by the Chair and the NVTA staff representative, or upon motion of the committee. Any committee member may make recommendations for the agenda.

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

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

Article VII - PARLIAMENTARY PROCEDURE

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

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

Article VIII - PROHIBITED ACTIVITIES

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

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

Article IX. IMPERTINENCE-DISTURBANCE AND MEETING

Any person, including committee members, making personal, impertinent or indecorous remarks while addressing the Committee may be barred by the chairperson from further appearance before the Committee at that meeting, unless permission to continue is granted by an affirmative vote of the Committee. The chairperson may order any person, including committee members, removed from the Committee meeting who causes a disturbance or interferes with the conduct of the meeting, and the chairperson may direct the meeting room cleared when deemed necessary to maintain order.



**NAPA VALLEY TRANSPORTATION AUTHORITY
CAC Agenda Letter**

TO: Citizen Advisory Committee (TAC)
FROM: Kate Miller, Executive Director
REPORT BY: Danielle Schmitz, Director of Programs, Projects and Planning
(707) 259-5968 | dschmitz@nvta.ca.gov
SUBJECT: Draft 2018 Citizen Advisory Committee (CAC) Work Plan and Calendar

RECOMMENDATION

That the Citizen Advisory Committee (CAC) provide input and approve the 2018 CAC Work Plan (Attachment 1).

EXECUTIVE SUMMARY

The draft 2018 CAC Work Plan (Attachment 1) includes regular agenda items, transportation planning projects and travel demand management programs and is intended to provide a guideline for anticipated action and advisory items that the CAC will be tasked to work on throughout the next calendar year. Also included (Attachment 2) is the calendar of NVTA meetings.

FISCAL IMPACT

Is there a fiscal impact? No

BACKGROUND AND DISCUSSION

The NVTA CAC serves as a citizen advisory committee to the NVTA Board on issues relating to transportation planning and programs and the Vine Transit system. The 2018 CAC Work Plan will be used to keep the committee on track to approve and review critical planning and study documents as well as receiving information updates throughout the next calendar year. NVTA staff envisions 2018 will include reviewing various transportation plans in addition to work related to the delivery of Measure T and Travel Demand Management programs.

Attachment 2 is the calendar of NVTA meetings. The CAC is encouraged to not only attend all CAC meetings but other NVTA meetings that may help inform CAC members about relevant discussion topics.

SUPPORTING DOCUMENTS

Attachment(s): (1) Proposed NVTA CAC 2018 Work Plan
 (2) CAC 2018 Calendar

**NVTA Citizen Advisory Committee (CAC)
2018 Work Plan**

Item	Period
1. Receive agency updates from the Executive Director	Bi-monthly
2. Review elements of the public outreach and marketing campaign(s) for various NVTA programs.	As needed
3. Provide input on the development of the Countywide Bicycle Plan element of the Active Transportation Plan.	Winter 2018
4. Review call for projects submittals for public input for various funding programs	As needed
5. Review and provide public input on the Vine Comprehensive Operational Analysis (COA)	As needed
6. Receive regular briefings on status of the countywide Vine transit system and Vine System overview	Bi-monthly
7. Receive updates on NVTA project developments including the Vine Trail and the Vine maintenance facility	As needed
8. Review work on the Travel Behavior Study and provide public input	As needed
9. Appoint chair and vice-chair for 2019	November 2018
10. Participate in the Countywide Transportation Plan and provide public input	Fall 2018
11. Review and provide input on various transportation demand management programs provided by Solano-Napa Commuter Information	As needed
12. Review various work products and studies	As needed
13. Receive legislative updates on transportation funding such as RM 3 (SB 595) and SB 1	Ongoing
14. Receive updates on various funding programs, their related projects and outreach campaigns, including but not limited to Measure T, Regional Measure 3, and The Road Rehabilitation and Accountability Act of 2017 (SB 1).	Ongoing
15. Other items as required	As needed

Other topics and issues of interest for the CAC in 2017

- **Highway 29 Working Group**
- **Highway 37 Policy Committee**
- **Passenger Rail – east/west connection along SMART corridor and the north/south connection along the Wine Train corridor.**

**2018
NVTA Board of Directors and Committee Meeting Calendar**

ATTACHMENT 2
CAC Agenda Item 6.3
December 6, 2017

January

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
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28	29	30	31			

February

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March

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April

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May

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June

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July

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August

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September

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October

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November

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December

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30	31					

BOARD	TAC	PCC	ATAC	CAC	HOLIDAY
1:30 PM	2:00 PM	10:00 AM	5:00 PM	5:00 PM	



NAPA VALLEY TRANSPORTATION AUTHORITY CAC Agenda Letter

TO: Citizen Advisory Committee (CAC)
FROM: Kate Miller, Executive Director
REPORT BY: Matthew Wilcox, Manager of Transit
(707) 259-8635 | mwilcox@nvta.ca.gov
SUBJECT: Comprehensive Operational Analysis Update

RECOMMENDATION

That the CAC receive the Market Assessment and Technical Analysis Drafts.

EXECUTIVE SUMMARY

The Napa Valley Transportation Authority (NVRTA) recently completed the draft Comprehensive Operational Analysis (COA). The COA contains two documents - a Market Assessment and Technical Analysis. Combined, the documents establish the current transit market baseline in Napa and the current operational state of the Vine transit system and will be used to inform improvements to the fixed route transit services.

FISCAL IMPACT

Is there a fiscal impact? No

BACKGROUND AND DISCUSSION

The COA process includes the analysis of demographics, operational trends, and public outreach. These plan components will inform planning staff about system operational efficiency and effectiveness and where changes might be needed to attract more riders and improve system functionality. The focus of the COA is on the local routes serving the City of Napa (Routes 1-8) and Routes 10 and 11 which provide service both regionally and locally.

The Market Assessment and Technical Analysis portion of COA are the first step in the COA process and a presentation will be provided at the meeting. The Market Assessment portion of the COA will inform the planning process by analyzing the current and future Vine Transit markets. It also builds a profile for the current and untapped demand for transit in the County of Napa. The Technical Analysis is a review

of the Vine's operational performance. This creates a baseline from which service can be added or removed based on recommendations from public outreach and NVTA planning staff. The document allows staff to review route performance at a granular level using a number of key performance indicators (KPI). Staff will use this information to better understand where service is being underutilized or where service might be increased to address unserved demand.

After the CAC, the Paratransit Coordinating Council (PCC), the Technical Advisory Committee (TAC) and the NVTA Board review the documents, the documents will be released to the public. NVTA staff will solicit feedback about service improvements through public outreach events in early 2018. This effort will culminate with NVTA staff developing a list of recommended Vine service changes. Proposed service changes will be vetted with NVTA committees, including the CAC, and then voted on by the Board and implemented.

SUPPORTING DOCUMENTS

- (1) Presentation on the Market Assessment (Draft) and Technical Analysis (Draft) will be provided at the meeting.



NAPA VALLEY TRANSPORTATION AUTHORITY CAC Agenda Letter

TO: Citizen Advisory Committee
FROM: Kate Miller, Executive Director
REPORT BY: Derek Moore, Public Information Officer
(707) 259-4599 / Email: dmoore@nvta.ca.gov
SUBJECT: Public Information Officer Work Responsibilities

RECOMMENDATION

Information only.

EXECUTIVE SUMMARY

At its September 6th meeting, the CAC requested a report on the Public Information Officer's work responsibilities and the projects currently being worked on or planned in the future.

FISCAL IMPACT

Is there a Fiscal Impact? No

BACKGROUND AND DISCUSSION

The Public Information Officer facilitates public awareness about NVTA and the agency's work on behalf of the communities it serves. The PIO works with partner agencies, non-profit groups and other organizations to coordinate public outreach campaigns; manages NVTA's social media platforms; advises the agency on information strategies and techniques; develops and implements marketing plans and monitors and analyzes and disseminates information federal and state legislation related to NVTA and its function. The PIO is also responsible for preparing and consolidating information for various published reports, including NVTA's annual report and Measure T biennial report.

The PIO plays a role in getting information to the public during times of emergencies. During October firestorms, the PIO used social media and radio interviews to convey

real-time schedule changes for the Vine Transit system to inform the public that resources were being diverted for emergency evacuations.

The PIO coordinated public outreach on the Countywide Bicycle Plan Update and the Vine Transit Comprehensive Operational Analysis. NVRTA's PIO also participated in the Napa County Health Fair in late September.

NVRTA is launching public information campaigns on a number of major funding initiatives that could substantially re-envision Napa Valley's transportation network, including repairs to roads and highways, improved transit operations and traffic congestion relief. The initiatives include:

- Senate Bill 1, the Road Repair and Accountability Act of 2017, which invests \$54 billion over the next decade to fix roads, freeways and bridges in communities across California and puts more dollars toward transit and safety.
- Regional Measure 3, which, if approved by a majority of voters in all nine Bay Area counties (including, for the first time, Napa and Sonoma counties), could finance a \$4.45 billion slate of highway and transit improvements in the toll bridge corridors and their approach routes.

As part of this effort, project fact sheets for projects expected to be funded with these programs are being developed. These projects include but are not limited to multi-modal improvements to SR 29 in south county including Soscol Junction (SR 29/SR 221), SR 29/Airport Blvd/Jameson (SR 29/SR 12), SR 29/Carneros (SR 29/SR 121), and improvements in American Canyon. In addition, there are funding programs specifically for safe routes to transit and transit improvements. A full list of projects will be provided when more specific information is available.

NVRTA is also preparing a robust Measure T public outreach campaign. Measure T was approved by County voters in 2012 and will take effect July 1, 2018. NVRTA is working with the cities, town and the county to highlight projects funded by the measure to, among other things, ensure transparency and accountability for how Measure T funds are spent.

We will promote the new Ride the Vine app, which debuts on December 4 and gives riders in American Canyon, Yountville, St. Helena and Calistoga the ability to dispatch shuttles on demand *Uber*-style, as well as the DriverMiles app, which automatically tracks trips and rewards people for carpooling or using alternative modes of transportation. The app currently is in the testing phase.

NVRTA and Vine Transit web sites are also being refreshed and the PIO is playing a key role in that effort.

SUPPORTING DOCUMENTS

Attachment(s): (1) PowerPoint presentation to be provided at the meeting