



## MEMORANDUM - DRAFT

To: Alberto Esqueda  
Napa Valley Transportation Authority

From: Adam Dankberg, P.E.  
Kimley-Horn and Associates, Inc.

Date: November 17<sup>th</sup>, 2016

Subject: Summary of Express Bus Study Online Survey Results

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As part of the Vine Express Bus Corridor Study, Kimley-Horn conducted an online survey of Napa County residents and workers to inform the study on ways to improve express bus service and ridership. The survey targeted both existing bus riders as well as potential riders. The survey included questions on existing commute characteristics, priorities for improvement of the existing system, user interaction with the existing transit network, and basic demographic questions. The survey was administered using the MetroQuest public engagement platform and open between September 19<sup>th</sup> and November 8<sup>th</sup>, 2016. The survey was conducted in both English and Spanish and the results were aggregated after the completion of the survey.

### Survey Methodology

The survey was conducted using the MetroQuest public engagement platform. The platform allowed for dynamic input via priorities-setting, map-based feedback, and a variety of survey questions. The survey was advertised via the NVTA website, e-mail, social media, advertising at bus stops, advertising on board Vine Transit buses, and via print media. Survey respondents were rewarded with entry into a drawing for one of ten \$25 Visa gift cards.

### SURVEY DISTRIBUTION

E-mail distribution of the survey was carried out using NVTA e-mail distribution lists, NVTA board member distribution lists, County employee lists, and the Citizen's Advisory Committee distribution email distribution list. The survey was also hosted on the NVTA website and a link was provided on the project web page to the survey. Other online resources used to distribute the survey included The Vine Online and Napa Valley Register Online. A copy of the email blast can be found in **Appendix A**.

Social media distribution consisted of a mix of sponsored posts and newsfeed ads that promoted the survey. These ads were posted from the Vine Transit Facebook page. Paid ads allowed the posts to

reach an audience outside of those who follow the Vine Transit Facebook page. Facebook users that were targeted by the ad included anyone between the ages of 18-65+ that live or work in Napa County. The ad included a picture with a short caption and link to the survey. Screenshots of all ads that were used for this survey can be found in **Appendix B**.

Rider alert posters were placed on-board all Vine Transit buses and at Vine Transit bus stops. Postcards were printed and distributed to bus riders, visitors to NVRTA, and placed at other locations around the County. Samples of these postcards and posters can be found in **Appendix C**. Print media distribution was carried out through Napa Valley Register and affiliates. All print material was provided in both English and Spanish

### **SURVEY CONTENT**

See **Appendix D** for screenshots of the survey. The survey was available in both English and Spanish languages.

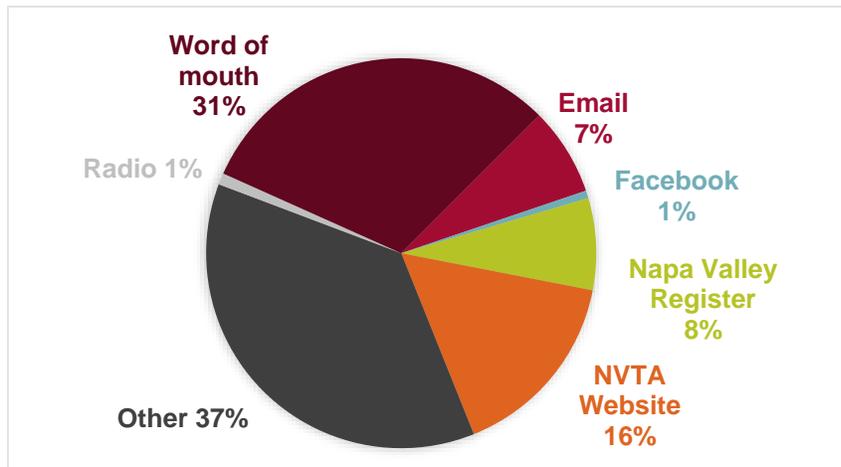
### **SURVEY RESPONSE**

A total of 760 responses were received where at least one question was answered. Spanish respondents made up 2.1 percent of the total survey population. A total of 704 respondents answered most or all questions. A mobile device was used for 19.6 percent of the responses.

### **Express Bus Service Awareness and Use**

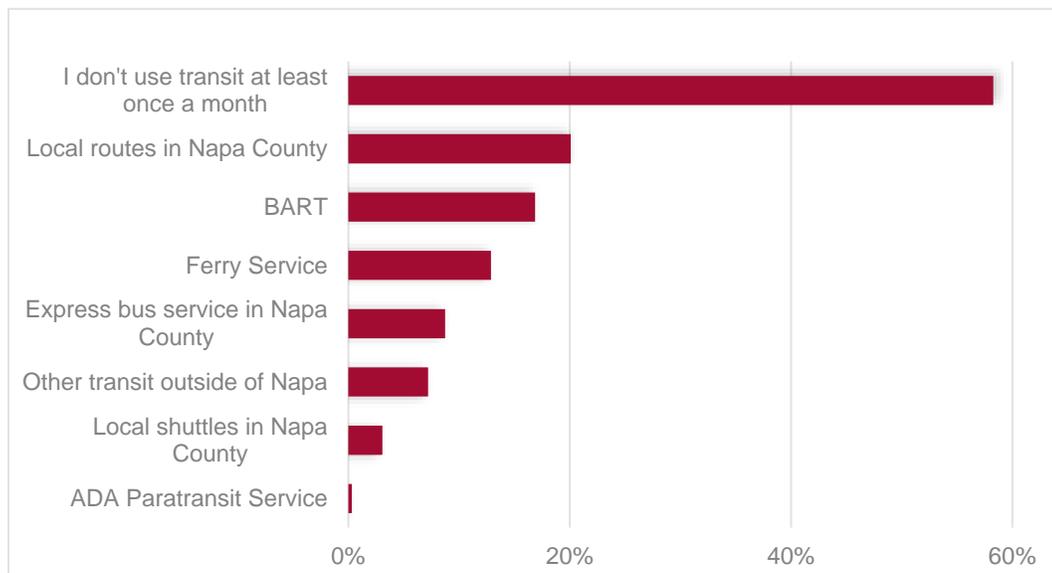
The survey asked about the awareness and use of the express bus system. 41 percent of respondents answered that they were not aware of Napa's express bus service. Of those respondents that indicated that they knew about the express bus service, the majority of respondents indicated other (37 percent) or word of mouth (31 percent) as the means by which they became familiar with the service. See **Figure 1**.

**Figure 1 – How Respondents First Heard about Napa Vine Express Bus Service**

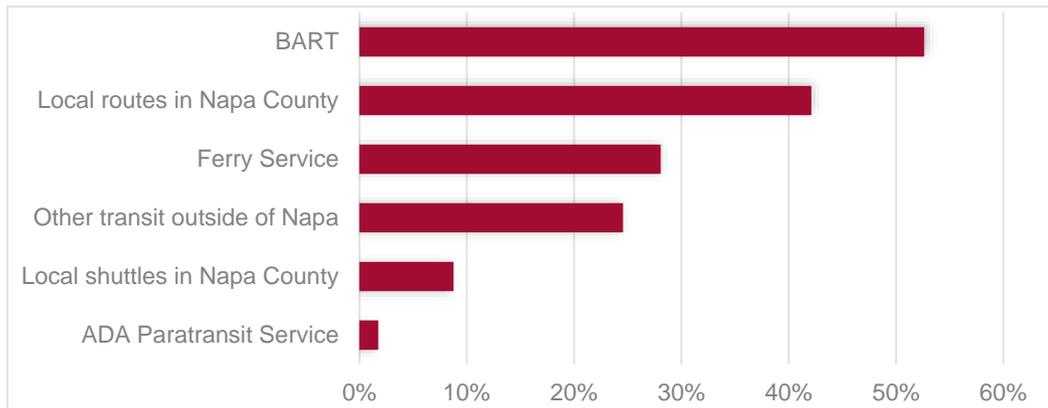


9 percent of respondents indicated that they use express bus service in Napa County at least once a month. Transit modes used by a larger percent of the survey population were local routes in Napa County (20 percent), BART (17 percent), and ferry (13 percent). See **Figure 2**. Of express bus users, 53 percent also use BART at least once a month, 42 percent also use local Napa County routes at least once a month, and 28 percent also use the ferry at least once a month. See **Figure 3**. Almost one-quarter of respondents indicated that they used transit more than one day per week. See **Figure 4**.

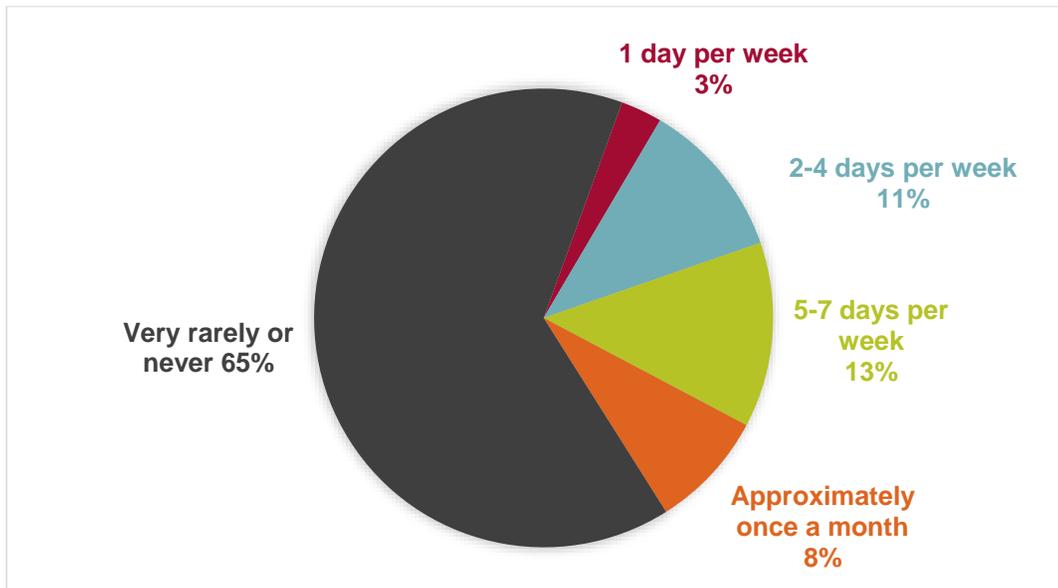
**Figure 2 – Transit Services Used at Least Once a Month**



**Figure 3 – Other Transit Modes Used at Least Once a Month Among Express Bus Riders**

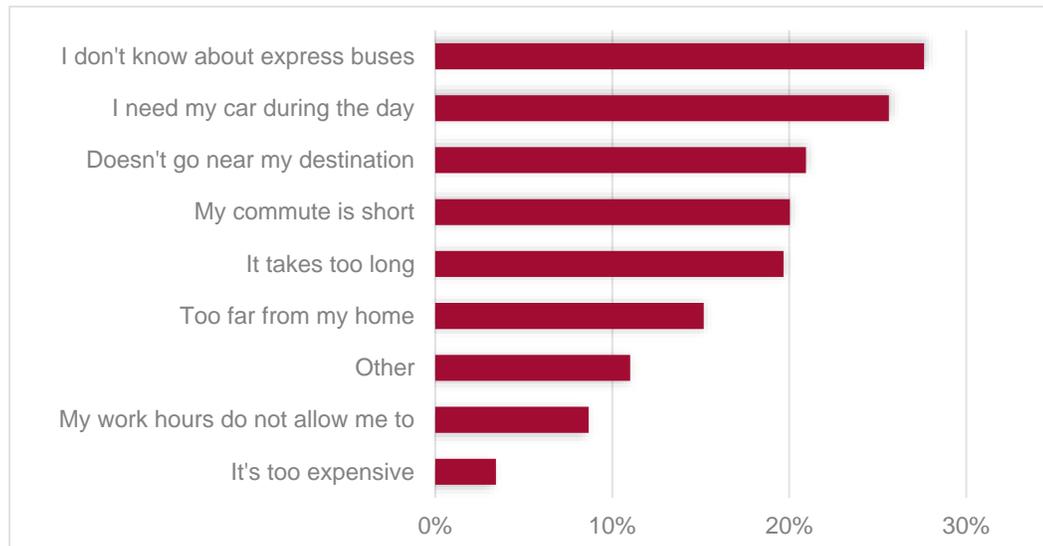


**Figure 4 – Frequency of Transit Use**



58 percent of respondents indicated that they don't use transit at least once a month. The top three most popular answers for not using Napa's express bus service were "I don't know about express buses" (28 percent of respondents), "I need my car during the day" (26 percent), "Doesn't go near my destination" (21 percent). See **Figure 5**.

**Figure 5 – Reasons for Not Using Express Bus Service**



### Mapping of Destinations

The map-based survey questions allowed survey respondents to pinpoint on an interactive map one or more of their location of home, work, school, medical facility, and other frequented destinations. 692 respondents added at least one marker to the map. Respondents provided the following locational information:

- 671 provided their home location (97 percent)
- 571 provided a current place of employment (83 percent)
- 114 provided a current place of education (16 percent)
- 91 provided a current place of regular medical visits (13 percent)
- 130 provided an other location (19 percent).

Many of the “other” locations were associated with grocery stores, other shopping, and the gym.

This data was utilized to create a heat map of the responses. **Figures 6 to 10** depict a heat map of activity for each activity type.

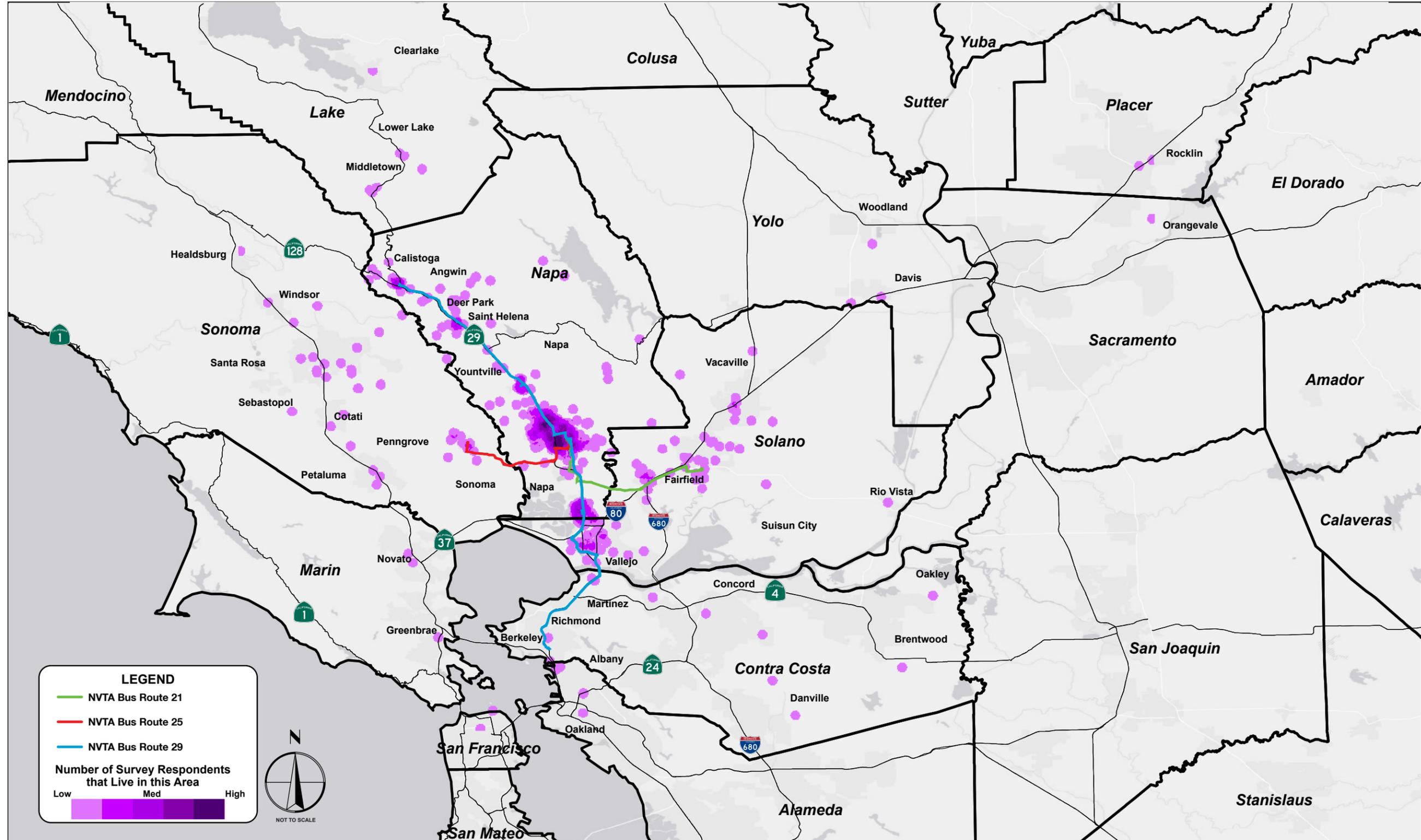
The data was also utilized to examine origin-destination pairs based on trip purpose. Origin-destination pairs were aggregated at the census tract level for mapping and analysis purposes.

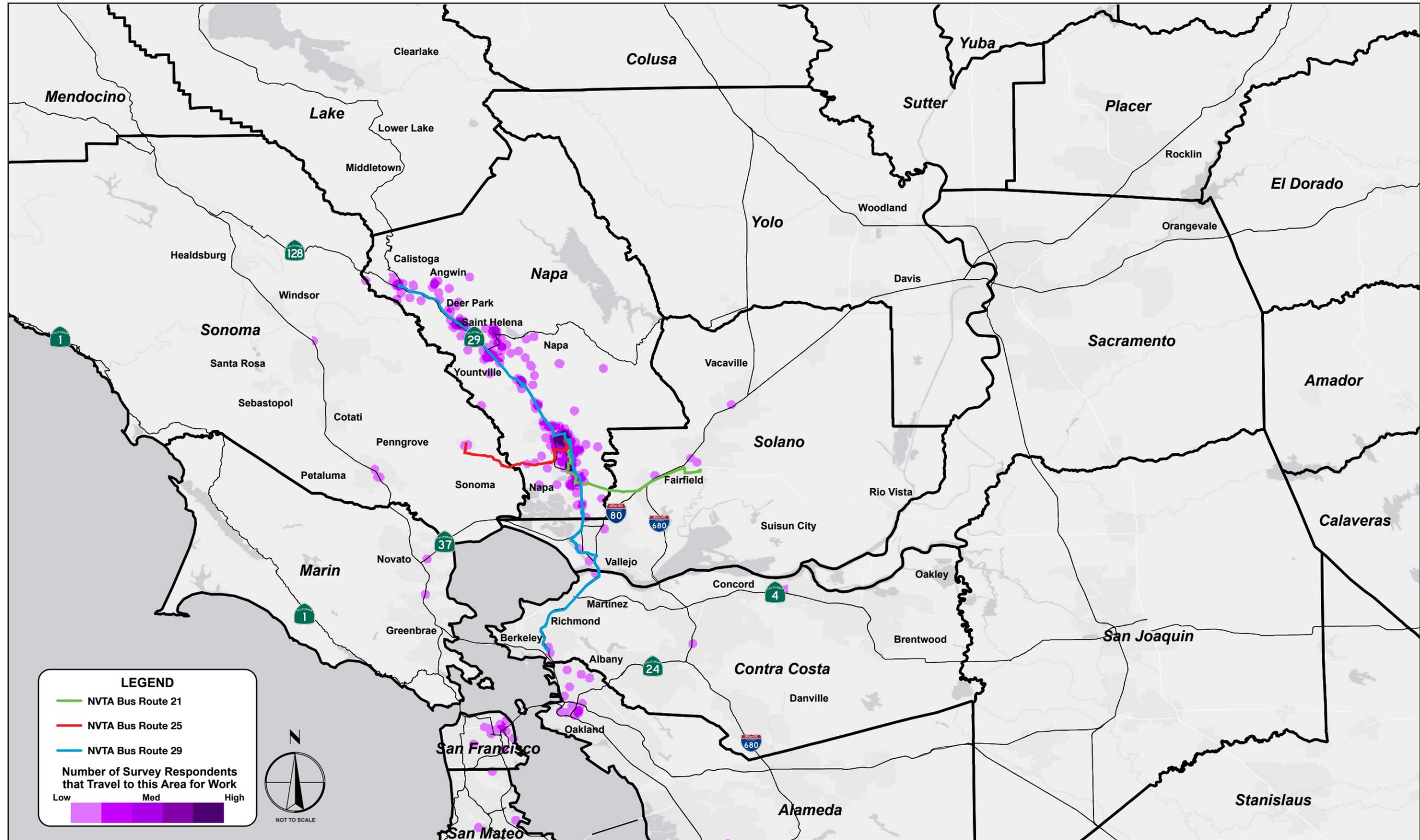
The home to work trip density map showed the greatest range of travel out of the three analyzed options. While the highest density of home to work trips occurred in the Napa County, a significant number of survey respondents reported that they work outside of Napa County. The most common

home to work trips included Napa to Saint Helena, American Canyon to Napa, Fairfield to Napa, Napa to San Francisco, and Napa to Oakland. A trip density map of home to work trips is shown in **Figure 11**.

The home to school trip density map showed that most home to school trips stay within Napa County. A large majority of these were intra-city trips occurring in the City of Napa. A small percentage of survey respondents reported that they live in Napa County and attend school outside of Napa County in places such as San Francisco, Berkeley, and Davis. A trip density map of home to school trips is shown in **Figure 12**.

The home to other destinations trip density map showed that the highest density of trips were intra-city trips occurring in the City of Napa. This map also displayed a significant number of trips occurring between Napa County and San Francisco. A trip density map of home to other trips is shown in **Figure 13**.



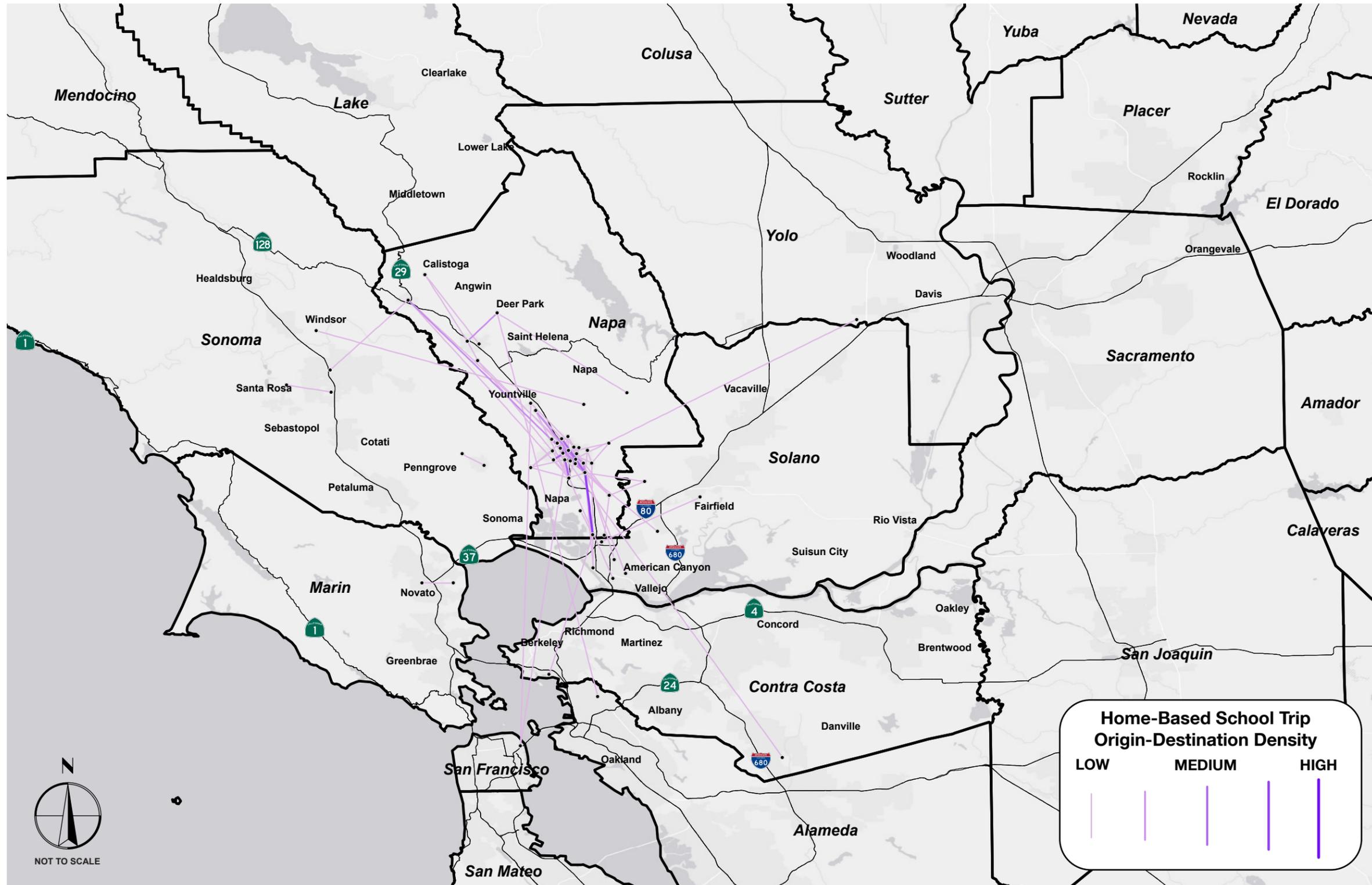


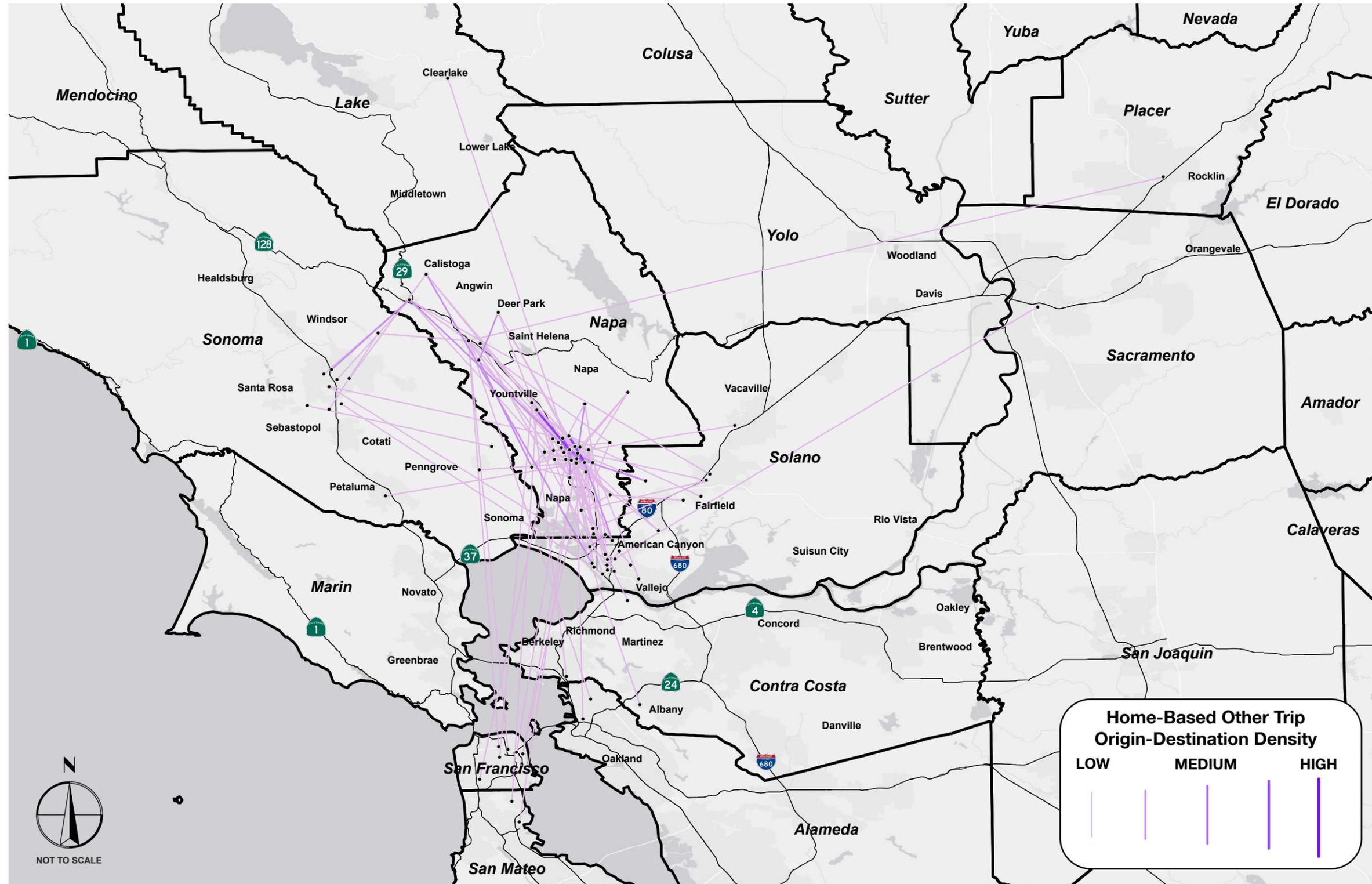












This same data was utilized to examine origin-destination pairs of existing transit users (those that use transit once a month or more). Origin-destination pairs were based on the same trip purposes that were previously used.

Once again, the home to work trip density map showed the greatest range of travel out of the three analyzed options. While a high density of home to work trips still occur in Napa County, a greater proportion of the overall trips originated or terminated outside of Napa County. The most common home to work trips among existing transit users included Napa to Saint Helena, Napa to San Francisco, and Napa to Oakland. A trip density map of home to work trips of existing transit users is shown in **Figure 14**.

The home to school trip density map of existing transit users showed a similar pattern as before. Most home to school trips stayed within Napa County and a large majority of those were intra-city trips occurring in the City of Napa. A trip density map of home to school trips of existing transit users is shown in **Figure 15**.

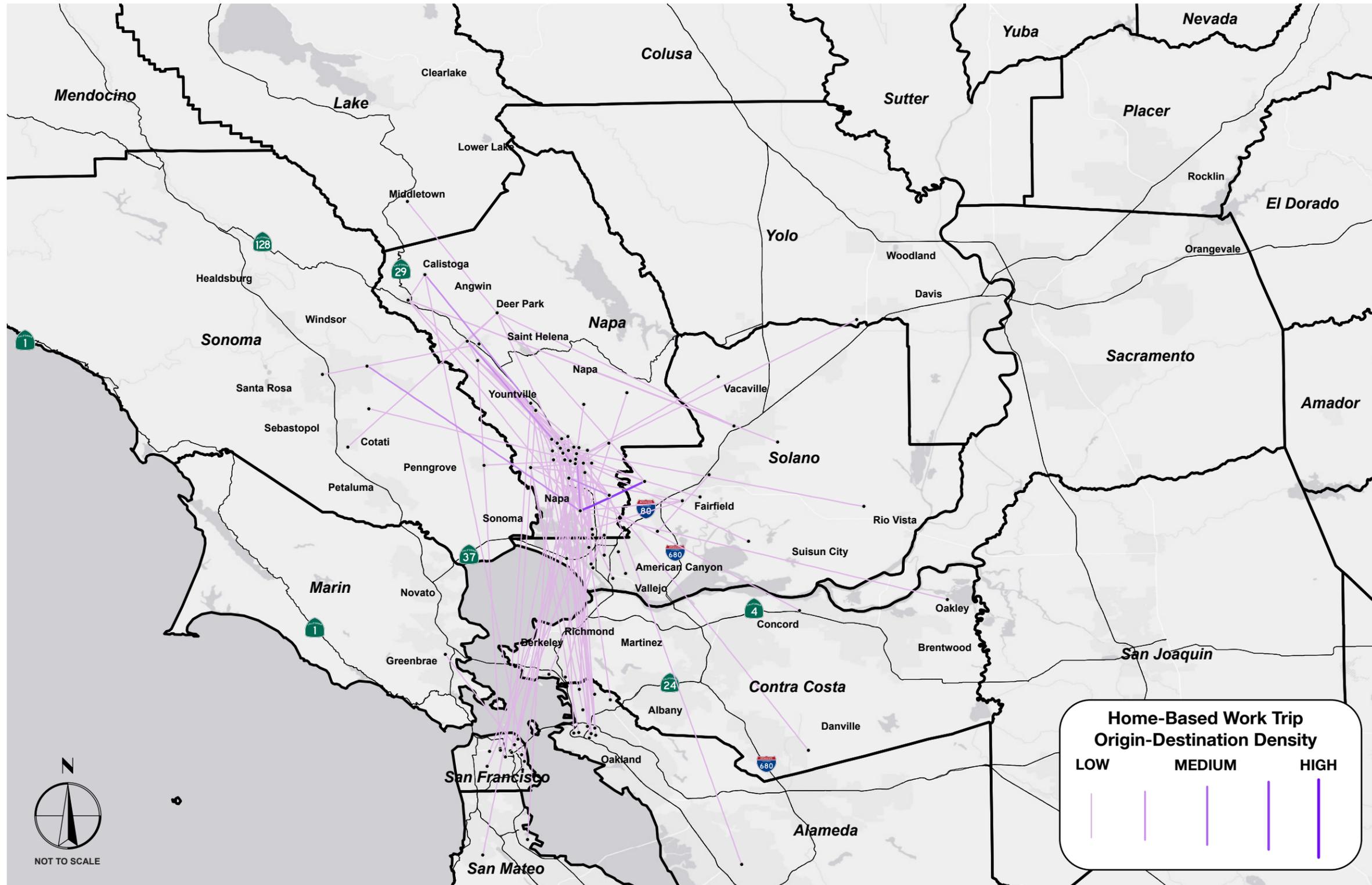
The home to other destinations trip density map of existing transit users showed the highest density of trips occurred between Napa and Calistoga and other origin-destination pairs contained within Napa County. A trip density map of home to other destinations of existing transit users is shown in **Figure 16**.

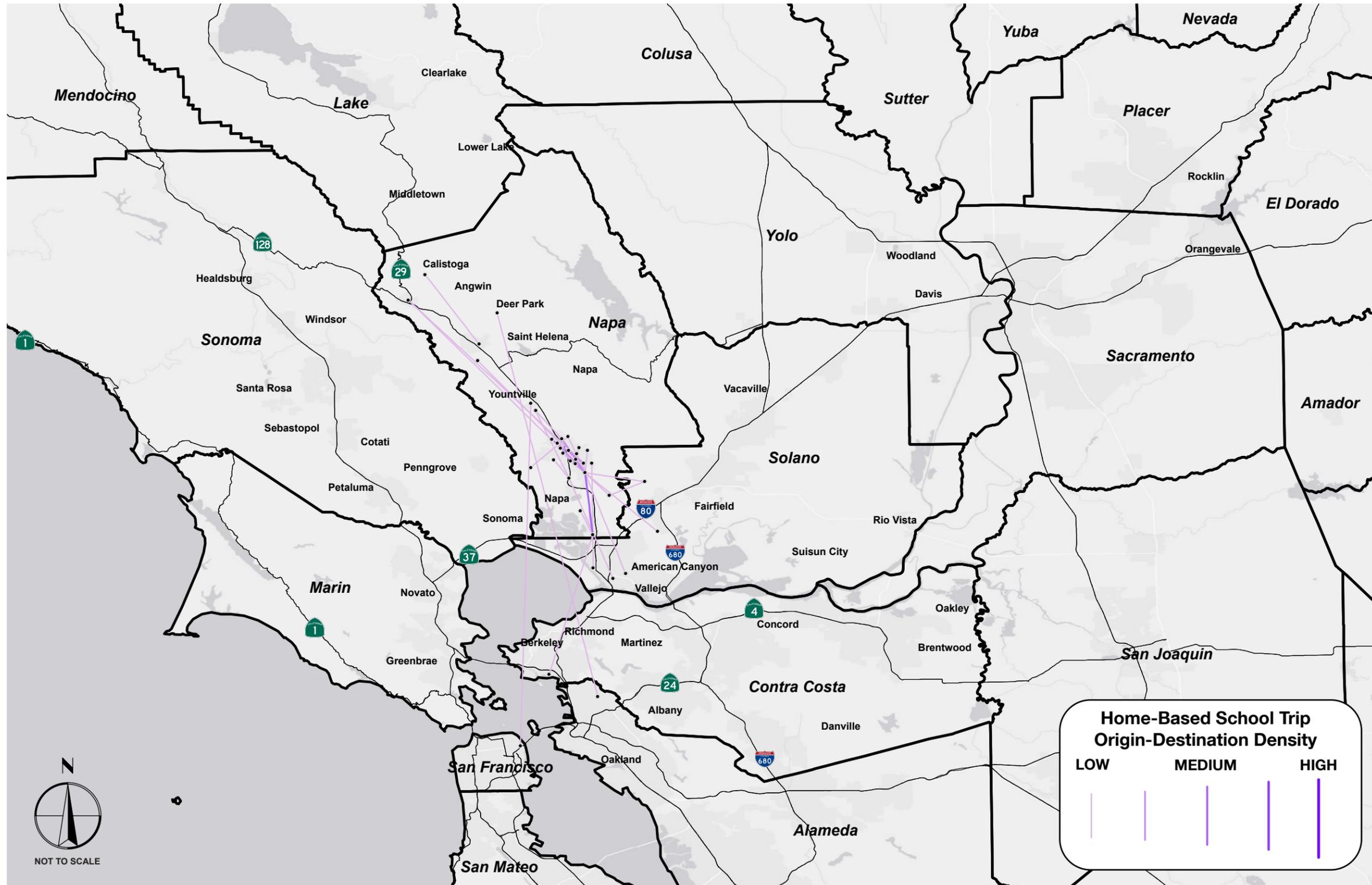
## COUNTY ORIGIN-DESTINATION PAIRS

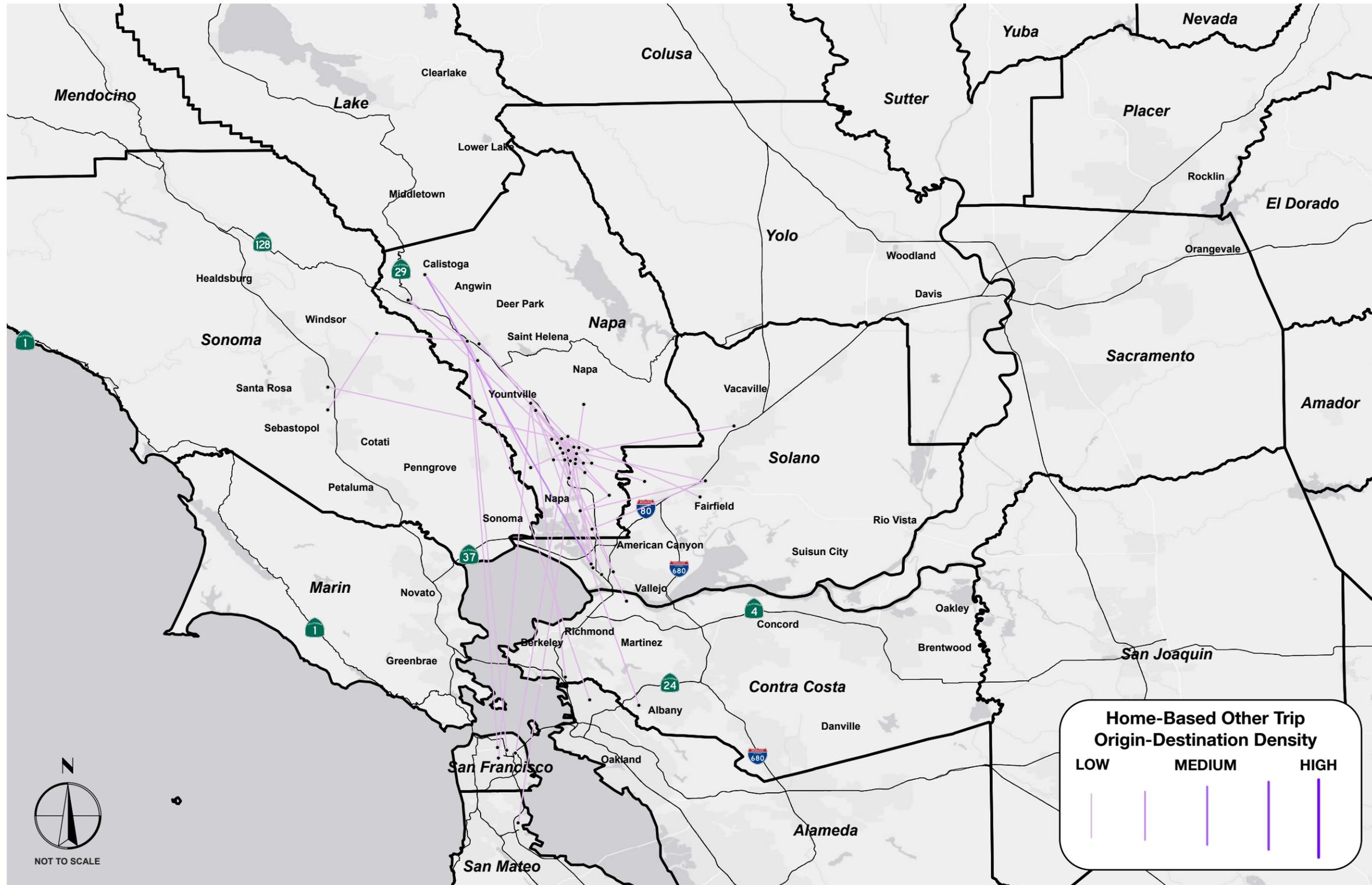
The mapped survey data was further analyzed to examine the origin-destination pairs between counties. This analysis focused on home-based work trips for all respondents and home-based work trips for those that indicated they use transit at least once a month or more.

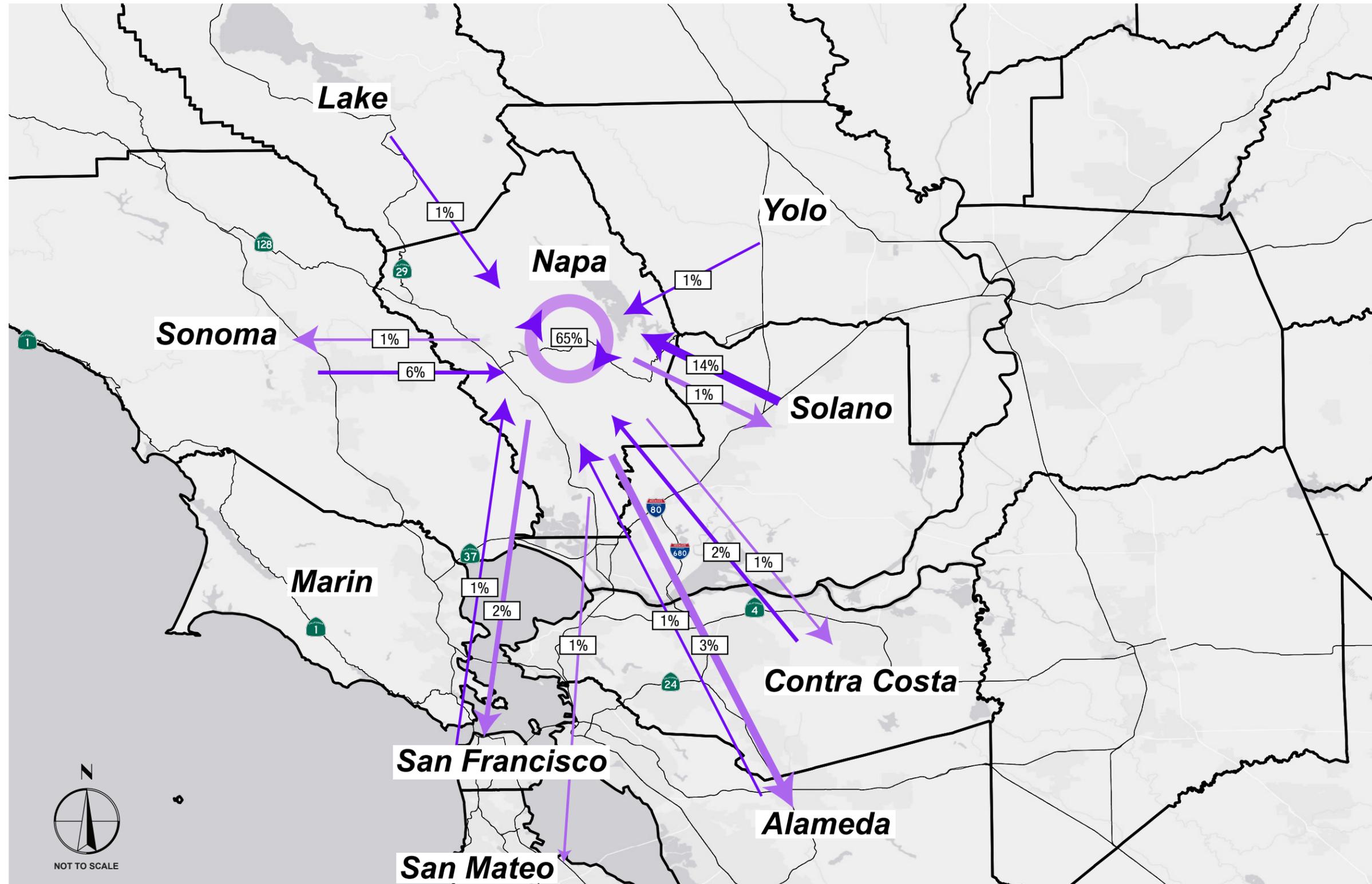
The data encompassing all survey respondents showed that 65 percent of survey respondents live and work in Napa County. The next 3 significant origin-destination pairs were Solano County to Napa County (14 percent), Sonoma County to Napa County (6 percent), and Napa County to Alameda County (3 percent). Refer to **Figure 17** and **Table 1** for full results.

The data encompassing only those that use transit showed that 51 percent of respondents live and work in Napa County. The next 3 significant origin-destination pairs were Solano County to Napa County (13 percent), Napa County to Alameda County (10 percent), and Napa County to San Francisco (8 percent). Refer to **Figure 18** and **Table 2** for full results.







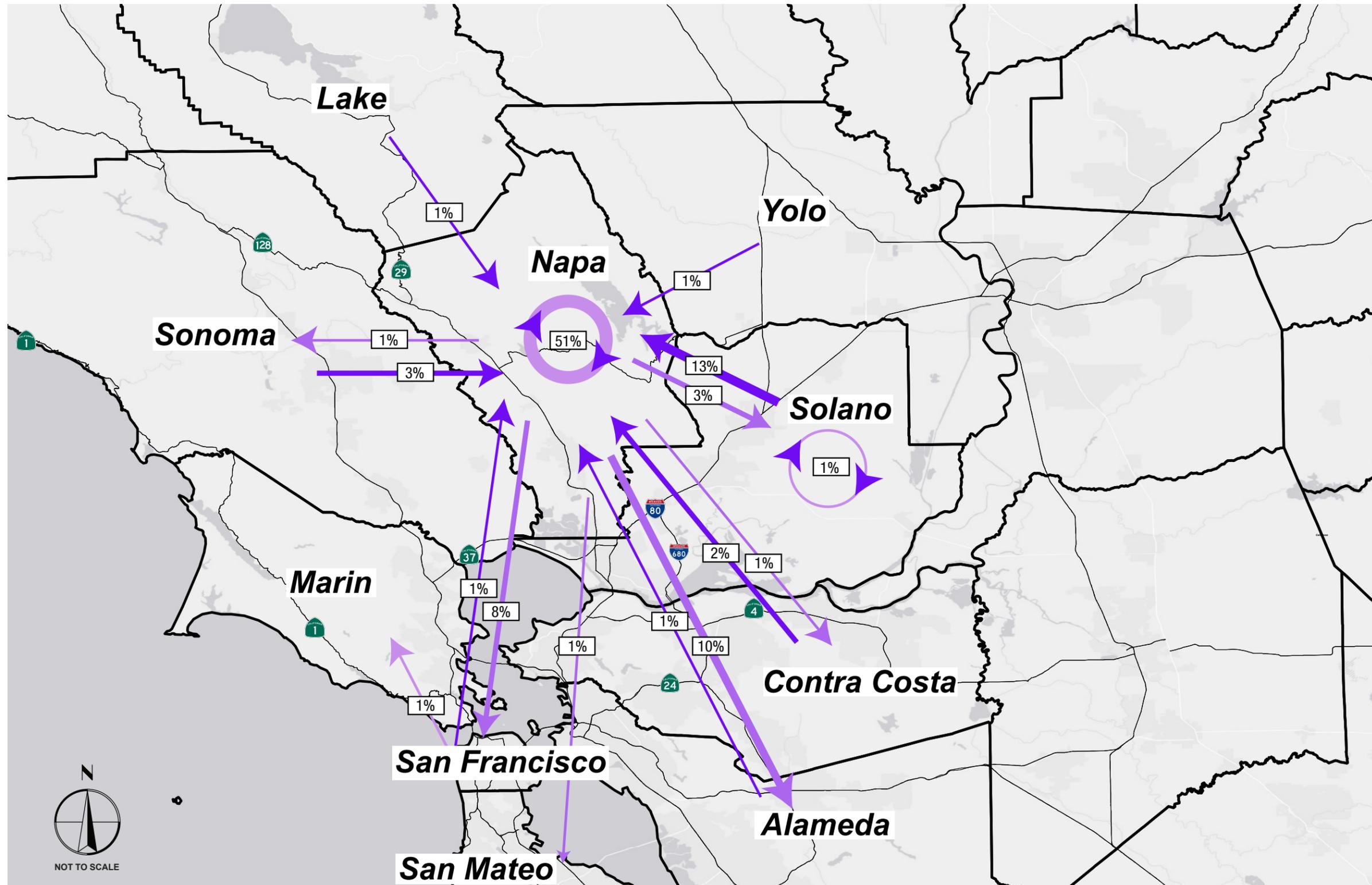


Note: Origin-Destination pairs representing less than 1% of respondents are not shown

**Table 1 Home-Based Work Trip Origin-Destination Matrix**

Home County	Work County							
	Alameda	Contra Costa	Marin	Napa	San Francisco	San Mateo	Solano	Sonoma
Alameda	-	-	-	1%	-	-	-	-
Contra Costa	-	-	-	2%	-	-	-	-
Lake	-	-	-	1%	0%	-	-	-
Marin	-	-	-	0%	0%	-	-	-
Napa	3%	1%	0%	65%	2%	1%	1%	1%
Placer	-	-	-	0%	-	-	-	-
Sacramento	-	-	-	0%	-	-	-	-
San Francisco	-	-	-	0%	-	-	-	-
Solano	-	-	-	14%	-	-	0%	-
Sonoma	-	-	-	6%	-	-	-	0%
Yolo	-	-	-	1%	-	-	-	-

Note: Origin-destination pairs without any activity indicated in the survey are shown with a dash



Note: Origin-Destination pairs representing less than 1% of respondents are not shown

**Table 2 Home-Based Work Trip Origin-Destination Matrix (Existing Transit Users)**

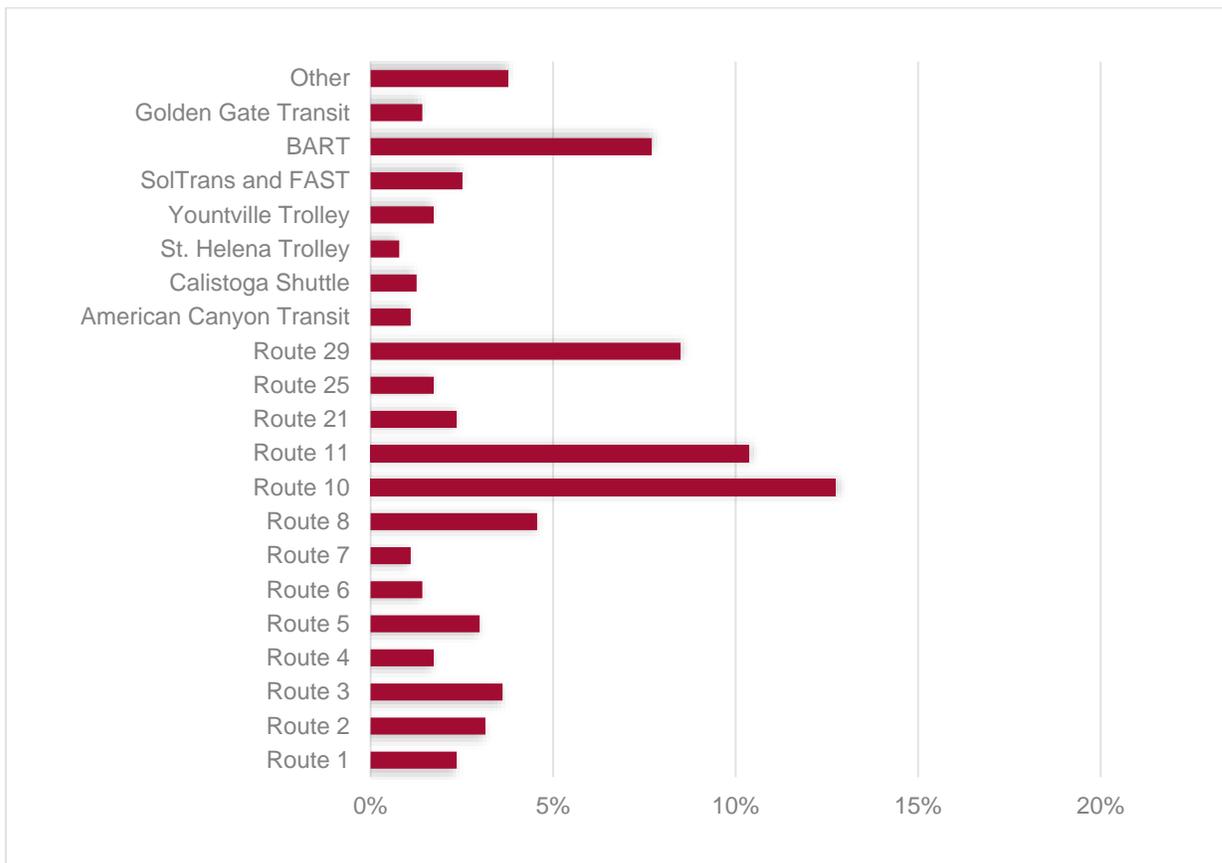
Home County	Work County						
	Alameda	Contra Costa	Napa	San Francisco	San Mateo	Solano	Sonoma
Alameda	-	-	1%	-	-	-	-
Contra Costa	-	-	2%	-	-	-	-
Lake	-	-	1%	-	-	-	-
Marin	-	-	-	1%	-	-	-
Napa	10%	1%	51%	8%	1%	3%	1%
San Francisco	-	-	1%	-	-	-	-
Solano	-	-	13%	-	-	1%	-
Sonoma	-	-	3%	-	-	-	-
Yolo	-	-	1%	-	-	-	-

Note: Origin-destination pairs without any activity indicated in the survey are shown with a dash

### Route and Transfer Activity

The survey asked questions about the routes utilized on each respondent’s regular commute. 65 percent of respondents indicated that they did not use transit on their regular commute. The most regularly used transit service for commutes amongst respondents was Route 10 (13 percent), followed by Route 11 (10 percent). See **Figure 19**.

**Figure 19 – Transit Routes Utilized**



Routes 21, 25, and 29 were utilized by 2, 2, and 8 percent of respondents, respectively. The relationship between each of those three express routes and other transit routes is shown in **Table 3**, **Table 4**, and **Table 5**.

**Table 3 – Other Transit Routes Used on Regular Commute by Route 21 Riders**

Route	% of Respondents Using Route
Route 1	20%
Route 2	20%
Route 3	27%
Route 4	7%
Route 5	13%
Route 6	7%
Route 7	7%
Route 8	33%
Route 10	27%
Route 11	27%
Route 25	13%
Route 29	13%
American Canyon Transit	7%
Calistoga Shuttle	7%
St. Helena Trolley	7%
Yountville Trolley	7%
SolTrans and FAST	33%
BART	20%
Golden Gate Transit	7%
Other	7%

Note: Small sample size

**Table 4 – Other Transit Routes Used on Regular Commute by Route 25 Riders**

Route	% of Respondents Using Route
Route 1	9%
Route 2	9%
Route 3	9%
Route 4	9%
Route 5	9%
Route 6	9%
Route 7	9%
Route 8	9%
Route 10	45%
Route 11	55%
Route 21	18%
Route 29	27%
American Canyon Transit	9%
Calistoga Shuttle	9%
St. Helena Trolley	9%
Yountville Trolley	9%
SolTrans and FAST	18%
BART	27%
Golden Gate Transit	9%
Other	27%

Note: Small sample size

**Table 5 – Other Transit Routes Used on Regular Commute by Route 29 Riders**

Route	% of Respondents Using Route
Route 1	4%
Route 2	4%
Route 3	9%
Route 4	4%
Route 5	7%
Route 6	4%
Route 7	4%
Route 8	9%
Route 10	19%
Route 11	26%
Route 21	4%
Route 25	6%
American Canyon Transit	2%
Calistoga Shuttle	2%
St. Helena Trolley	4%
Yountville Trolley	6%
SolTrans and FAST	11%
BART	50%
Golden Gate Transit	4%
Other	9%

Routes 10 and 11, while not express routes, operate in the primary express route corridor. These routes were utilized for regular commute by 13 and 10 percent of respondents, respectively. The relationship between these local routes and other transit routes is shown in **Tables 6** and **7**.

**Table 6 – Other Transit Routes Used on Regular Commute by Route 10 Riders**

<b>Route</b>	<b>% of Respondents Using Route</b>
Route 1	6%
Route 2	9%
Route 3	10%
Route 4	7%
Route 5	9%
Route 6	5%
Route 7	2%
Route 8	17%
Route 11	35%
Route 21	5%
Route 25	12%
Route 29	4%
American Canyon Transit	7%
Calistoga Shuttle	5%
St. Helena Trolley	5%
Yountville Trolley	6%
SolTrans and FAST	6%
BART	11%
Golden Gate Transit	2%
Other	5%

**Table 7 – Other Transit Routes Used on Regular Commute by Route 11 Riders**

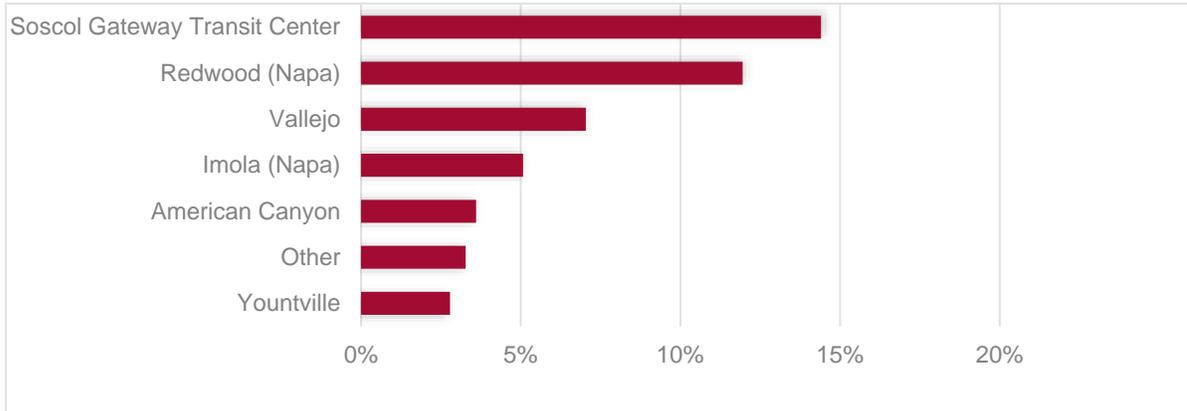
Route	% of Respondents Using Route
Route 1	9%
Route 2	14%
Route 3	18%
Route 4	11%
Route 5	17%
Route 6	8%
Route 7	6%
Route 8	18%
Route 10	42%
Route 21	6%
Route 25	21%
Route 29	3%
American Canyon Transit	3%
Calistoga Shuttle	3%
St. Helena Trolley	5%
Yountville Trolley	9%
SolTrans and FAST	15%
BART	12%
Golden Gate Transit	5%
Other	8%

### Commute Characteristics

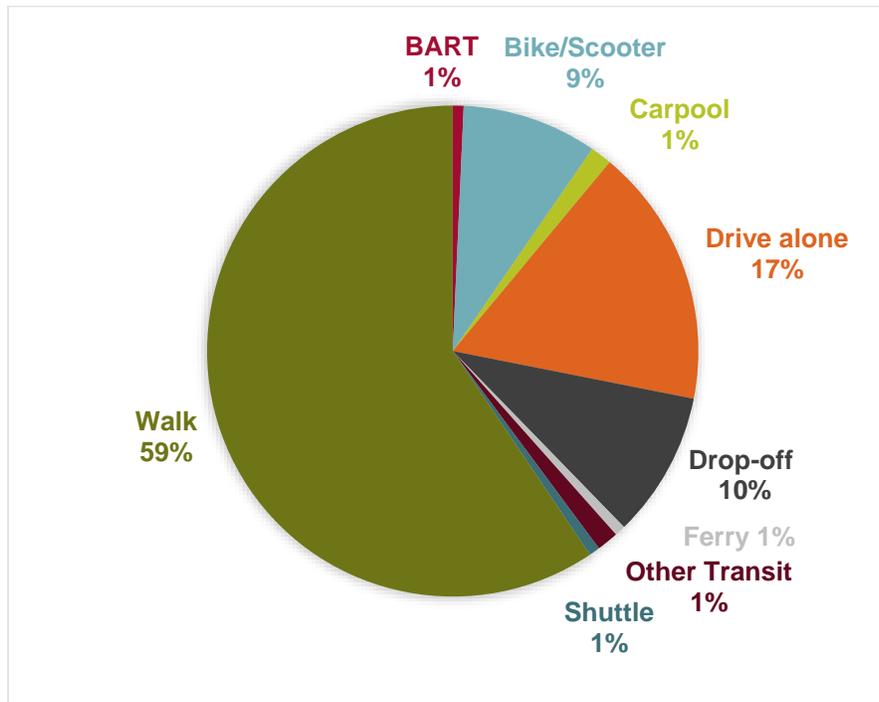
Survey respondents were asked about their transit usage and frequency of use. Key information found from these questions includes the following:

- The top three most popular park-and-rides used at least once a month are: Soscol Gateway Transit Center (14 percent of all respondents), Redwood (Napa) (12 percent), and Vallejo (7 percent). See **Figure 20**. 70 percent of respondents indicated that they do not use a park-and-ride at least once a month.
- A majority of respondents (59 percent) walk to get to the bus stop from their home. The next highest mode of access is drive alone. See **Figure 21**. Mode of access was also analyzed for those respondents that indicated that they used the express bus at least once a month. Of those respondents, walk was still the predominate mode of access, although 30 percent indicated that they drove alone. See **Figure 22**. Note that the stated mode of access represents the start of the regular commute bus trip, not necessarily the mode of access to the express bus itself.

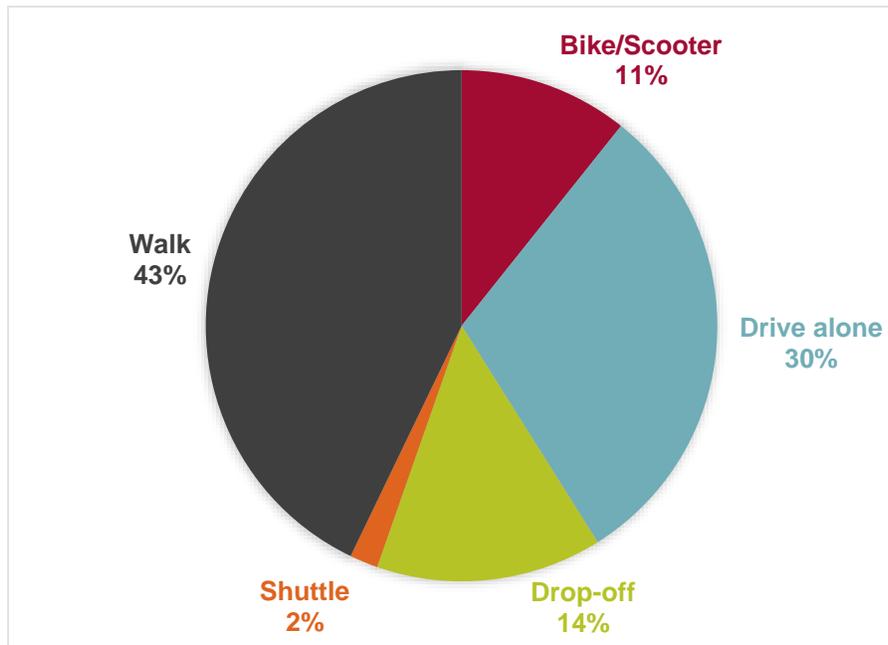
**Figure 20 – Park-and-Ride Use (Once a Month or More)**



**Figure 21 – Mode of Access**



**Figure 22 – Express Bus User Mode of Access**



- An even larger majority of respondents (71 percent) walk to get to their destination from the bus. The next highest mode of egress is BART (12 percent) See **Figure 23**. Mode of egress was also analyzed for those respondents that indicated that they used the express bus at least once a month. Of those respondents, walk was still the predominate mode of egress, although 27 percent indicated that they used BART. See **Figure 24**. Note that the stated mode of access represents the end of the regular commute bus trip, not necessarily the mode of egress from the express bus itself.
- Nearly all respondents start their commute between 6 AM and 9 AM (81 percent), with the peak hour between 7 AM and 8 AM (40 percent). See **Figure 25**. Almost half of respondents start their return commute between 5 PM and 6 PM (48 percent). See **Figure 26**.
- The vast majority of respondents indicated that they travel to work most frequently as the lone occupant in an automobile (79 percent). Transit is utilized as the most frequent means of getting to work by 9 percent of respondents. See **Figure 27**. While drive alone is also the most frequent means of getting to school (47 percent), 33 percent of respondents indicated that they are dropped off or carpooled. Transit mode share for trips to school is 11 percent for respondents. See **Figure 28**. The mode choice for getting to medical appointments is overwhelmingly drive alone (over 80 percent).

Figure 23 – Mode of Egress

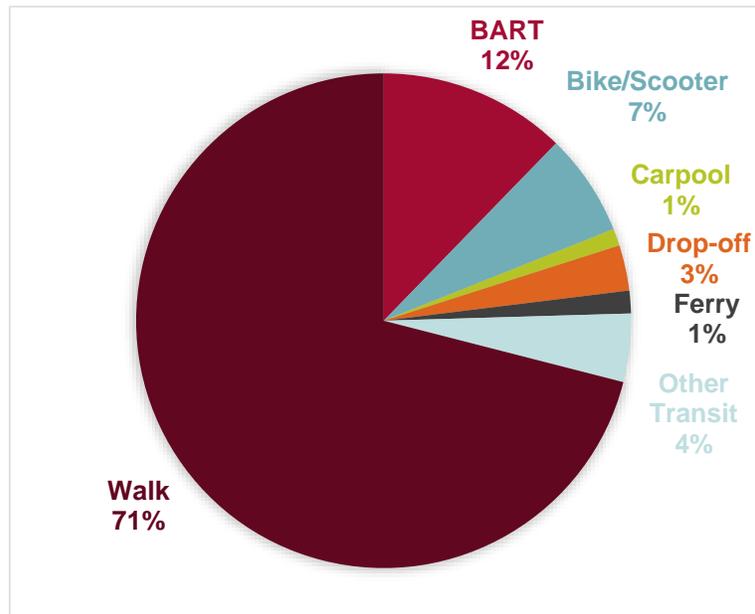


Figure 24 – Express Bus User Mode of Egress

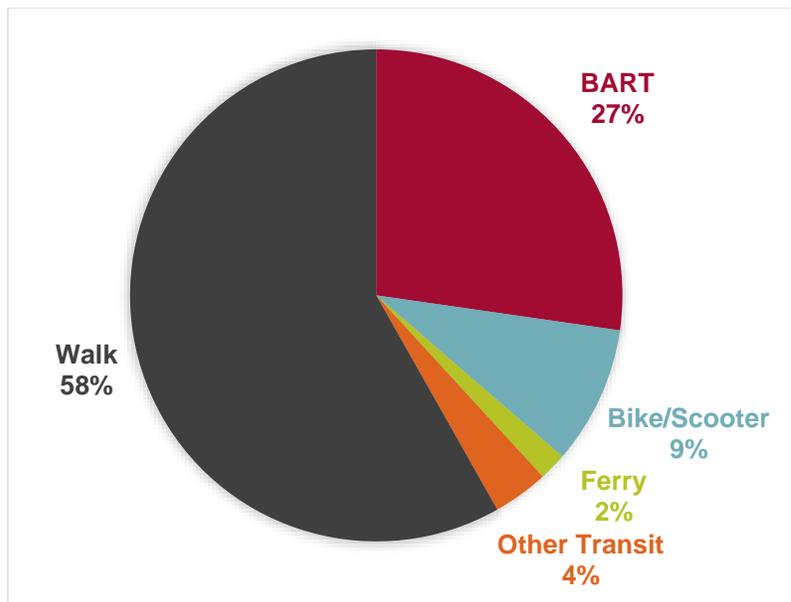


Figure 25 – Morning Commute Start Time

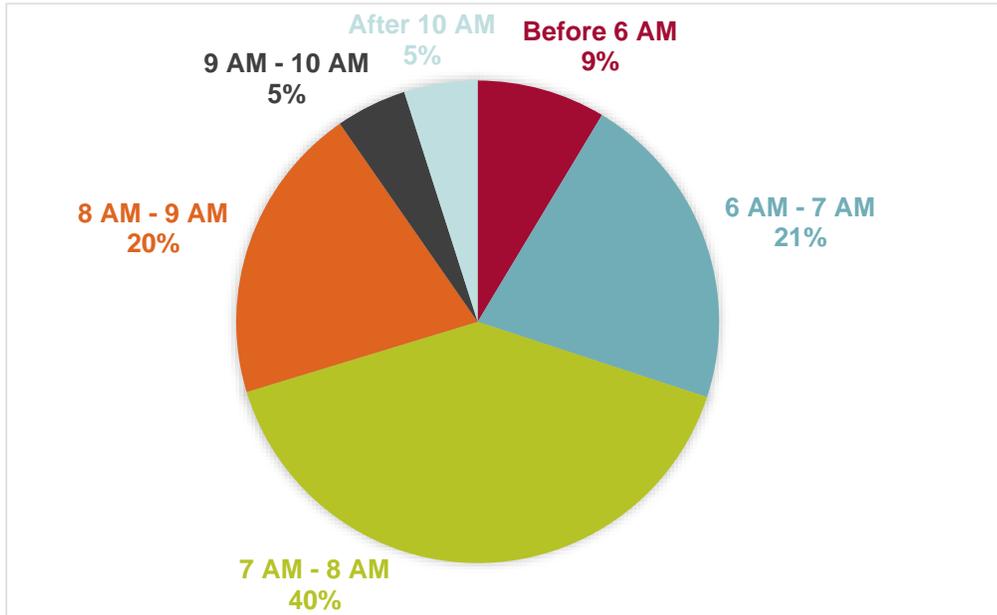


Figure 26 – Afternoon Commute Start Time

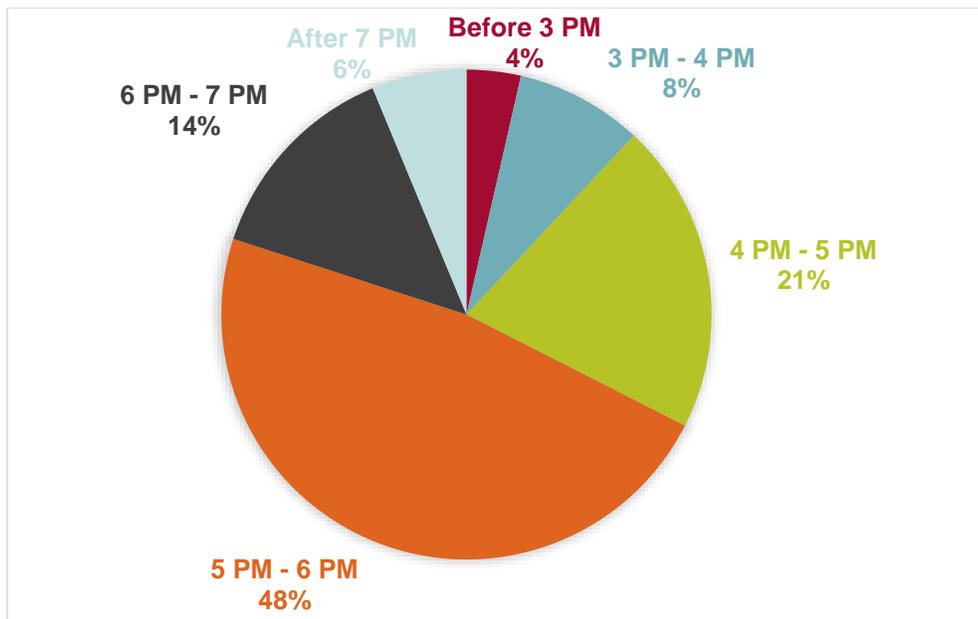


Figure 27 – Mode Choice to Work

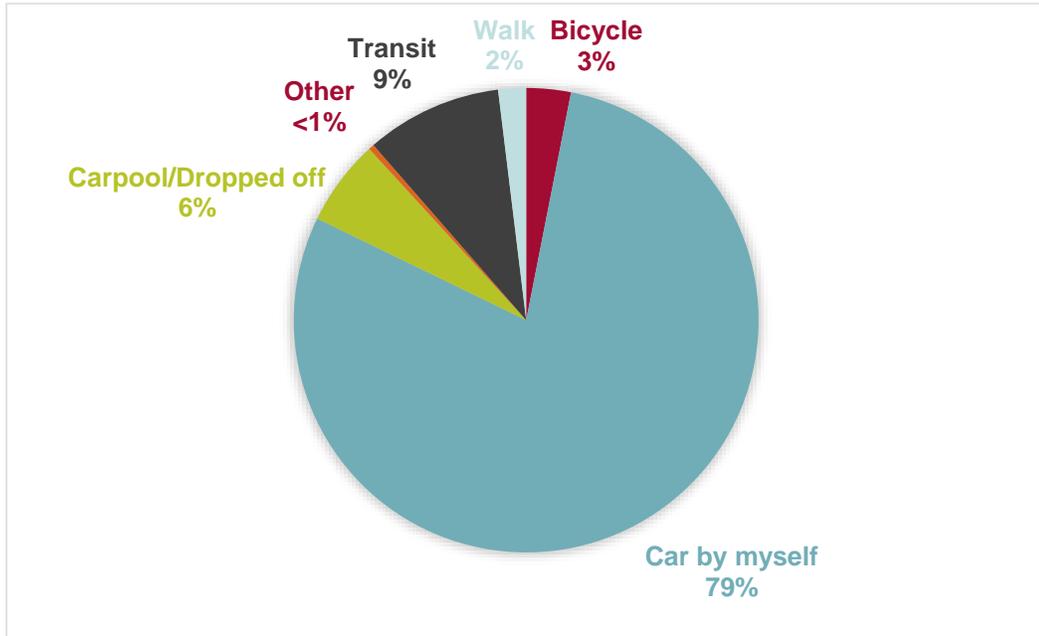
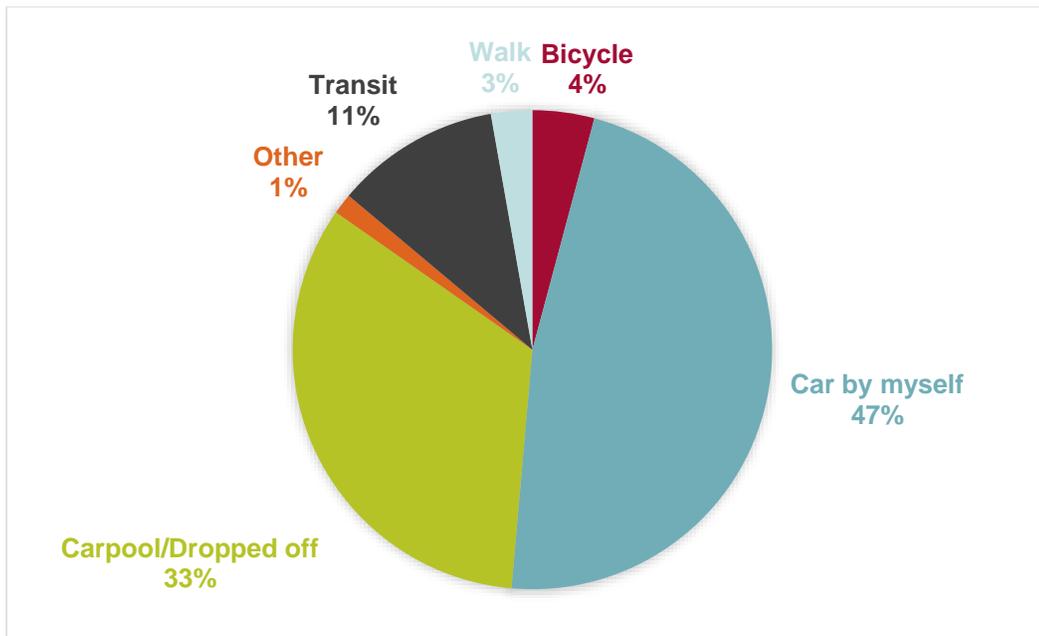


Figure 28 – Mode Choice to School



### Prioritization of Improvements to the Express Bus

Survey respondents were asked to select up to 5 improvements from a list of 8 and rank them in order of importance. The 8 improvements listed were lower fares, improved reliability, frequency and transfers, greater safety, enhanced amenities, bigger service area, shorter trip time, and more park-and-rides.

Two methods were used in quantifying these results. One was to consider the frequency with which each priority was ranked. The second was to assign a value to each ranking and sum the total, which indicates the relative importance of each priority. If a survey respondent listed an improvement as the most important improvement, that improvement was awarded 5 points. Improvements listed 2<sup>nd</sup> received 4 points, improvements listed 3<sup>rd</sup> received 3 points, improvements listed 4<sup>th</sup> received 2 points, and improvements listed 5<sup>th</sup> received 1 point. If an item was not ranked in the top 5, it received no points. The top three highest scoring improvements under this scoring system are (in order) frequency and transfers, shorter trip time, and bigger service area. The full results are shown in **Table 8**.

**Table 8 - Improvement Priority**

Rank	Improvement	Score	% Ranked
1	Frequency and Transfers	1,082	74%
2	Shorter Trip Time	1,005	69%
3	Bigger Service Area	804	59%
4	Improve Reliability	650	55%
5	Lower Fares	465	41%
6	Enhance Amenities	405	40%
7	More Park & Rides	362	32%
8	Greater Safety	275	27%

### PRIORITY IMPROVEMENTS BY ROUTE

By cross-tabulating the survey results we can see the highest priority improvements based on route used on respondents’ regular commute. The following results analyzed the improvement priorities of those who use Route 10, 11, 21, 25, or 29 on their regular commute. The same methods used to quantify the results above were used for each route. The full results are shown in **Tables 9 to 13**.

**Table 9 - Route 10 Improvement Priorities**

Rank	Improvement	Score	% Ranked
1	Frequency and Transfers	116	66%
2	Shorter Trip Time	100	64%
3	Improve Reliability	90	61%
4	Bigger Service Area	61	55%
5	Lower Fares	54	41%
6	Enhance Amenities	50	48%
7	More Park & Rides	47	25%
8	Greater Safety	44	36%

**Table 10 - Route 11 Improvement Priorities**

Rank	Improvement	Score	% Ranked
1	Frequency and Transfers	108	70%
2	Improve Reliability	89	65%
3	Shorter Trip Time	89	65%
4	Bigger Service Area	81	63%
5	Lower Fares	81	58%
6	Enhance Amenities	41	35%
7	Greater Safety	36	35%
8	More Park & Rides	35	28%

**Table 11 - Route 21 Improvement Priorities**

Rank	Improvement	Score	% Ranked
1	Improve Reliability	38	85%
2	Shorter Trip Time	37	69%
3	Frequency and Transfers	36	92%
4	Bigger Service Area	25	69%
5	Lower Fares	22	54%
6	Greater Safety	12	38%
7	Enhance Amenities	8	23%
8	More Park & Rides	4	15%

**Table 12 - Route 25 Improvement Priorities**

Rank	Improvement	Score	% Ranked
1	Shorter Trip Time	21	71%
2	Frequency and Transfers	20	71%
3	Bigger Service Area	13	57%
4	Enhance Amenities	13	57%
5	Improve Reliability	9	43%
6	More Park & Rides	9	43%
7	Greater Safety	2	14%
8	Lower Fares	1	14%

**Table 13 - Route 29 Improvement Priorities**

Rank	Improvement	Score	% Ranked
1	Frequency and Transfers	132	74%
2	Improve Reliability	113	72%
3	Shorter Trip Time	96	65%
4	Lower Fares	55	44%
5	Bigger Service Area	50	47%
6	Enhance Amenities	48	53%
7	Greater Safety	31	28%
8	More Park & Rides	16	16%

### Survey Respondent Comments

Survey respondents had the opportunity to suggest their own improvements for express bus. Most of these comments were specific to the respondent and could be categorized and ranked as one of the eight improvement options. However, there were a few specific comments that were reoccurring. 4 percent of comments indicated that express bus riders were often unaware of when their bus would arrive and suggested improving the “Where’s My Bus” online feature or offering a reliable alternative. Some of these respondents went on to say that if reliability improved they would be more likely to use express bus to get to work or school.

Another 4 percent of comments indicated that they would like express bus service to San Francisco. 2 percent of comments suggested service expansion along Silverado Trail.

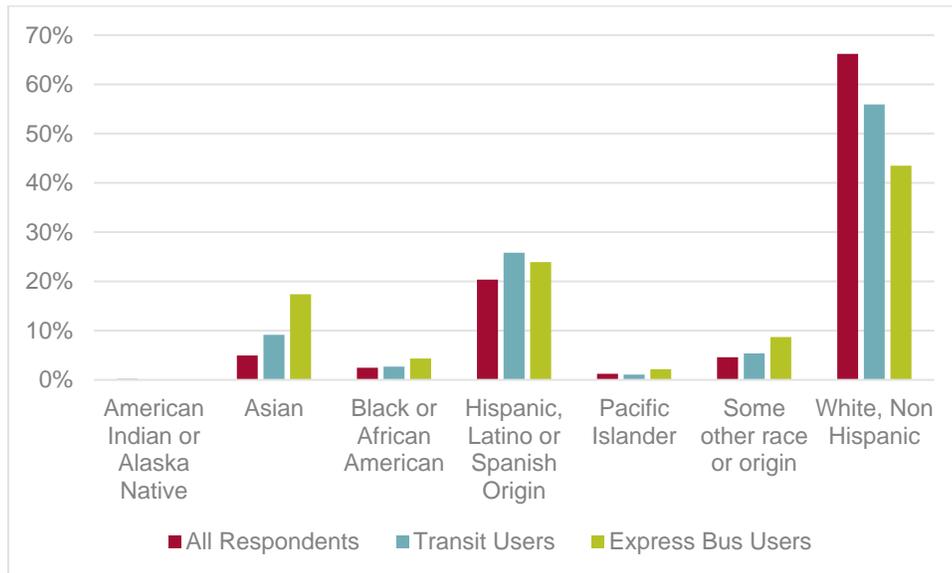
### Demographics of Respondents and Transit Users

Survey respondents were asked for demographic information. The questions include age, ethnicity, and household income level. The distribution of responses is provided for all respondents, all transit users (approximately once a month or more frequent), and all express bus users (at least once a month). See **Table 14** and **Figure 29** for the ethnicity of respondents and riders. See **Table 15** and **Figure 30** for the age of respondents and riders. See **Table 16** and **Figure 31** for the household income of respondents and riders.

**Table 14 - Ethnicity**

Category	All Respondents	Transit Users	Express Bus Users
American Indian or Alaska Native	0%	0%	0%
Asian	5%	9%	17%
Black or African American	2%	3%	4%
Hispanic, Latino or Spanish Origin	20%	26%	24%
Pacific Islander	1%	1%	2%
Some other race or origin	5%	5%	9%
White, Non Hispanic	66%	56%	43%

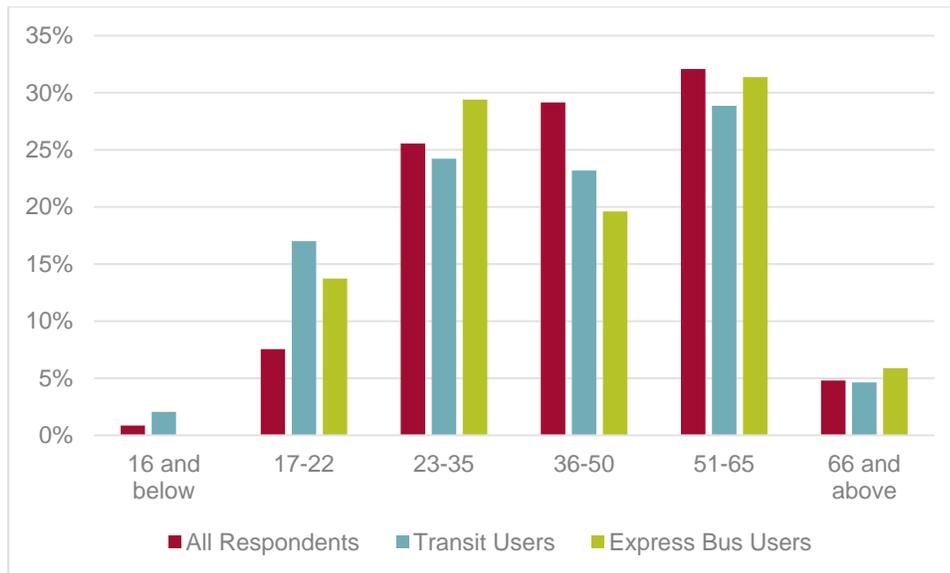
**Figure 29 – Ethnicity**



**Table 15 - Age**

Category	All Respondents	Transit Users	Express Bus Users
16 and below	1%	2%	0%
17-22	8%	17%	14%
23-35	26%	24%	29%
36-50	29%	23%	20%
51-65	32%	29%	31%
66 and above	5%	5%	6%

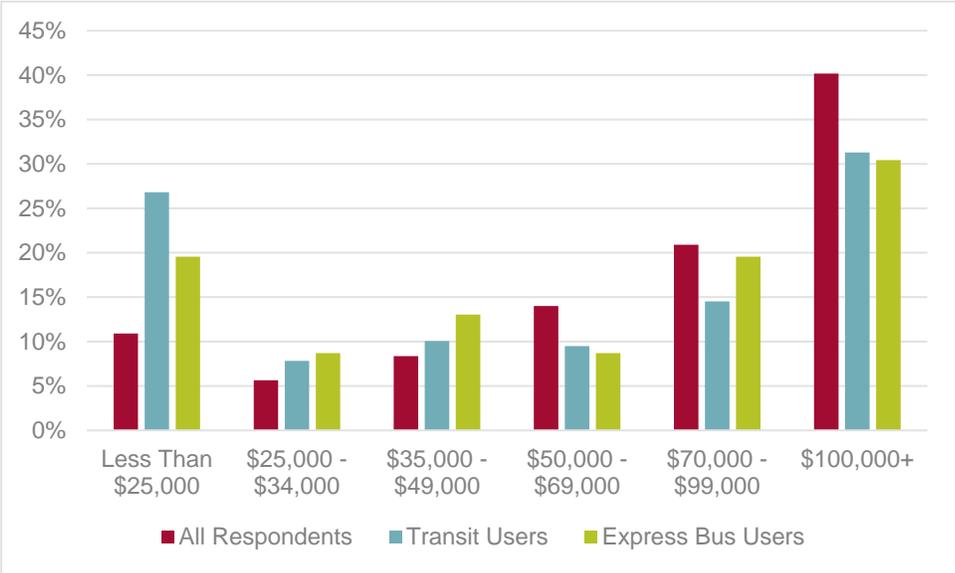
**Figure 30 – Age**



**Table 16 – Household Income**

Category	All Respondents	Transit Users	Express Bus Users
Less Than \$25,000	11%	27%	20%
\$25,000 - \$34,000	6%	8%	9%
\$35,000 - \$49,000	8%	10%	13%
\$50,000 - \$69,000	14%	9%	9%
\$70,000 - \$99,000	21%	15%	20%
\$100,000+	40%	31%	30%

Figure 31 – Household Income



## **Appendix A – Email Blast**



# Revised Draft Email

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Napa County residents and commuters - we need your help! The Napa Valley Transportation Authority is currently conducting a study to determine how to enhance and upgrade the Vine Transit Express Bus service to better serve all Napa County residents and commuters.

Whether you drive, carpool, ride the bus, bike, walk or use any other mode of travel - we want to hear from you! Share your commuting experiences with us by completing our survey at [NapaExpressBusStudy.com](http://NapaExpressBusStudy.com).

When you complete the survey, you're helping to make Napa County more transit-friendly. With more transit options, we're less reliant on cars, which helps to reduce traffic congestion and improve the air quality locally. That's something we can all enjoy!

Complete the survey and provide your email address. You'll be entered into a drawing to win one of ten a \$25 Visa gift cards! Each time we receive a completed survey, we're closer to our vision of developing a transportation system that enhances the quality of life of our residents and visitors, fosters community livability, and protects the unique character of Napa Valley.

Take the survey today, and help make Napa County more sustainable! [NapaExpressBusStudy.com](http://NapaExpressBusStudy.com).

## **Appendix B – Facebook Ad Campaign**



# Facebook Ads

These Facebook ads will target users in Napa County who are not fans of the Vine Transit Facebook Page and will complement organic content that will be posted to the Vine Transit Facebook page. The ads will encourage residents and commuters in Napa County to complete the survey and will link directly to the survey.

A mockup of a Facebook advertisement for Vine Transit. The ad is sponsored and features the Vine Transit logo. The main text asks, "How would you improve express bus service in Napa County?". Below this is a photograph of a white express bus with a large, colorful 'V' logo on its side. The ad includes a call to action: "Take our survey today! Show us where we can improve!" and a link to "VINEEXPRESSBUSSTUDY.COM". There is also a "Learn More" button. At the bottom, it shows engagement metrics: 20 likes, 100 comments, and 25 shares, along with "Like", "Comment", and "Share" buttons.

Ad Set

**YOUR LOGO** Vine Transit Sponsored Like Page

Tell us about your commute, and help us improve transit in Napa County!



**Ready for a better commute?**  
Take our survey for a chance to win a \$25 Visa gift card!

VINEEXPRESSBUSSTUDY.COM Learn More

20 100 Comments 25 Shares

Like Comment Share

Ad Set

**YOUR LOGO** Vine Transit Sponsored Like Page

Do you commute in Napa County? We want to hear from you!



**Your Chance to Win a \$25 Visa Gift Card**  
Complete our survey today and help improve transit in Napa County.

VINEEXPRESSBUSSTUDY.COM Learn More

20 100 Comments 25 Shares

Like Comment Share

Ad Set

**YOUR LOGO** Vine Transit Like Page  
 Sponsored

Vine Transit wants to hear from you! We are conducting a survey to enhance express bus service in Napa County. Complete our survey for a chance to win one of ten \$25 Visa gift cards. [VineExpressBusStudy.com](http://VineExpressBusStudy.com)



20 562 Comments 311 Shares

Like Comment Share

Boosted Post

**YOUR LOGO** Vine Transit Like Page  
 Sponsored

How would you improve transit in Napa County? We want to hear your ideas for a superior express bus service! Complete our survey to tell us how we can improve! [VineExpressBusStudy.com](http://VineExpressBusStudy.com)



20 562 Comments 311 Shares

Like Comment Share

Boosted Post

## **Appendix C – Posters and Postcards**

# READY FOR A **BETTER COMMUTE?**



How would you make  
**EXPRESS BUS SERVICE**  
in Napa County better?

Complete our survey  
for a chance to win a  
**\$25 VISA GIFT CARD!**

## HELP IMPROVE TRANSIT IN NAPA COUNTY!



@VineTransit



Facebook.com/VineTransit



www.VineExpressBusStudy.com



# ¿LISTO PARA UN MEJOR VIAJE?



¿Cómo mejoraría  
**EL SERVICIO  
DE AUTOBÚS EXPRESS**  
en el condado de Napa?

Complete nuestra encuesta para  
tener la oportunidad de ganar una  
**TARJETA DE REGALO  
VISA DE \$25!**

**AYUDE A MEJORAR EL TRÁNSITO EN EL CONDADO DE NAPA!**



@VineTransit



Facebook.com/VineTransit



www.VineExpressBusStudy.com



# READY FOR A **BETTER COMMUTE?**



How would you make  
**EXPRESS BUS SERVICE**  
in Napa County better?

Complete our survey  
for a chance to win a  
**\$25 VISA GIFT CARD!**

**HELP IMPROVE TRANSIT IN NAPA COUNTY!**



@ [www.VineExpressBusStudy.com](http://www.VineExpressBusStudy.com)

f [Facebook.com/VineTransit](https://www.facebook.com/VineTransit)

t [@VineTransit](https://twitter.com/VineTransit)



# ¿LISTO PARA UN MEJOR VIAJE?

¿Cómo mejoraría  
**EL SERVICIO  
DE AUTOBÚS EXPRESS**  
en el condado de Napa?

Complete nuestra encuesta para  
tener la oportunidad de ganar una  
**TARJETA DE REGALO VISA DE \$25!**



**AYUDE A MEJORAR EL TRÁNSITO  
EN EL CONDADO DE NAPA!**



@ [www.VineExpressBusStudy.com](http://www.VineExpressBusStudy.com)  
f [Facebook.com/VineTransit](https://www.facebook.com/VineTransit)  
t @VineTransit



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# CALLING ALL NAPA COUNTY RESIDENTS AND COMMUTERS!

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How would you make express bus service  
in Napa County better? Complete our survey  
for a chance to win a \$25 Visa gift card!



**HELP IMPROVE TRANSIT IN NAPA COUNTY!**



@ [www.VineExpressBusStudy.com](http://www.VineExpressBusStudy.com)  
f [Facebook.com/VineTransit](https://www.facebook.com/VineTransit)  
t @VineTransit



## **Appendix D – Survey Screenshots**

### Napa Vine Express Bus Study

**WELCOME**

#### Napa Vine Express Bus Corridor Study

The Napa Valley Transportation Authority is conducting a study on ways to improve express bus service in Napa County. As part of this study, we want to hear from all commuters about their commute and how it can be improved. Click the green button to begin!

Existing Vine Express Routes

Español 



Complete the survey for a chance to win one of ten \$25 Visa gift cards!



**2** MAP YOUR COMMUTE  
**3** COMMUTE QUESTIONS  
**4** PRIORITY RANKING  
**5** WRAP UP

### Napa Vine Express Bus Study

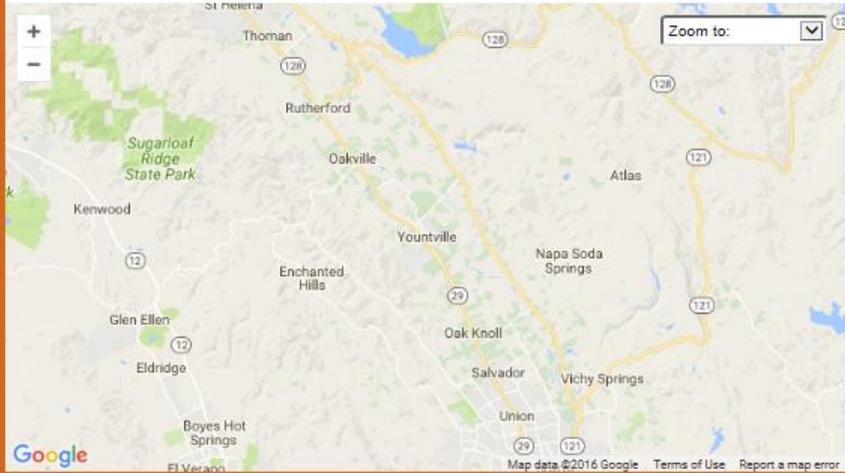
## 2 Map Your Commute

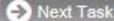
**WELCOME**

**2** MAP YOUR COMMUTE  
**3** COMMUTE QUESTIONS  
**4** PRIORITY RANKING  
**5** WRAP UP

Please drag and drop at least 2 markers on the map.

Home Work School Medical Other



What to do 

Navigation: 1 WELCOME, 2 MAP YOUR COMMUTE, 3 Commute Questions, 4 PRIORITY RANKING, 5 WRAP UP

Buttons: What to do, Next Task, Next Category

1 Survey Questions 1 - Click Green Button When Done

2 How often do you use transit?  
Select...

3 Select Park & Rides you use at least once a month.

4  Redwood (Napa)  Imola (Napa)  Soscol Gateway Transit Center

5  American Canyon  Yountville  Vallejo  Other

I do not use any park and rides

Navigation: 1 WELCOME, 2 MAP YOUR COMMUTE, 3 Commute Questions, 4 PRIORITY RANKING, 5 WRAP UP

Buttons: What to do, Next Task, Next Category

1 Survey Questions 2 - Click Green Button When Done

2 Are you aware of Napa's express bus service?  
Select...

3 If you do not use express bus service, why not?

4  Too far from my home  Doesn't go near my destination

5  It takes too long  My commute is short

I need my car during the day  It's too expensive

My work hours don't allow me to  I don't know about express buses

Other  I use the express bus

WELCOME 2 MAP YOUR COMMUTE 3 Commute Questions 4 5 PRIORITY RANKING WRAP UP

What to do Next Task

1 Survey Questions 3 - Click Green Button When Done

2 Select transit routes used at least once a month

3  Local routes in Napa County  ADA Paratransit Service

4  Local shuttles in Napa County  Express bus service in Napa County

5  Ferry Service  BART  Other Transit Outside of Napa

I don't use transit at least once a month

Select transit routes used on your regular commute

Route 1  Route 2  Route 3  Route 4  Route 5  Route 6

Route 7  Route 8  Route 10  Route 11  Route 21

Route 25  Route 29  American Canyon Transit

Calistoga Shuttle  St. Helena Trolley  Yountville Trolley

SoTrans/FAST  BART  Golden Gate Transit  Other

I don't use transit regularly

Next Category

WELCOME 2 MAP YOUR COMMUTE 3 Commute Questions 4 5 PRIORITY RANKING WRAP UP

What to do Next Task

1 Survey Questions 4 - Click Green Button When Done

2 If you ride the bus, how do you get to your stop from home?

3

4 If you ride the bus, how do you get from the bus to your destination?

5

Next Category

Navigation: 1 WELCOME, 2 MAP YOUR COMMUTE, 3 **Commute Questions**, 4 PRIORITY RANKING, 5 WRAP UP

Buttons: What to do, Next Task

1 General Comments - Click Next Task Button When Done

2 Provide any general comments and suggestions here.

3 Comment...

4

5

Next Task

Navigation: 1 WELCOME, 2 MAP YOUR COMMUTE, 3 COMMUTE QUESTIONS, 4 **How to Improve The Express Bus**, 5 WRAP UP

Buttons: What to do, Next Task

Order your top 5 items  
↑ above this line ↑

- More Park-and-Rides
- Improved Reliability
- Shorter Trip Time
- Frequency and Transfers
- Enhance Amenities
- Lower Fares
- Greater Safety
- Bigger Service Area

Suggest another item

What would make your express bus ride more desirable, or entice you to begin using the express bus? Rank the improvements listed in order of importance for you or suggest an additional improvement.

Please drag 5 of the items above the line in your preferred order.

← 1 2 3 4 5 **Wrap Up** ? What to do

WELCOME  
MAP YOUR COMMUTE  
COMMUTE QUESTIONS  
PRIORITY RANKING  
WRAP UP

### Final Questions (Optional)

What is your age?

Please specify your ethnicity:

What is your household income level?

How did you first hear about NVTA's express bus service?

How did you hear about this survey?

Provide your email for an opportunity to win one of 10 \$25 Visa gift cards.

### Thank You

Thank you for sharing! Your input will help improve transit in Napa County. \*NVTA employees and contractors are not eligible to win the \$25 gift card.

Please visit the website to stay up-to-date on this project and learn more about transportation options in Napa County.  
[Project Website](#)



**NVTA**  
NAPA VALLEY TRANSPORTATION AUTHORITY