Final Plan

NAPA COMMUNITY-BASED TRANSPORTATION PLAN

NAPA COUNTY TRANSPORTATION PLANNING AGENCY

September 9, 2004

DESIGN, COMMUNITY & ENVIRONMENT

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EXECUTIVE SUMMARY

The Napa County Transportation Planning Agency (NCTPA) retained a consulting team led by Design, Community & Environment (DC&E) to prepare a community-based transportation plan for the Napa area. DC&E was assisted by Urbitran Associates, a transportation planning firm, and two Napa non-profit groups, Napa Valley Community Housing and the Napa Valley Coalition of Non-Profit Agencies.

Work on the Napa Community-Based Transportation Plan (CBTP) began in May 2003. The process began with the establishment of a stakeholder group which was to represent the interests of the transit-dependent in the Napa community. The consulting team worked with NCTPA, the Metropolitan Transportation Commission (MTC) and this stakeholder group throughout the planning process to ensure that the Plan reflects the needs of the community and that it provides feasible and implementable transportation solutions.

A. Sources of Input

Two major sources of input contributed to the completion of the Plan.

1. Technical Analysis

The following technical analyses were completed in preparing the Napa CBTP:

- An update to MTC's *Lifeline Transportation Report (2001),* which identified spatial and temporal gaps in lifeline transit service in the study area.
- A transit needs assessment, which identified concentrations of populations in the city of Napa and Napa County that are likely to be dependent on public transportation to meet their mobility needs.

2. Community Involvement

The Napa CBTP involved numerous stakeholders, representing various groups of low-income, transit-dependent members of the Napa community. Sources of community input for the CBTP included the following:

a. Local Non Profit Groups

Two non-profit organizations were part of the project team for the Napa CBTP:

- Napa Valley Community Housing (NVCH). Napa Valley Community Housing is a non-profit agency serving the needs of low income individuals and families throughout Napa County. NVCH develops, rehabilitates and manages the County's affordable housing stock.

- Napa Valley Coalition of Non-Profit Agencies (NVCNPA). The Coalition has 54 member and 23 affiliate organizations. The Coalition works to affect public policy, strengthen the health and human services forum, and the level and quality of services through their extensive membership and committee structure.

b. Napa Stakeholder Group

The planning process also involved a stakeholder group of approximately fifteen community leaders from the Napa area. Members of the stakeholder group included representatives of paratransit services, economic and employment groups, the senior community, housing advocates, community college students and regional transit and social service providers.

c. Focus Groups

Focus groups were held with groups from the Napa community, including:

- Migrant farmworker representatives.
- Residents of the Napa Senior Center.
- Residents of the Stonebridge Apartments, an affordable development, in St. Helena.

d. Drop-ins

The project also involved several "drop-ins", informal visits at or near transit stops to provide information or have brief discussions with users of the transit system. Drop-ins were held at the following locations:

- Napa Transit Center
- Napa Valley College
- Salvation Army lunch program

e. Open House

The project team hosted an open house at the Napa County Public Library on December 1, 2003 to present information about the transit services available in Napa, as well as receive input from community members regarding their concerns.

f. Questionnaire

A questionnaire was developed to help gather the community's input regarding transportation issues and needs. The questionnaire was made available in Spanish, English and large print. Overall, 187 questionnaires were returned during the public outreach period.

B. Community Input

Through the sources of input described in Section A, above, the consulting team compiled a list of transportation issues to be addressed by the CBTP. The issues fell into seven categories and included the following:

1. Service Coverage:

- Existing routes do not serve farmworkers.
- There is inadequate service to specific neighborhoods and/or essential destinations.
- Stops are not close enough to important trip generators.
- Existing transit service does not effectively serve childcare facilities.

2. Service Frequency

- Travel times are excessive.

3. Span of Service:

- Limited weekday and weekend service.
- Current schedules do not match shift and class times.

4. Marketing:

- Passengers do not know route schedules.
- Residents are unsure of who is eligible for paratransit service.
- Seniors unfamiliar with transit are reluctant to use it.

5. Amenities:

- Bus shelters are needed to improve safety and protection from weather.
- There is poor crosswalk visibility.

6. Quality of Service:

- Buses have poor on-time performance.
- VINE Go has poor on-time performance.
- Drivers do not consistently follow published schedules and route alignments.
- Driver conduct does not meet rider expectations.

7. Transit Affordability

- Transit fares are too expensive for farm workers.
- VINE Go is expensive

After compiling the list of issues, each was assigned a rating that reflected its importance to the community (low, medium, high or very high). This ranking was assigned based on the number of times the issue was raised, and the number of groups who identified the issue as a concern.

C. Transportation Solutions

Based on the community input, the consulting team developed a list of solutions to address the issues raised. An iterative process was followed to create a range of transit solutions that address the mobility needs of low-income and transit-dependent residents of Napa. The proposed transportation solutions were chosen to address the issues brought up during community outreach and the transit needs assessment.

Input from the stakeholder meetings, public outreach, discussions with Napa County Transportation Planning Agency (NCTPA) and the consultant team's technical expertise all contributed to the construction of a comprehensive evaluation system that addressed the following:

- Community importance
- Cost implications
- Implementability
- Impact on usability

Based on the rating system and input from NCTPA, MTC and the stakeholder group, the consulting team developed a list of eight prioritized solutions for improving transportation services to Napa's low-income, transit-dependent population. The prioritized solutions include the following:

1. Farm worker shuttle.
A farm worker shuttle would transport workers between the camps and wineries, to health centers, and into town to run errands. The shuttle is a more adaptive solution than traditional transit service because it will run when and where farm workers need it.

2. Improve route connectivity through revised schedules.
This solution would reduce travel times for passengers by coordinating the times that various routes intersect, thereby minimizing waiting and total travel times.

3. Flexibly-routed service for qualifying residents.
Smaller vehicles (cutaways or vans) would provide flexible transportation that is operationally more viable and provides a higher level of service. This service would operate during hours when the fixed-route system is not in service and provide trips for qualifying residents - whether they are CalWORKS recipients or simply low-income residents.

4. Organize vanpools to employment destinations.
Vanpools offer the opportunity to provide reliable transportation to work. Solano Napa Commuter Information (SNCI) currently provides ridematching services throughout Napa County that can be used to start a new vanpool.

5. Expand marketing and advertising.
Efforts such as redesigning the transit system map, expanding the distribution of transit information, and targeting outreach to likely transit users will improve local knowledge of transportation alternatives to driving and encourage more residents to use the existing transit services.

6. Install bus shelters.
Installing more bus shelters is very important solution to the community and will improve passengers comfort while waiting for buses during harsh weather conditions.

7. Re-Stripe crosswalks as needed to improve safety.
Napa should prioritize the maintenance of a network of painted crosswalks that facilitate the mobility of pedestrians who want to access the transit system.

8. Improve route performance.
Evaluating and improving on-time performance, emphasizing driver route and schedule adherence, and improving communication about road construction projects can all help Napa VINE maintain high quality performance. When this occurs, passengers will have more confidence in the service and be more likely to rely on transit for their transportation needs.

D. Funding

Various funding sources have been identified to enable implementation of the prioritized solutions. These include government, private foundation and other revenue sources. The solutions developed in this plan focus on the needs of lifeline users – not the general population – but that various funding sources available to Napa must meet the needs of all users. The descriptions below summarize relevant funding sources identified.

1. Government Sources
The government sources of funding described below have been identified as potential sources to fund transportation solutions in this CPTP.

- Access to Jobs and Reverse Commute Program (JARC). The federal Access to Jobs and Reverse Commute Program is a discretionary funding source that funds projects and services designed to transport low-income persons to work, training and child care and to transport workers to suburban job centers.
- Community Development Block Grants (CDBG). The CDBG program is a federal program of grants to local governments, administered by the U.S. Department of Housing and Urban Development (HUD). Because

some of the areas served by transit and many of the targeted riders are low income, some of the projects in this Plan would theoretically be eligible for CDBG funds, including the installation of bus shelters (Solution 7).

- FTA Section 5303 Technical Assistance. Federal Transit Administration (FTA) Section 5303 funds are used to support planning activities in metropolitan areas.
- FTA Section 5310 Capital Grants. FTA funds capital grants through its Section 5310 Elderly and Disabled Transportation Program.
- Hazard Elimination Safety Program (HES). Hazard Elimination Safety (HES) Program provides funds for safety improvements on public roads, surface transportation facilities, and pedestrian or bike trails.
- Low Income Flexible Transportation Program (LIFT). The Metropolitan Transportation Commission (MTC) has partnered with local transit and social services agencies to respond to the challenge of improving transportation services for residents of low-income communities through the Low Income Flexible Transportation (LIFT) Program.
- Regional Measure 2 (RM2). The recently passed legislation guarantees Napa VINE a minimum of $2.4 million in capital funds (starting 2006) and $390,000 in operating funds (starting 2007) to provide express bus service in the Carquinez Bridge Corridor. Napa may also qualify for competitively funded grants on a case-by-case basis.
- Safe Routes to School (SR2S). The State Department of Transportation (Caltrans) solicits project applications from cities and counties in California for Safe Routes to School (SR2S) funding for the following year.
- Transportation Fund for Clean Air (TFCA). The Transportation Fund for Clean Air is a grant program funded by a $4 surcharge on vehicles registered in the Bay Area, which generates about $20 million a year.
- Transportation for Livable Communities (TLC). MTC created this innovative program to fund community-oriented transportation projects.

2. Potential Future Government Funding Sources

The following sources have been identified as potential sources of funding in the longer term.

- MTC-Transportation 2030 (T2030). Projects identified in the Napa Community-based Transportation Plan could potentially be funded through various T2030 programs, such as Lifeline Transportation, the Regional Bicycle/Pedestrian program, and Transportation for Livable Communities/Housing Incentive Program.
- State Environmental Justice and Community Based Transportation Planning Grants (EJ). Caltrans introduced two grant programs in 2001-02 that would have applicability to the Napa area projects: the Environmental Justice Grant Program and the Community Based Transportation Planning Grant Program.
- Napa County Half Cent Transportation Sales Tax. NCTPA is considering putting a half cent sales tax on the November 2004 ballot to pay for county transportation projects. The sales tax would help offset funding cuts from the state due to the current budget crisis and could assist in funding a variety of transportation projects.

3. Private Foundations

Many small, focused projects that target low-income populations are eligible for foundation grants. The list is by no means exhaustive but is suggestive of the types of grants that may be available.

- Community Foundation of Napa Valley. The Community Foundation of Napa is a locally based organization that helps to connect individual foundations with funding opportunities within the community.
- Napa Valley Vintners Association (NVVA). The NVVA is a nonprofit regional trade association with an active membership of more than 220 wineries. Solutions that collaborate with affordable housing providers to provide transportation from work to home for underserved Napa area

residents, such as the farm worker shuttle and flexibility-routed bus service, may qualify for assistance through the NVVA.

- Ralphs-Food 4 Less Foundation. Possible projects that may interest this foundation include a flexibly-routed service and a farm worker shuttle, particularly if the routes went to their grocery stores, to food banks, or to meals programs.
- Robert Wood Johnson Foundation. The Robert Wood Johnson Foundation is a philanthropy organization that seeks to "improve the health and health care of all Americans", providing grants in a variety of areas from basic health care access to creating communities that foster healthier habits.
- Surdna Foundation. Surdna Foundation's Environment Program goal is to prevent irreversible damage to the environment and to promote more efficient, economically sound, environmentally beneficial and equitable use of land and natural resources.
- William G. Irwin Charity Foundation. The foundation has funded several vans for a San Francisco AIDS non-profit organization, and other first-time grants each year for proposers who do not expect ongoing funding.

4. Other Sources

Other sources that could be approached for specific projects include:

- Advertising Agencies. There are various advertising agencies that could serve as partners with the NCTPA to provide bus shelters and benches within the community.
- Developers. Residents should be alert to new projects proposed for their community as the developers seek approval from the City of Napa or Napa County.
- Employers. Employers who are in need of workers are sometimes willing to underwrite transportation in order to fill their labor needs.

- Local retailers and banks. Businesses and banks might consider funding part of the costs of a flexibly-routed transit services or improvements such as bus shelters.
- Service clubs and fraternal organizations. Organizations such as the Rotary Club, Soroptomists, Kiwanis and Lions often take on special projects and might be approached for projects such as providing a vehicle for vanpools or farm worker shuttle.

E. Implementation

The success of the CBTP depends largely on the implementation of the solutions identified, including consideration of the following issues.

1. Timing

The solutions have been classified in terms of the timing of implementation. Some of the solutions represent improvements to existing activities and it is expected that they can be implemented immediately:

- Solution 4: Organize vanpools to employment destinations.
- Solution 8: Re-Stripe crosswalks as needed to improve safety.

Other solutions are expected to be ready for implementation in the short term – somewhere between three and 18 months:

- Solution 5: Improve marketing and advertising.
- Solution 6: Improve route performance.
- Solution 7: Install bus shelters.

Finally, three solutions will probably take a longer –up to three years – before they can be put into action:

- Solution 1: Farm worker shuttle.

- Solution 2: Improve route connectivity through revised schedules.
- Solution 3: Flexibly-routed service for qualifying residents.

2. Next Steps

Implementation of the solutions identified by the CBTP will require the following steps:

- Identifying a local champion. The agency or entity who is expected to be responsible for the solution's implementation. They may or may not be the operator or agency that enacts or funds the solution, but they are expected to be the driving force behind implementation.
- Overcoming constraints. These may include operational, institutional, or funding limitations that may prevent the solution from being implemented as soon as otherwise expected.
- Identifying funding sources and acquire funds. This step involves identifying and securing the most appropriate funding sources for the solution. This plan has identified numerous potential funding sources, as well as the solutions for which they would most likely be available.
- Complete major tasks. The major tasks identified in this plan are individual tasks that should be completed to enact the solution in a methodical, yet expeditious manner. Tasks for some solutions are more detailed than others, reflecting their relative complexity.

The results of this planning effort will guide the near-term efforts by NCTPA to improve its service to Napa's low-income, transit-dependent community. NCTPA has already begun to seek ways to facilitate the implementation of these solutions, such as the expansion of its website's capabilities and preliminary discussions with California Human Development Corporation (CHDC) regarding a farm worker shuttle. NCTPA has recently conducted an on-board survey to assist them in fully understanding the needs of its riders.

The solutions and implementation strategies provided in this plan will serve as input into NCTPA's short-range transit plan, as well as MTC's long-range

regional transportation plan, "Transportation 2030 Plan." The results of this and MTC's other pilot community-based transportation plans will help refine guidelines for subsequent community-based transportation plans and encourage the dedication of future funding to support lifeline transit services.

As part of the Napa Community-Based Transportation Plan, presentations will be made to the NCTPA board, as well as NCTPA's Paratransit Coordinating Council and Technical Advisory Committee, to seek their input and approval of the identified solutions.

NCTPA has expressed an interest in continuing to work with the CBTP stakeholder committee to inform future decisions about Napa's transit services. The group would serve as the basis for an advisory committee that would meet regularly to check on implementation of the CBTP. Regular participation by this group will help institutionalize lifeline goals in Napa's ongoing planning and operating activities.

1 INTRODUCTION

The Napa County Transportation Planning Agency (NCTPA) retained a consulting team led by Design, Community & Environment to prepare a community-based transportation plan (CBTP) for the Napa area. DC&E was assisted by Urbitran Associates, a transportation planning firm, and two Napa non-profit groups, Napa Valley Community Housing and the Napa Valley Coalition of Non-Profit Agencies. The project began in May 2003 and involved an extensive community process, technical analysis and coordination with NCTPA to develop solutions to transportation gaps identified. This chapter provides background information on the plan and summarizes the community outreach and involvement process.

A. Project Background

The project was funded by a grant from the Metropolitan Transportation Commission (MTC) to advance the findings of the *Lifeline Transportation Network Report* as adopted by MTC and incorporated into the *2001 Regional Transportation Plan (RTP).* The Lifeline Transportation Network report identified transit needs in economically disadvantaged communities throughout the San Francisco Bay Area and made a recommendation that community-based transportation plans be prepared to address these needs. The *Environmental Justice Report for the 2001 RTP* also identified the need for MTC to support local planning efforts in low-income communities in the region.

The area served by NCTPA was selected as one of the five communities in a pilot project to receive funding for community-based transportation plans. The results of the community-based transportation plan will serve as input to NCTPA's Short-Range Transit Plan (SRTP), as well as to MTC's Transportation 2030, which is the 2004 Regional Transportation Plan.

Included in the DC&E team were Urbitran Associates, Inc., a transit and transportation planning firm, and two Napa non-profit agencies, Napa Valley Coalition of Non-Profit Agencies (NVCNPA), and Napa Valley Community Housing (NVCH).

B. Technical Analysis

As part of the Napa CBTP, the DC&E team updated the Metropolitan Transportation Commission's *Lifeline Transportation Report (2001)* for Napa County. That report identified spatial and temporal gaps in lifeline transit service. The DC&E team also completed a transit needs assessment, which identified concentrations of other populations in the city of Napa and Napa County that are likely to be dependent on public transportation to meet their mobility needs. This analysis and findings are described in Chapter 2.

C. Community Involvement

The Napa CBTP involved numerous stakeholders, representing various groups of low-income, transit-dependent members of the Napa community. Input was received from local non-profit organizations, a Napa stakeholders group, focus groups, and drop-in visits at various Napa locations. A questionnaire was also distributed to community members, at meetings, drop-ins and at an open house. These sources of community input are described below.

1. Local Non Profit Groups

As stated above, two non-profit organizations were part of the project team for the Napa CBTP.

- Napa Valley Community Housing (NVCH). Napa Valley Community Housing is a non-profit agency serving the needs of low income individuals and families throughout Napa County. NVCH develops, rehabilitates and manages the County's affordable housing stock.
- Napa Valley Coalition of Non-Profit Agencies (NVCNPA). The Coalition has 54 members and 23 affiliate organizations. The Coalition works to affect public policy, strengthen the health and human services forum, and increase the level and quality of services through their extensive membership and committee structure. The Coalition includes committees working on senior and disabled issues, as well as a Community De-

velopment Block Grant committee that works with the City of Napa to prioritize and recommend capital improvement projects for funding that serve low income and special need populations.

Through their contacts with the Napa community, these two groups were able to distribute information and involve a large number of Napa residents in the community outreach process. They assisted in completing outreach, conducting focus groups and collecting input for the Plan.

2. Napa Stakeholder Group

The planning process also involved a stakeholder group of approximately fifteen community leaders from the Napa area. Members of the stakeholder group included representatives of paratransit services, economic and employment groups, the senior community, housing advocates, community college students and regional transit and social service providers. A list of participants in the stakeholder group is included as Appendix A.

Four meetings were held with the stakeholder group, project team and NCTPA to discuss the development of the community outreach and the plan itself. The first meeting was held on September 9, 2003. At this meeting, the consulting team introduced the project and described the role of the stakeholder group. The stakeholders were also asked to provide suggestions for locations and venues for collecting input from the community.

The second meeting of the stakeholder group was held on October 7th, 2003. At this meeting, the consulting team provided an update of the project status and solicited input from the stakeholder group regarding the proposed community outreach strategy, including drop-in locations, focus groups and the community open house.

A third meeting was held with the stakeholder group on January 13, 2004 to present the issues raised during the community input gathering process. The consulting team also reviewed the potential solution for addressing the issues, and solicited feedback from the group regarding the solutions and their ability to successfully address the issues identified.

Finally, a fourth meeting will be held with the stakeholder group in May, 2004 to review the Draft CNTP. Feedback will be solicited on the Draft Plan for incorporation into the Final Plan.

3. Focus Groups

Focus groups were held with groups from the Napa community, including:

- Migrant farmworker representatives. A meeting was held with staff from California Human Development Corporation (CDHC), a farmworker advocate from NVCH, and a resident manager at the River Ranch camp, one of the four migrant camps operated by CDHC in the Napa Valley, to discuss the transportation needs of farmworkers in the Napa Valley.
- Napa Senior Center. A focus group was held with six residents and one activities director at the Napa Senior Center in downtown Napa.
- Stonebridge Apartments, St. Helena. A focus group was held with sixteen residents, including the resident manager, of the Stonebridge housing development in St. Helena, north of Napa. Stonebridge is an 80 unit rental development operated by Napa Valley Community Housing. The development provides affordable housing for low-income and very low-income residents, many of which are Spanish-speaking. This focus group was conducted in Spanish.

4. Drop-ins

The project also involved several "drop-ins" at locations in the Napa community. Drop-ins are informal visits at or near transit stops to provide information, or have brief discussions with users of the transit system. The drop-ins for the Napa CBTP were attended by DC&E and/or Urbitran staff. These visits are a useful way to interview users while they are making use of the transit system and to receive their input about how the services are meeting their needs.

Drop in sessions were held at the following locations:

- Napa Transit Center. Members of the project team conducted an afternoon drop-in at the Napa Transit Center, the main transit hub for transit services in Napa.
- Napa Valley College. A drop-in was held at Napa Valley College to discuss transit needs and issues with students and employees. This allowed for discussions with students dependent on the transit services in Napa.
- Salvation Army. A drop-in was held at the Salvation Army building in downtown Napa. The drop-in was scheduled so that it coincided with the daily lunch program. Because the Salvation Army is located at a transit stop, and because numerous homeless or low-income Napa residents attend the lunch, it was possible to meet and discuss with members of the transit-dependent population.

5. Open House

The project team hosted an open house at the Napa County Public Library on December 1, 2003 to create a forum for presenting information about the transit services available in Napa, as well as for receiving input from community members regarding their concerns. Copies of the flyer for the open house, both in English and Spanish, are included as Appendix B and C.

At the open house, several stations were set up in the library's community room, and attendees were encouraged to visit the various stations to receive information and provide input, both verbally or in writing on large posted sheets. The stations had the following themes:

- Routes and schedules. Representatives from NCTPA and ATC, the local transit operator, were available to answer questions regarding the current VINE routes and schedules.
- Transportation analysis. A member of the consulting team was available to discuss and receive feedback on the results of the Transit Needs Assessment.

- Safety and access. At this station, attendees were encouraged to provide feedback on issues related to safety and access to transit service in Napa.
- Other transportation options. At this station, attendees could ask questions or provide comments on other transportation options in Napa, such as the Downtown Trolley, taxi, paratransit, biking and walking.

Approximately 20 members of the community attended the open house, discussed concerns with NCTPA staff and provided comments at the various stations.

6. Questionnaire

A questionnaire was developed to help gather the community's input regarding transportation issues and needs. The questionnaire was given to all members of the stakeholder group for distribution among their constituents and clients. The questionnaire was made available in Spanish, English and large print. In addition, copies of the questionnaire were available at each of the focus groups, drop-in sessions and community open house. Several questionnaires were returned at the open house. Copies of the community questionnaire, both in English and Spanish, are included as Appendix D and E.

The questionnaire included 14 questions, some of which were multiple-choice, that addressed the following:

Demographics:

- Whether the respondent uses public transit
- Where the person lives
- Whether the respondent has a disability
- The person's age
- Household income

Transportation Accessibility:

- Problems with accessing information about transit

- Finding the bus schedule does not meet transportation needs
- Making transfers
- Spending too much time traveling from one place to another
- Finding adequate shelter/protection while waiting for the bus
- Feeling unsafe using transit
- There are places that the respondent would like to be able to reach with public transit, but cannot with the current level of service

Prioritization of needs. Respondents were asked to rank the following in terms of the severity of the issue:

- Lack of transit in the early morning, evening and late night
- Finding that buses are too infrequent during the weekday
- Finding that buses are too infrequent on the weekend
- Complicated and difficult transfers
- Insufficient route coverage

Overall, 187 questionnaires were returned during the public outreach period. Of these, about 86 percent were completed in English and the remaining 14 percent were returned in Spanish. The majority, almost 70 percent, of respondents that chose to state where they lived on the questionnaire identified their home community as the City of Napa. St. Helena had the next largest number of respondents at 12 percent, with the remaining people living in American Canyon, Calistoga, Yountville, Vallejo, Angwin, Westwood, Carneros, Oakville, Lake Barreyessa, Santa Rosa, San Francisco and Rutherford.

Approximately 120 of the returned questionnaires were completed by transit users. Over 30 percent of those riders identified their reason for using transit as the lack of other means of transportation, lack driving license, lack of income to afford other transportation, or being disabled.

68 percent of respondents providing their income identified their annual household income as being less than $32,000. This qualifies as very-low income in Napa County, according to the U.S. Department of Housing and Urban Development[1]. Another 12 percent had incomes between $32,000 and $50,000, indicating they qualify as low-income. Over two-thirds of these respondents used public transit, with many of the respondents citing the need to use public transit as a result of not having any alternative transportation. Comments provided by disabled users and seniors showed that either they often have no other transportation or are unable to drive.

The profile of survey respondents described above indicated that the majority of respondents would qualify as transit-dependent users, whom the community-based transportation planning process was intended to serve.

[1] 2003 Median Income Limits for Napa County from the U.S. Department of Housing and Urban Development.

2 TRANSIT NEEDS ASSESSMENT

Understanding where low-income and transit-dependent populations live and work is vital to developing transportation solutions to meet their unique needs. As part of the Napa Community-Based Transportation Plan, an analysis was completed to locate and quantify the demand for public transportation services by low-income individuals and families in the city and county of Napa. This analysis included two components:

- An update to the Metropolitan Transportation Commission's (MTC) *Lifeline Transportation Network Report (2001),* which identified spatial and temporal gaps in lifeline transit service (as defined below).
- A transit needs assessment, which identified concentrations of populations in the city of Napa and Napa County that are likely to be dependent on public transportation to meet their mobility needs.

Although the scope of this project initially included the entire county, the analysis showed that low-income and transit-dependent residents are concentrated within the city of Napa. Therefore, the focus of this report is primarily on transportation needs within the city of Napa.

A. Update of 2001 Lifeline Transportation Network Report

The first step in the transportation analysis for the Napa Community-Based Transportation Plan was to review and summarize MTC's findings from the *2001 Lifeline Transportation Network Report*. This analysis was then updated using the most current data available. Several data sources were utilized, including trip generator data from the Napa County Transportation Planning Agency (NCTPA), major employer data provided by Sonoma-Napa Commuter Information (SNCI), and information on CalWORKS recipients.

1. Summary of MTC Lifeline Report

MTC's *Lifeline Transportation Network Report* identified the city of Napa as having the county's largest concentrations of low-income persons and essential destinations. Of all transit services provided in the county, five Napa VINE routes were identified as lifeline routes. Routes 1, 2, 3 and 4 qualified

as lifeline routes for serving clusters of CalWORKs households and essential destinations. Route 10 qualified for those reasons as well as for being a trunk line route and a key regional link. Unmet transit needs, at the time of the report, included direct service to employment opportunities in Sonoma County and Fairfield (central Solano County).

When comparing coverage of the existing lifeline transit network to concentrations of low-income persons and destinations, the MTC report found no spatial gaps for Napa County. In contrast, temporal gaps in the service were significant. The MTC analysis identified gaps in the hours of operation, frequency of service, and days of operation for all of the lifeline routes. In particular, only Route 1 met the frequency objectives and it only did so for daytime service. All of the other lifeline routes failed to meet the frequency and hours of operation objectives for all time periods and days of the week.

MTC's *Lifeline Transportation Network Report* analysis consists of seven basic steps. The first four steps combine a base map, concentrations of CalWORKs households, and essential destinations, and all transit routes to produce a map illustrating existing conditions in Napa. Once this data has been compiled and mapped, Lifeline routes are identified as those which meet any of the following criteria:

- Routes that serve low-income neighborhoods as defined by high concentrations of CalWORKs households;
- Routes that serve high concentrations of essential destinations;
- Routes that are part of the operator's core (or trunk line) service network as identified by the transit operator; or
- Routes that are considered a key regional link.[1]

[1] Metropolitan Transportation Commission, "Lifeline Transportation Network Report: 2001 Regional Transportation Plan for the San Francisco Bay Area." December 2001, pg. B-3.

2. Updated Analysis

For this community-based transportation plan, the consultant team updated the *Lifeline Transportation Network Report* analysis using a similar methodology to that described above. The methodology was the same in all respects, with the following exceptions:

- Due to the fact that the updated analysis is only being completed within Napa County, the consultant team used relative densities reflective of conditions in Napa County. MTC's methodology used densities that reflect conditions in the Bay Area as a whole.
- Instead of using a ¼-mile grid as the geographic scale, census block groups were used for this update and all future analyses. This change allows for more accurate population estimates because the average household size for each census block group is used to calculate the number of low-income residents.

Having established Napa's lifeline network, the consultant team conducted a spatial gap analysis to identify low-income neighborhoods and concentrations of key destinations not being served by lifeline routes.

MTC's temporal objectives for lifeline service only distinguished between urban and suburban operating environment. This is problematic for Napa County, which, except for downtown Napa, is largely rural. The land use and residential densities in the county cannot support the level of service specified by MTC for suburban areas, even though many would agree that ride-dependent individuals need that level of service. For these reasons, the temporal characteristics of existing transit service are described, but not compared against specific frequency or hours of service objectives.

Since the release of the *Lifeline Transportation Report* in 2001, Napa VINE has reconfigured route alignments and schedules. Therefore it was important to update the lifeline analysis with the new route information. A map of the fixed-route transit service available in Napa County is included as Appendix F. As in the previous analysis there is still an unmet transit need to connect

low-income residents to entry-level jobs in Sonoma and Solano Counties. Performing the lifeline analysis with updated data revealed that six Napa VINE routes now qualify as lifeline routes. Five of the routes serve concentrations of CalWORKs recipients, three serve essential destinations and Route 10 remains a trunk line route and regional link. Table 1 lists each Lifeline route and the reasons for which it qualifies as one. Appendix G lists the service characteristics of each lifeline route and they are illustrated graphically in Appendix H.

a. Spatial Gaps

The new lifeline analysis conducted for this report found two spatial gaps in lifeline service in the County:

- The cluster of employment opportunities just south of the city of Napa, between the County airport and State Highway 29, is not served by a lifeline route. Route 10 passes nearby, but the employment locations exceed the generally accepted walking distance of ¼ mile.
- A number of larger childcare facilities are not served by the lifeline routes, including ones on Salvador Avenue (60 children), Browns Valley Road (70 children), Berks Street (105 children), and Myrtle Avenue (two facilities with 60 children each). However, the Salvador and Berks facilities are served by non-lifeline routes and the others are within ½ mile of existing routes.

TABLE 1 **NAPA COUNTY LIFELINE ROUTES**

	Reason for qualifying as a Lifeline Route			
Napa VINE Route	**Serves Cal-WORKS Cluster**	**Serves Essential Destinations**	**Operator Trunk Line Route**	**Regional Link**
1A/1B	T			
2	T			
3A/3B		T		
5	T			
7	T	T		
10	T	T	T	T

b. Temporal Characteristics

Temporal information for the lifeline routes is summarized qualitatively below and in more detail as a table in Appendix G.

- Hours of operation. Most of Napa VINE's fixed routes run: between the hours of 6:30 A.M. and 7:15 P.M. during the week; between 7:30 A.M. and 6:00 P.M. on Saturdays; and do not run on Sundays. Route 10 runs longer service on Saturdays (from 6:30 A.M. to 8:40 P.M.) and provides limited Sunday service (from 9:00 A.M. to 7:00 P.M.). These hours of service are generally appropriate for Napa's population characteristics, although it is unlikely that they meet the needs of all transit dependent residents.
- **Service frequency.** Most weekday and Saturday routes have 60-minute headways. The current routes are bi-directional and represent an improvement over the one-way service previously provided, even though headways are now longer than they were. As mentioned above, only Route 10 runs on Sundays – on roughly 2-hour headways. These frequencies are appropriate for the operating environment in Napa and the amount of local transit demand. However, hour frequencies can be very

limiting for people who rely on the system as their primary transportation mode.

B. Transit Needs Assessment

After summarizing and updating the *Lifeline Transportation Network Report* analysis based on CalWORKS households, the consultant team also conducted a broader transit needs assessment to confirm that all low-income and transit-dependent populations had been identified. This assessment mapped the geographic distribution of several other demographic variables to verify the location of individuals and households expected to have the highest need for transit. The demographic variables analyzed were households living in poverty, persons with disabilities, persons 65 and older and zero-vehicle households. As with the CalWORKS analysis, concentrations of each of these variables were compared to transit routes and concentrations of trip generators and major employers as a means to identify spatial gaps in the lifeline transit service.

In addition to considering CalWORKS recipients as proxy for low-income and/or transit-dependent populations, a series of other demographic characteristics were mapped to see how well the lifeline transit routes served these concentrations. However, it should be kept in mind that not all individuals or households with a given characteristic, such as seniors, necessarily have a low income or are transit dependent. The following summarizes the results of this supplemental analysis.

1. Spatial Gaps

The transit needs assessment revealed more spatial gaps than the lifeline analysis, but most gaps are very small. The transit needs assessment produced the following results in regard to spatial gaps:

- Lifeline routes provide good coverage to the highest concentrations of persons, households, and generators mapped. Maps were generated for CalWORKs recipients and employment locations, households living in

poverty, zero-vehicle households, persons with disabilities, persons 65 and older, and schools and childcare facilities. These maps are illustrated in Appendices D through K.

- Most of the spatial gaps were associated with concentrations of zero-vehicle households and senior citizens (see Table 2).
- There are some instances where portions of a census block group identified as having a high concentration of targeted demographic groups are not within the ¼-mile buffer of a lifeline route. Table 2 describes these locations and indicates which demographic variable had a high concentration for a given location. It should be noted that most of these locations are quite small, only measuring 0.1 to 0.2 miles square. In addition, some areas cannot be served due to limitations of the street network, while some areas were served in the past but did not generate sufficient ridership to warrant continued service. These situations are indicated as notes in Table 2.

2. Temporal Characteristics

As mentioned previously, the city of Napa does not have the demand to support the level of service specified in MTC's lifeline service objectives. Napa VINE has experimented in the past with longer service hours, but due to low ridership it could not support the service. Solutions developed in this community-based transportation plan will need to address the transportation needs of the low-income and transit dependent residents of Napa while being sensitive to the limited ability of the transit system to meet these needs with fixed-route service.

TABLE 2 **SPATIAL GAP ANALYSIS WITH ALTERNATIVE DEMOGRAPHIC VARIABLES**

Location of Spatial Gap	Poverty	Zero-vehicle household	Disability	Elderly
Napa – Shoreline Dr./Stonehouse Dr., east of Edgewater Dr.[1]	T	T		
Napa – From Redwood Rd./Dry Creek Rd. to the southeast, including Crystal St., Nottingham St., and western segments of MacMillan St. and MacDonald St. [2]		T	T	T
Napa – Interior of Route 3, between Sheridan Dr. & Pueblo Ave., Marin St. & Jefferson St., area includes multiple mobile home parks [2]		T		
Napa – Between Berks St. & Wales St., Norfolk St. & Oxford St. [3]		T		T
Napa – Between California Blvd. & Spencer St., E St. & B St. [3]		T		
Napa – Between Diablo St. & Jefferson St., Sierra Ave. & Beckworth Dr.[2]				T
Yountville- Between Champagne Dr. & Finell Rd., east of Vista Dr. [3]				T
American Canyon – Between Flosden Rd. & Hwy 29, American Canyon and the Vallejo border [3]				T

[1] Not operationally feasible to serve.

[2] Service eliminated due to low ridership.

[3] Served by a non-Lifeline route.

3 COMMUNITY INPUT

As a means to augment the quantitative lifeline analysis described in Chapter 2, the Community-Based Transportation Plan process also included a large community input process. Using the methods described in Chapter 1, input was received from a broad range of stakeholders through various means. This chapter describes the input received from the numerous stakeholders involved in the project.

A. Community Input Received

Input received from the Napa community addressed seven transportation needs categories: coverage, frequency, span of service, marketing, amenities, quality of service and cost. In the sections that follow, each category is described and specific issues are listed. As noted below, many concerns were raised by different groups, while others issues were specific to a particular subgroup.

1. Service Coverage

Coverage refers to the ability of a the transportation network to serve all of the places that users need to go. Napa VINE and the community shuttles (St. Helena, Yountville, American Canyon and Calistoga) are the primary components of Napa's transit network. Comments received from the public reflected the limitations of these services to meet the needs of low-income and transit-dependent residents.

Specific issues that were identified include:

- **Existing routes do not serve farmworkers.** There is no transit service along Silverado Trail to serve the River Ranch and Mondavi farmworker camps operated by the California Human Development Corporation (CHDC). In addition, the closest stop along VINE Route 10 is ¾ of a mile from the Calistoga Farmworker Center. Focus group members also indicated that it is difficult for transit-dependent farmworkers in St. Helena and Calistoga to reach wineries and vineyards. VINE Route 10 is the only transit line linking workers to most of the wine-growing region,

employees at wineries and vineyards that are not served by Route 10 do not have transit options for getting to work and must often walk long distances from the bus stops.

- **There is inadequate service to specific neighborhoods and/or essential destinations.** When identifying specific public destinations that transit riders would like to see added to the system, many of the transit use responses related to shopping centers, medical offices, childcare and after school programs. Residents also requested specific extension of the service area to include additional roads and communities. Out of town destinations identified were out of county doctors' offices in San Francisco, the Fairfield Mall, Oakland, Sacramento, Davis, Santa Rosa, Lake Berryessa, Sonoma, Carneros, St. Helena Hospital and Travis Air Force Base. In addition, numerous specific locations were identified as not being served by transit: the Social Security Office in Napa, the Welfare Office on Old Sonoma Road, Bel-Air Plaza, South Napa Marketplace, Hagan Road and further along Redwood Road. However, other than Hagen Road and Redwood Road, all these locations are indeed served by VINE, thus pointing to the issue of lack of awareness regarding the bus service in Napa.
- **Stops are not close enough to important trip generators.** Several Napa locations, such as south Napa's Airport Gateway Business Park and Napa Valley Corporate Park, as well as Green Island Road in American Canyon, were mentioned by several respondents as large employment centers not adequately served by public transit.
- **Existing transit service does not effectively serve childcare facilities.** This issue was raised by a community member at the open house, as well as a questionnaire respondent.

2. Service Frequency

The frequency category includes both how often buses run and how long it takes for passengers to complete their trip. The main comment regarding

frequency was that travel time is excessive. About 22% of the transit-riding respondents rated the length of trips as being a severe problem.

The scheduling and frequency of buses were mentioned as problems by many students (in both responding to questionnaires and at the drop-in sessions). These students stated that to arrive on time, they would have to catch a very early bus, since the later bus would arrive a few minutes after classes started. Participants in focus groups at the Napa Senior Center and the Stonebridge Apartments in St. Helena also identified frequency as an issue, expressing dissatisfaction with the recent change from half-hour headways to one-hour headways. When asked to rank issues in order of importance in the questionnaire, transit riders identified the need for additional buses during the weekdays as being one of the most important issues.

Although some people commented that they would like to see buses run more often, further discussion revealed that the underlying issue was often how long transit trips take, especially when transfers are needed. Many of the people who have to transfer identified transferring as a significant issue. There is often a long wait time between buses, either due to a lack of coordinated arrival and departure times of different routes or due to the limited number of buses running on each route.

3. Span of Service

The span of service category addresses whether the hours in which transit service is provided meet residents' travel needs. The transit needs assessment and public outreach both suggested that the current span of service is insufficient to meet the needs of low-income and transit-dependent users. In particular, the following inadequacies were identified:

- **Limited weekday and weekend service.** Some community members indicated that they felt is inadequate weekday service (routes do not start early enough or run late enough). Numerous community members expressed the desire to have additional weekend service. When asked to rank issues in order of importance for funding, transit riders identified

providing additional service on Saturday and Sunday as being the most important issues to which limited funding should be devoted.

- **Current schedules do not match shift and class times.** Many Napa Valley College students indicated that bus schedules did not match the College's class schedule. Many buses arrived at or departed from the College a few minutes after the start or before the end of class times, leading to long waits before and after classes.

4. Marketing

Marketing encompasses the gamut of activities and outreach efforts used to educate the community about public transportation options and to encourage their use. The public outreach effort illustrated that many residents do not know what transportation services are available nor do they know how or where to obtain information about those services. In particular:

- **Passengers do not know route schedules.** Several locations identified by community members as needing bus service do indeed have service, illustrating that users are unaware of routes. In addition to the need for additional marketing and distribution of maps and schedules, this issue may also be due to the recent restructuring of VINE routes in 2003. Also, while not directly related to schedules, several people responding to questionnaires expressed that they had had difficulty learning how to use a transfer or find the correct bus.
- **Residents are unsure of who is eligible for paratransit service.** A few members of the community expressed their uncertainty about paratransit services in Napa. Some seniors were interested in knowing if they were eligible. In addition, there was uncertainty regarding how far in advance a paratransit ride needed to be scheduled.
- **Some seniors unfamiliar with transit are reluctant to use it.** There is a general sense of apprehension among seniors of riding transit. As was expressed by attendees of the focus group at the Napa Senior Center, seniors who have recently lost driving privileges are often very reluctant to begin using public transportation.

5. Amenities

Amenities are features added to increase the functionality, comfort, and appeal of the transit system, and thus improve the overall quality of service. During the outreach phase, many community members indicated that the lack of amenities makes them less comfortable and less likely to use the transit system.

- **Bus shelters are needed to improve safety and protection from weather.** On numerous occasions throughout the duration of the community input portion of the project, it was expressed that additional bus shelters are needed in Napa. In particular, the lack of bus shelters along Highway 29 was identified as an issue by up-valley residents.
- **Poor crosswalk visibility.** Community members, particularly seniors and those who use wheelchairs, expressed a concern over safety in crossing major streets on the way to and from bus stops.

6. Quality of Service

Quality of service refers to whether the transit service values its customers by providing high quality, reliable service. During the outreach process, the following issues were brought up by the public:

- **Buses have poor on-time performance.** Several questionnaire respondents identified late buses as a serious problem, making personal scheduling difficult as they were never sure when the bus would arrive.
- **VINE Go has poor on-time performance.** Some seniors expressed discontent over the on-time performance of the service, especially for a pick-up from their home to a doctor's appointment.
- **Drivers do not consistently follow published schedules and route alignments.** A few community members stated that drivers did not appear to follow the schedules. For instance, some seniors expressed that, although the new published schedules indicate that Route 10 includes a stop at the Vallejo Kaiser, buses do not always make the stop.

- **Driver conduct does not meet rider expectations.** A few comments addressed bus drivers and their interaction with riders. A few people complained that drivers were rude or drive too fast, while others respondents complimented the drivers on being helpful. A few respondents identified the need for additional training of bus drivers so they would be better able to interact with disabled riders.

7. Transit Affordability

- **Transit fares are too expensive for farm workers.** This issue was discussed with farmworker advocates and in one of the focus groups. Although residents of affordable housing did not find the cost of transit too high, nor was cost listed as an issue in the questionnaire responses, farmworkers, whose salaries are often as low as $10,000 per year, have identified the cost as high.
- **VINE Go is too expensive**. A few seniors expressed that VINE Go, Napa's paratransit, is too expensive.

B. Ranking of Community Issues

After compiling the list of issues, each was assigned a rating that reflected its importance to the community (low, medium, high or very high). This ranking was assigned based on the number of times the issue was raised, and the number of groups who identified the issue as a concern. This list was discussed and refined at a meeting with the stakeholder group and through follow-up discussions with members of the group. The list of issues and their final ranking is shown in Table 4.

TABLE 4 **COMMUNITY IMPORTANCE**

Issue	Community Importance
Coverage	
Existing routes do not serve farm worker camps	High
Stops are not close enough to important trip generators	Medium
Inadequate service to specific neighborhoods and/or essential destinations	Medium
Existing transit service does not effectively serve childcare facilities	Low
Frequency	
Total travel times via transit are excessive, especially when transfers are needed	Very High
Span of Service	
Limited weekend service	Very High
Inadequate weekday service span	High
Routes do not run early enough	High
Need later evening service for late shift workers	High
Current schedules do not coincide with shift/class times	Medium
Marketing	
Passengers do not know route schedules	Very High
Residents unsure of who is eligible for paratransit service	Medium
Some seniors unfamiliar with transit are reluctant to use it	Medium

Issue	Community Importance
Amenities	
Shelters are needed to improve safety and protection from the elements	Very High
Poor crosswalk visibility is a safety hazard for transit riders who need to walk to or from their destination	Very High
Quality of Service	
Buses have poor on-time performance	Very High
VineGo has poor on-time performance	Medium
Drivers do not consistently follow published schedules and route alignments	Low
Driver conduct does not meet rider expectations	Low
Transit Affordability	
Fixed route transit fares are too expensive for farm workers	Low
VINE Go is too expensive	Low

4 TRANSPORTATION SOLUTIONS

This chapter describes the solutions proposed to address the transit issues identified in Chapters 2 and 3. It describes 1) the methodology used to prioritize solutions, 2) each prioritized solution, including reasons why the solution was given priority, and 3) each non-prioritized solution, including why these solutions were not prioritized.

A. Methodology

An iterative process was followed to create a range of transit solutions that address the mobility needs of low-income and transit-dependent residents of Napa. The proposed transportation solutions were chosen to address the issues brought up during community outreach and the transit needs assessment.

Input from the stakeholder meetings, public outreach, discussions with Napa County Transportation Planning Agency (NCTPA) and the consultant team's transportation experience all contributed to the construction of a comprehensive evaluation system that included ratings for implementability and impact on usability. The descriptions below summarize how the ratings were assigned.

- **Community importance** reflects how many population sub-groups identified the issue as a problem and how often the particular issue was brought up at the various public involvement events (focus groups, community workshop, drop-ins and surveys). Note that this *does not* reflect how important a particular issue is to a specific group, but rather to the low-income, transit-dependent community as a whole.
- **Cost implications** capture the total cost of implementing a solution. This may include capital costs and the number of installations (such as shelters), whether a new entity or arrangement is required to implement the solution, versus whether an existing entity could operate or manage the solution; ongoing operating costs; maintenance requirements; and any effect on existing operations. Cost categories were assigned as fol-

lows: low(under $25,000), medium ($25,000-$75,000) and high (over $75,000).

- **Implementability** captures multiple factors such as whether the solution is feasible from an operations perspective, the potential to find someone to operate the service or champion the solution, the likelihood of political and community support and likelihood of receiving funding. A big component of this is whether the solution would jeopardize funding for transit by increasing operating costs without generating proportional increases in fare revenues. For example, if Napa VINE's farebox revenue drops below 16% of its operating funds, it loses access to significant amounts of operating funding. Another issue is whether the solution requires a one-time infusion of capital funds or if it relies on an ongoing source of operating funds. It is often easier to find money for a one-time capital expense than it is for an ongoing one.
- **Impact on usability** attempts to rate the impact of the solution on the ability of low-income, transit dependent residents to meet their transportation needs, assuming that the solution is successfully implemented.

After rating each solution in these four categories, the solutions were evaluated to identify which should be prioritized for implementation. A solution was prioritized if it was:

- A low cost solution *and* an important local issue, *or*
- A highly implementable solution *and* one with a high impact on the mobility of, and usability by, low-income, transit-dependent residents.

These criteria were chosen for their ability to identify solutions that are important to the community and have a real impact on mobility, while being relatively easy to implement. This rating system and the prioritized solutions were again submitted to the stakeholder group for comments and approval. After eliminating duplicate solutions and those deemed less appropriate by the stakeholders group, the final list was narrowed to eight solutions from the original fifty proposed. The eight prioritized solutions are listed below in Table 4.

TABLE 4 **PRIORITIZED SOLUTIONS**

#1 - Farm worker shuttle
#2 - Improve route connectivity through revised schedules
#3 - Flexibly-routed service for qualifying residents
#4 - Organize vanpools to employment destinations
#5 – Improve marketing and advertising
#6 - Install bus shelters
#7 - Re-stripe crosswalks as needed to improve safety
#8 – Improve route performance

The remainder of this chapter is split into two sections. The first section details each prioritized solution, including a text description of the solution and an explanation of how the solution's ratings were chosen. The second section describes all other solutions that were considered. The solutions are broken into several categories: coverage, frequency, span of services, marketing, amenities and quality of service, and other. All solutions considered are included in Table 5 at the end of this chapter.

B. Prioritized Solutions

Based on the methodology explained above, the following solutions have been given priority for implementation in Napa County. More details about how each solution could be funded and implemented are included in Chapter 5.

Coverage

The following solution addresses the issue of providing adequate transit service to farm workers who live and work in dispersed areas of Napa County.

Solution 1: Farm Worker Shuttle

The needs of farm workers are largely unmet by the current transit system in Napa County. There are a number of reasons for this, including:

- The three major farm worker camps (River Ranch, Mondavi and Calistoga) are all over ½ mile from any lifeline transit routes.
- Napa VINE hours of service are not long enough for the workers to be able to get to and from work during the harvest.
- The cost of existing transit fare limits the workers' ability to use it regularly.

A farm worker shuttle is a more adaptive solution than traditional transit service because it will run when and where farm workers need it. The shuttle can be used for transporting workers between the camps and wineries, to Clinica Olé (a health center for people with low incomes or without insurance) or into town to do laundry or to shop. According to conversations with NCTPA, a farm worker shuttle could be initiated with a relatively small financial or time commitment. Volunteers or paid staff could be trained by NCTPA to drive a donated van. Transit agencies regularly retire vehicles from transit service when they have reached a certain age or mileage. Such a vehicle, assuming if still in good working order, would be appropriate for the farm worker shuttle.

Operating funds will be needed to cover the cost of fuel, maintenance and insurance. This could come from nominal passenger fares ($0.25 to $0.50), support from employers (through the Napa County Vintner's Association or similar consortia) and/or social service organizations or a combination of these sources. Because the camps are not served by Napa VINE, there is no concern about the shuttle competing with the fixed-route network.

SOLUTION I **FARM WORKER SHUTTLE**

A farm worker shuttle would transport workers between the camps and wineries, to health centers, and into town to run errands. The shuttle .is a more adaptive solution than traditional transit service because it will run when and where farm workers need it.

Community Importance	**High**
Sub-groups to whom important	Farm workers
Frequency with which issue was brought up	Medium - focus groups, surveys; interest concentrated among farm workers and their advocates
Cost	**Medium**
Requires new service, expertise or coordination	Relies on existing expertise; but does require new arrangement for operation
Capital and operating costs	Overall, relatively modest. Donated vehicle and training with volunteer drivers
Likelihood of obtaining funding	High - relies mostly on donated equipment and time; potential support from wineries
Implementability	**High**
Operationally feasible	Yes – vehicle could be donated by a transit agency or purchased collectively by wineries, farm worker groups willing to donate time
Potential operator(s)/Local champion	NVCH and CHDC
Likelihood of community/political support	Needs of farm workers well understood, lot of support for improving mobility of workers
Impact on Mobility and Usability	**High**
Transportation issue(s) addressed	Poor service coverage to farm worker camps; span of service does not meet needs; cost of transit
Expected impact on mobility and usability of transit dependent, low-income residents	Provides service when and where farm workers need it; very adaptive; low-cost to workers
Prioritized because:	**Program is implementable and has a high impact**

Frequency & Travel Time

One priority was identified to address the issue of frequency, or how often buses run and the time it takes passengers to finish a trip.

Solution 2: Improve Route Connectivity

One of the primary reasons why individuals choose not to ride transit is because of the real or perceived notion that it takes much, much longer to complete a trip on transit than it does using an automobile. Therefore, attracting and retaining riders requires that a transit agency minimize travel times as much as possible. For those passengers whose origins and destinations are not served by a single route, the need to transfer can dramatically increase total travel times if the two routes do not serve the transfer location at the same time.

One way that Napa transit systems can reduce travel times for these passengers is to coordinate the times that various routes intersect, thereby minimizing the waiting time when changing routes. Admittedly, this solution can be harder to implement than it sounds because 1) schedules may be dictated by transfers to other systems (such as the ferry in Vallejo), 2) routes do not intersect at regular intervals, and 3) Route 10, the spine of the Napa VINE, has an irregular route length which complicates transfers to other routes. In spite of these challenges, NCTPA should prioritize changes to the existing route network in order to minimize the time taken to transfer between routes.

SOLUTION 2 **IMPROVE ROUTE CONNECTIVITY**

Reduce travel times for passengers by coordinating the times that various routes intersect, thereby minimizing waiting and total travel times.

Community Importance	**Very high**
Sub-groups to whom important	Everyone
Frequency with which issue was brought up	High – focus groups, drop-in sessions, community workshop, and surveys
Cost	**Low – High ***
Requires new service, expertise or coordination	Requires rescheduling multiple routes – not a new activity but could be a lengthy process
Capital and operating costs	Administrative cost of improving schedules and route connections; will require reprinting of route schedules when complete.
Likelihood of obtaining funding	Should be possible to complete within existing budget
Implementability	**Medium**
Operationally feasible	Yes – though improvements are likely to be modest
Potential operator(s)/Local champion	NCTPA
Likelihood of community/political support	High – limited service frequency makes passengers very sensitive to travel times
Impact on Mobility and Usability	**Medium**
Transportation issue(s) addressed	Limited service frequency and excessive travel times on transit
Expected impact on mobility and usability of transit dependent, low-income residents	Will improve the service that is provided - possibly permitting some passengers to use transit when they couldn't before. Those dependent on transit will experience shorter travel times – improving their experience.
Prioritized because:	**Issue of high local importance and low cost**

* The cost of this solution could vary widely depending on how the solution is implemented. For example, the cost would be very high if new vehicles had to be purchased.

Span of Service

Two solutions related to span of service would provide additional service during the hours needed by transit users.

Solution 3: Flexibly Routed Service for Qualifying Residents

Transit-dependent residents must organize their lives around route schedules, often resulting in large gaps of time between bus and work schedules. In a relatively low-density environment such as Napa's, simply increasing the amount of fixed-route service is not an option. Without the residential and employment densities to support 15-30 minute headways, NCTPA runs the risk of not covering enough of its operating costs with fare revenues, its farebox recovery ratio.[1] Were this to happen, the system could lose a large share of its operating funding – requiring drastic service cuts.

Even if it could viably provide the additional service, the fixed-route network does not serve all of the individuals and destinations that can benefit from public transportation. For these reasons, using smaller vehicles (cutaways or vans) to provide flexible transportation is operationally more viable and it will provide a higher level of service. This flexibly-routed service should operate during hours when the fixed-route system is not in service to provide trips for qualifying residents, whether they are CalWORKS recipients or simply low-income residents. Examples of flexibly-routed service include 1) demand responsive service where passengers call a dispatcher to schedule pick-up times and locations, and 2) deviated, fixed routes which follow a defined route but the bus is allowed to deviate from the route to drop off or pick up a passenger.

It should be noted that NCTPA has operated later evening service (until 8:00 P.M.) in the past. Operation of the service was funded through a Low Income Flexible Transportation (LIFT) grant but was discontinued due to low ridership. This lends support to the recommendation that the service be *flexible,* allowing passengers to determine where the service goes.

[1] NCTPA is required to cover 16% of its operating costs with fare revenues.

NCTPA could gauge demand for this service by first offering a subsidized taxi scrip program. Qualifying participants could purchase the taxi scrip for the cost of a trip on the fixed route system and use it to pay for a taxi ride at times when the fixed-route service is not operating. NCTPA would reimburse the taxi company for the remaining cost of completed trips.

SOLUTION 3 FLEXIBLY ROUTED SERVICE FOR QUALIFYING RESIDENTS

Use smaller vehicles (cutaways or vans) to provide flexible transportation that is operationally more viable and provides a higher level of service. This service should operate during hours when the fixed-route system is not in service and provide trips for qualifying residents - whether they are CalWORKS recipients or simply low-income residents.

Community Importance	**Very high**
Sub-groups to whom important	Everyone
Frequency with which issue was brought up	High – identified in transit needs assessment, focus groups, drop-in sessions, and surveys
Cost	**Medium – High**
Requires new service, expertise or coordination	Yes, but can be implemented within existing operations
Capital and operating costs	Can use paratransit vehicles or other smaller vehicles as capacity permits. Will require additional operating funds to compensate drivers and any cost associated with trip planning or scheduling.
Likelihood of obtaining funding	Will require grant or other new funding source
Implementability	**Medium**
Operationally feasible	Yes – vehicles available before and after fixed-route service starts
Potential operator(s)/Local champion	NCTPA, social services, employers
Likelihood of community/political support	High – demonstrated need for improved mobility for low-income, transit-dependent individuals
Impact on Mobility and Usability	**High**
Transportation issue(s) addressed	Span of service on Napa VINE does not meet shift needs of many workers and some neighborhoods and destinations are not served due to limited demand or constraints of the road network.
Expected impact on mobility and usability of transit dependent, low-income residents	High – provides a demand responsive service to meet the temporal and spatial needs of low-income and transit dependent. Higher quality of service than fixed route, with less of a financial impact.
Prioritized because:	**Implementable and has a high impact**

Solution 4: Vanpools

A major challenge for entry-level wage earners is the ability to get to and from work. Transit systems, especially those operating in rural and suburban areas like Napa, maintain their financial viability by restricting service to the most productive parts of the day. Unfortunately, many low-wage earners work in service industries in which shifts do not coincide with traditional commute times – leaving them without a reliable form of transportation.

Vanpools offer the opportunity to provide reliable transportation to work. Solano Napa Commuter Information (SNCI) currently provides ridematching services for Solano and Napa Counties that can be used to start a new vanpool. Although this service is currently available, advertising in Napa has been limited by a lack of funding and vanpools can be too expensive for low-wage earners. Publicizing this alternative to workers and employers can expand the use of this alternative by a wider range of individuals. Likewise, subsidizing participation will make the alternative more accessible to those with limited incomes.

Generally speaking, vanpools will be the most attractive to workers who do not have a personal vehicle available for their commute, travel longer distances to work (otherwise the time associated with picking up passengers outweighs the benefit of the ride), and have shift times that are not adequately served by existing transit services. A challenge associated with this solution is that there needs to be a minimum number of participants to cover the cost of a new vanpool. Therefore, it will be important to identify clusters of employment destinations that can be served by a single vanpool. Once a group of participants has been identified, one person needs to offer the use of their personal vehicle, or lease a van for the group. Monthly participation fees will cover the costs of vehicle leasing and operation, but vanpools require that someone to take responsibility for the vehicle.

SOLUTION 4 **VANPOOLS**

Vanpools offer the opportunity to provide reliable transportation to work. Solano Napa Commuter Information (SNCI) currently provides ridematching services throughout Napa County that can be used to start new vanpools.

Community Importance	**High**
Sub-groups to whom important	Low-income residents and farm workers
Frequency with which issue was brought up	Medium - Focus groups, community workshop and surveys
Cost	**Low**
Requires new service, expertise or coordination	None – vanpooling currently organized by SNCI
Capital and operating costs	Vehicle leasing and operating costs are covered by vanpool participants. Some funding to subsidize participation by low-wage earners.
Likelihood of obtaining funding	Good – existing service and user fees pay for the service. Grants can be used to subsidize participation.
Implementability	**Medium**
Operationally feasible	Yes – but requires employees to be proactive in participating
Potential operator(s)/Local champion	SNCI, also need active promotion with various low-income groups
Likelihood of community/political support	Not a high profile activity but already in place and no expected opposition
Impact on Mobility and Usability	**Medium**
Transportation issue(s) addressed	Fixed route span of service is too short to accommodate work schedules and shifts
Expected impact on mobility and usability of transit dependent, low-income residents	High impact for those who participate; requires a critical mass of participants to be effective; low impact if people choose not to participate or there is not enough interest to create a vanpool to a given area.
Prioritized because:	**Issue of high local importance and low cost**

Marketing

Marketing addresses those issues raised about how to encourage more people to use transportation alternatives other than driving alone.

Solution 5: Improve Marketing & Advertising

The public outreach campaign clearly demonstrated that many people do not know what transit services are currently available. This situation was prevalent among non-transit riders *and* among current riders. NCTPA has numerous free publications including route maps and schedules for transit services in Napa, St. Helena, Calistoga, American Canyon, Yountville and unincorporated parts of the county. Information is available in print, through numerous phone numbers (toll and toll free) and on the internet at transit.511.org, www.napavalleyvine.net and www.nctpa.net. Services provided through NCTPA and SNCI include fixed-route transit, paratransit (ADA and non-ADA), taxi scrip program, commuter assistance, and trip planning. This suggests that the existing marketing efforts are not as effective as they could be.

A three-pronged approach is recommended to address the lack of knowledge about transportation alternatives in the county:

- **Redesign Napa VINE transit map and schedule** to improve understanding of how the transit system functions as a whole. The fact that each route has an individual route map can make it difficult for passengers to understand how routes relate to one another. Incorporating all routes and schedules into a single system map should improve riders' ability to use Napa VINE and reduce printing costs for NCTPA. The new system map should be developed in conjunction with members of the public to ensure its utility and readability.
- **Expand distribution of maps and schedules** in an ongoing campaign to get information to potential riders. Copies of current, bilingual maps and schedules should continue to be readily available at essential destinations including: hospitals and clinics, senior housing and centers, libraries, Napa Valley College, major employers, community-based organizations and on the buses. This may require additional funding to print

schedules more often and some staff time to ensure ongoing, widespread distribution. Overall, this solution will rely on existing resources and should be easy to implement. Although this is not expected to dramatically increase mobility – some passengers may realize that they can do more with the existing transit network.

- **Implement a targeted outreach campaign** to provide transit and non-auto transportation information to those individuals most likely to use them. Traditional advertising venues like print ads and public service announcements can be used to increase knowledge of transportation-related websites and phone resources to the general public, but these techniques are expected to be less effective at increasing ridership. Targeted outreach could include 1) more presentations about travel alternatives at senior centers, low-income housing developments, and farm worker camps, and 2) expanding the amount of travel training done with the transit ambassadors program. Overall, this solution will rely on existing skills and resources and should be easy to implement.

- **Assess transportation services for seniors and disabled persons and develop a website.** NCTPA has expressed and interest in conducting an assessment of transportation services available to seniors and disabled persons. NCTPA would then develop a website that describes the services and provides information on how to use them.

SOLUTION 5 **IMPROVE MARKETING & ADVERTISING**

Efforts such as redesigning the transit system map, expanding the distribution of transit information, and targeting outreach to likely transit users will improve local knowledge of transportation alternatives to driving and encourage more residents to use the existing transit services.

Community Importance	**Very High**
Sub-groups to whom important	All subgroups
Frequency with which issue was brought up	High – frequent, inaccurate comments about lack of service to a location or at a given time, widespread concern that VINE is not used because people do not know the extent of service provided
Cost	**Medium**
Requires new service, expertise or coordination	No
Capital and operating costs	Use existing resources, some administrative costs to distribute materials more widely, may require some additional funds to expand advertising
Likelihood of obtaining funding	High – small amount needed to supplement existing marketing efforts
Implementability	**High**
Operationally feasible	Yes –expanding on an existing activity
Potential operator(s)/Local champion	NCTPA, social service agencies, chambers of commerce, community-based organizations
Likelihood of community/political support	Not a high profile activity but no expected opposition
Impact on Mobility and Usability	**Medium**
Transportation issue(s) addressed	Widespread confusion about when routes run and which destinations they serve, limited knowledge of transportation services
Expected impact on mobility and usability of transit dependent, low-income residents	Modest. Improved information may expand use of transit services and may improve mobility for people who use VINE to make trips that they did not know were possible
Prioritized because:	**Issue of high local importance and low cost**

Amenities

Two prioritized solutions address concerns raised about bus shelters and crosswalks.

Solution 6: Install Bus Shelters

Napa's climate during the summer and winter can make it very uncomfortable to wait for a bus without any shelter. The need for more shelters was mentioned in all of the outreach venues and by all of the targeted groups of residents. Bay Area transit operators have contracts with multiple advertising agencies to provide shelters in exchange for the revenue from the advertising incorporated in them. However, part of this program - the maintenance of these shelters in Napa - has been grossly neglected. Expanding the number of shelters in the county will require improved maintenance or another funding source to purchase, install and maintain additional shelters.

Another challenge in Napa is that the Route 10 follows a State highway between the communities it serves. Although the buses do stop along Hwy 29 to pick up and drop off passengers, this poses a safety hazard because there is only one lane in each direction. In order to improve this situation, Caltrans requires a passing lane be built and any bus shelter would have to meet their exacting standards. A rough estimate of the cost to build such a shelter is $75,000 - $80,000. At this time, these requirements are prohibitive for NCTPA. Of the four specific requests for stops, three would require permits from Caltrans.[2]

Nonetheless, NCTPA should develop criteria for prioritizing shelter installations that reflect passenger volumes, feasibility and number of requests. Increasing passenger comfort and sense of safety has the potential to make transit a less burdensome mode of transportation. The cost of this solution depends on how many shelters are installed and whether the existing contract with the advertising agency will cover the capital and maintenance costs.

[2] Shelter requests include: St. Helena (Madrona & Main, Sutter Home, College near Stonebridge) and the Rutherford stop.

SOLUTION 6 **INSTALL BUS SHELTERS**

Installing more bus shelters is very important solution to the community and will improve passengers comfort while waiting for buses during harsh weather conditions.

Community Importance	**Very high**
Sub-groups to whom important	Everyone
Frequency with which issue was brought up	High – focus groups, community workshop, drop-ins and surveys
Cost	**Low – Medium**
Requires new service, expertise or coordination	No
Capital and operating costs	Cost of shelter - installation and maintenance. Could be very high if a large number are installed, or if infrastructure changes must be made.
Likelihood of obtaining funding	Modest
Implementability	**High**
Operationally feasible	Very feasible for locations that do not require changes to the infrastructure. Not feasible at this time for stops along Hwy 29 due to Caltrans requirements.
Potential operator(s)/Local champion	NCTPA, senior and farm worker groups
Likelihood of community/political support	High – shelters are a very popular amenity to improve comfort and make riding transit more appealing
Impact on Mobility and Usability	**Low**
Transportation issue(s) addressed	Improving comfort and usability of transit
Expected impact on mobility and usability of transit dependent, low-income residents	Modest – may improve passengers' use of transit during harsh weather conditions, but the transit dependent has little option when they have no alternative. Passengers sensitive to level of amenities may be more likely to use transit.
Prioritized because:	**Issue of high local importance and low cost**

Solution 7: Re-stripe Crosswalks

In some cases potential transit users do not use transit because of their inability to safely access the transit system. This may occur when people must access the transit network through an alternative mode such as walking or bicycling, but safe routes for these modes do not exist. By maintaining a network of painted crosswalks, Napa signals to non-motorists where they can and should cross busy thoroughfares. However, it is important to understand that although painted crosswalks indicate to motorists where pedestrians may be crossing and pedestrians have the right of way according to state law, crosswalks do not guarantee safety.

SOLUTION 7 **RE-STRIPE CROSSWALKS**

Napa should prioritize the maintenance of a network of painted crosswalks that facilitate the mobility of non-drivers who want to access the transit system.

Community Importance	**Very high**
Sub-groups to whom important	Seniors, wheelchair users
Frequency with which issue was brought up	Medium - Focus groups, community workshop
Cost	**Low**
Requires new service, expertise or coordination	No, striping is already done by public works department(s)
Capital and operating costs	Ongoing maintenance cost to keep crosswalks painted
Likelihood of obtaining funding	Relatively high
Implementability	**Medium**
Operationally feasible	Yes
Potential operator(s)/Local champion	Public works department(s) with input from passengers and NCTPA
Likelihood of community/political support	Strong
Impact on Mobility and Usability	**Low**
Transportation issue(s) addressed	Use of transit is impeded by pedestrians' safety concerns about accessing transit stops; transit network does not have well maintained pedestrian access.
Expected impact on mobility and usability of transit dependent, low-income residents	May improve some passengers' comfort to use transit – expanding their travel options. For transit dependent – often can not ride due to safety concerns.
Prioritized because:	**Issue of high local importance and low cost**

Quality of Service

The final prioritized solution was designed to address the need for high quality service to attract and maintain customers by providing high quality, reliable service.

Solution 8: Improve Route Performance

Often the success or failure of transit is heavily tied to perceptions held by riders and non-riders alike. It is up to the operator to ensure that it provides the best possible service and is diligent on communicating information about its service. One repeated comment was that the buses do not run on time or follow the published route. Although circumstances like heavy traffic and construction can cause buses to run behind schedule or to take alternative routes, it is vital they be on time in all other situations and that route changes are communicated to passengers.

Implementing the following solutions will improve route-level performance and communication to passengers.

- **Evaluate on-time performance** to quantify the severity of the problem (if there is one). NCTPA and the contracted operator (ATC) expressed that on-time performance has not traditionally been a problem for Napa VINE, but anecdotal evidence from the public outreach and to some extent the recent rider survey, contradict this. Therefore, evaluating on-time performance will clarify the extent of any problems. If problems exist, the evaluation should identify the root causes – which can then be addressed.
- **Emphasize schedule and route adherence** to drivers during trainings and meetings. Whether or not the on-time performance evaluation identifies any problems, meetings with drivers should regularly emphasize the importance of staying on schedule – leaving on time and hitting each time point and following the published alignment. Regular training can be reinforced with periodic time checks and more thorough analysis of performance as part of the short-range planning process.

- **Improve communication with local public works departments** to provide more reliable advance notice to passengers when construction or other events require a temporary route change. This should improve passengers' confidence in the transit system, increasing their likelihood of using the service.
- **Participate in regional online trip planning system.** NCTPA has recently received funding to participate in MTC's online trip planning system. This would enable Napa residents to have access to trip planning, both locally and among different Bay Area transportation service providers.

These are all low cost solutions that are generally part of the operator's current practice and NCTPA's oversight activities. As route performance is consistently high, passengers will have more confidence in the service and be more likely to rely on transit for their transportation needs.

SOLUTION 8 IMPROVE ROUTE PERFORMANCE

Evaluating and improving on-time performance, emphasizing driver route and schedule adherence, and improving communication about road construction projects can all help Napa VINE maintain high quality performance. When this occurs, passengers will have more confidence in the service and be more likely to rely on transit for their transportation needs.

Community Importance	**Very high**
Sub-groups to whom important	Everyone
Frequency with which issue was brought up	High - Primarily at transit center and in surveys
Cost	**Low**
Requires new service, expertise or coordination	No – can be conducted as part of the SRTP (in process)
Capital and operating costs	No – relies on existing driver training
Likelihood of obtaining funding	Incorporated into the cost of SRTP and general administration activities
Implementability	**High**
Operationally feasible	Yes – regular part of SRTP evaluation
Potential operator(s)/Local champion	NCTPA, transit operators – Napa VINE, Yountville Shuttle, St. Helena VINE, American Canyon Transit.
Likelihood of community/political support	Not a high profile activity but easy to put into action and no expected opposition
Impact on Mobility and Usability	**Low - Medium**
Transportation issue(s) addressed	Perception of poor on-time performance, drivers not deviating from published schedules in response to construction activities.
Expected impact on mobility and usability of transit dependent, low-income residents	Modest – if route reliability improves more passengers will be able to rely on transit to meet their transportation needs.
Prioritized because:	**Issue of high local importance and low cost**

C. Additional Solutions Considered

During the prioritization process, numerous transportation solutions were identified to address the transportation issues facing low-income and transit-dependent residents of Napa County. The following sections discuss those solutions that were considered, but not prioritized, in the creation of the Plan. Reasons why some solutions were not prioritized include the following:

- The solution is not feasible due to operational constraints or cost,
- Another solution better addresses the issue in Napa,
- It may be more appropriate to implement at a later date, or
- The solution does not address an issue of high priority to the community.

The non-prioritized solutions are organized by the same categories as the prioritized solutions described above.

Although some non-prioritized solutions might be easily implemented, they were prioritized only if they solved a transportation problem that was of high interest to the community. On the other hand, some prioritized solutions will address multiple issues of varying importance. Note that while the solutions described in this section were not among the eight prioritized, they may be appropriate for implementation in the future, depending on changes in community preferences, demographics and funding.

Coverage

As described in Chapter 3, numerous issues relating to coverage were brought up by the community. The prioritized solutions are the farm worker shuttle and organizing vanpools to employment destinations. The non-prioritized solutions explored include:

- **Employer shuttle –** An employer shuttle would transport farm workers between the camps and fields, but would only serve the work trip. Out-

reach showed that farm workers also needed better transportation to get to medical appointments, shopping and laundry facilities.

- **Add stops to existing routes –** Adding new stops to existing routes would improve the level of usability. However, this was not a high priority issue in the community and modifying stops is already part of NCTPA's regular work. Specific requests were forwarded to NCTPA for review and some have already been addressed.

- **Modify alignments of existing routes –** This solution was not considered a high priority issue. Routes were recently restructured to balance needs for usability and demand for service. Transit service cannot justify providing service when there is limited demand because it increases operating costs and increases travel times for other passengers. There are also infrastructure limitations which preclude service to some locations by full-size buses.

- **Locate childcare, schools and homes near each other to minimize travel distances –** The issue of access to childcare was only brought up as an issue at the community workshop, but it is possible that the outreach did not touch people for whom this is an issue. This is a particularly challenging solution because it is requires land use and policy changes in order to be implemented. Another challenge is that childcare locations, especially smaller ones, are very dynamic – changing over time as providers enter or leave the market and relocate.

- **Provide a childcare shuttle –** A childcare shuttle would assist transit dependent parents in transporting children between home, school and after school activities. This type of solution can be extremely expensive when childcare facilities are small and widely dispersed as they are in Napa. It may be more effective to subsidize the cost for low-income families to use existing, private childcare shuttles. Possible contacts include Childcare Council, Headstart and Los Niños.

Frequency & Travel Time

Improving route connectivity through revised schedules is the prioritized solution to address frequency issues. The non-prioritized solutions explored include:

- **Shorten route lengths –** By making routes shorter, passengers would spend less time on the bus. However, by shortening routes overall, coverage would be lower. Given that routes were recently restructured and that this would reduce coverage, this solution is not the best approach to address the issue.
- **Add pulse-point transfer location(s) –** By adding more transfer locations at which buses from multiple routes serve simultaneously ("pulse"), travel times would be shortened. This would allow passengers to transfer between routes at locations other than the downtown transit center. However, current route designs limit the ability to improve connections without significant changes. Currently, free transfers occur at Pearl, South Marketplace and Kaiser.
- **Allow systemwide transfers –** This might encourage more people to use routes in combination, but it would not necessarily reduce travel times and could jeopardize Napa VINE's farebox recovery ratio, causing it to lose a large amount of its operating funding.
- **Reintroduce pulse point at Napa transit center –** This solution would revert the route structure to its prior design in which all routes served the transit center simultaneously. Although an option, the system did not work well previously and capacity limitations at the transit center limit the ability of all routes to pulse simultaneously.
- **Increase service frequency –** By increasing how often buses run, passengers would wait less to catch a bus or to transfer to another bus. Adding buses requires significant capital and operating costs and could jeopardize federal and state funding if demand does not increase proportionally to the amount of new service.

Span of Service

Implementing a flexibly-routed service and farm worker shuttle were the solutions prioritized to address span of service issues in Napa. The following solutions were considered, but not prioritized:

- **Operate Lifeline routes on Sunday –** Operating Lifeline routes on Sunday would increase transportation options within Napa on Sundays. Currently, the only route providing service on Sundays is Route 10. This is an expensive solution, with high operating costs and a high likelihood of very low demand, which could jeopardize state and federal funding. Even if implemented, the solution would offer fairly limited coverage and level of service.

- **Expand taxi scrip program to include qualifying residents –** This solution would allow qualifying low-income residents to benefit from the existing taxi scrip program which subsidizes taxi rides. This would rely on private taxi companies to provide service when the fixed route transit service is not in service or when it does not meet their needs. If widely used, this could become a very expensive program, but it ultimately provides flexible, demand responsive service.

- **Start Lifeline routes at 5:00 AM –** Under this solution, Lifeline service would service concentrations of low-income residents and essential destinations much earlier in the morning. Even by operating this service, it is very possible that the schedule will not meet the needs of many individuals. This is a high cost solution that could jeopardize funding by lowering the transit system's farebox recovery ratio.

- **End Lifeline routes at 10:00 p.m. –** By extending the Lifetime night service until 10:00 p.m., concentrations of low-income residents and essential destinations would be serviced later in the evening. But, even with operating service, it is very possible that the schedule will not meet the needs of many individuals. This is a high cost solution that could jeopardize funding by lowering the transit system's farebox recovery ratio.

- **Adjust schedules –** Adjusting schedules would tailor route schedules to better match bell times at the high schools. This has been an issue on

which Napa VINE continues to work. Success has been confounded by changing schedules and limited communication from the schools to NCTPA. This is a low cost solution that could improve mobility if students are currently unable to use the service.

- **Publicize ridematching services** – Students at Napa Valley College can use SNCI's current services to find carpools. This is particularly useful for evening classes when transit service is limited or not available. This is an existing solution that can improve the mobility of those using the service.
- **Shuttle between transit center and Napa Valley College** – This solution would improve transit service to NVC. Currently the college is served by Route 10 and Route 5, but the stop times cannot be coordinated with class times because the route's scheduling is largely dictated by the need to connect with the buses in Vallejo.

Marketing

Redesigning the Napa VINE system schedule and map, expanding its distribution, and performing targeted outreach were the solutions identified to improve the marketing of non-automobile transportation in Napa. The following solutions were considered, but not prioritized, to improve how transportation information is distributed and better publicize sources of information on transportation alternatives.

- **Post route maps and schedules at all stops** – These maps and schedules would provide transit information to passengers and potential passengers where they need it most, at the transit stop. Improving access to information increases the probability that riders know the extent of the services available. This solution requires start-up capital costs (schedule holders and installation) and significant ongoing maintenance as schedules and maps would need updating each time they are modified.
- **Pamphlet on paratransit eligibility** – This pamphlet would make eligibility information accessible where transit information is already provided. This is especially important as ADA and paratransit eligibility

status varies across the county and could change over time. The pamphlet would complement the existing one on VINE Go that lists hours and contact information. A brochure is available from MTC which outlines ADA eligibility throughout the Bay Area.

- **Evaluate paratransit capacity for non-ADA trips –** This solution would clarify the capacity to provide additional service to non-ADA eligible residents. Input from NCTPA suggests that capacity is becoming an issue and that less service will be available for non-ADA trips. Evaluating paratransit capacity would not impact mobility of low-income, transit dependent passengers. This will be an increasingly important issue for NCTPA.
- **Paratransit eligibility seminars –** are a method for expanding local knowledge of paratransit service and explaining who is or is not eligible for service. Transit outreach is conducted at senior centers already and eligibility information could be included at no additional cost. Seminars would only improve mobility for those who do not use paratransit because they did not know they are eligible for the service.
- **Publicize safety/security data –** Some local residents perceive that transit is not a safe form of transportation. Undertaking this solution would illustrate to potential riders that Napa transit services are a safe, secure transportation alternative during the day and at night. It may encourage more people to ride transit, thereby increasing their mobility.
- **Transit training –** Transit training is a method of introducing potential transit riders to the transit system. Napa has a program in place where transit "ambassadors" teach potential users how the transit system works, from how to pay fares to planning a trip. It is important that trainings be conducted in both English and Spanish. This program can open the door to transit use for people who did not use it due to a lack of understanding.

Amenities

As discussed in Chapter 3, the lack of amenities was often identified as important issues to all groups. To address this issue, the installation of bus shelters was prioritized. The following non-prioritized solution was considered:

- **Install sidewalk and streetscape pedestrian safety treatments –** This solution may be appropriate for application at historically dangerous locations, particularly where there are high traffic volumes and relatively high numbers of non-motorists. Whether these improvements can be implemented is a function of where the proposed location is and how much it will cost. As with the installation of shelters, modifications to stop locations along Highway 29 are subject to approval by Caltrans.

Quality of Service

Improving route performance through evaluating on-time performance, improving route and schedule adherence, and improving communication with local public works departments was the solution prioritized to improve the quality of transit service in Napa. The following solutions were considered, but not prioritized:

- **Add buses to reduce headways –** If buses are running frequently, it becomes less of an issue if a particular bus is on time because passengers know that another will arrive shortly. This is an expensive solution which could jeopardize the farebox recovery ratio and eligibility for operating funding.
- **Observe routes with repeated complaints –** Implementing this solution would focus staff efforts on improving service where it is most needed. Having observers ride the buses from time to time can encourage better service by drivers and validate whether or not there are significant problems with the service as it is provided. This is not a high priority issue to the community.

Transit Affordability

The final transportation issue identified in the public outreach was that of affordability. Two comments heard were that transit fares are too expensive

for farm workers and that VINE Go is too expensive. The farm worker shuttle and the flexibly-routed service are two solutions that will provide lower cost transit alternatives to qualifying individuals. The following solutions were considered, but not prioritized for implementation at this time:

- **Issue employer-based flash passes for farm workers –** NCTPA would subsidize transit use for farm workers by selling a large quantity of passes at a discount to either specific wineries or through the Napa Valley Vintner's Association. This approach can only be modestly effective because fixed route service does not extend to the camps. It might be useful for trips within Napa, but assumes that the workers are able to get to and from a fixed route and to their home.
- **Subsidize VINE Go passes for qualifying residents –** This solution would help fund travel by low-income residents who are eligible to use VINE Go. Paratransit service is expensive and fares are higher than regular transit service. Providing subsidized passes through social service agencies could improve the mobility of the most vulnerable.

TABLE 5 **Solutions Considered and Evaluated**

Issue	Proposed Solutions	Community Importance	Cost Implications	Implementability	Impact on Usability
Coverage					
Existing routes do not serve farm worker camps	**Farm worker shuttle – establish a volunteer-run shuttle service for farm workers to use for work and non-work trips**	**High**	**Medium**	**High**	**High**
	Employer shuttle – transport workers between camps and wineries for work	High	Medium	High	Medium
Stops are not close enough to important trip generators	Add stops to existing routes	Medium	Varies	Varies	High
Inadequate service to specific neighborhoods and/or essential destinations	**Organize vanpools to employment destinations**	**Medium**	**Low**	**High**	**Medium**
	Modify alignments of existing routes to better serve destinations/neighborhoods	Medium	Low / Medium	Varies	Medium
	Develop flexible, feeder route(s) that will better serve these destinations and neighborhoods	Medium	High	Low	High
Existing transit service does not effectively serve childcare facilities	Improve coordination between location of childcare, school, and home to minimize travel distances	Low	Low	High	Medium
	Childcare shuttle – assist transit dependent parents in transporting children to and from childcare	Low	High	Low	High

TABLE 5 **Solutions Considered and Evaluated**

Issue	Proposed Solutions	Community Importance	Cost Implications	Implementability	Impact on Usability
Frequency & Travel Time					
Total travel times via transit are excessive, especially when transfers are needed	Shorten route lengths to reduce route travel time (Note: this would decrease coverage area)	Very High	Low	Medium	Low
	Improve route connectivity through revised schedules	**Very High**	**Low - High**	**Medium**	**Medium**
	Add alternative pulse-point transfer locations aside from the transit center	Very High	Medium / High	Low	Medium
	Allow systemwide transfers	Very High	Medium	High	Low
	Reintroduce pulse-point at Napa Transit Center – redesign schedules and routes as necessary to have routes leave the transit center at the same time	Very High	High	Low	Medium
	Increase frequency of buses to reduce waiting times	Very High	High	Low	Medium
Span of Service					
Limited weekend service	**Operate weekend, flexibly routed (dial-a-ride, route deviation, etc.) service for qualifying residents**	**Very High**	**Medium / High**	**Medium**	**High**
	Operate all Lifeline routes on Sundays	Very High	High	Low	Medium
Inadequate weekday service span	**Organize vanpools to employment destinations**	**High**	**Low**	**Medium**	**Medium**
Routes do not run early enough	Farm worker shuttle	High	Medium	High	High

TABLE 5 **Solutions Considered and Evaluated**

Issue	Proposed Solutions	Community Importance	Cost Implications	Implementability	Impact on Usability
- Need later evening service for late shift workers	Employer shuttle for farm workers	High	Medium	High	Medium
	Expand taxi scrip program to include qualifying residents	High	Medium/ High	Medium	Medium
	Start Lifeline routes at 5:00 AM	High	High	Medium	Medium
	Extend Lifeline route hours to 10:00 PM	High	High	Medium	Medium
	Operate early morning and/or late evening, flexibly routed (dial-a-ride, route deviation, etc.) service for qualifying residents	**High**	**Medium / High**	**Medium**	**High**
Current schedules do not coincide with shift/class times	Adjust schedules as needed to better serve the high schools	Medium	Low	High	Low
	Advertise ridematching services for people attending classes after regular transit hours	Medium	Low	Medium	Medium
	Operate a shuttle between the transit center and Napa Valley College to coincide with peak period class times and/or shift changes	Medium	Medium	Low	Medium
	Expand taxi scrip program to include qualifying residents	Medium	Medium/ High	Medium	Medium

TABLE 5 **Solutions Considered and Evaluated**

Issue	Proposed Solutions	Community Importance	Cost Implications	Implementability	Impact on Usability
Marketing					
Passengers do not know route schedules	**Expand marketing and advertising - increase distribution of current route maps and schedules (bilingual), target outreach efforts, include NCTPA website and phone number on all materials**	**Very High**	**Medium**	**High**	**Medium**
	Post (or update) route maps and schedules at all bus shelters and the transit center	Very High	Medium	Medium	Medium
Residents unsure of who is eligible for paratransit service	Produce a pamphlet explaining eligibility for paratransit service	Medium	Low	High	Low
	Evaluate capacity of paratransit service for non-ADA trips, restrict trips to ADA if there are capacity constraints	Medium	Low	Medium	Low
	Conduct paratransit eligibility seminars at locations such as the senior center, convalescent homes, etc.	Medium	Low/Medium	Medium	Low
Some seniors do not use transit because they do not know that it is a safe and friendly transportation option	Provide safety/security data corroborating the safety record of the transit system	Medium	Low	High	Low
	Expand transit training to familiarize potential riders with the transit system	Medium	Low/Medium	High	Medium

TABLE 5 **Solutions Considered and Evaluated**

Issue	Proposed Solutions	Community Importance	Cost Implications	Implementability	Impact on Usability
Amenities					
Shelters are needed to improve safety and protection from the elements	**Install shelters as needed to improve safety and/or to shield riders from the weather**	**Very High**	**Low/Medium**	**Varies**	**Low**
Poor crosswalk visibility is a safety hazard for transit riders who need to walk to or from their destination	**Re-stripe crosswalks as needed to improve safety**	**Very High**	**Low**	**Medium**	**Low**
	Install sidewalk/streetscape treatments (street lights, illuminated crosswalks, FYG signs, etc.) to improve pedestrian safety	Very High	Medium / High	Varies	Low

TABLE 5 **Solutions Considered and Evaluated**

Issue	Proposed Solutions	Community Importance	Cost Implications	Implementability	Impact on Usability
Quality of Service					
Buses have poor on-time performance	**Improve route performance - emphasize schedule and route adherence during training, improve dissemination of route schedules**	**Very High**	**Low**	**High**	**Low**
Drivers do not consistently follow published schedules and route alignments	***(same as above)***	**Low**	**Low**	**High**	**Medium**
	Add buses to increase service levels	Very High	High	Low	Medium
VineGo has poor on-time performance	Identify extent of on-time performance problem through SRTP process and implement appropriate solutions	Medium	Varies	High	Low
	Periodically observe routes with complaints	Low	Low/Medium	High	Low
Affordability					
Fixed route transit fares are too expensive for farm workers	Issue employer-based flash passes for farm workers	Low	Low/Medium	Medium	Medium
	Farm worker shuttle	Low	Medium	High	High
VineGo is expensive	Subsidize VINE Go passes for qualifying residents	Low	Medium	High	Medium

5 FUNDING

Successfully implementing the prioritized solutions will largely depend on two things – identifying adequate funding and executing the next steps for each solution. This chapter summarizes various funding sources that might be available for use in Napa, including governmental, private foundation and other revenue sources. Chapter 6 gives more detail on how to implement each solution – sketching basic information about the solution and establishing tasks that need to be completed.

Public transit is largely dependent upon funding from the state and federal level. For example, in NCTPA's FY 03/04 budget, 52% of its revenue is from state sources (primarily the Transportation Development Act, commonly called "TDA") and 29% is from federal sources. TDA directs the state to collect ¼ of one percent of the state sales tax and redistribute it back to each county based on sales tax receipts, population and ridership formulae. As mentioned previously, NCTPA needs to identify sufficient revenue sources when increasing its operating costs so as to not jeopardize its funding eligibility. This means that solutions will need to rely on alternative funding sources, many of which are competitively allocated. It is also important to keep in mind that the solutions developed in this Plan focus on the needs of lifeline users – not the general population – but that various funding sources available to Napa must meet the needs of both.

The descriptions below summarize relevant funding sources, list eligible types of projects and programs and suggest which solutions included in this Plan might be eligible for funding from a particular source.

A. Government Sources

1. Access to Jobs and Reverse Commute Program (JARC)

The federal Access to Jobs and Reverse Commute Program (JARC) is a discretionary funding source that funds projects and services designed to transport low-income persons to work, training and child care and to transport workers to suburban job centers. Eligible projects include: capital and operat-

ing costs related to providing access to jobs, promotional costs and capital and operating costs associated with reverse commute by bus, carpool and vans. Grants are available for three years and require a local match of up to 50%. However, little funding was available in 2003. Because this program is funded by TEA-21, it is possible that program details will change when the legislation is reauthorized. It has been proposed that JARC be allocated to the states on a formula basis for distribution by each state.

The following projects from this Plan could potentially be eligible for funding through JARC:

- Solution 1: Farm worker shuttle
- Solution 3: Flexibly-routed service for qualifying individuals
- Solution 4: Vanpools
- Solution 5: Improve marketing and advertisement

2. Community Development Block Grants (CDBG)

The Community Development Block Grants (CDBG) program is a federal program of grants to local governments, administered by the U.S. Department of Housing and Urban Development (HUD). The Housing and Community Development Act of 1974 established CDBG as a replacement for a variety of federal urban renewal, housing and neighborhood development programs. CDBG was the first of the federal block grant programs. Government agencies and nonprofit organizations are eligible for funding. Both the City of Napa and Napa County allocate CDBG funds in a competitive process to low-income areas. Although there are limitations as to the use of CDBG grants, a portion of the city and county's allocations can be used for public services.

Because some of the areas served by transit and many of the targeted riders are low income, some of the projects in this Plan would theoretically be eligible for CDBG funds, including the installation of bus shelters (Solution 6).

3. FTA Section 5303 Technical Assistance

Federal Transit Administration (FTA) Section 5303 funds are used to support planning activities in metropolitan areas. These funds are distributed by MTC and are available to all transit operators within the Bay Area. Eligible projects include the development of short range transit plans, route restructuring studies, technical assistance for implementing technology upgrades and similar projects.

The following projects from this Plan could potentially be eligible for funding through Section 5303:

- Solution 2: Improve route connectivity
- Solution 3: Flexibly-routed service for qualifying residents
- Solution 8: Evaluate on-time performance

4. FTA Section 5310 Capital Grants

The Federal Transit Administration (FTA) funds capital grants through its Section 5310 Elderly and Disabled Transportation Program. This funding is available to non-profits and public agencies to purchase capital equipment, such as vans, small buses, computers, software and mobile radios. This funding opportunity is available on an annual basis; the last funding cycle began in November 2003, with applications due February 2004. Final applications are submitted to Caltrans, MTC and county Paratransit Coordinating Councils. A vehicle to provide flexibly-routed service for senior citizens and people with disabilities (Solution 3) may be an eligible project for this funding.

5. Hazard Elimination Safety Program (HES)

Hazard Elimination Safety (HES) Program provides funds for safety improvements on public roads, surface transportation facilities and pedestrian or bike trails. The goal of the program is to eliminate or reduce the number and/or severity of accidents at locations selected for improvements. These funds are distributed by Caltrans and are available to city and county agencies to fund preliminary engineering, right of way and construction expenses. A 10% local match is required for all projects, with a maximum allocation of $360,000. Projects are solicited annually in July, with local submissions due

in November. Eligible projects include: widening or improving the roadway shoulder, public transportation facilities and traffic calming.

The following projects from this Plan could potentially be eligible for funding through the HES program:

- Solution 6: Install bus shelters
- Solution 7: Re-stripe crosswalks

6. Low Income Flexible Transportation Program (LIFT)

MTC has partnered with local transit and social services agencies to respond to the challenge of improving transportation services for residents of low-income communities by initiating the Low Income Flexible Transportation (LIFT) Program in 2000. LIFT projects are funded by a combination of state Congestion Mitigation and Air Quality (CMAQ) funds, federal Job Access and Reverse Commute (JARC) funds and State Transportation Assistance (STA) Regional Discretionary funds. Projects require a local match, which was originally 50% but was lowered in more recent funding cycles in response to the downturn in the economy. Projects that could potentially be eligible for LIFT funding include:

- Solution 1: Farm worker shuttle
- Solution 3: Flexibly-routed service for qualifying individuals

7. Regional Measure 2 (RM2)

On March 2, 2004 Bay Area voters approved a $1 toll increase on all state-owned bridges (except for the Golden Gate Bridge) to fund projects in the seven corridors served by the bridges. Although Napa County is not directly served by a bridge, and consequently did not vote on the measure, a recent NCTPA study showed that 6% of the traffic crossing the Carquinez Bridge is going from or coming to Napa. Consequently, the legislation guarantees Napa VINE a minimum of $2.4 million in capital funds (starting 2006) and $390,000 in operating funds (starting 2007) to provide express bus service in the Carquinez Bridge Corridor. Napa may also qualify for competitively funded grants on a case-by-case basis. NCTPA is developing an expenditure plan that outlines how the county will allocate its funds.

Although no specific projects in this plan are eligible for funding through RM2, Napa VINE could use the express service to replace some of Route 10's service, freeing up revenue to spend on other programs. Projects that could benefit from RM 2 funds include:

- Solution 2: Improved route connectivity
- Solution 3: Flexibly-routed service for qualifying low-income individuals
- Solution 4: Vanpools for residents traveling across the Carquinez bridge

8. Safe Routes to School (SR2S)

The State Department of Transportation (Caltrans) solicits project applications from cities and counties in California for Safe Routes to School (SR2S) funding for the following year. The last application deadline was February 27, 2004, with approval of selected projects by Fall 2004. SR2S is a construction program, intended to improve and enhance the safety of pedestrian and bicycle facilities. The maximum reimbursement for all projects is $450,000, with the local agency providing a 10% local match. Six categories of projects can be funded:

- Sidewalk improvements
- Traffic calming and speed reduction
- Pedestrian/bicycle crossing improvements
- On-street bicycle facilities
- Off-street bicycle facilities
- Traffic diversion projects, such as improved pick-up/drop-off areas at schools

A project that could benefit from SR2S funds is:

- Solution 7: Re-stripe crosswalks

Since many students use transit to arrive at their schools, SR2S funding may be an option for crosswalk improvements if it could be shown that pedestrian safety would improve when walking to and from bus stops.

9. Transportation Fund for Clean Air (TFCA)

The Transportation Fund for Clean Air (TFCA) is a grant program funded by a $4 surcharge on vehicles registered in the Bay Area, which generates about $20 million a year. The goal of TFCA is to decrease vehicle emissions in order to improve air quality. The fund includes a wide range of project types, such as shuttle and feeder bus service to train stations, ridesharing programs to encourage carpool and transit use, bike lanes and information projects to enhance the availability of transit information. To qualify for funding, projects must demonstrate significant air quality improvements – which can be challenging. In addition, these funds do not provide long-term operating support for transit or shuttle projects.

The Regional Fund comes from 60% of the revenue and is allocated directly by the Bay Area Air Quality Management District to exclusively fund capital projects. The Program Manager Fund constitutes the other 40% of revenues and is allocated by the Napa County Congestion Management Agency in this county. Historically, competition has been fierce to qualify for this fund. Only public agencies can apply for TFCA funds.

NCTPA, the County or the City of Napa could apply on behalf of the community. Many projects in the Plan could be eligible for start-up funds, but the most promising cases for improved air quality might be:

- Solution 3: Flexibly-routed service for qualifying individuals
- Solution 4: Vanpools to employment destinations
- Solution 5: Improve marketing and advertising

10. Transportation for Livable Communities (TLC)

MTC created this innovative program to fund community-oriented transportation projects. Capital projects are funded using regional Transportation Enhancement Activities funding from the federal Surface Transportation Program. Funding has also come from the Congestion Mitigation Air Quality program (CMAQ). Awards are made through a competitive grant process. The intent of the program is to improve neighborhood livability and coordinate transportation and land use. Project sponsors are encouraged to

submit proposals that improve bicycling and walking and encourage transit ridership through transit-oriented development. Current evaluation criteria for capital projects include community involvement, benefits to bicyclists and pedestrians, support for community redevelopment activities and improved internal community mobility.

Projects in the early or conceptual stage of their development are eligible for Transportation for Livable Communities (TLC) planning grants of up to $75,000, which are awarded to help sponsors refine and elaborate promising project ideas. Projects with completed plans are eligible for capital grants that directly support construction and help turn plans into reality. Capital grants range in size from $150,000 to $2 million per project.

Projects that could qualify for TLC funds include:

- Solution 6: Install bus shelters
- Solution 7: Re-stripe crosswalks

The next call for projects is anticipated to be in May, 2004.

B. Potential Future Government Funding Sources

1. MTC-Transportation 2030 (T2030)

Although no direct funding is provided from MTC-Transportation 2030 (T2030), the regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. In December 2003, MTC adopted Resolution 3609, which over the next 25 years dedicates $216 million to Lifeline Transportation, $200 million to the regional bicycle/pedestrian program and $454 to the Transportation for Livable Communities/Housing Incentive Program.

County Congestion Management Agencies submit projects for inclusion in the plan. Projects identified in the Napa Community-based Transportation Plan could potentially be funded through various T2030 programs, such as

Lifeline Transportation, the Regional Bicycle/Pedestrian program and Transportation for Livable Communities/Housing Incentive Program.

2. State Environmental Justice and Community Based Transportation Planning Grants (EJ)

The California Department of Transportation (Caltrans) introduced two grant programs in 2001-02 that would have applicability to the Napa area projects: the Environmental Justice Grant Program and the Community Based Transportation Planning Grant Program. Because of the State's budget deficits, it is unlikely that these grants will be available in the near term, although the programs may be revived in the future. Both grants were funded by State Highway Account Funds for a maximum of $300,000 to cities and/or MTC. The Environmental Justice grant required a 10% non-State local match for demonstration projects in environmental justice planning. The Community Based Transportation Planning Grant required a 20% non-State local match to fund planning projects that support livable community concepts.

One example of a project that might be considered by Caltrans would be involvement by the community in planning the details of a shuttle or flex-route that addressed a particular neighborhood or farm worker camp area's lack of access to Lifeline routes at certain hours of the day or night. Should Caltrans reinstitute this program, the guidelines would likely support other projects in this Plan as well.

3. Napa County Half Cent Transportation Sales Tax

NCTPA is considering putting a half cent sales tax on the November 2004 ballot to pay for county transportation projects. The sales tax would help offset funding cuts from the state due to the current budget crisis. A survey of county voters will occur in May to help determine if the measure will be put on the ballot. If the measure passes, NCTPA expects to fund a variety of transportation projects, possibly focusing on roadway bottlenecks, transit fare relief for seniors and persons with disabilities and express bus service from Calistoga to Vallejo, Napa to Fairfield and Calistoga to Santa Rosa.

Projects that could potentially benefit from the passage of a half cent sales tax include:

- Solution 2: Improve route connectivity
- Solution 3: Flexibly-routed service
- Solution 5: Improve marketing and advertising

C. Private Foundations

Many small, focused projects that target low-income populations are eligible for foundation grants. The following is a list compiled by MTC, Nelson\Nygaard Consulting Associates and Design, Community & Environment of some foundations that could potentially be interested in funding the projects listed in this Community-based Transportation Plan. The list is by no means exhaustive but is suggestive of the types of grants that may be available.

This section includes some detail about several promising foundations from their websites. The detail is included here in order to direct and assist agencies, community-based organizations and residents who may take the lead on implementing some of the solutions in this Plan. However, foundation grants are highly competitive and more research would be needed before applying. Foundations often encourage the submittal of a short letter of inquiry so that applicants can determine the foundation's interest before investing time in a proposal. Additional research could be conducted on grants aimed at specific ethnic groups, such as Hispanic.

1. Community Foundation of Napa Valley

The Community Foundation of Napa Valley is a locally based organization that helps to connect individual foundations with funding opportunities within the community. Typically, when a proposal for a project is submitted, a summary is sent out to the various foundations to see if they are interested in the proposal. The staff at the Community Foundation of the Napa Valley are interested in the some of the solutions identified in this Plan, espe-

cially in regards to targeting persons outside of the economic mainstream that utilize transit to access medical and employment opportunities. However, it will be dependent on the various individual foundations to determine whether they want to fund a specific project. Some projects that may be interesting to the funders include the farm workers shuttle, the flexibly-routed service for qualifying residents and vanpools to work.

2. Ralphs Food 4 Less Foundation

The Ralphs/Food 4 Less Foundation was founded in 1991 with a commitment to improving the quality of life in the communities served by Ralphs and Food 4 Less. The Foundation focuses on the needs of those living in areas served by Ralphs, Food 4 Less, FoodsCo, Cala Foods and Bell Markets stores. There is a Ralphs located in the City of Napa.

The Foundation's focus relevant to this Plan is with strengthening neighborhoods by investing in community-based projects.

Only proposals from 501(c)(3) non-profit organizations are considered for Ralphs/Food 4 Less Foundation grants. Eligible organizations may submit proposals at any time during the year. Possible projects that may interest this foundation include a flexibly-routed service and a farm worker shuttle, particularly if the routes went to their grocery stores, to food banks or to meals programs.

3. Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation is a philanthropy organization that seeks to "improve the health and health care of all Americans", providing grants in a variety of areas from basic health care access to creating communities that foster healthier habits. Grant opportunities for projects listed in this Plan include funds through the Active Living by Design program, which focuses on creating walkable physical environments, particularly in low-income communities, to encourage healthy and active lifestyles and pedestrian access.

Pedestrian projects to access transit stops may be eligible for grants from this foundation. Other funding may be available for shuttles and flexibly-routed transit service to improve transportation access to medical facilities and farm worker camps.

4. Surdna Foundation

Surdna Foundation's Environment Program goal is to prevent irreversible damage to the environment and to promote more efficient, economically sound, environmentally beneficial and equitable use of land and natural resources. With primary focus on reducing vehicle miles traveled and maximizing accessibility over mobility, examples of this foundation's interests are:

- Analyzing government policies and subsidies regarding the automobile and fostering alternative solutions.
- Supporting community involvement on transportation and land use reform.
- Supporting programs that foster open space, park land creation, urban conservation and broadly, livability.
- Advocating consumer choice in the marketplace.

Projects in the Plan that may fit with this foundation's emphasis on reducing automobile miles and enhancing access for consumer choice include the farm worker shuttle and flexibly-routed service for qualifying individuals.

5. William G. Irwin Charity Foundation

The Foundation has funded several vans for a San Francisco AIDS non-profit organization, and other first-time grants each year for proposers who do not expect ongoing funding. Applicants can send in a two-page "request for expression of interest" to obtain a reading about whether their proposal would be considered. Capital grants for bus shelters and a shuttle bus to transport farm workers may be suitable projects for this foundation.

D. Other Sources

Other sources that could be approached for specific projects include:

1. Advertising Agency

There are various advertising agencies that could serve as partners with the NCTPA to provide bus shelters and benches within the community. Typically, the transit agency would put together a Request for Proposals (RFP) outlining the need for bus stop facilities. Based on the program outlined in the RFP, advertisement agencies would bid on the provision the facilities. In other communities, advertising agencies have built and maintained shelters and benches in exchange for an exclusive contract for advertising rights at each facility for a set period of time.

2. Developers

Residents should be alert to new projects proposed for their community as the developers seek approval from the City of Napa or Napa County. Impacts on the community are mitigated by conditions on the project's approval. For example, when IKEA located in East Palo Alto, it agreed to pay $1 million annually to the city for transportation mitigations, including improvements to SamTrans, the bus operator.

3. Employers

Employers who are in need of workers are sometimes willing to underwrite transportation in order to fill their labor needs. The wine industry in Napa County is already well organized and may be willing to contribute to a shuttle bus to bring farm workers to the various vineyards. This strategy should be kept in mind as a long-term strategy for future funding.

4. Local Retailers and Banks

Businesses that would benefit from increased customers, such as grocery stores and shopping malls, might consider funding part of the costs of a flexibly-routed transit services. In addition, many banks are often willing to sup-

port community projects and may be interested in assisting in projects such as the farm workers shuttle and bus shelters.

5. Napa Valley Vintners Association (NVVA)

The Napa Valley Vintners Association (NVVA) is a nonprofit regional trade association with an active membership of more than 220 wineries. As part of its activities, it raises money through its annual wine auctions, using the money raised to support local Napa Valley health organizations and programs dedicated to providing affordable housing and youth development. The primary focus of the Auction donations is to help support agencies working collaboratively to assist the underserved in Napa County. The NVVA website (www.napavintners.com) has information about applying for funding through its wine auction program. Solutions that collaborate with affordable housing providers to provide transportation from work to home for underserved Napa area residents, such as the farm worker shuttle and flexibility-routed bus service, may qualify for assistance through the NVVA. Even if the projects identified in this Plan do not meet the wine auction fund requirements, NVVA is interested in participating in other ways, such as helping to bring together partners to implement improvements in local transit.

6. Service Clubs and Fraternal Organizations

Organizations such as the Rotary Club, Soroptomists, Kiwanis and Lions often take on special projects. They might be approached for projects such as providing a vehicle for vanpools or farm worker shuttle. A service club might also sponsor the capital costs of a bus shelter, such as one near a park or senior housing.

Table 6 lists potential funding sources for each of the prioritized transportation solutions. The estimated cost will be explained in more detail in the implementation plan.

TABLE 6 **POTENTIAL FUNDING SOURCES**

Solution	Potential Funding Sources
#1 - Farm worker shuttle	Napa Valley Community Housing, Community Housing & Development Corporation, JARC, LIFT, EJ, Wineries/NVVA, foundations, employers, retail/banks, service clubs
#2 - Improve route connectivity through revised schedules	MTC planning grant, NCTPA, RM2, sales tax, Section 5303
#3 - Flexibly-routed service for qualifying residents	JARC, LIFT, RM2, EJ, Section 5303, TFCA, Section 5310, sales tax, foundations, retail/banks
#4 - Organize vanpools to employment destinations	JARC, LIFT, RM2, TFCA, foundations, employers, retail/banks, service clubs
#5 - Improve marketing and advertising	JARC, NCTPA, Solano Napa Commuter Information (SNCI), TFCA, MTC
#6 - Install bus shelters	Advertising agency, CDBG, TLC, HES, foundations, service clubs
#7 - Re-stripe crosswalks as needed to improve safety	Department of Public Works, SR2S, TLC, HES
#8 – Improve route performance	NCTPA, Section 5303

6 IMPLEMENTATION

This chapter describes the steps required to implement the prioritized solutions. The eight prioritized solutions are presented below. Two solutions represent improvements to existing activities and it is expected that they can be implemented within the next six months (Solutions 4 and 8). Other solutions are expected to be ready for implementation in the short term – somewhere between six and 18 months (Solutions 5, 6 and 7). Finally, three solutions will probably take a bit longer – between 18 months and three years – before they can be put into action (Solutions 1, 2 and 3).

A. Implementation Plans

The implementation plan for each prioritized solution includes six items, which are described below:

- **Local champion** is the agency or entity who is expected to be responsible for the solution's implementation. They may or may not be the operator or agency that enacts or funds the solution, but they are expected to be the driving force behind implementation.
- **Costs** include rough estimates of capital, operating, administrative or other expenses associated with a solution. Staffing estimates (typically an administrative cost) are called out as a distinct cost, but in many cases are assumed to be paid from within an existing budget.
- **Constraints** include operational, institutional or funding limitations that may prevent the solution from being implemented as soon as otherwise expected. For example, if multiple boards must approve a project, it may take longer to implement than if agency staff had approval authority.
- **Potential funding sources** are the most appropriate funding sources for the solution. These are drawn from those sources detailed in Chapter 5.
- **Implementation timing** identifies whether implementation of the solution is anticipated immediately (within six months), in the short term (six to 18 months) or over the medium term (18 months to three years).

- **Major tasks** are individual tasks that should be completed to enact the solution in a methodical, yet expeditious manner. Tasks for some solutions are more detailed than others, reflecting their relative complexity.

FARM WORKER SHUTTLE

Local champion	Napa Valley Community Housing (NVCH) and California Housing & Development Corporation (CHDC)
Costs[1]	Farmworker shuttle: Capital $ 5,000 (surplus or donated vehicle) Drivers $ 42,000 Operating costs $ 8,400 Administration $ 5,200 Insurance $ 0 (CHDC could provide) Total (per year) $ 55,600 Total (one time) $ 5,000
Constraints	Availability of a paratransit vehicle for donation; finding an insurance provider; requires approval by multiple boards
Potential Funding Sources	CHDC, JARC, LIFT, NVHC, NVVA
Implementation Timing	Medium term

Major Tasks

- Form an implementation committee with representatives from NVCH, CHDC, NVVA, the farm worker camps and possibly NCTPA.
- Finalize service characteristics for the shuttle. Preliminary recommendation include the following:
  - Vehicle: 1 cutaway or large passenger van
  - Frequency: demand responsive, with some regularly scheduled trips (e.g. to downtown Napa for shopping, laundry or medical trips) mid-day and on weekends
  - Service hours:
    Monday – Friday 5 a.m. – 10 p.m.
    Saturday 7 a.m. – 10 p.m.
    Sunday 9 a.m. – 10 p.m.
  - Fare: $0.25 for all one-way trips
  - Service area: county wineries, City of Napa, possibly other cities
- Based on service characteristics and the operator, create a budget for the farm worker shuttle.

[1] Assumes one full-time equivalent to be employed as a driver. Operating costs are based on one staff member dedicating 4 hours a week (at $25/hour) to administering the service.

FARM WORKER SHUTTLE (CONTINUED)

- Present initial service plans to relevant agency boards: NCTPA Board, County Board of Supervisors, CHDC/NVHC for initial comments and solicit support for the concept.
- Identify funding sources:
  - Apply for grants as appropriate.
  - Create a cost-sharing agreement, possibly between the NVVA, NCTPA, CHDC or NVHC
- Clarify roles and responsibilities for the service:
  - Trip planning and scheduling (including prioritizing some types of trips over others)
  - Vehicle maintenance – by whom
  - Insurance
  - Publicizing service to farm workers
  - Drivers for the service (to be trained by NCTPA)
- Seek approval from relevant agency boards: NCTPA board for vehicle donation, County Board of Supervisors for program approval.
- Procure donated paratransit vehicle and train drivers. (NCTPA)
- Initiate service.
- Regularly review and revise service to meet needs of farm workers.

IMPROVE ROUTE CONNECTIVITY

Local champion	NCTPA	
Costs[2]	Staff/consultant time	$ 6,000
	Print new maps/schedules	$10,000
	Impact on operating costs	Unknown
	Total	Unknown
Constraints	Staff availability to commit to this effort; depending on changes, may require consensus by the Paratransit Co-ordinating Council (PCC) and the Technical Advisory Committee (TAC); schedule on Route 10 is currently driven by need to meet buses in Vallejo	
Potential Funding Sources	FTA Section 5303, NCTPA annual budget, RM2	
Implementation Timing	Medium term	

Major Tasks

- Analyze connectivity between routes: calculate waiting times between routes in both directions, focus on known, common transfers and those to and from Route 10.
- Evaluate minor route modifications and schedule changes that can facilitate improved transfer opportunities.
- If funding becomes available for express service to Vallejo, consider a major restructure to Route 10 that would better facilitate transfers and class schedules.
- Implement most effective changes to improve connectivity: perform run cuts to make necessary schedule changes, print and distribute new maps and schedules.

[2]Staff/consultant time assumes one month of full-time work by a junior staff member (at $25/hour) and quarter-time by a more senior staff member (at $35/hr). The printing budget represents a 25% increase to current printing costs. Operating costs are unknown, due to the variety of impacts implemented changes could have, from increasing the number of vehicles in service, to completely redesigning routes.

FLEXIBLY-ROUTED SERVICE FOR QUALIFYING RESIDENTS

Local champion	NCTPA	
Costs[3]	Administration	$ 1,000
	Operating	$ 107,400
	Capital	$ 0
	Total (per year)	$ 107,400
	Total (one time)	$ 1,000
Constraints	If the paratransit system has capacity constraints on weekends this would require vehicle purchase; will require approval from PCC, TAC and NCTPA Board; requires grant funding to ensure that farebox recovery ratio is not negatively impacted.	
Potential Funding Sources	JARC, LIFT, RM2, Section 5303, TFCA	
Implementation Timing	Medium term	

Major Tasks

- NCTPA should form an implementation committee with representatives from NVCH, CHDC and social service organizations.
- Finalize service characteristics for the service and establish eligibility requirements. Preliminary service characteristics include the following:
  - Vehicle: 1 cutaway or van
  - Frequency: demand responsive until demand increases and/or ridership patterns emerge
  - Example service hours:
    - Monday – Friday 5 a.m. – 6:30 a.m. and 7:15 p.m. – 10:30 p.m.
    - Sunday 8 a.m. – 6 p.m.
  - Fare: same as Napa VINE.
  - Service area: City of Napa and service to employment centers within 10 miles
  - Eligibility: all CalWORKS households, consider other low-income households that do not qualify for CalWORKS.
- Based on service characteristics and expected ridership, create a budget for the service.

[3] Administration cost is based on 40 hours at $25/hour to establish an eligibility policy for the service. Operating cost is based on 1,732 hours at $62/hour.

FLEXIBLY-ROUTED SERVICE FOR QUALIFYING RESIDENTS (CONTINUED)

- Establish an eligibility policy and decide how eligibility will be communicated to dispatch and/or drivers. Social service organizations might issue special passes that are valid for a set period of time and submit accompanying lists of eligible participants.
- Present initial service plans to relevant agency boards and committees (PCC, TAC and NCTPA Board) for initial comments. Solicit support for the concept.
- Apply for grants to subsidize the service.
- After funding has been approved, publicize the service through social service organizations.
- Seek final program approval from PCC, TAC and NCTPA board.
- Take necessary steps to include the service within existing paratransit service contract.
- Initiate service.
- Complete a thorough review of the service after six months. Modify service as necessary.

VANPOOLS

Local champion	SNCI, Job Connection	
Costs[4]	Staff/consultant time	$ 1,500
	Grant application	$ 1,000
	Subsidized participation	$22,500
	Total (per year)	$22,500
	Total (one time)	$ 2,500
Constraints	Ability of low-income residents to afford a vanpool, dispersed work locations may limit potential	
Potential Funding Sources	TFCA, LIFT, JARC, RM2, Napa Clean Air Coalition	
Implementation Timing	Immediate	

Major Tasks

- Identify Napa employers whose employees would benefit from vanpools – focus on those beyond ¼ mile from the fixed-route network (such as the employment cluster between Highway 29 and the county airport, along Green Island Road and other office/industrial complexes).
- Contact and provide promotional literature on the vanpool program to those employers; visit interested employers to talk to potential participants.
- Apply for a grant to subsidize vanpool participation by individuals for whom the cost of participation is prohibitive.
- Establish a vanpool subsidy policy to prioritize interested participants if demand for the vanpool subsidies exceeds funding and to determine level of subsidy. Consider setting subsidy on a sliding scale as a function of household income. Prioritizing requests should take into account availability of transit (or lack thereof) to serve work trip, transit travel time and presence of commute alternatives.
- Consider park-and-ride to vanpool possibility.

[4]Staff/consultant time to develop criteria with which individuals would qualify for a vanpool subsidy: 60 hours at $25/hour. Grant application: 40 hours at $25/hour. Subsidized participation: average subsidy of $75/month for 25 participants.

IMPROVE MARKETING AND ADVERTISING

Local champion	NCTPA, SNCI	
Costs[5]	Staff time	$9,800
	Travel/mailing costs	$700
	Additional printing/ advertising	$20,000
	Total (per year)	$30,500
Constraints	Staff availability	
Potential Funding Sources	NCTPA and SNCI annual budget, TFCA	
Implementation Timing	Short term	

Major Tasks

- Evaluate current marketing program within the SRTP process – what is being done, what is effective, what is not as effective, to which outreach efforts has the public responded positively?
- Refine marketing/advertising strategies to increase the exposure of transportation websites and telephone numbers and to better inform the public regarding transportation services, to include:
  - PSAs in English and Spanish for radio and public television that inform residents about the various services and sources of information on transportation alternatives.
  - Information on NCTPA and SNCI (services, websites and phone numbers) in bus shelters and on buses/vans.
  - Mailings to new home buyers including route schedules, information on NCTPA, SNCI and various alternative transportation programs.
  - Expand directed outreach to groups such as seniors, students and farm workers who have a higher likelihood of using transit.
  - Use local cable TV for advertising

[5]Staff time: 392 hours annually at $25/hour. Additional printing/advertising: assumes $5,000 additional for printing costs and the remainder for advertising and/or directed outreach activities.

IMPROVE MARKETING AND ADVERTISING (CONTINUED)

- Update, as needed, the list of where transit route maps and schedules are currently distributed. Supplement this list with any hospitals, health clinics, senior facilities, libraries, chambers of commerce or major employers who are not already included.
- Identify and assign staff to:
  - Contact those on the list - confirm that they are/or would be willing to distribute transit information, how many copies they need (three-four month supply) and identify the contact for transit information. Provide NCTPA contact for when supplies run low.
  - Distribute materials – perhaps use transit ambassadors (volunteers) to help with this.
  - Check back in with contacts once a month to see if more materials are needed (transit ambassadors could help with this, too).
- Reorder schedules and maps when supplies run low.

INSTALL BUS SHELTERS

Local champion	NCTPA	
Costs[6]	Staff time	$3,000
	Shelter installation (each)	$5,000 (x3)
	Maintenance (ongoing)	$500
	Total (per year)	$500
	Total (one time)	$18,000
Constraints	Current advertising contract for bus shelters is not meeting Napa's maintenance standards, may require re-bidding to a new ad agency; shelters may not be installed along many segments of Highway 29 without significant infrastructure changes	
Potential Funding Sources	TLC, advertising agency, CDBG, TFCA, TLC	
Implementation Timing	Short term	

Major Tasks

- Develop a policy on bus shelter installation that establishes basic requirements for installation (e.g. not along a state highway, lack of nearby shelter) and prioritizes shelter requests (for example by user groups, level of use, number of requests, etc.).
- Determine whether NCTPA needs to enter a contract with a new advertising agency for shelter installation, or if it will fund using other means.
- If a new contract is needed, initiate public bidding process for that service, otherwise generate proposals for alternative funding sources.
- As part of future shelter installations, include basic information on services provided by NCTPA and SNCI, along with website addresses and phone numbers for more information.
- Install and regularly maintain shelters that meet established criteria.

[6]Staff time: 120 hours at $25/hour.
Maintenance: 1 hour/shelter/week at $20/hour.

RE-STRIPE CROSSWALKS

Local champion	NCTPA, departments of public work (DPWs)	
Costs[7]	Crosswalk repainting	$ 750
	Total (per year)	$ 750
Constraints	Citizen concerns regarding crosswalks are not always communicated to NCTPA or DPW	
Potential Funding Sources	DPW annual budgets, TLC, SR2S	
Implementation Timing	Short term	

Major Tasks

- Use transit ambassador's program to gather input on where crosswalks need to be repainted. (NCTPA).
- Communicate repainting requests to appropriate city's department of public works. (NCTPA).
- If deemed necessary, establish criteria for prioritizing crosswalk re-striping – reflecting traffic and pedestrian volumes, proximity to senior citizen facilities and schools. (DPWs).
- Identify additional funding sources, if needed. (DPWs / NCTPA).
- Re-stripe crosswalks, as needed and funds allow.

[7]Crosswalk repainting: 5 crosswalks at $150/crosswalk. Assumes five crosswalks are repainted each year. Cost includes labor and materials for a standard crosswalk (not a school crossing)

IMPROVE ROUTE PERFORMANCE

Local champion	NCTPA	
Costs[8]	Staff/consultant time	$4,400
	Advertise results	$1,000
	Total (per year)	$5,400
Constraints	Impact of construction and congestion on route performance, staff availability	
Potential Funding Sources	FTA Section 5303 (SRTP), NCTPA annual budget	
Implementation Timing	Immediate	

Major Tasks

- During SRTP process – sample bus runs to collect data on when buses arrive/depart scheduled time points (buses should be considered on-time if they are within 1 minute early or 5 minutes late of scheduled arrival time). Analyze results, and if on-time performance is below 90%, identify root causes (such as construction, traffic congestion, drivers, schedules, etc.).
- Publicize results of route level, on-time performance evaluation – including small posters inside the buses, posting on website and/or include as part of a PSA.
- Revisit independent evaluations at least once a year – recollect arrival/departure data, update on-time performance by route and publicize.
- Initiate a dialog with drivers about route schedules and alignments to determine if there are structural problems with the routes.
- Develop solutions to address root causes identified in the evaluation – which may include providing better passenger information on arrival times.
- Explain and emphasize importance of on-time performance and route adherence at all driver trainings.
- Perform periodic, informal time checks – especially if receiving complaints.
- Discuss on-time performance and route adherence at regular driver meetings when complaints increase and/or time checks show declining performance.
- If root causes are beyond the control of drivers and NCTPA, consider techniques for providing more comprehensive real-time information to passengers.

[8]Staff/consultant time: 176 hours at $25/hour.
Advertise results: 8 routes at $125/route.

B. Next Steps

The results of this planning effort will guide the near-term efforts by NCTPA to improve its service to Napa's low-income, transit-dependent community. The solutions and implementation strategies provided in this plan will serve as input into NCTPA's short-range transit plan, as well as MTC's long-range regional transportation plan (RTP), "Transportation 2030 Plan." The results of this and MTC's other pilot community-based transportation plans will help refine guidelines for subsequent community-based transportation plans and encourage the dedication of future funding to support lifeline transit services.

As part of the Napa Community-Based Transportation Plan, presentations will be made to the NCTPA board, as well as NCTPA's Paratransit Coordinating Council and Technical Advisory Committee, to seek their input and approval of the identified solutions.

NCTPA has expressed an interest in continuing to work with the Plan's stakeholder committee to inform future decisions about Napa's transit services. The group would serve as an advisory committee that would meet quarterly to check on implementation of the CBTP. NCTPA will help coordinate with the local champions of solutions identified in this Plan to ensure that implementation of the solutions is pursued. Regular participation by this group will help institutionalize lifeline goals in Napa's ongoing planning and operating activities.

LIST OF ACRONYMS

ADA	Americans with Disabilities Act
CBTP	Community-Based Transportation Plan
CDBG	Community Development Block Grants *(p.62)*
CHDC	California Human Development Corporation *(p. 17)*
CMAQ	Congestion Mitigation Air Quality program *(p. 66)*
DPW	Department of Public Works
EJ	Environmental Justice *(p. 66)*
FTA	Federal Transit Administration *(p. 63)*
JARC	Access to Jobs and Reverse Commute Program *(p. 61)*
HES	Hazard Elimination Safety Program *(p. 63)*
HUD	Housing and Urban Development *(p. 62)*
LIFT	Low Income Flexible Transportation Program *(p. 64)*
MTC	Metropolitan Transportation Commission
NCTPA	Napa County Transportation Planning Agency *(p. 1)*
NVCH	Napa Valley Community Housing *(p. 1)*
NVCNPA	Napa Valley Coalition of Non-Profit Agencies *(p. 1)*
NVVA	Napa Valley Vintners Association *(p. 73)*
RFP	Request for Proposals *(p. 72)*
RM2	Regional Measure 2 *(p. 64)*
Section 5303	FTA Section 5303 Technical Assistance *(p. 63)*
Section 5310	FTA Section 5310 Capital Grants *(p. 63)*
SNCI	Solano Napa Commuter Information *(p. 9)*
SR2S	Safe Routes to School *(p. 65)*
SRTP	Short Range Transportation Plan
TDA	Transportation Development Act *(p. 61)*
TFCA	Transportation Fund for Clean Air *(p. 66)*
T2030	Transportation 2030 *(p. 67)*
TLC	Transportation for Livable Communities *(p. 66)*

APPENDIX A

LIST OF STAKEHOLDERS

Appendix A

Napa Community-Based Transportation Plan
Key Stakeholders

Organization	*Contact*	*Phone number*
Regional Transit		
Solano Napa Commuter Info	Elizabeth Richards	707.427.5109
Local Transit		
ATC Vancom	Rick Leavitt	707.253.4942
Paratransit		
Transit Ambassadors	Doug Weir	
Paratransit Coordinating Council	Isabel Harris	707.224.7051
Housing		
Napa Valley Community Housing	Sue Nahass	707.251.1064
Education/College		
Napa Valley College	Victoria Estrella	707.253.3110
Napa Valley Unified School District	Ralph Knight, Transportation Services	707.253.3455
Employment/Human Services		
Napa County Health & Human Services	Debbie Schwarzbach	707.259.8327
Napa Valley Economic Development	Celine Haugen	707.253.3212
Teresa Zimny	Workforce Investment Board	707.253.4697
Emergency Services		
Community Action of Napa County (food & nutrition)	Casey Green	707.253.6102
Health/Social Service		
Napa Valley Vitners Community Health Center	Miguel Angel Castanon	707.603.7102
Napa Valley Coalition of Non-Profit Agencies	Bill Chadwick	707-252-6301
Senior		
Napa Senior Activity Center	Ginny Moser	707.255.1800
Veteran's Home	Stanley Torres	
Migrant Worker Assistance		
Farmworker Advocate- Napa Valley Community Housing	Loraine Stuart	707.963.0293

APPENDIX B

COMMUNITY WORKSHOP FLYER

Are you unable to get to a doctor's appointment because the bus does not go there?

Do you need to take the bus earlier to get to work?

Do you need to get up valley later at night?

If these or other service gaps are a problem for you, please come share your ideas about public transportation services!

Napa Community-Based Transportation Plan
Community Workshop

Please come share your ideas about transportation in your community!

The Napa County Transportation Planning Agency is completing a Community-Based Transportation Plan in order to improve public transportation services in the Napa Valley. The plan will address community-identified gaps in the existing public transportation services, and solutions for addressing these gaps.

Please come to a community workshop to give your input and ideas about public transportation issues in your community. The focus of the workshop is to listen to concerns and ideas participants may have regarding public transportation, and to discuss potential solutions for improving service in the Napa area.

Date:
Wednesday, November 12, 2003
Time:
5:30 to 7:30 p.m.
Location:
Napa County Library
580 Coombs Street
Napa, CA 94559

For more information, please contact Isabelle Minn, Design, Community & Environment.

(Si desea información en Español por favor contacte a Isabelle Minn de Design, Community & Environment.)

(510) 848-3815
isabelle@dceplanning.com

APPENDIX C

SPANISH VERSION OF COMMUNITY WORKSHOP FLYER

Plan Comunitario de Transporte de Napa

Taller Comunitario

¡Venga a compartir sus ideas sobre el transporte en su comunidad!

La Agencia de Planificación de Transporte del condado de Napa está preparando un Plan Comunitario de Transporte de Napa para mejorar los servicios de transporte en el del Valle de Napa. El plan tratará de los problemas de transporte y las soluciones a estos problemas que son identificados por la comunidad .

Le invitamos a un taller comunitario para compartir sus ideas sobre el transporte en su comunidad. En el taller, queremos que nos diga lo que opina sobre el servicio de transporte. Se identificará problemas con el servicio actual, y se discutirá como se podría mejorarlo.

Fecha:
Miércoles, 12 de noviembre, 2003

Hora:
5:30 a 7:30 p.m.

Lugar:
Biblioteca de Napa County
580 Coombs Street
Napa, CA 94559

Si desea más información por favor contacte a Isabelle Minn de Design, Community & Environment (DC&E):

(510) 848-3815
isabelle@dceplanning.com

APPENDIX D

COMMUNITY QUESTIONNAIRE

Napa Community-Based Transportation Plan

COMMUNITY QUESTIONNAIRE

1. Do you take transit in Napa Valley ? Yes ‘ No ‘

Why or why not? _____

Please rate each of the following transportation issues or problems for you or your family on a scale of 0 to 5; 0 indicating that the issue is not a problem and 5 indicating a severe problem. If the problem relates to a specific bus route or service, please indicate this in your comments.

2. Access to information regarding transit?

Not a Problem ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Severe problem

If this is a problem, please explain: _____

3. Bus schedule?

Not a Problem ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Severe problem

If this is a problem, please explain: _____

4. Need to make a transfer when taking transit?

Not a Problem ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Severe problem

If this is a problem, please explain: _____

5. Length of time needed to take a trip on public transit?

Not a Problem ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Severe problem

If this is a problem, please explain: _____

6. Availability of bus shelters/protection from the elements?

Not a Problem ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Severe problem

If this is a problem, please explain: _____

7. Personal safety while walking, riding a bike, or waiting at a bus stop?

Not a Problem ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Severe problem

If this is a problem, please explain: _____

8. With the limited money available, the transit agencies need to know which problems are the most serious for you. Please RANK the following transit issues from 1 through 6. Put a 1 in front of the issue you think is the most important. Put a 2 by the second most important problem from your perspective, and so on through 6.

- ☐ Public transit does not run early enough in the morning.
- ☐ Public transit does not run late enough in the evening (6:00pm - 9:00pm).
- ☐ Public transit does not run late at night (after 9:00pm).
- ☐ Public transit does not run frequently enough during weekdays (Monday - Friday).
- ☐ Public transit does not run frequently enough on Saturdays and Sundays.
- ☐ Transit connections are complicated and difficult.
- ☐ Public transit does not serve the places I want to go.

9. Are there specific public destinations you wish you could reach by public transit that aren't currently being served by transit ? Please describe. _____

_____

10. Please list any additional positive or negative transportation issues in the Napa community that are not addressed above. _____

_____

_____

11. Please indicate the community where you live:

‘ American Canyon	‘ Carneros	‘ Rutherford
‘ Angwin	‘ Napa	‘ St. Helena
‘ Calistoga	‘ Oakville	‘ Yountville

12. Please indicate your household income:

‘ under $32,000 ‘ $32,000 - $50,000 ‘ $50,000 - $75,000 ‘ over $75,000

13. Do you have a disability?

‘ yes ‘ no

14. Please indicate your age:

‘ 18 or younger ‘ 19 to 29 ‘ 30 to 49 ‘ 50 to 64 ‘ 65 to 79 ‘ 80 or older

Name and Phone Number (Optional) _____

Thank you for taking the time to complete this questionnaire. *Please return your completed questionnaire by December 10, 2003 to: Isabelle Minn, c/o Design, Community & Environment,1600 Shattuck Ave., Suite 222, Berkeley, CA 94709. If you have any questions regarding this survey or the Napa Community-Based Transportation Plan, please contact Isabelle Minn at (510) 848-3815 or isabelle@dceplanning.com.*

APPENDIX E

SPANISH VERSION OF COMMUNITY QUESTIONNAIRE

Plan Comunitario de Transporte de Napa

CUESTIONARIO PARA LA COMUNIDAD

1. ¿Usa transporte público en Napa Valley? Sí ‘ No ‘

¿Porqué o porqué no? _____

Por favor clasifique cada uno de los siguientes problemas de transporte para usted y su familia en una escala de 0 a 5. El número 0 indica que ese asunto en particular, no constituye un problema y el número 5 que es un problema serio. Si el problema está relacionado con una ruta del autobús o servicio específico, favor de indicarlo en sus comentarios.

2. Acceso a información sobre el transporte público

No es problema ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Problema serio

Si esto constituye un problema, favor explique: _____

3. Horario de los autobuses

No es problema ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Problema serio

Si esto constituye un problema, favor explique: _____

4. Necesidad de hacer transbordo cuando usa transporte público

No es problema ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Problema serio

Si esto constituye un problema, favor explique: _____

5. El tiempo necesario para hacer un viaje en transporte público

No es problema ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Problema serio

Si esto constituye un problema, favor explique: _____

6. Disponibilidad de refugios de protección en las paradas de autobuses

No es problema ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Problema serio

Si esto constituye un problema, favor explique: _____

7. Seguridad personal mientras camina, paseando en bicicleta o espera en la parada de autobús

No es problema ‘ 0 ‘ 1 ‘ 2 ‘ 3 ‘ 4 ‘ 5 Problema serio

Si esto constituye un problema, favor explique: _____

8. Considerando las limitaciones de fondos disponibles, las agencias de transporte público necesitan saber cuáles son los problemas más serios para usted. Favor MARQUE los siguientes problemas de transporte en una escala de 1 a 6 en orden de importancia. Coloque el número 1 al lado del

problema que usted considera más importante, el número 2 en el segundo problema más importante –también de acuerdo a su opinión- y así sucesivamente con el resto de los problemas hasta llegar al número 6.

- ☐ En la mañana el transporte público no circula lo suficientemente temprano.
- ☐ En la tarde/noche el transporte público no circula lo suficientemente tarde. (6:00pm–9:00pm).
- ☐ El transporte público no circula tarde en las noches (después de las 9:00pm).
- ☐ El transporte público no circula con frecuencia suficiente durante la semana (lunes a viernes).
- ☐ El transporte público no circula con frecuencia suficiente los sábados y domingos.
- ☐ Las conexiones entre los diferentes sistemas de transporte público en el condado de Napa son complicadas y difíciles.
- ☐ El transporte público no tiene **servicios a los lugares donde quiero ir.**

9. ¿Hay algún lugar público específico el cual le gustaria fuese incluido en la ruta del servicio público de transporte? Por favor describa

_____

10. Por favor describa algún comentario adicional positivo o negativo del transporte público en su comunidad que no haya sido mencionado arriba.

_____

_____

_____

11. Por favor indique la comunidad en la que vive:

‘ American Canyon	‘ Carneros	‘ Rutherford
‘ Angwin	‘ Napa	‘ St. Helena
‘ Calistoga	‘ Oakville	‘ Yountville

12. Por favor indique su ingreso:

‘ bajo de $32,000 ‘ $32,000 - $50,000 ‘ $50,000 - $75,000 ‘ más que $75,000

13. ¿Tiene alguna discapacidad?

‘ sí ‘ no

14. Por favor indique su edad:

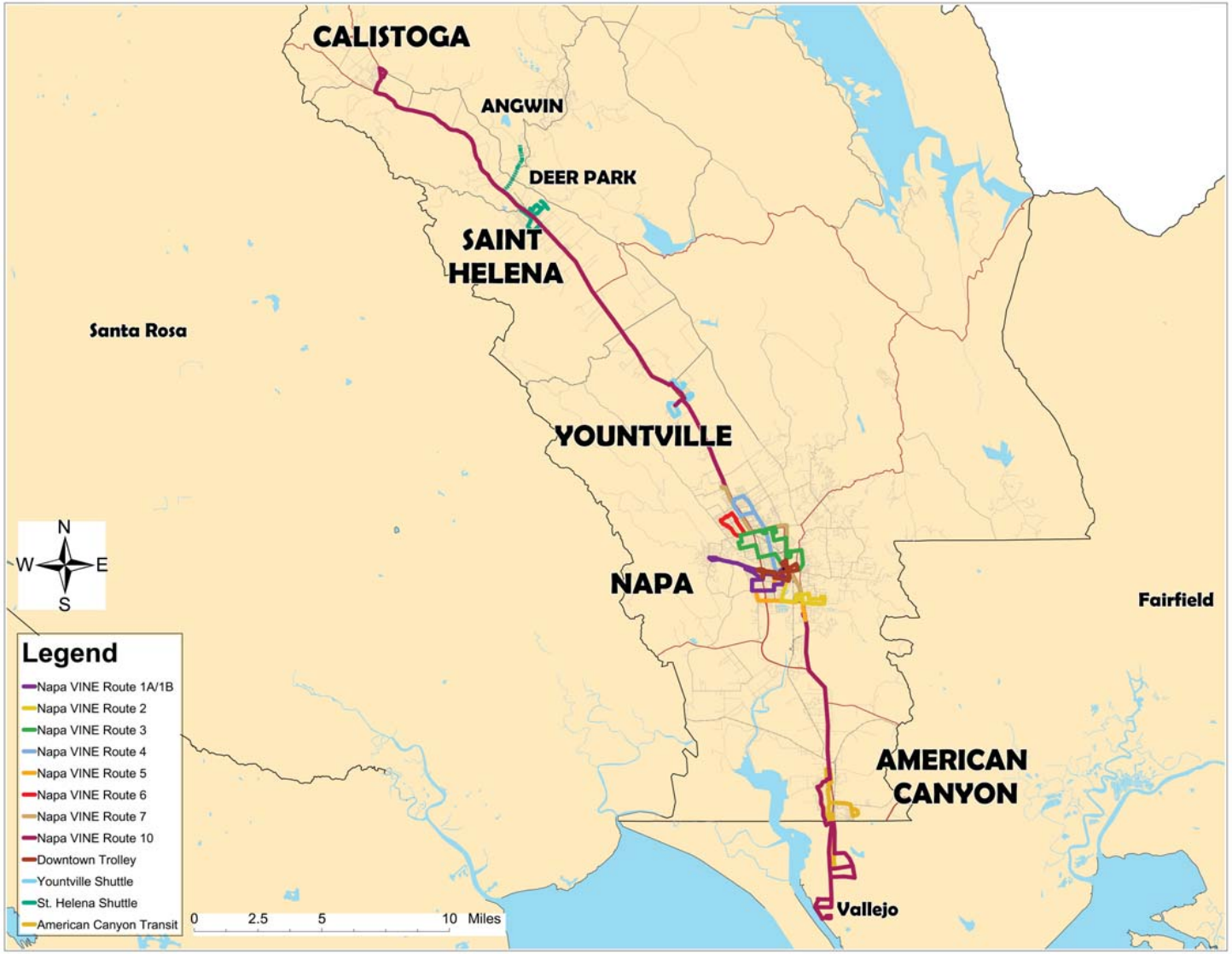
‘ 18 ó menos ‘ 19 a 29 ‘ 30 a 49 ‘ 50 a 64 ‘ 65 a 79 ‘ 80 ó más

Nombre y número de teléfono (Opcional) _____

Muchas gracias por su tiempo en completar este cuestionario. *Por favor envíe este formulario completo antes del 10 de diciembre, 2003 a: Isabelle Minn, c/o Design, Community & Environment,1600 Shattuck Ave., Suite 222, Berkeley, CA 94709. Si tiene alguna pregunta sobre este cuestionario o sobre el Plan Comunitario de Transporte de Napa, por favor contacte a Isabelle Minn en el (510) 848-3815, por correo electrónico, isabelle@dceplanning.com.*

APPENDIX F

FIXED-ROUTE TRANSIT IN NAPA COUNTY



APPENDIX F

FIXED ROUTE TRANSIT IN NAPA COUNTY

APPENDIX G

TEMPORAL GAP ANALYSIS

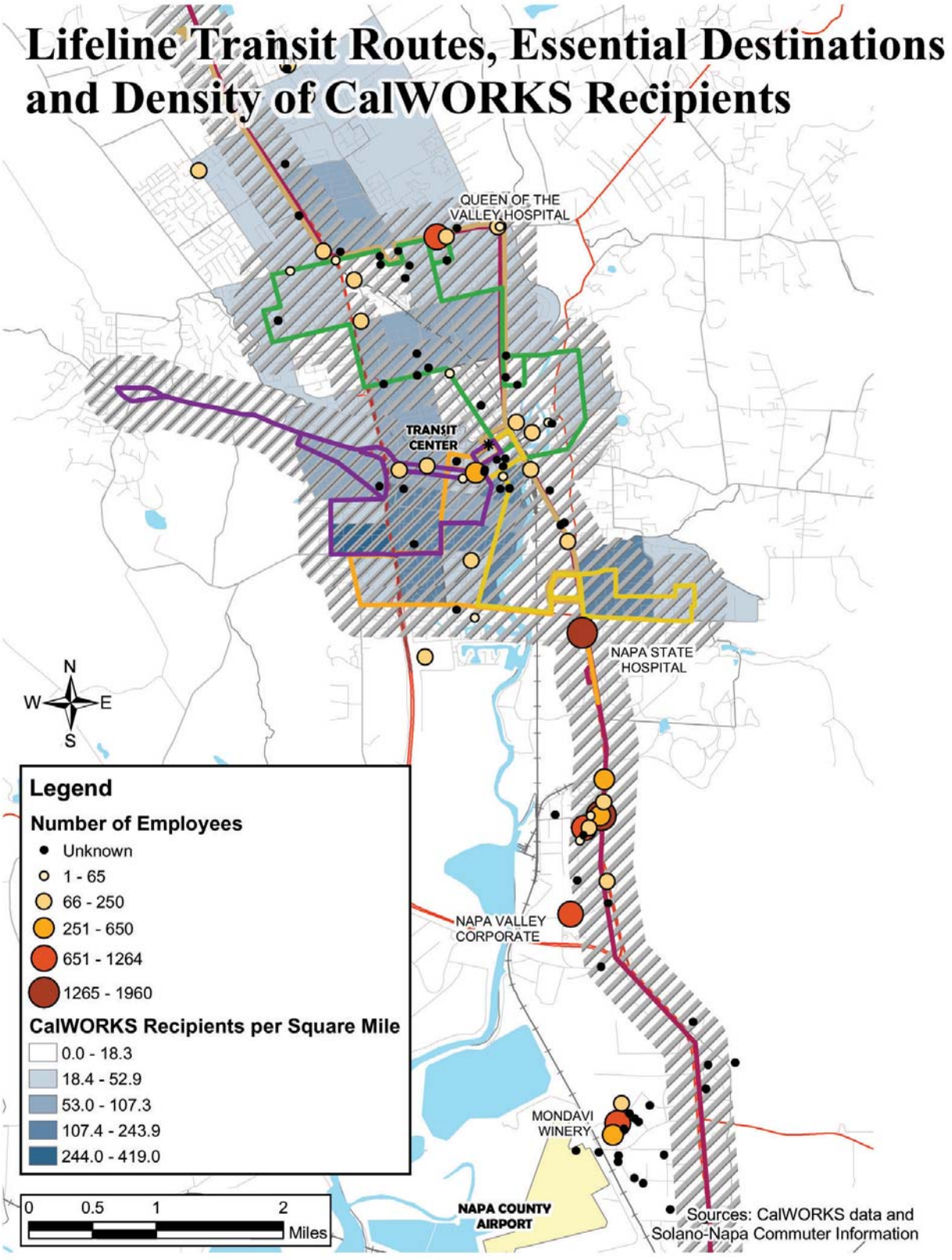
APPENDIX G **TEMPORAL GAP ANALYSIS**

	Frequency of Service (headway in minutes)			Hours of Operation		
	Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Lifeline Goal	30	30	60	6 a.m. – 10 p.m.	8 a.m. – 10 p.m.	8 a.m. – 10 p.m.
Routes						
Napa VINE 1A/1B	60	60	X	6:30 a.m. – 7:15 p.m.	7:30 a.m. – 6:15 p.m.	X
Napa VINE 2	60	60	X	6:30 a.m. – 7:00 p.m.	7:30 a.m. – 6:00 p.m.	X
Napa VINE 3	60	60	X	6:30 a.m. – 7:15 p.m.	7:20 a.m. – 6:00 p.m.	X
Napa VINE 5	60	60	X	6:30 a.m. – 7:15 p.m.	7:00 a.m. – 5:45 p.m.	X
Napa VINE 7	75	75	X	6:30 a.m. – 7:15 p.m.	9:00 a.m. – 4:30 p.m.	X
Napa VINE 10	60	90	120	6:30 a.m. – 7:15 p.m.	6:30 a.m. – 8:40 p.m.	9:00 a.m. – 7:00 p.m.

Note: Bold entries indicate that the service characteristic meets the Lifeline objective.

APPENDIX H

LIFELINE TRANSIT ROUTES, ESSENTIAL DESTINATIONS AND DENSITY OF CALWORKS RECIPIENTS

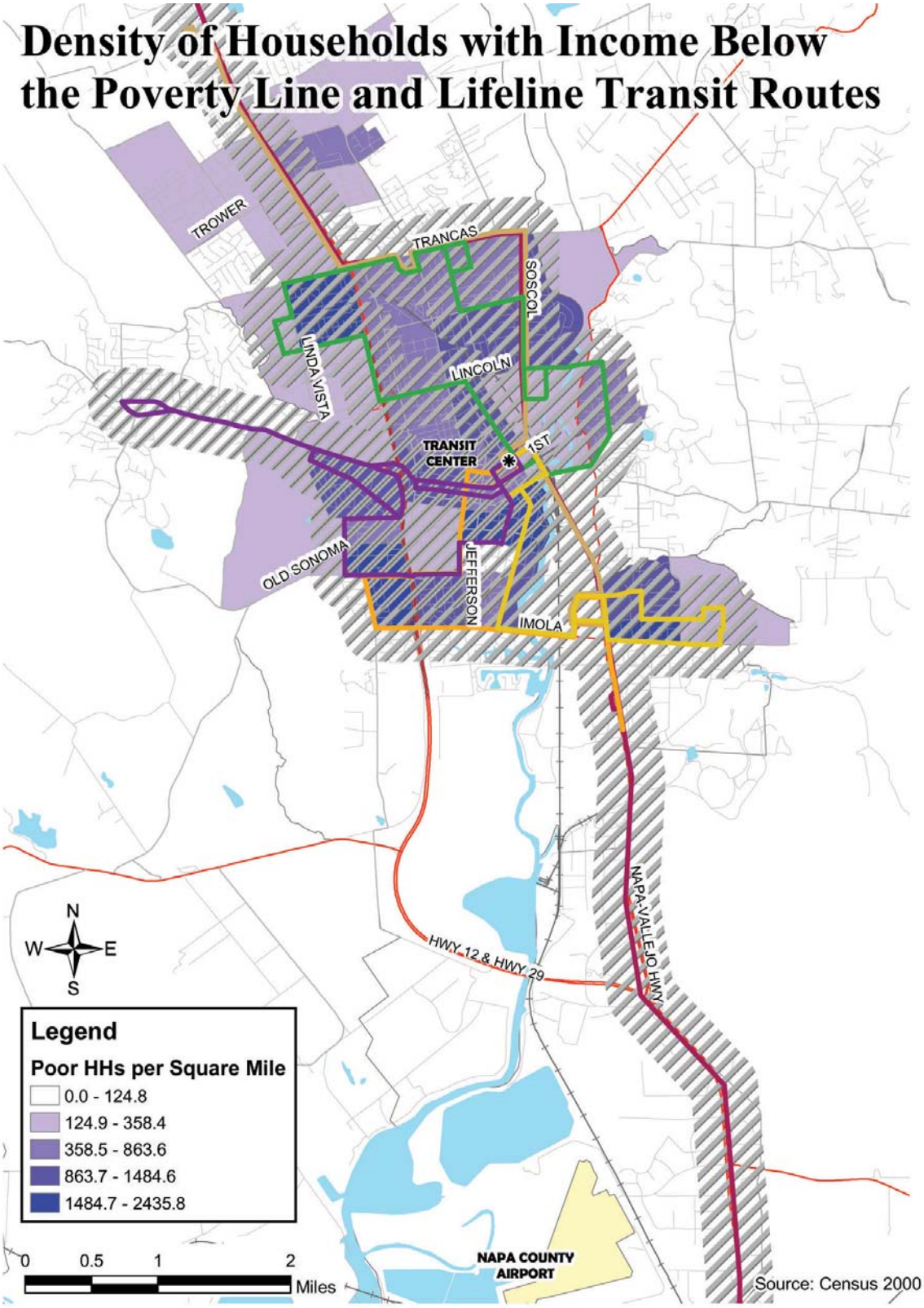


APPENDIX H

LIFELINE TRANSIT ROUTES, ESSENTIAL DESTINATIONS AND DENSITY OF CALWORKS RECIPIENTS

APPENDIX I

DENSITY OF HOUSEHOLDS BELOW POVERTY LINE AND LIFELINE TRANSIT ROUTES

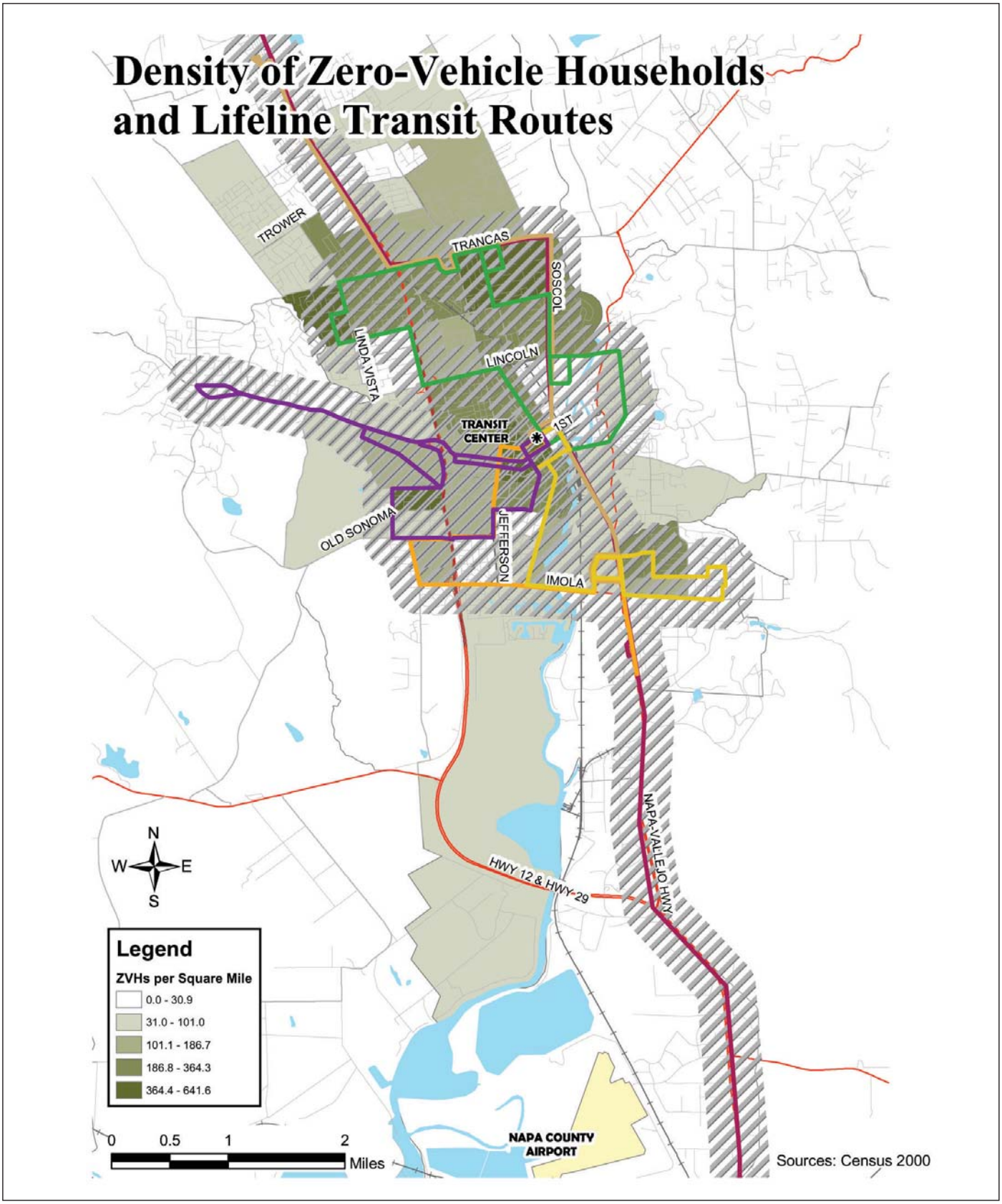


APPENDIX I

DENSITY OF HOUSEHOLDS BELOW POVERTY LINE AND LIFELINE TRANSIT ROUTES

APPENDIX J

DENSITY OF ZERO-VEHICLE HOUSEHOLDS AND LIFELINE TRANSIT ROUTES

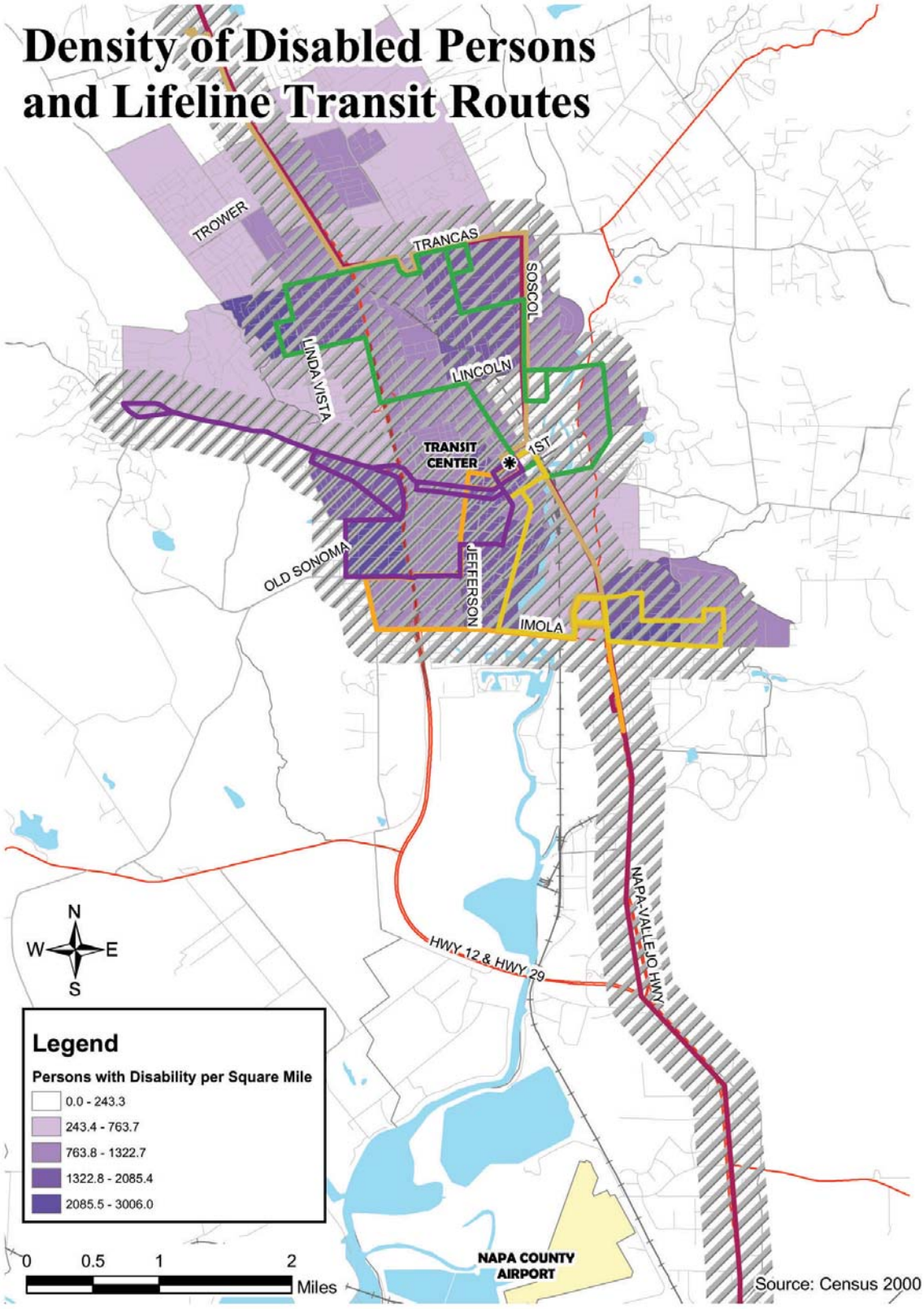


APPENDIX J

DENSITY OF ZERO-VEHICLE HOUSEHOLDS AND LIFELINE TRANSIT ROUTES

APPENDIX K

DENSITY OF DISABLED RESIDENTS AND LIFELINE TRANSIT ROUTES

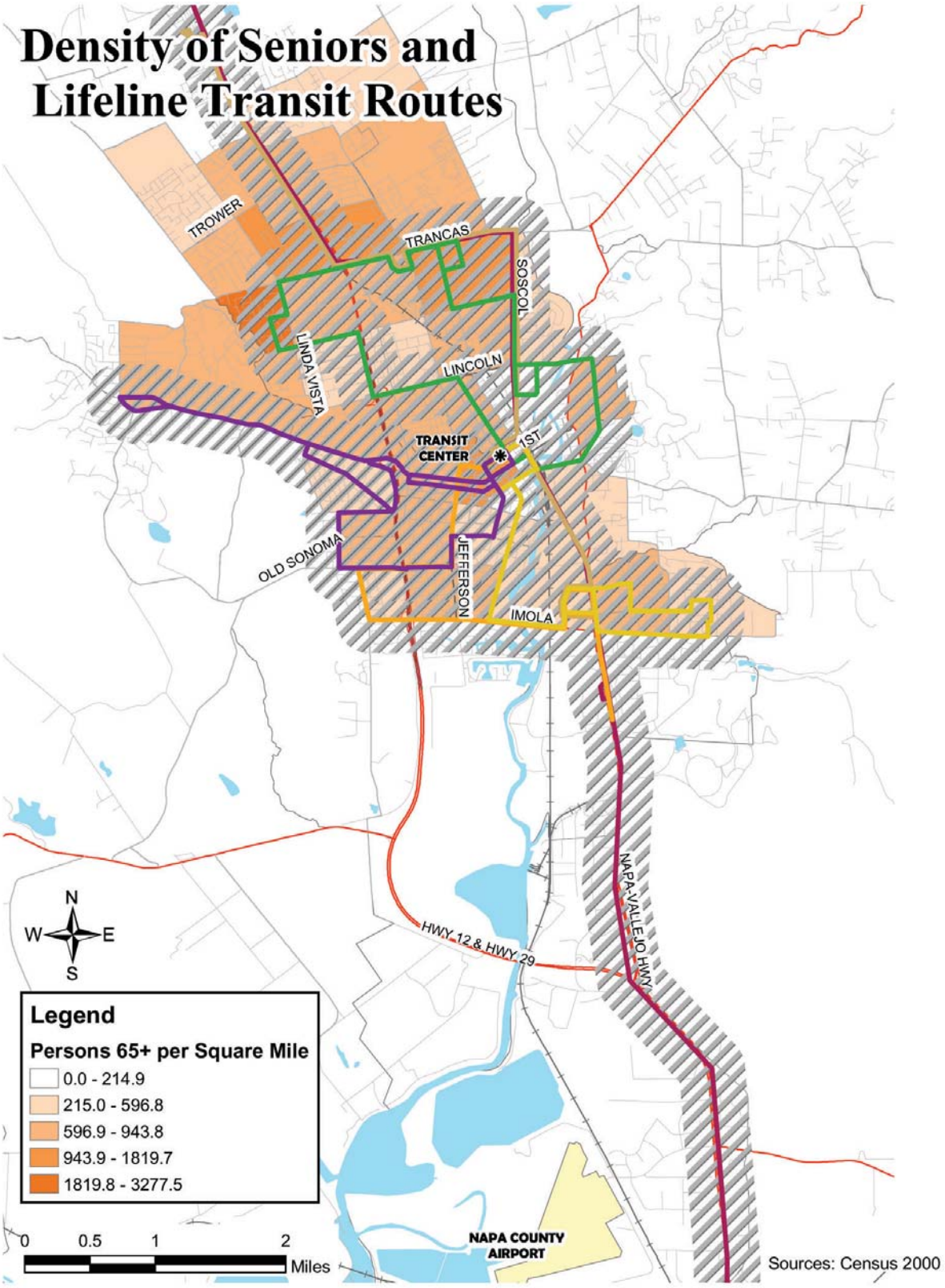


APPENDIX K

DENSITY OF DISABLED PERSONS AND LIFELINE TRANSIT ROUTES

APPENDIX L

DENSITY OF SENIORS AND LIFELINE TRANSIT ROUTES

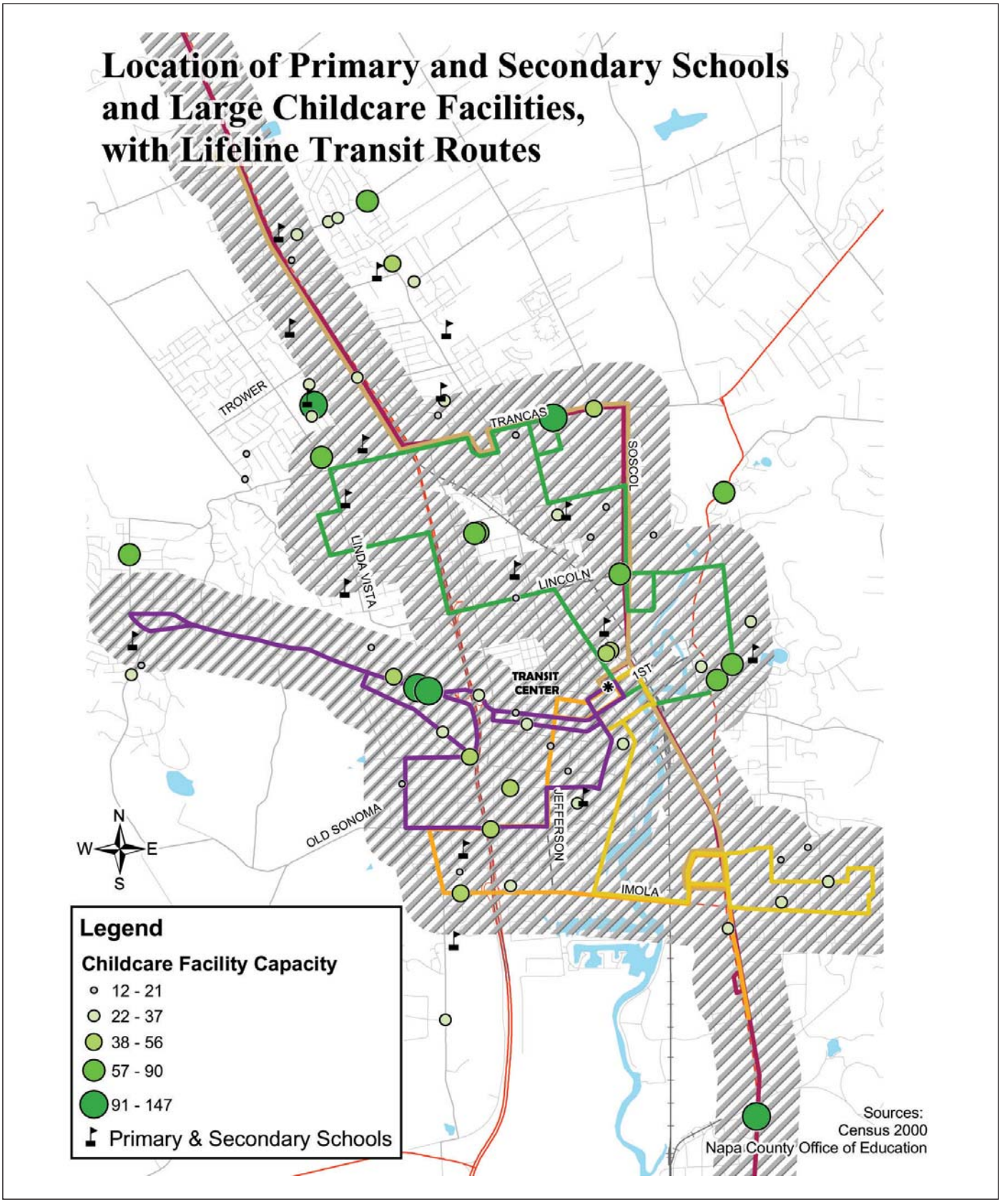


APPENDIX L

DENSITY OF SENIORS AND LIFELINE TRANSIT ROUTES

APPENDIX M

DENSITY OF SCHOOLS AND CHILDCARE FACILITIES AND LIFELINE TRANSIT ROUTES



APPENDIX M

SCHOOLS, CHILDCARE FACILITIES AND LIFELINE TRANSIT ROUTES