



The Metropolitan Transportation Commission (MTC) and our partners are pleased to announce the **Napa Valley Forward Program**, an initiative to assist Napa Valley employees to try alternative options for their commutes to work. The pilot program will run for two years with funding support from the MTC, the Napa Valley Vintners (NVV), and Visit Napa Valley (VNV).

The goal of the program is to address persisting traffic congestion on Highway 29 and the Silverado Trail by **promoting the use of sustainable modes of transportation to get to work**, such as carpooling, vanpooling, biking, walking, and taking transit into the valley.

## Why participate in Napa Valley Forward?



Understand your own employer transportation challenges



Offer economic benefits + cost savings for both employers and employees



Attract and retain talent: "Keep Napa Competitive"



Move people in fewer cars through Highway 29 and Silverado Trail



Take advantage of today's emerging technologies



Equip employers with tools and data



Experiment, learn, adjust and repeat



## Core Objectives



## Employer Participation

All Napa employers in the hospitality or winery industries are invited to participate in the two-year pilot.

Once an employer volunteers for the program, they will be asked for the following:



Sign a simple one-page contract with Luum to establish the privacy and security protocols;



Provide basic employee information for set up purposes, including their first and last names, worksite, email address, and employee ID;



Provide their insights regarding their employee's transportation challenges, the best ways to communicate with their employees, and any commute-related benefits or initiatives they've attempted at their worksite;



Remain engaged throughout the two-year pilot, such as their assistance in hosting and promoting on-site events. The Napa Valley Forward project team will plan, organize, and host the events.

## Project Components

The Luum platform will serve as the foundation for the pilot program. The platform will consolidate all relevant travel information, collect carpool and vanpool interest, and house incentives for employees who log their trips on the website. To ensure we reach all employee groups, the platform will be available in Spanish and English. A mobile app is also available for easy logging and reward redemptions.

With support from the participating employers, the first year of pilot program will be an experiment to test out the different outreach approaches, incentive structures, and new mobility options. Employers are welcome to share their ideas for effective strategies to assist their employees get to work.

## Project Team



The project will be led by the Metropolitan Transportation Commission (**MTC**), in coordination with **Steer** who will manage the development and implementation of the commute management platform, including liaising with participating employers throughout the pilot period. **Luum** will provide technical support with the development of the commute management platform.



### Ready to learn more about the program?

Contact Nicola Szibbo, Program Manager at MTC, at [Nszibbo@bayareametro.gov](mailto:Nszibbo@bayareametro.gov); or Jenny Hong, Program Administrator at Steer, at [Jenny.Hong@steergroup.com](mailto:Jenny.Hong@steergroup.com)