



## NAPA VALLEY TRANSPORTATION AUTHORITY

### Technical Advisory Committee Memo

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**TO:** Technical Advisory Committee  
**FROM:** Danielle Schmitz, Executive Director  
**REPORT BY:** Libby Payan, Senior Program Planner/Administrator  
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**SUBJECT:** Vine Transit Update

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#### **RECOMMENDATION**

That the Napa Valley Transportation Authority (NVRTA) Technical Advisory Committee receive the third quarter of Fiscal Year 2025-2026 Vine Transit update.

#### **EXECUTIVE SUMMARY**

This report summarizes the Vine’s operational performance during the third quarter of the current Federal Fiscal Year (FY) 2025-26, covering the period January 1 to March 31, 2026. The board memo compares the third quarter of FY 2025-26 to the same period of FY 2024-25 to provide context on year-over-year ridership levels and compares missed trips over the same two time periods. It also includes a discussion of recent schedule changes, marketing efforts and trip completeness.

#### **FISCAL IMPACT**

None

#### **BACKGROUND**

##### Upcoming Schedule Changes

The next schedule change will occur on Sunday, June 7th to align the end of the 2025-2026 school year. Changes currently under consideration include:

- Pausing the American Canyon and St Helena School trippers while school is not in session

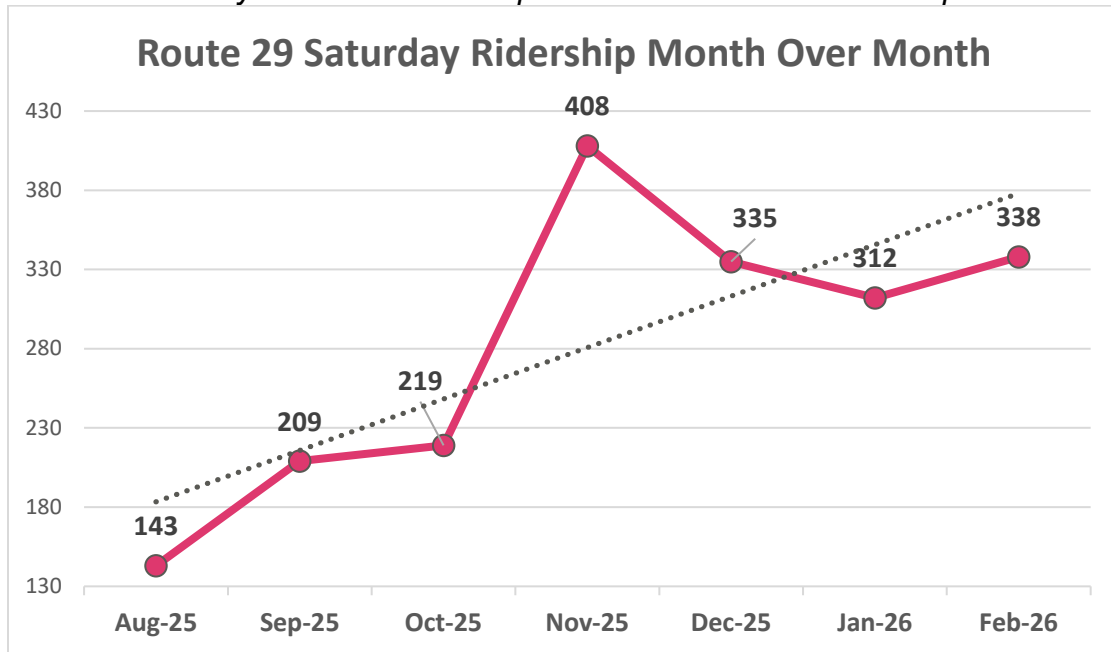
- Timepoint adjustments on Route 21 to enhance the connection to the Amtrak Capital Corridor Train
- Adding one later Route C and Route 29 trip
- Adjust Route D schedule to accommodate Camille Creek's Summer School Program
- Exploring options for other schools operating summer programs
- Minor timepoint tweaks

Additionally, there will also be some schedule changes during BottleRock weekend to accommodate festival attendees such as rerouting Route 29 to serve the transit center, operating weekend service on Route 21, and operating local service on Sunday, May 24.

#### Results From Recent Service Changes

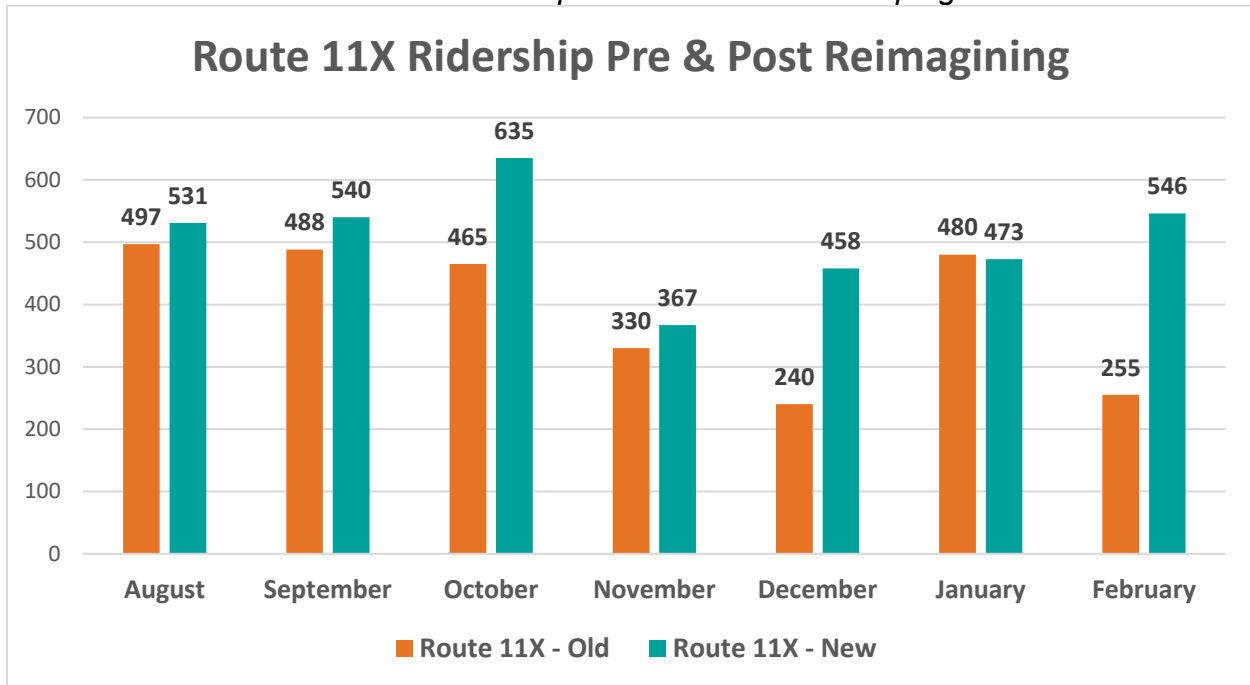
On August 10, 2025, Vine Transit implemented Saturday service on Route 29 that travels from the City of Napa to the El Cerrito Del Norte BART station. Previously, the route exclusively operated on weekdays as the target ridership was for individuals that commute to the greater Bay Area for work. Over the years, staff received feedback from the community expressing interest in utilizing Route 29 for more leisure-based trips. This feedback became particularly prominent when the privately owned company, Evans Transportation that operated shuttle service to the San Francisco Airport announced its closure a few years ago. Feedback received from the public indicated an interest in utilizing Route 29 and BART on weekends to travel to and from SFO. Given that six months have passed since Saturday service was implemented, staff wanted to provide a ridership update. Chart 1 on the next page highlights the month-to-month ridership in the 6 full months since inception. Thus far, ridership is trending in a positive upward manner with about 84 riders per Saturday in February. Ridership was highest in November, but that was mainly because there were five Saturdays in November. Staff will continue to monitor ridership and will share an analysis after one year.

*Chart 1: Saturday Route 29 Ridership Month Over Month Since Implementation*



On August 10, 2025, Vine Transit implemented a reimagined Route 11X that serves the most popular Route 11 stops including the Soscol Gateway Transit Center, Napa Valley College, American Canyon Park & Ride, the Sereno Transit Center in Vallejo and the Vallejo Ferry Terminal in a timelier manner. Previously, Route 11X focused on transporting riders to and from the Vallejo Ferry Terminal in an expedited manner by serving a limited number of stops. Since the Route was reinstated after COVID, it consistently underperformed and operated at unsustainable levels, despite making changes such as lowering the fare or changing the stops served. Given that six months have passed since the implementation of the reimagined Route, staff wanted to highlight the ridership increases when compared to the same months one year prior as demonstrated in Chart 2 below. The new Route 11X experienced improved ridership in nearly every month when compared to the same period one year prior. Staff will continue to monitor this ridership and will share an analysis once a full year is completed.

Chart 2: Route 11X Ridership Before & After Revamping the Route



NVTA applied for the TNC Access for All Program in November 2025 for operational funding to extend the hours of service on American Canyon Transit (ACT). The TNC Access For All Program is funded by a ten-cent tax that is levied on all Lyft, Uber, and other Transportation Network Companies (TNC) trips. The goal of the program is to expand on-demand transportation options for individuals that use wheelchairs since their TNC options are limited when compared to an able-bodied individual. In January 2026, NVTA received notice that the agency was recommended for award to expand the weekday ACT hours from 5:30pm to 7:00pm and starting Saturday service for the first time from 8:30AM – 5:30PM (with one vehicle). These extended hours went into effect on Monday February 9. To promote the program staff took the following actions:

- Sent a postcard in English & Spanish to every household in American Canyon announcing the extended hours
- Updated the American Canyon Transit brochures that are distributed at various events and locations throughout American Canyon
- Executed a bilingual marketing campaign leveraging sponsored ads on social media sites (Nextdoor, Meta, Spotify) and messaging on NVUSD’s “PeachJar” and the American Canyon Chamber Newsletter

Staff will provide a more comprehensive ridership update on these extended hours once they have been in effect for at least six months.

Ridership

Table 1 below compares the annual difference between third quarter of FY 2024-2025 (January, February, March) to third quarter of FY 2025-2026 to show the year-over-year ridership differences. Overall, City of Napa ridership increased by nearly 10%. Route A continues to experience an increase in ridership as the route transitioned from an on-demand service to a fixed route service in January 2025. The data from FY25 includes about two weeks of on-demand service. The next Vine Transit update will contain more of an apples-to-apples comparison as it will be the first time staff can analyze the year-over-year difference of Route A operating exclusively as a fixed route service. Route F experienced the most notable decrease in ridership of approximately 25%. This drop in ridership was unexpected; therefore, staff will closely monitor Route F ridership and analyze stop-by-stop data to gain an understanding of why the ridership declined.

*Table 1: City of Napa Ridership - Comparing Q3 of FY25 & Q3 of FY26*

	Q3 FY25	Q3 FY26	% Difference	Numerical Difference
<b>Napa Local On-Demand*/Route A</b>	1,580	2,649	<b>67.66%</b>	1,069
<b>Route B</b>	5,296	5,095	<b>-3.80%</b>	-201
<b>Route C</b>	13,164	15,052	<b>14.34%</b>	1,888
<b>Route D</b>	2,200	2,676	<b>21.64%</b>	476
<b>Route E</b>	2,511	3,198	<b>27.36%</b>	687
<b>Route F</b>	4,514	3,399	<b>-24.70%</b>	-1,115
<b>Route G</b>	3,198	3,527	<b>10.29%</b>	329
<b>Total</b>	<b>32,463</b>	<b>35,596</b>	<b>9.65%</b>	<b>3,133</b>

\*In Q3 of FY25, Route A operated as an on-demand service for 2 weeks. In Q3 of FY26, Route A operated as a full-time fixed route service

While ridership is an important key performance indicator (KPI), it is also important to track other KPIs. Passengers per revenue hour is a measure of the number of people on the bus for every hour that the bus is in service. It does not include the deadhead, which is the time leading to and from the maintenance yard. In Chart 3 on the next page, data shows passengers per revenue hour on weekdays (the grey bars) on local City of Napa routes increased when compared to one year prior and when compared to the previous quarter (Oct – Dec) of the current fiscal year.

**Chart 3: Passengers per Revenue Hour on City of Napa Routes (Weekdays)**

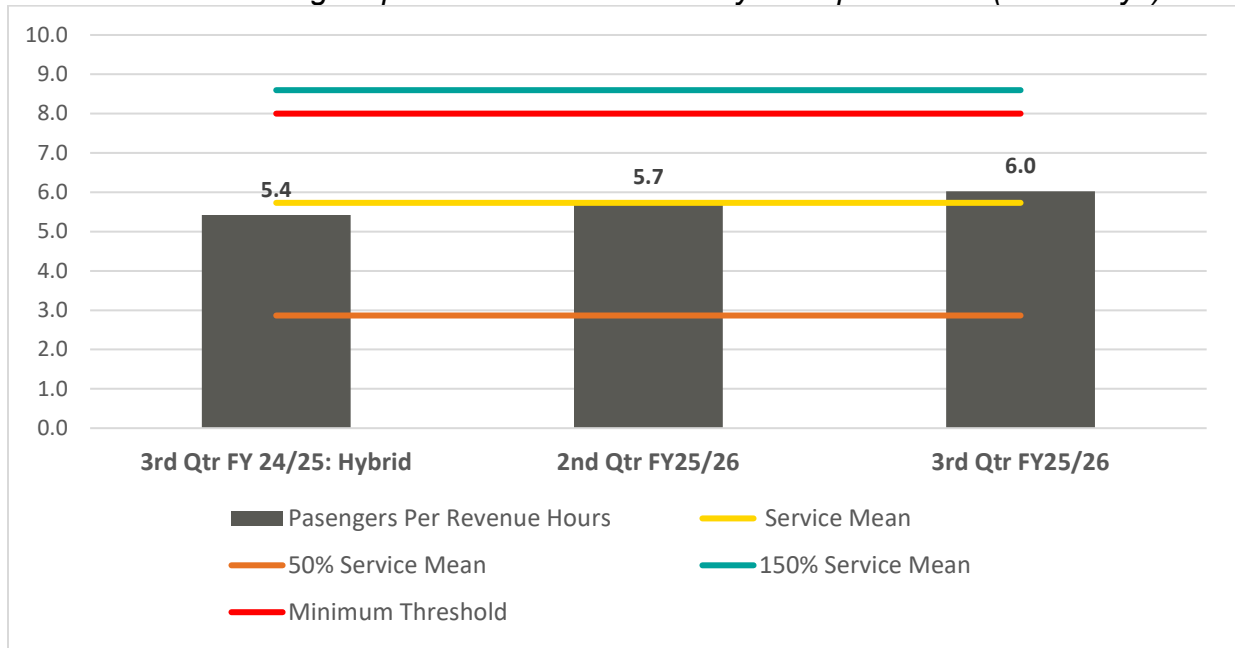


Chart 4 below shows that the passengers per revenue hour varies by each individual local City of Napa route. The Route C passengers per revenue hour continues to operate above the pre-COVID 8.0 minimum threshold measuring at 11.0. All other fixed routes were in the 3.6 to 6.7 range.

**Chart 4: Local Service Passengers per Revenue Hour (Weekdays)**

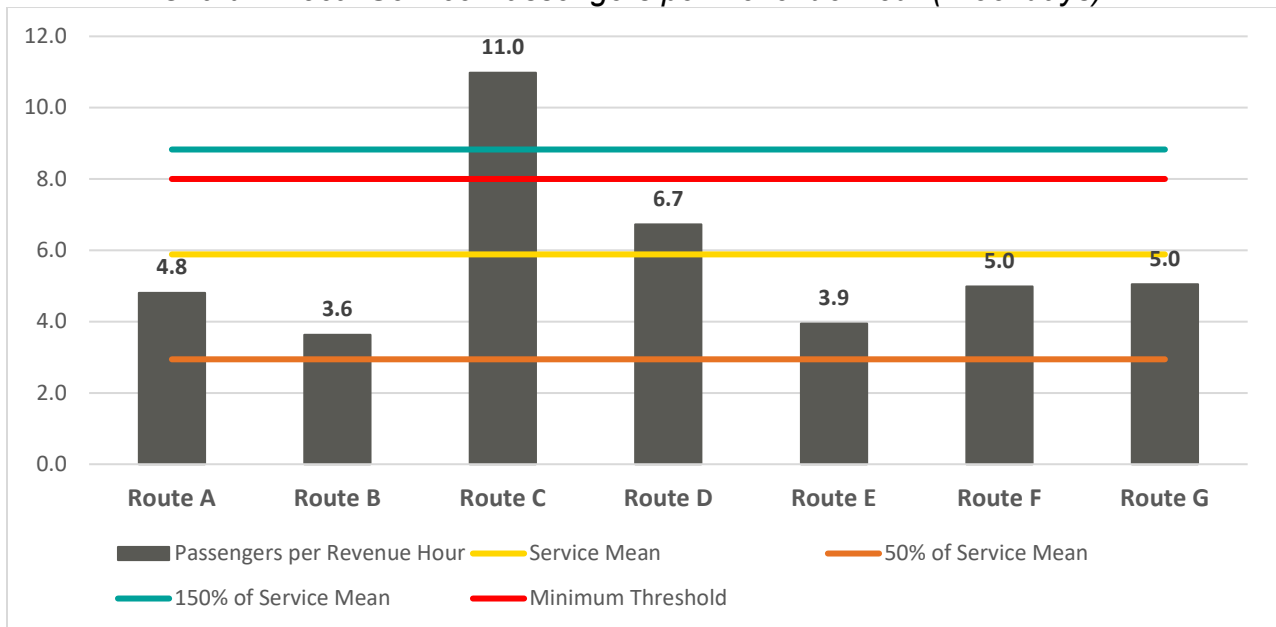


Table 2 below shows an overall minor ridership decrease of 3% for the quarter on regional routes. The most prominent ridership difference is Route 11X, which experienced an 81% increase in ridership when compared to the same time period one year ago. As explained earlier in this memo, Vine Transit implemented a reimagined Route 11X in August 2025 that serves the most popular Route 11 stops including:

- Soscol Gateway Transit Center
- Napa Valley College
- American Canyon Park & Ride
- Sereno Transit Center in Vallejo
- Vallejo Ferry Terminal in a timelier manner

Previously, Route 11X focused on transporting riders to and from the Vallejo Ferry Terminal by serving a limited number of stops but was operating at unsustainable ridership levels. It is believed that a portion of the new Route 11X riders were previously riders of Route 11 shifting to using a faster version of the route, which led to the 6% decrease in ridership on the regular Route 11.

*Table 2: Routes 10, 11, 11X, 21 & 29 Ridership – Comparing Q3 of FY25 & Q3 of FY26*

	<b>Q3 FY25</b>	<b>Q3 FY26</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>Route 10</b>	33,536	31,581	<b>-5.83%</b>	-1,955
<b>Route 11</b>	29,528	27,751	<b>-6.02%</b>	-1,777
<b>Route 11X</b>	984	1,785	<b>81.40%</b>	801
<b>Route 21</b>	2,299	2,734	<b>18.92%</b>	435
<b>Route 29*</b>	8,410	8,585	<b>2.08%</b>	175
<b>Total</b>	<b>74,757</b>	<b>72,436</b>	<b>-3.10%</b>	<b>-2,321</b>

\*Route 29 began operating Saturday service as of August 10, 2025, which is reflected in the Q3 FY26 ridership figure and not the Q3 FY25 ridership figure

Passengers per revenue hour data on regional services continues to fall below the pre-COVID 12.0 minimum threshold as shown on Chart 5 on the next page. Routes 10 and 11 continue to be the most efficient regional routes at 7.8 and 7.4 Route 21 continues to experience the lowest passengers per revenue miles at 2.4. Staff are drafting some changes to the Route 21 timetable for the June schedule change to improve the transfer times between Route 21 and the Amtrak Capitol Corridor Train at the Suisun Train Depot. This could lead to ridership increases for passengers looking to travel east towards Sacramento without having to wait an excessive amount of time for the train.

*Chart 5: Regional Service Passengers per Revenue Hour*

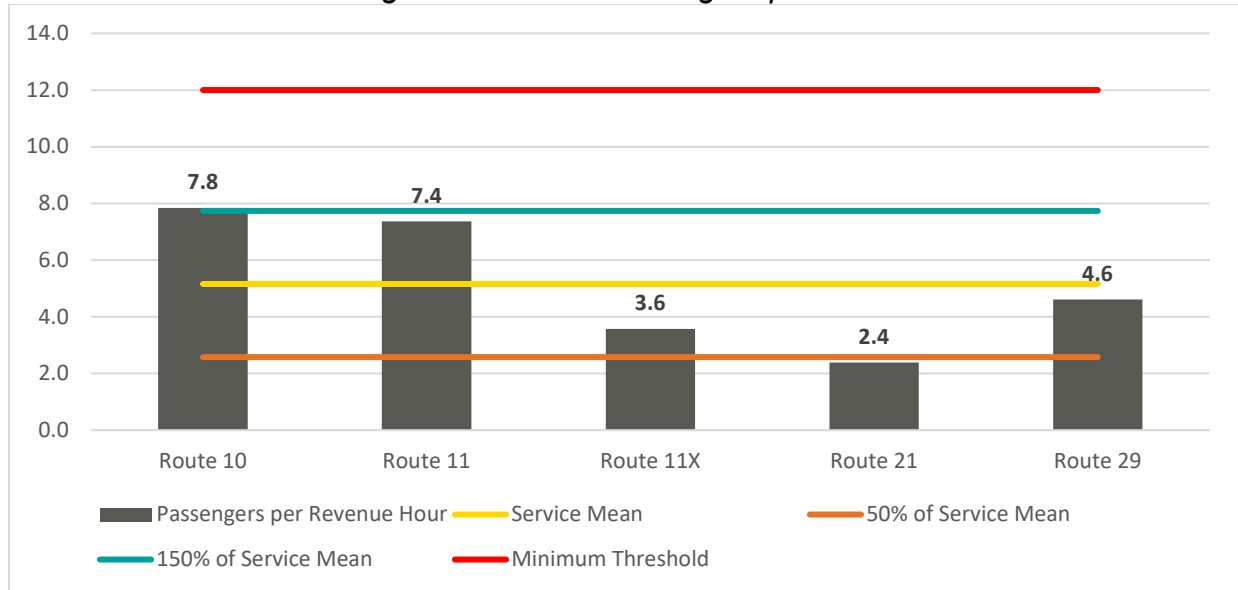


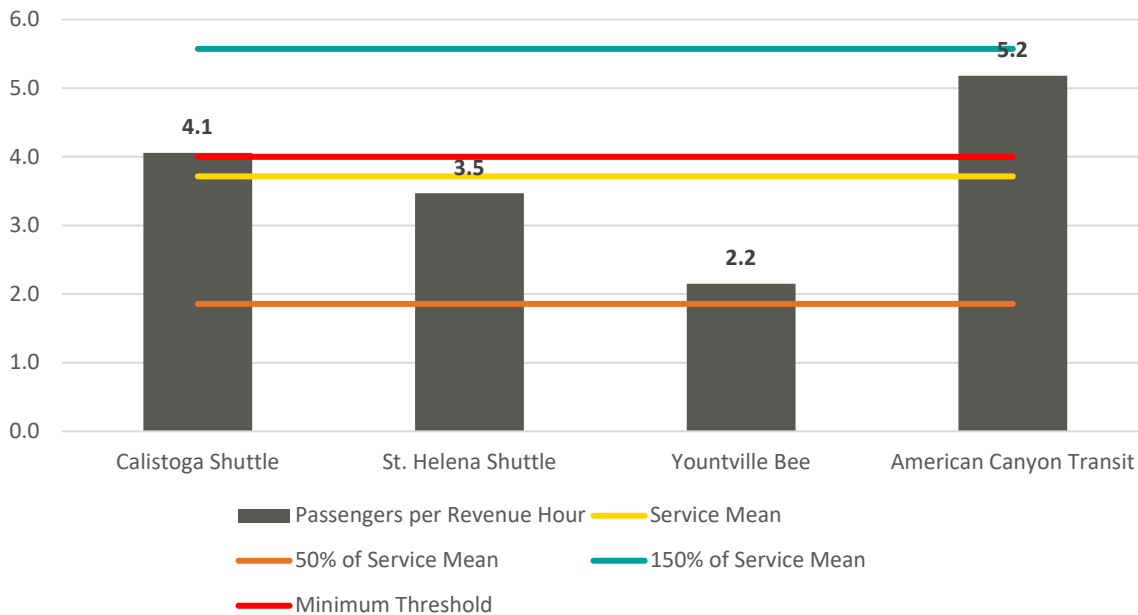
Table 3 below shows ridership experienced a noteworthy increase of 29.14% on the community shuttles when compared to the same quarter last year. By far, the most notable increase is in the ridership on Yountville Bee. This increase is primarily due to rising demand from Veteran’s Home residents.

*Table 3: Community Shuttles– Comparing Q3 of FY25 & Q3 of FY26*

	Q3 FY25	Q3 FY26	% Difference	Numerical Difference
<b>Calistoga Shuttle</b>	3,130	3,450	<b>10.22%</b>	320
<b>St. Helena Shuttle</b>	1,743	2,141	<b>22.83%</b>	398
<b>Yountville Bee</b>	1,030	1,717	<b>66.70%</b>	687
<b>American Canyon Transit</b>	4,932	6,260	<b>26.93%</b>	1,328
<b>Total</b>	<b>10,835</b>	<b>13,992</b>	<b>29.14%</b>	<b>3,157</b>

Chart 6 on the next page shows the passengers per revenue hour on the local community shuttles. American Canyon Transit (ACT) continues to experience the highest ridership out of the four shuttles. As explained earlier in this memo, due to its popularity staff successfully applied for a grant to cover the operational cost of extending service an additional 90 minutes on weekdays and adding Saturday service. from 8:30AM – 5:30PM (there has historically never been weekend service on ACT).

*Chart 6: Community Shuttle Service Passengers per Revenue Hour*



VineGo ridership continues to rise in the post-pandemic era.. During Q3 of FY26, it increased by about 15% as seen in Table 4. The increase in ridership can be attributed to multiple factors, including partnerships with Molly’s Angels and increased marketing and outreach efforts. NVTA is rebidding the work for the VineGo drivers in April to add additional driver hours to try and keep up with demand.

*Table 4: VineGo Ridership – Comparing Q3 of FY25 & Q3 of FY26*

	<b>Q3 FY25</b>	<b>Q3 FY26</b>	<b>% Difference</b>	<b>Numerical Difference</b>
<b>VineGo</b>	4,330	4,991	15.27%	661

Finally, Tables 5 & 6 on the next page show the missed trips during the third quarter of the current fiscal year compared to the third quarter of last Fiscal Year. Beginning in January 2025, NVTA reinstated a liquidated damage against its contracted service operator, Transdev, which enforces a \$500 penalty for each missed trip. This requirement was initially waived during the COVID pandemic given the uncertainties of the transit landscape and employment market. Given that much time has passed and Vine Transit’s schedules are more consistent, staff began enforcement and noticed a significant decline when compared to the same period last year.

*Table 5: Missed trips Q3 of FY 2024-2025*

	<b>Regular Missed Trips</b>	<b>On-Demand Missed Trips</b>
<b>January</b>	8	0
<b>February</b>	6	0
<b>March</b>	4	0
<b>Total</b>	<b>18</b>	<b>0</b>

*Table 6: Missed trips Q3 of FY 2025-2026*

	<b>Regular Missed Trips</b>	<b>On-Demand Missed Trips</b>
<b>January</b>	7	6
<b>February</b>	0	1
<b>March</b>	1	1
<b>Total</b>	<b>8</b>	<b>8</b>

Summer Youth Pass 2026

The Summer Youth Pass will return for the third consecutive summer. The pass is designed for riders between the ages of 6-18 that allows them to take an unlimited number of rides on all Vine Transit Routes between June 1, 2026 – August 31, 2026. The pass costs \$20 and riders can either order it online, buy it at the transit center, or use the Token Transit app to purchase a virtual ticket. Sales on the Summer Youth Pass will commence in May.



### Marketing Efforts

Staff continue to make a concerted effort to increase their outreach to the community to ensure diverse populations can be reached and awareness of all NVTA's programs and transit services are shared with attendees. During Spring and Summer, the number of events will increase, and staff will strive to attend as many as possible. Some events attended since the last Vine Transit Update include:

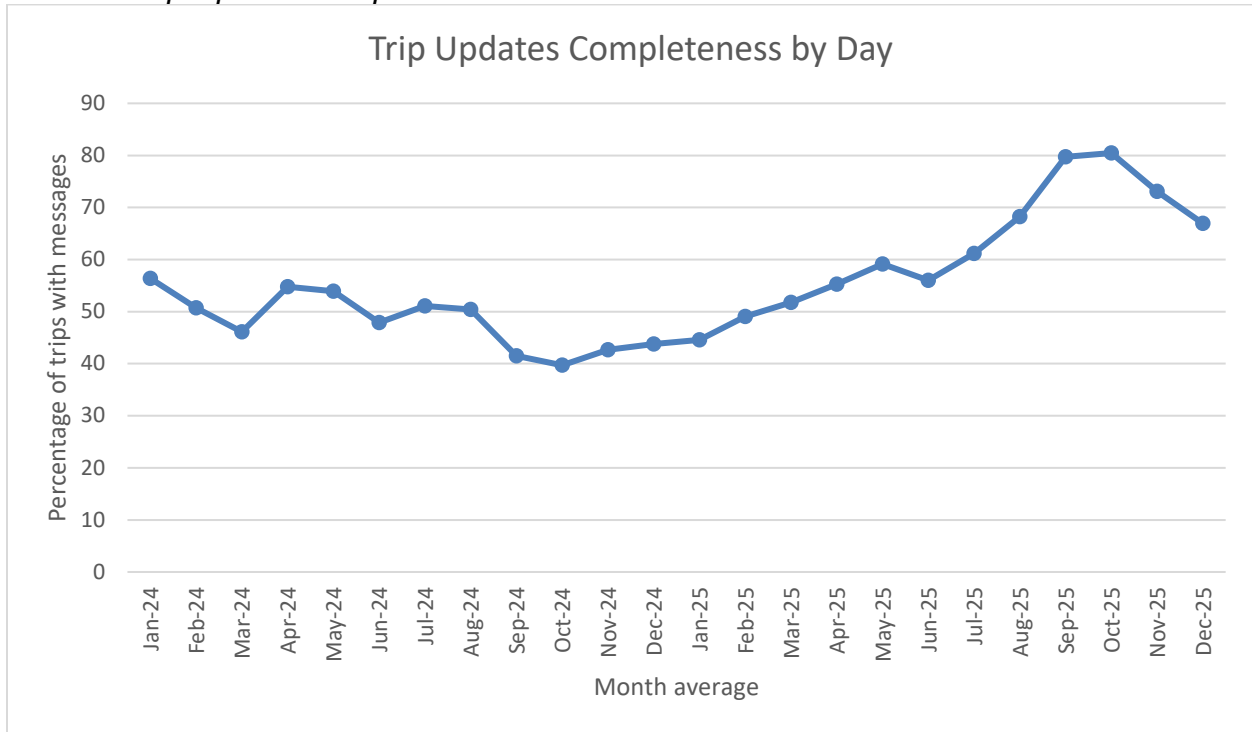
- The North Bay Workforce Alliance Hiring Event (January 29, 2026)
- Best of Napa Valley (January 30, 2026)
- English & Spanish Presentations at Napa Creek Manor (February 3, 2026)
- Napa County Career Technical Education (February 5, 2026)
- CIA Greystone Health & Resource Fair (February 11, 2026)
- Bus Stop Pop-Up Events
- Valley Oak Resource Fair (February 27, 2026)
- 8<sup>th</sup> Grade Career Expo (March 12, 2026)
- Napa Climate Summit (March 26, 2026)

Marketing and transit staff are planning for BottleRock 2026. Vine transit offers free rides to all bus riders, regardless of their destination, during those weekends and offers special late-night service after the concert. Brochures highlighting all of Vine Transit's scheduled trips and BottleRock information were recently printed and are being distributed throughout the Bay Area.

### Trip Completeness

NVTA continues to track the percentage of trips sending real-time messages. Chart 7 below shows monthly averages of trip completeness across all routes through the end of December 2025, the last full quarter data was available. NVTA would like to get to a level of 85% on-par with its neighbors which should be achievable with a new CAD/AVL system that will be fully implemented by the end of September 2026.

Chart 7: Trip Update Completeness



**ATTACHMENTS**

None