



February 18, 2026
NVTA Agenda Item 11.7
Continued From: New
Action Requested: INFORMATION

NAPA VALLEY TRANSPORTATION AUTHORITY

Board Agenda Memo

TO: NVTA Board of Directors
FROM: Danielle Schmitz, Executive Director
REPORT BY: Rebecca Schenck, Director of Transit
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SUBJECT: Vine Transit Update

RECOMMENDATION

That the Napa Valley Transportation Authority (NVTA) Board receives the second quarter of Fiscal Year 2025-2026 Vine Transit update.

EXECUTIVE SUMMARY

This report summarizes and the Vine's operational performance during the second quarter of the current Federal Fiscal Year (FY) 2025-26, covering the period October 1 to December 30, 2025. The board memo compares the second 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, trip completeness and highlights the V-Commute Program Bucks for Bikes.

FISCAL IMPACT

None

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

BACKGROUND

Recent Schedule Changes

The most recent schedule change occurred January 11, 2026. Changes included:

- Route 11 operates every 55 minutes instead of every 60 minutes
- A new Southbound Route 10 Bus Stop located at approximately 1615 Lincoln Ave was added in Calistoga
- Two new stops on Route E in the westbound and eastbound direction by McPherson Elementary
- Timetable adjustments on Route 11X and Route 21

The next schedule change will occur on Sunday June 14th to align with other Bay Area transit operators and the end of the 2025-2026 school year. Additionally, there will also be some minor schedule changes during BottleRock and La Onda weekends to accommodate festival attendees such as rerouting Route 29 to serve the transit center and adding extra trips since many festival attendees travel to Bottlerock from the Bay Area via the BART system.

Ridership

Table 2 on the next page compares the annual difference between second quarter of FY 2024-2025 (October, November & December) to second quarter of FY 2025-2026 to show the year-over-year ridership in the City of Napa experienced a 3% increase. Route A experienced the most significant growth year-over-year. Route A switched from a limited on-demand service to a fixed route as part of the January 12, 2025 schedule change. Ridership data indicates significant increases in usage as riders have shown a preference for the bus to operate on a schedule. The increase in Route A ridership is also partially responsible for a decrease in Route B ridership as the two routes overlap on Browns Valley Rd. from Laurel St. to Freeway Drive and riders now have the option of taking the Route A to get to the Soscol Gateway Transit Center instead of the Route B. Route D also experienced a notable ridership increase of approximately 25%. The specific Route D trips that had the highest increases were in the morning at or near the start of school and end of school, indicating that more Camille Creek Community School students or faculty rode the bus.

Table 2: City of Napa Ridership - Comparing Q2 of FY25 & Q2 of FY26

	Q2 FY25	Q2 FY26	% Difference	Numerical Difference
Napa Local On-Demand*/Route A	1,140	2,373	108.16%	1,233
Route B	5,742	5,177	-9.84%	-565
Route C	14,580	14,286	-2.02%	-294
Route D	2,114	2,652	25.45%	538
Route E	3,213	2,765	-13.94%	-448
Route F	3,330	3,768	13.15%	438
Route G	3,056	3,146	2.95%	90
Total	33,175	34,167	2.99%	992

*In Q2 of FY25, Route A operated as an on-demand service. In Q2 of FY26, Route A operated as a 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 1, data shows passengers per revenue hour on weekdays (the grey bars) on local City of Napa routes remained relatively stagnant with a slight increase when compared to the previous quarter of the current federal fiscal year and when compared to the same time one year ago.

Chart 1: Passengers per Revenue Hour on City of Napa Routes (Weekdays)

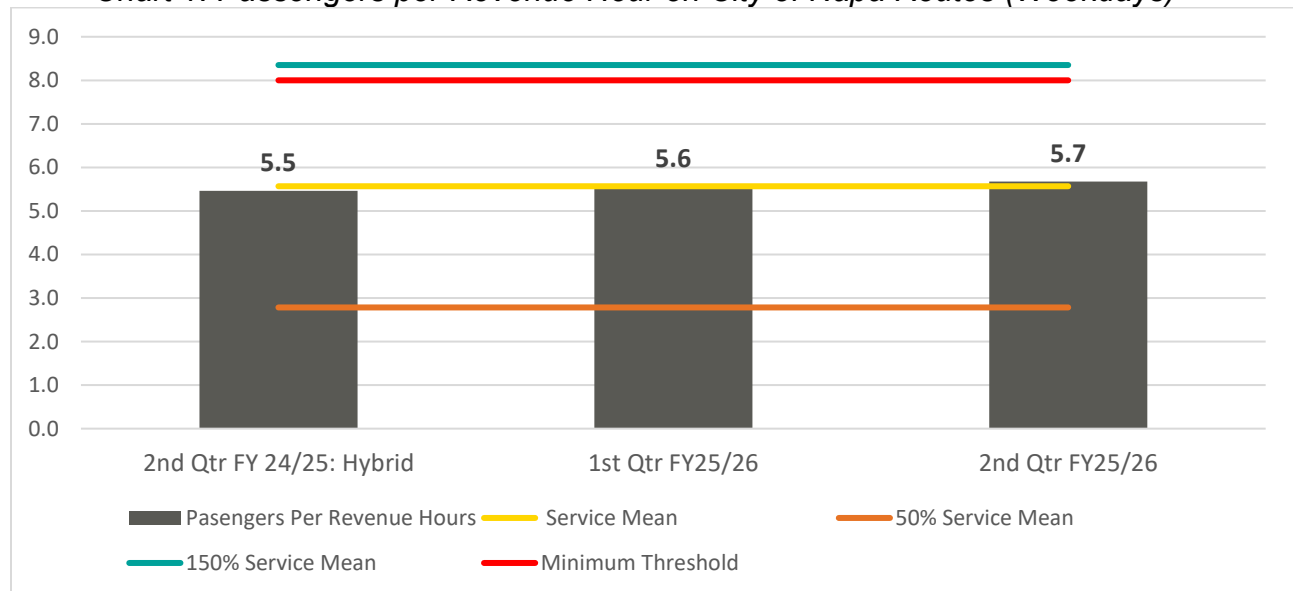


Chart 2 below shows that the passengers per revenue hour varies by each individual local route. The Route C passengers per revenue hour continues to operate above the pre-COVID 8.0 minimum threshold measuring at 10.2. All other fixed routes were in the 3.2 to 6.7 range. Route D experienced the second highest total due to additional Camille Creek riders.

Chart 2: Local Service Passengers per Revenue Hour (Weekdays)

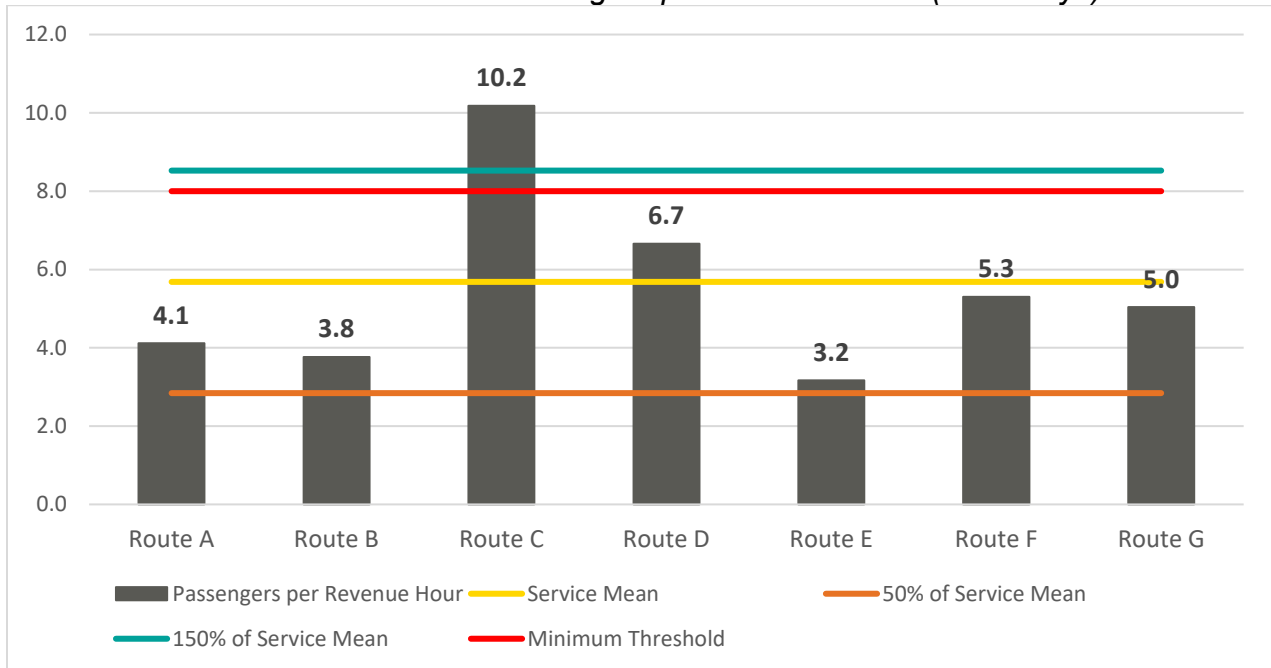


Table 3 on the next page shows an overall ridership decrease of 4% for the quarter on regional routes. Route 11X experienced a notable increase of approximately 40%. Route 11X was revamped starting on August 11, 2025. Previously, the Route operated as an expedited way to travel from the Redwood Park & Ride to the Vallejo Ferry terminal. Ridership on that route was consistently low so in order to bolster the number of riders, the Route was changed to function as a quicker version of Route 11 that serves the route’s most popular stops. Early results seem to indicate that riders that previously rode Route 11 shifted to Route 11X as shown by the nearly 8% decrease in Route 11 ridership. Route 29 began operating on Saturdays as of August 16, which is reflected in the ridership figure below. Staff will continue to closely monitor ridership levels on Saturdays on Route 29 and the reimaged 11X to evaluate its effectiveness and popularity. In January, two trips a day were added to Route 11X to give riders another option to connect with the Ferry and the Route was shortened to end at the Soscol Gateway Transit Center instead of the Redwood Park and Ride.

Table 3: Routes 10, 11,11X, 21 & 29 Ridership – Comparing Q2 of FY25 & Q2 of FY26

	Q2 FY25	Q2 FY26	% Difference	Numerical Difference
Route 10	35,537	34,641	-2.52%	-896
Route 11	30,994	28,538	-7.92%	-2,456
Route 11X	1,035	1,460	41.06%	425
Route 21	2,558	2,572	0.55%	14
Route 29*	8,887	8,867	-0.23%	-20
Total	79,011	76,078	-3.71%	-2,933

*Route 29 began operating Saturday service as of August 10, 2025, which is reflected in the Q2 FY26 ridership figure

Passenger per revenue hour data on regional service continues to fall below the pre-COVID 12.0 minimum threshold as shown on Chart 3 below. Routes 10 and 11 continue to be the most efficient regional routes at 8.0 and 7.8. Route 21 shows the lowest figure at 2.2. Route 21 service was diverted away from I-80 as part of a previous schedule change, however, that caused a longer trip time. As of January 12, 2026, Route 21 operates on I-80 to help speed up the time of the trip to and from Suisun City.

Chart 3: Regional Service Passengers per Revenue Hour

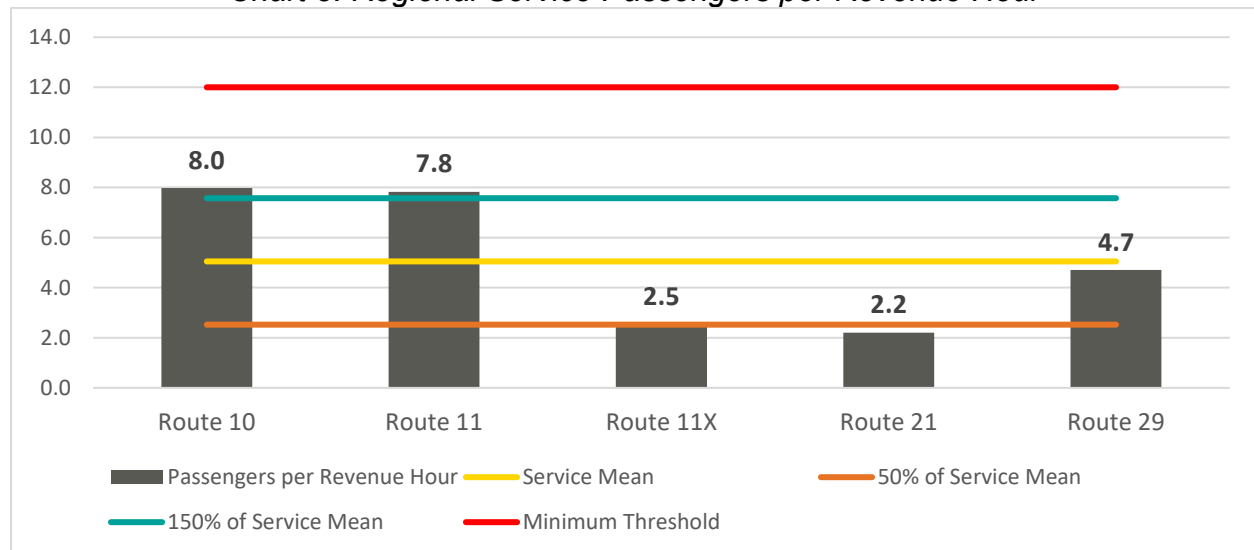


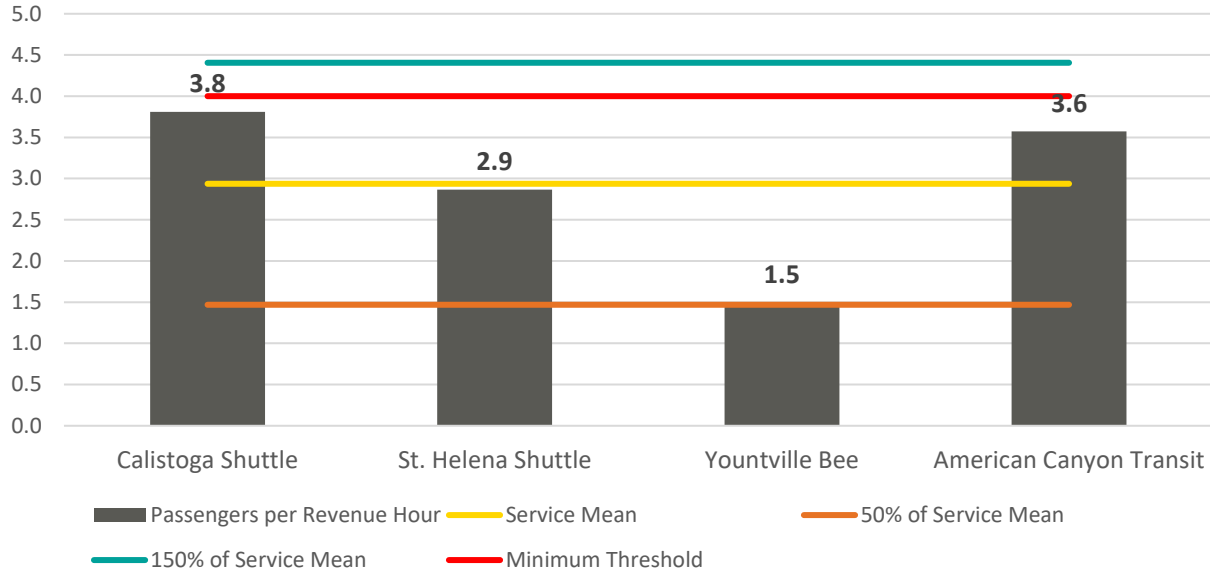
Table 4 below shows ridership experienced a decrease on the community shuttles overall by about 12% compared to the same quarter last year. American Canyon Transit (ACT) shows a significant decrease, although that is attributed to an administrative error. Typically, when ACT operates the school runs in the morning and afternoon, the driver counts each student as they board. It appears that some of the newer operators mistakenly didn't count riders as they boarded, leading to the lower ridership numbers. ACT typically carries the most riders compared to the other community shuttles, leading staff to believe the low number below is due to an administrative error. Staff is working with its Automated Passenger Counter vendor to see if this ridership data was captured using their system and will correct the ridership figure if the data is available. The Yountville Bee experienced a 15% ridership increase compared to the same time period one year prior. Beginning March 1, the Yountville Bee will start providing service to and from Chandon. This new destination paired with the reopening of Pancha's is expected to result in a ridership increase in Q3 of FY26.

Table 4: Community Shuttles– Comparing Q2 of FY25 & Q2 of FY26

	Q2 FY25	Q2 FY26	% Difference	Numerical Difference
Calistoga Shuttle	3,659	3,664	0.14%	5
St. Helena Shuttle	1,685	1,878	11.45%	193
Yountville Bee	1,085	1,252	15.39%	167
American Canyon Transit	5,917	4,046	-31.62%	-1,871
Total	12,346	10,840	-12.20%	-1,506

Chart 4 on the next page shows the passengers per revenue hour on the local community shuttles. Given the overall popularity of American Canyon Transit, feedback received from the Community Based Transportation Plan and a recommendation listed in NVTA's Accessible Transportation Needs Assessment, staff submitted an application and received an award notice and funding agreement from the California Public Utilities Commission's Access for All Program for funding to increase the hours of service. Starting on February 9th, ACT weekday hours will extend an additional 90 minutes to 7:00pm and new Saturday service will operate from 8:30am – 5:30pm.

Chart 4: Community Shuttle Service Passengers per Revenue Hour



VineGo ridership rose by about 10% over the last year as seen in Table 5. Staff continues to see steady increases in VineGo Ridership since the COVID-19 pandemic impacts have lessened and marketing efforts and partnerships with organizations, such as Molly’s Angels, have increased.

Table 5: VineGo Ridership – Comparing Q2 of FY25 & Q2 of FY26

	Q2 FY25	Q2 FY26	% Difference	Numerical Difference
VineGo	4,351	4,767	9.56%	416

Finally, Tables 6 & 7 on the next page show the missed trips during the second quarter of the current fiscal year compared to the fourth 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 6: Missed trips Q2 of FY 2024-2025

	Regular Missed Trips	On-Demand Missed Trips
October	34	0
November	11	0
December	16	0
Total	61	0

Table 7: Missed trips Q2 of FY 2025-2026

	Regular Missed Trips	On-Demand Missed Trips
October	5	0
November	3	0
December	6	0
Total	14	0

Marketing Efforts

During the winter, there are generally fewer available community events that staff can participate in. Despite this, staff made a targeted effort to attend various types of recent events including:

- Molly’s Angels Holiday Luncheon (December 5, 2025)
- City of Napa Holiday Parade (December 6, 2025)
- Early Learning Center Grand Opening & Family Faire (December 13, 2025)
- Presentation at Napa Valley Lutheran Church (January 21, 2026)
- Presentation at Heritage House/Abode (January 21, 2026)
- 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)
- CIA Greystone Health & Resource Fair (February 11, 2026)

September was transit month, and to celebrate staff launched a Bus Animal Naming Contest with participation from school-aged students. NVTA invited elementary school students to name its electric fleet mascots - the owl, hawk, butterfly and bee. Winning students were announced in November and were treated to a special bus experience, received a basket of Vine Transit prizes, and celebrated with a pizza party for their class in the month of December. The winning animal names are:

- Poppy the Bee – named by Genesis – 5th grade, Calistoga Elementary
- Talon the Hawk – named by Cody – 5th grade, Willow Elementary
- Mari (short for Mariposa) the Butterfly – named by Eleanor – 5th grade, St. Helena Elementary
- Ollie the Owl – named by Kimber – 2nd grade, Alta Heights Elementary

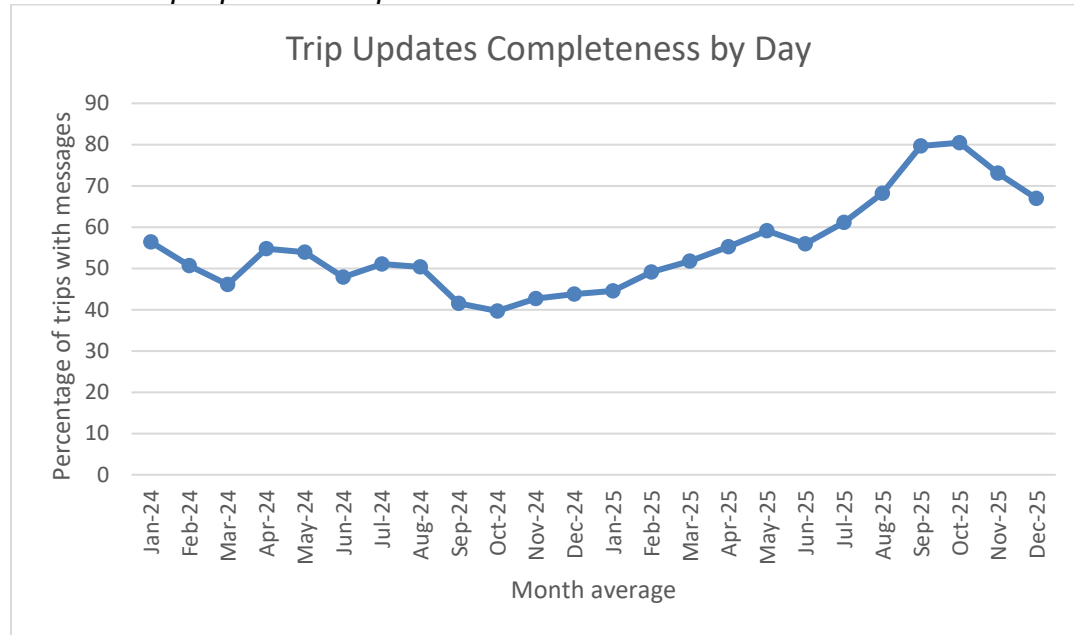


Marketing and transit staff are starting to preliminary plan for BottleRock and La Onda Festival Weekends. Vine transit offers free rides to all bus riders, regardless of their destination, during those weekends and offers special late-night service after the concert.

Trip Completeness

NVTA continues to track the percentage of trips sending real-time messages. Chart 5 below shows monthly averages of trip completeness across all routes. NVTA's trip completeness is trending upwards through October. Then in November, when GMV has 4 days of a systemwide outage, the rate went down. NVTA would like to get to a level of 85% on-par with its neighbors which should be possible with a new CAD/AVL system.

Chart 5: Trip Update Completeness



VCommute Highlight – Bikes for Bucks

The Bucks for Bikes program is designed to promote and increase bicycle commuting in Napa County. NVTA, under the V-Commute program, funds commuter bicycles for 60% of their cost, up to a maximum of \$500 per bicycle, or up to \$100 toward the repair or maintenance of their current bike. The commuter will track commute usage and document the results.

As of January 1, 2026, the program is now being administered by NVTA transit staff and information is available on the Vine Transit website <https://vinetransit.com/bucks-for-bikes/>. Below is a history of the bikes purchased using the program.

Year	Buck for Bike Redemptions
2025	0
2024	1
2023	3
2022	2

The transit team is looking to increase the utilization and bring the total number of redemptions up to 10 for calendar year 2026 through additional outreach and distributing the subsidy through a prepaid debit card.

ATTACHMENTS

None