



NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY

NAPA'S TRANSPORTATION FUTURE...

... is a new project of NCTPA that will be our opportunity to lay out a new vision for transportation in Napa County through 2035. All of the important aspects of transportation will be considered including safety, maintaining our local streets and roads, public transportation, tourism, commuting and land use patterns. It will look at these issues within Napa County as well as how we interact with our neighboring Counties.

Community Leaders have asked to participate in a new transportation vision for Napa.

NAPA'S TRANSPORTATION FUTURE will gather and analyze opinions and ideas from our community based organizations, business organizations, environmental groups, commuters, students, disabled, low income and minority representatives as well as key transportation providers.

An important goal of this project is to imagine transportation in Napa that improves the quality of life of residents, visitors and commuting employees.

NAPA'S TRANSPORTATION FUTURE will provide a thorough review of the full spectrum of transportation possibilities for Napa, including an examination of costs and funding options associated with alternative approaches.

NAPA'S TRANSPORTATION FUTURE will develop a draft set of Visions, Goals, Objectives, Policies and Actions that will be reviewed with the NCTPA Board. **NAPA'S TRANSPORTATION FUTURE** will also identify methods to measure attainment of objectives.

NAPA'S TRANSPORTATION FUTURE is a project of the NCTPA Board, which will make final decisions on its content.



TRANSPORTATION FACTS

- 75 percent of Napa residents drive to work alone and carpool at about the same rate as the rest of the Bay Area but very few use transit, despite the fact that 70 percent of Napa's residents live within one-third of a mile of a bus stop.
- In 2005 there were approximately 71,000 jobs and 64,000 wage earners in Napa County. In 2030 there will be approximately 94,000 jobs and 80,000 wage earners in Napa County.
- In 2005 the median house price in Napa County was \$684,395. The 2005 median house price in Solano County was \$450,000. This was a significant increase in difference since 2000.

CHALLENGES AND OPPORTUNITIES FACING NAPA'S TRANSPORTATION FUTURE

MAINTAIN THE AGRICULTURAL CHARACTER OF THE COUNTY. Strong agricultural land protection and built up urban centers coupled with steady job growth results in reduced housing availability and higher housing costs requiring many of Napa's workforce to commute from surrounding Counties.

ADDRESS NAPA'S JOBS/HOUSING BALANCE. NAPA'S TRANSPORTATION FUTURE will seek to address the jobs/housing balance by matching transportation infrastructure with planning and zoning recommendations to the cities and the County. Recognizing that most of the larger employers and employment opportunities are in Southern Napa County, NAPA'S TRANSPORTATION FUTURE will examine integrated land use/transportation planning opportunities in this area.

EXAMINE REDUCING CONGESTION AND PROMOTION OF BETTER AIR QUALITY BY PROVIDING ALTERNATIVES TO SINGLE-OCCUPANT VEHICLE TRIPS. NAPA'S TRANSPORTATION FUTURE will study the role of

- Public Transit
- Ridesharing and Carpooling programs
- Flex-time and work at home solutions
- Infill development— building more housing in already developed areas, closer to jobs
- Neighborhood and project designs that enable more walking and biking
- Additional pedestrian and bicycle improvements to promote healthier travel to work and to school.
- Car-free tourism programs

MINIMIZE IMPACTS ON VALUABLE HABITAT AND PRODUCTIVE FARMLAND. Joint transportation and land use strategies can help protect Napa's environmental and agricultural resources by promoting those development policies that reduce pressure on limited open space and agricultural land.

EXPLORE CREATIVE SOLUTIONS FOR CRITICAL GOODS MOVEMENT. Napa's agricultural character relies on the economic viability of the wine industry, which need dependable access to major transportation corridors to get Napa's wine to the marketplace.

KEY ELEMENTS OF NAPA'S TRANSPORTATION FUTURE EFFORT:

COMMUNITY OUTREACH — NAPA'S TRANSPORTATION FUTURE relies on community-based "grassroots" involvement.

- A 14 member Citizens Advisory Committee will meet throughout the project with representation from the full range of Napa stakeholders

JoAnn Busenbark –

Paratransit Coordinating Council

Beth Carmichael –

Napa Valley Conference and Visitors Bureau

Dieter Deiss –

Calistoga Vitality Group

Debra Dommen –

Winegrowers of Napa County

Sandy Elles –

Napa County Farm Bureau

Don Evans –

Napa Unified School District

Eve Kahn – Get a Grip on Growth

Michael Haley – Napa Valley Tax Payers Alliance

Nancy Levenberg – St. Helena Chamber of Commerce

Dorothy Lind-Salmon – Napa Valley Economic Development Corporation

Matt Pope – American Canyon Planning Commission

Celine Regalia – Adult Day Services of Napa

Ed Shenk – Napa County Hispanic Network

Tyler York – Sierra Club, Napa Group

- Presentations to a wide range of Napa community groups.
- Public Workshops – two series of workshops, in **September 2007** and **February 2008** held in the North, South and Center of the County will consider a wide range of transportation alternatives.
- Web site

KEY ELEMENTS OF NAPA'S TRANSPORTATION FUTURE EFFORT: TECHNICAL ANALYSIS

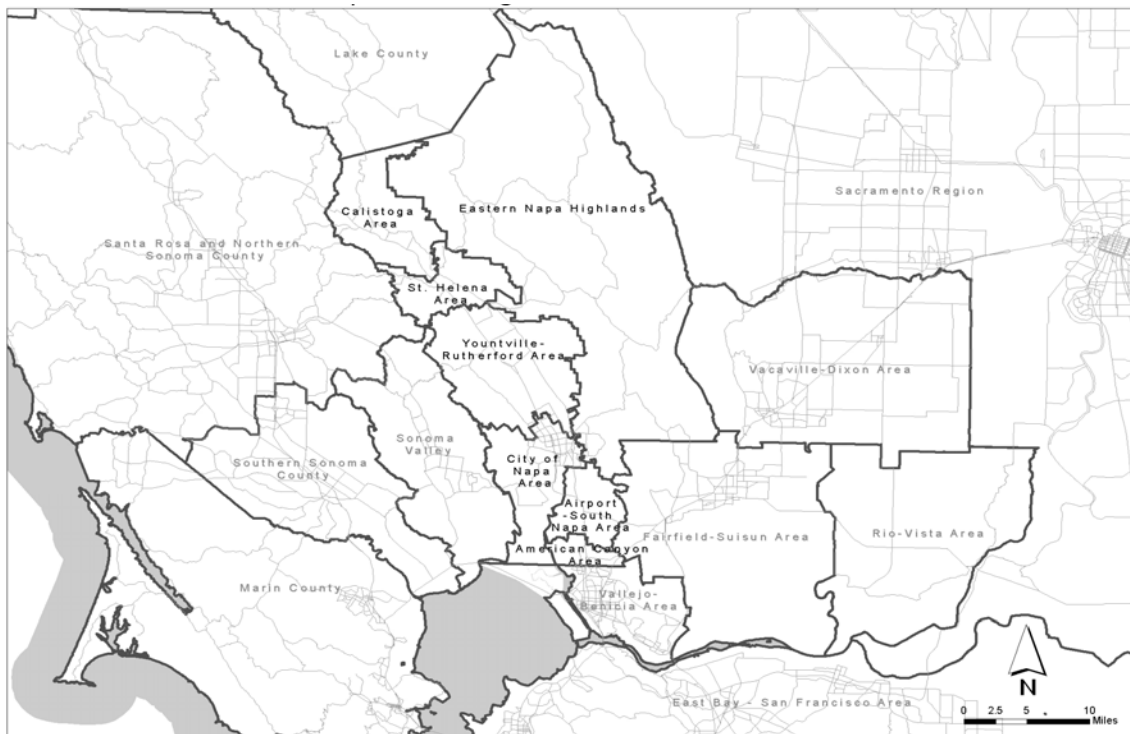
Update Base Data. The technical work will include demographics; travel patterns analysis and travel mode information; key traffic counts; existing transit information including routes, span of service and typical headways, operating costs; transportation demand management activities such as ridesharing programs and parking pricing programs; visitor industry trends including visitor demographic, origins, stay duration, seasonal trends, and travel patterns within Napa County.

Land Use, Planning and Zoning Issues Paper. NAPA'S TRANSPORTATION FUTURE will examine basic planning and zoning throughout Napa County as well as applicable land use policies. A summary will highlight where major changes are anticipated and policies will be identified that support or are in conflict with elements anticipated. In particular, NAPA'S TRANSPORTATION FUTURE will examine the use of developer fees and how these fees may or may not be used for transportation projects.

Mode Shift Alternative Scenario Testing. Based on feedback from the CAC and community workshops, NAPA'S TRANSPORTATION FUTURE will assemble a set of six "what if" scenarios. These scenarios will be tested using two different methods. For each scenario, assessment will be made of the impacts, capital and operating costs, legislative or legal hurdles, and other issues.

Detailed Costs. NAPA'S TRANSPORTATION FUTURE will develop planning-level cost estimates that would provide updates to the cost estimates for the various components. These would not only be updated for high-profile projects, but also unit costs would be developed that reflect the potential miles of paved streets, signals, sidewalks and related facilities.

Transportation Analysis. The transportation analysis would use the computer-based Solano/Napa traffic model to determine what changes and congested conditions would materialize.



Napa's Transportation Future will analyze how people commute to work within Napa and between Napa and other areas.

JOIN THE SUPPORT FOR PLANNING YOUR TRANSPORTATION FUTURE!

- **Attend a public workshop and let us know what you think**
- **Attend the NCTPA Transportation Speakers Series and learn about innovative transportation programs from around the country**
- **Submit your ideas and comments directly**

For more information or to schedule a presentation to your group, contact:

Eliot Hurwitz
NCTPA Program Manager
707- 259-8782

FUTURE@nctpa.net

www.NCTPA.net/Future (forthcoming)

KEY DATES AND MILESTONES

- **Monthly Project Updates** – NCTPA Board Meetings – 3rd Wednesday of each month
- **Monthly Steering Committee Meetings** – 2nd Wednesday of each month
- **Citizens Advisory Committee** – Next meeting, May 18th 9:00 AM
- **Community Gatherings**

NAPA'S TRANSPORTATION FUTURE is a project of the Napa County Transportation and Planning Agency (NCTPA) which has two representatives from each jurisdiction:

Napa County:	Chairman Harold Moskowitz, Bill Dodd
American Canyon:	Mayor Leon Garcia, Cindy Coffee
City of Napa:	Mayor Jill Techel, Jim Krider
Town of Yountville:	Mayor Cynthia Saucerman, Steve Rosa
City of St. Helena:	Mayor Mel Del Britton, Joe Potter
City of Calistoga:	Mayor Jack Gingles, Michael Dunsford

Month to month management of the project will be overseen by a Steering Committee made up of key staff from each of the jurisdictions:

Napa County:	Sean Trippi and Don Ridenhour
American Canyon:	Richard Ramirez, Robert Weil
City of Napa:	Larry Pollard, Farid Javendahl
Town of Yountville:	Robert Tiernan, Mike Praul
City of St. Helena:	Carol Poole
City of Calistoga:	Charlene Gallina

Two additional members from the Citizens Advisory Committee



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