



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 9/18/2013

Agenda Placement: 10A

Napa County Planning Commission Board Agenda Letter

TO: Napa County Planning Commission

FROM: Charlene Gallina for Hillary Gitelman - Director
Planning, Building and Environmental Services

REPORT BY: Charlene Gallina, SUPERVISING PLANNER - 299-1355

SUBJECT: Presentation - Travel Behavior Survey

RECOMMENDATION

TRAVEL BEHAVIOR SURVEY INFORMATIONAL PRESENTATION

Request: Informational presentation regarding an ongoing traffic study, called a "travel behavior survey." Kevin Johnson, a transportation planner with Fehr & Peers, who is working under contract to the Napa County Transportation and Planning Agency (NTCPA), will summarize the ongoing study and answer questions. The study is intended to provide detailed information regarding automobile trips within Napa County, including trips by employees, residents, and visitors.

Staff Recommendation: Informational item. No action is necessary.

Staff Contact: Hillary Gitelman, 253-4805 or hillary.gitelman@countyofnapa.org.

(THIS ITEM IS SET TO BE DISCUSSED AT 11:00 A.M.)

EXECUTIVE SUMMARY

Proposed Action:

This is an informational item; no action is proposed.

Discussion:

From time to time, the Commission requests informational presentations regarding planning issues that are relevant to their decision making. Kevin Johnson will describe an ongoing traffic study, and will be available to answer questions from the Commissioners. The Commission may also accept questions from the public if

desired. The purpose of this agenda item is to provide information only; it is not intended as a forum for a discussion or debate regarding existing or future policies. (If the Commission wishes to engage in such a discussion, it should request a future agenda item.)

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: No action is proposed and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

When the Board of Supervisors considered the proposed Climate Action Plan for unincorporated Napa County in December 2012, they requested revisions to the proposed plan to address emissions from transportation sources. Reducing transportation emissions in a rural environment like Napa County is extremely challenging. To address this challenge and respond to the Board's request, planning staff entered into a partnership with NCTPA to prepare a traffic study called a "travel behavior survey." The consulting firm, Fehr & Peers is currently under contract to NCTPA to conduct the survey, which is expected to be completed in mid-2014.

The travel behavior survey will gather and analyze data from a variety of sources, including traffic counts, license plate surveys, mailed and in person surveys, and cell phone data. The survey will analyze trips by residents, employees, and visitors to the County, and the resulting information can be used for a variety of purposes. The primary uses of the information will be (1) to inform an update of NCTPA's countywide transportation plan; and (2) to identify cost effective transit, paratransit, and other programs that could reduce vehicle miles traveled (VMT) and therefore green house gas (GHG) emissions in the County. Other potential uses include refining the Napa-Solano transportation model, developing standard trip rates or other metrics to assist with the analysis of proposed projects, informing the development of transportation demand management (TDM) programs, impact fees, etc. if desired, and assessing the relative importance of winery characteristics (e.g. hours of operation, number of parking spaces, requirement for appointments) in affecting automobile trips.

At their meeting on September 4, 2013, the Commission requested an update on the ongoing study. The transportation planner who is leading the effort has been invited to speak, and will be available to answer questions. It should be noted that the study is aimed at characterizing trip characteristics, not traffic conditions. However the data collected as part of this planning effort is a prerequisite for any thoughtful analysis of traffic conditions and potential strategies to reduce VMT.

Note: this agenda item is not intended as a discussion of policy matters or as a forum for a broad discussion of "cumulative impacts," but as an opportunity for the Commissioners and staff to better understand an important data collection effort that is currently underway.

SUPPORTING DOCUMENTS

A . Kevin Johnson Bio

Napa County Planning Commission: Approve

Reviewed By: John McDowell