

## **NAPA COUNTY TRAVEL BEHAVIOR STUDY CONCLUSIONS:**

The Napa County Travel Behavior Study provides NCTPA with several data sets. The resulting data will provide NCTPA and its member jurisdictions the basis for future planning efforts. Such uses may include but are not limited to the refinement of the Napa-Solano Travel Demand Model (NSTDM) and the update of the Countywide Transportation Plan. The data put forth in this study is to provide a data set for specific plans or projects that need baseline data. Data highlights that may be useful for future planning efforts include:

### ***Vehicle Classification Counts***

- Of the 181,330 total observed vehicles approximately 23% and 28% were counted during the 4 hour AM and PM peak periods, respectively, while approximately 6% and 7% were counted during the AM (7 to 8 AM) and PM (5 to 6 PM) peak hours, respectively.
- In the AM Peak Period (6 to 10 AM) 58% of total trips are inbound (including pass-through trips).
- In the PM Peak Period (3 to 7 PM) 56% of total trips are outbound (including pass-through trips).

### ***Winery Regression Analysis***

- The winery regression analysis estimated total daily vehicles trip generation of all wineries in Napa County is 52,245 for Thursday, 62,217 for Friday, and 54,713 for Saturday.

### ***License Plate Matching***

- Approximately 9% of daily trips at Napa County external gateways are pass-through trips.
- 41% of daily trips are imported trips and 27% are exported trips.
- 25% of traffic coming in to Napa County is imported work trips.
- 23% of traffic was one-way (it can be assumed that a portion of this traffic is visitors to the county but is difficult to quantify based solely on license plate matching).
- A vast majority (approximately 52%) of Napa County pass-through traffic travels between SR 121 at the Napa/Sonoma county line and SR 12 at the Napa/Solano county line. Approximately 22% and 28% of daily pass-through trips between these two locations occur during the AM (6 to 10 AM) and PM (3 PM to 7 PM) peak periods, respectively.
- In the AM Peak Period (6 to 10 AM) 56% of total trips are inbound (including pass-through trips), very closely matching the vehicle classification count data.
- In the PM Peak Period (3 to 7 PM) 56% of total trips are outbound (including pass-through trips), very closely matching the vehicle classification count data.
- It was estimated that 21% of total daily trips into Napa County were “visitor” trips, a number four percentage points higher than the percentage of visitor trips from the vehicle intercept survey. However, visitors to Napa County are likely underrepresented in the vehicle intercept survey as potential respondents who live or work in Napa County are generally considered to be more likely to complete the survey.

### **Surveys**

- 21% of winery patrons were from the Bay Area, 10% of patrons were from outside the United States.
- 35% of winery patrons started their day in Napa County, 23% of patrons started their day in San Francisco County.
- 71% of employer survey respondents live in Napa County.
- 51% of employer survey respondents live in the City of Napa.
- 32% of employer survey respondents live and work in the City of Napa.
- 61% of employer survey respondents use SR 29 to travel to work.
- 20% of employee survey respondents said they carpoled in one form or another.
- 35% of employee survey respondents said they have flexible schedules that allow them to alter their commute times.

- 43% of employee survey respondents said they would use public transit if services was expanded and it became a reasonable option.
- 97% of employee survey respondents use their personal automobile to commute more than half the time.
- 37% of vehicle intercept survey trips ended in the City of Napa, 19% in the city of St. Helena, and 7% in the city of Calistoga.
- 17% of vehicle intercept survey respondents said they were visitors to Napa County. However, visitors to Napa County are likely underrepresented as potential respondents who live or work in Napa County are generally considered to be more likely to complete the survey.
- 21% of vehicle intercept survey trips were said to be made “less than one time per month”, likely indicating visitor trips, consistent with the license plate matching data.
- Sonoma , Solano, Lake, and Contra Costa are the counties where most trips are originating.