



Town of Yountville
"The Heart of the Napa Valley"

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Date: Wednesday, November 20, 2008

Contact: Steven Rogers, Town Manager
(707) 944-8851
srogers@yville.com
Myke Praul, Public Works Director
(707) 944-8851
mpraul@yville.com

Subject: Yountville Shuttle Service Changes

Town Manager Steve Rogers announced that The Town of Yountville and Napa County Transportation and Planning Agency (NCTPA) are making major changes to the operation of the Yountville Shuttle which will become effective as of Friday, November 28, 2008. As of the Friday after Thanksgiving, Yountville Shuttle operating hours will be expanded to include evening hours. The Shuttle service will operate Wednesday through Saturday from 10:00 a.m. to 2:00 p.m. and then from 4:00 p.m. until 11:00 p.m. in the evening. Sunday hours will be from 10:00 a.m. until 7:00 p.m.. There will be no shuttle service on Monday and Tuesdays. Currently, the Yountville Shuttle operates from 9:00 a.m. to 4:30 p.m. with no evening service.

Mayor Cynthia Saucerman says she is excited to see these changes which are designed to improve ridership by making changes to the service that are attractive to our residents, visitors, employees and businesses. Listening to community residents and our business community it became clear that there was an interest in using the shuttle in the evening hours.

Town Manager Rogers noted that the changes to shuttle service originated from conversations with the Town's Transportation Advisory Committee (TAC) that thought the Town could do more with the shuttle service. Town staff met with the TAC members to discuss ways to improve ridership and held a transportation forum with the local business community in partnership with the Yountville Chamber of Commerce and a

community workshop to discuss the proposed change in operating philosophy of the shuttle.

These operational changes incorporate community feedback that felt as a tourist destination offering quality dining, wine and lodging and access to performances at the Lincoln Theatre, we were missing the boat by not having evening service. Everyone felt that residents and visitors alike would appreciate the opportunity to perhaps walk to dinner at one end of town and ride the shuttle back, or to take the shuttle from town up to the Lincoln Theatre and back. Shuttle service connecting the residents to the Veteran's Home continues from both the Lincoln Theatre and the primary Veteran's Home stop at the corner of California Drive and Presidents Circle. Summer seasonal service to the Yountville Swimming Pool at the Veteran's Home will also be provided.

Several other operational changes designed to make it easier to use the shuttle service are also being introduced at this time. These changes include a "concierge service" concept where residents and visitors can call the new request line at (707) 312- 1509 or (707) 944-1234 (dispatch office) to schedule drop off and pick up within the town, the opportunity to "flag" down the shuttle as it drives by, and new shuttle bus stop signs and a change to "on-demand" service in the later evening hours based on rider demand to help conserve fuel and reduce operating costs, and increased community and business outreach to let people know about the shuttle service according to Town Manager Rogers. The Yountville Shuttle service will remain free to all users.

More information is available by calling Town hall at 944-8851 or stopping by to pick up a schedule, 6550 Yount Street.

END