



LOVE
WALK

LIVE
RIDE
LAND



Napa Valley Vine Trail Project Plan

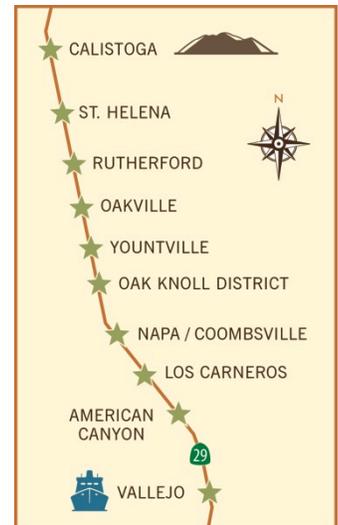
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EXECUTIVE SUMMARY

This Plan describes our Project to build a walking/ biking trail connecting the entire Napa Valley. This 47-mile Napa Valley Vine Trail will be the key link in Napa County, California's county-wide trail system which also includes portions of the region-wide Bay Trail and Ridge Trail. This Project Plan describes the compelling need, the community response to meet that need, the design that we developed, its costs, its unique funding approach and the benefits of completing it. It is our goal that through a combination of local fundraising coupled with state and federal grants we will achieve this Plan and transform active transportation in the Napa Valley. The highlights of our project are included in this Executive Summary.



Napa Valley is in desperate need of an active transportation alternative.

- Napa County, as an agricultural community, is unusual in that its transportation infrastructure is funded based on a small resident population of 135,000 yet must strain to serve an additional 4.7 million tourist visits each year.
- We have only two Valley-spanning roads, Highway 29 and Silverado Trail, both congested and both rated “poor” on the Bicycle Level of Service (BLOS) index.
- Development in the County is covered by an Agricultural Preserve ordinance that guarantees our grape-growing future, but also implies that no new roads can be built to relieve the congestion.
- The result is the 10th highest bicycle accident rate per capita of all 58 counties in California and a poor environment for non-motorized transportation.
- Our local citizens have no way to enjoy one of the most beautiful valleys in all of California except by car. Local workers and students have no safe trail system to access their jobs or schools.
- National and international travel demand for adventure and health-oriented destinations offering opportunities such as running trails, marathon or cycling events and accessible experiences in nature is growing rapidly, yet Napa Valley now has insufficient facilities to serve this need or benefit from its consequent economic value, a figure estimated at over \$150 Million per year.
- Safe cycling and pedestrian trail facilities and infrastructure, collectively an active transportation system, are needed to provide an alternative to car-

based tourism and local travel and to enhance Napa Valley's position as North America's premier wine, food, arts and wellness destination.

The citizens, organizations and public agencies of Napa Valley know this and have come together to develop a solution.

- The Napa County Transportation and Planning Agency, comprising the County and the five cities of Napa Valley, commissioned the Greenway Feasibility Study in 2007 to investigate an active transportation system for the Valley.
- The non-profit **Napa Valley Vine Trail Coalition** was created in 2008 after the completion of the Greenway Feasibility Study to design, fund and implement its conclusions. (See www.vinetrail.org).
- The board of the Vine Trail Coalition is comprised of 32 public and private organizations representing all constituencies in Napa Valley and the breath of our community commitment to our goal.
- These organizations include:
 - **5 agricultural interest groups** (Napa Valley Vintners, Napa Valley Grapegrowers, Wine Growers of Napa County, Napa County Farm Bureau, Land Trust of Napa County)
 - **12 public agencies** (Napa County Transportation and Planning Agency, NCTPA/TAC Public Works Planners, City of Vallejo/Solano County, Active Transportation Advisory Committee, Napa County Planning Commission, Napa County Regional Park and Open Space District, Napa County Sheriff's Department, Caltrans District 4, California Highway Patrol, City of Napa Police Department, Napa County Law Enforcement, California Department of Fish and Game)
 - **5 commercial interest groups** (Napa Valley Chambers of Commerce, Visit Napa Valley, Calistoga Vitality Group, Napa County Hispanic Chambers of Commerce, Cycling Businesses of Napa County)
 - **3 environmental interest groups** (Sustainable Napa County, Friends of the Napa River, Sierra Club Napa Group)
 - **7 community interest groups** (Health, Wellness and Medical Coalition, Napa County Youth Development/Safety Education, Safe Routes to School, Arts Council Napa Valley, Rotary Clubs of Napa Valley, Napa County Bicycle Coalition, Runners of Napa Valley)

The overall goal is to span the Valley with 3 interconnected non-motorized trails with the Vine Trail as the essential "spine."

- The Napa Valley Vine Trail (Vine Trail) is the key connecting trail for the system and the subject of this Plan. This level, paved, safe, family-friendly trail will run on the Valley floor from the Vallejo Ferry Terminal in Solano County on the south end to Calistoga at the north end of Napa Valley, linking Napa Valley to San Francisco and the rest of the Bay Area's 6 Million residents.

- A second trail, coincident with some portions of the Vine Trail south of the city of Napa, will complete the San Francisco Bay Trail (Bay Trail) through Napa County. The Bay Trail is a 500-mile shoreline trail system that will circle the entire 9-county San Francisco Bay and is currently over 60% complete. (See www.baytrail.org)
- A third trail, coincident with some portions of the Vine Trail in the vicinity of Yountville and Calistoga, will complete the Bay Area Ridge Trail (Ridge Trail) through Napa County. This 550-mile trail system is also over 60% complete on its goal of circling the Bay Area's ridgelines. (See www.ridgetrail.org)

The Vine Trail route has been mapped and its segments are in various stages of design and construction.

- The Vine Trail route has been designed in full cooperation with all the Napa Valley's communities and governments.
- 47.2 miles comprising 10 American Viticultural Area/City sections of the Vine Trail are defined in this Plan.
- 18% (8.6 Miles) of the Vine Trail exists today in 7 unconnected sections throughout the Valley.
- 82% (38.6 miles) crossing 82 parcels is yet to be built. 49% (23.1 miles) is on public right of way, 21% (9.9 miles) is on Wine Train right of way, 8% (3.6 miles) is on private right of way where easements have already been secured, and 4% (2.0 miles) is on private right of way where easements have yet to be secured.
- Of the un-built 38.6 miles 6 miles are shovel ready for construction and partial construction funding has been secured through a US Department of Transportation (DOT) Transportation, Community and System Preservation Program (TCSP) grant. An additional 5 miles will be shovel ready by the end of 2013.
- Of the remaining 32.6 miles, design and construction will be subject to continued federal and state funding, which at the current rate will mean that the entire Vine Trail would be completed in 2024.

The benefits provided are at the heart of what federal and state programs are aiming to achieve in active transportation funding

- **Safer:** This trail system will transform active transportation in Napa Valley and increase public safety by providing a fully connected trail system, over 97% of which will be dedicated Class 1 (non-motorized).
- **Greener:** The system is estimated to reduce over 150,000 private vehicle trips per year and their associated green house gas emissions.
- **Healthier:** Supporting active modes of transportation is a public health imperative. The Vine Trail will create much-needed opportunities, particularly in previously underserved communities in the county, to increase routine physical activity, improve health and lower health care costs

- **More Connected:** The Vine Trail will parallel and interconnect with existing bus, ferry and train transportation and increase their ridership. In addition, the Vine Trail will provide improved local connectivity and also boost regional interconnections through the link to the Vallejo Ferry Terminal and through the Bay and Ridge Trail's connections to all 9 Bay Area counties.

The costs are reasonable and the plan actionable as federal and state funding is secured.

- **Design:** The design costs for the Vine Trail are being provided 50% by the Vine Trail Coalition and 50% by the local jurisdictions through which the trail runs.
- **Construction:** The total construction cost of the un-built segments of the Vine Trail is estimated at \$45 Million including a contingency of \$9 Million (25%).
- **Matching Funds:** Local matching funds of \$12.5 Million (28%) will be provided by the Vine Trail Coalition and \$32 million is being solicited in federal, state and local funds.

The Vine Trail Coalition has matching funds provided by philanthropy, a unique funding approach that is an example for the nation

- Most local matching funds have traditionally come from local public sources such as bonds, sales taxes or gasoline taxes.
- The Vine Trail Coalition strategy of using philanthropic sources is a new paradigm.
- Already Vine Trail philanthropy has been used to help fund the environmental review process for over 10 miles of the Vine Trail and to serve as matching funds for the TCSP grant.
- The Napa Valley has successfully used philanthropy extensively for other significant projects in the community. The premier example is the Napa Valley Wine Auction, which has raised over \$125 Million to support healthcare, housing and youth services in the Valley.
- The Vine Trail Coalition has already secured over \$2.5 Million in pledges and contributions from over 350 individual and corporate donors in Napa Valley.
- The local communities and County also approved Measure T in 2012, which will provide approximately \$750 thousand in public contributions annually to construct and maintain Class 1 trails in Napa County, starting in 2018.

When completed, the Napa Valley Vine Trail will be one of the premier active transportation systems in the country

- The Napa Valley is the third most visited destination in California with over 4.7 Million visits a year.
- With over 500 wineries and 45,000 acres of grapes, it is the top destination for fine wines, fine cuisine and fine living in the country.
- The completed Vine Trail system will be highly visible and highly used by these visitors as well as providing healthy recreation and fitness opportunities for our residents.

- The Greenway Feasibility Study projects over 3 Million uses per year for the Vine Trail, projecting the Vine Trail to be one of most used trails in all of California.
- The economic impact of tourist uses of the Vine Trail will be in excess of \$150 million **per year**, a tremendous return on investment for its \$45 million construction cost.

The Napa Valley Vine Trail offers great potential for increasing walking and bicycling in Napa County by connecting our communities together and by linking to the San Francisco Bay Trail, the Bay Area Ridge Trail and the wider Bay Area. The Vine Trail is in the unique position to accomplish the extraordinary goal of transforming active transportation in Napa Valley. With the support of federal and state funding, and philanthropic capital, we will achieve that goal.

Together we can build a Napa Valley future that is safer, greener, healthier and more economically vital while connecting our residents and visitors like never before.



Napa Valley's Opportunity for Active Transportation

The Napa Valley has both a great need and presents a unique opportunity to complete a world-class active transportation system for both our local citizens and our visitors. Some of the major driving forces for this are briefly explained in this section.

The Premier Wine Region in the Country

Visitors come to the Napa Valley to enjoy the plethora of culinary options, fine resorts, hot spring spas, scenic qualities, outdoor activities... and the world-class wines that are produced in our community. Napa Valley is home to approximately 500 wineries¹ producing some of the finest wines in the world. Grape growing and winemaking are the number one economic activity in Napa Valley producing over \$13.3 Billion in full economic impact for the County and \$50.3 Billion in full economic impact across the country²

“There are over 4.7 million person trips made to Napa County by visitors across four seasons of one calendar year. These include 2.75 Million overnight trips and 2 Million day trips. A “person trip” is defined as one person visiting Napa County for one day.

- Purdue Tourism and Hospitality Research Center, Napa County Visitor Profile Study & Napa County Economic Impact Study; March 2006.

Visitors to Napa Valley enjoy great cuisine as well as great wine. Napa Valley has over 195 restaurants³ and boasts over 70 top rated restaurants⁴ including 8 of the 43 Michelin star rated restaurants in the Bay Area and the only two 3 star Michelin restaurants in all of California⁵.

One of the most visited places in all of California

All this makes the Napa Valley a popular place to visit. We are a small rural community with a population of approximately 139,045⁶ residents. Further, approximately 110,000 of these residents are located “down valley” in the cities of Napa and American Canyon. The population “up valley” where the heart of the grape growing occurs is only approximately 30,000 people spread between the towns of Yountville, St. Helena, Calistoga and the unincorporated County.

¹ Napa Valley Vintner's Association, Winery Registry.

² The Economic Impact of Napa County's Wine and Grapes, Stonebridge Research 2012.

³ www.napavalley.com, 2013

⁴ Zagat Restaurant Guide, 2013.

⁵ www.michelintravel.com/what-is-bib-gourmand/san-francisco-2012-starred-restaurants/

⁶ U.S. Census Bureau, 2012. Population Estimate of Napa County, CA Residents.

Yet each year the ratio of tourists to residents is a staggering 30:1! We have been ranked as the third most popular tourist destination in California⁷.

A Protected Landscape: The Agricultural Preserve

13,000 residents of Napa County commute to work outside of our region

15,500 non resident workers commute to jobs in Napa County

44,340 people live and work in Napa County

4.7 Million tourists/yr

2 North/South Roads

Result: Gridlock & Accidents

Despite the visitors, preserving the agricultural integrity of our community is the bedrock of our economic future. Over 40 years ago in 1968 the County Board of Supervisors created the first Ag Preserve in the country, a zoning ordinance that sets a priority for lands north of the City of Napa on the Valley floor as first and foremost to be used for agriculture. This was publicly supported in two separate propositions in 1990⁸ and then again in 2008⁹. Napa Valley's commitment to the Ag Preserve is now guaranteed until 2053.

The implication of the Ag Preserve zoning is that our Valley must rely on the current infrastructure of roads, as there is no ability to construct significant additions to roads and highways in the Ag Preserve.

Challenged by Traffic Congestion

Napa Valley's fame and proximity to major metropolitan areas presents demands on our region. We are located just 45 miles north of San Francisco, a world-class destination, the fourth most populous city in California and the thirteenth most populous city in the United States¹⁰. We are located 60 miles west of our state capital, Sacramento, another metropolis of 1,450,000 residents¹¹.

On top of the tourist demands on our infrastructure we have a considerable local commute demand as well. Each day 28,500 commuters enter or leave the Valley for work and another 44,340 commute within the Valley, many from the population centers down valley to jobs up valley. This traffic flow is confined to 2 north south routes that run the length of the Valley, Highway 29 on the west side of the Valley and the Silverado Trail on the east side. Highway 29 is a 4 lane road to the mid-Valley at Yountville and 2 lanes from there to and through

⁷ Purdue Tourism and Hospitality Research Center, Napa County Visitor Profile Study & Napa County Economic Impact Study: March 2006.

⁸ <http://www.co.napa.ca.us/GOV/Departments/DeptFAQ.asp?DID=29000&T=0&V=0&OD=1>

⁹ <http://www.co.napa.ca.us/GOV/Departments/DeptPage.asp?DID=8&LID=1787>

¹⁰ U.S. Census Bureau, 2012. List of Most Populous Incorporated Places in the United States.

¹¹ U.S. Census Bureau, 2012. Population Estimate of Sacramento County, CA Residents.

Calistoga serving as Main Street both there and in St. Helena. The Silverado Trail is a 2 lane road for its entire length. Both have minimal bicycle lanes in some places and none in others.

The result is an over stretched road network. According to 2006 Caltrans studies, the average daily vehicle traffic in Napa Valley was as follows:

Napa Valley Average Daily Traffic Volume

Road	Cross Street	ADT	Road	Cross Street	ADT
Hwy 29	Jct. Rte. 37, Marine World Pkwy	28,500		Napa County Solano County	2,250
	Vallejo Mini Drive	32,500	Silverado Trail	Sage Canyon	13,520
	Solano/ Napa County Line	34,500	Hwy 12*	Jct. Rte. 29	24,500
	American Canyon Road	42,250		Kelly Road	28,250
	Green Island Road	46,750		Solano/ Napa County Line	32,000
	Kelly Road South	46,500	Hwy121*	Duhig Road	30,750
	Jct. Rte. 12 East	57,750		South Junction Rte. 29	16,000
	Jct. Rte. 221 North	56,750		North Jct. Rte. 29 (Imola Avenue)	12,750
	Jct. Rte. 121 South	47,500		Jefferson Street	24,750
	Jct. Rte. 121 North	51,250		South Coombs Street	20,500
	First Street	56,500		Jct. Rte. 221 South	25,250
	Lincoln Avenue Interchange	55,000		Soscol Avenue	15,900
	Jct. Trancas/ Redwood Roads	45,500		Third Street	12,800
	Oak Knoll Avenue	29,750		Lincoln Avenue	15,000
	California Drive Interchange	28,500		Trancas Street	12,350
	Oakville Grade Road	25,750	Hwy 128*	Sonoma County Napa County	2,800
	Rutherford, Jct. Rte. 128 East	23,250		Tubbs Lane	6,675
	Zinfandel Lane	23,150		Calistoga, Petrified Forest Road	12,000
	Adams Street	17,900		Calistoga, North Jct. Rte. 29	10,300
	Pratt Avenue	18,250		Rutherford, South Jct. Rte. 29	3,100
	Lodi Lane	14,700		Silverado Trail	2,150
	Larkmead Lane	13,750		Chiles/ Pope Valley Roads	1,800
	Jct. Rte. 128 Northwest	11,950		Lower Chiles Valley Road	1,525
	Jct. Rte. 121 South	2,175		Knoxville Road	2,175

Even worse, the Napa County Transportation and Planning Agency projects that traffic in the valley will increase an additional 28% by 2030 on top of the 15% increase since 1990. This will cause 16 miles of Highway 29 and the Silverado Trail to fall to Level of Service F, stop and go traffic and the inability to maintain the speed limit. Most of this degradation will occur between Yountville and Calistoga on Highway 29.

Our community is limited to our small valley floor, blessed by the tourists who bolster our economy, but challenged with preserving the agricultural integrity of our region. There is no intention to make significant additions to the infrastructure of roads and highways in the Napa Valley's Ag Preserve. These regional conditions are projected to produce severe problems, negatively impacting our community's economic and environmental well-being if we do not provide alternative modes of transportation.

Dangerous for Bicyclists and Pedestrians Today

The intensity of traffic on Highway 29 and the Silverado Trail and the lack of a Class 1 bicycle and pedestrian system have one tragic byproduct: accidents.

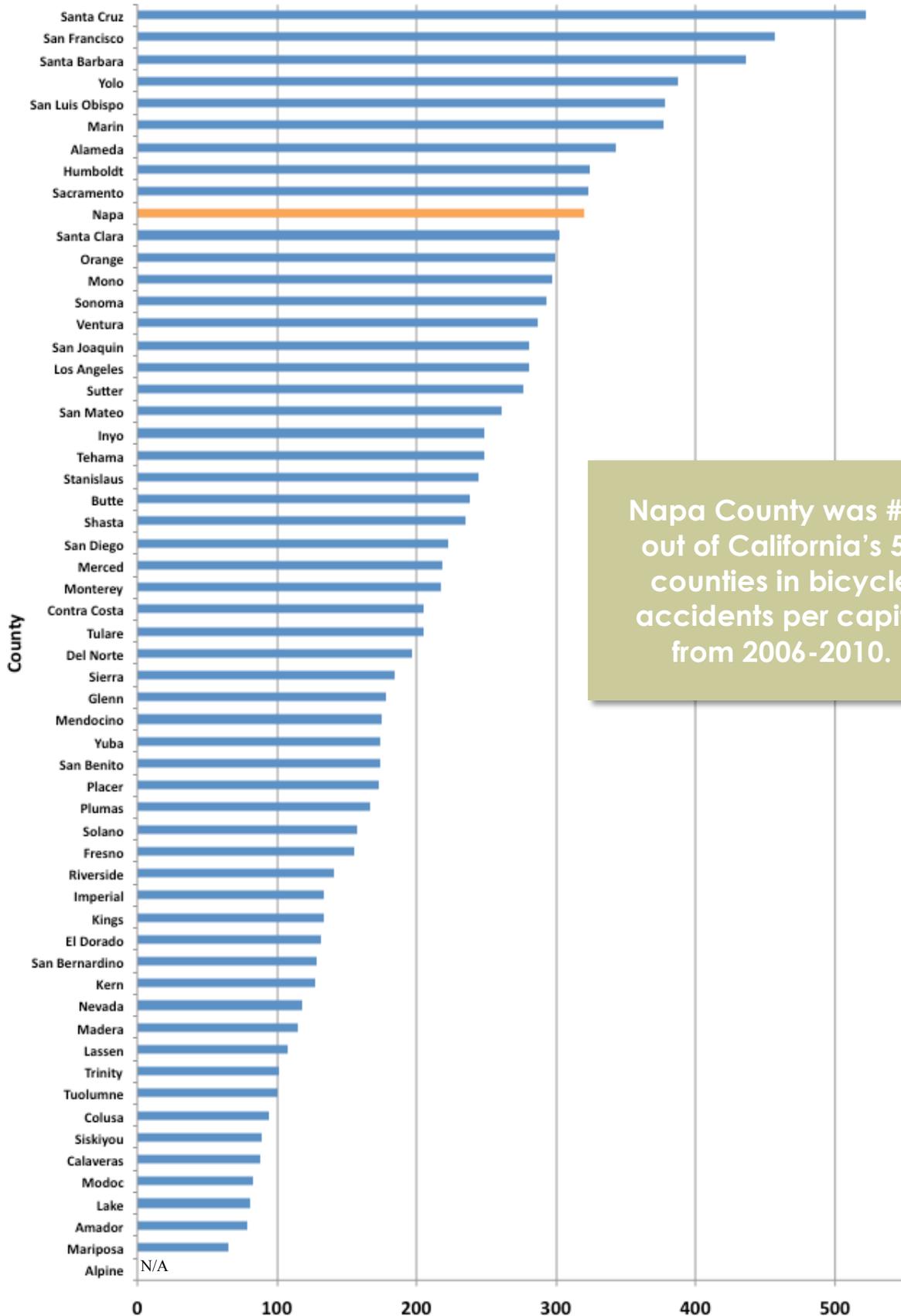
As the graph below shows, a 2011 study of California Highway Patrol accident data ranked Napa County as #10 in the number of bicycle accidents per capita among California's 58 Counties for the period from 2006-2010¹². Our rural county was ahead of many much larger counties in the state.

Two national measures of bicycle and pedestrian safety are the Bicycle Level of Service Index and the Bicycle Compatibility Index¹³. By these measures Highway 29 at 4.35 BLOS and 4.89 BCI and the Silverado Trail at 4.42 BLOS and 5.05 BCI rank moderately low to very low for their accommodation of active transportation users. Clearly we have a problem that needs to be addressed.

¹² California Highway Patrol, 2006-2010 Bicycle Accident Data. Accidents Per 1M Population.

¹³ www.bikelib.org/roads/blos/blosform.htm

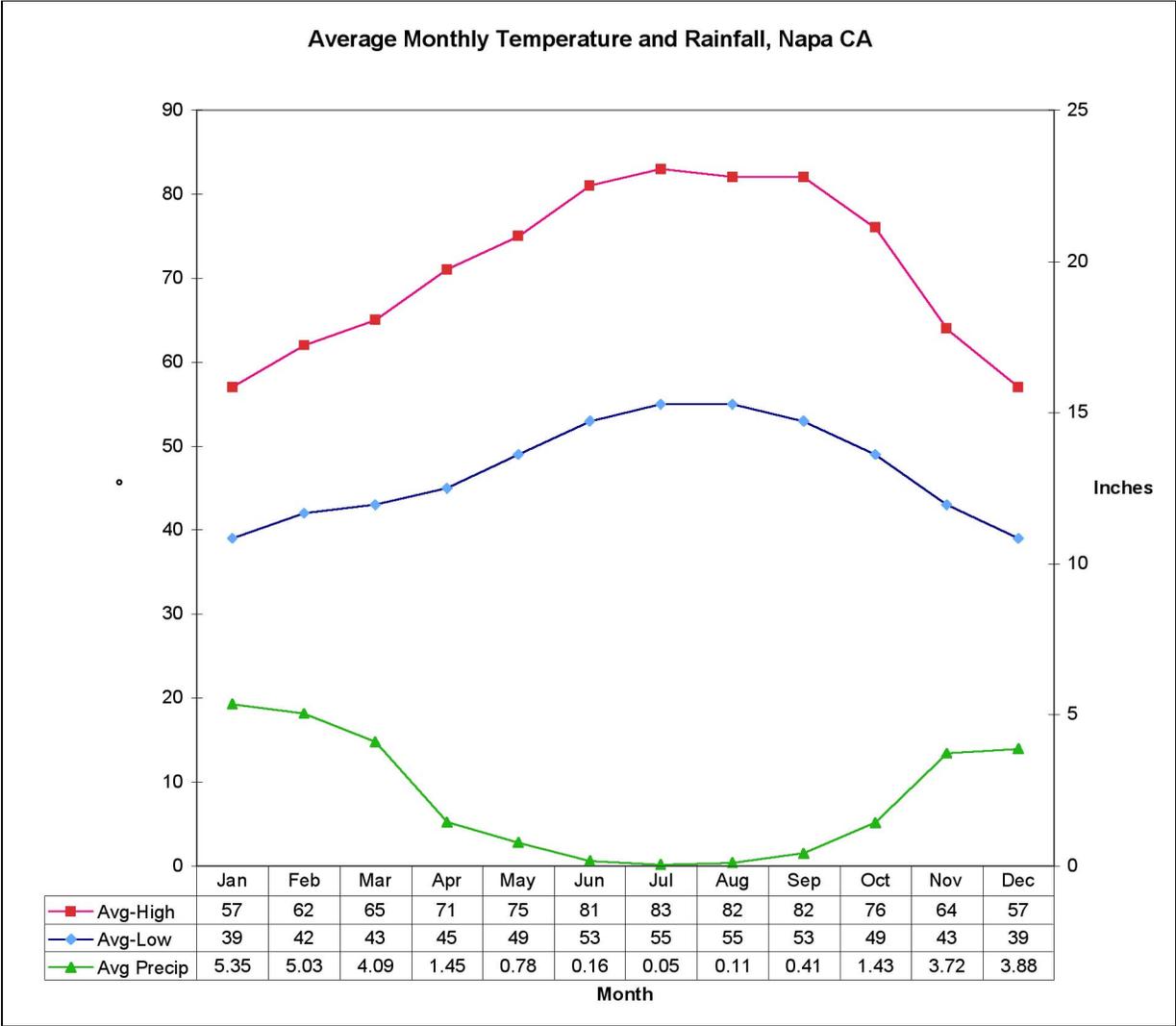
California Bicycle Accidents per 1M population Average Annual Accidents 2006-2010



Napa County was #10 out of California's 58 counties in bicycle accidents per capita from 2006-2010.

Ideal in Climate and Geography for Active Transportation

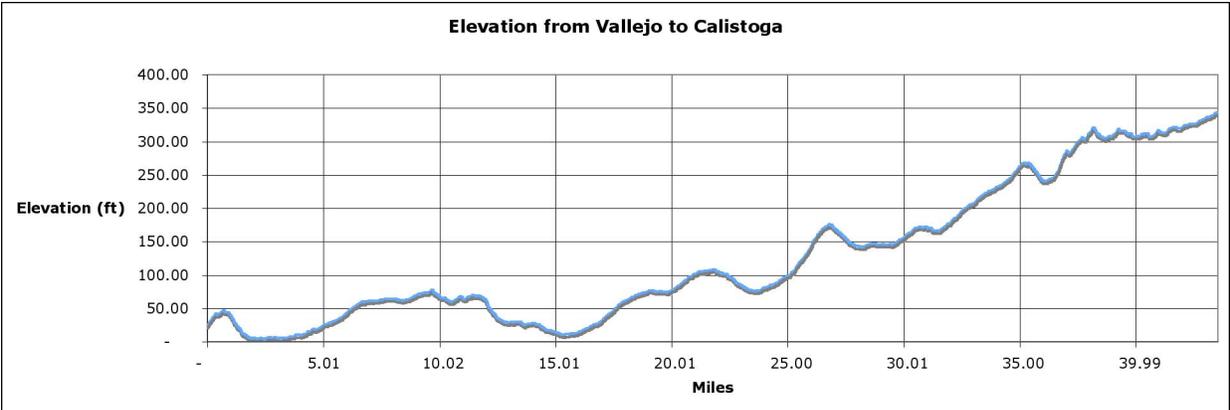
The same climate and geography that make Napa Valley the premier wine growing region in the nation also make it ideal for active transportation.



As the above chart¹⁴ demonstrates, the average temperature year round is very moderate, with daytime highs varying between 60 and 80 degrees most of the year. What is even better for both grapes and trail users is that there is typically very low or no rainfall in Napa Valley for 7 months of the year, making it an ideal place to use non-motorized trails nearly every day year round.

¹⁴ www.weather.com, 2009.

An additional advantage for the Napa Valley is that it is indeed a valley. As the chart below shows, the elevation change from the Vallejo Ferry Terminal (20ft) to the center of Calistoga (348 ft) is less than 325 feet in total over a distance of over 45 miles, allowing the Vine Trail route to be virtually level, and thus accessible to nearly all ages and abilities. Surrounding the Valley on either side are the Mayacamas Mountain Range to the west and the Vaca Range to the east, offering stunning views up from the Valley floor and down from the ridgelines.



Additionally, the Napa Valley is a narrow one, ranging from 1-5 miles wide. This puts over 90% of the local population within the 3 mile “catchment area” for public transportation¹⁵ along Highway 29 and means that, when completed, the Vine Trail will offer free and safe access to the outdoors to 90% of Napa County’s residential population and nearly 100% of our 5 million annual visitors.

Pieces of a Region-Wide Trail System are Already in Place

Today, Napa County and Solano County offer some bicycle and pedestrian trails. However, these routes are not connected. Bicyclists and pedestrians must navigate on-road, creating unsafe conditions and likely contributing to the staggering number of bicycle accidents.

The Silverado Trail, established in 1852, is a popular bicycle route in Napa County. It attracts bicyclists for its scenic north-south access through vineyard properties along the valley floor. It travels approximately 29 miles along the eastern edge of Napa Valley, parallel to and several miles east of California State Route Highway 29. It is heavily trafficked, with the speed limit reaching 55 miles per hour in some locations. There is no Class I trail on the Silverado Trail. Highway 29 is also used as a matter of necessity as a bike route. Many of Napa’s most famous wineries front onto Highway 29. For a portion of its route it is

¹⁵ Federal Register, Vol. 74, No. 218, Friday, November 13, 2009, Notices, page 58678.

a limited access highway with speed limits of 60 mph and in other areas it is a 2 lane road with a speed limit of 25-55 mph. It also has only 1 mile of Class I lane, the first constructed and branded mile of the Vine Trail in the Town of Yountville, completed in 2010 using federal American Recovery Act funding.

Bicycle touring groups such as the *Napa Valley Bike Tours* and *Getaway Adventures/ Wine Country Bike Tours* are widely popular in the Napa Valley. Even hotels and resorts have begun to encourage biking. Solage Resort in Calistoga is one of many top hotels that now provide guests with a bicycle upon arrival. However, bicyclists and pedestrians have been forced to rely on unsafe, non-continuous routes; many resorting to Highway 29.

The Bay Area Ridge Trail has built 320 miles of trail that encircles the San Francisco Bay¹⁶. Eventually it aims to extend to 550 miles in total distance. Of this, 22 miles are built in Napa County with 71 miles remaining to be constructed.

The San Francisco Bay Trail is also a planned recreational and commute corridor that when complete will connect the shoreline of all 9 Bay Area counties, linking 47 cities, and providing safe crossing on all major toll bridges in the region¹⁷ with 300 miles of the trail now in place. In Napa County 10 miles of the Bay Trail have been constructed and 18 miles remain to be built, all south of Napa.

Serving as a public transportation option, the **Vallejo Baylink Ferry Terminal** in Solano County enables access to and from downtown San Francisco to the greater Napa Valley region carrying over 15,000 riders per day¹⁸.

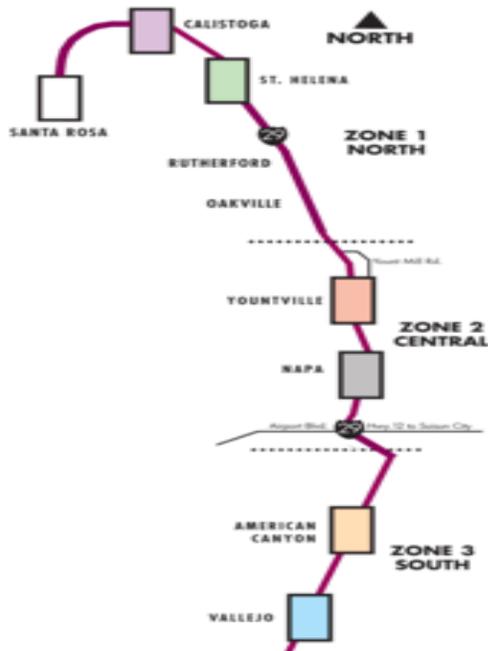
The **Napa Valley Wine Train** runs daily tourist trains in the Napa Valley from its station in Napa to St. Helena and back. In September, 2011, the Wine Train and Napa Transit Investors, a private investor group, announced an effort to add light rail service to the Wine Train right of way to enhance public transit in the Valley. If completed and as part of that effort, the Vine Trail hopes to secure easements on Wine Train right of way for approximately 9 miles.

The VINE Bus system also connects the Valley on Highway 29, running 52 buses daily that carry over 3,000 people per day up and down the Valley. The recently completed Vine Bus Transit Center located in downtown Napa, is located within one block of the Vine Trail.

¹⁶ Bay Area Ridge Trail, Home Page.

¹⁷ San Francisco Bay Trail, Home Page.

¹⁸ <http://www.solanolinks.com/pdfs/Misc/STA> 2007-2008 Annual Report Compressed.pdf



The Napa County Transportation and Planning Agency operates the regional transit service, the VINE Bus. The VINE Bus connects with Vallejo in Solano County and Santa Rosa in Sonoma County on Highway 29. Other fixed routes in American Canyon, St. Helena, and Yountville are serviced. The city of Napa operates a fixed-route system, and Calistoga operates a HandyVan on-demand service as well. Bike racks are mounted on the front of all Napa County VINE Buses.

The Cities of Napa, American Canyon, Yountville and Calistoga have also built Class 1 trails in their jurisdictions totaling 7 miles in 4 segments, but again, none are connected. The Vine Trail plan adopts these existing trails into its route at significant cost savings compared with all-new construction.

Clearly there are building blocks in place for a comprehensive Class I network that need to be added to and connected to form an integrated whole.

A Major Economic Potential

	Tourists	Locals
Annual Uses ¹	1.5 Million	1.5 Million
Average spending ²	\$100	\$10
Amount Spend	\$150 Million	\$15 Million
Total	\$165 Million/year	

¹ Greenway Feasibility Study, NCTPA, 2009

² Visit Napa Valley Tourist Survey 2013 (\$479/party/day)
 Great Allegheny Passage Economic Impact Study, 2009 (\$98 Tourist/day, \$13 Local/day)
 Bicycling in Quebec, 2005 (\$83 Tourist/day)
 A Case Study of the North Carolina Northern Outer Banks Trail, 2004 (\$88/Tourist)
 Every Mile Counts: An Analysis of the 2008 Trail User Surveys, State of NY, 2010 (\$202/Tourist, 5.19/local)
 The Economic Significance of Bicycle-Related Travel in Oregon, 2012 (\$148/Tourist/day)

The Vine Trail will both help to mitigate Napa County's traffic problems and contribute to our Economic well being. As the table above illustrates, when completed, the Napa Valley Vine Trail will produce \$165 Million in economic expenditures by tourist and local users, a great return on its one time \$45 Million cost to construct.

The Big Picture: 3 Trails to Link the Valley, Ridges and Bay

The proposed solution to the problems outlined above, is to create 3 Valley-spanning non-motorized Class 1 trail systems that interconnect to form a complete "spine" network in Napa Valley.

As the route map below demonstrates the first of these trails is the **Napa Valley Vine Trail** itself and the subject of this Project Plan. This Class 1 trail spans 47 miles along the Valley floor from the Vallejo Ferry Terminal in Solano County north through the cities of American Canyon, Napa, Yountville, St. Helena and Calistoga and through the unincorporated County in between. For most of its length the trail parallels Highway 29 and the railroad tracks.

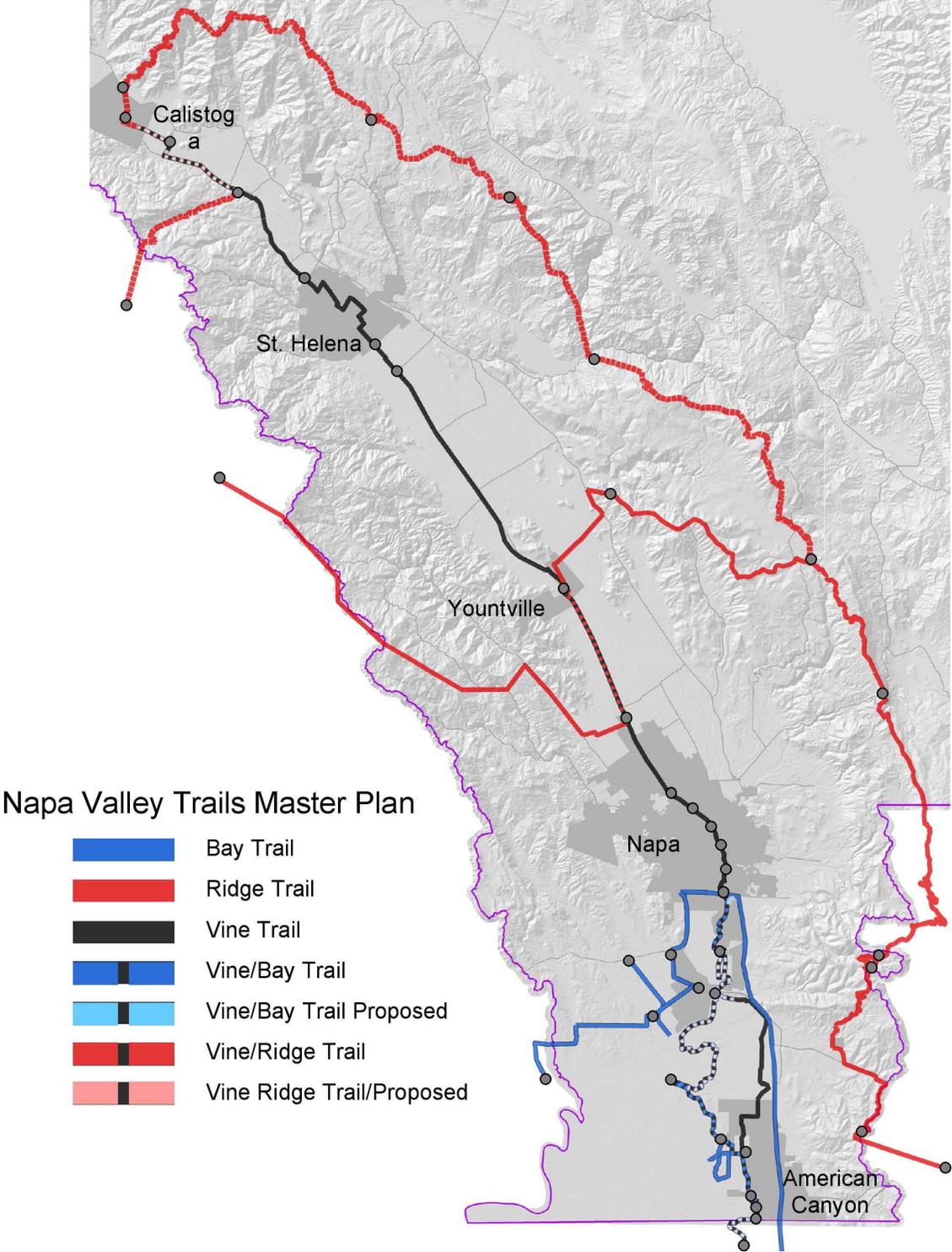
The second trail is the completion of the **Bay Trail in Napa County**. The Bay Trail and the Vine Trail are in large part coincident from the Ferry Terminal to Imola Avenue in the City of Napa. From there the Bay Trail route heads west, crossing the Napa River and hugging the northern side of San Francisco Bay until it reaches Sonoma County.

The third trail is the **Bay Area Ridge Trail**, the planned route of which runs up the eastern Vaca Range of Napa County from Solano County to Yountville today, and will possibly, through the Vine Trail project, extend to Calistoga, where it will come down the existing Oat Hill Mine Trail to the Silverado Trail. From there it will be coincident with the Vine Trail through the City of Calistoga south to Bothe State Park, where it will head west into the park up to the ridgeline along Napa's western Mayacamas range into Sonoma County and beyond.

As can also be seen from the route map, many of the segments of each of these trails are either in place or planned. Our goal is to tie together these existing segments into a unified network and to complete construction of all remaining segments.

The trail plan presented here is the result of an unprecedented level of cooperation between the Vine Trail Coalition, the Association of Bay Area

Governments San Francisco Bay Trail Project, the San Francisco Ridge Trail Council, The Napa County Regional Parks and Open Space District and the Napa County Transportation and Planning Agency. All parties have participated in the creation of this trail vision and endorse its proposals.



The Vine Trail Project Team: A Unique Public/Private Partnership

Detailed planning for the Vine Trail was started by the Napa County Transportation and Planning Agency when, in 2007, they commissioned The Greenway Feasibility Study¹⁹. This Study was completed in 2008 and formally accepted by NCTPA in March 2009. Its conclusion was that a Class 1 trail on the Valley floor was feasible and should be pursued.

The non-profit Napa Valley Vine Trail Coalition, a unique public/private partnership, was formed to implement the Class 1 trail outlined in the Greenway Feasibility Study. The Board of the Vine Trail is composed of representatives of every major constituency in Napa Valley including:

- **5 agricultural interest groups** (Napa Valley Vintners, Napa Valley Grapegrowers, Wine Growers of Napa County, Napa County Farm Bureau, Land Trust of Napa County)
- **12 public agencies** (Napa County Transportation and Planning Agency, NCTPA/TAC Public Works Planners, City of Vallejo/Solano County, Active Transportation Advisory Committee, Napa County Planning Commission, Napa County Regional Park and Open Space District, Napa County Sheriff's Department, Caltrans District 4, California Highway Patrol, City of Napa Police Department, Napa County Law Enforcement, California Department of Fish and Game)
- **5 commercial interest groups** (Napa Valley Chambers of Commerce, Visit Napa Valley, Calistoga Vitality Group, Napa County Hispanic Chambers of Commerce, Cycling Businesses of Napa County)
- **3 environmental interest groups** (Sustainable Napa County, Friends of the Napa River, Sierra Club Napa Group)
- **7 community interest groups** (Health, Wellness and Medical Coalition, Napa County Youth Development/Safety Education, Safe Routes to School, Arts Council Napa Valley, Rotary Clubs of Napa Valley, Napa County Bicycle Coalition, Runners of Napa Valley)

The Napa Valley Vine Trail Coalition is a 501c(3) organization, formed on September 19, 2008. It signifies a public-private partnership in membership and action. From its inception, it has incorporated open and inclusive community management. Information pertaining to the campaign's progress is widely

¹⁹ Greenway Feasibility Study, 2008, www.nctpa.net/reports.cfm

accessible on the Vine Trail website (www.vinetrail.org). Community forums, public hearings, and Vine Trail events provide additional opportunities for community involvement.

The Napa Valley Vine Trail Coalition is committed to the preservation of open space. All easements and use agreements will be voluntary and will not require the coercive use of private property. Land owners are protected from liability in California by Civil Code 846. In addition, no vineyard land will be taken out of production, which is of particular importance to our agricultural community.

The Vine Trail Coalition provides both manpower and funding to supplement the public agencies in designing and building the Vine Trail network. For instance, the Vine Trail has committed to provide 50% of the funds needed to do engineering and environmental review for Vine Trail segments and has provided these funds for over 10 miles of the Vine Trail so far.

The Coalition is also unique in that it is raising these engineering funds and the major portion of the required local matching funds for construction of the Vine Trail through philanthropy. Traditionally matching funds have come from local sales taxes, local gasoline taxes or bonds. To our knowledge no other trail system in the United States has raised the majority of their matching funds from philanthropy.

The Napa Valley has a history and track record of using philanthropy in this manner.

- Auction Napa Valley has been held each of the last 33 years in the Valley and has raised over \$125 Million in charitable contributions for Napa County health, housing and youth services.
- The St. Helena Hospital Foundation raises over \$1 Million per year in charitable contributions to support ongoing operations at the hospital and just completed a \$36 Million Capital Campaign to construct a state of the art Cancer Center and Outpatient Surgery Center.
- The Friends of the Lincoln Theater raised over \$30 Million to construct a first-class concert hall in Yountville.
- The Napa Valley Opera House raised over \$20 Million to upgrade its historic facility in the City of Napa.
- The Rutherford Dust Society contributed easements and support to the Flood Control District to improve the Napa River through this AVA.

In just the last three years the Napa Valley Vine Trail Coalition has received pledges or donations totaling over \$2.5 Million from over 350 individuals before formal fund raising has really begun in earnest.

The Coalition has already begun to use the philanthropic funds and volunteer manpower to accelerate the pace of design and construction of our trail network.

- The Vine Trail Coalition is contributing 100% of the funds to the County and City of Calistoga to bring Section 10 to "shovel ready", half the funds to the City of St. Helena to complete the design process of Section 8; half the funds to NCTPA to complete the design of Section 5; and half the funds to the City of Napa to complete the design of Section 4.
- The Vine Trail Engineering and Route Committee is providing pro bono architectural and landscape design to complete a Design Manual for all construction elements of the Vine Trail and has secured several of the required easement commitments for the Vine Trail where it crosses private property.
- The Vine Trail Marketing Committee has developed the Vine Trail brand, orchestrated community outreach meetings, and participated in events that have been attended by over 25,000 people.
- The Vine Trail Grants Committee has secured over \$250,000 in federal and state funding for engineering of Vine Trail segments and a \$2.5 Million DOT TCSP grant for the construction of Vine Trail Section 5 (Oak Knoll District section) for which the Vine Trail Coalition is providing 100% of the \$328 thousand in local matching funds for construction.

The Vine Trail Project's Design

As shown in the tables and maps below, the Napa Valley Vine Trail will be constructed and branded around the 10 Napa Valley American Viticultural Areas (AVAs) and cities through which it runs to create the major spine route for walking and biking in the Valley. The Vine Trail will be constructed in segments and the network of segments has been designed to maximize connectivity for school/work commuter and recreational purposes. Because segments span multiple jurisdictions, city and county funding in addition to donations will be leveraged to match federal and state investments. All federal funding will be applied for and administered by the Napa County Transportation and Planning Agency, which includes representatives of all 5 cities and the County. The NCTPA has included all 3 trails in its Napa County Bicycle Plan, which features the Vine Trail as its key connector. NCPTA has already applied for and been granted over \$250,000 in design funding and \$2.5 Million in construction funding for Vine Trail segments.

Vine Trail Miles by AVA/City and Owner Type						
AVA/City	Existing	PP	PP w/E	Public	Wine Train	Total
Calistoga	0.85	0.85	-	3.27	-	4.97
St. Helena	-	0.90	0.79	3.59	2.21	7.49
Rutherford	-	-	-	-	3.40	3.40
Oakville	-	-	-	-	2.53	2.53
Yountville	0.88	-	-	1.40	1.60	3.88
Oak Knoll	-	-	-	2.12	-	2.12
Napa	3.82	0.24	1.73	3.79	0.13	9.72
Los Carneros	-	-	-	4.16	-	4.16
American Canyon	0.54	-	1.10	2.67	-	4.31
Vallejo	2.50	-	-	2.09	-	4.58
Total	8.60	1.99	3.62	23.10	9.88	47.19
% of Total	18%	4%	8%	49%	21%	100%

PP: Private Property (Easement to be Negotiated) PP w/E: Private Property (Easement Acquired/Negotiated)

The above table shows the total 47.19 Vine Trail miles divided by the type of property being crossed. Of the total 47.19 miles, 8.6 miles (18%) is existing trail, 1.99 miles (4%) are miles proposed across private property where we have not yet solicited an easement, 3.62 miles (8%) is proposed across private property where we have a letter of intent or verbal agreement with the owner to provide an easement, 23.1 miles (49%) are proposed across public right of way and 9.88 miles (21%) are proposed to cross Wine Train right of way assuming that the partnership with Napa Transit Investors outlined above is completed. (Several members of the Vine Trail Coalition are also individually involved in Napa Transit Investors).

Vine Trail Parcel Owners by AVA/City and Owner Type						
AVA/City	Existing	PP	PP w/E	Public	Wine Train	Total
Calistoga	1	11	-	4	-	16
St. Helena	-	13	4	9	2	28
Rutherford	-	-	-	-	1	1
Oakville	-	-	-	-	1	1
Yountville	1	-	-	1	1	3
Oak Knoll	-	-	-	1	-	1
Napa	2	6	5	8	1	22
Los Carneros	-	-	-	3	-	3
American Canyon	1	-	1	6	-	8
Vallejo	2	-	-	4	-	6
Total	7	30	10	36	6	89
% of Total	8%	34%	11%	40%	7%	100%

PP: Private Property (Easement to be Negotiated) PP w/E: Private Property (Easement Acquired/Negotiated)

The above table shows the 89 parcels that are proposed to be crossed by the Vine Trail. Comparing the miles and parcels tables shows that while private property owners account for only 12% of the miles of the Vine Trail, they account for 45% of the easements needed, with about 11% of those easements (10) secured to date with 30 (34%) remaining.

The following Key Map shows the proposed 10 AVA/City sections of the Vine Trail followed by 10 section maps that show each of the 10 Vine Trail sections in more detail. These Section Maps are color coded and numbered to indicate the type of land being crossed and the segments involved.

Designing A Beautiful And Enduring Legacy For Napa Valley

The Napa Valley Vine Trail Coalition understands that adding this Class I trail infrastructure to Napa Valley's transportation network is a once-in-a-generation opportunity. To ensure that the Vine Trail will be worthy of Napa Valley's legendary beauty and unique sense of place, the Coalition has committed many resources --engineering, architectural, landscape design--to maximize this design opportunity, placing a high priority on its route alignment and its design. The Vine Trail will be far more than a typical bike/walk trail. Its route alignment has been chosen to be both local-serving and highly visitor-friendly. Its design incorporates public art, physician-planned "Wellness Walking Courses" and interactive interpretive/educational signage, connecting our communities both physically and culturally. At the same time, the Vine Trail will provide a powerful new reason for visitors to choose us, to come again and again to our beautiful wine country, to more fully enjoy—and extend—their Napa Valley stay.

Design Goals: The Vine Trail will be:

- Aesthetically beautiful — respecting the context of natural materials and historic, built surroundings
- Culturally enriching — incorporating a wealth of art, education, and interpretive information (on trail, on-line, QR codes)
- Environmentally responsible — in methods/materials of construction and designed patterns of use
- Multimodal—recognizing that pedestrians, pets, cyclists, wheelchairs, runners, etc. all share the path
- Economically revitalizing—giving visitors a reason to stay longer and residents a safe route for community connection
- Useful—responsive to community needs (schools, parks, cities, seniors, businesses) to produce the fullest trail value
- Safe — family-friendly, accessible to all, and easy to maintain in all seasons for decades to come

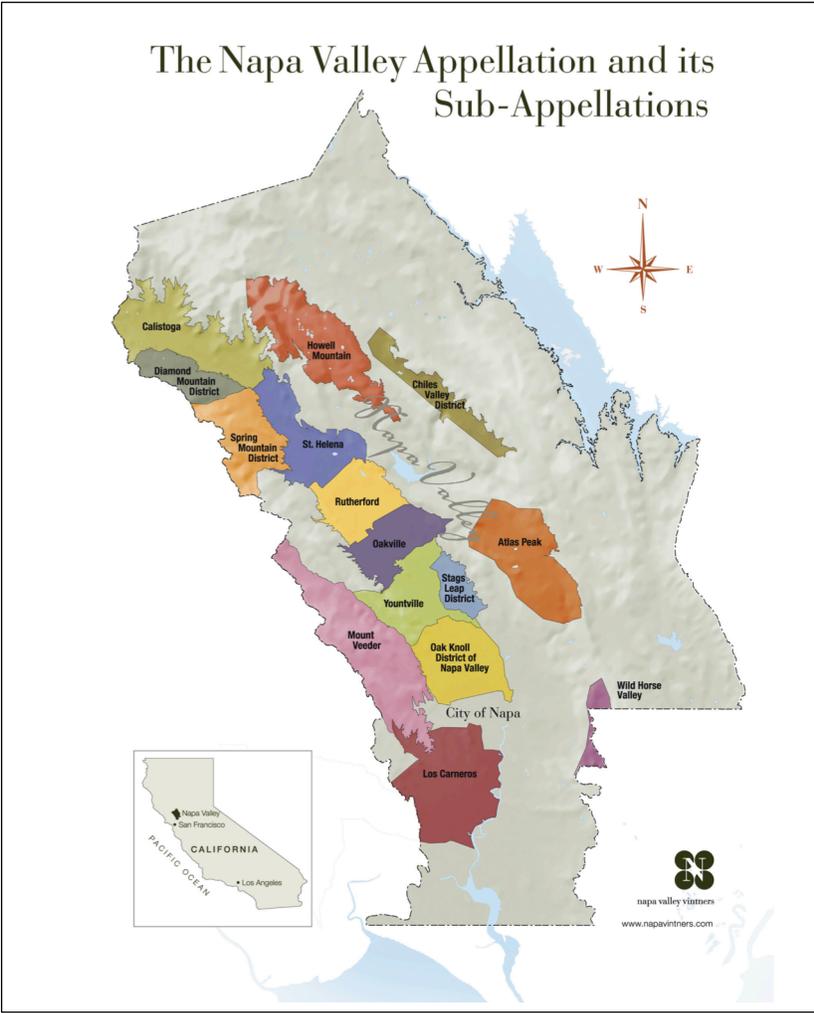
The image below is a rendering of our iconic trail head rest stop, designed by St Helena architects 38 Spatial. It evokes the images of barrels and vineyard trellising pervasive in the Valley.



NAPA VALLEY VINE TRAIL Route Overview Showing its 10 Sections

NAPA VALLEY VINE TRAIL ROUTE – 10 AVA/CITY SECTIONS

The Napa Valley is world-famous, above all, for its vineyards and their appellations. To reflect this unique sense of place, we have organized the Vine Trail route into 10 sections, each named for the city or vineyard AVA (American Viticultural Area) the trail passes through.



- ★ CALISTOGA SECTION
- ★ ST. HELENA SECTION
- ★ RUTHERFORD SECTION
- ★ OAKVILLE SECTION
- ★ YOUNTVILLE SECTION
- ★ OAK KNOLL SECTION
- ★ CITY OF NAPA SECTION
- ★ LOS CARNEROS SECTION
- ★ AMERICAN CANYON SECTION
- ★ VALLEJO SECTION

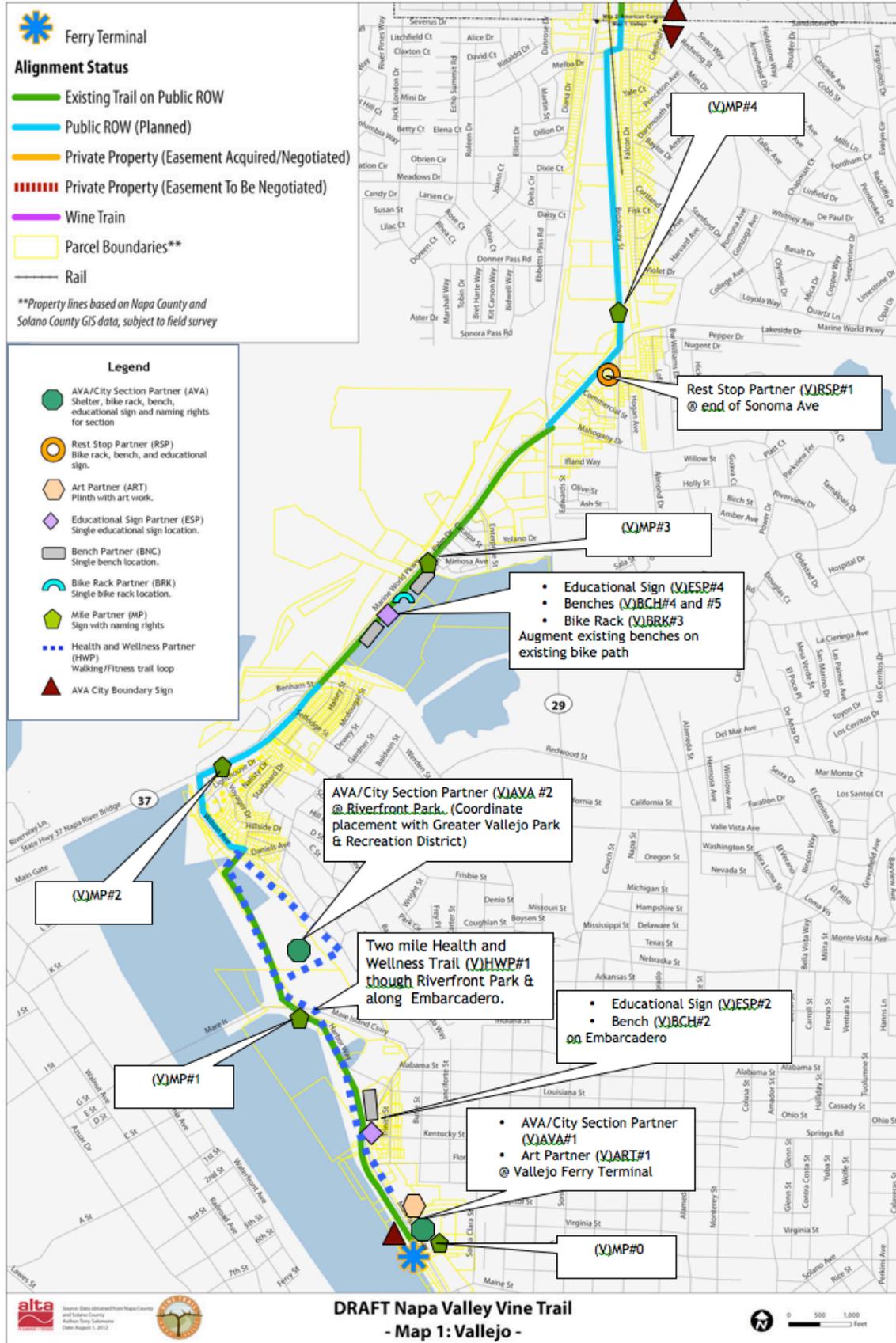
These sections, shown on the following key map and the 10 individual section maps that follow, also provide an important fundraising opportunity: each section offers the donor who pledges \$1 Million (over 10 years) high visibility recognition on all way-finding signs and trail head rest stops in that section.

Included in each section map are the proposed amenities and their locations. In total, the Vine Trail will include:

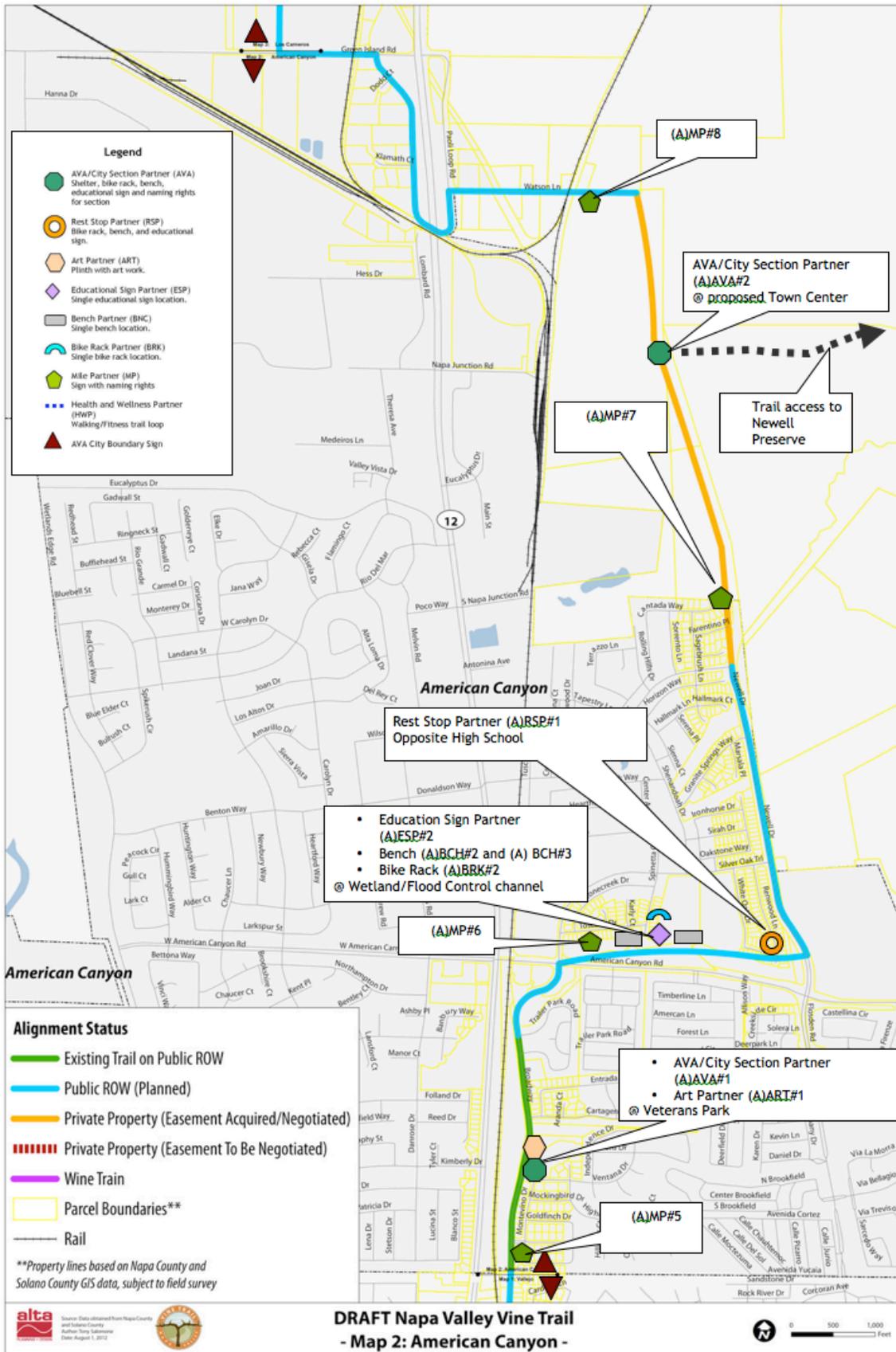
- 47 miles of class 1 paths
- 20 trail head shelters
- 12 rest stops
- 9 art installations
- 3 wellness walking courses
- 37 interpretive signs
- 40 benches
- 37 Bike Racks
- 48 Mile Markers
- 20 AVA Boundary Signs



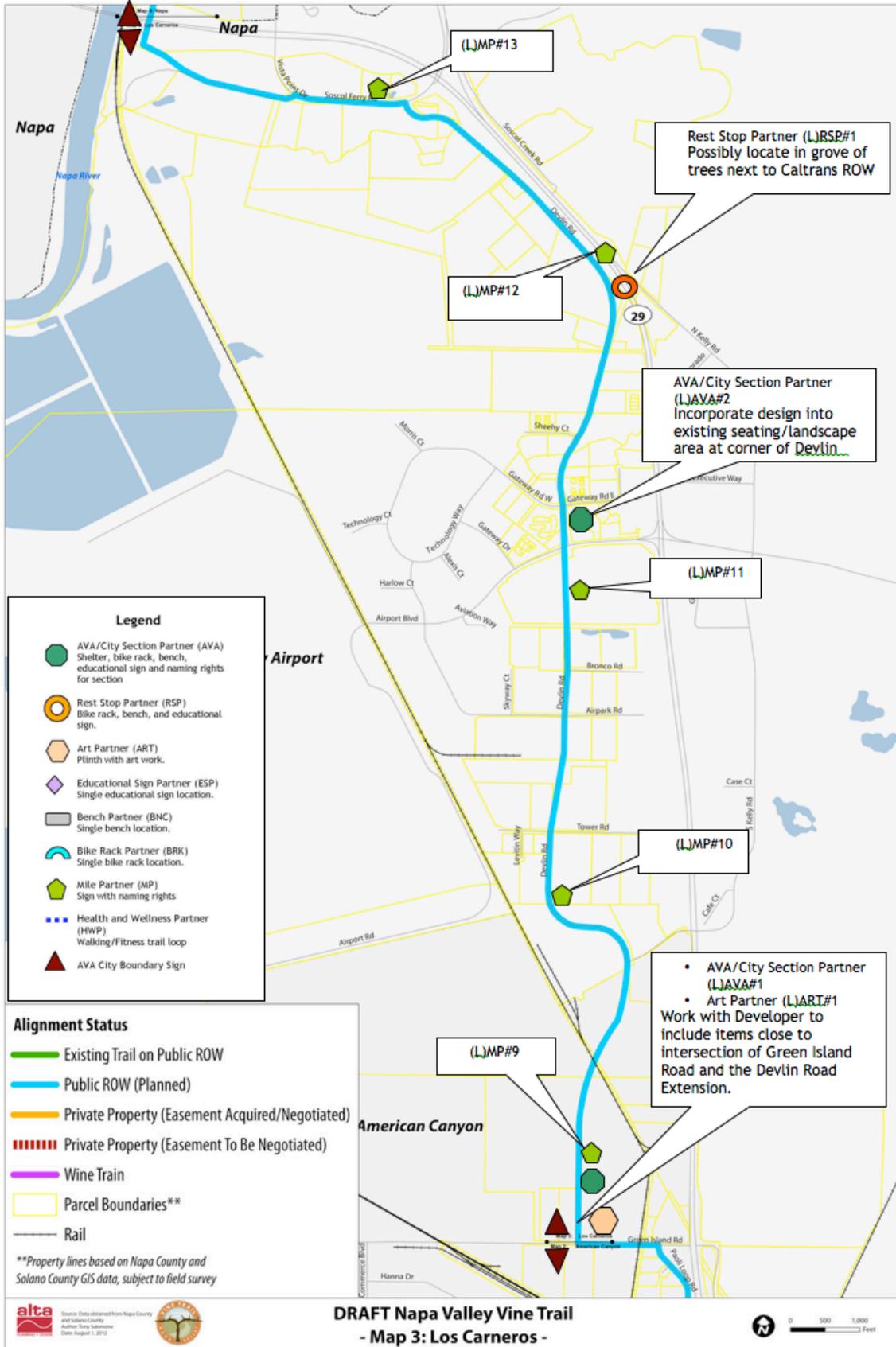
NAPA VALLEY VINE TRAIL Route – SECTION 1: Vallejo



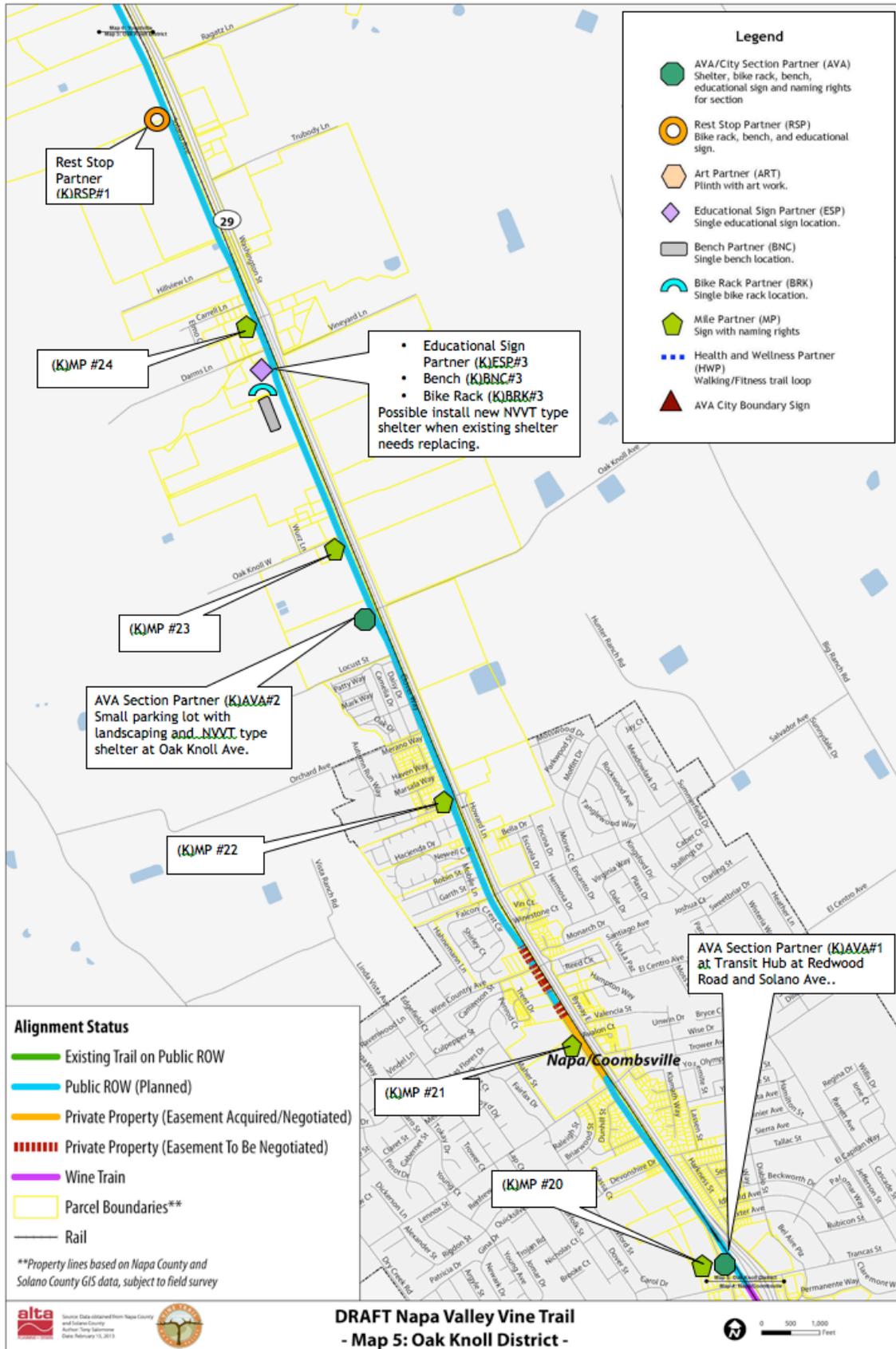
NAPA VALLEY VINE TRAIL Route – SECTION 2: American Canyon



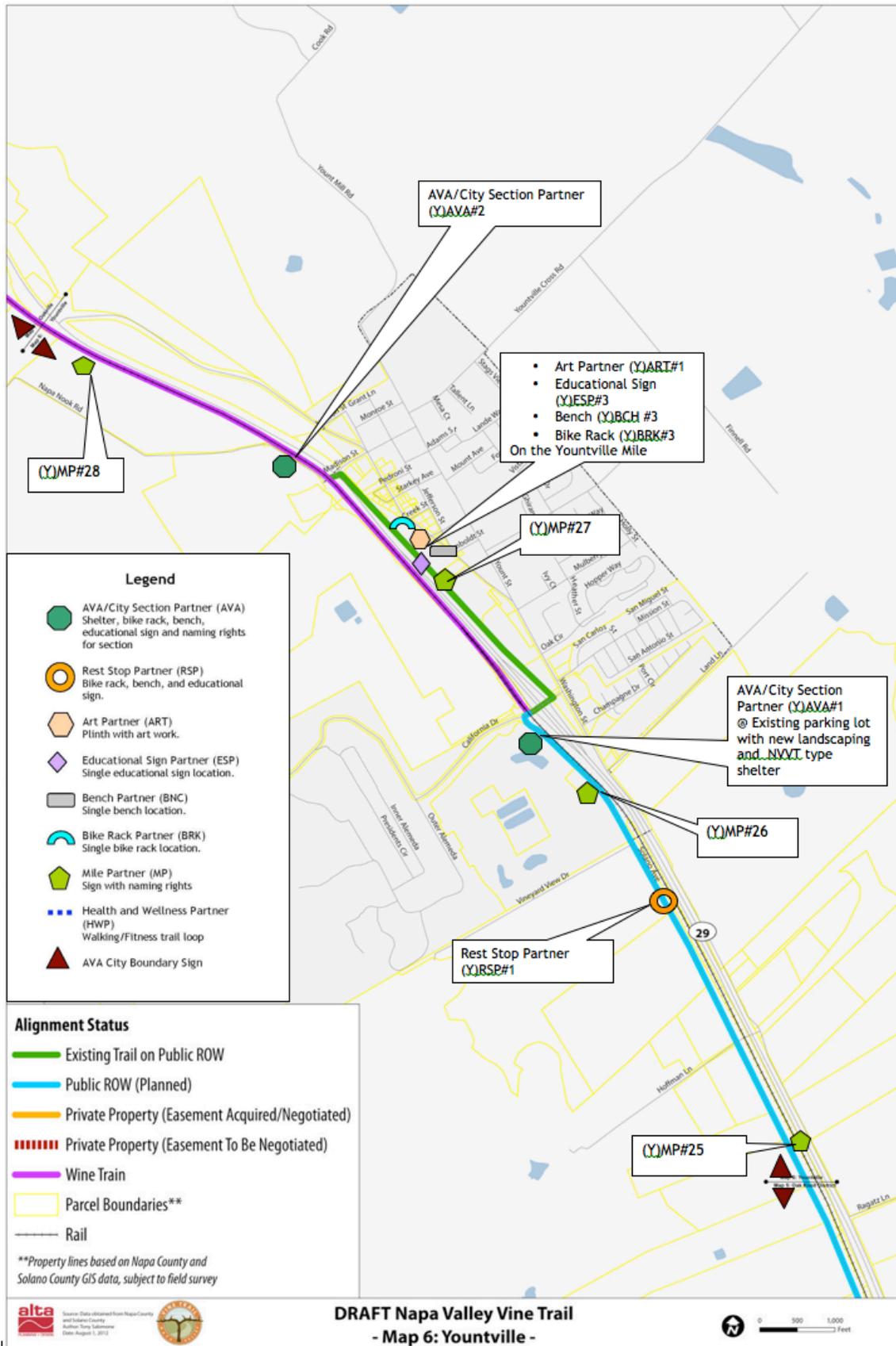
NAPA VALLEY VINE TRAIL Route – SECTION 3: Los Carneros



NAPA VALLEY VINE TRAIL Route – SECTION 5: Oak Knoll District



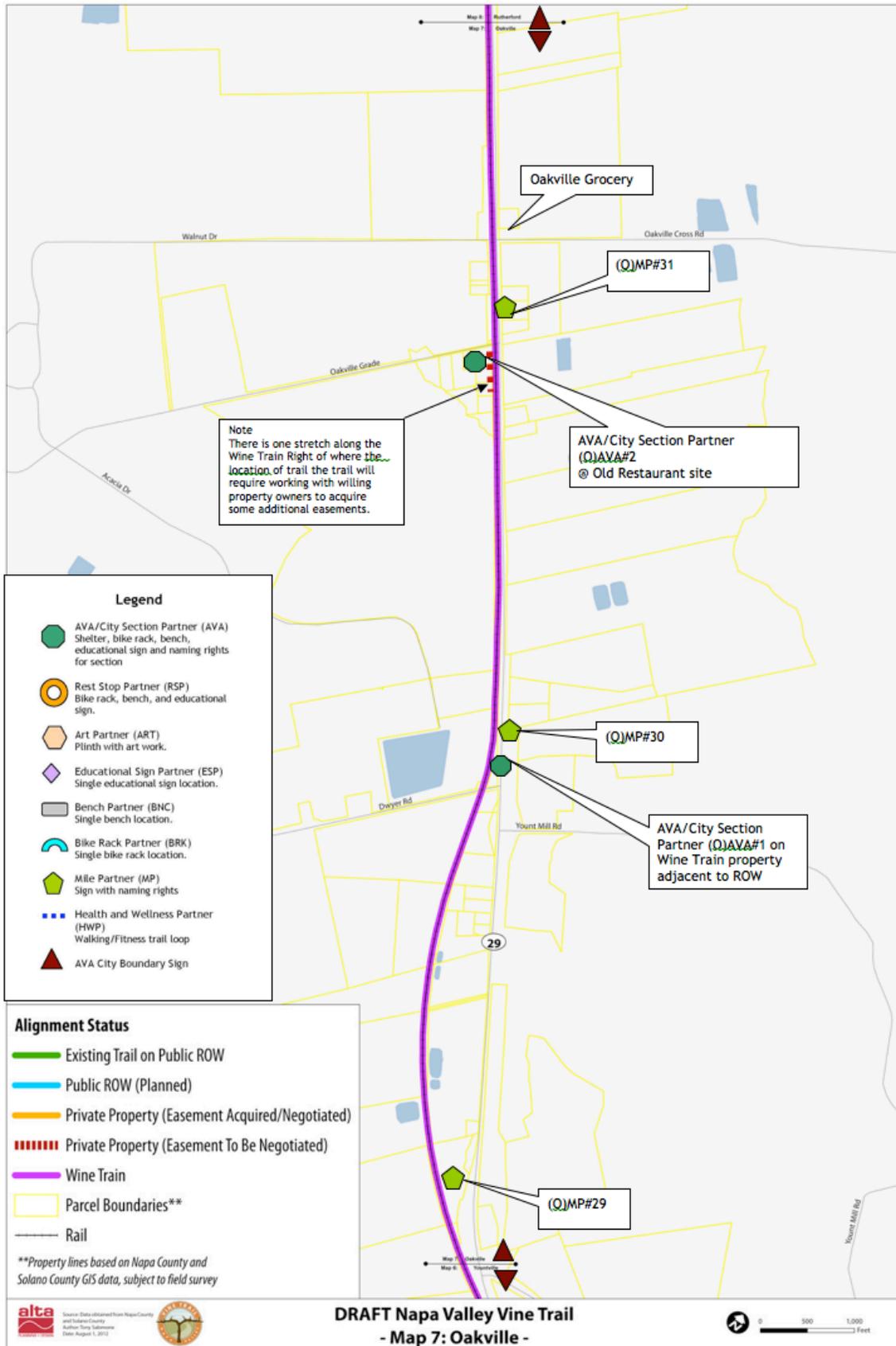
NAPA VALLEY VINE TRAIL Route – SECTION 6: Yountville



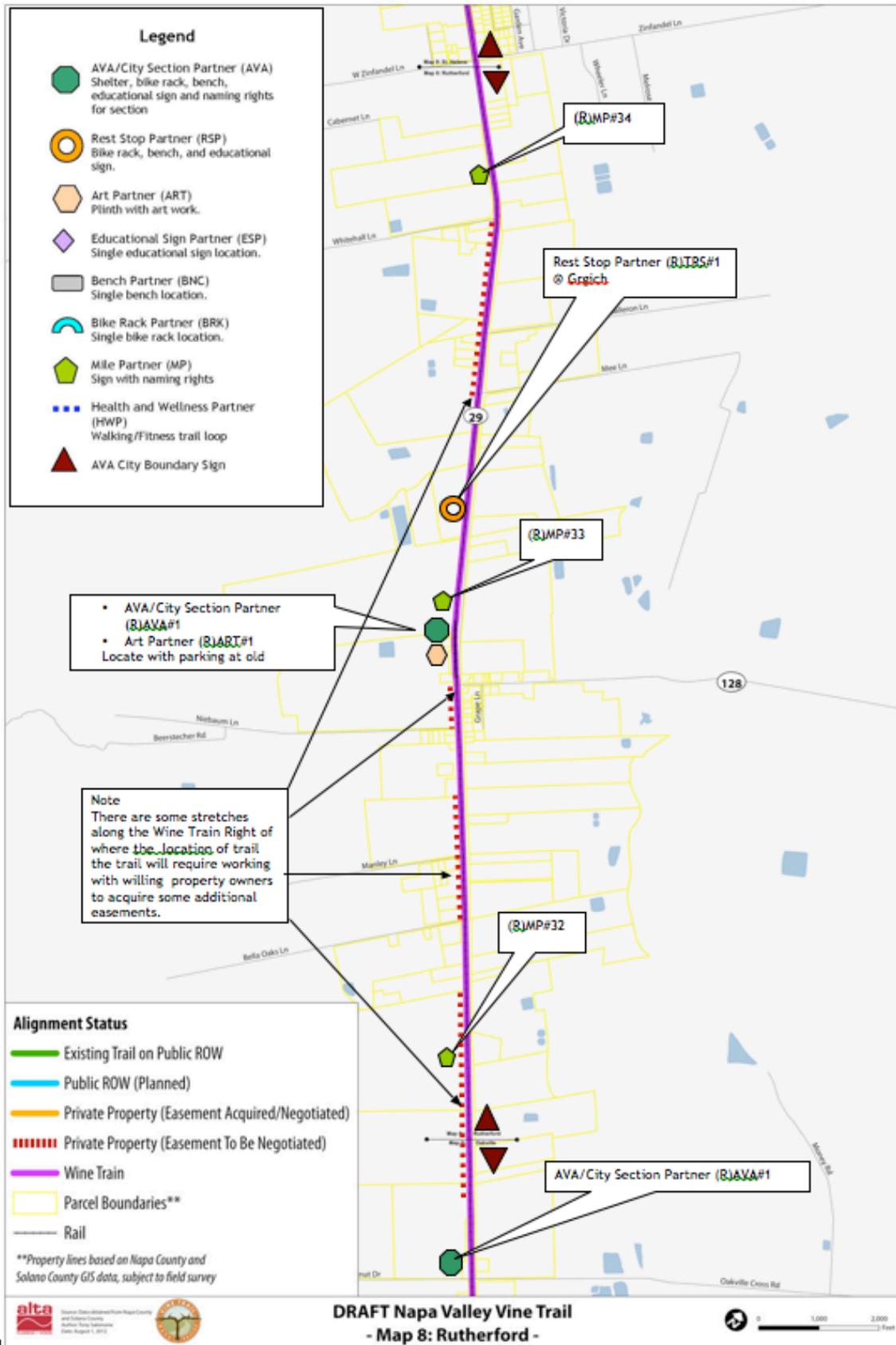
DRAFT Napa Valley Vine Trail - Map 6: Yountville -



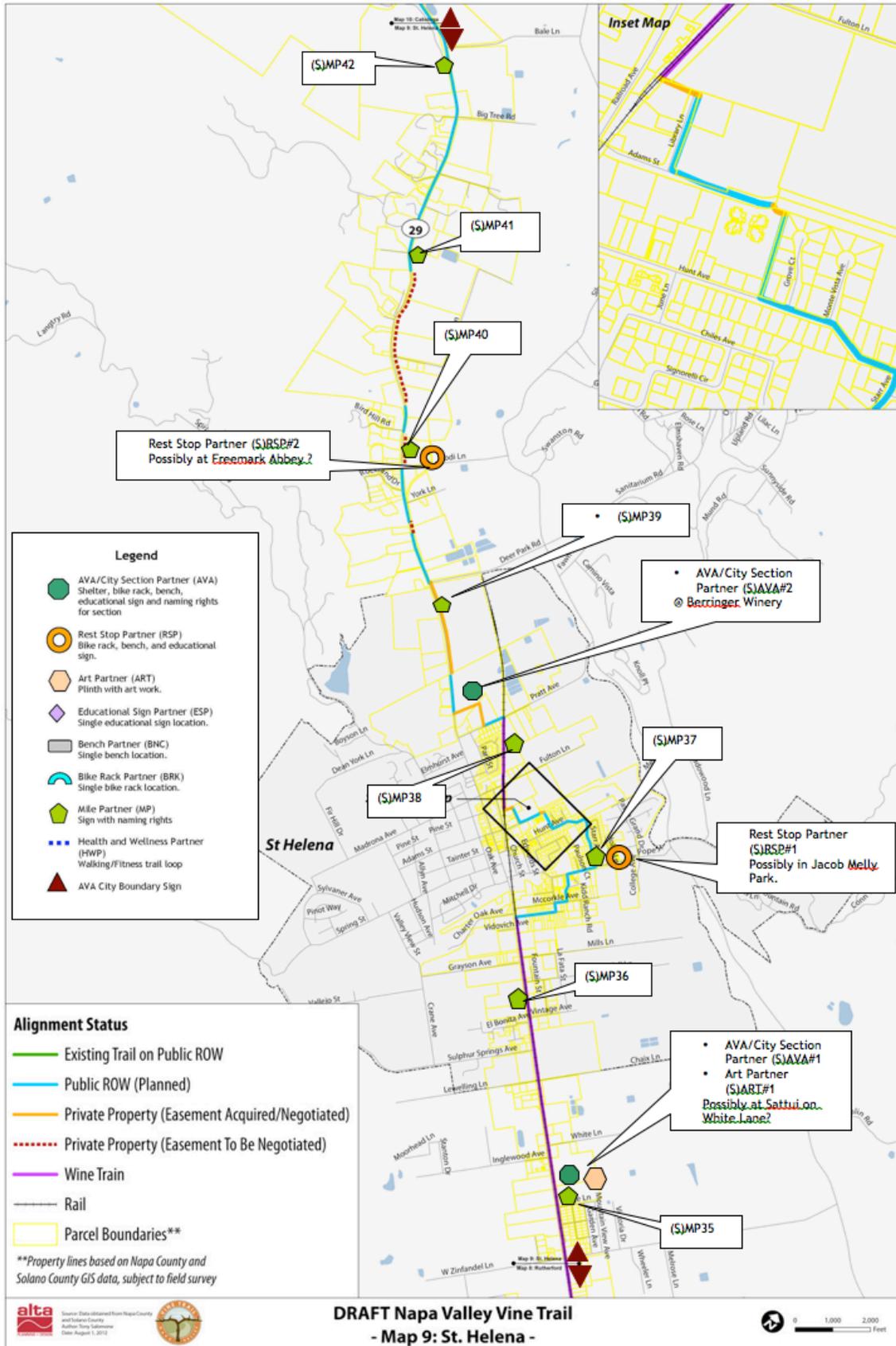
NAPA VALLEY VINE TRAIL Route – SECTION 7: Oakville



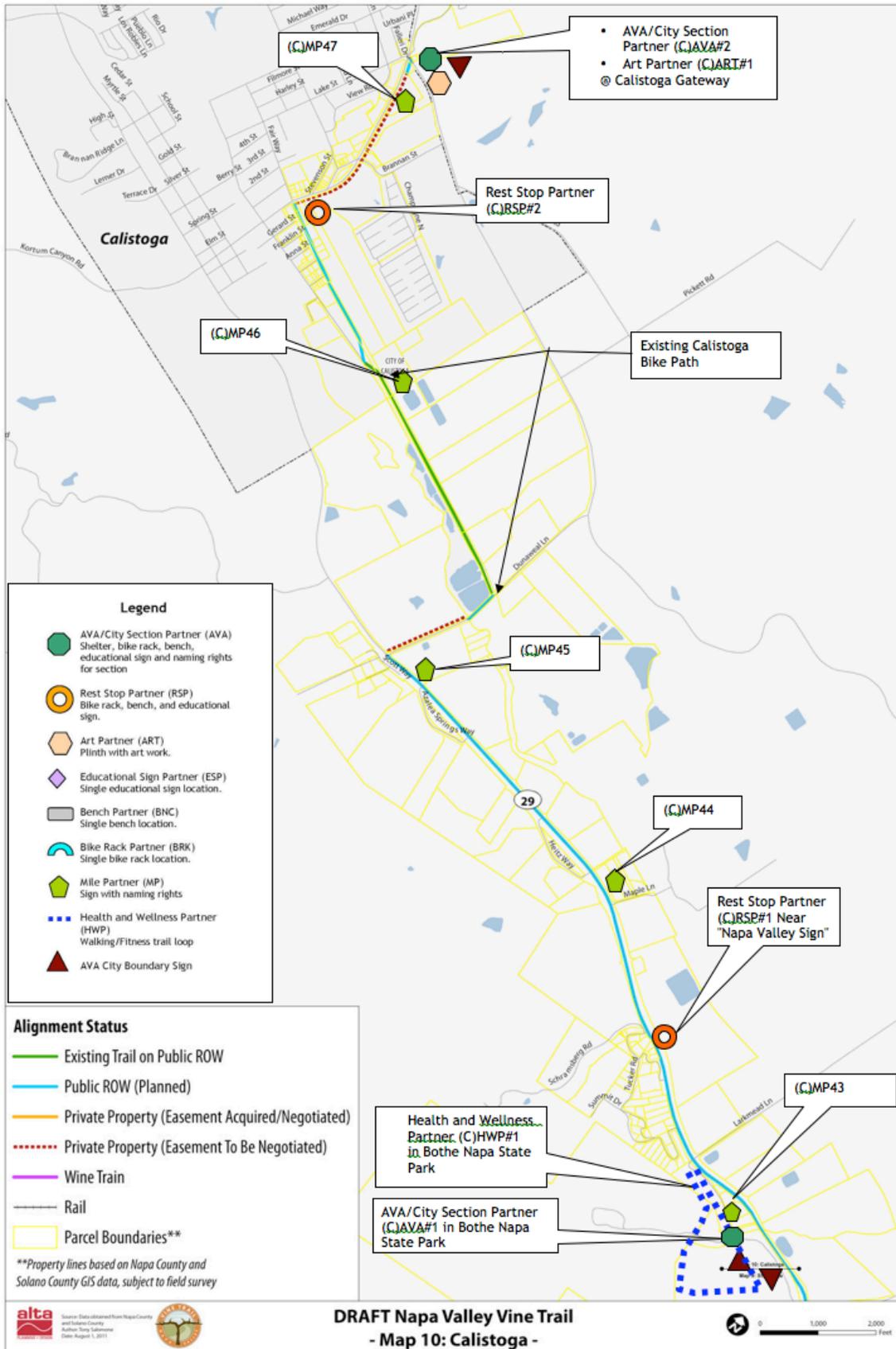
NAPA VALLEY VINE TRAIL Route – SECTION 8: Rutherford



NAPA VALLEY VINE TRAIL Route – SECTION 9: Saint Helena

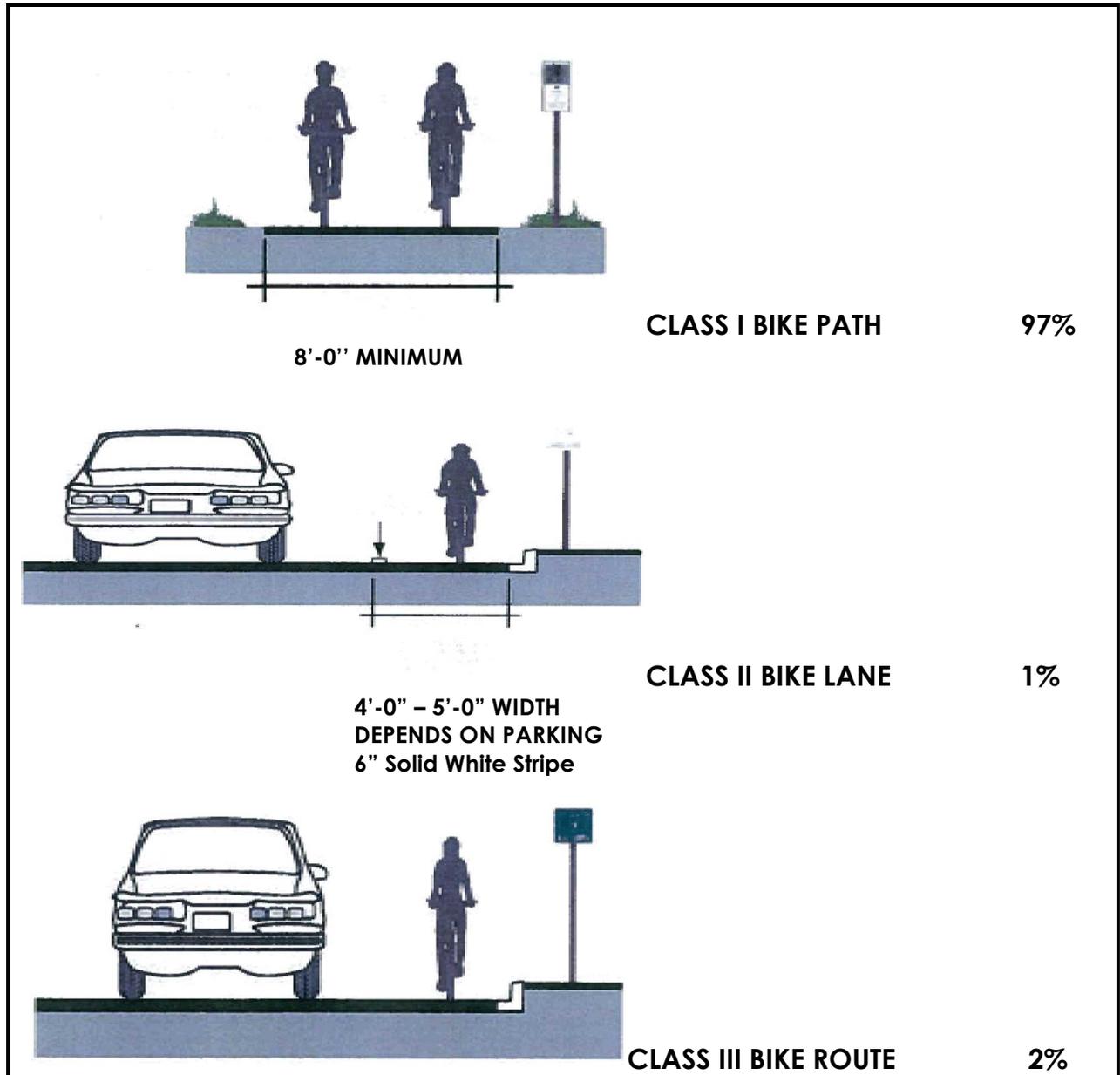


NAPA VALLEY VINE TRAIL Route – SECTION 10: Calistoga



NAPA VALLEY VINE TRAIL

Typical Cross Sections of Project Plan Segments and % of Total Miles



Key Benefits of the Vine Trail

The Napa Valley Vine Trail Coalition is working to build a legacy. Over the next decade, the Vine Trail will open up new opportunities in Napa Valley. This safe, level, family-friendly pedestrian and cycling trail will:

- Enhance both the natural beauty and economic vitality of the Napa Valley as a place to live or visit.
- Balance the varied “multi-modal” uses of this new infrastructure, from bicycle commuters to leisurely recreation to busier trails around neighborhood centers and tourist destinations.
- Encourage people to shake up their car-dependent habits and mode-shift to a greener, healthier, more enjoyable way of life



The Napa Valley Vine Trail, will link 5 Napa Valley communities to the greater Bay Area in a non-motorized, environmentally sensitive way. The Vine Trail will attract more than 3 Million uses, half local residents and have tourists, per year to enjoy one of the most scenic valleys in California.

The Napa Valley Vine Trail Coalition aims to create a transformational pedestrian and bicycle network that achieves the following benefits.

Generates Connectivity: For the first time, the cities of Napa County will be linked together and linked to ferry, bus and rail transportation.

Enhances Public Safety: The Vine Trail will create a continuous network of bicycle and pedestrian paths that will improve the standard of safety for all segments of the Trail, reduce the number of bicycle accidents per capita and increase the Bicycle Level of Service Index (BLOS) for Napa Valley.

Reduces Congestion. The Vine Trail is estimated to replace over 150,000 private vehicle trips per year and reduce the Vehicle Miles Traveled (VMT) on area roads and highways. In polling of Napa County residents, traffic congestion is

rated as a high unmet need in Napa County and reduction of traffic as a major desire. This reduction of congestion serves a substantial purpose beyond the ease of mobility. Congested roadways discourage tourists, an important source of revenue for the Napa Valley.

Improves Air Quality: The Napa Valley has already demonstrated a commitment to clean air and reduction of carbon emissions. *Napa Valley Car Free* and *Bay Area Green Business* are examples of local organizations promoting regional green causes. The Napa County Transportation and Planning Agency is the first Congestion Management Agency in the Bay Area to achieve 'Green Certification'²⁰. The Napa Valley Vine Trail will continue to contribute demonstrably to these efforts. The trail's design does not require the modification of our agricultural preserve. Moreover, a mode share shift from motor vehicle to bicycle and pedestrian transportation will reduce carbon emissions. The Vine Trail is a sustainable investment in the improvement of our air quality in Napa Valley.

Over 60% of Napa County's greenhouse gas emissions come from cars and light trucks

Encourages Public Health: Enabling residents to lead a more active lifestyle produces a healthier public. The Napa Valley has long promoted outdoor activity among residents and tourists alike. Our community offers a plethora of bicycle touring groups and access to hiking trails in our network of state parks.

According to the 2007 Napa County Community Health Needs Assessment²¹ the County's highest-ranked unmet health needs included lifestyle related/preventative health (obesity, nutrition, exercise, wellness) and transportation problems.

Napa County identified four key recommended priorities for community health in this study. Chief among them was the opportunity "for all health partners to focus on the key area of prevention and healthy living and wellness to produce a long-term impact on health improvement, including comprehensive efforts that address nutrition and exercise."

Focus groups held as part of the assessment concluded that lack of preventative care/healthy lifestyle choices was a critical health need. The groups recommended affordable opportunities for physical activity as a top priority. In addition, residents cited lack of transportation resources as a barrier to community health.

²⁰ Napa County Transportation and Planning Agency, Home Page.

²¹ Napa County Community Health Needs Assessment Summary, November 2007, <http://www.co.napa.ca.us/GOV/Departments/DeptPage.asp?DID=40000&LID=1611>

Additionally a study released in November, 2011 by the UCLA Center for Health Policy Research and the California Center for Public Health Advocacy found that Napa's child obesity rate climbed 6.1 percent between 2005 and 2010, to 39 percent making Napa the most obese county in the Bay Area, with more than 28 percent of the population having a body mass index (BMI) greater than 30.²²

The Vine Trail will address this community expressed need directly by encouraging greater participation in an active lifestyle and attracting more pedestrians and bicyclists for its high standards of safety and its quality as one connected route.

Provides Cultural and Aesthetic Enrichment: The Vine Trail's design respects the context of natural materials and enhances the beauty of its historic and agricultural surroundings. Trail amenities will incorporate a wealth of art and interpretive information to enrich residents' and visitors' experience of the Napa Valley.

Project Implementation, Costs and Timing

As part of this plan, the Engineering and Route Committee for the Napa Valley Vine Trail Coalition generated a cost estimate for the construction of the Vine Trail based on the Vine Trail route shown above and our commitment to a Class I multi-use design. This section covers the costs of the Vine Trail design across a number of dimensions.

The total cost by section for the Vine Trail project is summarized in the following chart. The total projected cost is \$45.1 Million for all 10 sections.

²² Napa Register, "Napa Needs to Reverse Record on Obesity", November 20, 2011.

Vine Trail Construction Cost (\$K) by AVA/City and Owner Type						
AVA/City	Existing	PP	PP w/E	Public	Wine Train	Total
Calistoga	203	634	-	7,447	-	8,283
St. Helena	-	1,982	616	2,405	2,065	7,067
Rutherford	-	-	-	-	4,912	4,912
Oakville	-	-	-	-	2,369	2,369
Yountville	-	-	-	1,116	1,476	2,591
Oak Knoll	-	-	-	2,309	-	2,309
Napa	328	186	1,334	3,580	101	5,529
Los Carneros	-	-	-	4,143	-	4,143
American Canyon	417	-	875	2,344	-	3,635
Vallejo	254	-	-	4,056	-	4,311
Total	1,202	2,802	2,824	27,399	10,922	45,148
% of Total	3%	6%	6%	61%	24%	100%

PP: Private Property (Easement to be Negotiated) PP w/E: Private Property (Easement Acquired/Negotiated)

Ongoing maintenance of the Vine Trail is estimated to cost \$250,000-500,000 per year. This accounts for trail patrols, upkeep, insurance and an amortization for trail resurfacing. This maintenance cost is not included in the costing above. Instead, the Vine Trail Coalition is building an endowment fund of \$7.5 Million that will ensure all future trail maintenance will be provided for and performed to the highest standards.

The breakdown of the Vine Trail project costs by type of expense is shown in the following chart. The highest cost element is the paved trail itself, followed by design and environmental review expenses, over/underpasses where the Vine Trail crosses Highway 29 and the costs of barriers and fencing. Also included in the costs shown is a contingency of 25% of design and construction costs to cover additional cost elements that may arise as more detailed engineering analysis is done.

Vine Trail Design & Construction Costs (\$K) by Type											
Cost Type	Calistoga	St. Helena	Rutherford	Oakville	Yountville	Oak Knoll	Napa	Los Carneros	American Canyon	Vallejo	Total
Path Surface	1,842	2,982	1,682	1,252	1,482	1,050	3,039	2,057	2,129	1,114	18,629
Striping & Wayfinding	12	17	8	6	7	5	23	10	10	11	107
Crossings & Signals	401	52	1	1	1	48	139	186	139	-	969
Barriers & Fencing	1,070	1,103	348	259	169	23	35	421	35	35	3,497
Drainage	667	396	-	-	-	-	-	-	-	-	1,062
Kiosks & Signage	83	75	36	32	34	30	105	39	60	61	555
Bridges	230	-	-	-	-	258	232	-	-	-	720
Over/Under Passes	1,160	-	1,160	-	-	-	-	-	-	1,600	3,920
Landscaping	58	87	40	29	35	125	113	48	50	53	638
Design & EIR	1,104	942	655	316	345	308	737	552	485	575	6,020
Subtotal	6,626	5,654	3,929	1,895	2,073	1,847	4,423	3,314	2,908	3,449	36,119
Contingency	1,657	1,413	982	474	518	462	1,106	829	727	862	9,030
Total	8,283	7,067	4,912	2,369	2,591	2,309	5,529	4,143	3,635	4,311	45,148

The Timing of the construction of the 10 sections of the Vine Trail will depend on the ability to secure state and federal funding and the associated philanthropic matching funds. The Vine Trail Coalition secured \$3M in state and federal funding in 2011 and committed \$.6 Million in matching funds. Assuming this

\$3.6M per year in funding continues, it will take approximately 13 years to secure all the \$45.1 Million required to complete the Trail. The sequencing of the sections of the Vine Trail is very fluid, as we will apply funds as we get them to whatever segment is ready to proceed. Our current estimate of the sequencing from easiest to hardest section to obtain easements and design and therefore to fund and complete is:

Vine Trail Construction Sequencing at \$3.6M/yr Funding				
AVA/City	Cost	Cum Cost	Years	Completed
Oak Knoll	2,309	2,309	1	2012
Yountville	2,591	4,900	2	2013
Napa	5,529	10,429	3	2014
American Canyon	3,635	14,064	4	2015
Los Carneros	4,143	18,207	6	2017
Vallejo	4,311	22,517	7	2018
St. Helena	7,067	29,585	9	2020
Oakville	2,369	31,954	9	2020
Rutherford	4,912	36,865	11	2022
Calistoga	8,283	45,148	13	2024
Total	45,148	45,148	13	2024

Funding Strategy and Grant Requests

The community of Napa Valley has demonstrated unprecedented support for the construction of the Vine Trail, validating its commitment to this project with philanthropic and local matching investments. The Napa County Transportation and Planning Agency and the Napa Valley Vine Trail Coalition are seeking 75% of the \$45 Million unfunded cost of our project, or \$32 Million, as part of the Active Transportation funding in the next Federal Transportation Bill and other federal and state programs. We will focus this investment on the Vine Trail segments described above that will link to and leverage already built trail segments across the Napa Valley. As a member of the board of the Napa Valley Vine Trail Coalition, the Napa County Transportation and Planning Agency supports the Napa Valley Vine Trail Coalition's vision and has partnered to apply for, receive and administer Federal Transportation Bill or other federal funds in accordance with all federal, state and local laws.

Philanthropic funding raised by the Vine Trail Coalition will be contributed to NCTPA or the local jurisdictions as needed in the following areas:

1. **Construction Matching Funds:** Public grants require guarantees of local matching funds. Every \$1 of private funds can leverage \$3 or more of state or federal funding. Example: to claim our TCSP grant of \$2.5M to help complete the connection from Napa's Kennedy Park to Yountville (a continuous stretch of 14 miles), the Vine Trail Coalition will provide local matching funds of 12% or \$328,000 to be paid in 2014.
2. **Design & Engineering Matching Funds:** The NVVTC's 50%-100% matching for design encourages local governments to invest their limited resources in the planning necessary to bring their sections of the Vine Trail project to the point where we can jointly solicit public grant funding for construction. For example, a private gift in January 2013 allowed the NVVTC to bring to a "shovel-ready" stage the entire 5+ mile Calistoga section of the Vine Trail.
3. **Operations, Staff:** Board members, the Executive Director and committee members of the Vine Trail Coalition all volunteer their time. Operations runs lean, employing only one staff and a few key consultants. Board member organizations contribute their facilities for meetings.

- 4. **Physical Improvements:** We use our unrestricted funds to take advantage of time-sensitive opportunities, often relating to private property, to improve the trail.
- 5. **Endowment For Trail Maintenance:** We are raising \$7.5 Million to assure the safety and beauty of the Vine Trail in perpetuity. The 47-mile route passes through two counties and multiple municipal jurisdictions. The endowment will guarantee no section of the trail will fall into disrepair, re-surfacing and repair will occur when needed, educational signage and art remain graffiti-free, landscaping is cared for, lighting functions and debris is quickly cleared.

Donors to the Vine Trail capital campaign will receive recognition at varying levels as shown in the table below.

VINE TRAIL DONOR RECOGNITION LEVELS		
Level	#	Opportunity
\$2,500,000	2	PREMIER PARTNER: Trail-wide recognition including all physical & digital maps, way finding signs thru-out all ten Trail Sections of the Vine Trail's 47-mile span
\$1,000,000	10	AVA/CITY SECTION PARTNER: Prime, high visibility recognition at boundary signage & thru-out one of 10 Trail segments plus website recognition. Sections from south to north are: Vallejo, American Canyon, Los Carneros, Napa/Coombsville, Oak Knoll District, Yountville, Oakville, Rutherford, St. Helena, Calistoga Includes partner recognition on all Trail Head covered shelters in your sponsored section
\$1,000,000	1	HEALTH & WELLNESS PARTNER: Recognition as sponsor of all (3+) active fitness, or "Wellness Walking" circuits, Vallejo/AmCan; Napa/Yountville; Rutherford/Calistoga
\$500,000	1	EDUCATIONAL/INTERPRETIVE COMMUNICATION PARTNER: sponsor recognition of full digital & physical (signage) communication package-historic, cultural, artistic, Ag Respect
\$100,000	9	ART PARTNER: Adoption of a public art site installation
\$40,000	10+	REST STOP PARTNER: Sponsorship of trailside rest area: interpretive sign, bench, bike rack
\$25,000	10+	EDUCATIONAL SIGN PARTNER: Sponsorship of one interpretive sign along trail
\$10,000	10+	BENCH PARTNER: metal sign on bench
	10+	BIKE RACK PARTNER: metal sign on custom bike rack
\$5,000	47	MILE PARTNER: metal signage on mile post
\$1,000	100's	FOOTPRINT CAMPAIGN: Etched "footprint" pavers at Trail Head Shelters

The Coalition has successfully leveraged County and city funding as well. The City of Yountville has already received an investment of \$1 Million in Federal Stimulus Bill funding to complete Section 6 through its jurisdiction. The City of St. Helena has invested \$60,000 toward funding the environmental approval of the Vine Trail through its city limits (Section 9) and the City of Napa and County of Napa have contributed \$350,000 for the engineering of Section 5. Additionally NCTPA has secured \$2.5 Million in TCSP funding from the Department of Transportation for the construction of Section 5.

The local citizens of Napa County also directed public funds to be used in support of Class 1 trails in the County when, in 2012, they passed Measure T, a

comprehensive road maintenance program funded by a ¼ cent sales tax that will go into effect in 2018 when the current Flood Control funding tax expires. It is expected that funding for Class 1 Trails will increase by approximately \$750 thousand per year when Measure T goes into effect.

The Napa Valley Vine Trail Coalition, in collaboration with the Napa County Transportation and Planning Agency, is also aggressively seeking additional funding through grant solicitation efforts in addition to these philanthropic donations and local taxing measures. These aggregate funds will be leveraged against any federal investment.

A partial list of federal, state, local, and non-traditional grant sources being pursued include:

- **FEDERAL FUNDING SOURCES**
 - Federal Transportation Enhancements Program
 - Federal Lands Highway Funds
 - Transportation, Community and System Preservation Program
 - Recreational Trails Program
 - Land and Water Conservation Fund
- **STATEWIDE FUNDING SOURCES**
 - Proposition 84
 - Proposition 1A Infrastructure Bond
 - California River Parkways Program
 - Bicycle Transportation Account
 - Habitat Conservation Funds
 - Environmental Enhancement Mitigation Program
 - Wildlife Conservation Board Public Access Program
 - Safe Routes to School
 - Transportation Enhancement Program
 - Office of Traffic Safety Grants
 - Community Based Transportation Planning Demonstration Grant Fund
- **LOCAL FUNDING SOURCES**
 - Transportation Development Act
 - Transportation Fund for Clean Air
 - Coastal Conservancy Bay Area Program
 - Developer Impact Fees
 - ABAG/San Francisco Bay Trail Project
 - Bay Area Ridge Trail Council
 - Napa County Regional Parks and Open Space District
- **NON-TRADITIONAL SOURCES**
 - Community Development Block Grants
 - American Greenways Program

Risks in this Plan

This Project Plan is our current best estimate today for where the Vine Trail will run, how much it is going to cost and how long it will take to complete. We have made several assumptions as we put the plan together that in reality could be different than we have assumed, leading to risks that we will be able to execute this Project Plan as written. The key assumptions and their associated risks are enumerated here:

- **Federal and State Funding for the Vine Trail continues to be available at the experienced rate of approximately \$3 Million per year.** This is the largest impact assumption in the Plan. It is clear from our experience and those of other counties in the Bay Area that funding is and will continue to be available for active transportation projects. It is just not clear how much will be available in any one year and over the construction life of the Project. Our experience in 2011 is that \$300,000 of local funding \$250,000 of state funding and \$2.5 Million of federal funding was secured for the Project, which, when matched, provided approximately \$3.6 Million of funding. We estimate in this Plan, that this rate of funding will continue so that the full funding of the Project will be secured in approximately 13 years. The risk here is that funding will come in for the Project more slowly than anticipated resulting in a longer time to completion of the project.
- **The Vine Trail is able to secure easements on the public rights of way presented in the Plan.** This Plan shows approximately 23.1 miles or 49% of the total miles of the Project on public right of way in the county or city jurisdictions in addition to the 8.6 miles (18%) already constructed. These are not considered at risk as we have the full cooperation of the jurisdictions involved.
- **The Vine Trail is able to secure easements on the Wine Train right of way as presented in the Plan.** This plan assumes a significant easement of approximately 9.9 miles or 21% on Wine Train parcels, mostly between Yountville and Saint Helena. We are working with the Wine Train to secure those easements, but no agreement is yet in place. There is also a related business effort, Napa Transit Investors, which is attempting to secure both this easement and the ability to operate a light rail service on Wine Train right of way that will significantly enhance the use of the Vine Trail. The risk is that that Napa Transit Investors is not able to consummate this plan and

that the Vine Trail is not able to secure the needed easements on Wine Train right of way. In that case, additional easements on private or public right of way will need to be sought and the project could be delayed in those areas where the right of way cannot be secured.

- **The Vine Trail is able to secure easements on the private rights of way presented in this plan.** In addition to the easements from the Wine Train, this Plan also shows private easements across private land of approximately 5.6 miles or 12% of which 3.6 miles or 8% have letters of intent to provide the easement but 4% or 2.0 miles do not. We have not approached the landowners in this last group yet and so the risk is that they will not grant us an easement. The risk then is that some portion of the 4% of the Vine Trail miles may be delayed or will have to be rerouted to avoid these parcels. If no rerouting is possible, the Vine Trail in these areas would have to be along public right of way and possibly Class II or Class III facilities instead of Class I.
- **The Vine Trail is able to secure the needed encroachment permits and/or easements from Caltrans to construct the trail along highway 29 right of way.** Some portions of the Vine Trail are shown close to Highway 29. In some of these areas an encroachment permit or an easement will be required from Caltrans. We expect that Caltrans will be cooperative in most cases, as we are increasing the safety of the roadway by removing bicycles and pedestrians from the highway, but the conditions for obtaining these encroachment agreements or easements have not yet been negotiated. The risk here is that the conditions under which the agreements are granted will increase the costs of construction of the Vine Trail beyond our current estimates. For instance, the portion of the Vine Trail on Caltrans right of way in Yountville required a concrete barrier for approximately 30% of its length, adding approximately 15% to the cost of this one mile section.
- **The Vine Trail design and construction costs will be equal to the budget of \$45 Million.** We have assumed in this Plan that the construction costs are \$45 Million and that 72% will come from local, state and federal grants (\$32 Million), while 28% of it (\$12.5 Million) will come from donations and other local matching funds. The risk is that the actual cost of construction exceeds this amount and so additional public funding and private philanthropy is required to complete the Vine Trail. We believe we have mitigated this risk in several ways. First, our cost estimate includes a 25% contingency on top of our design and construction cost estimates giving us that much insurance that our costs are accurate. Secondly, the minimum private matching funds required for construction are only 10% or 20% of total costs for many federal and state funding sources not the 28%

we have assumed, so the donations being raised would in theory be sufficient to match \$50 million of federal and state funding or total funding of \$62.5 Million. Of course in this situation, it would take an additional 4 years to complete the project with the assumed availability of \$3.6 Million in total financing per year.

- **The Vine Trail is able to secure the forecasted \$12.5 Million in donations for construction and \$7.5 million for a maintenance endowment.** Given our discussions with donors to date, we feel confident that we can secure the needed construction and endowment funds. The only risk is the timing of securing the funds and our ability to have the funds ready to match public funding. Given our assumption of \$3 million in public funding per year, we need to secure a minimum of \$600,000 per year in donations, which we believe is not a large risk. If we were able to secure major public funding for a large portion of the Vine Trail more quickly than \$3 million per year, then we could be challenged to raise the matching donations quickly. This would of course provide a great incentive to additional giving as the completion of all or a major portion of the Vine Trail in short order would be imminent if the funds were raised.

CONCLUSION

As this Project Plan demonstrates, Napa Valley has a compelling need for the Vine Trail; the Vine Trail Coalition has a detailed plan to build it; and the Vine Trail will provide a host of benefits to both residents and tourists when it is completed.

Our Coalition, a unique public/private alliance of elected officials, local agencies and interest groups along with thousands of supporters in the community show Napa Valley's unified commitment to this cause.

Our unique philanthropic approach to matching funds also demonstrates our commitment and can serve as an example to other communities.

Our request to both the potential public funders and private donors reading this Plan is that you partner with us to help build our trail system. The Vine Trail is a transformational undertaking for the Napa Valley—a once-in-a-century opportunity to shape our future. Railroads and roads shaped the economy and culture of Napa Valley in the past. The 21st century transportation challenge is to ensure Napa Valley's continued economic vitality without sacrificing its agricultural tradition or blighting its natural beauty.

To answer this challenge, the Vine Trail Coalition believes it is essential that we invest in building a safe and useful active transportation network. The Vine Trail is the spine and key connector in this plan.

Your partnership is an investment in people, a place, and a powerful vision for Napa Valley's future. The Vine Trail will connect our communities, entice visitors to linger longer, and preserve a path for discovering the best Napa Valley has to offer for generations to come.



CONTACTS

For more information about the Napa County Transportation and Planning Agency and the Napa Valley Vine Trail Coalition, please contact:

Napa County Transportation & Planning Agency

VINE Transit Center
625 Burnell St.
Napa, CA 94559

Eliot Hurwitz
Program Manager, Transportation/ Land Use
ehurwitz@nctpa.net
Tel: Direct (707) 259-8782, Main: (707)259-8631

Napa Valley Vine Trail Coalition

P.O. Box 93
St. Helena, CA 94574

Chuck McMinn
Executive Director
chuck@vineyard29.com
Tel: (707) 967-5410

APPENDIX: The Vine Trail Coalition Members & Supporters

Agencies Endorsing The Coalition

Napa County Transportation & Planning Agency (NCTPA)
NCTPA/TAC Countywide Public Works Planners
California Department of Transportation (Caltrans, District IV)
Napa County Regional Park & Open Space District
California Department of Fish & Game
Napa County Association of Chambers of Commerce
Land Trust of Napa County
Napa County Farm Bureau
Napa Valley Grapegrowers
Napa Valley Vintners
Winegrowers of Napa County
San Francisco Bay Trail
Bay Area Ridge Trail Council
Visit Napa Valley
Napa County Board of Supervisors
City of Vallejo/Solano County
Napa County Planning Commission
Sierra Club Napa Group
Napa County Sheriff's Department
California Highway Patrol
City of Napa Police
Friends of the Napa River
Active Transportation Committee of Napa County (ATAC)
Napa County Bicycle Coalition (NapaBike)
Sustainable Napa County
Calistoga Vitality Group
Arts Council Napa Valley
Cycling Businesses of Napa Valley
Runners of Napa Valley
Napa County Hispanic Chamber of Commerce
Rotary Clubs of Napa Valley

Elected Officials Endorsing The Coalition & Vine Trail Project State & National:

Congressman Mike Thompson, California- District 7
Senator Diane Feinstein
Senator Barbara Boxer
Assemblymember Mariko Yamada
California State Senator Lois Wolk
Assemblymember Noreen Evans
Assemblymember Michael Allen

City & County jurisdictions in Napa and Solano Counties

Solano County, Supervisor Erin Hannigan, City of Vallejo Mayor Osby Davis
City of American Canyon, Mayor Leon Garcia, City Council, City Manager
City of Napa, Mayor Jill Techel, City Council, City Manager
Town of Yountville, Mayor John Dunbar, Town Council, Town Manager
City of St. Helena, Mayor Ann Nevero, City Council, City Manager (previous, Del Britton)
City of Calistoga, Mayor Chris Canning, City Council, City Mgr, previous, Jack Gingles,
County of Napa, Board of Supervisors and Park District:
Brad Wagenknecht, Napa County Supervisor – District 1
Mark Luce, Napa County Supervisor – District 2
Diane Dillon, Napa County Supervisor – District 3
Bill Dodd, Napa County Supervisor – District 4
Keith Caldwell, Napa County Supervisor – District 5
Tony Norris, Board President - Napa County Regional Park and Open Space District
Harold Kelly, Board Vice-President-Napa County Regional Park and Open Space District
Michael Haley, Ward 3 - Napa County Regional Park and Open Space District
David Finigan, Ward 4 - Napa County Regional Park and Open Space District
Barry Christian, Ward 5 - Napa County Regional Park and Open Space District

Founding Board Members, Napa Valley Vine Trail Coalition, Fall 2008

John Hofnagle, Land Trust of Napa County
Linda Reiff, Napa Valley Vintners
Jennifer Putnam, Napa Valley Grapegrowers

The Vine Trail Coalition

The Napa Valley Vine Trail Coalition is led by an ever-evolving and responsive member board representing a broad spectrum of community and civic organizations including:

- Land & Agricultural Interest Groups
- Public Agencies
- Economic Interest Groups
- Environmental Interest Groups
- Health and Wellness concerns
- Youth Development Groups
- Educational, Cultural and Arts Development representatives

The Coalition holds monthly board meetings (generally the third Wednesday of each month) and much of the work and progress is done in committee. With the exception of the governance and executive committees, all committees are open and welcoming to non-board member participation.

Executive Director & Board President, Chuck McMinn: *Co-owner Vineyard 29 winery with over 30 years' experience working in funding and starting businesses and non-profits in Silicon Valley & Napa Valley* www.vineyard29.com

Operations Director, Shannon Kuleto

COALITION BOARD MEMBER ORGANIZATIONS, REPRESENTATIVES & ALTERNATES

LAND & AGRICULTURAL INTEREST GROUPS

Napa Valley Vintners (co-founder) <http://www.napavintners.com/>

Becky Peterson - NVV Community Relations Director

Linda Reiff – NVV Executive Director

Land Trust of Napa County (co-founder) <http://napalandtrust.org/>

Joseph M. Keebler – Land Trust project committee member and former board trustee

Doug Parker - CEO Land Trust of Napa County

Napa Valley Grapegrowers (co-founder) <http://www.napagrowers.org/>

Walt Brooks – Vineyard Owner

Jennifer Kopp Putnam – NVG Executive Director

Napa County Farm Bureau <http://www.napafarmbureau.org/>

Peter Nissen - Grower and NCFB immediate past president

Sandy Elles – Executive Director

Winegrowers of Napa County

Michelle Benvenuto – Executive Director, former Napa Planning Commissioner

PUBLIC AGENCIES

Napa County Transportation & Planning Agency (NCTPA) <http://www.nctpa.net/>

Diane Dillon – District 3 County Supervisor <http://www.countyofnapa.org/BOS/>

JoAnn Melgar - Staff Assistant to the Board of Supervisors

NCTPA/TAC Public Works Planners <http://www.nctpa.net/bod-c/adv-committees/tac.html>

Rick Marshall – TAC Chair and Napa County Public Works Director

Debra Hight – Assistant Director of Public Works, City of St. Helena

ATAC - Napa County Active Transportation Advisory Committees of Napa County

www.nctpa.net/active-transportation-advisory-committee-atac

Eliot Hurwitz – Program Manager and Chair, ATAC (formerly Bicycle Advisory Committee)

Kate Miller - Executive Director, NCTPA

Napa County Regional Park & Open Space District <http://napaoutdoors.org/>

Tony Norris – Board President

California Department of Fish & Game <http://www.dfg.ca.gov/delta/>

(Advisory) Corinne Gray – Environmental Scientist, Bay-Delta Region

Napa County Law Enforcement

Sheriff's Department <http://www.countyofnapa.org/Sheriff/>

John Robertson – Sheriff, Napa County

City of Napa Police Department

http://www.cityofnapa.org/index.php?option=com_content&view=article&id=37&Itemid=141

Steve Potter – Patrol Captain

California Highway Patrol <http://www.chp.ca.gov>

Mark Rasmussen – Captain Napa Office CHP Golden Gate Division

Caltrans District 4 <http://www.dot.ca.gov/hq/tpp/offices/bike/>

Beth Thomas (Advisory) - Senior Transportation Planner, Office of Transit & Community Planning, Pedestrian & Bicycle Coordination Branch, Caltrans District 4

Sergio Ruiz (Advisory) - Associate Transportation Planner, Caltrans District 4

City of Vallejo/Solano County <http://www.ci.vallejo.ca.us/GovSite/>

Erin Hannigan – Solano County Supervisor, formerly Vice-Mayor of the City of Vallejo

Napa County Planning Commission <http://www.countyofnapa.org/Commission/>

Matt Pope – Napa County Planning Commissioner, District Representative- Napa & Solano State Sen. Noreen Evans Office

ECONOMIC INTEREST GROUPS

Visit Napa Valley (formerly Napa Valley Destination Council)

<http://www.visitnapavalley.com/>

George Goeggel – Finance Chair, Visit Napa Valley; Auberge Resorts Principal, Director

Clay Gregory – President, Visit Napa Valley

Napa Valley Chambers of Commerce

Chris Canning – Calistoga Chamber of Commerce and Mayor of Calistoga

Chris Messina - CEO, Napa Chamber of Commerce

<http://www.calistogachamber.com/> <http://www.sthena.com/> <http://www.yountville.com/>

<http://www.napachamber.com/> <http://www.amcanchamber.org/>

Napa County Hispanic Chamber of Commerce <http://www.napacountyhcc.com/>

Ines DeLuna – NCHCC board trustee, Court Div. Supervisor, Napa County Superior Court

Calistoga Vitality Group <http://www.calistogavitalitygroup.org/>

Dieter Deiss – CVG Board president and Calistoga Bicycle Advisory Committee

Cycling Businesses of Napa Valley

Jake Scheideman – Owner, St. Helena Cyclery <http://sthelenacyclery.com/>

<http://napavalleybiketours.com/> <http://www.naparivervelo.com/> <http://calistogabikeshop.com/>

ENVIRONMENTAL INTEREST GROUPS

Sierra Club Napa Group <http://redwood.sierraclub.org/napa/>

Charles Slutzkin – NC Resource Conservation Dist. board; Developer Gateway Bus. Park

Penny Proteau – Sierra Club Outings Leader, Tracking/Compliance Miner Family Vnyds

Sustainable Napa County <http://www.sustainablenapacounty.org/>

Jeri Gill – SNC Executive Director

William Bennett – Project Engineer for nonprofit SNC

Friends of the Napa River <http://www.friendsofthenapariver.org/>

Barry Christian – American Canyon Open Space Commission; law enforcement (retired)

Tim Yarish – FONR Board Vice-President

CULTURAL & COMMUNITY INTEREST GROUPS

Napa County Bicycle Coalition www.napabike.org

Joel King – Co-founder Napa Bike, member Napa Trails Advisory Commission, ag biologist

Michael Costanzo – Executive Director Napa Bike

Health, Wellness & Medical Coalition

Elizabeth Glenn-Bottari – Vice President & COO Integrative Health,

Queen of the Valley Wellness Center <http://www.thequeen.org/>

Robert Diehl – Vice President Operations, Queen of the Valley Medical Center

Youth Development & Safety Education Coalition

Janet Todd – Executive Director, Girls On The Run <http://www.gotrnapavalley.org/>

Lucas Euser – Professional cyclist, Team SpiderTech www.lucaseuser.com

Napa County Safe Routes To School <http://napasaferoutes.org/>

Anne Darrow - Safe Routes to School Coordinator, Napa County Office of Education

Rotary Clubs of Napa Valley

Rob Andreae – St Helena Rotary; principal, ST Wealth Management; board chair, Land Trust of Napa County

Runners of Napa Valley

Dame' Rahal – owner, Athletic Feat, You Napa Running Shoes Store

Hannah Euser – running and cycling activist

Arts Council Napa Valley www.artscouncilnapavalley.org

Olivia Everett – ACNV Executive Director; founder, Wandering Rose arts publication

Mark Joseph - ACNV board and American Canyon City Council

OTHER INDIVIDUAL MEMBERS & STANDING COMMITTEE CHAIRS

Board President, Capital Campaign Committee chair

Chuck McMinn – Co-owner Vineyard 29 winery, engineer, entrepreneur, start-up junkie www.vineyard29.com

Board Vice President

Dave Meyers – former Managing Director of Dickenson, Peatman & Fogarty

Board Treasurer

Mark Richmond – Principal, LPL Financial www.lpl.com

Board Secretary

Mayra Martinez – St Helena Hospital Client Services <http://www.sthelenahospitals.org/>

Outside General Legal Counsel (Advisory)

Jim Terry – Director, Dickenson, Peatman & Fogarty PC <http://www.dpf-law.com/>

Governance Committee Chair & Community Legal Consultant

Dave Meyers – former Managing Director of Dickenson, Peatman & Fogarty

Marketing/Communications Committee Chair

Gwen McGill – Director of Marketing and Public Relations

Route/Engineering Committee Chair

Philip Sales – Trail and Greenway Planning Consultant; Park Planning Chief, Sonoma County Regional Parks Department (ret.) San Francisco Bay Trail Steering Committee

Grants Committee Chair

Herb Fredricksen – Civil Engineer, Consultant, City of Napa (ret.)

Operations Director

Shannon Kuleto –Co-founder Kuleto Estate winery; St Helena Star Editorial Board member

COMMITTEES--The Coalition has five standing committees.

Route/Engineering: Philip Sales, Chair. Oversees the engineering of the trail including route selection, easements, engineering and construction firm selection and design considerations. Contact PSales@vinetrail.org

Grant Solicitation: Herb Fredricksen, Past Chair. Working to identify and secure available public funding for a portion of the Trail's cost. Contact PSales@vinetrail.org

Capital Campaign: Chuck McMinn, Chair. Organize and conduct fund raising of the private portion of the Trail capital. Contact chuck@vinetrail.org

Marketing Committee: Gwen McGill, Chair. Communicates the aspirations and progress of the coalition through: web site, collateral material, speaker's bureau, media outreach, social networks, business partnerships, Hispanic outreach (CONNECTAMOS) and events.

Contact gwendeaux@gmail.com

Governance Committee: Dave Meyers, Chair; Chuck McMinn, Jim Terry, Linda Reiff, Mark Richmond, Shannon Kuleto, Jennifer Kopp Putnam

Executive Committee: Chuck McMinn, Chair; NVV/Becky Peterson, LTNC/Joe Keebler, NVG/Jennifer Kopp Putnam, Mark Richmond (Treasurer)