

Commerce and Tourism Strategic Planning Meeting  
September 19, 2018

The aspirations of the group were: Vibrant wine economy; traffic; employees can live here; and diversification.

Solutions included: Determine workforce & housing needs & where can accomplish and how to meet; public transportation on Uber application type system; roundabouts; educate public about affordable housing; create "by-right" areas to build workforce housing; more transportation options to support denser housing.

Aspiration: Vibrant Wine Economy		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Regulations (over)	Traffic	Occupancy dipped
Cost of visiting: overnights/tasting	Shortage of labor pool	Majority of wineries unprofitable
Becoming to affluent and elite	Housing cost	Outside influences
Perception of overcrowded because of traffic	Unemployment low	
Water use/availability	Fire: occupancy dipped	

Solutions			
Actions to Solve	Who Needs to Be Involved	Pros   Cons	
Define what problems really are and if regulations really match - science based conclusions	none	Making fact based decision	Costly & timely process
Determine "visiting & market threshold" cost, experience studies		More vibrant communities when employees can live where work	Vibrant workforce that lives here could threaten AG
<b>Determine workforce &amp; housing needs &amp; where can accomplish and how to meet</b>			Tough decision between cities and county about Ag versus development

Red indicates top vote getter(s).

Aspiration: Traffic		
Specific Challenge or Problem	Evidence this challenge or problem exists	Impact of the Challenge or Problem on You?
Construction	Look outside	Waste of time
Commute traffic am/pm	Tourist complaints	Visitor's negative perception
East/west traffic in city of Napa and American Canyon	Employee complaints	Negative economic impact
Skellinger St (and other crosses)	Bus timelines make it infeasible to use	Need a cultural: shift - resistance to change - willingness to do something new
St. Helena left turns		
DUI's		
Lack of public transit: unusable/ timely/ location		

Solution			
Actions to Solve	Who Needs to Be Involved	Pros   Cons	
<b>Public transportation on Uber application type system</b>	none	Better experience for visitors/residents/emp	\$\$\$
Light rail with winery stops		Quality of life	Time
Driverless transit		Environment	
<b>Roundabouts</b>		Better mobility for all	
Bike lanes		Safety	
Employer driven carpooling			
Rideshare			
Increase gas tax to pay for it			

Red indicates top vote getter(s).

Aspiration: Employees can live here		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Too expensive/limited supply	Low vacancy rate	Traffic congestion due to commuting
NIMBYS - oppose new housing	Waiting list for affordable units	Kids can't live here - want family close
Limited space	Commuting	Less productivity - less engagement with community, worse health, air quality
Diversify jobs to allow greater range of housing that is affordable	They organize and protest	Stops housing projects
	Income/price relationship	If we rely on cars, limited space leaves less room for housing
	URLs, Ag Preserve	

Solution			
Actions to Solve	Who Needs to Be Involved	Pros   Cons	
Build more houses (but won't work)	none	Less congestion?	More congestion?
Make it work proximity housing/co-housing/transitional housing (ADUS)		Provide more options for younger resident	Need to show people how to live close together
<b>Educate public about affordable housing</b>		Density allow more public green space	
<b>Create "by-right" areas to build workforce housing</b>		Allow more healthy debate without misconception	
<b>More transportation options to support denser housing</b>		More socialization, sense of community	

Red indicates top vote getter(s).

Aspiration: Diversification		
Specific Challenge or Problem	Evidence this Challenge or Problem Exists	Impact of the Challenge or Problem on You?
Single industry	Traffic	Traffic
One & done destination	More demand on labor force	Less profitable
Adult experience	Driven by short term stay	
Expensive experience	Peaks & valleys (Sun-Thurs)	
Short experience		
Stuffy/intimidation		

Solution			
Actions to Solve	Who Needs to Be Involved	Pros   Cons	
<b>Market other actiities: hiking, biking, ballooning</b>	none	Diversify visitor base more family friendly	Lose marketing edge
Invest in hiking/biking trails (LB)		Diversify job market	Cost
Best practices from other communities		Potential year round opportunities	
Invest in arts & culture		Longer length stays	
Training employees family friendly		Accommodating workforce	

Red indicates top vote getter(s).