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Traffic Demand Management Plan Duckhorn Vineyards Winery Major Modification P19-00097-MOD

Duckhorn Vineyards Winery Use Permit Major Modification
P19-00097-MOD
Planning Commission Hearing – May 3, 2023

EST. 1976

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TRAFFIC DEMAND MANAGEMENT PLAN

Pursuant to the approved scope-of-work for the Duckhorn Vineyards Winery Use Permit Modification Traffic Impact Study ("Duckhorn TIS SOW"), please find the proposed Traffic Demand Management Plan for Duckhorn Winery. This plan includes measures to seek to reduce peak-hour vehicle trips and reduce traffic congestion on Napa County roads and associated carbon dioxide gas production.

Summary of Plan.

In an effort to reduce peak-hour vehicle trips on the Silverado Trail, Lodi Lane and throughout the Napa Valley, Duckhorn Wine Company (the "Company") employees, including those who work at the Duckhorn Vineyards winery, are encouraged to participate in several company-supported traffic reduction solutions. At present, Company employees are eligible to receive pecuniary ride-sharing benefits through the Company's participation in the Bay Area Commuter Benefits Program, pursuant to which employees report their carpooling activities and receive company-paid subsidies on a per day, per rider basis. The Company also provides opportunities, when appropriate and feasible, for employees to maintain flexible schedules. For midday trips, the Company encourages employees to carpool using fleet vehicles and to consolidate trips among our facilities. In addition, the Company is enrolled in Napa Valley Forward, a pilot program aimed at reducing traffic on State Route 29 and the Silverado Trail by promoting the use of more sustainable commuting modes, such as carpooling, vanpooling, biking, walking and taking public transportation. The Company continually evaluates the programs described above to achieve sustainable benefits and look at new opportunities to reduce traffic as opportunities arise.

Plan Implementation.

The following table presents additional information with respect to the reduction measures identified in the Duckhorn TIS SOW and the summary of plan above. Please note that the table is presented on this page and the following page.

Reduction Measure	**Implementation Procedure**	**Monitoring Responsibility**	**Monitoring/Reporting Action and Schedule**
Carpool/Vanpool Subsidies (Bay Area Commuter Benefits Program)	Company enrolls in program, notifies employees, provides record and reimbursement processes, subsidizes carpooling activity per program details.	Human Resources	Human Resources provides information annually regarding participation and benefits provided during prior year.
Fleet vehicles are provided for mid-day trips	Evaluate and adopt fuel efficient and reduced CO_2 producing vehicles for fleet as feasible; maintain calendar for coordination and scheduling of fleet vehicle use which also encourages and facilitates the reduction of vehicle trips.	Site specific fleet vehicle coordinator; Legal Associate; Production	Site fleet coordinator provides data to Legal Associate to assess fleet vehicle use; Legal Associate shall provide annual summary of use and identify opportunities to replace aging vehicles with fuel efficient options.
Flextime programs (when feasible)	Employee and manager discuss flextime opportunities, if a preliminary determination of feasibility is present; Human Resources is consulted to evaluate and potentially approve the alternative schedule.	Management; Human Resources	Human Resources provides information annually regarding participation and use of flextime and telecommuting during prior year.

Reduction Measure	Implementation Procedure	Monitoring Responsibility	Monitoring/Reporting Action and Schedule
Maintain bicycle racks to accommodate employee and visitor bicycle riders	Maintain existing number of bicycle racks for use by employees and visitors; in cooperation with, and at the direction of, Napa Valley Forward, consider needs for additional bicycle racks and any other resources required to encourage use of bicycles for peak hour trips.	Human Resources; Facilities/ Production site management	Human Resources will act as the liaison to Napa Valley Forward and will provide suggestions to winery site management regarding increased resources for bicycle riders.
As practicable, attempt to schedule winery visitors to avoid peak travel times	The Hospitality team will continue to make efforts to schedule visitors to minimize arrival and departure of guests to/from the winery during peak travel times.	Hospitality team	The hospitality team trains employees with respect to best practices in booking winery visitors, including efforts to schedule visitors to attempt to minimize the arrival and departure of guests during peak travel times.
Schedule vehicle trips and deliveries to/from the winery to avoid peak travel times	A collaborative effort between all departments is made to minimize vehicle trips and deliveries to/from the winery during peak travel times; this includes scheduling of meetings, delivery of goods and completion of activities causing exodus of employees from the winery.	All departments	Human Resources and Production training to encourage employees to be cognizant of Company efforts to minimize vehicle trips and deliveries during peak travel times, as feasible.
Enrollment and participation in Napa Valley Forward	Enter into Participation Agreement with the transportation planning agency's designated commuting hub platform provider (Luum); Human Resources will act as the primary liaison for the company	Human Resources	Human Resources will act as the liaison to Napa Valley Forward and will lead in the gathering of information with respect to the Company's traffic reduction efforts in cooperation with other Company stakeholders.

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