



# City of St. Helena

*"We will conduct city affairs on behalf of our citizens  
using an open and creative process."*

1480 Main Street  
St. Helena, CA 94574  
Phone (707) 967-2792  
Fax (707) 963-7748  
www.ci.st-helena.ca.us

June 24, 2014

**FILED**

**JUL 3 2014**

Clerk of the Napa Superior Court  
By: C. Blenna  
Deputy

The Honorable Mark A. Boessenecker  
Superior Court of California  
County of Napa  
825 Brown Street  
Napa, CA 94599

Subject: Response to the Grand Jury 2013-2014 Final Report titled Vine: Management and Ridership for the Future

Dear Judge Boessenecker:

The City of St. Helena has received a copy of the above noted Grand Jury Report. The City Council has reviewed its findings and recommendations and appreciates the time and effort the Grand Jury took in researching and compiling this report. Consistent with PC 933.05, the City of St. Helena provides this response to the report recommendations.

### **Recommendation**

The City of St. Helena is requested to respond to recommendation #8, which says "The NCTPA should implement within the current fiscal year a coordinated VINE marketing strategy with each Napa County jurisdictions so that NCTPA's transit services are readily available and consistently communicated across all public, community and visitor websites."

### **Response**

The City of St. Helena supports this recommendation and will coordinate efforts with NCTPA to improve and increase our current marketing efforts to encourage ridership. We plan to start implementation of the following efforts within thirty days: City staff will communicate with NCTPA staff to integrate an appropriate link on the City web-site [www.ci.st-helena.ca.us](http://www.ci.st-helena.ca.us) as provided by NCTPA. City staff will further evaluate other means of reaching out to the community with such information being included in the water bill, e-news broadcast and posting at public facilities.

Thank you for the opportunity to review and comment on the Grand Jury Final Report. Please contact our Interim City Clerk, Cindy Black at [cindyb@cityofsthelena.org](mailto:cindyb@cityofsthelena.org) or 707-968-2742, if you have any questions.

Sincerely,

Ann Nevero, Mayor  
City of St. Helena