



Board of Directors Meeting

AGENDA

Directors: Jennifer Donofrio (President, City of Davis); Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Gabe Gandara (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Stephanie Holliday (YSAQMD)

January 9, 2024 / 9:30 - 11 am

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmE1NmJkMWEtMmNiNS00MmJlLTk5NTMtZjc4ZmQ1NDQzN2Yx%40thread.v2/0?context=%7b%22Tid%22%3a%226b5558b6-8dd7-4179-8212-329f8f133013%22%2c%22Oid%22%3a%22637016cb-9895-43d3-a642-689c6b83c1b9%22%7d

1. Call to Order, Recognize Quorum, Introductions and Announcements

- A. Board Announcements
- B. Staff Announcements

2. Approve Meeting Minutes: 11/7/2023

3. Operations:

- A. Staff Activities
- B. Bi-Monthly Financials
- C. Yolo 80 Managed Lanes Volunteer Trip Reduction Program MOU
- D. Yolo Commute and Future TDM Programming

4. Member Services:

- A. SACOG Carbon Reduction Program Funding. Ideas:
 - o Lease-A-Bike
 - o Vanpool program incentives in partnership with
 - UC Davis / Davis business parks
 - West Sacramento

5. Marketing:

- A. Marketing Outreach Analytics
- B. May is Bike Month Preparations
 - o Continuing With MIBM incentives
 - o Bike Flags & Budget

- Launching MIBM Campaign in April 2024

6. Lease a Bike Message & Press Release

7. Other Business / Member Updates

8. Long-Range Calendar & Upcoming Activities

LONG RANGE CALENDAR

MEETING	ITEM
March 2024	MIBM Incentives Fraud Reduction Policy
	Lease-a-Bike Administrative Policies

UPCOMING ACTIVITIES

MEETING	ITEM
April	Launch Lease-A-Bike

9. Adjourn

Next Meeting Date: March 5, 2024

Attachments:

Agenda Item:

- #2: Minutes
- #3A: Staff Activities
- #3B: Bi-Monthly Financials
- #3C: Yolo 80 Managed Lanes Memorandum of Understanding
- #3D: Yolo Commute and Future TDM Programming
- #4A: SACOG Carbon Reduction Program
- #5A: Marketing Outreach Analytics
- #5B: May is Bike Month Preparations
- #6: Lease-A-Bike



Board of Directors Meeting

MINUTES

November 7, 2023 / 9:30 - 11 am

Directors Present: Jennifer Donofrio (President, City of Davis); Rosie Ledesma (Vice-President, City of Woodland); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Steven Rosen (City of West Sacramento); Stephanie Holliday (YSAQMD); Marta Wada (Cache Creek Resort); Kristen Wraithwall (Yolo County); Heather Conway (CalSTRS Alternate)

Directors Absent: Ken Bradford (Ken's Bike-Ski-Board)

Staff Present: Brian Abbanat (Director); Brenda Lomeli (Coordinator)

Call to Order, Recognize Quorum, Introductions and Announcements

The meeting was called to order at 9:34 am with Quorum.

Director Wraithwall announced that Yolo County is doing seven community workshops for their Climate Action and Adaptation Plan with a transportation break-out table at each workshop. Free food and childcare will be provided at each event.

1. Approve Meeting Minutes: 9/5/2023

Director Holliday made the motion, seconded by Director Schneider to approve the Minutes from the September 5, 2023 board meeting.

AYES: Schneider, Conway, Bruchez, Wada, Rosen, Ledesma, Holliday

NOES: None

ABSENT: Bradford

ABSTAIN: Wraithwall, Donofrio

2. Operations:

A. Staff Activities

Staff provided an update on their activities during August-October 2023, highlighting social media, member outreach events, Lease-A-Bike preparation, and membership pitch to Yolo County Housing Authority.

President Donofrio asked about the HR Brunch. Staff responded that it went well. Director Schneider added that it was great to relearn about the programs and incentives and brainstorm more tactics for promotion. Director Ledesma said that the City of Woodland's HR staff had a very positive experience and have helped promote Yolo Commute.

Staff reported that Cool Davis has become a Yolo Commute member.

B. Bi-Monthly Financials

Staff gave an overview of yearly financials to-date.

C. Sac-5 Managed Lanes Letter of Intent

Staff explained Caltrans District 3's plans for a freeway expansion project on I-5 between the Sacramento County line and Downtown Sacramento and that they are seeking to partner with Yolo Commute on their VMT Mitigation Plan. Staff recommended that the board approve signing a Letter of Intent to Partner.

The board discussed what Yolo Commute's structure may look like with the potential influx of money and increased program expectations from the I-80 and I-5 Managed Lanes projects.

Director Schneider made the motion, seconded by Director Holliday to approve the signing of the Letter of Intent to work with Caltrans on their VMT Mitigation Plan for I-5 Managed Lanes.

AYES: Schneider, Conway, Wraithwall, Rosen, Wada, Ledesma, Holliday, Donofrio

NOES: None

ABSENT: Bradford

ABSTAIN: None

3. Member Services

A. Update on Lease-A-Bike

Staff reported on the status of the Lease-A-Bike program. The updated launch date will be April 1st.

B. SPIN Update

President Donofrio provided an update on SPIN. The City of Davis is piloting bike parking on the street to accommodate areas of the city where there is less bike parking. SPIN is offering a 3-month pass for \$60 and 166 minutes of riding, and an equity program that people can apply to. SPIN will also be launching adaptive devices.

4. Other Business / Member Updates

A. Biketober (LoveToRide)

Staff reported on the success of Biketober and Yolo Commute member ride statistics.

5. Long Range Calendar & Upcoming Activities

LONG RANGE CALENDAR

MEETING	ITEM
January 2024	MIBM Incentives Fraud Reduction Policy
	Lease-A-Bike Program Administration Policies

UPCOMING ACTIVITIES

MEETING	ITEM
April 2024	Launch Lease-A-Bike

May is Bike Month will also be discussed at the January 9, 2024 meeting.

6. Adjourn

The meeting was adjourned at 10:20 am.

STAFF ACTIVITIES: November -January 2024

Date	Activity	Category
1/4/2024	Meeting with Merle Meeuws re: Lease-a-Bike Program	Operations (General)
12/31/2023	Quarter 2 Giveaway -Social Media Post: Winter Gift Basket	Marketing & Promotions
12/27/2023	Contacted MAK Design + Build	Membership Development
12/14/2023	Member Outreach: City of Woodland	Marketing & Promotions
12/13/2023	Traffic Safety Stakeholder Meeting for the City of Woodland	Operations (General)
12/8/2023	Social Media Post: "Are You a First Time Transit Rider?"	Marketing & Promotions
12/8/2023	December Newsletter: "Are You a First Time Transit Rider?"	Marketing & Promotions
12/7/2023	SACOG/ TMA 511 Discussion	Marketing & Promotions
12/4/2023	Attended Cool Davis Annual Partner Meeting	Marketing & Promotions
12/1/2023	Instagram Boost Post	Membership Development
12/1/2023	Recorded presentation on membership benefits for Cool Davis Annual Partner Meeting	Marketing & Promotions
11/17/2023	Met with Caltrans D3 & TDM Specialists re: VMT Mitigation for I-5 Managed Lanes project.	Operations (General)
11/9/2023	Social Media Post: Every TRIP Counts!	Marketing & Promotions
11/6/2023	Social Media Post: November Newsletter	Marketing & Promotions
11/6/2023	November Newsletter: "Welcome Cool Davis!"	Marketing & Promotions

Bi-Monthly Financials
January 9, 2024

**YOLO TMA/YOLO COMMUTE
FY 2024 Budget**

Item	Total	Budget	Balance	Cleared	Uncleared
REVENUE					
Starting Balance	\$ 3,209.52	\$ 3,209.52		\$ 3,209.52	
Membership Dues	\$ 20,025.00	\$ 20,400.00	\$ (375.00)	\$ 20,025.00	\$ -
YSAQMD Grant	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	
Adjustments	\$ 4.68			\$ 4.68	\$ -
TRIP Reimbursements	\$ 100.00			\$ 100.00	
Total Revenue	\$ 33,339.20	\$ 33,609.52	\$ (375.00)	\$ 33,339.20	\$ -
Item	Total	Budget	Balance	Cleared	Uncleared
EXPENSES					
Member Services					
E-Bike Lease / Lease-to Own Program		\$ 12,500.00	\$ 12,500.00		
Incentives & Programs 2024	\$ (420.00)	\$ 16,000.00	\$ 15,580.00	\$ (420.00)	\$ -
TRIP 2024	\$ (420.00)			\$ (420.00)	\$ -
GRH					
Bicycle Education					
MIBM 2024 Incentives					
Total	\$ (420.00)	\$ 28,500.00	\$ 28,080.00	\$ (420.00)	\$ -
Marketing and Promotions					
Website Maintenance	\$ (101.33)	\$ 500.00	\$ 398.67	\$ (101.33)	\$ -
Member Survey	\$ -	\$ 400.00	\$ 400.00		
Quarterly Giveaways	\$ (243.42)	\$ 350.00	\$ 106.58	\$ (243.42)	\$ -
Social Media	\$ -	\$ 500.00	\$ 500.00		
Mailchimp Subscription	\$ (139.30)	\$ 318.00	\$ 178.70	\$ (139.30)	\$ -
MIBM	\$ -	\$ 2,000.00	\$ 2,000.00		
HR Brunch	\$ (152.39)	\$ -	\$ (152.39)	\$ (152.39)	
Total	\$ (636.44)	\$ 4,068.00	\$ 3,431.56	\$ (484.05)	\$ -
Operations					
E-Bike Maintenance & Repair	\$ (379.61)	\$ 500.00	\$ 120.39	\$ (379.61)	\$ -
Dues & Subscriptions (non-marketing)	\$ (675.00)	\$ 675.00	\$ -	\$ (675.00)	\$ -
Insurance	\$ -	\$ 500.00	\$ 500.00		
Postage and Shipping	\$ -	\$ 200.00	\$ 200.00		
Taxes & Licenses	\$ -	\$ 1,000.00	\$ 1,000.00		
Total	\$ (1,054.61)	\$ 2,875.00	\$ 1,820.39	\$ (1,054.61)	\$ -
Total Expenses	\$ (2,111.05)	\$ 35,443.00	\$ 37,554.05	\$ (1,958.66)	\$ -
CARRYFORWARD					
Carryforward (Revenue - Expenses)	\$ 31,228.15	\$ (1,833.48)	\$ 37,179.05		
	\$ 31,228.15		Balance		
Reserve %		-5%			



STAFF REPORT

Date: January 9, 2024
To: Yolo Commute Board of Directors
From: Brian Abbanat, Director
Subject: Yolo 80 Managed Lanes Memorandum of Understanding

Staff Note:

In May 2023, the Yolo Commute Board acted to approve and authorize the President to sign a Letter of Intent with Caltrans to deliver a VRTP to reduce the VMT induced by the Yolo 80 Managed Lanes project. Board members are referred to the May 2023 staff report for background information on the Yolo 80 Managed Lanes project and the VRTP.

Recommendations:

1. Authorize the President to sign a Memorandum of Understanding (MOU) with Caltrans to deliver a Voluntary Trip Reduction Program (VRTP) to reduce the vehicle miles traveled (VMT) induced by the Yolo 80 Managed Lanes project.
2. Direct the Yolo Commute Director to continue working with Caltrans for any additional development needed of the Voluntary Trip Reduction program leading to a Cooperative Agreement upon a fully funded Phase 1 Yolo 80 Managed Lanes project.

Background and Analysis

VTRP Commitments binding both Caltrans and Yolo Commute is based on an iterative process as illustrated in the flow chart below:

Letter of Intent → **Memorandum of Understanding** → **Cooperative Agreement**
(Pre-EIR release) (@ EIR Certification) (upon funded project)

- 1. Letter of Intent.** The letter of intent was needed in May 2023 so that Caltrans could conduct VMT mitigation analysis for the EIR on the assumption that Yolo Commute would implement such a program. This was not a legally binding action and reflects a “Yes, we’re interested in maybe working with you on this project”.
- 2. Memorandum of Understanding.** The Memorandum of Understanding (MOU) is the next step in the iterative process. It occurs at the conclusion of the environmental phase and signals to Caltrans that, “Yes, Yolo Commute will commit to implementing the VTRP”.
- 3. Cooperative Agreement.** The Cooperative Agreement is the final, legally binding, step in the partnership. It will formally commit Caltrans to providing, and Yolo Commute accepting, funding to implement the VTRP. This step will occur after the Yolo 80 Managed Lanes (or a phase thereof) is fully funded.

Voluntary Trip Reduction Program

The VTRP is envisioned as a countywide Transportation Demand Management (TDM) program, enabled by funding provided from the Yolo 80 Managed Lanes project. Caltrans’ current estimates are to provide approximately \$500,000 per year for 20 years. The VTRP includes some baseline assumptions about TDM programming, but is not prescriptive in what TDM programs are established or how they are implemented. However, the VMT reduction estimates provided by Caltrans’ consulting firm assumed best practices in TDM program.

Staff Recommendation

The recommendation accompanying this staff report is to approve the second of the three-step iterative process: approving an MOU with Caltrans / Yolo 80 Managed Lanes project. While this action does not legally bind Yolo Commute to implementing the VTRP, it serves as a symbolic action that Yolo Commute supports and is willing to accept funding and implement the VTRP.



STAFF REPORT

Date: January 9, 2024
To: Yolo Commute Board of Directors
From: Brian Abbanat, Director
Subject: Yolo Commute and Future TDM Programming

Recommendations:

Informational

Background and Analysis

The Yolo 80 and Sac-5 Managed Lanes projects have raised the profile of transportation demand management's (TDM) importance in mitigating highway expansion projects' impacts as a result of SB 375, which requires vehicle capacity-increasing capital projects to mitigate against vehicle miles traveled (VMT) rather than level of service (LOS). For highway travel, Caltrans and their consultants have identified TDM programs as among the most cost-efficient methods for reducing the level of increased VMT. As a result, rather than project mitigation funds being directed towards LOS-improving projects such as widening roads and adding traffic signals, funding is being directed toward TDM programs, increased public transportation, and transportation alternatives.

The funding potentially directed toward Yolo Commute from the Yolo 80 Managed Lanes project is in the vicinity of \$500,000 annually, well over 10x Yolo Commute's annual budget. Potentially more could be provided by the Sac-5 Managed Lanes project¹. For reference, below is a list of TDM-related projects & programs currently proposed by the Yolo 80 Managed Lanes project:

¹ This is a currently unfunded highway expansion project between the Sacramento River just west of the Sacramento airport and downtown Sacramento.

Program	Funding ²	Authorizing Agency
Voluntary Trip Reduction Program (VTRP)	\$500,000/yr over 20 years	Yolo Commute
Subsidize Monthly Transit Passes in Yolo County (including Capitol Corridor)	\$250,000/yr over 20 years	YoloTD
Reduce Transit Fares	\$250,000/yr over 20 years	YoloTD

The complete list of draft VMT Mitigation Plan projects can be found at the below link:

https://dot.ca.gov/-/media/dot-media/district-3/documents/i80yoloproject/vmt_mitigation_plan_executive_summary.pdf

Given the potential infusion of funding to expand TDM efforts in Yolo county the timing is right for the Board to discuss what organizational changes may be needed to implement these programs. With Yolo Commute as the recipient of funding for the VTRP and with the equivalent of 1.5 FTE, this would be a heavy lift as currently structured. Staff is agnostic as to what a countywide TDM program should look like, how it should be administered, and under what type of organizational structure. The purpose of this item is to inform the Board of these issues and stimulate a discussion.

Questions to Prompt Board Discussion

- What type of administrative structure makes sense to implement the VTRP? E.g.
 - Continue as separate non-profit and scale staffing to implement program?
 - If so, how does the Yolo 80 Managed Lanes funding and VTRP program affect Yolo Commute’s fee-based membership business model?
 - Absorb into YoloTD and establish as a branch within their Planning department, increasing staffing to implement program?
 - Reassign funding to YoloTD and contract countywide TDM program to?
 - For-profit entity with exceptional marketing and program delivery capabilities
 - Existing independent non-profit
- How should a countywide TDM program be branded and what marketing capital exists with the Yolo Commute brand?
- How can the new VTRP, other Yolo 80 ML VMT reduction projects, and existing Yolo Commute incentives and programs be integrated to achieve meaningful VMT reductions?

² These figures reflect the funding provided by the Yolo 80 Managed Lanes capital project. Funding thereafter to continue these programs is assumed to come from toll revenues.

Brian Abbanat

From: Victoria Cacciatore <VCacciatore@sacog.org>
Sent: Tuesday, December 19, 2023 10:11 AM
To: Brenda Lomeli; Brian Abbanat
Subject: applying for Regional Carbon Reduction Program funds?

[EXTERNAL EMAIL] DO NOT CLICK on links, attachments or respond to this email unless you recognize the sender and know the content is safe.

Brenda, Brian,

I understand the YTD is planning to partner with West Sacramento on a trail project to Clarksburg on a grant application to the [Regional Carbon Reduction Program](#). Are you considering other applications too? I am trying to get a sense of who is applying for what for our working group.

Applications are due February 29 and will fund planning projects to support three regional efforts: Regional Trail Network Implementation, Zero-Emission Vehicle Deployment, and Sustainable Mobility. If you are considering additional projects, we can set up a time to talk through any questions (either this week by Wednesday or next year) and here is food for your thoughts:

Project funding amounts: \$250,000 to \$1,500,000 (or \$2,000,000 with another jurisdiction/partner)

Example Eligible Project Types (by regional effort)

Regional Trail Network implementation ([map](#))

- Feasibility studies of trails;
- Engineering plans and design specification work for trails with transportation potential (either solely transportation, or transportation in addition to recreational potential);
- Right of Way acquisition; or
- Right of Way procedures.

Zero-emission vehicle deployment

- Program development to support acquisition, installation, or operation of publicly accessible electric vehicle charging infrastructure or hydrogen vehicle fueling infrastructure;
- Needs assessment for zero-emission vehicle and necessary infrastructure deployment;
- Plans that will identify and eliminate or significantly reduce community-level impacts of ZEV deployment, with special consideration for disinvested communities;
- Programs to systematically reduce the environmental and community impacts of heavy- and medium-duty ZEV vehicles and freight movement;
- Feasibility studies to examine the potential for a community-operated ZEV car share program;
- Electric vehicle charging infrastructure network planning; or
- Outreach to educate disinvested communities on mode shifts to zero-emission forms of transportation, as part of a larger program as appropriate.

Strategic Carbon Reduction through Sustainable Mobility Options

- Programs and events promoting and providing training to use non-drive-alone travel options, such as biking, walking, transit, shared mobility, micromobility, vanpooling.

- Programs may target locations other than job centers, such as senior housing and/or affordable housing locations.
- Programs may also educate about available low-income incentive programs.
- Advanced transportation technologies to improve emergency evacuation and response by Federal, State, and local authorities;
- Integration of transportation service payment systems; or
- Advanced mobility, access, and on-demand transportation service technologies, such as dynamic ridesharing and other shared-use mobility applications and information systems to support human services for elderly and disabled individuals.

Funding page: <https://www.sacog.org/funding/regional-funding-programs/carbon-reduction-program>

Best,
Victoria

Victoria S. Cacciatore (she/her) | Transportation Analyst

Sacramento Area Council of Governments

916-340-6214

vcacciatore@sacog.org



STAFF REPORT

Date: January 9, 2024
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: Marketing Outreach Analytics

Recommendations:

Review Marketing Outreach Analytics and provide feedback if needed.

Background:

Analyzing analytics across our social media, newsletters, and website is vital for strategic decision-making. By measuring performance, gaining audience insights, optimizing content, and assessing ROI, we can refine our digital marketing strategies effectively. Regular analysis ensures our efforts align with our goals, enhancing engagement and maximizing success in the ever-evolving digital landscape.

Yolo Commute staff track data from our social media platforms (Facebook, Instagram, and Twitter), digital newsletter, and website. The types of data that staff track include:

- **Followers/Subscribers** – Individuals who have chosen to receive updates, content, or information from Yolo Commute.
- **Views** – The number of times a piece of content has been displayed or seen by users.
- **Reach** – The number of individual users who have seen a specific post or content. Measures unique audience that has been exposed to content, regardless of how many times individual users may have seen it.
 - Note: Different from “Impressions” which counts the total number of times a post has been displayed, including multiple views by the same user.

Newsletter

Yolo Commute’s monthly newsletter is used to convey information on upcoming programs, and events, and provide helpful information to members on various transportation topics. In 2023, Yolo Commute’s newsletter demonstrated an average open rate of 40.43%. Compared to industries in the Travel and

transportation sector, the average rate of emails opened stands at approximately 20.44%. This shows a high level of interest and engagement among our subscribers, suggesting that the count and format of the newsletter are well-received and resonate with our readers.

Social Media

Yolo Commute launched its Instagram account in August of 2023.

Website

The Yolo Commute website serves as a landing page and provides in-depth information on events, programs, projects, and services provided by Yolo Commute. Traffic and actions taken by users on our websites tend to fluctuate depending on the different marketing campaigns being conducted.

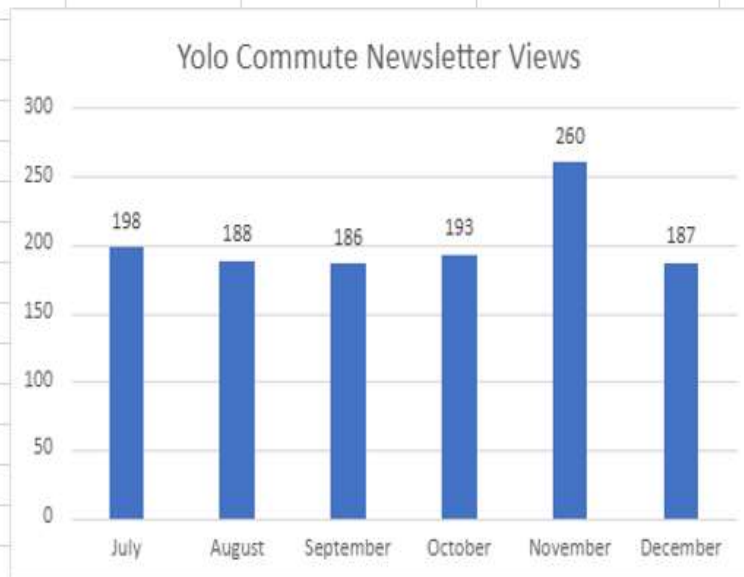
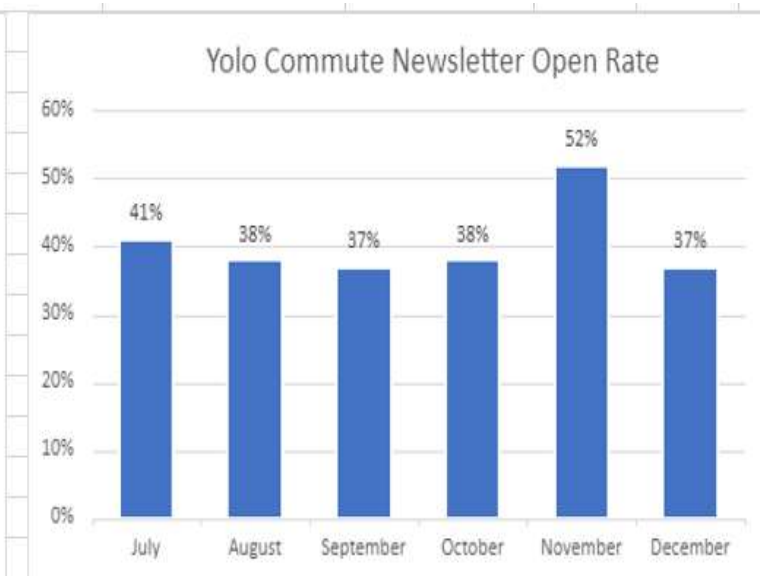
Yolo Commute's website saw mixed results in the last six months of 2023. Traffic and user numbers fluctuated, with peaks in July and December but dips in August and September, potentially due to seasonality or marketing campaigns. Engagement time was decent but varied, suggesting room for improvement on specific pages as it may be hard to find information for users. While further analysis is needed to pinpoint the exact causes, these trends offer valuable insights into optimizing website performance for 2024.

Attachments:

Media Analytics

Yolo Commute Media Analytics

Media Channel	Month	Subscribers	Open Rate	Views	Average Open Rate
Newsletter	July	475	40.70%	198	40.43%
	August	475	37.50%	188	
	September	503	37.30%	186	
	October	504	38.10%	193	
	November	504	51.70%	260	
	December	512	37.30%	187	
Social Media	Total Followers	# of Posts	Reach (Accounts)	Boost Engagement	
Instagram	77	14	4,560	3,000 Accounts	
Facebook	25	14	20		
Twitter	15	14	61		
Website	Month	Page Views	Users	Avg. Engagement Time	Event Count
	June	141	60	47 seconds	396
	July	503	256	38 seconds	1443
	August	49	25	0 seconds	123
	September	0	0	0	0
	October	0	0	0	0
	November	0	0	0	0
	December	219	161	17 seconds	700
	Jun-Dec 2023	912	496	31 seconds	2662





STAFF REPORT

Date: January 9, 2024
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: May is Bike Month (MIBM) Campaign 2024 Preparations

Recommendations:

Approve May is Bike Month Campaign 2024 and provide feedback.

Background:

The Yolo Commute May is Bike Month (MIBM) campaign in 2023 proved to be highly successful. The campaign was spearheaded by the Sacramento Area Bicycling Advocates (SABA) in collaboration with the Love to Ride platform. Yolo Commute Distributed MIBM Incentives totaling more than \$12,400 to 96 recipients, resulting in the amplification of nearly \$31,000 in overall bicycling-related expenses, with a significant portion directed towards supporting local full-service bicycle shops in the region.

Proposed

Launching the MIBM campaign incentive program in April 2024, enabling Yolo Commute members to purchase a bike for use throughout the month of May. Yolo Commute has budgeted 12,000 for MIBM for FY 23/24 until all funds are utilized.

Continuing with May is Bike Month Incentives. Incentives include up to **\$100** for accessories, repairs, parts, or tune-ups; up to **\$200** for a new traditional bicycle; or up to **\$300** for an electric-assist bicycle.

Advertise MIBM across our social media platforms (Facebook, Instagram, X, Newsletter) and Yolo Commute Members.

We also purchased and distributed over 1,000 MIBM bike flags to the community in 2023. This initiative not only enhanced visibility and safety but also fostered a sense of community

participation. In line with Yolo Commute's commitment to engaging with members and expanding outreach, staff members attended Bike Loopalooza in Davis. Over 175 bike flags were installed during the event.

Actual Cost: (show calculation and include taxes and shipping, if applicable):

<u>Description</u>	<u>Unit Price</u>	<u>Total Price</u>
Bike safety flags for May is Bike Month	\$4.10	\$1,990.74
	\$ 62.50	\$0.00
Shipping (if applicable):		Incl
Tax (if applicable):		Incl
Total Cost:		\$1,990.74

Staff is interested in determining whether the board members would like us to acquire Bike Flags this year, FY23/24. Yolo Commute has budgeted \$2,000 for Marketing and Promotions (MIBM).

Brian Abbanat

From: Merle Meeuws <merle.meeuws@pon.com>
Sent: Thursday, January 4, 2024 3:16 PM
To: Brian Abbanat
Cc: Brenda Lomeli
Subject: Re: Follow-up Yolo x BMS
Attachments: 20230905_VWFS_PON_Bike-Leasing_en (1).pdf

[EXTERNAL EMAIL] DO NOT CLICK on links, attachments or respond to this email unless you recognize the sender and know the content is safe.

Hi Brian and Brenda,

Thanks for the update just now and for your patience and understanding. I wanted to share with you the press release of the collaboration between Pon and VWFS and the recent stake they took in BMS (the overarching company of Lease a Bike). Please find it attached.

Like elaborated on during our call, these recent changes have resulted in significant delay of our Go Live timeline. We truly regret not being able to commit to a Go Live timeline, but would like to stress that we are as committed to going live as ever and see tremendous potential in the program and in our partnership. We also highly value the positive way of working with Yolo Commute and the role that you play within the ecosystem.

Please let me know if you have any questions and I hope that we can continue this collaboration to introduce the Lease a Bike program to the Yolo Commute members later this year.

All the best for the new year and I hope to speak to you soon.

Best,
Merle

Merle Meeuws
Head of Marketing and Operations - US



T +1 831 233 0613
E merle.meeuws@pon.com

Based in California - PST time zone (GMT-8)

On Thu, Jan 4, 2024 at 3:01 PM Brian Abbanat <babbanat@yctd.org> wrote:

Hi Merle,

Thanks for this afternoon's conversation.

Obviously we're disappointed in the news from your end, but it could be useful for our board to have something written from you explaining BMS' circumstances as we discussed but also your commitment to the partnership and desire to launch a Lease-A-Bike program once the Volkswagen financial arm and BMS fully integrate. We just want to keep their confidence level as high as possible.

We need to get our Board meeting packet out tomorrow afternoon, so if you could draft something for us before then, that would be appreciated!

Thanks!



Brian Abbanat

Director

A 350 Industrial Way, Woodland, CA 95776

P (530) 402-2879

W Yolocommute.net | YoloTD.org



-----Original Appointment-----

From: Merle Meeuws <merle.meeuws@pon.com>

Presse | News | Prensa | Tisk | Imprensa | Prasa | Stampa | Pers | 新闻 | Пресса

Bike leasing in Europe and the USA: Volkswagen Financial Services and Pon Holdings form strategic alliance

- **VW FS acquires 49 percent stake in Pon bike leasing subsidiary Bike Mobility Services**
- **Partnership to focus on accelerating expansion of bike leasing in Europe and the USA**
- **Market potential of EUR 10 billion in 2028 for European company bike leasing**
- **Bike leasing offers employees and commercial customers extra benefits and makes the e-bike more accessible to more people**

Braunschweig, Amsterdam, Munich, 5 September 2023 – Volkswagen Financial Services ("VW FS") and Pon Holdings ("Pon") are intensifying their partnership in company bike leasing. Within this framework, VW FS will acquire a 49 percent stake in the Pon bike leasing subsidiary Bike Mobility Services (BMS). The Memorandum of Understanding (MoU) on this strategic alliance was signed at the IAA Mobility motor show in Munich today. The aim is to jointly expand in the growing bicycle and e-bike leasing business in Europe and the USA.

"Our partnership with Pon is another important step in our development into a broad-based mobility services provider, thereby supporting the strategic goals of the Volkswagen Group," said Dr. Christian Dahlheim, Chairman of the Board of Management of Volkswagen Financial Services AG, at the IAA. "There is great potential in bike leasing as an additional profit pool, which perfectly complements our current mobility portfolio. We are thus systematically expanding our service offering for commercial customers and supporting our long-term growth in the European fleet business. We are determined to fully exploit the strengths of Europe's leading automotive captive company and the world's leading bike company."

Janus Smalbraak, CEO of Pon Holdings, added: "Together with VW FS, which already has a global footprint and global financial structure in place, I am convinced we hold a unique position to accelerate the international expansion of bicycle leasing together. The company bike fulfills a clear need of employees, employers and governments, which is why we have been able to grow the business so fast in the last five years. The e-bike plays a vital role in future commuting and the lease option provides employees with much broader accessibility made possible by their employers. The outlook for both Europe and USA is very promising. It is exciting to join Volkswagen in its further steps in the bike market and work together on mobility offerings."

BMS is Europe's leading bike leasing company and operates in six countries (Germany, the Netherlands, Austria, Belgium, Sweden, and recently the USA). It is currently providing company bikes to over 600,000 employees working in 65,000 companies from large

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corporations to SMBs. 90 percent of its lease bikes are electric, delivered and serviced through a network of 8,000 bike dealers. The BMS brands are BusinessBike, Lease a Bike and B2Bike. In Germany, VW FS and BMS have already been working together successfully for over three years. BMS is part of Pon.Bike, the world's leading bike company.

Company bike leasing as a growth market

Germany is a frontrunner in company bike leasing, where it is firmly established as a successful model for promoting employee motivation. It makes bikes, and especially e-bikes, broadly accessible for the whole employee base. Many enterprises of all sizes, from freelancers to large corporations, as well as public authorities and the public sector, now provide their employees with a company bicycle. The company bike, as an alternative means of commuting, helps to reduce congestion and emissions while improving health. Following the significant investments of national governments and municipalities in cycling infrastructure and mobility solutions, bike leasing is evolving strongly in many European markets such as the Netherlands, Belgium, Scandinavia, the UK, and France. The European market potential for company bike leasing is estimated to reach EUR 10 billion in 2028.

"The growth potential in the USA is also significant, with cities and state governments investing heavily in bike infrastructure," Janus Smalbraak noted. "BMS just opened its first US office in San Francisco and has already signed large corporations for company bike leasing. Our existing presence and retail relationships in the USA can help enhance our partnership and our offer to US employees, companies, and retailers."

Cycling has experienced worldwide growth for many years. According to the the German Bicycle Industry Association (ZIV), sales of the bicycle industry in Germany were at a record level of around EUR 7.26 billion in 2022. The main drivers of this positive development are e-bikes, which are becoming increasingly popular and accounted for 48 percent of total sales in 2022. In 2023, the association expects more e-bikes to be sold than conventional bicycles without an electric motor for the first time. This growth trend with e-bikes taking the lead is similar for the whole of Europe. This is also applicable to the USA, where the market ramp-up of e-bikes is only beginning.

"There are clear parallels to the automotive industry in the development of the bicycle industry. The higher the investment for a bicycle, the more relevant financial services are in order to boost and stabilize sales for manufacturers. Through the cooperation with Pon, VW FS intends to become Europe's largest captive in the bicycle industry," Dahlheim explained.

Volkswagen and Pon: A long tradition

The cooperation between Pon and the Volkswagen Group has a long tradition. For example, the Volkswagen Bus (Bulli in German) was created more than 75 years ago on the basis of a sketch by Ben Pon, Sr. The largest importer for the Volkswagen Group brands in the Netherlands is Pon. Just recently, Porsche and Pon announced the establishment of two joint ventures for the development of e-bikes and solutions in the field of micro mobility. In addition, the Volkswagen Group and Pon Holdings are together developing Europcar in the direction of a global mobility platform.

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The investment of Volkswagen Financial Services AG in Bike Mobility Services is subject to approval by the regulatory authorities and by the Supervisory Boards of Volkswagen AG and Volkswagen Financial Services AG.

Information for editors:

Volkswagen Financial Services are a business division of the Volkswagen AG group of companies and comprise Volkswagen Financial Services AG along with its associated companies, Volkswagen Bank GmbH, Porsche Financial Services, and the financial services companies in the USA and Canada that belong directly or indirectly to Volkswagen AG – with the exception of the financial service business of the Scania brand and of Porsche Holding Salzburg. The key business fields embrace dealer and customer financing, leasing, bank and insurance activities, fleet management and mobility services. Volkswagen Financial Services have a total of 17,713 employees worldwide – including 7,692 alone in Germany. Volkswagen Financial Services report total assets of around EUR 240 billion, an operating profit of EUR 5.60 billion, and a portfolio of around 22.0 million current contracts (as at: 31.12.2022).

More information: www.vwfs.com

Pon Holdings is a family multinational headquartered in the Netherlands. The company employs 15,700 people in 34 countries on six continents. Its renowned brands and 112 subsidiaries operate in four clusters: Automotive, Pon.Bike, Equipment & Power Systems and Agricultural Products & Services.

Pon.Bike is the world's leading bike company and has a portfolio of more than 15 premium bike brands, including Gazelle, Cannondale, Cervélo, BBB Cycling, FOCUS, Santa Cruz, Kalkhoff, Swapfiets, Veloretti, GT, Schwinn, Mongoose, Caloi, Charge and Urban Arrow. The different Pon.Bike brands are based in Europe, North America, Asia and Australia.

As part of Pon.Bike, **Bike Mobility Services (BMS)** is Europe's leading bike leasing company operating in six countries: Germany, the Netherlands, Austria, Belgium, Sweden, and the US. BMS aims to develop sustainable and affordable bike mobility services for employers and their employees. Currently, BMS brands like BusinessBike, Lease a Bike and B2Bike provide company bikes to over 600,000 people working in 65,000 companies across Europe and the US.

More information: <https://pon.com/en/>

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