



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); Cody Hess (YSAQMD)

July 9, 2024 / 9:30 - 11 am

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmE1NmJkMWEtMmNiNS00MmJlLTk5NTMtZjc4ZmQ1NDQzN2Yx%40thread.v2/0?context=%7b%22id%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: 5/7/2024**
- 3. Operations:**
 - A. Reappointments of Directors:
 - Bradford
 - Bruchez
 - Hess
 - B. Election of Officers
 - C. FY 2023/24 Accomplishments & Staff Activities
 - D. FY 2023/24 End-of-Year Financials
- 4. Member Services**
 - A. FY 2023/24 Incentives Update
 - MiBM Final Results
 - Incentives Program Results
 - B. Goal & Objectives
- 5. Marketing & Communications**
- 6. Other Business / Member Updates**

7. Long Range Calendar

Month	Item
September 3	Board Retreat / Working Lunch
	Annual Report
October 1	Yolo County TDM Program Organizational Study
	Annual HR Brunch

Next Meeting Date: September 3, 2024

Attachments:

Agenda Item:

2: Meeting Minutes

3C: FY 2023/24 Accomplishments & Staff Activities

3D: FY 2023/24 End-of-Year Financials

4:A FY 2023/24 Incentives Update

4:B Goal & Objectives



Board of Directors Meeting

MINUTES

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); Cody Hess (YSAQMD)

May 7, 2024 / 9:30 - 11 am

Directors Present: 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); Steven Rosen (City of West Sacramento)

Directors Absent: Marta Wada (Cache Creek Resort); Kristen Wraithwall (Yolo County); Cody Hess (YSAQMD)

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

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

The meeting was called to order at 9:32 am with Quorum.

A. Board Announcements

Director Donofrio and Director Schneider attended Association of Commuter Transportation Demand Management Summit in South San Francisco, CA in April. Director Donofrio presented lessons learned from the summit. This included lessons learned from the new UC E-Bike program, Solano Transportation Authority transportation programs, Stanford Research Park bike program, California Air Resources Board (CARB) E-Bike program, and Ride Panda subscription-based bike and scooter share service. Director Schneider talked about the summit, specifically mentioned Stanford Research Park's bike program and general experience at the summit. Director Bruchez discussed the California Air Resources Board (CARB) E-Bike program (mentioned Director Bradford regarding this matter, but Director Bradford's microphone was not working during the meeting). Director Bruchez also mentioned Velotric and other bike brands being sold at the ACUSD Bike Barn at UC Davis.

B. Staff Announcements

No staff announcements.

2. Approve Meeting Minutes: 3/5/2024

Director Gandara made the motion, seconded by Director Bruchez to approve the Minutes from the March 5, 2024 board meeting.

AYES: Director Donofrio, Director Ledesma, Director Bradford, Director Gandara, Director Schneider, Director Bruchez, Director Rosen

NOES: None

ABSENT: Director Wada, Director Wraithwall, Director Hess

ABSTAIN: None

Discussion: None

3. Operations

A. Staff Activities

Staff shared details about outreach and promotional activities, and a Sacramento area TMA meeting. Staff shared pictures and details about benefits and program presentations given to Yolo Commute members. Staff shared details of new developments and the opportunity to register new Yolo Commute members. Staff talked about upcoming outreach events.

B. Bi-Monthly Financials

Staff provided an update bi-monthly financials. Staff also discussed funding for May is Bike Month program.

C. FY 2024/25 Draft Budget & Management Services Extension

Staff discussed the budget and extending the TMA management services agreement. Staff presented budget items and figures. Director Donofrio discussed the possibility of a future event in September for Yolo Commute board members to meet in person. Director Schneider offered suggestions for this future event, mentioned the possibility of incorporating a bike or scooter ride into the event. Director Bruchez offered concern about having the event in September due to it being a busy time for UC Davis. Staff offered suggestions for the event. Staff offered details of the management services agreement extension.

Director Bruchez made the motion, seconded by Director Gandara to approve the FY 2024/2025 Draft Budget.

AYES: Director Donofrio, Director Ledesma, Director Bradford, Director Gandara, Director Schneider, Director Bruchez, Director Rosen

NOES: None

ABSENT: Director Wada, Director Wraithwall, Director Hess

ABSTAIN: None

Discussion: None

Director Ledesma made the motion, seconded by Director Gandara to approve, and authorize the President to execute the Yolo TMA Management Services Agreement Amendment #3 with Yolo Transportation District (YoloTD).

AYES: Director Donofrio, Director Ledesma, Director Bradford, Director Gandara, Director Schneider, Director Bruchez, Director Rosen

NOES: None

ABSENT: Director Wada, Director Wraithwall, Director Hess

ABSTAIN: None

Discussion: None

4. Member Services

A. May is Bike Month Update

Staff presented details of May is Bike Month incentives claimed by Yolo Commute members and budget for the program.

5. Other Business / Member Updates

Staff discussed details of a potential partnership between Velotric and Yolo Commute. Director Donofrio, Director Bruchez, Director Ledesma, and staff discussed Velotric E-Bikes and pricing. Staff gave an update on WSP proposal, expressed concerns about the cost of the proposal.

6. Long Range Calendar

Staff shared that Yolo County TDM Program Organizational Study will be deferred to July board meeting. Director Donofrio expressed interest in the implementation of a vanpool program in the region. Staff discussed challenges to implementation of a vanpool program. Director Donofrio mentioned the possibility of an express bus between Woodland and Davis instead. Director Schneider offered to help get a vanpool program started. Director Bruchez and staff discussed Caltrans grant awarded to UC Davis via a partnership with YoloTD on sustainable transportation plans. Staff discussed items for the upcoming board meetings.

7. Adjourn

The meeting was adjourned at 10:39 am.



STAFF REPORT

Date: July 9, 2024
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: FY 23/24 Yolo Commute Accomplishments

Recommendations:

Informational. This staff report summarizes accomplishments for Yolo Commute in Fiscal Year 2023/24. The information below is foundational content for the Annual Report in September.

Background and Analysis

Marketing and Promotions

Goal 1: Increasing social media and Website Traffic- Second Friday of each month content related to the Monthly Newsletter, highlight Yolo Commute members, post reminders and alerts, etc.

Status: Achieved

Staff achieved the above goal by doing the following:

Created Yolo Commute Instagram

The Yolo Commute Instagram account, @Yolocommute, was created in July of 2023 and currently has 118 followers, 21 posts, and over 200 total likes.

Boosted Posts

Boosting the Yolo Commute Recruitment and May is Bike Month Incentive Announcement posts has resulted in 2,600 people discovering our account, 74 website views, and 48 likes.

Highlight Yolo Commute Members

Yolo Commute members and their events have been highlighted through Instagram and Facebook stories, as well as in newsletters such as CalSTRS and YSAQMD in July 2023, YoloTD in August and December 2023, and Cool Davis in November 2023.

Post Reminders and Alerts

Reminders and Alerts for new incentives and giveaways have been posted on all Yolo Commute social media accounts.

Goal 2: Coordinate with Yolo Commute members to host events that inform the organization staff about the Yolo Commute program and the benefits of being an active participant.

Status: Achieved

Yolo Commute Annual Brunch

Yolo Commute hosted its first Yolo Commute Annual Brunch in September 2023. This event had attendance both in person and virtually of Yolo Commute member liaisons and their HR officers/representatives. This brunch was successful in generating enthusiasm about Yolo Commute and informing attendees about programs and incentives and how to better reach employees.

Outreach Events

Staff attended 17 outreach events

July 2023- Transdev, , Cache Creek Casino Resort

August 2023- River Charter School

October 2023- Yolo Transportation District, City of West Sacramento, CalSTRS

November 2023- Cool Davis

December 2023- City of Woodland

January 2024- Transdev

February 2024- Yolo-Solano Air Quality Management District

March 2024- Unitrans

April 2024- Cache Creek Casino Resort, Ken's Bike-Ski- Board

May 2024 – Yolo County, City of Davis, UC Davis, Capitol Yards

Goal 3: Participate in Community Events: The primary goal is to promote Yolo Commute to stakeholders and encourage new employer member subscriptions. Additionally, these events

are used to build newsletter subscriptions and increase social media following, which is important for audience engagement, information dissemination, and community building.

Status: Achieved

Cool Davis Sustainability Panel

Staff spoke about Yolo Commute's efforts to enhance sustainability in transportation at a Cool Davis hosted panel in December 2023.

Yolo County Traffic Safety Stakeholder Group

Staff has attended December 2023 and March 2024 Yolo County Traffic Safety Stakeholder Group meetings and promoted the organization and its programs to other attending organizations who were not yet members.

Breathe Bike Festival

Staff attended the Breathe Bike Festival in April 2024 to celebrate May is Bike Month and promote our programs and incentives to potential employers.

Loopalooza

Staff attended the Davis Loopalooza in May 2024 to celebrate May is Bike Month and promote our programs and incentives to potential employers.

Goal 4: Monthly Newsletters via Employer Liaisons

Status: Achieved/Modified

Sent Monthly Newsletters

Monthly newsletters have been sent out on the first Friday of every month with content relevant to our members. The newsletter has 728 subscribers and has generated 46 visits to our website and social media accounts.

Sent Quarterly Update Emails

Quarterly update emails containing an infographic highlighting events and resources relevant and interesting for employees were sent out in October 2023, January 2024, and April 2024. This was implemented following suggestions heard at the Yolo Commute Brunch.

Member Services

Goal 1: Lease a Bike Program (fall 2023)

Status: In Progress

Staff originally partnered with Lease-A-Bike but was unable to launch the program after Pon's financial arm was bought by Volkswagen, restarting the program approval process.

Goal 2: Quarterly giveaways for continued trip-logged users and/or social media followers.

Status: Achieved

There have been 3 quarterly giveaways for Instagram followers. Jul-Sep followers had the opportunity to win a Free Monthly Yolo Bus Pass. Jan-Mar followers could win a Winter Biker Basket with pannier, travel mug, and coffee tea and hot chocolate. Apr-Jun followers could win a high-performance bike light and Yolo Commute swag.

Goal 3: Text Alerts- Free Transit ride days, Upcoming events, Reminders to take sustainable transportation, and Yolo Commute news.

Status: In Progress

Staff has developed a plan for implementation of text alerts that will be implemented next fiscal year.

Other Achievements:

New Velotric E-Bike Fleet for E-Bike Loan Program

Yolo Commute purchased 2 and received 1 free Velotric Discover 1 E-Bikes to expand the e-bike loan program to 2 fleets of 3 e-bikes available for loan by members.

Operations

Goal 1: Board Engagement: Meeting packets three days before each meeting, Pre-schedule meeting dates, Include a long-range calendar in the agenda packet, Board Meetings Notification to all Employer Liaisons

Achieved

Goal 2: ACT TDM-CP Certification

Status: In progress

Staff is actively working towards obtaining the Certification by studying the ACT TDM-CP handbook, attending ACT conferences, webinars, and the ACT NorCal Chapter Meetings. These efforts, along with any other applicable activities, are helping staff make significant progress toward achieving this certification.

Goal 3: Recruit two new employer members

Status: Achieved

Yolo Commute recruited Cool Davis and procured a membership commitment from the new Lumber Yard development in Davis on Fifth Street, upon construction completion.

ATTACHMENTS

1. Activities & Accomplishments

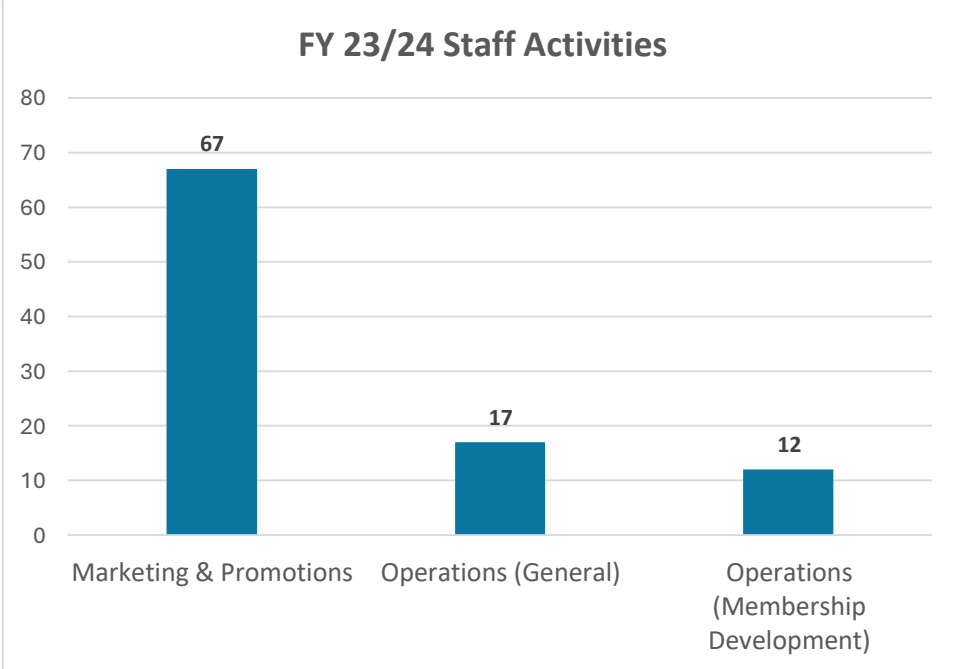
FY 23/24 Staff Activities List

FY 23/24	Date	Category	Activity
2023	Jul	Marketing & Promotions	Member Outreach: Cache Creek Member Outreach: Transdev Delivered E-Bikes to YoloTD July Newsletter: "Boost your Pedal Power with E-Bike Incentives!"
		Operations (General)	ACT Conference (7/30 – 8/2)
	Aug	Marketing & Promotions	Social Media Post: Discount Transit Pass Program Quarter 1 Give away -Social Media Post: Free Monthly Transit Pass Social Media Post: E-Bike Loan Program August Newsletter: "Commuting with Public Transport"
		Operations (Membership Development)	Conducted outreach to Foy's Bike Shop
		Operations (General)	Meeting with Merle Meeuws re: Lease-a-Bike Program
	Sep	Marketing & Promotions	September Newsletter: "What is Yolo Commute Exactly?" Member Outreach: River Charter Schools Hosted Yolo Commute HR Brunch Social Media Post: TDM is Clean Air Social Media Post: Bike More. Drive Less Social Media Post: TDM Week Social Media Post: TDM is Everywhere! Social Media Post: TDM is Less Traffic
		Operations (Membership Development)	Contacted Yolo County Housing Authority re: Membership Follow-Up Yolo County Housing Authority re: Membership
		Operations (General)	Posted Annual Reports on Website
	Oct	Marketing & Promotions	Social Media Post: Take the Pledge with Us! October Newsletter: "It's Biketober!" Website Update: Added SPIN incentives Member Outreach: City of West Sacramento Quarterly Infographic for HR Members Delivered E-Bikes to CalSTRS Member Outreach: YoloTD (In-house Bike Ride) Member Outreach: CalSTRS
		Operations (Membership Development)	Correspondence with Cool Davis re: Membership Follow-Up Correspondence with Yolo County Housing Authority re: Membership Meeting with Yolo County Housing Authority re: Membership
		Operations (General)	Met with Caltrans D3 re: VMT Mitigation for I-5 Managed Lanes project Meeting with Merle Meeuws re: Lease-a-Bike Program
	Nov	Marketing & Promotions	Social Media Post: Every TRIP Counts! Social Media Post: November Newsletter November Newsletter: "Welcome Cool Davis!" Member Outreach: Cool Davis
		Operations (General)	Met with Caltrans D3 & TDM Specialists re: VMT Mitigation for I-5 Managed Lanes project.
	Dec	Marketing & Promotions	Recorded presentation on membership benefits for Cool Davis Annual Partner Meeting Social Media Post: "Are You a First Time Transit Rider?" December Newsletter: "Are You a First Time Transit Rider?" SACOG/ TMA 511 Discussion Attended Cool Davis Annual Partner Meeting Member Outreach: City of Woodland Quarter 2 Giveaway -Social Media Post: Winter Gift Basket
		Operations (Membership Development)	Instagram Boost Post Comment Letter to City of Davis: Covell Farms Development & Yolo Commute Membership Contacted MAK Design + Build
Operations (General)		Traffic Safety Stakeholder Meeting for the City of Woodland	
2024	Jan	Marketing & Promotions	Social Media Post: Yolo Commute Winter Line Up of Activities and Incentives Quarterly Infographic for HR Members January Newsletter: Make Your New Years Resolution A Sustainable Commute Member Outreach: TransDev
		Operations (General)	Meeting with Merle Meeuws re: Lease-a-Bike Program
	Feb	Marketing & Promotions	Member Outreach: YSAQMD 100th Instagram Follower Goodie Bag Giveaway Social Media Post: Transit Equity Day: Civil Rights and Commuting Delivered E-Bikes to Yolo County February Newsletter: "Transit Equity Day: Civil Rights and Commuting"
		Operations (Membership Development)	Correspondence with The Lumberyard (500 G Street, Davis) re: Membership
		Operations (General)	Meeting with Elaine Geng re: Velotric
	Mar	Marketing & Promotions	50 Corridor & Sacramento TMA Member Meeting March Newsletter: "Traveling Through History" Exploring Careers in Sustainability River City HS West Sacramento Social Media Post: We're growing! New E-bikes have been added to our loan program Member Outreach: Unitrans Social Media Post: "May is Bike Month"

2024	Mar	Operations (Membership Development)	Comment Letter to City of Davis: Palomino Place Development & Yolo Commute Membership	
		Operations (General)	Traffic Safety Stakeholder Meeting for the City of Woodland Meeting with WSP re: Countywide TDM Organizational Study	
	Apr	Marketing & Promotions	Delivered New E-Bikes to City of Woodland Social Media Post: "Walk to Work Day" Social Media Post: Yolo Commute Infographic Member Outreach: Cache Creek Meet with a Velotric Representative to locate a dealer in Yolo County 3rd Annual BREATHE Bike Festival West Sacramento Social Media Post: May is Bike Month April Newsletter: "May is Bike Month is Coming!" Member Outreach: Ken's Bike-Ski-Board	
			Operations (Membership Development)	Comment Letter for City of Davis: Shriner's Property
			Operations (General)	Meeting with Carly Hoyt, Fehr & Peers, research on TDM programs in region Meet with Lease-a-Bike re: Program Status Meeting with WSP re: Countywide TDM Organizational Study Association for Commuter Transportation: Northern California Q2 Meeting
				Marketing & Promotions
	May	Operations (General)	Meet with WSP & YoloTD Executive Director re: Countywide TDM Organizational Study Scope of Work	
		Jun	Marketing & Promotions	June Newsletter: "Active Transportation Plans"
		Operations (General)	ACT NorCal Chapter Meeting	

FY 23/24 Staff Activities Count

FY	Category	Count of Category
23/24	Marketing & Promotions	67
	Operations (General)	17
	Operations (Membership Development)	12



FY 23/24 End-of-Year Financials
July 9, 2024

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

Item	Budget	Actual	Balance	Cleared
REVENUE				
Starting Balance	\$ 3,209.52	\$ 3,209.52		\$ 3,209.52
Membership Dues	\$ 21,600.00	\$ 21,600.00	\$ -	\$ 21,600.00
YSAQMD Grant	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00
Adjustments		\$ 4.68		\$ 4.68
TRIP Reimbursements		\$ 100.00		\$ 100.00
Corpay One Rebates		\$ 36.74		\$ 36.74
Total Revenue	\$ 34,809.52	\$ 34,950.94	\$ -	\$ 34,950.94
EXPENSES				
Member Services				
E-Bike Lease / Lease-to Own Program	\$ 12,500.00	\$ -	\$ 12,500.00	
E-Bike Loan Program (Velotric Bike Purchases)	\$ 3,000.00	\$ (2,985.69)	\$ 14.31	\$ (2,985.69)
Incentives & Programs 2024	\$ 13,000.00	\$ (12,000.16)	\$ 999.84	\$ (12,000.16)
<i>TRIP 2024</i>		\$ (560.00)		\$ (560.00)
<i>GRH</i>				
<i>Bicycle Education</i>				
<i>MIBM 2024 Incentives</i>		\$ (11,440.16)		\$ (11,440.16)
Total	\$ 28,500.00	\$ (14,985.85)	\$ 13,514.15	\$ (14,985.85)
Marketing and Promotions				
Website Maintenance	\$ 500.00	\$ (101.33)	\$ 398.67	\$ (101.33)
Promotional Materials		\$ (306.22)	\$ (306.22)	\$ (306.22)
Member Survey	\$ 400.00	\$ -	\$ 400.00	
Quarterly Giveaways	\$ 350.00	\$ (243.42)	\$ 106.58	\$ (243.42)
Social Media	\$ 500.00	\$ (28.00)	\$ 472.00	\$ (28.00)
Mailchimp Subscription	\$ 318.00	\$ (297.78)	\$ 20.22	\$ (297.78)
MIBM	\$ -	\$ -	\$ -	
HR Brunch	\$ -	\$ (152.39)	\$ (152.39)	\$ (152.39)
Total	\$ 2,068.00	\$ (1,129.14)	\$ 938.86	\$ (976.75)
Operations				
E-Bike Maintenance & Repair	\$ 500.00	\$ (540.47)	\$ (40.47)	\$ (480.03)
Dues & Subscriptions (non-marketing)	\$ 675.00	\$ (675.00)	\$ -	\$ (675.00)
Insurance	\$ 500.00	\$ (500.00)	\$ -	\$ (500.00)
Postage and Shipping	\$ 200.00	\$ (39.33)	\$ 160.67	\$ (39.33)
Taxes & Licenses	\$ 1,000.00	\$ (870.00)	\$ 130.00	\$ (20.00)
Total	\$ 2,875.00	\$ (2,624.80)	\$ 250.20	\$ (1,714.36)
Total Expenses	\$ 33,443.00	\$ (18,739.79)	\$ 52,182.79	\$ (17,676.96)
CARRYFORWARD				
Carryforward (Revenue - Expenses)	\$ 1,366.52	\$ 16,211.15	\$ 52,182.79	
6/30/2024 Closing Balance		\$ 17,121.59		
Reserve %	4%	11%		



STAFF REPORT

Date: 07/09/2024

To: Yolo Commute Board of Directors

From: Brenda Lomeli, Coordinator, and Chris Atkinson

Subject: FY- 23-24 May is Bike Month Incentive Program

Yolo Commute celebrated May is Bike Month by promoting bicycling as a sustainable and healthy mode of transportation. To support this initiative, Yolo Commute offered employer members various incentives: up to \$150 for biking gear and maintenance/repair services, \$250 for a conventional bike, and \$350 for an electric bike. This incentive program also aimed to support local businesses by requiring that biking accessories and services be purchased from local shops instead of online or big box retailers.

As indicated in the charts below, the incentive program was a success. Overall, Yolo Commute awarded \$11,590 to 63 recipients among its employer organizations and businesses, with UC Davis employees making up the largest group of recipients. Most of the MIBM incentive recipients were reimbursed \$150 for biking gear and tune-ups. In addition, a large majority of recipients purchased bikes, biking gear, and bike services from local businesses, adding \$40,400 to their local economy.

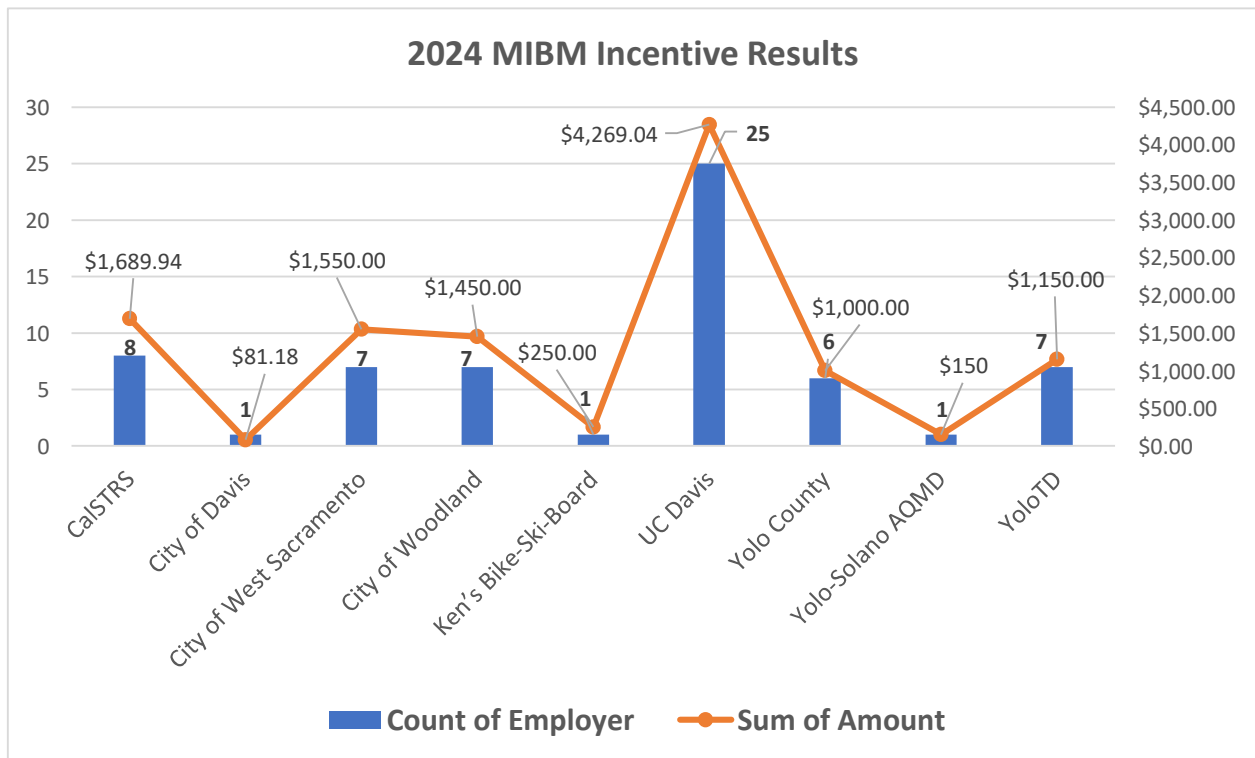
Table 1: Results of 2024 MIBM by Incentive Type. Showing count and sum of each employer Member.

Incentive Type	Employer	Count of Employer
Repair/Tune-Up \$150	CalSTRS	1
	City of W. Sacramento	1
	UC Davis	5
	Yolo Solano AQMD	1
	YoloTD	1
Repairs/ Tune-up Total		9
Accessories \$150	CalSTRS	2
	City of Davis	1
	City of W. Sacramento	3
	City of Woodland	4
	UC Davis	15
	Yolo County	5
	YoloTD	5
Accessories Total		35
Traditional Bike \$250	CalSTRS	5
	City of W. Sacramento	2
	City of Woodland	2
	Ken's Bike-Ski-Board	1
	Yolo County	1
	YoloTD	1
Traditional Bike Total		12
Electric Bike \$350	City of W. Sacramento	1
	City of Woodland	1
	UC Davis	5
Electric Bike Total		7
Grand Total		63

Table 2: Results of 2024 MIBM incentive by employer. Showing count and the sum of amount for each employer.

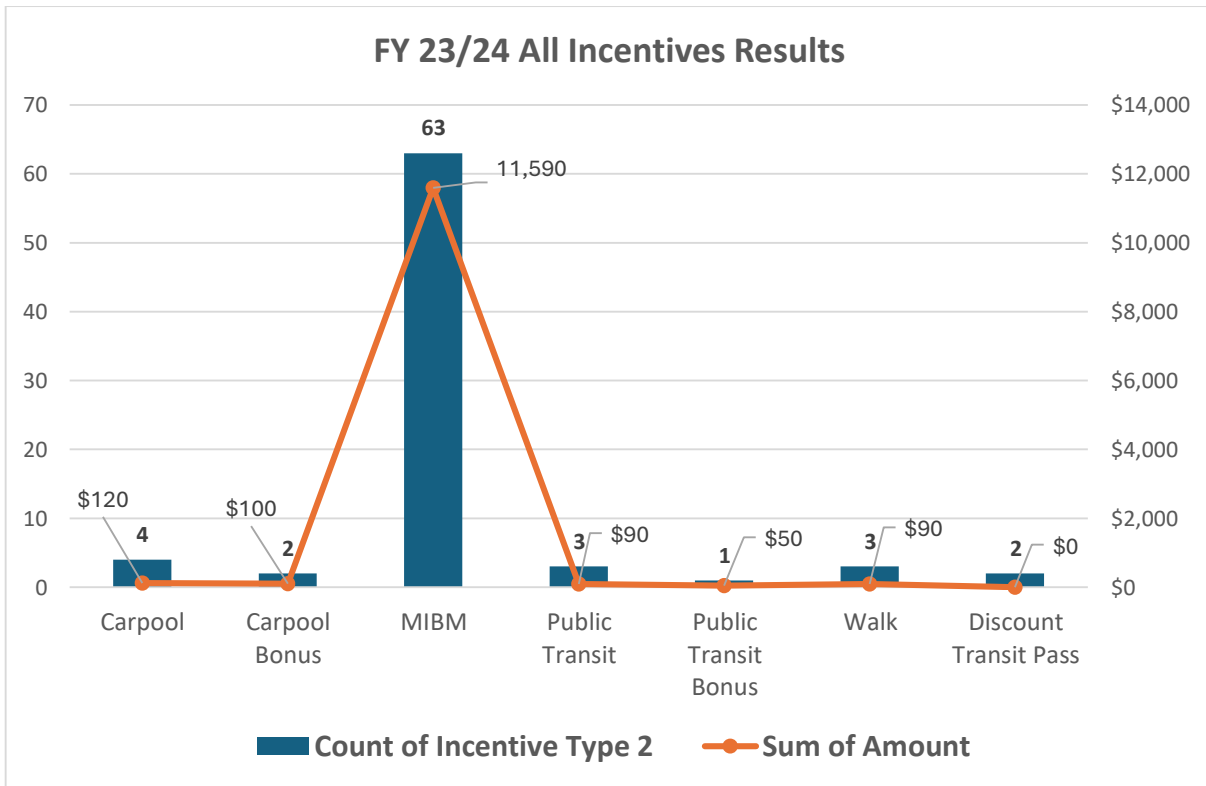
Incentive Type 2	Employer	Count of Employer	Sum of Amount
MIBM	CalSTRS	8	\$ 1,689.94
	City of Davis	1	\$ 81.18
	City of West Sacramento	7	\$ 1,550.00
	City of Woodland	7	\$ 1,450.00
	Ken's Bike-Ski-Board	1	\$ 250.00
	UC Davis	25	\$ 4,269.04
	Yolo County	6	\$ 1,000.00
	Yolo-Solano AQMD	1	\$ 150
	YoloTD	7	\$ 1,150.00
MIBM Grand Total		63	\$ 11,590

Figure 1: Results of 2024 MIBM incentive by employer. Showing count and the sum of amount for each employer. X-axis shows employer members. Left Y-axis shows count of employer, and right Y-axis shows sum of amount.



All Incentives Results:

Incentive Type 2	Count of Incentive Type 2	Sum of Amount
Carpool	4	\$ 120
Carpool Bonus	2	\$ 100
MIBM	63	\$ 11,590
Public Transit	3	\$ 90
Public Transit Bonus	1	\$ 50
Walk	3	\$ 90
Discount Transit Pass	2	-
Grand Total	78	\$ 12,040





FY 24/25 Yolo Commute Goals and Objectives

Member Services

1. Incentives & Programs

- Continue
 - i. Ride Share Incentive Program (TRIP)
 - ii. Guaranteed Ride Home
 - iii. Bicycle Education
 - iv. MIBM
 - v. Discount Transit Pass Program
 - vi. E-Bike Loan Program
 - vii. HMP E-Moped Discount
 - viii. SPIN Discount Quarterly Pass
- Launch
 - i. Lease a Bike Program (Fall 2024)

Marketing & Promotions

1. Maintain Social Media and Website Traffic
2. Maintain Yearly Outreach Events with Member Organizations
3. Participate in Community Events
4. Continue Monthly Newsletters and Quarterly Update Emails
5. Create Professional Physical Marketing Materials and Digital Templates
 - a. Example: Brochure, social media templates
6. Update and Refresh Website
7. Launch text alerts
8. Consolidate Quarterly Giveaways into an Award for "Yolo Commuter of the Year" Based on Liaison/HR representative Nominations during TDM week

Operations

1. Board Engagement

- Meeting packets three days before each meeting
- Pre-schedule meeting dates
- Include a long-range calendar in the agenda packet
- Board Meetings Notification to all Employer Liaisons

2. Administration

- ACT TDM-CP Certification

3. Membership Development

- Recruit two new employer members