



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)

March 5, 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: 1/9/2024

3. Operations:

- A. Staff Activities
- B. Bi-Monthly Financials
- C. Yolo County TDM Program Organizational Study

4. Member Services:

- A. Update on Lease-A-Bike Program and YSAQMD Clean Air Funds
- B. Consideration of Partnership with Velotric Bicycles
- C. MIBM Incentive Program Revisions
- D. E-Bike Loan Program Update:
 - o CalSTRS through February
 - o Yolo County NIL
 - o UC Davis 2NIL

5. Marketing:

- A. May is Bike Month Update

6. Other Business / Member Updates

7. Long-Range Calendar & Upcoming Activities

LONG RANGE CALENDAR

MEETING	ITEM
May 2024	

UPCOMING ACTIVITIES

MEETING	ITEM
May	May is Bike Month: Bike Loopalooza

8. Adjourn

Next Meeting Date: May 7, 2024

Attachments:

Agenda Item:

#2: Minutes

#3A: Staff Activities

#3B: Bi-Monthly Financials

#3C: Yolo County TDM Program Organizational Study

#4B: Velotric Partnership Proposal

#4C: MiBM Incentive Fraud Reduction Policy



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); Stephanie Holliday (YSAQMD)

January 9, 2024 / 9:30 - 11 am

Directors Present: Jennifer Donofrio (President, City of Davis); Rosie Ledesma (Vice-President, City of Woodland); 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)

Directors Absent: Stephanie Holliday (YSAQMD)

Joined after the Call to Order: Marta Wada (Cache Creek Resort)

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

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

The meeting was called to order at 9:33 am with Quorum.

- A. Board Announcements
- B. Staff Announcements

2. Approve Meeting Minutes: 11/7/2023

Director Schneider made the motion, seconded by Director Ledesma to approve the Minutes from the November 7, 2023 board meeting.

AYES: Director Schneider, Director Wada, Director Wraithwall, Director Ledesma, Director Rosen, Director Bruchez

NOES: None

ABSENT: Director Holliday

ABSTAIN: Director Hess, Director Gandara, Director Bradford

Discussion: Director Gandara was absent from the 11/7 Meeting.

3. Operations:

A. Staff Activities

Staff reported that marketing efforts continue with social media and marketing. Staff is also communicating with potential member organizations.

Staff explained that the number of board members is limited to 13 according to the Bylaws.

Director Schneider asked about the TMA and Sac511 discussion. Staff reported that the purpose of the meeting was for organizations to explain the deficiencies of the platform and discuss desires for a new platform for hosting TDM incentive programs and trip planning. Staff also explained that all Yolo Commute incentive applications go through the Yolo Commute website and do not use Sac511 for programming.

B. Bi-Monthly Financials

Staff gave an overview of bi-monthly financials and requested dues payment from organizations who have not paid.

C. Yolo 80 Managed Lanes Volunteer Trip Reduction Program MOU

Staff reminded the board about the signed letter of intent sent to Caltrans in May to implement the Voluntary Trip Reduction Program (VTRP) to reduce VMT induced by the Yolo 80 Managed Lanes project and requested that the board authorize staff to sign the Memorandum of Understanding (MOU) once it is read, as well as to direct the Yolo Commute Director to continue working with Caltrans for any necessary further development of the VTRP.

Staff explained that the MOU is not legally binding. The Cooperative Agreement is the legally binding document that will be brought back to the Yolo Commute Board once it is ready. Staff also explained that once the project alternative is selected, the board can consider the funding

Director Bruchez asked what flexibility is within the funding Yolo Commute would receive to go towards other VMT mitigation uses such as reducing headways on the 42's. Staff explained that Yolo TD operations will receive its own funding from the Yolo 80 Managed Lanes Project independent of the funding given to Yolo Commute.

Director Schneider made the motion, seconded by Director Ledesma to approve the staff recommendations for the Yolo Commute Board President sign the MOU.

Discussion: President Donofrio asked if staff's lawyers will review the MOU, and staff confirmed that they would. The discussion continued and board members expressed concern to authorize the signing of the MOU without a summary or preview of it.

Director Schneider withdrew the motion, seconded by Director Ledesma.

The board will wait to view, discuss, and vote on the MOU in March

Staff will continue with Caltrans and for the Director to continue working with Caltrans on the VTRP.

D. Yolo Commute and Future TDM Programming

Staff explained that should Yolo Commute receive the funding for the VTRP, the Yolo Commute budget would increase by 15 times the current budget and require the programming to extend to all Yolo County residents.

Staff asked the board discuss possible scenarios for scaling up Yolo Commute staffing and changing the administration in order to implement the VRTP. Staff explained that the programs do not need to become operational until 2027 as the 80 project finalizes. Yolo Commute has a large amount of flexibility with the funding it would receive to develop VMT reduction programs.

The board discussed the worthwhileness of hiring a for-profit company that can extremely effectively market the change of behavior to reduce VMT to all people. Several Directors agreed with and mentioned the importance of the board having oversight over the consultants and added that having incentives is also effective in changing behavior and that it is important to think about the reporting of the results of the VRTP. Director Wraithwall explained that hiring consultants has been effective for Yolo County and can be done in a way that reviews potential alternatives thoroughly.

4. Member Services:

A. SACOG Carbon Reduction Program Funding. Ideas:

- Lease-A-Bike
- Vanpool program incentives in partnership with
 - UC Davis / Davis business parks
 - West Sacramento

Staff explained that the grant has a minimum ask of \$250,000.

Director Bradford expressed that all the cities in Yolo County have improved their bicycling infrastructure in recent years and using the funding to promote cycling would be a good way to use the funds. Director Bruchez said that the lack of secure bike parking is preventing many people from commuting via bike. Director Wada expressed the need for bicycling safety education. Director Schneider expressed support for applying for the grant. President Donofrio expressed that the largest issue that she sees for the City of Davis and UC Davis is the fact that UC Davis and City of Davis employees do not live in Davis and do not have access to bikes to use during the day.

Staff explained that Yolo Commute staff may struggle to have the capacity to complete the grant.

5. Marketing:

A. Marketing Outreach Analytics

Staff shared that the newsletter has an average open rate of 40.43% and that the boosted post shared to Instagram reached over 4,000 accounts.

B. May is Bike Month Preparations

- Continuing With MIBM incentives
- Bike Flags & Budget

- Launching MIBM Campaign in April 2024

Staff will return in March with a finalized plan for the above May is Bike Month items for the board to make a final decision on.

6. Lease a Bike Message & Press Release

Staff announced that Lease-A-Bike, due to a new collaboration with Volkswagen, will not be able to launch the incentive program in April and that the launch date may be pushed back over a year.

President Donofrio suggested that Ken’s Bike Ski Board’s 12-month e-bike lease program could take the place of Lease-A-Bike. Director Bradford and Staff discussed the possibilities and limitations of Ken’s Bike Ski Board’s program.

It was agreed to discuss new program options with YSAQMD

7. Other Business / Member Updates

Director Bruchez announced that in accordance with the CA Senate Bill, UC Davis must allow certain people to bring e-bikes and scooters into residences and that they are piloting several ways to comply with this and would be happy to further discuss this with anyone.

8. Long-Range Calendar & Upcoming Activities

LONG RANGE CALENDAR

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

UPCOMING ACTIVITIES

MEETING	ITEM
April	Launch Lease-A-Bike

9. Adjourn

The meeting was adjourned at 11:10 am.

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

STAFF ACTIVITIES: March - April

Date	Activity	Category
3/1/2024	March Newsletter: "Traveling Through History"	Marketing & Promotions
1/24/2024	Meeting with Elaine Geng re: Velotric	Operations (General)
2/20/2024	Member Outreach: YSAQMD	Marketing & Promotions
2/15/2024	100th Instagram Follower Goodie Bag Giveaway	Marketing & Promotions
2/7/2024	Social Media Post: Transit Equity Day: Civil Rights and Commuting	Marketing & Promotions
2/1/2024	Correspondence with The Lumberyard (500 G Street, Davis) re: Membership	Operations (Membership Development)
1/25/2024	Social Media Post: Yolo Commute Winter Line Up of Activities and Incentives	Marketing & Promotions
1/18/2024	Quarterly Infographic for HR Members	Marketing & Promotions
1/5/2024	January Newsletter: Make Your New Years Resolution A Sustainable Commute	Marketing & Promotions
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
10/27/2023	Quarterly Infographic for HR Members	Marketing & Promotions
10/26/2023	Follow-Up Correspondence with Yolo County Housing Authority re: Membership	Operations (Membership Development)
10/23/2023	Meeting with Yolo County Housing Authority re: Membership	Operations (Membership Development)
10/18/2023	Meeting with Merle Meeuws re: Lease-a-Bike Program	Operations (General)
10/17/2023	Website Update: Added SPIN incentives	Marketing & Promotions
10/17/2023	Member Outreach: City of West Sacramento	Marketing & Promotions
10/16/2023	Correspondence with Cool Davis re: Membership	Operations (Membership Development)
10/16/2023	Newsletter: "It's Biketober!"	Marketing & Promotions
10/12/2023	Met with Caltrans D3 re: VMT Mitigation for I-5 Managed Lanes project.	Operations (General)
10/4/2023	Social Media Post: Take the Pledge with Us!	Marketing & Promotions
9/22/2023	Social Media Post: TDM is Everywhere!	Marketing & Promotions
9/21/2023	Social Media Post: TDM is Less Traffic	Marketing & Promotions
9/21/2023	Follow-Up Yolo County Housing Authority re: Membership	Operations (Membership Development)
9/20/2023	Social Media Post: TDM is Clean Air	Marketing & Promotions
9/20/2023	Social Media Post: Bike More. Drive Less	Marketing & Promotions
9/19/2023	Social Media Post: TDM Week	Marketing & Promotions
9/12/2023	Posted Annual Reports on Website	Operations (General)

STAFF ACTIVITIES: March - April

9/7/2023	Contacted Yolo County Housing Authority re: Membership	Operations (Membership Development)
9/7/2023	Hosted Yolo Commute HR Brunch	Marketing & Promotions
9/6/2023	Newsletter: "What is Yolo Commute Exactly?"	Marketing & Promotions
9/1/2023	Member Outreach: River Charter Schools	Marketing & Promotions
8/28/2023	Conducted outreach to Foy's Bike Shop	Operations (Membership Development)
8/24/2023	Quarter 1 Give away -Social Media Post: Free Monthly Transit Pass	Marketing & Promotions
8/21/2023	Social Media Post: E-Bike Loan Program	Marketing & Promotions
8/10/2023	Meeting with Merle Meeuws re: Lease-a-Bike Program	Operations (General)
8/7/2023	Social Media Post: Discount Transit Pass Program	Marketing & Promotions
7/30 - 8/2	ACT Conference	Operations (General)
7/28/2023	Member Outreach: Cache Creek	Marketing & Promotions
7/17/2023	Member Outreach: Transdev	Marketing & Promotions

Bi-Monthly Financials
March 5, 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	\$ 20,100.00	\$ 20,400.00	\$ (300.00)	\$ 20,100.00	\$ -
YSAQMD Grant	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 10,000.00	
Adjustments	\$ 4.95			\$ 4.95	\$ -
TRIP Reimbursements	\$ 100.00			\$ 100.00	
Total Revenue	\$ 33,414.47	\$ 33,609.52	\$ (300.00)	\$ 33,414.47	\$ -
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)	\$ -
<i>TRIP 2024</i>	\$ (420.00)			\$ (420.00)	\$ -
<i>GRH</i>					
<i>Bicycle Education</i>					
<i>MIBM 2024 Incentives</i>					
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	\$ (218.28)	\$ 318.00	\$ 99.72	\$ (191.78)	\$ (26.50)
MIBM	\$ -	\$ 2,000.00	\$ 2,000.00		
HR Brunch	\$ (152.39)	\$ -	\$ (152.39)	\$ (152.39)	
Total	\$ (715.42)	\$ 4,068.00	\$ 3,352.58	\$ (536.53)	\$ (26.50)
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	\$ (78.66)	\$ 200.00	\$ 121.34	\$ (39.33)	\$ (39.33)
Taxes & Licenses	\$ -	\$ 1,000.00	\$ 1,000.00		
Total	\$ (1,133.27)	\$ 2,875.00	\$ 1,741.73	\$ (1,093.94)	\$ (39.33)
Total Expenses	\$ (2,268.69)	\$ 35,443.00	\$ 37,711.69	\$ (2,050.47)	\$ (65.83)
CARRYFORWARD					
Carryforward (Revenue - Expenses)	\$ 31,145.78	\$ (1,833.48)	\$ 37,411.69		
	\$ 31,211.61		Balance		
Reserve %		-5%			



STAFF REPORT

Date: March 5, 2024
To: Yolo Commute Board of Directors
From: Brian Abbanat, Director
Subject: Yolo County TDM Program Organizational Study

Recommendations:

Receive presentation and provide input to staff regarding the draft WSP scope of work for a Yolo County TDM Program Organizational Study.

Background and Analysis

At the January 2024 meeting, the Yolo Commute Board initiated a discussion regarding the future of Yolo Commute and transportation demand management (TDM) programming, particularly with respect to the effect vehicle miles traveled (VMT) mitigation funding from the Yolo 80 and Sac 5 Managed Lanes projects would have on delivery of TDM/VMT reduction programming.

The Board discussed several different scenarios but an outcome of the discussion was staff would explore using consulting assistance to assist with this process.

Staff contacted WSP, the consultants under contract with Yolo Transportation District (YoloTD) for the Yolo 80 Managed Lanes tolling project. WSP confirmed they have expertise in the area and can help Yolo Commute navigate this process. and held an initial discussion to discuss Yolo Commute's needs on this topic and they agreed to assist with this effort.

TDM and planning for the Voluntary Trip Reduction Program (VTRP) assumed in the Yolo 80 Managed Lanes Environmental Impact Report (EIR) directly relate to the Yolo 80 Managed Lanes Tolling Advance Planning project which received \$2 million from the SACOG Regional Funding Transformative program and for which WSP is already under contract with YoloTD.

Planning for this essential activity will have no financial impact on Yolo Commute.

YOLO County TDM Program

Proposed Scope: Organizational Study

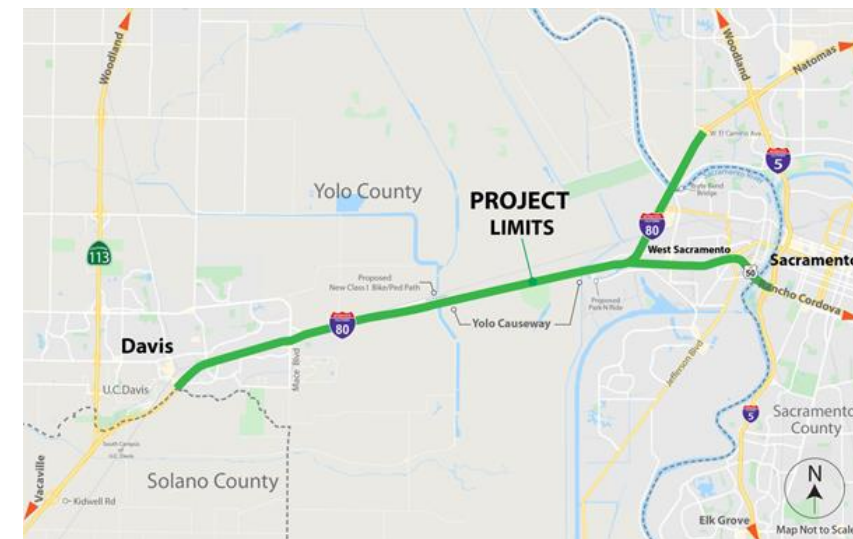


Study Objective

Identify the preferred organizational structure that allows Yolo Commute to manage and grow its programs with increased funding expected from the Yolo 80 Managed Lanes program.

Question/issues to be addressed include:

- How staff will be managed
- How growth is planned for and accommodated as funding increases
- How the current Yolo Commute board structure may or may not evolve over time
- Whether Yolo Commute's core functions should remain within the current TDM organization or be contracted or absorbed by a third party
- How this information may influence future larger strategic planning efforts.



Background/Assumptions

- Yolo80 managed lanes are in the PA&ED phase, construction starting in Fall 2024, Operations start 2029.
- Caltrans District 3 ,YoloTD, and SACOG, as part of the CARTA JPA, are the entities involved.
- This study focuses on managing the TDM revenue generated from the managed lanes operation.
- Revenue flow:
 - TDM funds will be distributed as part of the VMT mitigation efforts
 - Revenue use would not be subject to eligibility restrictions associated with excess net toll revenue, since VMT mitigation efforts are considered part of the necessary project buildout.
- **The Yolo Commute is currently:**
 - Non-profit partnership of public and private employers
 - Membership based organization
 - Operating with a minimum staff and budget
 - Delivers programs and incentives only, does not deliver capital projects.

Clarifying Questions

- What are Yolo Commute's current goals/charter, and is that changing?
- What is the volume of revenue estimates for TDM management?
- Is Yolo Commute able to administer public funds (from the managed lanes) or would there be work to adjust/certify them to do so?
- Is there revenue mapping and process development needed for processing the new public funds? (not currently included)
- What are the current membership levels, and how do you see participation growing in the future if Yolo Commute moves to a non-membership model?

Organizational Study Deliverables

Development of 3-5 organizational models

- ✓ Delivery of functions: in-house / contracted / partner agency
- ✓ High-level responsibilities for each entity (in-house / contract / partner agency)
- ✓ Relative cost impacts for each model
- ✓ Benefits and challenges with each model

Evaluation and Decision Support

- ✓ Board and key staff facilitation to determine a preferred model

Recommendations - Document decisions

- ✓ Agency responsibilities (per agency)
- ✓ High-level responsibilities for each entity (in-house / contract / partner agency)
- ✓ Governance recommendations
 - ✓ Entity to manage the operation
 - ✓ If applicable
 - ✓ Changes/adjustments to current
 - ✓ Suggestions based on national best practices

High-level implementation plan for recommendation

- ✓ Ramp up plan for staff
 - High-level staff responsibilities
 - Staff and key resource timing and sequencing
- ✓ Agreement and contract timing and sequencing
- ✓ Optional:
 - Traits and skills needed for position descriptions for hiring
 - High-level scope concepts for agreements and contracts
 - Mitigation recommendations for challenges with the model selected
 - Additional partner entity engagement support if applicable

High-level approach



Existing Conditions

- Interview key staff in relevant entities
- Desktop research and document review



Model Development

- Develop 3-5 models
- Flesh out how they would work
- Relative cost impacts with each
- Develop benefits and challenges with each



Decision Support

- Facilitation of discussions and decisions
- Adjustments to selected model if applicable
- Documentation of decision and decision process



High-Level Implementation Plan

- Timing and sequencing of ramp up
- Mitigation of challenges identified in decision phase
- Additional stakeholder support if applicable

Iterative discussions with project team and/or board



Existing Conditions

- Interview key staff in relevant entities
- Desktop research and document review

Existing Conditions

Conduct up to 5 (virtual) interviews with key staff and/or board members

- Seeking to understand barriers and opportunities to stand up this organization from various perspectives. Questions such as:
 - What are the organizational measures of success of the managed lanes program and of administering the TDM funds?
 - What are perceived solutions?
 - What are perceived opportunities and challenges with various staffing options?
 - What worries you the most?

Research current entities and project documents

Deliverables



Existing conditions summary slide deck including:

1. Summary of key themes from interviews
2. Background on potential agencies/entities as it relates to this organizational study (mission, functions currently delivered, staff size, budget side, governance)



Model Development

- Develop 3-5 models
- Flesh out how they would work
- Relative cost impacts with each
- Develop benefits and challenges with each

Model Development

Develop 3-5 organizational models

- Based on interviews
- Additional considerations based on other agency practices

Develop additional understanding for each model

- High-level function map for each model
- Which functions are provided by which entity
- Develop high-level cost impacts for each model
- Benefits and challenges with each model

Deliverables



Organizational model alternatives slide deck, including

1. For each model, an overview of information
2. Comparison chart/display for high-level comparison



Decision Support

- Facilitation of discussions and decisions
- Adjustments to selected model if applicable
- Documentation of decision and decision process

Decision Support

Facilitate board and executive staff discussions (up to 3)

- Adapt a decision process to the range of options identified and the perspectives gathered during the interviews to vet and engage the relevant parties.

Adjust the selected model

- Modify the model based on the discussions above to refine and clarify the recommendation further.

Document the decision process and the resulting decision

- High-level set of slides for management use
- Decision memo focused on describing the selected model in terms of responsibilities (internal/external) and governance.

Deliverables



Organizational study memo and slide deck that includes:

1. Decision process
2. Documents preferred organizational structure and governance considerations



High-Level Implementation Plan

- Timing and sequencing of ramp up
- Mitigation of challenges identified in decision phase
- Additional stakeholder support if applicable

High-Level Implementation Plan

High-level sequencing of organizational ramp-up

- Ramp up plan for staff
- Agreement and contract timing and sequencing

Discussion of challenges and proposed mitigation

- Any model has challenges and opportunities. Based on the discussion and identification of these for the models, outline proposed mitigation for any challenges and highlight benefits/opportunities to leverage with the preferred model

Deliverables



1. High-level implementation plan (slides)
2. Meeting facilitation, presentation, and support as requested



Optional Implementation Support

Optional Implementation Support

- Traits and skills needed for position descriptions for hiring
- High-level scope concepts for agreements and contracts
- Mitigation recommendations for challenges with the model selected
- Stakeholder/Entity engagement support (if applicable)
 - Additional support with discussions and meetings as the preferred model is socialized and implemented

Deliverables



1. Implementation support memo (as requested)
2. Meeting facilitation, presentation, and support (as requested)

Proposed timeline

	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Existing Conditions																								
Interviews and document review			✓																					
Model Development																								
Develop models			✓																					
Analyze models						✓																		
Decision Support																								
Board and Executive Engagement																								
Document Development												✓												
High-level implementation plan																								
High-level sequencing of organizational ramp-up																✓								
Discussion of challenges and proposed mitigation																			✓					
Optional activities																								
Implementation support memo																								
Meeting facilitation, presentation, and support																								

✓ Deliverable



STAFF REPORT

Date: March 5, 2024
To: Yolo Commute Board of Directors
From: Brian Abbanat, Director
Subject: Velotric Partnership Proposal

Recommendations:

Receive presentation and provide direction to staff regarding partnership opportunity with Velotric Bicycle Company.

Background and Analysis

Consistent with past practices, Yolo Commute staff continuously look for opportunities to provide tangible value for our members at the lowest direct cost possible.

Recently, Yolo Commute staff was approached by Elaine Geng, Enterprise Partnership Director at Velotric Bicycle Company. Velotric is a (primarily) direct-to-consumer electric-assist bicycle (e-bike) manufacturer that also has a nationwide dealership network. Importantly, Velotric is one of several bicycling vendors that were awarded contracts for the University of California systemwide [E-Bike Purchase Program](#). The E-Bike Purchase Program is active on the UC Davis campus. Bicycle delivery and supporting service will occur through the UC Davis Bike Barn.

The Velotric meeting purpose was to explore potential partnership opportunities, including making available to Yolo Commute members some of the same benefits available to students, faculty, and staff in the University of California system.

After a productive conversation, staff requested Velotric to provide a written proposal, which would be brought to the March 5 Yolo Commute Board meeting for consideration.

The following reflects the proposal offered by Velotric:

1. Yolo Commute E-Bike Loan Program

- Velotric to offer a free bike out of a 3-bike fleet (2 paid bikes + 1 free bike)
- Model: Velotric Discover 1. Discover 1 is the signature model, a versatile commuter style EBike, that is powerful, UL certified, and fun with many color choices. It is the most popular model and currently used by many E-bike rental fleet operations, including the biggest bike rental company in New York.
- UL -certification: both UL 2771 and UL 2849 certified
- **Total fleet cost: \$1199 x 2 = \$2,398**

Staff Comments:

Advantages: This proposal would expand the existing E-Bike Loan program, doubling the existing fleet and reducing wait times for member organizations.

Disadvantages: Limited ownership support services as deliveries, repair, or maintenance would need to occur through the UC Davis Bike Barn, if agreeable to UC Davis. As Velotric does not have a local bike shop partnership in Yolo County, maintenance and repair would be more difficult for staff, relying on local bike shops that may not be familiar with the bikes, be able to find parts, or may not prioritize repair and maintenance. Yolo Commute has not budgeted for this expense, though budget could be shifted around to accommodate this low-cost opportunity.

2. E-Bike Discount Program

- Velotric to extend its university partnership discounts to Yolo Commute members.
- Discount: 10-15% depending on model

Staff Comments:

Advantages: This proposal would introduce a new program to Yolo Commute members at no cost to the organization. It would reduce the cost of a quality e-bike for our users. Offers tangible benefit for members.

Disadvantages: Limited ownership support services as deliveries, repair, or maintenance would need to occur through the UC Davis Bike Barn, if agreeable to UC Davis.

3. E-Bike Subsidy Program with Grant

- Velotric to offer 10-18% discounts together with a subsidy from Yolo Commute (i.e. \$300/bike), together it brings down the cost of purchasing a Velotric E-Bike to the range of \$539-\$1299.
- Velotric to identify and establish a partner dealer near Yolo Commute to support bike maintenance and service.
- Additional financing options from Affirm are available, through online purchases.

Staff Comments:

This option was explored as a potential substitute for the delayed Lease-a-Bike program with funding from the YSAQMD Clean Air Funds (CAF) program. In this program, CAF funds would be combined with substantial Veltric discounts to reduce the cost for quality e-bike ownership. Note: staff is waiting for a response from YSAQMD staff regarding whether they support using the funds for a program like this that can be launched sooner or wait until Lease-a-Bike can launch (up to a year).

The concern of not having a local retailer for life-of-ownership support applies in this case as well, particularly since Yolo Commute would contribute funding to this project. Staff only supports this sub-proposal conditional upon Velotric establishing a local bike shop partnership to provide ownership support.

ATTACHMENTS

- Velotric E-Mail Correspondence and Proposal
- Velotric Company Profile
- Discover 1 Bicycle Fact Sheet



STAFF REPORT

Date: March 5, 2024
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: May is Bike Month Incentive Revisions

Recommendations:

1. Start the May is Bike Month (MiBM) Incentive program on April 1, 2024.
2. Raise the incentive amounts for 2024.

Proposed New Amounts 2024			
Bike Accessories	Bike Repairs/ Tune-Ups	Standard Bicycle	Electric Bicycle
\$100	\$150	\$250	\$350
2023 Current Amounts			
\$100	\$100	\$200	\$300

3. Members will receive their refund check 45 days after the purchase date indicated on the submitted receipt, at which point Yolo Commute will mail out the reimbursement.
4. Members must buy bike accessories exclusively from local bike shops to support local businesses.
5. Members need to provide a photo of their new bike or accessory along with the purchase receipt.

Background and Analysis

Yolo Commute offers May is Bike Month (MiBM) Incentives towards the purchase of bike accessories, standard bikes, or e-bikes throughout the months of April and May to reduce the barrier of entry into using bicycles for commuting and capitalize on the public consciousness and celebration of biking during this time. The program will provide four tiers of incentives.

Members can apply for any of the four tiers of incentives, but they cannot be combined.

In the fall of 2023, Yolo Commute staff learned from local bike shops that items purchased and reimbursed through the MiBM program were being returned to the vendor with the intent of incentive recipients to profit from the money they received from the return. Yolo Commute strives to ensure that funds from this program are used and intended and circulate within the local economy and local bike shops benefit from the purchases made. In 2023, Yolo Commute spent \$11,276 in MiBM incentives. Buying locally not only stimulates the local economy but also reduces greenhouse gas emissions from online retailers like Amazon.

To address return fraud and ensure that local businesses benefit from the MiBM program, staff recommends revising MiBM Incentive Program policies for 2024 as defined in the Recommendations section.

Yolo Commute: May is Bike Month 2024

MARKETING PLAN

Phase 1: Sneak Peak/Preview

- **Objective:** To start informing current Yolo Commute members that sign-ups for the MIBM 2024 incentives will begin on April 1, 2024.
- **Audience:** Current Yolo Commute members.
- **Campaign Range:** Mar 19-Mar 29, 2024
- **Strategy:**
 - Create a “Sneak Peak” newsletter through Yolo Commute’s Mailchimp. Include the following information:
 - Types of incentives that members can expect to sign up for:
 - \$100 Towards bike accessories
 - \$150 Towards bike maintenance
 - \$250 Towards a traditional bike
 - \$350 Towards an E-Bike
 - Sign-ups to get reimbursement will open on April 1, 2024.
 - Create a social media post on the Yolo Commute page to advertise this sneak preview and include link back to the Yolo Commute website and/or newsletter.

Phase 2: Launch

- **Objective:** To inform current members of the incentives and that sign-ups are open!
- **Audience:** Current Yolo Commute members.
- **Campaign Range:** Apr 1-May 14, 2024
- **Strategy:**
 - Update Yolo Commute website with correct information on the incentives, disclaimers, sign-ups, etc. Ensure that all works.
 - Create a “May is Bike Month” newsletter with information on:
 - Types of incentives Yolo Commute is offering
 - How members can sign up to get reimbursed for their purchases (also information that they must submit a receipt and a photo of themselves with the purchased items).
 - Any disclaimer such as purchases must be made through local retailers and also that there is a 45-day waiting period after the purchase is made.
 - Post on Yolo Commute’s social media platforms every week and cross-post on YoloTD’s platforms to promote incentives and current MIBM events (Social media posts should be boosted for more visibility)
 - Content Ideas:
 - Promotion of incentives and how to sign up

- Reposting user generated content of people riding their bikes, or content from events around MIBM.

Phase 3: Last Call

- **Objective:** To inform people that they only have a limited time to sign-up for the incentives and close MIBM out.
- **Audience:** Current Yolo Commute members & potentially other audiences.
- **Campaign Range:** May 24-May 31
- **Strategy:**
 - Send out a newsletter to inform people that they only have a week left before the campaign closes. Information to include:
 - Current incentives
 - How to sign-up
 - Disclaimers
 - Social Media
 - Post on social media on the day before the last day and last day on the campaign closing.