



## **Annual 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)

**September 5, 2023 / 9:30 - 11 am**

Meeting Link:

<https://us06web.zoom.us/j/87443395523?pwd=b1BCc0xNa1QyeTgzZ1pvZFJkQ1EvQT09>

- 1. Call to Order, Recognize Quorum, Introductions and Announcements**
  - A. Board Announcements
  - B. Staff Announcements
- 2. Approve Meeting Minutes: 6/27/2023**
- 3. Reappointment of Director Gandara, Leadership Office**
- 4. Operations:**
  - A. Staff Activities
  - B. Bi-Monthly Financials
  - C. FY 2022/23 Annual Report
  - D. Yolo Commute Member Survey
- 5. Member Services:**
  - A. Yolo Commute Member HR Brunch
  - B. Update on Lease-a-Bike Program
  - C. MIBM Incentives Deceit
- 6. Other Business / Member Updates**
  - A. Biketober (Love to Ride)
- 7. Long Range Calendar & Upcoming Activities**

## LONG RANGE CALENDAR

MEETING	ITEM
November 2023	MIBM Incentives Anti-Deceit Policy

## UPCOMING ACTIVITIES

MEETING	ITEM
January 2024	Launch Lease-a-Bike

### 8. Adjourn

**Next Meeting Date: November 7, 2023**

#### **Attachments:**

Agenda Item:

#2: Minutes

#4A: Staff Activities- Att -1

#4B: Bi-Monthly Financials

#4C: Annual Report -Att-1

#5A: Yolo Commute Member HR Brunch



## **Board of Directors Meeting**

### **MINUTES**

**June 27, 2023 / 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); Claudine Schneider (Capitol Yards), Kristen Wraithwall (Yolo County); Marta Wada (Cache Creek Resort)

**Directors Absent:** Gabe Gandara (CalSTRS); Jeff Bruchez (UC Davis); Steven Rosen (City of West Sacramento); Karin Bloesch (YSAQMD)

**Staff Present:** Brian Abbanat (Director); Brenda Lomeli (Coordinator); Chris Quan Le (Communications); Cassandra Barrientos (Assistant Planner); Sophia Linnevers (Intern); Pa Nhia Yang (Intern)

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

Meeting was called to order at 9:34 a.m.

Director Donofrio announced that the City of Davis and UC Davis would be collaborating on a project regarding shared micro mobility.

Staff announced that Yolo Commute informed the YTD board of the intent to partner document with Caltrans for the Yolo I-80 Managed Lanes Project. The Yolo-80 Project was not recommended for funding for the \$103 million grant from the Trade Corridor Enhancement Program. The project's EIR may also be delayed from its expected release date of June 30<sup>th</sup>.

#### **2. Approve Meeting Minutes: 5/2/2023**

Director Schneider made the motion, seconded by Director Ledesma, to approve the minutes from the 5/2/2023 Board Meeting.

The minutes were approved.

#### **3. Reappointment of Directors Gandara Schneider, and Wada**

Directors Schneider and Wada were reappointed to the Board following the unanimous agreement of the Directors.

#### **4. 2023/24 Election of Officers**

Director Donofrio was nominated for Board President by Director Schneider.

Director Ledesma was nominated for Vice President by Director Wada.

The Secretary position will be revisited at the next Board Meeting.

Director Bradford self-nominated for Board Treasurer.

Director Donofrio called for a verbal vote to approve the election of the above nominations.

AYES: All

NOES: None

ABSENT: Director Gandara, Director Bruchez, Director Rosen, Director Bloesch

ABSTAIN: None

#### **5. Operations:**

##### **A. FY 2022/23 Accomplishments & Staff Activities**

Staff provided a full overview of accomplishments achieved over the last fiscal year. A new website, increased Newsletter subscriber database, and streamlined incentive application process were particularly highlighted.

Yolo Commute gained one new member (Visit Yolo) this fiscal year, and the board discussed how to recruit similar organizations such as Visit Woodland and the Woodland Hoteliers Group.

##### **B. FY 2022/23 Financials**

Staff gave an end-of-the-year overview of organizational financials from Fiscal Year 2022/23. Yolo Commute is ending the year under budget, but there remains an outstanding membership fee payment that will carryforward into next fiscal year.

Other notable items in the budget were additional funding for May is Bike Month flags and a contract labor balance of \$30,000 from last fiscal year that was covered by the general carryover balance at the beginning of this fiscal year. There will be a carryforward of \$2,966 in the next fiscal year, 2023/24.

#### **6. Member Services**

##### **A. FY 2022/23 Incentives Update**

###### **o 2023 MiBM Final Results**

Staff provided a detailed overview of MiBM incentives results. Staff reviewed the receipts submitted along with incentive applications and found members' employees spent \$30,000. MiBM incentives were able to offset over \$12,000 of their purchases.

- **2023 All incentives Final Results**

Staff provided an update on total utilization of all Yolo Commute Incentive Programs.

## **7. FY 2023/24**

- **Goals and Objectives**

- A new program will be launched in fall 2023 as Lease-A-Bike: Yolo Commute is partnering with Bike Mobility Services (BMS) to offer a program that allows members to either lease or lease-to-own a high-quality e-bike like those in our E-Bike Loan Program. This program is funded by a recently awarded a \$15,000 grant from the Yolo-Solano Air Quality Management District (YSAQMD).
- Staff will also be launching a number of outreach tactics such as: quarterly giveaways on social media, text alerts, outreach events at each member's workplace.
- Directors suggested promotion of TDM week in September, and discussed ways that staff can support liaisons in reaching employees to generate more participation in incentive programs.

- **Budget**

- Staff gave an overview of minor edits to the approved 2023/24 budget.

## **8. Other Business / Member Updates**

Director Schneider asked clarifying questions about the Lease-A-Bike program.

Director Wraithwall offered to share the county's employee commute survey.

## **9. Long Range Calendar & Upcoming Activities**

September 2023: FY 2023/24 Annual Meeting

September 2023: FY 2023/24 Annual Report

October 2023: Launch Lease-a-Bike

## **10. Adjourn**

Adjourned at 10:55 am



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JULY 30 - AUGUST 2, 2023



## Transportation Resilience in Disaster & Large Scale Emergencies Continuity of Operations Session

### **What is the purpose of a Transportation Agency having a Continuity of Operations Plan (COOP)?**

- To ensure the Transportation agency can continue performing its mission-essential functions during various emergencies or natural disasters.

### **What is the relationship with your local Office of Emergency Services(OES)?**

- YoloTD has an outgoing relationship with Yolo County OES office, and staff is highly encouraged to participate in the training provided by the office of OES.



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### Co-Creating Outreach Strategies to Reach Underserved Transit Riders

- Many transit users need help to ridership beyond the cost of fares.
- Significant language and cultural barriers prevent them from accessing transit – including using, reloading, and renewing e-purse values through fare payment programs

### TDM Strategies in Urbanizing, Suburban, and Rural Communities

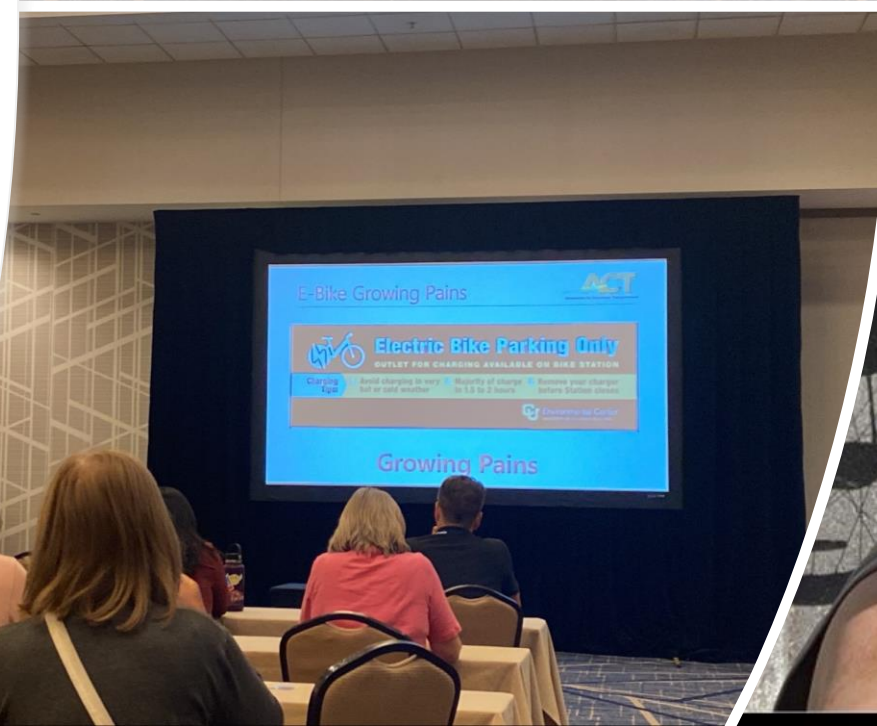
- To incentivize employers to subsidize commuter options by expanding the Commuter Tax Credit, aggressive goals to increase participation with members and expansion of the incenTrip app to incentivize non-SOV commuting options statewide.

## Lime E-bike Tour

Pedal to the Seattle Spheres and the Sculpture Park!

## E-Bike Growing Pains

The growing popularity of e-bikes brings new challenges: Since e-bikes are larger; heavier; faster (than traditional bikes); and require electricity, it is useful to think about how to address issues such as parking space requirements, trail-use policies, security, and safe battery charging.





STAFF ACTIVITIES: July – August 2023

Date	Activity	Category	FY
9/1/2023	Member Outreach: River Charter Schools	Marketing & Promotions	
9/1/2023	Deliver E-Bikes to River Charter Schools	Member Services	
8/28/2023	Conducted outreach to Foy's Bike Shop	Operations (Membership Development)	
8/24/2023	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  
September 5, 2023

**YOLO TMAYOLO COMMUTE  
FY 2024 Budget**

Item	Budget	Balance	Total
<b>REVENUE</b>			
Starting Balance	\$ 3,209.52		\$ 3,209.52
Membership Dues	\$ 20,400.00	\$ (12,675.00)	\$ 7,725.00
YSAQMD Grant	\$ 10,000.00	\$ (10,000.00)	\$ -
Adjustments			\$ 0.75
<b>Total Revenue</b>	<b>\$ 33,609.52</b>	<b>\$ (22,675.00)</b>	<b>\$ 10,935.27</b>
<b>EXPENSES</b>			
<b>Member Services</b>			
E-Bike Lease / Lease-to Own Program	\$ 12,500.00	\$ 12,500.00	
Incentives & Programs 2023	\$ 16,000.00	\$ 15,910.00	\$ (90.00)
<i>TRIP 2024</i>			\$ (90.00)
<i>GRH</i>			
<i>Bicycle Education</i>			
<i>MIBM 2024 Incentives</i>			
<b>Total</b>	<b>\$ 28,500.00</b>	<b>\$ 28,410.00</b>	<b>\$ (90.00)</b>
<b>Marketing and Promotions</b>			
Website Maintenance	\$ 500.00	\$ 398.67	\$ (101.33)
Member Survey	\$ 400.00	\$ 400.00	\$ -
Quarterly Giveaways	\$ 350.00	\$ 114.58	\$ (235.42)
Social Media	\$ 500.00	\$ 500.00	\$ -
Mailchimp Subscription	\$ 318.00	\$ 265.00	\$ (53.00)
MIBM	\$ 2,000.00	\$ 2,000.00	\$ -
<b>Total</b>	<b>\$ 4,068.00</b>	<b>\$ 3,678.25</b>	<b>\$ (389.75)</b>
<b>Operations</b>			
E-Bike Maintenance & Repair	\$ 500.00	\$ 120.39	\$ (379.61)
Dues & Subscriptions (non-marketing)	\$ 675.00	\$ -	\$ (675.00)
Insurance	\$ 500.00	\$ 500.00	\$ -
Postage and Shipping	\$ 200.00	\$ 200.00	\$ -
Taxes & Licenses	\$ 1,000.00	\$ 1,000.00	\$ -
<b>Total</b>	<b>\$ 2,875.00</b>	<b>\$ 1,820.39</b>	<b>\$ (1,054.61)</b>
<b>Total Expenses</b>	<b>\$ 35,443.00</b>	<b>\$ 36,977.36</b>	<b>\$ (1,534.36)</b>
<b>CARRYFORWARD</b>			
Carryforward (Revenue - Expenses)	\$ (1,833.48)	\$ 14,302.36	\$ 9,400.91
		<b>Balance</b>	<b>\$ 9,636.33</b>
Reserve %	-5%		



*September 5, 2023*

**ANNUAL REPORT  
FY 2022/23**

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## About Yolo Commute

Yolo Commute is a non-profit, membership-based organization that serves as a transportation resource center for the Yolo County region by providing alternative transportation information and programs (incentives) to employers, as well as to the community. Our programs and services are designed to accommodate the growing travel needs of the region, alleviate traffic congestion, and improve the overall mobility for commuters, the labor force, and the general public. As an advocate for the region's mobility needs, Yolo Commute also functions as a vital mechanism to improve communication and cooperation between public and private sectors and facilitate the development and implementation of new and/or improved transportation services and facilities. In short, we are a transportation demand management (TDM) agency. Our membership includes some of the largest employers in Yolo County including UC Davis; CALSTRS; Yolo County; Cities of Davis, Woodland, West Sacramento; and others.

## Mission

Yolo Commute is a nonprofit partnership of public and private employers working together to address regional transportation and air quality issues. Our mission is to reduce single-occupant (drive alone) commutes throughout Yolo County.

## Vision

Yolo Commute envisions a balanced multimodal transportation system that includes transit, a regional bus system, a regional roadway system, local streets, bicycle and pedestrian facilities and travel demand management services. This system will provide reliable mobility choices to all its users: residents and visitors of all ages, incomes and physical abilities, as well as businesses that provide services and produce or sell goods.

## FY 2022/23 Yolo Commute Members

15 organizations were Yolo Commute members in FY 2022/23 as listed below:

Cache Creek Resort*	Transdev
CalSTRS*	UC Davis*
Capitol Yards*	Unitrans
City of Davis*	YoloTD
City of Woodland*	Yolo County *
City of West Sacramento*	Yolo Solano AQMD*
Ken's Bike-Ski-Board*	Visit Yolo
River Charter Schools	

*\* Denotes representation on Board of Directors*

# FY 2022/23 HIGHLIGHTS

## Operations

### Financial Highlights

Table 1: Profit and Loss Summary

<b>Revenue:</b>	\$92,370.25
<b>Expenses:</b>	\$89,321.05
Contract Labor	\$30,000.00
Member Services	\$44,244.93
Marketing and Promotions	\$11,775.32
Operations	\$3,300.80
<b>Carryover to FY 2023/24:</b>	\$3,049.20

Table 2: FY 22/23 Financial Ledger

Item	FY 2023 Budget	FY 2023 Actual
<b>REVENUE</b>		
Starting Balance	\$ 57,244.72	\$ 57,244.72
Membership Dues	\$ 23,400.00	\$ 21,225.00
YSAQMD Grant	\$ 11,000.00	\$ 11,000.00
SACOG CMAQ		
Interest	\$ 2.04	\$ 0.53
MIBM Bike Flag Reimbursements	\$ -	\$ 2,900.00
<b>Total Revenue</b>	<b>\$ 91,646.76</b>	<b>\$ 92,370.25</b>

Item	FY 2023 Budget	FY 2023 Actual
<b>EXPENSES</b>		
<b>Contract Labor Total (from 2022)</b>	<b>\$ 30,000.00</b>	<b>\$ (30,000.00)</b>
<b>Member Services</b>		
TRIP 2022	\$ 9,316.60	\$ (9,316.60)
MIBM 2022	\$ 5,698.12	\$ (5,698.12)
E-Bike Loan Program	\$ 13,004.33	\$ (12,955.43)
Incentives & Programs 2023	\$ 21,239.46	\$ (16,274.78)
TRIP 2023		\$ (3,540.00)
GRH		\$ (49.99)
Bicycle Education		\$ (270.00)
MIBM 2023 Incentives		\$ (12,414.79)
<b>Member Services Total</b>	<b>\$ 49,258.51</b>	<b>\$ (44,244.93)</b>
<b>Marketing and Promotions</b>		
Website Update	\$ 6,000.00	\$ (5,583.98)

Item	FY 2023 Budget	FY 2023 Actual
Member Survey	\$ 200.00	\$ -
Member Care Boxes	\$ 800.00	\$ (1,286.60)
Social Media	\$ -	\$ (14.00)
MIBM	\$ 1,500.00	\$ (4,890.74)
<b>Marketing and Promotions Total</b>	<b>\$ 8,500.00</b>	<b>\$ (11,775.32)</b>
<b>Operations</b>		
Bank Charges	\$ 20.00	\$ (143.00)
Dues & Subscriptions	\$ 575.00	\$ (1,590.00)
Insurance	\$ 500.00	\$ (500.00)
Internet Service and Hosting	\$ 100.00	\$ -
Office Expenses	\$ 100.00	\$ (166.50)
Postage and Shipping	\$ 110.00	\$ (26.79)
Printing	\$ -	\$ -
Taxes & Licenses	\$ 1,000.00	\$ (874.51)
<b>Operations Total</b>	<b>\$ 2,405.00</b>	<b>\$ (3,300.80)</b>
<b>Total Expenses</b>	<b>\$ 90,163.51</b>	<b>\$ (89,321.05)</b>
<b>Carryforward</b>	\$ 1,483.25	\$ 3,049.20
Reserve %	2%	3%

Figure 1: FY 2022/23 Staff Activities



## Staff Activities

Yolo Commute staff track significant activities across three primary categories: Marketing & Promotions, Member Services, and Operations. Marketing & Promotions consist of activities engaged to promote Yolo Commute's incentives & programs including social media, newsletters, events, May is Bike Month (MIBM) and more. Operations consists of membership development, interagency coordination and partnerships, or professional development activities. Member Services represents exploration and/or development of Yolo Commute incentives and programs.

## Membership Recruitment

In FY 22/23, Yolo Commute staff made a concerted effort to expand the membership base. IN January 2023, Yolo Commute welcomed Visit Yolo as our newest member. Visit Yolo joined under the Business Organization membership category and, as a result, all the employees of Visit Yolo's member businesses are eligible for Yolo Commute's incentives and programs.

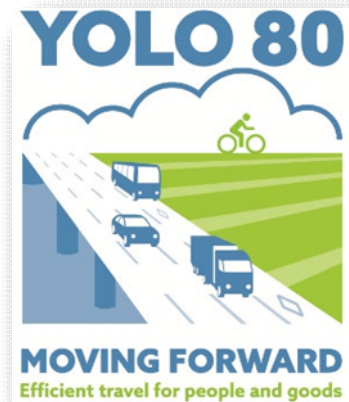


## Yolo Commute Awarded Funds for Lease-A-Bike Program

In May, the Yolo Solano Air Quality Management Districts (YSAQMD) Clean Air Funds program awarded Yolo Commute \$10,000 to help reduce the cost burden on members with Low to Moderate income when purchasing an Electric bike. We understand that Electric bikes can be prohibitively expensive for many people and strive to promote equity and access to e-bikes in Yolo County so that all can participate in active and sustainable transportation.

## Yolo 80 Managed Lanes Project

The Yolo 80 Managed Lanes project is a proposed Caltrans highway expansion on Interstate 80 between the Solano and Sacramento County lines. The project will construct a new, high-occupancy / tolled (HOT) lane in the existing center median. Recent Caltrans policies and California Environmental Quality Act (CEQA) regulations now require vehicle capacity expansion projects to mitigate against additional vehicle miles traveled (VMT) induced by the project. As such, Caltrans District 3 approached Yolo Commute about partnership opportunities to reduce vehicle miles traveled in Yolo county via delivery of a Voluntary Trip Reduction program. Caltrans would provide funding to Yolo Commute in exchange for expanding Yolo Commute's transportation demand management programs. In May 2023, the Yolo Commute Board approved a VMT mitigation letter of intent to partner with Caltrans on this effort. Staff will continue to work with Caltrans District 3 in developing the specific tasks as the Yolo 80 Managed Lanes project progresses. The Board will receive formal updates as appropriate.



## Board Meetings

The Yolo Commute board meets bi-monthly for updates on staff activities, financial activity, incentives, and programs. The Board met six times in FY 22/23 with the following meeting agenda items:



Table 3: FY 22/23 Yolo Commute Board Agendas

Meeting Date	Agenda Item
Standing Agenda Items	Board / Staff Announcements
	Approval of Minutes
	Bi-Monthly Financials
	Updates on Incentives
	Long Range Calendar
September 2022	Appoint Steven Rosen to Board (City of West Sacramento)
	FY 2021/22 Annual Report
	Change of Banking Resolution
	Website Update
	Yolo Commute: Logo Refresh and Color Palette
	E-Bike Loan Program
November 2022	Transit Pass Discount
	Yolo Commute Member Survey
	The Rideshare Incentive Program Policy Revisions (TRIP)
	Discount Transit Pass Program
	E-Bike Loan Program Interagency Challenges
January 2023	SACOG Mode Shift Grant Program
	Appoint Karin Bloesch to Board (YSAQMD)
	80 Managed Lanes Project Support Letter
	Potential Bicycle Mobility Systems (BMS/Pon) / Yolo Commute Partnership
	The Rideshare Incentive Program Policy Revisions (TRIP)
	Yolo Commute Branding / Identity Discussion, Logo / Style Guide Discussion
March 2023	May is Bike Month Preparations
	Update on Bicycle Mobility Systems (BMS/Pon) / Yolo Commute Partnership
	Discount Transit Pass Program
	YSAQMD Clean Air Funds Program
	May is Bike Month Preparations
	FY 2023/24 Budget Discussion
May 2023	Funding Opportunities
	Appoint Kristen Wraithwall to Board (Yolo County)
	2024 Draft Budget & Management Services Extension
	Yolo 80 Managed Lanes VMT Mitigation and Caltrans Letter of Intent
	Update on Bicycle Mobility Systems (BMS/Pon) / Yolo Commute Partnership
	HMP Partnership Proposal
	May is Bike Month
June 2023	Welcome & Loyalty Packages to Members
	Reappointment of Directors Gandara, Schneider, and Wada
	FY 2023/24 Election of Officers
	FY 2022/23 Accomplishments
	FY 2022/23 Incentives Update
	FY 2023/24 Goals & Objectives and Budget

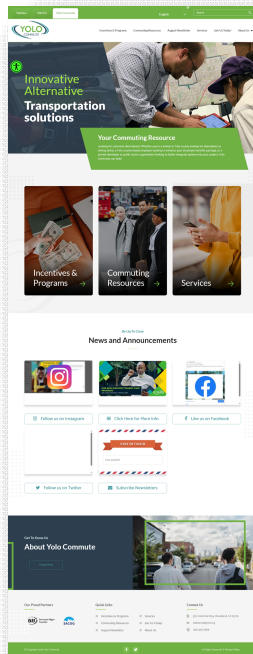
## Welcome / Loyalty Packages

In spring 2023, Yolo Commute assembled welcome / loyalty packages for new and existing members. The packages included promotional flyers, stickers, a hat, coffee mug, and more. The purpose was to extend appreciation for the continuing support of our member agencies and provide materials to help market Yolo Commute's incentives and programs.

## Marketing and Promotions

### Refreshed Yolo Commute Logo

At no cost to Yolo Commute, the Yolo Transportation District's Communications team helped refresh the Yolo Commute logo, color palette, style guide, and social media elements. They also converted our social media content into postings with a more professional appearance.



### New Website

The redesigned Yolo Commute website was launched in November 2022, focusing on enhancing user experience and providing valuable resources for efficient, sustainable, and active commuting. The new design offers easy navigation, allowing users to access comprehensive guides and resources for optimizing their commute choices. Additionally, the integrated application system enables members to conveniently for incentive benefits directly on the website, eliminating the need for third-party applications. YoloCommute.net now serves as an all-encompassing platform, offering both incentives and insights for sustainable and efficient commuting.

### Monthly Newsletters

Each month Yolo Commute authors a newsletter for its members with useful information about commuting and transportation. The newsletter is posted to Yolo Commute's social media accounts as well as our e-mail distribution list via Mailchimp. The below table illustrates the topics of each newsletter:

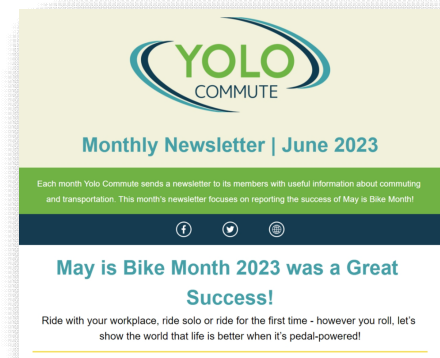


Table 4: Monthly Newsletters

Meeting Date	Agenda Item
July 2022	FY 2022-23 Outlook
August 2022	How You Can Benefit from Not Driving to Work
September 2022	Driving Costs How Much?
October 2022	E-Bike Loan Program
November 2022	Guaranteed Ride Home: A Commuter's Lifeline
December 2022	Understanding Your Employees' Transportation Needs
January 2023	Understanding Your Commute Options with SacRegion511
February 2023	Discount Transit Pass Program!
March 2023	Women and Commuting
April 2023	Maximizing your May is Bike Month Incentives!
May 2023	Bike Month is Here!
June 2023	May is Bike Month 2023 was a Great Success!

## Push Messaging

### *Facebook and Twitter / X*

Yolo Commute has been active on social media, establishing both Facebook and Twitter / X accounts. Social media postings allow Yolo Commute to directly reach followers and offer insight into our activities. Yolo Commute made 59 Facebook and 58 Twitter / X posts during the year. As of August 2023, Yolo Commute currently has 21 Facebook followers and 27 Twitter / X followers.

### *E-Mail Distribution List*

Because directly reaching member employees can be a challenge, Yolo Commute relies on our Mailchimp e-mail distribution list to send newsletters, promotions, and other information. The most common way recipients are added to our database is when they take advantage of our incentives programs. When recipients submit their reimbursement request forms, they are also asked if they would like to stay informed about Yolo Commute. When they select “Yes, keep me informed!”, they are added to the database. This has been a successful approach as the database has 535 contacts as of August 2023.

## Member Services

### Accomplishments

#### *Improve Accessibility to Incentives and Resources*

Yolo Commute’s FY 2023/23 top priorities were to enhance operational efficiency and improve member accessibility to incentives and resources. Thus, we have undertaken the initiative of mitigating all incentives program forms to our website, aiming to expedite reimbursement and streamline processes. This transition has yielded multiple benefits including a more efficient administrative system, enhanced customer service, and improved data accuracy for the Board. By employing digital files, we prioritize member privacy and security, instilling a sense of protection among our users.

#### *Launched E-Bike Loan Program*

In FY 21/22, the Yolo Solano Air Quality Management Districts (YSAQMD) Clean Air Funds program awarded Yolo Commute \$11,000 to help purchase three electric-assist bicycles for an E-Bike Loan Program for our members. The E-Bike Loan Program has been a tremendous success. It has given our members access to a new mode of transportation to get to work, run errands, or for recreation. Many of our member organizations have taken advantage of this great incentive program. The Yolo Commute E-Bike fleet has a total of 733 miles as of 6/30/2023.



Table 5: E-Bike Loan Program Metrics

E-Bike	Days	Miles	Mi/Day
Specialized Turbo Como #1	241	293	1.22
Specialized Turbo Como #2		292	1.21
Yuba Kombi		148	0.61
<b>Total</b>	<b>241</b>	<b>733</b>	<b>3.04</b>

This program's success has motivated staff to establish a partnership with Lease-a-Bike to help member employees and residents overcome financial barriers to accessing E-Bikes.

### Launched Discounted Transit Pass Program

Yolo Commute strives for ways to encourage our Yolo Commute Members to find alternative modes of transportation to help reduce single-occupant vehicle commutes throughout the region. Yolo Commute partnered with Yolo Transportation District to offer 50% discounted monthly fixed route Yolobus passes to our members when purchased through the ZipPass application.



### 2023 May is Bike Month

2023 May is Bike Month (MIBM) was a huge success. MIBM was once again spearheaded by the Sacramento Area Bicycling Advocates (SABA) in partnership with the Love to Ride platform. With more planning lead time than the 2022 campaign, SABA and the regional working group applied lessons learned and focused on extensive outreach and promoting regional bicycle-centric events.

Yolo Commute was closely involved with the regional campaign and played four primary roles:

1. **Swag Distribution Hub.** Yolo Commute consolidated requests from Yolo county organizations for MIBM-related swag and giveaways and served as a distribution hub for pickup.
2. **MIBM Bike Flags Purchase.** Yolo Commute independently designed, organized orders, purchased, and distributed over 1,000 MIBM bicycle safety flags for the 2023 campaign, which were a huge hit, especially among children.
3. **Bike Loopalooza.** Yolo Commute was provided a high-profile location on the Davis Bike Loop for the Bike Loopalooza event in Davis on the first Sunday of May. At the event Yolo Commute staff and interns provided MIBM giveaways, including giving away and installing over 175 MIBM bicycle safety flags!
 

A photograph showing several people in blue shirts standing behind a table covered with a green and white tablecloth. The table has various items on it, including what appears to be bicycle safety flags and promotional materials.
4. **MIBM Incentives.** Starting in early spring 2023, Yolo Commute continued its tradition of offering MIBM incentives to our member employees and residents. Incentives included up to \$100 for accessories,



repairs, parts, or tune-ups; up to \$200 for a new traditional bicycle; or - new for 2023 - up to \$300 for an electric-assist bicycle.

*HMP Bikes 15% Discount Partnership*

In May 2023, the Yolo Commute Board approved a partnership with HMP Bikes, a downtown Davis-based retailer of self-designed e-mopeds. All Yolo Commute members are eligible for a 15% discount on e-moped purchases or rentals. This value-added benefit for members is offered at no cost to Yolo Commute.

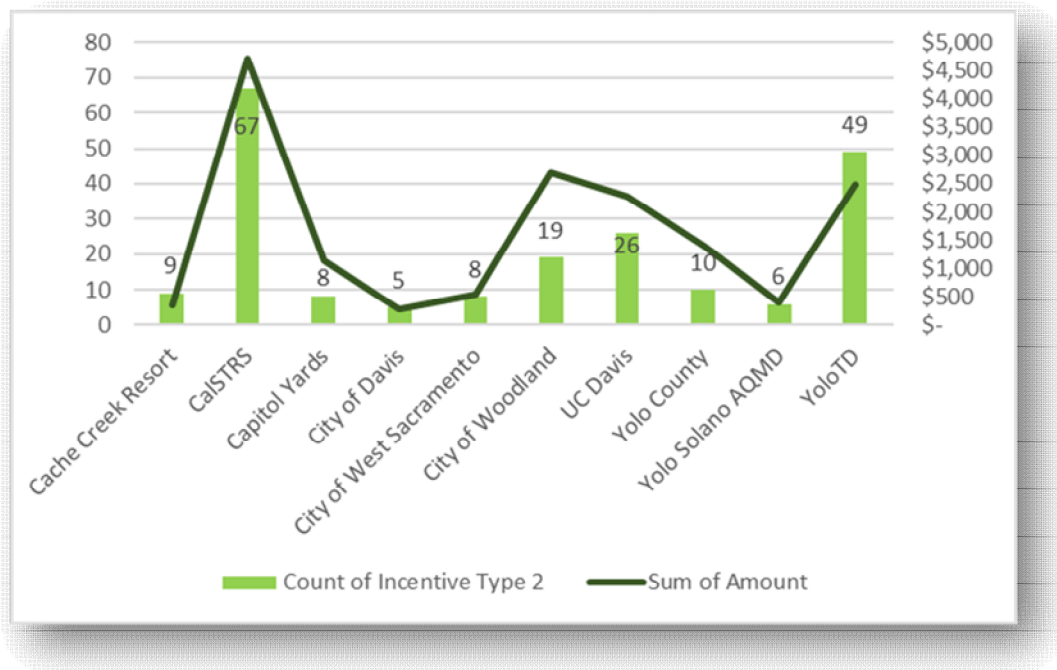


**Outcomes: Incentives and Programs**

Yolo Commute offers several programs to its members including the flagship The Rideshare Incentive Program (TRIP), Emergency Ride Home, Cycling Savvy bicycle education courses, Discount Transit Pass Program, E-Bike Loan Program, May is Bike Month Incentives, and discounted e-mopeds. Each program is described in greater detail, below:

All Incentives  
 207 Total incentives were awarded in FY 2022/23 totaling over \$16,000 led by CalSTRS. This compares with 222 total incentives at almost \$8,400 in FY 2021/22. FY 2022/23 represents a reduction in total incentives provided but an almost doubling of total amount awarded, likely due to the success of the 2023 MIBM campaign. Also noteworthy is the Board’s mid-year TRIP policy changes to 1) eliminate the telecommute incentive and 2) require a picture commuting via their alternative mode. Most of the TRIP reimbursement requests occurred prior to this policy change, afterwards which very few were submitted, suggesting the “honor system” was not effective at motivating commuting behavior change.

Figure 2: FY 2022 All Incentives by Members



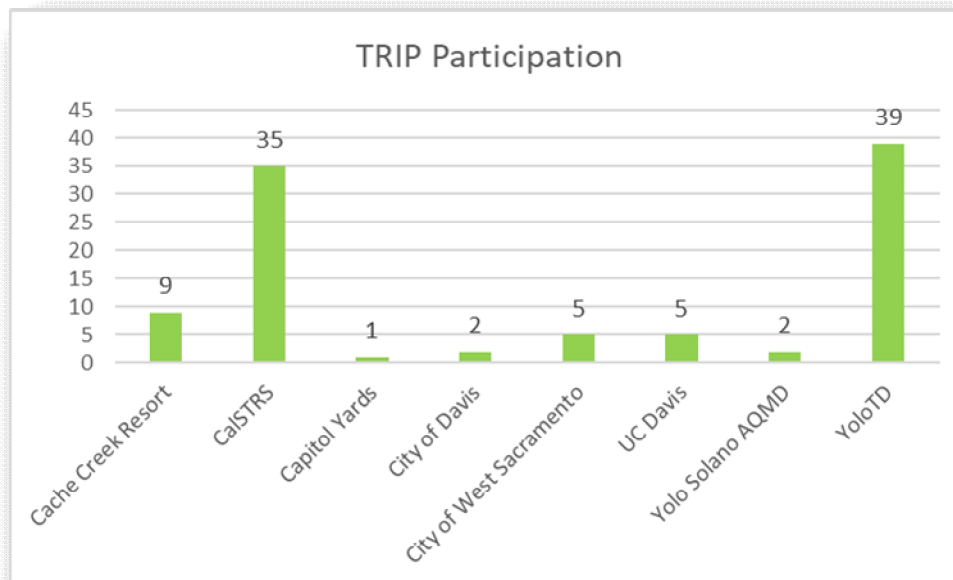
### The Rideshare Incentive Program (TRIP)

TRIP provides member employees with financial incentives to encourage a shift from driving alone to a more sustainable transportation mode such as walking, bicycling, taking transit, carpooling, the train, or teleworking. For FY 2022/23, Yolo Commute continued tiered incentive bonuses over a two-month period to encourage workers to continue using their new commute mode. Employees receive \$30 for the first 10 commute trips they take and an additional \$50 for the next commute 10 trips. The TRIP program provided 98 recipients \$3,540.00 in assistance to help shift their commute transportation mode. TRIP program results follow:

Table 6: TRIP Usage by Mode

Program	Category	Users	Amount
Bike	Incentive	11	\$330
	Bonus	8	\$400
Carpool	Incentive	12	\$360
	Bonus	11	\$550
Public Transit	Incentive	9	\$270
	Bonus	4	\$160
Walking	Incentive	10	\$320
	Bonus	7	\$350
Telework	Incentive	9	\$270
	Bonus	8	\$260
Micromobility	Incentive	9	\$270
<b>Total</b>	<b>Incentive</b>	<b>60</b>	<b>\$1,820</b>
	<b>Bonus</b>	<b>47</b>	<b>\$1,720</b>
			<b>\$3,540</b>

Figure 3: TRIP Participation by Employer Member (98 Discrete Participants)



The table below shows TRIP program metrics by transportation mode. Retention levels - defined by those logging trips and applying for the second, \$50 incentive - was fairly high at 78% overall. Use of incentives was spread across the modes fairly evenly ranging from 15%-20%.

Table 7: TRIP Program Metrics

Incentive Program	Users (Initial)	Users (Bonus / Retention)	Retention %	% of TRIP Program*	GHG saved (tons)**
Bike	11	8	73%	18%	4,171
Carpool	12	11	92%	20%	164,408
Micromobility	9	9	100%	15%	1,472
Public Transit	9	4	44%	15%	1,906
Walking	10	7	70%	17%	998
Telework	9	8	89%	15%	22,711
<b>Total</b>	<b>60</b>	<b>47</b>	<b>78%</b>	<b>100%</b>	<b>195,665</b>

\*Derived from Bonus/Retention figures.

\*\*GHG saved compared to average gasoline SOV.

### Guaranteed Ride Home

The Guaranteed Ride Home Program (GRH) is a transportation “safety net”, giving member employees security that they can call a taxi or get a rental car paid for by Yolo Commute if they cannot catch your normal ride due to overtime, illness, or other unforeseen circumstance.

One member employee used the GRH program for FY 2022/23.

### CyclingSavvy Bicycle Education

CyclingSavvy is an online portal and a subsidiary of the American Bicycling Education Association. Cycling Savvy offers two premium online bicycling education courses: CyclingSavvy Basics and CyclingSavvy Mastery. Yolo Commute employer members are eligible for up to a \$30 incentive to enroll in either of these two classes.



10 members took advantage of the bicycling education course in FY 2022/23.

### May is Bike Month

Yolo Commute celebrated May is Bike Month by promoting bicycling as a sustainable and healthy mode of transportation. It did this by offering employer members of Yolo Commute up to \$100 to apply towards biking gear and maintenance/repair services, \$200 towards a conventional bike, and \$300 towards an electric bike. This incentive program also aimed to support local businesses by requiring that new conventional and electric-assist bicycles are purchased at full



service bicycle shops in the region rather than chain stores.

Table 8: 2023 MIBM Results by Member

Employer	Incentive Type	#	Amount
CalSTRS	2023 MIBM \$100	19	\$1,821.79
	2023 MIBM \$200	6	\$1,200.00
	2023 MIBM \$300	1	\$300.00
Capitol Yards	2023 MIBM \$100	3	\$300.00
	2023 MIBM \$200	4	\$800.00
City of Davis	2023 MIBM \$100	3	\$228.13
City of West Sacramento	2023 MIBM \$300	1	\$300.00
City of Woodland	2023 MIBM \$100	13	\$1,198.71
	2023 MIBM \$200	3	\$600.00
	2023 MIBM \$300	3	\$900.00
UC Davis	2023 MIBM \$100	17	\$1,667.43
	2023 MIBM \$200	2	\$400.00
Yolo County	2023 MIBM \$100	6	\$600.00
	2023 MIBM \$200	4	\$800.00
Yolo Solano AQMD	2023 MIBM \$100	4	\$319.46
YoloTD	2023 MIBM \$100	4	\$379.27
	2023 MIBM \$200	3	\$600.00
<b>Grand Total</b>		<b>96</b>	<b>\$12,414.79</b>

As indicated in Tables 8 and 9, there was huge success with the incentive program. Overall, Yolo Commute awarded \$12,414.79 to 96 recipients among its employer organizations and businesses, with CalSTRS employees making up the largest group of recipients. Most of the MIBM incentive recipients were reimbursed \$100 for biking gear and tune-ups. In addition, a large majority of recipients purchased bikes, biking gear, and bike services from local businesses, adding \$30,997.03 to their local economy.

Table 9: MIBM Results by Incentive Type

MIBM Incentive	Description	#	Sum of Amount
2023 MIBM \$100	Accessories, Parts, Tune-Ups, etc.	69	\$6,515
2023 MIBM \$200	New Conventional Bike	22	\$4,400
2023 MIBM \$300	New Electric-Assist Bike	5	\$1,500
<b>Total</b>		<b>96</b>	<b>\$12,415</b>



# FY 2023/24 GOALS AND OBJECTIVES

## Operations

### Membership Development

Yolo Commute staff learned that membership development takes persistence and message tailoring to each organization. Staff intend to build on the successful conversations initiated with many organizations in FY 2022/23 while strategically targeting specific employers for membership recruitment. Staff continues with a goal to recruit two new members in FY 2023/24.

### *Development Projects*

New development projects in Yolo county are excellent opportunities to introduce the benefits of membership development. Staff reach out to several proposed developments in Yolo county regarding the nexus between their development projects and the need to mitigate transportation impacts. While these conversations are ongoing and memberships may not materialize in the near term, staff is socializing the importance of transportation demand management with both developers and local agency staff to 1) encourage voluntary Yolo Commute membership of new developments prior to formal development application submittal and/or 2) require Yolo Commute membership as a condition of development approval and/or integrated into a development agreement.

### Transportation Capital Projects

Yolo Commute staff will remain engaged with the Yolo 80 Managed Lanes project and develop with Caltrans a voluntary trip reduction program to help mitigate additional vehicle miles traveled that may result from the project.

## Marketing and Promotions

### HR Brunch

Yolo Commute staff will organize an in-person brunch with members' human resources staff to inform them of the importance of promoting their Yolo Commute membership as an employment benefit and to include Yolo Commute information in new employee onboarding materials. Staff hope the HR Brunch will also cultivate relationships with HR staffs to improve their willingness to distribute Yolo Commute information to all their employees, on occasion, reducing the burden on our liaisons & Board members to overcome internal bureaucracies and hesitancy in broadcasting this information to their employees.

### Instagram

In FY 2023 Yolo Commute will launch an Instagram account with the intend to reach younger professionals who may no longer use legacy social media platforms.

### Text Alerts

Push messaging is an excellent way to keep our member employees and residents committed to using alternative transportation. Yolo Commute intends to launch text alerts to those that opt into the service. Text alerts could include Spare the Air notices, promotions,

giveaways, new program launches, and to celebrate organizational successes.

## Increase Social Media Following via Quarterly Giveaways

To increase Yolo Commute followers on our social media platforms, staff will launch quarterly giveaways with meaningful prizes to those who join as followers.

## Monthly Member Outreach

Each month, Yolo Commute staff will schedule an on-site outreach event in collaboration with liaisons and/or HR representatives to promote their Yolo Commute membership.

## Member Services

### Lease-A-Bike Program

In January 2024 Yolo Commute and Lease-a-Bike will launch the anticipated E-Bike Lease/Lease-to-Own program to help member employees overcome the upfront cost of accessing a high quality electric-assist bike. Lease-a-Bike will develop an easy-to-use online portal which member employees and residents can apply for a new E-Bike. Yolo Commute will verify membership at which point a signed agreement can be made between the employee/resident and Lease-a-Bike.

Yolo Commute received a \$10,000 grant from the Yolo-Solano Air Quality Management District to help launch the Lease-a-Bike program by providing incentives for the first 46 people who sign up. Incentives will be scaled according to income with employees earning 0-100% FPL receiving a \$400 incentive, 101-200% FPL receiving a \$300 incentive, and anyone earning >200% FPL receiving a \$200 incentive. Incentives will be applied at the point of sale and integrated into the final lease agreement.

Do not salary	Net net salary	Monthly costs	Total savings
\$6522.53	\$6,422.90	\$99.63	\$14.30

Show calculation overview	
Gross income	\$10,000.00
Lease price	-\$88.08
Service & insurance costs	-\$30.58
Contribution employer	
Net monthly salary deduction	-\$88.63
Additional income tax (benefit in kind)	\$89.63
Due to the tax benefit, the monthly net costs for your lease bike are only:	\$99.63

## 2024 MIBM

Yolo Commute will build upon 2023 MIBM successes, continuing to play a leadership role in organizing and coordinating Yolo county organizations in celebrating MIBM. Staff and the Board will discuss whether any changes are needed to the MIBM incentive program.

Respectfully submitted By,

Brian Abbanat  
Director  
September 6, 2022



## STAFF REPORT

**Date:** September 5, 2023  
**To:** Yolo Commute Board of Directors  
**From:** Brian Abbanat, Director  
**Subject:** FY 2022/23 Annual Report

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### **Recommendations:**

Approve FY 2022/23 Annual Report with any suggested revisions.

### **Background:**

Article VII of Yolo Commute's bylaws require "An annual report shall also be made to the membership at a scheduled and noticed meeting."

Attached for Board approval is a draft FY 2022/23 Annual Report.

### **Attachments:**

1. FY2022/23 Annual Report



## STAFF REPORT

**Date:** September 5, 2023  
**To:** Yolo Commute Board of Directors  
**From:** Brenda Lomeli, Coordinator  
**Subject:** Yolo Commute Member HR Brunch

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### **Recommendations:**

Review HR Brunch details and provide feedback if needed.

### **Background:**

Staff has planned a Brunch with member liaisons and their Human Resources or Benefits staff for Thursday, September 7, 2023, from 10:30 am to 11:45 am at Yolo Transportation District. The event is in-person with a remote option.

The event will include a full meal, interactive presentation, and Q+A specially curated for HR and benefits teams. We will cover what Yolo Commute is, our incentives, why we are beneficial for organizations, and what HR can do to promote Yolo Commute.

The Board suggested this event be held to foster overall enthusiasm and connection within and among member organizations.