



ANNUAL REPORT

2023/24

Tel: 530.430.2865
Email: YoloCommute@yctd.org
Website: YoloCommute.net
350 Industrial Way
Woodland, CA, 95776

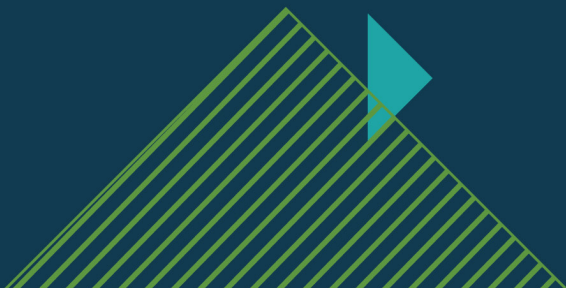


TABLE OF CONTENTS

ABOUT YOLO COMMUTE	1
MISSION	
VISION	
FY 2023/24 YOLO COMMUTE MEMBERS	
FY 2023/24 HIGHLIGHTS	2
OPERATIONS	
FINANCIAL HIGHLIGHTS	2-3
STAFF ACTIVITIES	4
MEMBERSHIP RECRUITMENT	5
YOLO 80 MANAGED LANES PROJECT	
BOARD MEETINGS	6
MARKETING AND PROMOTIONS	7
YOLO COMMUTE WEBSITE	
MONTHLY NEWSLETTERS	
PUSH MESSAGING	8
EMAIL DISTRIBUTION LIST	
MEMBER SERVICES	9
ACCOMPLISHMENTS	
DISCOUNTED TRANSIT PASS PROGRAM	10
2024 MIBM	
HMP 15% DISCOUNT PARTNERSHIP	11
OUTCOMES AND INCENTIVES	
THE RIDE SHARE INCENTIVE PROGRAM (TRIP)	12
GUARANTEED RIDE HOME	14
CYCLE SAVVY BICYCLE EDUCATION	
FY 2024/25 GOALS AND OBJECTIVES	16
MEMBERSHIP DEVELOPMENT	
TRANSPORTATION CAPITAL PROJECTS	
MARKETING AND PROMOTIONS	17
HR BRUNCH	
YOLO COMMUTER OF THE YEAR	
INCREASE SOCIAL MEDIA FOLLOWING VIA QUARTERLY GIVEAWAYS	
TEXT ALERTS	
MONTHLY MEMBER OUTREACH	
MEMBER SERVICES	18
LEASE-A-BIKE PROGRAM	
VELOTRIC E-BIKES	
2025 MIBM	19



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, or more formally known as a Transportation Management Agency (TMA). 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 multi-modal 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 2023/24

Yolo Commute Members

15 organizations were Yolo Commute members in FY 2023/24 as listed below.

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

* Denotes representation on Board of Directors

FY 2023/24 HIGHLIGHTS

OPERATIONS

FINANCIAL HIGHLIGHTS

Table 1: Profit and Loss Summary

REVENUE:	\$34,950.94
EXPENSES:	\$18,825.78
Contract Labor	\$30,000.00
Member Services	\$15,321.84
Marketing and Promotions	\$1,129.14
Operations	\$2,624.80
Carryover to FY 2023/24:	\$16,125.16

Table 2: FY 23/24 Financial Ledger

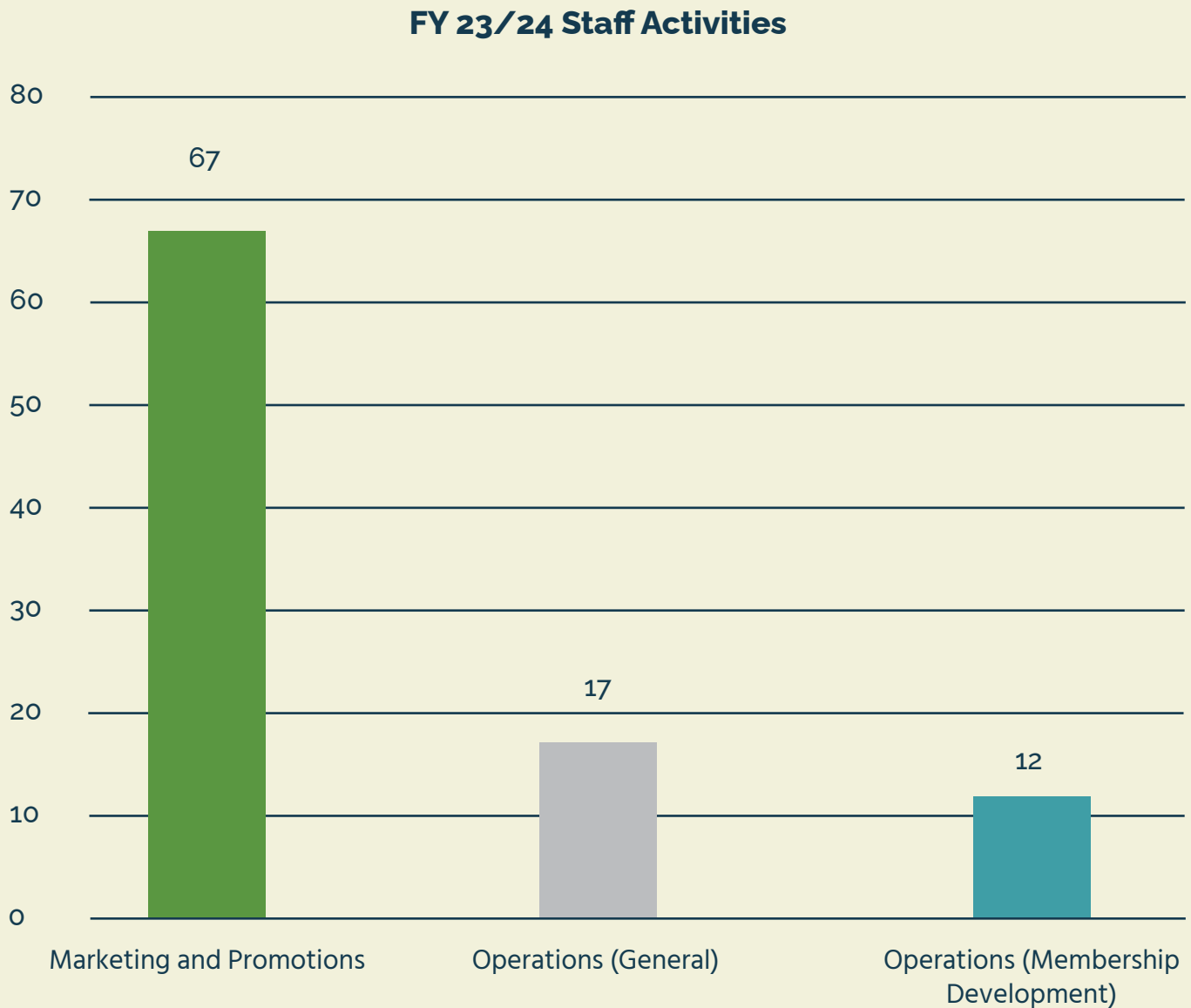
Item	FY 2023 Budget	FY 2023 Actual
REVENUE		
Starting Balance	\$3,209.52	\$3,209.52
Membership Dues	\$21,600.00	\$21,600.00
YSAQMD Grant	\$10,000.00	\$10,000.00
Adjustments		\$4.68
TRIP Reimbursements		\$100.00
Corpay One Rebates		\$36.74
TOTAL REVENUE	\$34,809.52	\$34,950.94

Item	FY 2023 Budget	FY 2023 Actual
EXPENSES		
Member Services		
E-Bike Lease/Own Program	\$12,500.00	\$0.00
E-Bike Loan Program (Velotric)	\$3,000.00	\$2,985.69
Incentives & Programs 2024	\$13,000.00	\$12,336.15
<i>TRIP 2023/24</i>		\$560.00
<i>GRH</i>		\$0.00
<i>Bicycle Education</i>		\$0.00
<i>MIBM 2024 Incentives</i>		\$11,776.15
Member Services Total	28,500.00	15,321.84
Marketing and Promotions		
Website Maintenance	\$500.00	\$101.33
Promotional Materials		\$306.22
Members Survey	\$400.00	\$0
Quarterly Giveaways	\$350.00	\$243.42
Social Media	\$500.00	\$28.00
Mailchimp Subscription	\$318.00	\$297.78
HR Brunch		\$152.39
Marketing and Promotions Total	\$2,068.00	\$1,129.14
Operations		
E-Bike Maintenance & Repair	\$500.00	\$540.47
Dues & Subscriptions	\$675.00	\$675.00
Insurance	\$500.00	\$500.00
Postage and Shipping	\$200.00	\$39.33
Taxes & Licenses	\$1000.00	\$870.00
Operations Total	\$2,875.00	\$2,624.80
Total Expenses	\$33,443.00	\$19,075.78
Carryforward	\$1,366.52	\$15,875.16
Reserve %	4%	10%

STAFF ACTIVITIES

Yolo Commute staff track significant activities across three primary categories: Marketing & Promotions, Member Services, and Operations. Marketing & Promotions consists 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, inter-agency coordination and partnerships, or professional development activities. Member Services represents exploration and/or development of Yolo Commute incentives and programs.

Figure 1: FY 2023/24 Staff Activities



MEMBERSHIP RECRUITMENT

In FY 23/24, Yolo Commute staff made a concerted effort to expand the membership base. In November, Yolo Commute welcomed Cool Davis as our newest member. Cool Davis joined under the Business Organization membership category and, as a result, all the employees of Cool Davis are eligible for Yolo Commute’s incentives and programs. Yolo Commute also received a membership commitment from The Lumberyard development in Davis at 500 G Street once construction is complete.



YOLO 80 MANAGED LANES PROJECT

The Yolo 80 Managed Lanes project is a 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 in each direction. Recent Caltrans policies and California Environmental Quality Act (CEQA) regulations now require vehicle capacity expansion projects to mitigate 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 (VTRP). The project’s adopted Environmental Impact Report (EIR) includes a Caltrans commitment to fund \$20.7 million over 15 years for expanding transportation demand management programs in Yolo County, half of which will be committed for the project’s first construction phase. In May 2023, the Yolo Commute Board approved a letter of intent to partner with Caltrans on this effort. In partnership with Yolo commute, YoloTD will develop a TDM Organizational Plan to best determine the organizational structure needed to expand county wide TDM programs on the scale required by the Yolo 80 Managed Lanes VTRP. The Yolo Commute Board will be actively engaged in this effort.

BOARD MEETINGS

The Yolo Commute board meets bi-monthly for updates on staff activities, financial activity, incentives, and programs. The Board met five times in FY 23/24 with the following meeting agenda items:

Table 3: FY 23/24 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 2023	FY 2022/23 Annual Report Yolo Commute Member Survey Yolo Commute Member HR Brunch Update on Lease-A-Bike Program Yolo Commute: Logo Refresh and Color Palette E-Bike Loan Program Transit Pass Discount
November 2023	Sac-5 Managed Lanes Letter of Intent Update on Lease-A-Bike Spin Update Biketober (Love to Ride)
January 2024	Yolo 80 Managed Lanes Volunteer Trip Reduction Program MOU Yolo Commute and Future TDM Programming SACOG Carbon Reduction Program Funding Ideas Marketing Outreach Analytics May is Bike Month Preparations
March 2024	Yolo County TDM Program Organizational Study Update on Lease-A-Bike Program and YSAQMD Clean Air Funds Consideration of Partnership with Velotric Bicycles MIBM Incentive Program Revisions E-Bike Loan Program Update May is Bike Month Update
May 2024	FY 2024/25 Draft Budget & Management Services Extension May is Bike Month Update



MARKETING and PROMOTIONS

YOLO COMMUTE WEBSITE

The Yolo Commute website provides members with a seamless and enjoyable navigation experience while offering valuable resources for efficient, sustainable, and active commuting. With a focus on user-friendly design, the site ensures members can easily access comprehensive guides, tools, and information to make informed commuting choices. Whether exploring sustainable transportation options or applying for incentive benefits, the website is a one-stop platform that supports members in adopting more sustainable commuting habits.

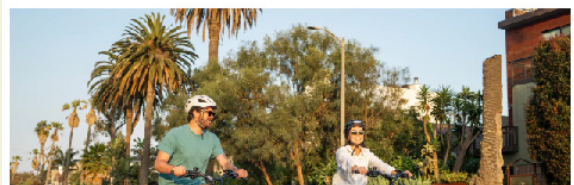
MONTHLY NEWSLETTERS

Every month, Yolo Commute delivers an exciting newsletter packed with valuable insights on commuting and transportation! We are thrilled to share these updates with our members, offering tips, news, and resources to enhance your commuting experience.



New Incentive Alert

**Get 10% Off on a
New Velotric E-Bike!**



Date	Topic
July 2023	"Boost your Pedal Power with E-Bike Incentives!"
August 2023	"Commuting with Public Transport"
September 2023	"What is Yolo Commute Exactly?"
October 2023	"It's Biketober!"
November 2023	"Welcome Cool Davis!"
December 2023	"Are You a First Time Transit Rider?"
January 2024	"Make Your New Years Resolution A Sustainable Commute"
February 2024	"Transit Equity Day: Civil Rights and Commuting"
March 2024	"Traveling Through History"
April 2024	May is Bike Month is Coming!"
May 2024	"A Safe and Fun May is Bike Month!"

PUSH MESSAGING

Yolo Commute has actively engaged on social media, with established accounts on Facebook, X, and now Instagram. These platforms allow us to connect directly with our followers and share updates on our activities. Over the past year, Yolo Commute posted 17 times on Facebook and 15 times on X. As of August 2024, Yolo Commute has 29 followers on Facebook, 73 followers on X, and 146 on followers on Instagram.

E-MAIL DISTRIBUTION LIST

Yolo Commute relies on our Mailchimp e-mail distribution list to directly reach our members with newsletters, promotions, and other information. Recipients are most commonly added to our database when they take advantage of our incentive programs. When they submit their reimbursement request forms, they can opt to receive Yolo Commute promotional information by selecting "Yes, keep me informed!" Additionally, we also add recipients who are not members through outreach events such as Bike Loopalooza. This approach has been highly successful, resulting in a database of 748 contacts as of August 2024.



MEMBER SERVICES

ACCOMPLISHMENTS

Improved Accessibility to Incentives and Resources

Yolo Commute’s top priorities were to boost operational efficiency and improve member access to incentives and resources. To achieve this, we moved all incentive program forms to our website. This change has made our administration more efficient, improved customer service, and enhanced data accuracy for the Board. Using digital files also helps us protect member privacy and security, giving our users peace of mind. We prioritize member privacy and security, instilling a sense of protection among our users.

Launched E-Bike Loan Program

The E-Bike Loan Program has been a tremendous success, giving 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 769 miles as of 8/30/2024

Table 5: E-Bike Loan Program Metrics

E-Bikes	Days	Miles	Mi/Day
Specialized Turbo Como #1	334	293	1.22
Specialized Turbo Como #2	334	292	1.21
Yuba Kombi	334	148	0.61
Velotric Discover 1 (Indigo Gray)	81	132	1.2
Velotric Discover 1 (Silver)	81	137	1.2
Velotric Discover 1 (Sky Blue)	81	145	1.3
Total	1,245	769	0.61

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 continued its partnership with Yolo Transportation District to offer 50% discounted monthly fixed route Yolobus passes to our members when purchased through the ZipPass application.

2024



2024 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 2024 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 three 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. 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
- 3. MIBM Incentives.** Starting in early spring 2024, Yolo Commute continued its tradition of offering MIBM incentives to our member employees and residents.





HMP 15% DISCOUNT PARTNERSHIP

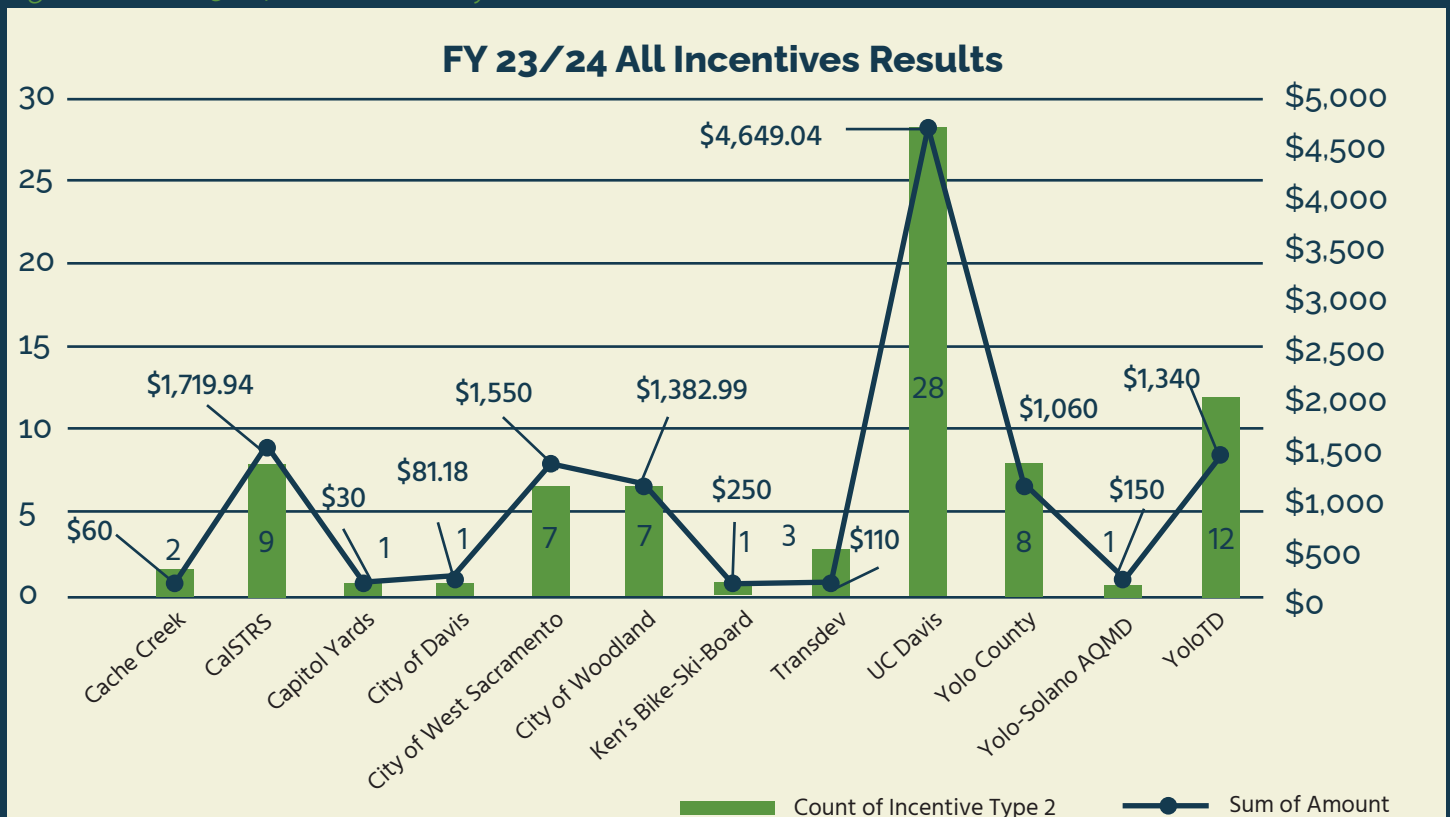
Yolo Commute Board continued its partnership with HMP Bikes, a downtown Davis-based retailer of self-designed e-mopeds. All Yolo Commute members are eligible for a 15% discount on e-moped purchases or rentals. This value-added benefit for members is offered at no cost to Yolo Commute.

OUTCOMES: INCENTIVES AND PROGRAMS

Yolo Commute offers several programs to its members. 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.

In FY 2023/24, a total of 78 incentives were awarded, amounting to over \$12,283, with UC Davis leading the way. This marks a decrease from the 207 incentives, totaling nearly \$16,000, awarded in FY 2022/23. The decline may be due to changes in the TRIP policy, which now requires participants to submit photos of their alternative commuting mode, suggesting that the previous “honor system” might not have effectively encouraged a shift in commuting behavior. However, staff are exploring new ways to motivate our members to adopt better commuting habits and recognize the benefits of doing so.

Figure 2: FY 2023/24 All Incentives by Members



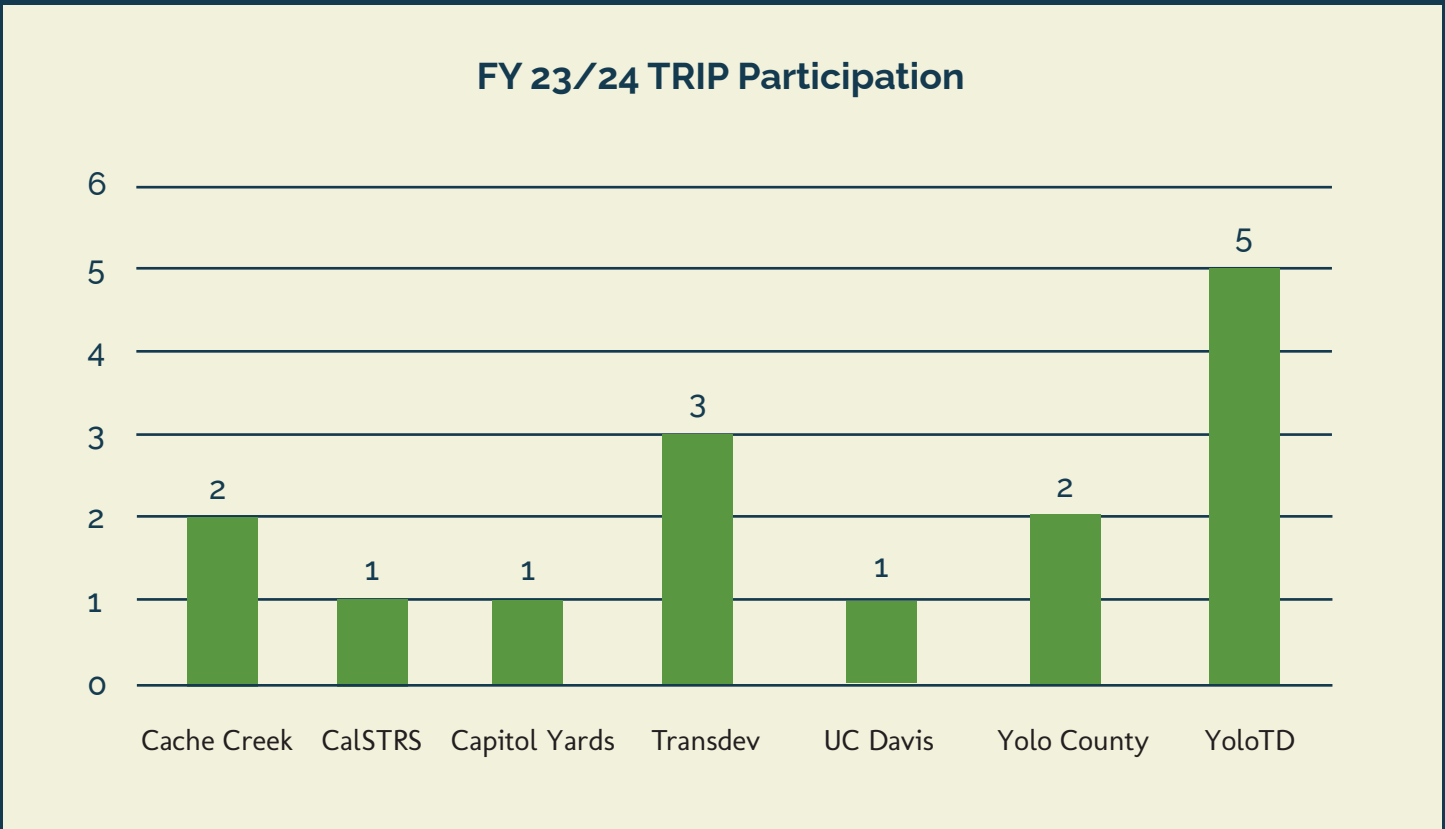
THE RIDESHARE INCENTIVE PROGRAM (TRIP)

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 2023/24, 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 15 recipients \$450 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	0	\$0
	Bonus	0	\$0
Carpool	Incentive	4	\$120
	Bonus	2	\$100
Public Transit	Incentive	3	\$90
	Bonus	1	\$50
Walking	Incentive	3	\$90
	Bonus	0	\$0
Discount Transit Pass	Incentive	2	\$0
Total	Incentive	12	\$300
	Bonus	3	\$150
			\$450





The table below shows TRIP program metrics by transportation mode. Retention levels – defined by those logging trips and applying for the second, \$50.

Table 7: TRIP Program Metrics

Incentive Program	Users (Initial)	Users (Bonus/Retention)	Retention %	% of TRIP Program*	GHG saved (tons)**
Carpool	4	2	50%	4%	2,910
Public Transit	3	1	33%	3%	212
Walking	3	0	0%	3%	90
Total	10	3	30%	10%	3,212

*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 their normal ride due to overtime, illness, or other unforeseen circumstance.



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.





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 \$150 to apply towards biking gear and maintenance/repair services, \$250 towards a conventional bike, and \$350 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: 2024 MIBM Results by Member

Incentive Type	Employer	Count	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	\$1,382.99
	Ken's Bike-Ski-Board	1	\$250.00
	UC Davis	25	\$4,619.04
	Yolo County	6	\$1,000.00
	Yolo-Solano AQMD	1	\$150.00
	YoloTD	7	\$1,150.00
MIBM Grand Total		63	\$11,873.15

Table 9: MIBM Results by Incentive Type

MIBM Incentive	Description	#	Sum of Amount
2024 MIBM \$150	Repair/Tune-Up \$150	9	\$1,324.93
2024 MIBM \$150	Accessories, Parts, Tune-Ups, etc.	35	\$5,098.22
2024 MIBM \$250	New Conventional Bike	12	\$3,000
2024 MIBM \$350	New Electric-Assist Bike	7	\$2,450
Total		63	\$11,873.15

As indicated in Tables 8 and 9, the incentive program was a huge success. Overall, Yolo Commute awarded \$11,900 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, all recipients purchased bikes, biking gear, and bike services from local businesses, contributing over \$40,000 to their local economy.

FY 2024/25 GOALS & OBJECTIVES

OPERATIONS

MEMBERSHIP DEVELOPMENT

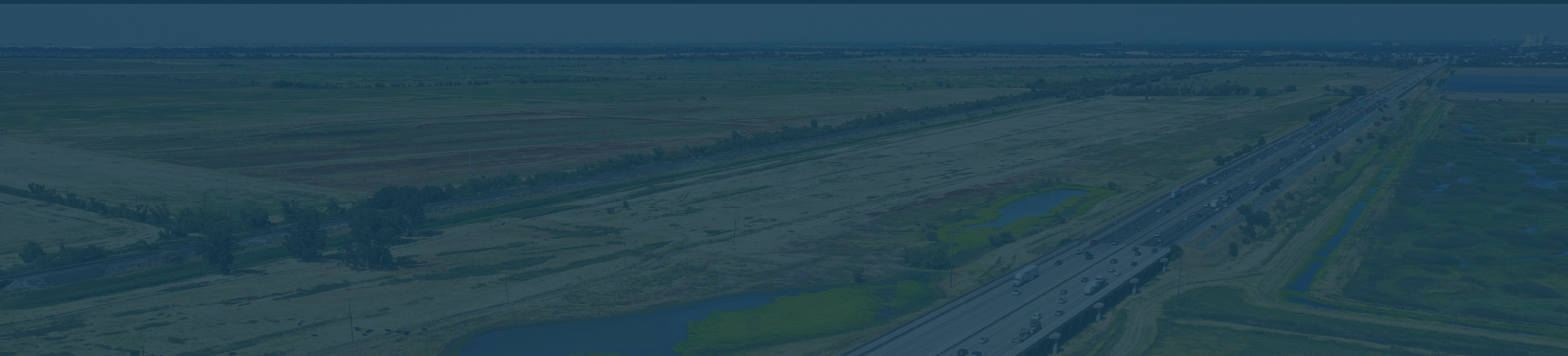
Yolo Commute staff learned that membership development takes persistence and message tailoring to each organization. Staff intend to build on the successful conversations initiated with many organizations in FY 2023/24 while strategically targeting specific employers for membership recruitment. Staff continues with a goal to recruit two new members in FY 2024/25.

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.

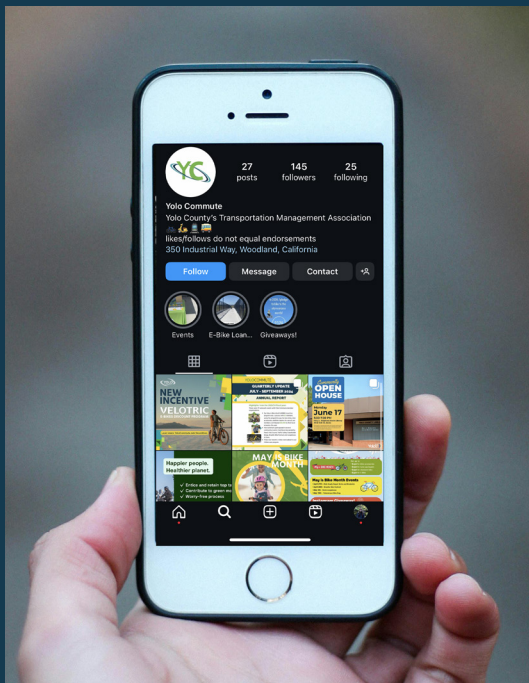
TRANSPORTATION CAPITAL PROJECTS

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.



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 on-boarding 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.



YOLO COMMUTER OF THE YEAR

The “Yolo Commuter of the Year” award would recognize outstanding commuting habits and dedication to sustainable transportation within the Yolo community. Nominations would be made by liaisons or HR representatives during Transportation Demand Management (TDM) week, providing an opportunity to highlight and celebrate individuals who exemplify the spirit of Yolo Commute. This approach not only elevates the significance of the recognition but also fosters a sense of accomplishment and encourages continued commitment to eco-friendly commuting practices throughout the year.

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.

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.

MONTHLY MEMBER OUTREACH

Every other month, Yolo Commute staff will coordinate with liaisons and HR representatives to host an on-site outreach event, promoting Yolo Commute membership.

LEASE-A-BIKE PROGRAM

In 2025 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



VELOTRIC E-BIKES

In partnership with Velotric, Yolo Commute purchased three Velotric Discover 1 bikes in 2024 for the E-Bike Loan Program. The high-quality bikes feature a 500W hub motor, hydraulic brakes, torque sensors, integrated tail/brake light, and a front basket. At the time of this report, the Velotric e-bikes have been loaned to the City of Woodland and are currently on loan to YoloTD.

Yolo Commute will build upon 2024 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,

A handwritten signature in white ink, appearing to read "Brian Abbanat". The signature is fluid and cursive, with a prominent initial "B" and a long, sweeping tail.

Brian Abbanat
Director
September 1, 2024