



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); Miguel Ballesteros (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Eden Winniford (YSAQMD)

March 4, 2025 / 9:30 am – 11:00 am

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmE1NmJkMWEtMmNiNS00MmJlLk5NTMtZjc4ZmQ1NDQzN2Yx%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**
- 2. Approve Meeting Minutes: 1/7/2024**
- 3. Staff Announcements**
- 4. Operations:**
 - A. Yolo County TDM Organizational Study Workshop**
 - B. Staff Activities**
 - C. Bi-Monthly Financials**
- 5. Marketing & Communications:**
 - A. May is Bike Month Marketing Plan 2025**
- 6. Member Services**
 - A. May is Bike Month Update**
- 7. Board Announcements**

8. Long Range Calendar and Upcoming Activities

LONG RANGE CALENDAR

Month	Item
May 2025	NorCal ACT Summit (Debrief)
	FY25/26 Budget
	NorCal GO
	TRIP Incentive Program
July 2025	TDM Organizational Study
September 2025	FY 2025/26 Annual Meeting
	FY 2024/25 Annual Report

UPCOMING ACTIVITIES

Month	Item
May 2025	May is Bike Month: Bike Loopalooza
	2025 Breath Bike Festival

9. Adjourn

Next Meeting Date: May 6, 2025

Attachments:

Agenda Items:

- #2: Meeting Minutes
- #4A: Yolo County TDM Organizational Study
- #4B: Staff Activities
- #4C: Bi-Monthly Financials
- #5A: May is Bike Month Marketing Plan 2025
- #6A: May is Bike Month Update



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January 7, 2025 / 9:30 am – 11:00 am

Directors Present: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Miguel Ballesteros (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort) (present for a small portion of meeting); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Brielle Jamros (YSAQMD)

Directors Absent: Jennifer Donofrio (President, City of Davis)

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

Other Present: Nicole Zhi Ling Porter (SACOG)

1. Call to Order, Recognize Quorum

The meeting was called to order at 9:31 AM with Quorum.

2. Operations:

A. SACOG Presentation on NorCal Go Regional TDM Platform (10 am hard stop)

Nicole Zhi Ling Porter (SACOG) gave a presentation about the Regional TDM Platform Launch (NorCal GO). Started with an overview of SACOG and what the organization does. Talked about Sustainable Program Priorities. Mentioned the expiration of SacRegion511 on 1/31/2025 and RiverRegion511 on 9/30/2025. Went over feedback from members about SacRegion511 and announced the new vendor is Agile Mile and the new brand is NorCal GO. Details about NorCal GO were shared. Announced that Yolo Commute incentives will be hosted on NorCal GO platform and Yolo Commute members will be shifted over to NorCal GO.

Staff discussed planned efforts to promote NorCal GO to Yolo Commute members. Director Schneider asked Nicole about integration of Love to Ride trip information with Nor Cal GO. Director Bruchez asked Nicole about carpool matching and the ability to search for members in Nor Cal GO by organization. Director Wraithwall asked Nicole about logging trip information. Staff asked Nicole about forwarding

training material to Yolo Commute liaisons. Director Schneider expressed interest in the upcoming NorCal GO training session. Staff discussed scheduling a Yolo Commute specific NorCal GO training session.

Staff and directors went on to discuss the launch of NorCal GO and what it means for Yolo Commute after Nicole's presentation ended.

3. Approve Meeting Minutes: 9/3/2024

Director Bruchez made the motion, seconded by Director Bradford to approve the Minutes from the September 3, 2024 board meeting.

AYES: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Miguel Ballesteros (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Brielle Jamros (YSAQMD)

NOES: None

ABSENT: Jennifer Donofrio (President, City of Davis); Marta Wada (Cache Creek Resort)

ABSTAIN: Kristen Wraithwall (Yolo County)

Discussion: Staff discussed the possibility of using the chat/comment feature to record future votes.

4. Staff Announcements

A. Ridepanda

Staff discussed funds awarded by YSAQMD (\$10,000) to try and form a partnership between Yolo Commute and Lease a Bike. Staff discussed reaching out to RidePanda after Lease a Bike partnership did not materialize. Staff discussed declining enthusiasm from RidePanda to form partnership with Yolo Commute as discussions went on. Staff said RidePanda emailed that they were no longer interested in trying to form a partnership with Yolo Commute. Staff said none of the funds awarded by YSAQMD were spent and that the money may have to be returned since no partnerships were formed. Director Bradford asked if any of the employers considered partnering with Lease a Bike since Lease a Bike is an employer based model and that Yolo Commute is not an employer. Staff discussed that none of the employer's HR departments were interested in picking up another program when it came to Lease a Bike. Director Ledesma asked about the intended use for the awarded funds, and staff answered the funds were intended to help start the program. Director Bradford asked a question about income levels regarding Lease a Bike. Director Schneider offered to share Ridely's? contact information with staff to reach out and see about a potential partnership. Director Ledesma asked about how much time Yolo Commute has before it must give back the awarded funds. Directors and staff discussed partnerships and possibilities for future partnerships.

B. New Member: Davis Downtown Business Association

Staff announced the Davis Downtown Business Association (DDBA) as the newest member organization of Yolo Commute. Staff talked about successfully completing the goal of signing two new member organizations for the current fiscal year. Staff talked about focusing on business association organizations for Yolo Commute membership to reach multiple businesses. Director Ledesma asked how many members businesses are part of the DDBA. Staff said there are between 250 to 300 businesses in the DDBA with roughly 2,500 to 3,000 employees working in Downtown Davis. Directors and staff discussed other business association groups in the area. Director Ledesma asked if the board needs to vote for the admission of new members. Staff said they do not need to vote to admit new members; and

that a vote is only required if a new member will be represented on the Yolo Commute Board of Directors.

5. Operations:

A. Staff Activities

Staff discussed the creation of a Dropbox with Yolo Commute promotional materials that directors can access to help promote Yolo Commute. Staff talked about the success of the 2024 Annual Yolo Commute HR Brunch. Directors Ledesma and Bruchez talked about the benefits of the HR Brunch and their experience at the HR Brunch. Staff talked about attending the Sacramento TMA and 50 Corridor TMA annual event. Director Schneider talked about the Sacramento TMA and 50 Corridor TMA annual event and talked about including Yolo Commute in the event presentation next year so it can be recognized. Staff talked about the E-bike Loan program and the December 2024 newsletter welcoming the DDBA to Yolo Commute.

B. Bi-Monthly Financials

Staff presented the bi-monthly financial information. Staff pointed out that part of the balance is the funds awarded from YSAQMD (\$10,000). Staff pointed out that a lot of the budget is spent on incentive and benefit programs with May is Bike Month (MIBM) being the most expensive of all the incentive and benefit programs. Staff said if everything goes as planned there will be a 14% budget reserve. Staff presented figures showing how many members applied for benefits and incentives programs and the sum of amount for the fiscal year to date.

C. Yolo County TDM Organizational Study Peer Review List

Staff gave an update on the procurement process of hiring consultants (WSP) to work on the study. Staff gave updates on some of the work the consultants are doing for the study. Staff said the consultants are looking at other TMAs for comparison purposes and will be conducting interviews with stakeholders. Staff expressed some concern with the TMA organizations the consultants chose to compare with Yolo Commute. Director Bruchez offered some suggestions of TMAs and universities that can be used for comparison purposes and that he will share his recommendations with staff. Director Schneider asked about what the goal of the study is, specifically if it is for putting a plan in place and implementing it. Staff said the study is being driven by the Yolo80 expansion project and the environmental impact mitigation requirements of that project. Director Schneider asked more questions about the work that is being done for this project and offered to reach out to the TMA ACT Council for help with any questions.

6. Marketing & Communications:

Staff announced that the Yolo Commute promotional brochure is nearing completion and that the SMS text alert system is now operational. Director Ledesma asked if staff could send out the digital and/or print-ready versions of the promotional brochure draft so the directors can look at it. Staff talked about OneDrive as a place to share promotional materials and efforts to set up SharePoint for this purpose.

7. Member Services

No agenda items this month

8. Board Announcements

Director Ledesma asked if anyone promoted or participated in the California E-bike Incentive Project that is already out of funds. Directors shared their promotional efforts for the project. Director Bradford gave some input about the application process for the project, including qualifications. Director Wraithwall shared the frustrations and feedback from ten community members that were unable to apply for the project due to overwhelming popularity. Director Bruchez talked about the frustrations of graduate students at UC Davis who were also unable to apply for the project. Director Jamros introduced herself to the board saying she started working with the YSAQMD in December of 2024. Director Bruchez shared that the UC Davis sustainable transportation plan has closed its main public outreach phase and that they are now moving to the evaluation phase of all the feedback they received. Director Bruchez said they will post information about their upcoming spring open house, and he shared a web link with the board. Director Schneider said she will share more details about the ACT NorCal Spring event when she has more details. Director Rosen said that he may be able to get staff into one of the City of West Sacramento’s facilities for a Yolo Commute outreach event. The City of West Sacramento’s HR Department has so far denied Yolo Commute staff permission to come to their facilities for an outreach event.

9. Long Range Calendar

Month	Item
March 4, 2025	Analysis on Membership Dues
	ACT TDM Accreditation
	MIBM Preparation
	April ACT Conference

Next Meeting Date: March 4, 2025

- 3: 9/3/2024 Meeting Minutes
- 5A: Staff Activities
- 5B: Bi-Monthly Financials & Incentives
- 5C: Yolo County TDM Organizational Study Peer Review & Stakeholder Interview List

10. Adjourn

Meeting adjourned at 11:10 AM.



STAFF REPORT

Date: March 4, 2025

To: Yolo Commute Board of Directors

From: Lola Torney, Senior Transportation Planner

Subject: Yolo 80 TDM Organizational Study Workshop

Background

The Yolo 80 Corridor Improvements Project aims to address current and future levels of travel demand on I-80 & US-50 by installing a high-occupancy toll lane along I-80 from Richards Boulevard to the US 50 interchange in the eastbound direction and from the US 50 interchange to Mace Boulevard in the westbound direction. Capital Area Regional Toll Authority (CARTA) was established as a JPA between YoloTD, Caltrans District 3, and SACOG, and is responsible for this toll facility.

As part of the Yolo 80 Project, YoloTD will develop a county-wide Transportation Demand Management (TDM) Program and Organizational Study to identify TDM programs that can be implemented utilizing toll revenue along with best practices for how the new organization could be structured and managed.

At the January 2024 meeting, the Yolo Commute Board initiated a discussion regarding the future of Yolo Commute and TDM programming. Staff tasked WSP, the consultants under contract with YoloTD for the Yolo 80 Managed Lanes tolling project, to assist in this effort and a discussion on scoping occurred during the March 2024 meeting.

Recommendation

YoloTD and WSP staff will walk through task components, schedule, and work conducted prior to this meeting. WSP will then lead the Yolo Commute Board through a series of discussion questions for both the TDM program and the future organization.

STAFF ACTIVITIES: January -March 3, 2025

Date	Activity	Category	FY
2/27/2028	NorCal Go -Boost Post	Marketing & Promotions	24/25
2/26/2025	Quarterly Update: Infographic Emailed to Liaisons and HR Reps	Marketing & Promotions	24/25
2/21/2025	Yolo Commute/NorCal Go Agile Mile Dashboard Tranning	Operations	24/25
2/18/2025	Member Outreach: YSAQMD	Marketing & Promotions	24/25
2/14/2024	Yolo Commute -Norcal Go(Agile Mile Platform)	Operations	24/25
2/14/2025	ACT:TMA/TMO Accreditation Workshop	Operations	24/25
2/11/2025	Bulkheads Installation on YoloBus fix Route buses	Marketing & Promotions	24/25
2/11/2025	February Newsletter: Launch of NorCal GO	Marketing & Promotions	24/25
1/31/2024	Meet with YSAQMD Staff (Lease -A -Bike Grant)	Operations	24/25
1/30/2025	NorCal Go Website Revisions	Operations	24/25
1/30/2025	Norcal Go -Agile Mile Platfrom (Yolo Commute app)	Marketing & Promotions	24/25
1/23/2025	May is Bike Month 2025 Kickoff Partner Meeting	Marketing & Promotions	24/25
1/24/2025	ACT:Northern California Member Meeting	Operations	24/25
1/2/2025	Met with SACOG staff for overview of Regional TDM Platform	Operations	24/25

Bi-Monthly Financials
March 6, 2025

YOLO TMA/YOLO COMMUTE
FY 2024/2025 Budget

Item	FY 24/25 Budget	Actual	Balance	Cleared	Uncleared
REVENUE					
Starting Balance	\$ 15,875.16	\$ 15,875.16	\$ -		
Membership Dues	\$ 20,500.00	\$ 21,300.00	\$ (800.00)	\$ 21,300.00	\$ -
Corpay One Rebate		\$ 62.31		\$ 62.31	
Total Revenue	\$ 36,375.16	\$ 37,237.47	\$ (800.00)	\$ 21,362.31	\$ -
EXPENSES					
Member Services					
E-Bike Lease / Lease-to Own Program	\$ 12,500.00	\$ -	\$ 12,500.00		
Incentives & Programs 2025	\$ 13,000.00	\$ (564.90)	\$ 12,435.10	\$ (564.90)	
TRIP 2025		\$ (470.00)		\$ (470.00)	\$ -
GRH		\$ (94.90)		\$ (94.90)	\$ -
Bicycle Education		\$ -			
MIBM 2025 Incentives		\$ -			
Total	\$ 25,500.00	\$ (564.90)	\$ 24,935.10	\$ (564.90)	\$ -
Marketing and Promotions					
Website Maintenance	\$ 500.00	\$ -	\$ 500.00		
Promotional Materials	\$ 300.00	\$ -	\$ 300.00		
Member Survey	\$ 400.00	\$ -	\$ 400.00		
Quarterly Giveaways	\$ 350.00	\$ -	\$ 350.00		
Social Media	\$ 200.00	\$ (191.09)	\$ 8.91	\$ (191.09)	
Mailchimp Subscription	\$ 318.00	\$ (364.17)	\$ (46.17)	\$ (312.67)	\$ (51.50)
MIBM	\$ -	\$ -	\$ -		
HR Brunch	\$ 175.00	\$ (206.96)	\$ (31.96)	\$ (206.96)	\$ -
Total	\$ 2,243.00	\$ (762.22)	\$ 1,480.78	\$ (710.72)	\$ (51.50)
Operations					
E-Bike Maintenance & Repair	\$ 750.00	\$ (387.68)	\$ 362.32	\$ (387.68)	\$ -
Dues & Subscriptions (non-marketing)	\$ 675.00	\$ (1,675.00)	\$ (1,000.00)	\$ (1,675.00)	\$ -
Insurance	\$ 500.00	\$ -	\$ 500.00		
Postage and Shipping	\$ 200.00	\$ (66.00)	\$ 134.00	\$ (66.00)	\$ -
Taxes & Licenses	\$ 1,000.00	\$ (25.00)	\$ 975.00	\$ (25.00)	
Board Retreat	\$ 259.93	\$ (259.93)	\$ -	\$ (259.93)	\$ -
YSAQMD CAF Return	\$ 10,000.00	\$ (10,000.00)	\$ -	\$ (10,000.00)	\$ -
Total	\$ 13,384.93	\$ (12,413.61)	\$ 971.32	\$ (12,413.61)	\$ -
Total Expenses	\$ 41,127.93	\$ (13,740.73)		\$ (13,689.23)	\$ (51.50)
CARRYFORWARD					
Carryforward (Revenue - Expenses)	\$ (4,752.77)	\$ 23,496.74			
Balance		\$ 23,445.24			
Reserve %	-13%	63%			



STAFF REPORT

Date: March 6, 2025
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: Yolo Commute Marketing Plan for May is Bike Month (MIBM) 2025

Overview

This report outlines the marketing plan for Yolo Commute's participation in **May is Bike Month (MIBM) 2025**. The plan consists of three phases designed to engage current members, promote incentives, and maximize participation.

Phase 1 - Inform Current Yolo Commute Members About MIBM 2025 Incentives

Audience: Current Yolo Commute members
Campaign Duration: March 1 – March 31, 2025

Strategy:

- **Email Marketing:** Create a Sneak Peek newsletter via Mailchimp, including:

Types of available incentives:

- \$150 Bike Accessories
- \$150 Bike Repair/Tune-Ups
- \$250 Standard Bicycle
- \$350 Electric Bicycle
- Announcement that sign-ups for reimbursement will open on **April 1, 2025**.
- **Social Media Promotion:** Post a preview on Yolo Commute's social media pages, linking back to the website, NorCal Go, and the newsletter.
- **Text Alerts:** To boost engagement and participation in **May is Bike Month (MiBM) 2025**, Yolo Commute will implement text alerts to deliver real-time updates. This proactive communication will keep participants informed, enhance their experience, and encourage greater involvement throughout the month.

Phase 2 - Launch Incentive Sign-Ups

Audience: Current Yolo Commute members

Campaign Duration: April 1 – May 15, 2025

Strategy:

- **Website Update:** Ensure the Yolo Commute website and NorCal Go contain accurate information about incentives, disclaimers, and sign-up procedures.
- **Email Marketing:** Distribute a “May is Bike Month” newsletter covering:
 - Available incentives
 - Step-by-step guide to reimbursement (including receipt and photo submission)
 - Key disclaimers (e.g., purchases must be from local retailers; 45-day reimbursement wait period)
- **Social Media Engagement:** Post weekly updates on Yolo Commute platforms and cross-post on YoloTD’s pages to promote incentives and MiBM events throughout the region. Posts will be boosted for increased visibility.

Content Ideas:

- Incentive promotions and sign-up instructions
- User-generated content featuring members riding their bikes and event highlights from MiBM

Phase 3 - Last Call

Objective: Encourage last-minute sign-ups before the incentive program closes.

Audience: Current Yolo Commute members and potentially a wider audience

Campaign Duration: May 24 – May 31, 2025

Strategy:

- **Final Email Reminder:** Send a newsletter informing members of the last opportunity to sign up. The email will include:
 - A list of available incentives
 - Instructions on how to register
 - Important disclaimers
- **Social Media Reminders:**
 - Posts the day before and on the final day of the campaign to drive urgency and encourage last-minute participation.

Conclusion

The phased marketing approach ensures consistent and effective communication with Yolo Commute members about **MiBM 2025** incentives. By leveraging email newsletters, social media engagement, and website updates, we aim to maximize participation and encourage sustainable commuting options.



STAFF REPORT

Date: March 6, 2025
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: May is Bike Month (MiBM) Incentive Program update

Purpose

This report provides an informational update on the 2025 May is Bike Month (MiBM) incentive program.

Background

Yolo Commute has historically supported bike commuting by offering incentives to members for purchasing traditional bicycles, e-bikes, and accessories/tune-up services. As part of our ongoing efforts to encourage our members to switch from driving alone to other modes of sustainable transportation, the MiBM Incentive Program will continue in 2025, with the adjustments implemented in 2024.

Program Details

1. The MiBM incentive will start accepting applications on **April 1, 2025**, allowing participants additional time to purchase a bicycle and participate in the festivities during the month of May.
2. The incentive amounts for FY23/24 will continue into 2025:

Category	FY 24/25 Incentive
Bike Accessories	\$150
Bike Repair/Tune-Ups	\$150
Standard Bicycle	\$250
Electric Bicycle	\$350

3. Members will receive their reimbursement check 45 days after the purchase date indicated on the submitted receipt. Yolo Commute will mail out the reimbursement at that time.

4. To strengthen our local economy, Members must buy bike accessories exclusively from local bike shops.
5. Members must submit a purchase receipt and a photo of their new bike or accessory to qualify for reimbursement.

Conclusion

These established changes have been implemented to enhance the MiBM Incentive Program by increasing financial support, encouraging early participation, and reinforcing our commitment to local businesses. While this is an informational item, staff welcomes feedback from the Board to ensure the ongoing success of this program.