



Board of Directors Annual 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)

November 4, 2025 / 9:30 am – 11:30 am

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmE1NmJkMWEtMmNiNS00MmJLTk5NTMtZjc4ZmQ1NDQzN2Yx%40thread.v2/0?context=%7b%22Tid%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: 9/2/2025**
- 3. Marketing & Communications:**
 - A. Commuter of the Year**
- 4. Yolo County Supplement E-bike Program**
 - A. Program overview and discussion – Kristen W.**
- 5. Operations:**
 - A. Bi-Monthly Financials**
 - B. Staff Activities**
 - C. NorCal Go Activity Dashboard Report**
- 6. Member Services**
 - A. Agile Mile/ NorCal Go Presentation-Reports**
 - B. Commuter Rewards Update (Q1) Winners**
- 7. Board Announcements**
- 8. Staff Announcements**
- 9. Long Range Calendar and Upcoming Activities**

LONG RANGE CALENDAR

Month	Item
January 6	Transit Subsidies for New Developments Discussion
March 3	Countywide TDM Organization Study
	MIBM Preparation

UPCOMING ACTIVITIES

Month	Item
February 2026	Annual HR Brunch

7. Adjourn

Next Meeting Date: January 6, 2026

Attachments:

Agenda Items:

#2: Meeting Minutes

#5A: Bi-Monthly Financials

#5B: Staff Activities & Incentives Chart

5C: NorCal Go Activity Dashboard Report



Board of Directors Annual Meeting MINUTES

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)

September 2, 2025 / 9:30 am – 11:30 am

Directors Present: Jennifer Donofrio (President, City of Davis); Spencer Bowen (on behalf of Rosie Ledesma, City of Woodland); 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)

Directors Absent: Rosie Ledesma (Vice-President, City of Woodland); Miguel Ballesteros (CalSTRS)

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

Other Present: Tyler Kern (UC Davis); Lola Torney (YoloTD); Parin Patel (WSP); Lauren Tsoi (WSP); Eryca Dinsdale (WSP)

1. Call to Order, Recognize Quorum

Meeting called to order at 9:33 AM with quorum.

2. Approve Meeting Minutes: 6/24/2025

Director Bruchez made the motion, seconded by Director Schneider, to approve the Minutes from the June 24, 2025 board meeting.

AYES: All

NOES: None

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Miguel Ballesteros (CalSTRS); Ken Bradford (Ken's Bike-Ski-Board); Kristen Wraithwall (Yolo County)

ABSTAIN:

Discussion: None

3. Marketing & Communications:

A. Commuter of the Year Update

The board and staff recognized winner of the 2025 Commuter of the Year for the Bike Hero category, Tyler Kern (UC Davis). Tyler Kern (UC Davis) spoke about his appreciation for winning and being recognized, and his cycling background.

Director Bradford joined the meeting at 9:39 AM.

Directors Donofrio and Bruchez talked about their appreciation for Tyler Kern's (UC Davis) commuting habit. Staff also thanked Tyler Kern (UC Davis).

Tyler Kern (UC Davis) left the meeting at 9:41 AM.

4. Countywide TDM Organizational Study Workshop

A. Peer Review, Organizational Programming, Staffing

Lola Torney (YoloTD) gave an update on the Yolo80 project and what it means for the future of Yolo Commute and then introduced WSP staff. WSP staff then introduced themselves. Parin Patel (WSP) began the presentation on the Yolo80 project update. Parin Patel (WSP) started with the Project Schedule and shared Peer Review Findings and how other TMAs compare to Yolo Commute. Parin Patel (WSP) shared four Proposed TDM Categories and four Proposed Program Services. Parin Patel (WSP) presented an implementation timeline divided into three phases and went over the details of each phase. Parin Patel (WSP) ended with the expected staffing needs to meet the planned goals.

Director Schneider asked Parin Patel (WSP) about the proposed first/last mile services by Lyft, countywide options, and partnering with other vendors, like Via. Director Donofrio asked Parin Patel (WSP) about their findings and if any of the other TMAs were like Yolo Commute. Parin Patel (WSP) said that the Napa Valley TMA is the most like Yolo Commute. Director Donofrio pointed out that the anticipated operating costs presented were more than what Yolo Commute would ever have. Staff asked Parin Patel (WSP) about the annual operating costs numbers she presented. Director Donofrio asked which programs from the other TMAs that Yolo Commute should be thinking about. Director Donofrio asked if Yolo Commute should advise and audit Safe Routes to Schools programs. Parin Patel (WSP) said there is time to determine if the Safe Routes to School component is even feasible for Yolo Commute. Director Bruchez mentioned staff benefits and advertising what is available to them. Director Rosen was waiting to ask a question but did not ask because Director Bruchez raised the same topic.

Spencer Bowen (City of Woodland) left the meeting at 9:56 AM.

Director Wraithwall joined the meeting at 10:02 AM.

Staff talked about filling in the gaps versus taking over existing programs. Director Donofrio discussed the difficulty of running a Safe Routes to School program. Director Rosen confirmed the difficulty of trying to run a Safe Routes to School program within the Washington Unified School District in West Sacramento. The idea of contracting out the management of a Safe Routes to Schools program came up. Director Schneider talked about Jibe's efforts with Safe Routes to School programs and vanpool subsidies, adding they could be a resource for information. Director Donofrio asked about 50 Corridor TMA and Jibe, and the possibility of joining them to form one large regional TMA. Parin Patel (WSP) responded that other TMAs said it would be hard to go out of their current geographic area. Staff talked about discussions with other local TMAs and what it would look like to join and form a larger regional

TMA. Director Wada talked about a vanpool program in Yuba City and the challenges with it. Director Schneider talked about the existing Enterprise vanpool program. Director Schneider talked about NorCal GO and asked Parin Patel (WSP) if she is familiar with the program and what it offers. Directors and staff continued discussing the implementation of Yolo Commute benefits when it opens to all Yolo County residents. Director Donofrio talked about commuting patterns in Davis and which incentive would be best to target these commuters to reduce single-occupancy vehicle trips. Director Wraithwall talked about a multi-agency travel analysis that is currently in progress. Directors and staff talked about travel time and incentives for people to shift their mode of transportation. Director Schneider talked about offering a coupon/subsidy to help people use services like Lyft for their first/last mile. Directors and staff discussed the details and timing of the proposed programs when it comes to phase implementation. There was a continuation of the discussion on offering a subsidy for the first/last mile services. Director Wraithwall asked about the expansion of express routes to help reduce single-occupant vehicle trips. Staff talked about the planning and funding involved in expanding bus routes.

Director Wada left the meeting at 10:41 AM.

Parin Patel (WSP); Lauren Tsoi (WSP); and Eryca Dinsdale (WSP) left the meeting at 10:46 AM after the conclusion of their presentation and subsequent discussion.

5. Operations:

A. Bi-Monthly Financials

Staff presented the bi-monthly financials and started by sharing that membership dues were starting to come in. Staff went over the recent financial activity, stating the only items were the Commuter of the Year expenses and a Guaranteed Ride Home (GRH), adding that the summer is a slow time. Staff provided an update on which member organizations paid their member dues.

Lola Torney (YoloTD) left the meeting at 10:48 AM.

B. FY 24/25 Annual Report

Staff presented the FY 24/25 Annual Report and briefly went through the highlights. Staff specifically focused on the costs and usage statistics of some incentives and programs, specifically the May is Bike Month (MIBM) incentive.

Eden Winniford left the meeting at 10:52 AM.

Director Bradford made the motion, seconded by Director Wraithwall to approve the FY 24/25 Yolo Commute Annual Report.

AYES: All

NOES: None

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Spencer Bowen (City of Woodland); Miguel Ballesteros (CalSTRS); Marta Wada (Cache Creek Resort); Eden Winniford (YSAQMD)

ABSTAIN:

Discussion: None

C. Staff Activities

Staff shared a list of staff activities over the months of July and August. Staff talked about the Commuter Rewards program and the role Agile Mile, Inc. will play in the administration of the program. Staff shared slides highlighting recent outreach to Cache Creek, the prize box for the Commuter of the Year award winners, and the three Commuter of the Year award winners. Director Donofrio asked if the member organizations would be doing anything specific to celebrate the Commuter of the Year award winners. Director Bruchez said that this is more likely next year when the award period is open. Director Bruchez added that he will bring this up to his marketing partners and noted the difficulties of spreading the word in a large organization, like UC Davis. Director Donofrio suggested reaching out to the member organizations of next year's Commuter of the Year award winners to spread the word and promote the winners of the Commuter of the Year award.

6. Member Services

A. Commuter Rewards Update

Staff provided figures for the Commuter Rewards program saying there are currently 69 participants. Staff asked the directors to help spread the word about the Commuter Rewards program. Staff shared that the incentive program graphic tiles on the NorCal GO website were updated.

7. Board Announcements

Director Schneider announced that ACT TDM Week is coming up in two weeks and provided details about upcoming events. Director Schneider shared that there are three Capitol Yards residents that are using the Ride Panda program with another one or two in the process of joining. Director Schneider said there will be an event at Ride Panda in San Francisco during TDM Week. Director Donofrio asked about receiving information for future ACT events ahead of time. Director Schneider shared that ACT newsletters and emails are the best way to get information about events.

8. Staff Announcements

Staff thanked Director Schneider for helping to promote Yolo Commute and NorCal GO. Staff shared that Yolo Commute will be participating in the Sustainable Transportation Fair at the State Capitol in Sacramento on September 17, 2025. Director Schneider shared a link to a presentation about TDM planning that she participated in.

9. Long Range Calendar and Upcoming Activities

Staff shared that Courtney Reynolds (Agile Mile, Inc.) may join the November Board of Directors meeting to give a presentation on how to access member organization data on the NorCal GO website. Director Schneider shared that the Nor Cal chapter of ACT won chapter of the year for the second year in a row and talked about planning upcoming ACT TDM events. Director Bruchez announced that the ATP Symposium will be at UC Davis in October, and the CalBike California Bicycle Summit will be in Sacramento next year. Staff shared that they will be attending the ATP Symposium at UC Davis in October. Director Donofrio shared that there will be a new development in Davis and that there will be requirements for transit subsidies as a condition for approval. Director Donofrio expressed interest in discussing transit subsidy requirement details with the directors and staff.

LONG RANGE CALENDAR

Month	Item
November 2025	Agile Mile / NorCal Go Presentation
	ACT Update? (Claudine)
	Transit Subsidies Discussion
January 2026	

UPCOMING ACTIVITIES

Month	Item
February 2026	Annual HR Brunch

7. Adjourn

Meeting adjourned at 11:28 AM.

Next Meeting Date: November 4,2025

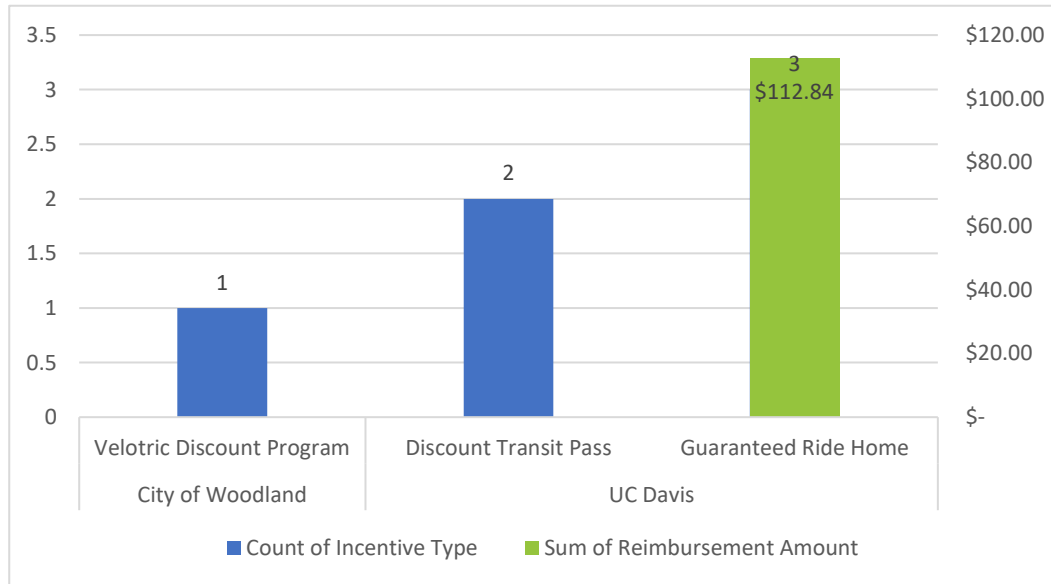


Yolo Commute FY25/26 Budget
Bi-Monthly Financials – November 4

FY 2025/2026 Budget				
Item	FY 25/26 Budget	FY 25/26 Actuals	Balance	Cleared
EXPENSES				
Member Services				
Incentives & Programs 2026	\$ 20,050.00	\$ 1,337.84	\$ 18,712.16	\$ 1,337.84
<i>Commuter Rewards Program</i>	\$ 2,000.00	\$ 525.00	\$ 1,475.00	\$ 525.00
<i>Commuter of the Year</i>	\$ 700.00	\$ 700.00	\$ -	\$ 700.00
<i>GRH</i>	\$ 250.00	\$ 112.84	\$ 137.16	\$ 112.84
<i>Bicycle Education</i>	\$ 100.00	\$ -	\$ 100.00	
<i>MIBM 2026 Incentives</i>	\$ 17,000.00	\$ -	\$ 17,000.00	
Total	\$ 20,050.00	\$ 1,337.84	\$ 18,712.16	\$ 1,337.84
Marketing and Promotions				
Website Maintenance	\$ 500.00	\$ -	\$ 500.00	
Promotional Materials	\$ 1,300.00	\$ -	\$ 1,300.00	
Member Survey	\$ 400.00	\$ -	\$ 400.00	
Social Media	\$ 300.00	\$ -	\$ 300.00	
Mailchimp Subscription	\$ 750.00	\$ 339.49	\$ 410.51	\$ 287.99
HR Brunch	\$ 175.00	\$ -	\$ 175.00	
Total	\$ 3,425.00	\$ 339.49	\$ 3,085.51	\$ 287.99
Operations				
E-Bike Maintenance & Repair	\$ 500.00	\$ -	\$ 500.00	
Dues & Subscriptions (non-marketing)	\$ 900.00	\$ 1,225.00	\$ (325.00)	\$ 1,225.00
Insurance	\$ 500.00	\$ -	\$ 500.00	
Postage and Shipping	\$ 200.00	\$ 133.76	\$ 66.24	\$ 133.76
Taxes & Licenses	\$ 1,000.00	\$ -	\$ 1,000.00	
Total	\$ 3,100.00	\$ 1,358.76	\$ 1,741.24	\$ 1,358.76
Total	\$ 26,575.00	\$ 3,036.09	\$ 23,538.91	\$ 2,984.59
CARRYFORWARD				
Profit/Loss	\$ (1,460.00)	\$ 11,202.89		
Profit/Loss %	-7%	52%		
Balance (w/uncleared)	\$ 8,089.33	\$ 20,752.22		
Balance (current)		\$ 20,803.72		

FY25-26 Incentives Table & Chart

Employer	Incentive Type	Count of Incentive Type	Sum of Reimbursement Amount
City of Woodland	Velotric Discount Program	1	\$ -
UC Davis	Discount Transit Pass	2	\$ -
	Guaranteed Ride Home	3	\$ 112.84
Grand Total		6	\$ 112.84





STAFF ACTIVITIES: Sep 3rd – Nov 4, 2025

Date	Activity	Category	FY
10/30/2025	Attended NorCal GO Forum in Sacramento	Operations	25/26
10/30/2025	Boost Post: Commuter Rewards	Marketing & Promotions	25/26
10/30/2025	Began Installing Newly Designed Yolo Commute Bulkheads on Buses	Marketing & Promotions	25/26
10/28/2025	New Popup for Yolo Commute Website: Commuter Rewards	Marketing & Promotions	25/26
10/27/2025	Photoshoot for Yolo Commute Website	Marketing & Promotions	25/26
10/21-10/23/2025	UC Davis Active Transportation Symposium	Operations	25/26
10/21/2025	Quarterly Update (Oct-Dec) Sent to Liaisons and HR Reps	Marketing & Promotions	25/26
10/14/2025	SMS Text: Guaranteed Ride Home (GRH)	Marketing & Promotions	25/26
10/2/2025	October Newsletter: What is a TMA, Carpooling, Biketober 2025	Marketing & Promotions	25/26
10/2/2025	Commuter Rewards Quarterly Drawing	Member Services	25/26
10/1/2025	Social Media Posts: Biketober 2025	Marketing & Promotions	25/26
9/29/2025	SMS Text: Week Without Driving Challenge and Free Yolobus Rides	Marketing & Promotions	25/26
9/23/2025	September Newsletter: Getting to and From and School	Marketing & Promotions	25/26
9/18/2025	Social Media Posts: FY 24/25 FY Annual Report is Out Now!	Marketing & Promotions	25/26
9/17/2025	Outreach: Sustainable Transportation Fair (CA State Capitol)	Marketing & Promotions	25/26
9/16/2025	SMS Text: FY 24/25 Annual Report is Here!	Marketing & Promotions	25/26
9/16/2025	FY 24/25 Annual Report Completed (Final Draft)	Marketing & Promotions	25/26
9/15/2025	Member Outreach: Yolo County (Employee Health Fair)	Member Services	25/26
9/12/2025	Social Media Posts: Sustainable Transportation Fair	Marketing & Promotions	25/26
9/12/2025	Quarterly Update (Jul-Sep) Sent to Liaisons and HR Reps	Marketing & Promotions	25/26
9/11/2025	SMS Text: Website Down Notification	Marketing & Promotions	25/26
9/4/2025	SMS Text: Commuter Rewards Reminder	Marketing & Promotions	25/26



Select Members

Affiliated with: Any organization ▼

Who live: in ▼ Greater Sacramento Region ▼ or ▼

Who commute: to ▼ Greater Sacramento Region ▼

Select Date Range

Time period: Monthly ▼

Start date: Jul ▼ 25 ▼

End date: Oct ▼ 25 ▼

Select Branding

Branding: NorCal GO ▼

Co-branding: Yolo Commute ▼

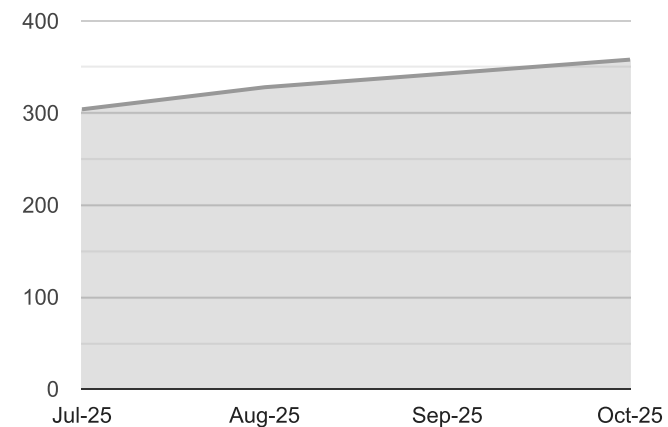
TOTALS (AS OF THE END DATE)

Total accounts created	361	
Total accounts deleted	3	
Total members	358	(45% prev. dr. alone)
Accounts with trips	136	(43% prev. dr. alone)
Male / female	41% / 53%	(6% other / unknown)
Organizations	24	

DURING THE PERIOD

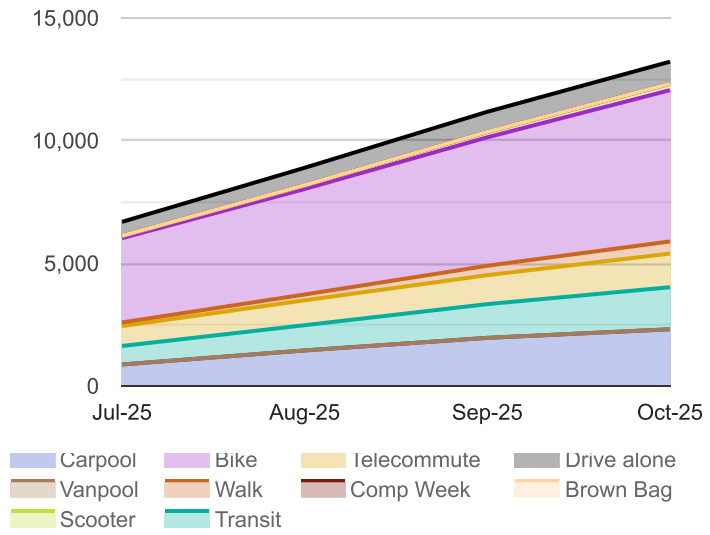
New members	129	(23% prev. dr. alone)
Active members	236	(34% prev. dr. alone)
Deleted accounts	2	
All trips ▼ All modes ▼ Carpool ▼		
Recorded trips	8,611	1,832
Participants	111	21
Avg trip distance (mi)	14.8	29
Avg vehicle occupancy	-	2.9

Members ▼ total ▼


Recorded trips ▼ all trips ▼ all modes ▼
all members ▼ cumulative ▼


Reduced trips	9,146	2,125
Reduced miles (VMT)	119,818	66,211
Gallons of gas saved	5,321	2,944
Reduced NOx (lbs)	157	86.9
Reduced VOC (lbs)	155	85.7
Reduced PM 2.5 (lbs)	2.29	1.27
Reduced CO (tons)	0.41	0.23
Reduced CO2 (tons)	52.1	28.9
Money saved	\$83,873	\$46,348
Calories burned	486,862	-
Rewards redeemed	\$245	
Redemptions	96	
Parking spots saved	45	avg per week day

Activity Dashboard



APP USAGE

Web app	154	number of members who signed in to the web app during the specified period
iOS app	102	number of members who signed in to the iOS app during the specified period
Android app	14	number of members who signed in to the Android app during the specified period
Web app (%)	57%	percent of members who signed in to the web app during the specified period
iOS app (%)	38%	percent of members who signed in to the iOS app during the specified period
Android app (%)	5%	percent of members who signed in to the Android app during the specified period
Web app (total)	295	number of members who signed in to the web app as of the end date
iOS app (total)	137	number of members who signed in to the iOS app as of the end date
Android app (total)	23	number of members who signed in to the Android app as of the end date
Web app (total %)	65%	percent of members who signed in to the web app as of the end date
iOS app (total %)	30%	percent of members who signed in to the iOS app as of the end date
Android app (total %)	5%	percent of members who signed in to the Android app as of the end date

Show 10 ▼ entries		Search: <input type="text"/>
Organization	Partic. (date range)	
UC Davis	43	
Cache Creek Casino Resort	15	
City of Davis, CA	13	
CalSTRS	10	
City of West Sacramento, CA	8	
City of Woodland, CA	4	
Yolo Transportation District	4	
Capitol Yards	3	
Yolo County, CA	2	
Caltrans	1	
TOTAL: 	111	
18 entries		<div><< < 1 2 > >></div>

DEFINITIONS & VARIABLES

New members	=	new members during the specified period
Active members	=	members who logged in or recorded at least 1 trip during the specified period
Deleted accounts	=	accounts deleted during the specified period
Total accounts created	=	total number of members who joined as of the end date
Total accounts deleted	=	accounts deleted as of the end date
Total members	=	total members as of the end date = (total accounts created - total accounts deleted)
Registered	=	indicates that the member was registered in the database by someone else and did not sign up on their own
Accounts with trips	=	total number of accounts that took at least 1 trip as of the end date
Prev. dr. alone	=	abbreviation for "previously drove alone" — the percent of people who drove alone prior to joining
Organizations	=	number of organizations in the selected region(s) that have at least 1 member
Manually recorded	=	trips recorded by a member via the honor system
Passively tracked	=	trips recorded via the 'auto-record trips' feature
Actively tracked	=	trips recorded via a third-party trip syncing app (Strava, Fitbit, etc.)
Carpool	=	rideshare trip with 1 driver and up to 3 passengers
Vanpool	=	rideshare trip with 1 driver and 4 or more passengers
Rideshare	=	rideshare trip with 1 driver and any number of passengers (e.g., rideshare = carpool + vanpool)
Brown bag	=	optional mode for eating lunch in and not driving to get lunch (see user's manual for more details)
Mode-shift	=	results from members who previously drove alone and have now shifted to a greener mode
Recorded trips	=	number of trips recorded during the specified period
Participants	=	number of members who recorded at least 1 trip during the specified period
Periodic	=	results are calculated for each period (e.g., monthly, yearly etc.), based on the period you specify
Cumulative	=	results are calculated as a running total from inception until the end date you specify
Avg trip distance	=	average trip distance during the specified period
Avg vehicle occupancy	=	average vehicle occupancy rate (i.e., number of people in vehicle) during the specified period
Reduced trips	=	number of vehicle trips not taken during the specified period
Reduced miles (VMT)	=	number of vehicle miles not driven during the specified period
Gallons of gas saved	=	gallons of gas saved during the specified period
Reduced NOx	=	NOx not emitted during the specified period

Reduced VOC	=	VOC not emitted during the specified period
Reduced CO	=	CO (carbon monoxide) not emitted during the specified period
Reduced PM 2.5	=	PM 2.5 (particulate matter) not emitted during the specified period
Reduced CO2	=	CO2 (carbon dioxide) not emitted during the specified period
Money saved	=	money saved by not driving during the period = (VMT) x (U.S. gov't mileage rate when trip was recorded)
Calories burned	=	calories burned during the specified period
Rewards redeemed	=	value of the rewards redeemed during the specified period
Redemptions	=	total number of redemptions during the specified period
Parking spots saved	=	average number of parking spots saved per week day
NOx (grams per VMT)	=	<input type="text" value="0.595"/>
VOC (grams per VMT)	=	<input type="text" value="0.587"/>
PM 2.5 (grams per VMT)	=	<input type="text" value="0.00868"/>
CO (grams per VMT)	=	<input type="text" value="3.105"/>