



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)

January 6, 2026 / 9:30 am – 11:00 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: 11/4/2025**
- 3. Marketing & Communications:**
 - A. On-Bus Advertising for Yolobus**
- 4. Operations:**
 - A. Bi-Monthly Financials**
 - B. Staff Activities**
 - C. HR Brunch Event Planning and Coordination**
 - D. May is Bike Month (MIBM) Incentive program proposed Incentive Amounts FY25/2026**
- 5. Member Services**
 - A. Commuter Rewards Update (Q2) Winners**
- 6. Board Announcements**
- 7. Staff Announcements**
- 8. Long Range Calendar and Upcoming Activities**

Month	Item
March 2026	Transit Subsidies for New Developments Discussion
	Countywide TDM Organization Study
	MIBM Preparation
	Annual HR Brunch
May 2026	MIBM – Update

UPCOMING ACTIVITIES

Month	Item

7. Adjourn

Next Meeting Date: March 3,2026

Attachments:

Agenda Items:

#2: Meeting Minutes

#3A: On-Bus Advertising for Yolobus

#4A: Bi-Monthly Financials

#4B: Staff Activities

#4C: HR Brunch Event Planning and Coordination

#4C: Proposed Revisions to MIBM Program



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)

November 4, 2025 / 9:30 am – 11:00 am

Directors Present: Jennifer Donofrio (President, City of Davis); Spencer Bowen on behalf of Rosie Ledesma (City of Woodland); Miguel Ballesteros (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Eden Winniford (YSAQMD)

Directors Absent: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento)

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

Other Present: Tim Annis (UC Davis); Dan Richards (City of Woodland); Courtney Reynolds (Agile Mile, Inc.)

1. Call to Order, Recognize Quorum

Meeting called to order at 9:32 AM with quorum.

2. Approve Meeting Minutes: 9/2/2025

Director Schneider made the motion, seconded by Director Bruchez to approve the Minutes from the September 2, 2025 board meeting.

AYES: All

NOES: No

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento)

ABSTAIN: Miguel Ballesteros (CalSTRS)

Discussion: None

3. Marketing & Communications:

A. Commuter of the Year

Staff introduced the Commuter of the Year winners and provided some background information about them, including their commuting story. Dan Richards was recognized and he spoke about his work history, biking experience, and commuting routine. Staff and board members asked Dan Richards questions about his story. Tim Annis was recognized and spoke about his commuting and appreciation for the work Yolo Commute does. Tim Annis talked about his appreciation for the Capitol Corridor service. Staff and the board members talked about their appreciation for the Commuter of the Year winners.

Dan Richards and Tim Annis left the meeting at 9:46 AM.

Director Donofrio mentioned the ACT TDM Impact Report in the ACT newsletter and said that Yolo Commute deserved recognition for the work and achievements of its members and staff. Director Donofrio expressed interest in Yolo Commute signing up to be featured in the ACT newsletter.

Staff suggested that Courtney Reynolds present ahead of Director Wraithwall.

Courtney Reynolds talked about being able to meet some of the board members and staff in person for the first time at the Sac TMA event. Courtney Reynolds began talking about definitions and asked if anyone had questions about NorCal GO administrative capabilities. Director Donofrio asked about the ability to see who is participating in NorCal GO at the member organization level. Director Schneider said she is also interested in the same information, so she can confirm if promotional efforts are working. Courtney Reynolds shared her screen to show the process of logging into NorCal GO as an administrator and how to run reports to display member organization data. Director Donofrio asked about removing people that no longer work for the City of Davis. Staff asked about the process of people being assigned to Yolo Commute. Director Wraithwall asked about the process of downloading member trip data as an Excel file.

Spencer Bowen left the meeting at 9:57 AM.

Director Bruchez asked about finding members' details to facilitate matching members for carpooling. Courtney Reynolds showed member data to highlight how it could be used to match people for carpooling. Director Donofrio asked about counting trips that are not commute trips in the NorCal GO system and expressed concern that people are not counting those trips and only focusing on commute trips. Director Schneider said that she does count non-commute trips, like riding a bike to the gym. Staff talked about trip tracking, specifically smaller trips and turning on trip tracking versus having to manually enter each small trip. Director Donofrio asked if staff can promote the carpool-matching feature. Board members talked about getting more people into NorCal GO and collecting feedback from members about carpool matching sometime in the future.

Courtney Reynolds left the meeting at 10:17 AM.

4. Yolo County Supplement E-bike Program

A. Program overview and discussion – Kristen W.

Director Wraithwall discussed plans to implement Yolo County's Climate Adaptation Plan (CAP) that will be funded by a fee collected from garbage-hauling trucks that travel from outside of Yolo County to use

the landfill facility in Yolo County. Director Wraithwall said the fee collects around \$100,000 – \$125,000 annually. Director Wraithwall said Yolo County is interested in using a portion of the funds collected from the landfill fee to launch a county-wide e-bike incentive program. Director Donofrio raised the idea of preventing abuse of the e-bike voucher program, specifically preventing people from getting e-bikes and then selling them. Staff talked about efforts to prevent abuse of the May is Bike Month program, citing a 45-day delay in mailing out reimbursement checks and only allowing store credit for returns. Director Donofrio suggested reaching out to local bike shops to discuss how the program will work in terms of payment from Yolo County. Staff mentioned a discussion with City of Santa Cruz staff about their e-bike voucher program and said that City of Santa Cruz staff believe fraud and abuse was low and that they couldn't conceive of mitigating fraud entirely. Director Bruchez discussed the importance of defining what qualifies as an e-bike, checking to see if local shops want to participate in the program, and focusing on those who have the greatest need for an e-bike.

Director Ballesteros left the meeting at 10:25 AM.

Director Winniford talked about the Yolo-Solano Air Quality Management District's (YSAQMD) woodstove voucher program and that it is a point-of-sale discount. Director Winniford mentioned they do the same with their electric lawn and garden equipment voucher program, saying they work directly with businesses and reimburse them for the voucher instead of reimbursing consumers post purchase.

Staff mentioned Ride Panda and Lease-a-Bike, saying the Yolo County e-bike voucher program could be a lease-to-own program ensuring that participants move towards bike ownership and that bikes do not end up on the secondary market. Directors Donofrio and Schneider discussed Ride Panda and Lease-a-Bike, exploring aspects of those programs that could be applicable to Yolo County's e-bike voucher program. Directors Donofrio, Schneider, and Bruchez discussed bikes being shipped directly to consumer vs picking up at a local bike shop already assembled and bike repair and maintenance. Director Donofrio raised the idea of requiring e-bike training as part of the program. Directors Donofrio, Wraithwall, and staff discussed how Yolo County's e-bike voucher program could be integrated with Yolo Commute's existing May is Bike Month incentive. Director Donofrio and Director Schneider discussed tracking the miles people are riding using Ride Panda. Director Schneider said trip tracking is not happening now and that she would ask Ride Panda about mileage tracking capabilities. The issue of bike theft was raised by Director Wraithwall. Director Donofrio asked if e-scooters will be part of Yolo County's e-bike voucher program and Director Wraithwall said they will not be part of the program. Director Bruchez shared his concern about e-scooters and the lack of regulation of e-scooters. Staff raised the idea of a survey for participants of Yolo County's e-bike voucher program to see how many miles they are riding to calculate VMT reduction and analyze how they are being used. Board members and staff discussed touring the Yolo County landfill. Director Wraithwall said the Yolo County Landfill was voted most carbon-friendly landfill in the State of California.

5. Operations:

A. Bi-Monthly Financials

Staff said that bi-monthly financials have been shared with everyone. Staff shared that even with extensive promotion, incentive programs are not getting that many participants and asked the board to continue to help with promoting Yolo Commute incentives. Staff asked the board for feedback on the timeline (YTD vs time between board meetings) they would like to see used to present the NorCal GO Activity Dashboard reports. Director Donofrio said she did not see much value in the NorCal GO Activity

Dashboard reports. Director Donofrio suggested a competition between member agencies to see who could get the most members signed up for NorCal GO. Director Bruchez asked if NorCal GO could be used to distribute other commuter benefits and proposed discussing this topic at future meetings. Director Wraithwall added that she also likes Director Bruchez's proposal.

B. Staff Activities

This item was skipped.

C. NorCal Go Activity Dashboard Report

This item was discussed during Bi-Monthly Financials.

6. Member Services

A. Agile Mile/ NorCal Go Presentation-Reports

This item was shifted to the beginning of the meeting.

B. Commuter Rewards Update (Q1) Winners

Staff announced the winners of the Commuter Rewards program for the July to September 2025 quarter and talked about Jeffrey Wagner, the bronze tier winner. Staff and some of the directors said they know Jeffrey Wagner and will reach out to him. The board and staff agreed that board members should not be eligible to win Commuter Rewards prizes. Director Donofrio asked for board members to be notified of the Commuter Rewards program winners before notifications are sent to the winners. Staff shared that none of the winners have responded or opened their Tango reward gift cards despite multiple attempts.

7. Board Announcements

Director Winniford left the meeting at 11:02 AM.

Director Schneider talked about an ACT TDM event and possible locations to hold the event.

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

Meeting adjourned at 11:07 AM.

Next Meeting Date: January 6, 2026



STAFF REPORT

Date: 01/06/2026

To: Yolo Commute Board of Directors

From: Christopher Atkinson, Brenda Lomeli

Subject: Expanding Yolo Commute Visibility Through Yolobus Exterior Advertising

Staff Recommendations

Staff seeks the Board's input whether to pursue exterior advertising on Yolobus buses to promote Yolo Commute membership.

Background and Analysis

The Yolo Commute team believes exterior advertising on Yolobus buses would be an effective way to promote, raise awareness, and increase exposure to Yolo Commute throughout Yolo County and Sacramento. Yolobus buses regularly travel across the region and often sit in traffic, providing repeated and high-visibility exposure to commuters and the general public. This presents an opportunity to reach current members, potential members, and other stakeholders countywide.

Yolo Commute currently places advertising materials inside Yolobus buses to promote its programs and services. While interior advertising effectively reaches transit riders, it does not capture the broader public traveling throughout Yolo County. Exterior advertising would expand the visibility of Yolo Commute messaging to motorists, pedestrians, cyclists, and community members across the region.

The purpose of this item is to explore the feasibility of using exterior bus advertising as a marketing tool to increase awareness of Yolo Commute membership and encourage greater employer participation.

Discussion

Exterior advertising on Yolobus buses is administered by Aldrete Communications, LLC. Advertising would appear on the exterior of Yolo Route and/or Paratransit buses operating


throughout Yolo County. Several factors affect the type, visibility, and cost of exterior advertising, including:

- Type of bus (Yolo Route or Paratransit)
- Product level (Traditional or Signature)
- Duration of the advertisement
- Size of the advertisement
- Location of the advertisement on the bus


The most affordable advertising option is a TAIL advertisement located on the rear of the bus, measuring 21 by 70 inches. This option costs \$250 for a four-week period on Traditional Product Yolo Route and Paratransit buses. The highest-cost option is a SUPER WRAP advertisement, which covers both sides and the rear of the bus, at a cost of \$3,500 for a four-week period on Signature Product Yolo Route buses. Multiple advertising options are available between these two price points. In addition to the placement cost, all advertisements require a one-time production, installation, and removal fee that includes labor and materials. The specific cost of this fee is not provided. All advertisements are produced using color-printed, laminated, removable vinyl and are rated to last two to three years.

Yolo Route Buses Exterior Advertising


Traditional Products




TAIL
(rear, 21 x 70 inches)
4 weeks: \$250



QUEEN
(passenger's side, 30 x 88 inches)
4 weeks: \$350



KING
(driver's side, 30 x 160 inches)
4 weeks: \$400



SUPER KING
(driver's side, 30 x 216 inches)
4 weeks: \$475

TERMS OF AGREEMENT

- All pricing is per 4 weeks, per bus.
- Space available is approximate and reflects the average bus length. Please ask for exact design size specifications.
- Please ask for production and installation fee details. Prices vary by bus.

Budget Impact

Costs will vary depending on the advertising options selected. At this time, no additional funds are requested, as Yolo Commute has an existing budget that can cover advertising costs up to \$500.

Next Steps

Staff may move forward with exterior bus advertising if appropriate and seeks the Board's and feedback. The Board will be kept informed of any decisions, selected options, timelines, and associated costs as the effort progresses.

Attachments

Driving your message further.

Bus **ADVERTISING**

with **Yolo** 

Yolo Transportation District

2025 **MEDIA KIT**

Bus advertising is recognized as one of the most effective forms of outdoor advertising. Used by both local and national advertisers, bus advertising can be tailored to fit almost any budget.

Why Advertise on Buses?

Buses are moving billboards — circulating in the busiest areas of Yolo County as well as on I-80, I-5, the Sacramento International Airport, and downtown Sacramento. Bus advertising offers exposure to local commuters, drivers and pedestrians. These “moving billboards” are displayed on the exterior of the bus and are available in a variety of sizes to reach your audience.

Continuous Exposure

Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace. This continuity builds familiarity with your brand, so customers will think of you when making purchasing decisions. Bus ads are great for branding campaigns (which typically run for at least one year) and outreach/awareness campaigns, as they are seen by pedestrians and vehicular traffic from multiple directions.



Contact us: Aldrete Communications, LLC

1520 East Covell Blvd., Suite B-5, Davis, CA 95616

916-501-2654 | Lori@AldreteCommunications.com | Christine@AldreteCommunications.com

Create your **MESSAGE** and produce your **ADVERTISEMENT**



Ad design advice – keep it simple.

Some people will read your advertisement from a distance.

- Use as few words as necessary – short and to the point.
- Make sure to use large type.
- Avoid script or flowery type.
- Have a strong and visible call to action – website, phone number, etc.

Exterior Ads

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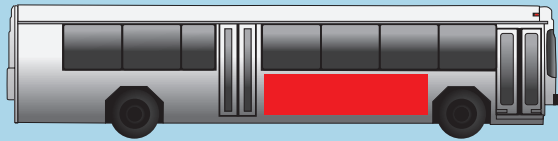
Reserve your
SPACE TODAY!

Yolobus

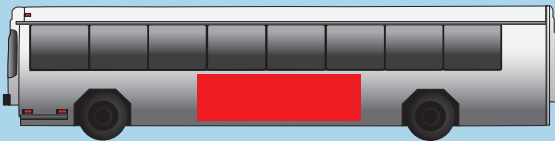
**Yolo Route Buses Exterior Advertising
Traditional Products**



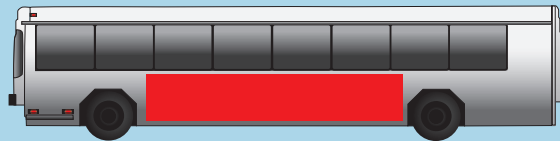
TAIL
(rear, 21 x 70 inches)
4 weeks: \$250



QUEEN
(passenger's side, 30 x 88 inches)
4 weeks: \$350



KING
(driver's side, 30 x 160 inches)
4 weeks: \$400



SUPER KING
(driver's side, 30 x 216 inches)
4 weeks: \$475

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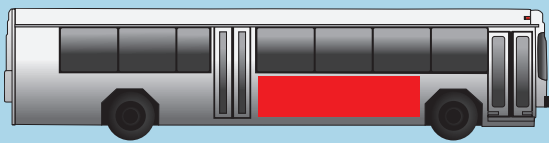
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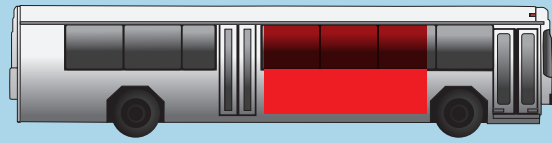
Yolo Route Buses Exterior Advertising Signature Products



EMPRESS

(passenger's side, 40 x 140 inches)

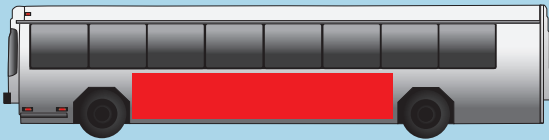
4 weeks: \$425



EMPRESS SUPER SQUARE

(passenger's side, 80 x 140 inches)

4 weeks: \$700



KONG

(driver's side, 40 x 218 inches)

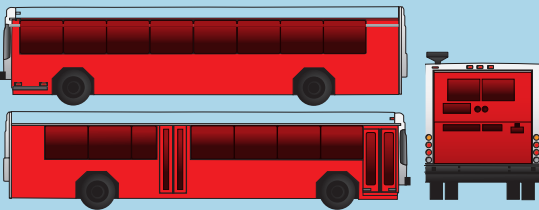
4 weeks: \$525



KING KONG

(driver's side, 80 x 218 inches)

4 weeks: \$800



SUPER WRAP

4 weeks: \$3,500



HALF BACK

(rear, 32 x 84 inches)

4 weeks: \$375



FULL BACK

(rear, 77 x 84 inches)

4 weeks: \$600

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Yolobus

Paratransit Buses Exterior Advertising



TAIL

(rear, 21 x 68 inches)

4 weeks: \$250



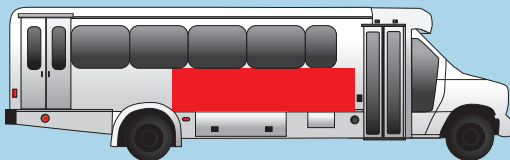
BACK

(rear, 60 x 68 inches)

4 weeks: \$400

TERMS OF AGREEMENT

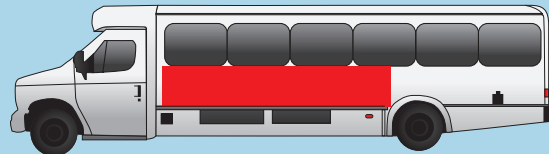
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QUEEN

(passenger's side, 25 x 100 inches)

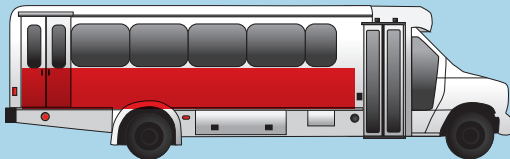
4 weeks: \$325



KING

(driver's side, 25 x 144 inches)

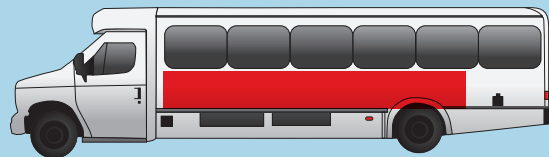
4 weeks: \$375



EMPRESS

(passenger's side, 25 x 188 inches)

4 weeks: \$375



SUPER KING

(driver's side, 25 x 190 inches)

4 weeks: \$425

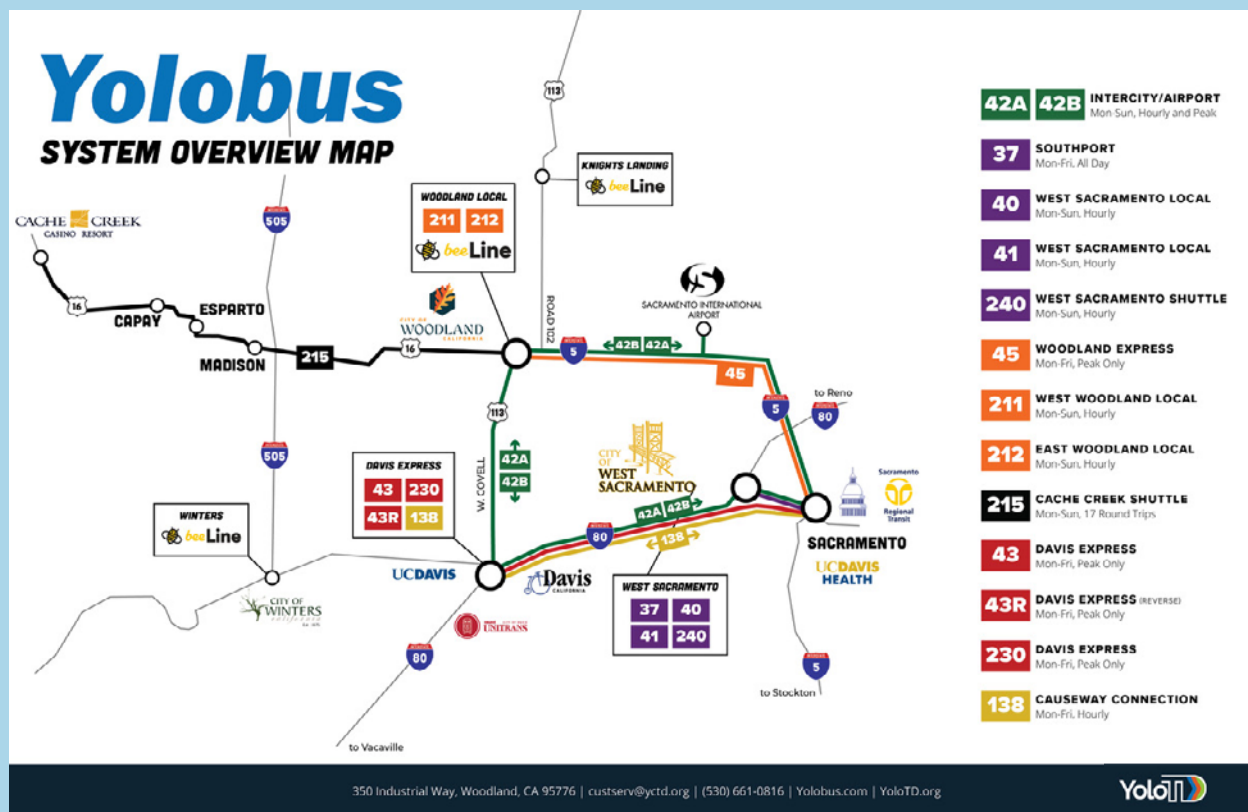
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Reach your

TARGET MARKET



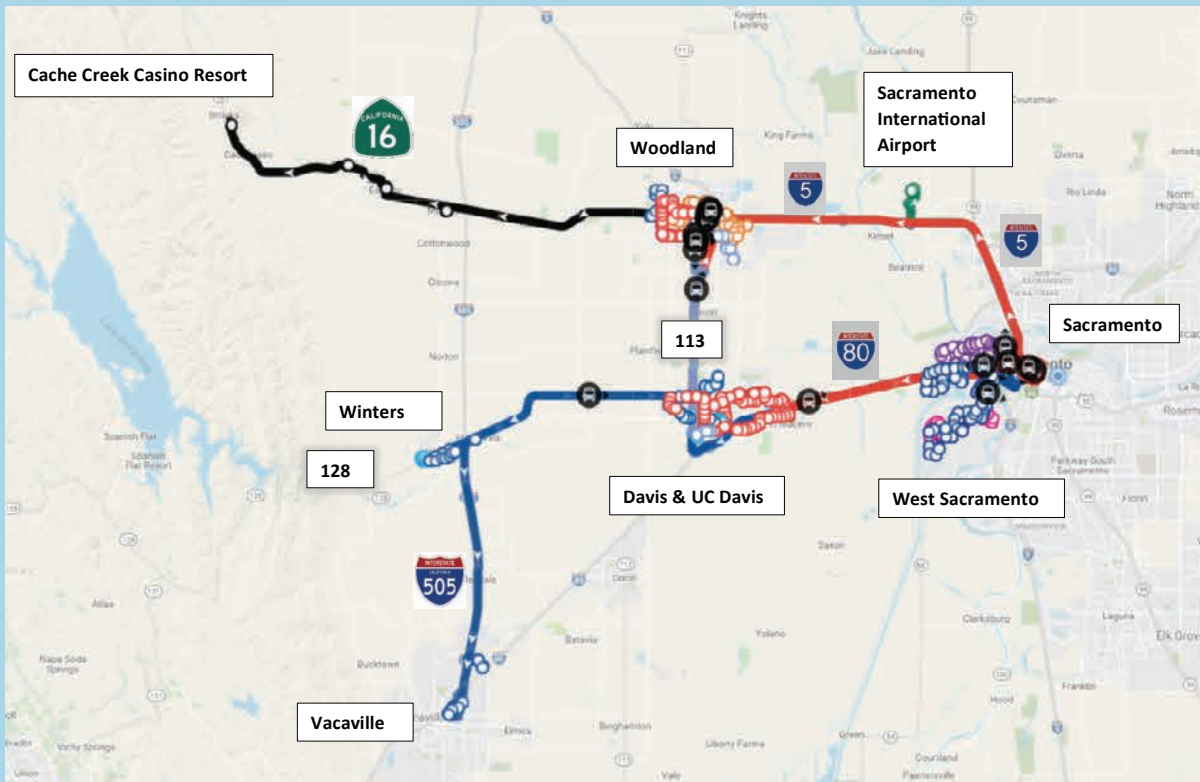
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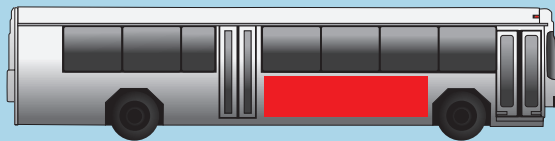
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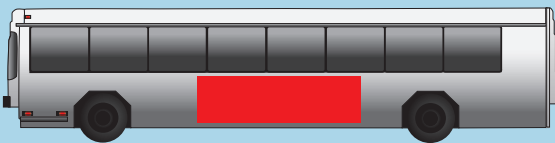
**Yolo Route Buses Exterior Advertising
Traditional Products**



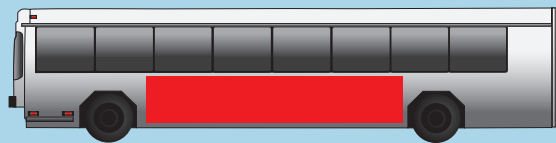
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(rear, 21 x 70 inches)
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4 weeks: \$400



SUPER KING
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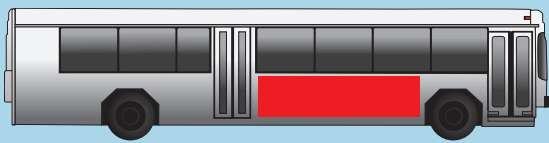
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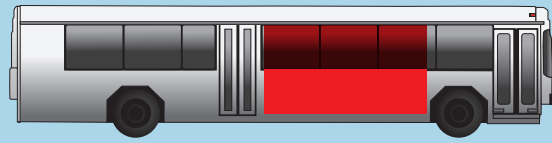
Yolo Route Buses Exterior Advertising Signature Products



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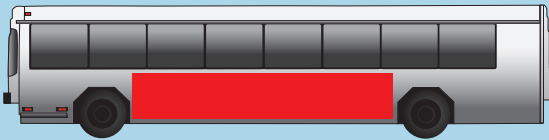
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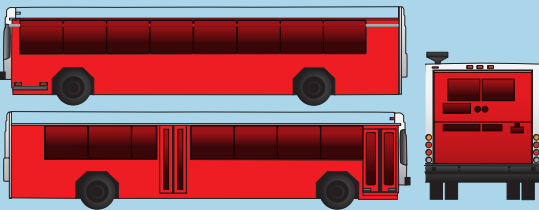
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(rear, 77 x 84 inches)

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TERMS OF AGREEMENT

- All pricing is per 4 weeks, per bus.
- Space available is approximate and reflects the average bus length. Please ask for exact design size specifications.
- Please ask for production and installation fee details. Prices vary by bus.

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Yolobus

Paratransit Buses Exterior Advertising



TAIL

(rear, 21 x 68 inches)

4 weeks: \$250



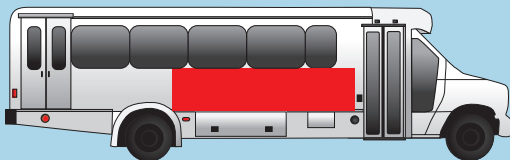
BACK

(rear, 60 x 68 inches)

4 weeks: \$400

TERMS OF AGREEMENT

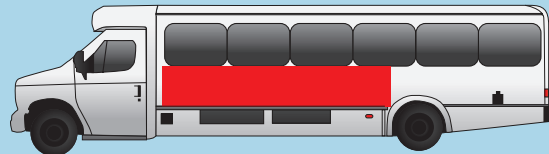
- All pricing is per 4 weeks, per bus.
- Space available is approximate and reflects the average bus length. Please ask for exact design size specifications.
- Please ask for production and installation fee details. Prices vary by bus.



QUEEN

(passenger's side, 25 x 100 inches)

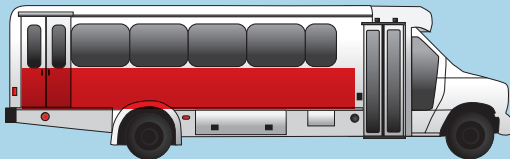
4 weeks: \$325



KING

(driver's side, 25 x 144 inches)

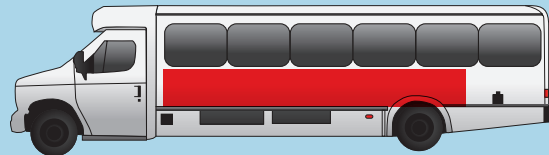
4 weeks: \$375



EMPRESS

(passenger's side, 25 x 188 inches)

4 weeks: \$375



SUPER KING

(driver's side, 25 x 190 inches)

4 weeks: \$425

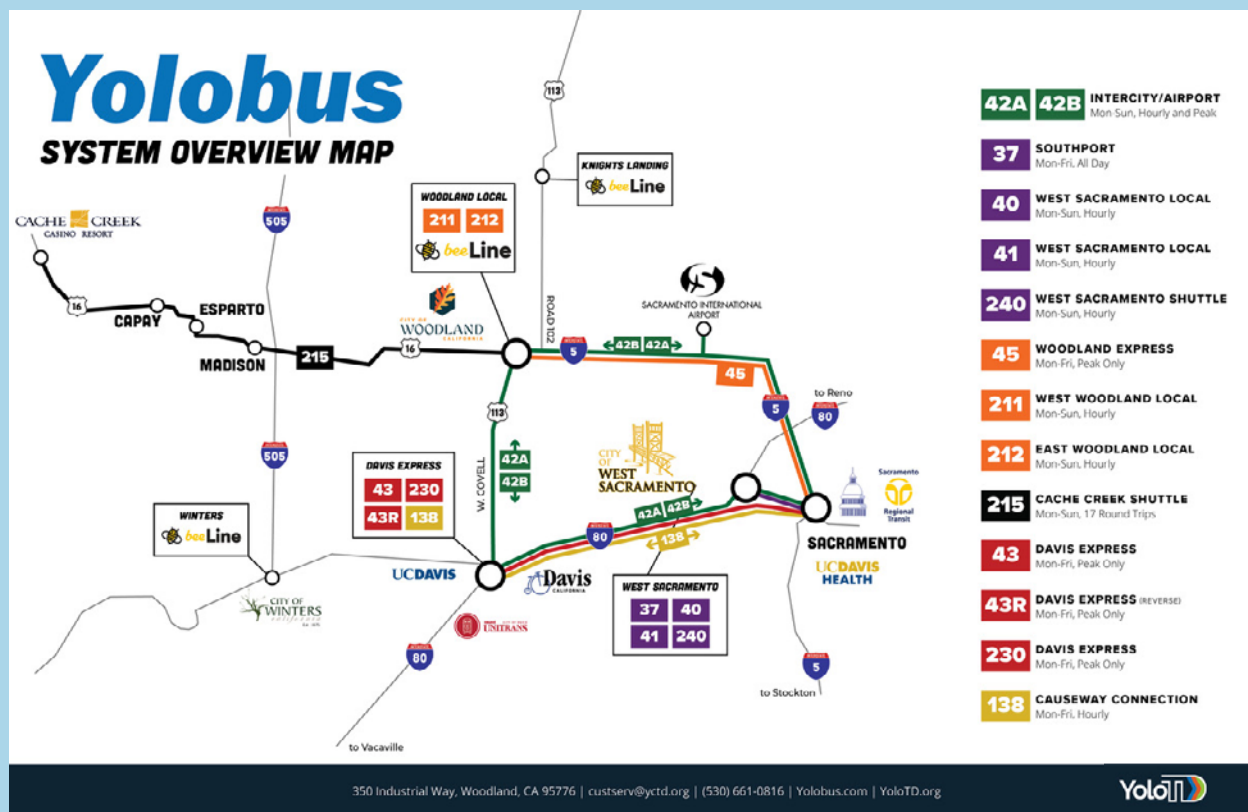
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Reach your

TARGET MARKET

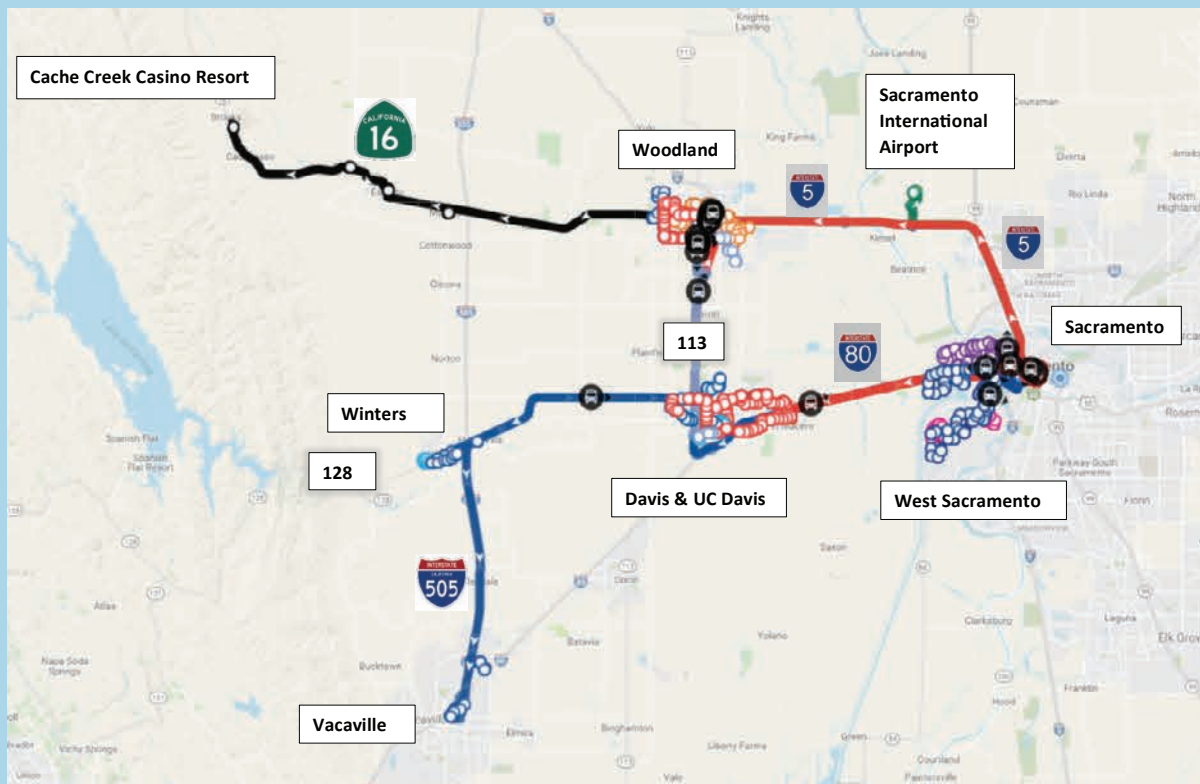


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STAFF REPORT

Date: January 6, 2026

To: Yolo Commute Board of Directors

From: Brenda Lomeli, Coordinator

Subject: HR Brunch Event Planning and Coordination

Recommendations:

Staff requests that the Board review the proposed HR Brunch details and provide feedback or direction as needed. Staff also recommends coordinating with Sacramento TMA and inviting YoloBus staff to present on upcoming service changes and enhancements.

Background:

This will be our third HR Brunch, and we expect another strong turnout based on past events. Building on Board feedback to continue strengthening connections with member organizations, staff is planning an in-person HR Brunch that will engage Human Resources and Benefits teams directly. The event will foster collaboration, promote program participation, and highlight the value of the TMA partnership.

The brunch is tentatively scheduled for the second week of March, from 10:30 a.m. to 12:00 p.m., at the Yolo Transportation District offices. Staff encourages all Board members to attend, providing an opportunity to meet in person with members they typically connect with only via Zoom and to further strengthen those relationships.

Event Overview

Purpose: The HR Brunch will provide HR and Benefits staff from member organizations with a clear understanding of Yolo Commute programs, tools, incentives, and employer responsibilities, while strengthening relationships and building excitement around participation.

Planned Components:

- A full brunch meal for attendees
- Interactive presentation covering:
 - What Yolo Commute is
 - Programs, incentives, and employer benefits
 - How HR can promote Yolo Commute within their organizations
 - Presenters
- Live Q&A session tailored specifically to HR and Benefits staff
- Networking opportunities with other member organizations

Partnership & Additional Presenters

To ensure a comprehensive and informative session, staff will:

1. Coordinate with Sacramento TMA or North Natomas Jibe
 - Share best practices
 - Expand regional perspective on commute programs
 - Highlight collaborative opportunities for member organizations
2. Invite YoloBus staff
 - Provide updates on current and upcoming service changes
 - Give HR teams accurate, up-to-date transit information
 - Reinforce the connection between Yolo Commute programs and local transit options

These additions will enhance the value of the event and provide attendees with the information they need to support employees effectively.

NEXT STEPS

Once the Board provides feedback, staff will:

- Finalize the event date and agenda
- Confirm participation from Sacramento TMA or Jibe and YoloBus staff
- Develop presentation materials and promotional outreach to member liaisons
- Prepare logistics and hospitality for the event



STAFF REPORT

Date: January 6, 2026
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: Proposed Revisions to MiBM Incentive Program: Standard and Electric Bicycles

Recommendations:

Staff Recommends the Yolo Commute Board approve the following actions:

1. Approve the start of the May is Bike Month (MiBM) Incentive Program on April 1, 2026.
2. Approve an increase to the incentive amounts for standard bicycles and electric bicycles for FY 2025/2026 to better reflect rising costs and align with similar programs offered by peer agencies. Incentive amounts for bike accessories and bike repairs/tune-ups would remain unchanged.

Proposed New Amounts (FY 2025/2026)			
Bike Accessories	Bike Repairs/ Tune-Ups	Standard Bicycle	Electric Bicycle
\$150	\$150	\$300	\$400
2024/2025 Current Amounts			
\$150	\$150	\$250	\$350

3. Continue to issue reimbursement checks within 45 days of the purchase date indicated on the submitted receipt. Reimbursements will be mailed directly to program participants.
4. Members must buy bike accessories exclusively from local bike shops to support local businesses.
5. Require participants to submit a photo of their new bike or accessory along with the purchase receipt as part of the reimbursement process

Background and Analysis

The May is Bike Month (MiBM) Incentive Program supports the purchase of bike accessories, standard bicycles, and electric bicycles during the months of April and May and represents one of Yolo Commute's most impactful incentive programs. The program is designed to reduce barriers to bicycle commuting while leveraging increased public interest in bicycling during this annual event. Four

incentive tiers are available, and participants may apply for one tier per year; incentives may not be combined.

The cost of standard bicycles and electric bicycles has continued to rise due to inflation, higher costs associated with quality equipment, and ongoing supply chain challenges. In addition, peer agencies within the region offer higher incentive amounts for comparable programs. Increasing incentive amounts for standard bicycles and electric bicycles will help maintain program competitiveness, encourage participation, and better support members seeking sustainable transportation options.

Board Action

Approve the continuation of the May is Bike Month (MiBM) Incentive Program on April 1, 2026; approve an increase to incentive amounts for standard bicycles and electric bicycles for FY 2025/2026, while maintaining current incentive amounts for bike accessories and bike repairs/tune-ups; and authorize continued program administration, including reimbursement issuance within 45 days of purchase, the requirement that bike accessories be purchased from local bike shops, and the submission of photos and receipts as part of the reimbursement process.



Yolo Commute FY25/26 Budget
Bi-Monthly Financials – January 2026

FY 2025/2026 Budget					
Item	FY 25/26 Budget	FY 25/26 Actuals	Balance	Cleared	Uncleared
REVENUE					
Starting Balance (Estimate)	\$ 9,549.33	\$ 9,549.33	\$ -	\$ 9,549.33	
Membership Dues	\$ 25,050.00	\$ 21,025.00	\$ 4,025.00	\$ 21,025.00	\$ -
Corpay One Rebate	\$ 65.00	\$ 69.15	\$ (4.15)	\$ 69.15	
Total Revenue	\$ 34,664.33	\$ 30,643.48	\$ 4,020.85	\$ 30,643.48	\$ -
Item	FY 25/26 Budget	FY 25/26 Actuals	Balance	Cleared	Uncleared
EXPENSES					
Member Services					
Incentives & Programs 2026	\$ 20,050.00	\$ 1,337.84	\$ 18,712.16	\$ 1,337.84	\$ -
Commuter Rewards Program	\$ 2,000.00	\$ 525.00	\$ 1,475.00	\$ 525.00	
Commuter of the Year	\$ 700.00	\$ 700.00	\$ -	\$ 700.00	
GRH	\$ 250.00	\$ 112.84	\$ 137.16	\$ 112.84	\$ -
Bicycle Education	\$ 100.00	\$ -	\$ 100.00		
MIBM 2026 Incentives	\$ 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	\$ 81.99	\$ 1,218.01	\$ 81.99	
Member Survey	\$ 400.00	\$ -	\$ 400.00		
Social Media	\$ 300.00	\$ -	\$ 300.00		
Mailchimp Subscription	\$ 750.00	\$ 309.00	\$ 441.00	\$ 257.50	\$ 51.50
HR Brunch	\$ 175.00	\$ -	\$ 175.00		
Total	\$ 3,425.00	\$ 390.99	\$ 3,034.01	\$ 339.49	\$ 51.50
Operations					
E-Bike Maintenance & Repair	\$ 500.00	\$ 112.46	\$ 387.54	\$ 112.46	\$ -
Dues & Subscriptions (non-marketing)	\$ 900.00	\$ 1,275.00	\$ (375.00)	\$ 1,275.00	\$ -
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	\$ 1,521.22	\$ 1,578.78	\$ 1,521.22	\$ -
Total	\$ 26,575.00	\$ 3,250.05	\$ 23,324.95	\$ 3,198.55	\$ 51.50
CARRYFORWARD					
Profit/Loss	\$ (1,460.00)	\$ 17,844.10			
Profit/Loss %	-7%	84%			
Balance (w/uncleared)	\$ 8,089.33	\$ 27,393.43			
Balance (current)		\$ 27,444.93			



STAFF ACTIVITIES: November – December 2025

Date	Activity	Category	FY
12/16/2025	Get Started: NorCal GO/Yolo Commute Sign-Up Tutorial	Marketing & Promotions	25/26
12/18/2025	Delivered E-bikes to Yolo County	Member Services	25/26
12/16/2025	Social Media Posts: Yolo County Zero Emission Vehicle (ZEV) Survey	Marketing & Promotions	25/26
12/16/2025	SMS Text: Yolo County Zero Emission Vehicle (ZEV) Survey	Marketing & Promotions	25/26
12/16/2025	Finished How-to-Video: Sign Up for NorCal GO	Marketing & Promotions	25/26
12/16/2025	Finished Personalized Flyer for the DDBA	Marketing & Promotions	25/26
12/15/2025	NorCal Go: Yolo County E-Bike Incentive Program (Yolo County and Agile Mile)	Member Services	25/26
12/12/2025	ACT: Nor Cal Chapter Q4 Member Meeting	Operations	25/26
12/12/2025	Social Media Posts: Velotric E-bike Discount Program	Marketing & Promotions	25/26
12/9/2025	December Newsletter: New Year, New Commute	Marketing & Promotions	25/26
12/9/2025	Finished Spanish version of the Yolo Commute brochure	Marketing & Promotions	25/26
12/4/2025	DDBA Outreach Planning Meeting with Brett Lee	Member Services	25/26
12/4/2025	Traffic Safety Stakeholder Meeting - Virtual	Operations	25/26
12/1/2025	SMS Text: Velotric E-bike Discount Program	Marketing & Promotions	25/26
11/14/2025	RISE,Inc Collaboration Meeting - Yolo Commute Presentation	Marketing & Promotions	25/26
11/13/2025	50 Corridor TMA 2025 Annual Event	Operations	25/26
11/13/2025	November Newsletter: Stay Safe, Stay Seen	Marketing & Promotions	25/26
11/6/2025	Yolo Commute Invoices 2nd Notice	Operations	25/26
11/4/2025	Video Planning Began: How to Sign Up for NorCal GO/Yolo Commute	Marketing & Promotions	25/26
11/4/2025	SMS Text: Carpool with NorCal GO	Marketing & Promotions	25/26



- Sacramento Annual TMA
- Dropping off E-Bikes (Yolo County)
- New Marketing Photos (Website, Brochure, etc.)