



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 3, 2026 / 9:30 am – 11:00 am

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmE1NmJkMWEtMmNiNS00MmJlLtk5NTMtZjc4ZmQ1NDQzN2Yx%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: 1/6/2026**
- 3. Operations:**
 - A. Countywide TDM Organization Study
 - B. Transportation & Benefits Workshop 3/19/2025
 - C. Staff Activities
 - D. Bi-Monthly Financials
- 4. Marketing & Communications:**
 - A. On-Bus Advertising for Yolobus
 - B. May is Bike Month Marketing Plan 2026
- 5. Member Services**
- 6. Board Announcements**
- 7. Staff Announcements**
- 8. Long Range Calendar and Upcoming Activities**

LONG RANGE CALENDAR

Month	Item
May 2026	MIBM – Update
	NorCal ACT Summit (Debrief)
	FY26/27 Budget
Sept 2026	Annual Report FY25/26

UPCOMING ACTIVITIES

Month	Item
MAY2026	May is Bike Month: Bike Loopalooza
	Breath Festival- West Sacramento

7. Adjourn

Next Meeting Date: May 5,2026

Attachments:

Agenda Items:

#2: Meeting Minutes

#3C: Staff Activities

#3D: Bi-Monthly Financials

#4A: Yolobus Exterior Advertising Proposal

#4B: MIBM Marketing Plan



Board of Directors 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)

January 6, 2026 / 9:30 am – 11:00 am

Directors Present: Jennifer Donofrio (President, City of Davis); 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)

Directors Absent: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board)

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

Other Present: Sam Blacklock (City of Davis)

1. Call to Order, Recognize Quorum

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

Director Donofrio started the meeting by introducing Sam Blacklock, Climate Action Resilience Program Manager for the City of Davis.

2. Approve Meeting Minutes: 11/4/2025

Director Schneider made the motion, seconded by Director Bruchez to approve the Minutes from the November 4, 2025 board meeting.

AYES: All

NOES: No

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board)

ABSTAIN: Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento)

Discussion: Director Donofrio pointed out an error in the attendance of the 11/4/2025 meeting minutes. Staff shared that the error was corrected.

3. Marketing & Communications:

A. On-Bus Advertising for Yolobus

Staff presented the idea of external advertising of Yolo Commute membership and its benefits on Yolobus buses. Staff presented the details, cost, and attached materials for the board to review. Staff said the goal is to increase awareness of Yolo Commute. Director Wada pitched the idea of partnering with Cache Creek Casino Resort for advertising Yolo Commute membership on Yolobus buses. Director Bruchez asked if the goal of the proposed advertising campaign is to gain new member organizations or increase participation of existing Yolo Commute members. Staff answered that the goal is to achieve both new membership and increased participation. Director Bruchez said that he is primarily interested in increasing participation in Yolo Commute programs and is interested in knowing what the advertising message will be. Staff said the message must be concise and that the goal is brand awareness. Director Rosen expressed interest in external advertising on Yolobus buses, adding that people can reach out to their HR departments about joining Yolo Commute. Staff said that some advertisement examples can be created and shared with the board if they are interested. Director Donofrio asked if time should be maximized over the size of the ad on the buses and which buses the advertisements should go on. Director Rosen suggested the advertisements should go on the tail of the fixed route buses.

Staff shared some details about the budget to pay for external bus advertising if the board is interested in moving forward. Director Schneider said that it is best to avoid advertising on the paratransit buses due to a limited audience and that she is interested in advertising on the tail and queen side of the fixed route buses. Director Donofrio asked if staff is looking for a motion or more discussion of the item. Staff said they wanted to present the idea of advertising and get some feedback to gauge whether the board is interested. Director Donofrio asked about the timeline for rolling out the advertisements. Staff shared the process could take three months. Director Wraithwall said that she is interested in seeing what pricing can be negotiated before supporting external advertising on Yolobus buses, adding that a small budget may not be worthwhile if only advertising on a couple buses. Staff said they will work on this item and continue the discussion at the next board meeting.

Director Rosen asked about the details of the advertisement. Director Schneider suggested advertising on routes that are in areas with large employers. Director Wada talked about discussing bus advertising with Cache Creek Casino Resort's marketing department. Director Donofrio asked how many buses there are in the Yolobus fleet. Staff shared there are 52 buses, including paratransit buses. Director Donofrio asked how many of the buses are new and how many buses are driving Route 42 (A/B) at one time. Staff said there are three buses for each direction (three for Route 42A and three for Route 42B). Director Donofrio and staff discussed the timing of advertising on the buses. Director Donofrio suggested that advertising in the fall would be better than summer if the advertisements are not ready by April or May.

4. Operations:

A. Bi-Monthly Financials

Staff said there has not been that much activity since this is a slow time of year. Staff did say that there has been some use of the Guaranteed Ride Home (GRH) program, with one member using the program multiple times. Director Donofrio asked which agency the member belongs to and staff answered UC Davis. Staff added that promotional material (swag) is being purchased to use at future outreach events. Director Donofrio asked if all the member agencies have paid their dues. Staff said that they are still waiting to receive payment from the City of West Sacramento, City of Woodland, and Cool Davis. Director Rosen asked if their bill could be sent to him again.

B. Staff Activities

Staff presented pictures from recent events attended by Yolo Commute staff, including the annual 50 Corridor TMA event in Sacramento. Director Schneider also attended the 50 Corridor TMA event in Sacramento and shared her experience and details from the event. Staff talked about the different activities over the past couple months, including outreach events, dropping off e-bikes to Yolo County, and TMA meetings. Director Donofrio thanked staff for sending out a text alert about carpooling through NorCal GO after her request at the last board meeting. Director Schneider asked if staff have looked at the NorCal GO reports to track membership figures. Director Donofrio asked about follow-up from Courtney Reynolds (Agile Mile, Inc) about numbers and members who no longer work for their member agencies. Staff said they are still working with Courtney Reynolds (Agile Mile, Inc) on providing this information.

C. HR Brunch Event Planning and Coordination

Staff talked about the planning process for the upcoming HR Brunch, adding that they will be reaching out to agencies to speak at the HR Brunch, including other TMAs. Director Schneider said discussion of the new payment methods on transit systems will be helpful. Staff added that Yolobus will be one of the agencies invited to speak at the upcoming HR Brunch. Staff said the goal is that attendees of the HR Brunch gain valuable knowledge about Yolo Commute. Director Donofrio asked about gearing the HR Brunch to HR employees. Director Donofrio specifically added that there should be an effort to get HR staff to include Yolo Commute benefits materials in new-hire packets. Staff said the hope is that member agency's HR staff will understand the importance of Yolo Commute benefits after attending the HR Brunch. Director Wraithwall added that they have struggled to have their HR Department connect Yolo Commute benefits as a county-wide employee benefit. Director Wraithwall talked about getting Yolo County HR staff to attend the HR Brunch with the hope they will gain awareness of the importance of Yolo Commute benefits. Director Bruchez talked about the challenges of getting information into new-hire information packets. Director Bruchez talked about an interest in hearing JIBE or 50 Corridor TMA to talk about their free transit programs. Director Donofrio said they should talk about the cost of free transit programs. Staff added that there is an uptick in members participating in Yolo Commute's Discount Transit Pass program. Director Donofrio suggested changing the name of the HR Brunch. Staff said that an email with a poll about preferred dates for the HR Brunch will be sent out to Yolo Commute Liaisons and HR Representatives. Director Donofrio added that it would be a good idea to add an additional poll question for HR Representatives about what they would like to learn at the HR Brunch.

D. May is Bike Month (MIBM) Incentive program proposed Incentive Amounts FY25/2026

Staff shared that they are interested in raising the incentive amounts for the upcoming May is Bike Month Program. Staff added that other organizations are offering increased amounts for their bike incentive. Director Donofrio asked if a breakdown of the May is Bike Month incentive data from last year can be provided. Staff said that an increased incentive can help with inflation, but it will mean less people will be able to use the incentive. Director Wraithwall talked about other incentive programs and how much money they offer. Director Wraithwall said that she feels that the current incentive amounts are sufficient. Director Bruchez said a modest increase seems acceptable due to expensive prices at the bike shops. Director Bruchez asked if Yolo Commute should implement a reservation system for the May is Bike Month system and talked about focusing on allocating funding for people that have not used the May is Bike Month incentive. Staff shared May is Bike Month figures from last year with the board. Director Donofrio asked about how much money people are spending out-of-pocket when they use the May is Bike Month incentive. Staff and board members discussed the current pricing of bikes. Staff shared some purchase figures from last year's May is Bike Month with the board. Director Bruchez talked about focusing on lower-income members when it comes to the May is Bike Month incentive but

added that may be hard considering there are many higher income Yolo Commute members. Director Donofrio asked about what other TMAs are doing when it comes to the balancing act of providing bike incentives and member's income levels. Staff suggested that maybe there shouldn't be a focus on income if the goal is to encourage people to buy and ride bikes. Staff and directors discussed the impact the incentive has on influencing members to purchase a bike. Director Rosen suggested connecting the incentive amount to affordable quality bike options. Director Wada said she didn't think they needed to raise the incentive amount. Director Wada talked about allowing people to shop for cheaper bikes wherever they can find them rather than requiring people to purchase from local bike shops. Staff explained the reasons why the board chose to require purchases be made at bike shops in the region. Director Rosen reiterated there are affordable quality bike options. Director Schneider suggested making a list of recommended bike shops.

Director Donofrio made the motion to approve increasing the May is Bike Month (MIBM) incentive amounts for standard bikes and e-bikes by \$50.

AYES: All

NOES: No

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board)

ABSTAIN: None

Discussion: None

Director Donofrio made the motion to approve opening the May is Bike Month (MIBM) incentive on April 1, 2026 instead of May 1, 2026.

AYES: All

NOES: No

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board)

ABSTAIN:

Discussion: None

5. Member Services

A. Commuter Rewards Update (Q2) Winners

Staff shared the details of the winners for the quarter. The names were not shared with the board yet pending confirmation of employment status for one of the winners. Staff shared that two winners are from UC Davis and one is from Cach Creek Casino Resort.

6. Board Announcements

Director Schneider said to keep a look out for a spring into TDM invitation because they will have an ACT meeting soon. Director Schneider said she will share more information about the event.

Director Wada left the meeting at 10:59 AM.

Director Ballesteros left the meeting at 11:00 AM.

7. Staff Announcements

Staff shared that the NorCal GO how-to video is done and will be uploaded. Staff showed a preview of the video and said that the full video will be shared with the board later since the file size is large.

8. Long Range Calendar and Upcoming Activities

Staff shared possible HR Brunch dates that will be options in the poll sent to Yolo Commute Liaisons and HR Representatives.

LONG RANGE CALENDAR

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

7. Adjourn

Meeting adjourned at 11:07 AM.

Next Meeting Date: March 3,2026



STAFF ACTIVITIES: January – February 30,2026

Date	Activity	Category	FY
2/25/2026	ACT: Northern California 2026 Q1 Meeting	Operations	25/26
2/24/2026	Began Designing May is Bike Month Campaign Materials	Marketing & Promotions	25/26
2/24/2026	You're Invited: Yolo Commute Transportation & Benefits Workshop March 19	Marketing & Promotions	25/26
2/23/2026	Finished Designing Transportation & Benefits Workshop Invite	Marketing & Promotions	25/26
2/23/2026	Submitted New Icon Set for Upload to NorCal GO	Marketing & Promotions	25/26
2/19/2026	New Icon Set for NorCal GO Designed	Marketing & Promotions	25/26
2/19/2026	ACT: Rural and Intercity Bus Systems: How They Connect Us	Operations	25/26
2/19/2026	Dropped Off E-bikes to Yolo County (HHS)	Member Services	25/26
2/19/2026	Discounted Transit Pass Ending April 30 - User Email Notification	Member Services	25/26
2/19/2026	SMS Text: NorCal GO Survey	Marketing & Promotions	25/26
2/19/2026	Finished Website Home Page Redesign Mockup	Marketing & Promotions	25/26
2/17/2026	Submitted State of California Non-Profit Registration Renewal	Operations	25/26
2/17/2026	Yolo Commute Rewards + Surveys - NorCal GO	Member Services	25/26
2/10/2026	Picked Up E-bikes from UC Davis	Member Services	25/26
2/5/2026	February Newsletter: Why Take Public Transit?	Marketing & Promotions	25/26
2/3/2026	Shared Social Media Post for Transit Equity Day	Marketing & Promotions	25/26
2/3/2026	Created Website Pop-Up for NorCal GO "How to Video"	Marketing & Promotions	25/26
2/3/2026	SMS Text: May is Bike Coming April 1st	Marketing & Promotions	25/26
1/29/2026	Sent Transportation & Benefits Workshop (HR Brunch) Poll to Liaisons	Member Services	25/26
1/29/2026	Quarterly Update (Jan-Mar 2026) Sent to Liaisons and HR Reps	Marketing & Promotions	25/26
1/27/2026	Completed ACT Help Shape the Future of TMO/TMAs Survey	Operations	25/26
1/27/2026	Meeting with Courtney from AgileMile (Yolo Commute Survey Questions)	Operations	25/26
1/22/2026	Member Outreach: Transdev in Employee Break/Lunch Room	Member Services	25/26
1/20/2026	Sent Transportation & Benefits Workshop (HR Brunch) Poll to HR Reps	Member Services	25/26
1/16/2026	January Newsletter: Transit Planning 101, How to Ride the Bus, Yolo County ZEV Survey	Marketing & Promotions	25/26
1/15/2026	Aldrete Communication - External Bus Advertising	Marketing & Promotions	25/26
1/14/2026	Member Outreach: DDBA Annual Meeting in Downtown Davis	Member Services	25/26
1/8/2026	Began Creating Guaranteed Ride Home Video	Marketing & Promotions	25/26
1/8/2026	Transportation Seminar: Leading Pedestrian Interval Implementation Guidelines in Phoenix, Arizona: A Data Driven Approach	Operations	25/26
1/13/2026	SMS Text: Happy New Year! and How-To Sign Up for NorCal GO Video	Marketing & Promotions	25/26
1/6/2026	Started Website Home Page Redesign-Incorporating New Marketing Photos	Marketing & Promotions	25/26
1/6/2026	Uploaded How-to-Video to YouTube	Marketing & Promotions	25/26



Bi-Monthly Financials – March 2026

FY 2025/2026 Budget				
Item	FY 25/26 Budget	FY 25/26 Actuals	Balance	Cleared
REVENUE				
Starting Balance (Estimate)	\$ 9,549.33	\$ 9,549.33	\$ -	\$ 9,549.33
Membership Dues	\$ 25,050.00	\$ 22,917.00	\$ (2,133.00)	\$ 22,917.00
Corpay One Rebate	\$ 65.00	\$ 79.92	\$ 14.92	\$ 79.92
Total Revenue	\$ 34,664.33	\$ 32,546.25	\$ (2,118.08)	\$ 32,546.25
Item	FY 25/26 Budget	FY 25/26 Actuals	Balance	Cleared
EXPENSES				
Member Services				
Incentives & Programs 2026	\$ 20,050.00	\$ 1,928.42	\$ 18,121.58	\$ 1,928.42
<i>Commuter Rewards Program</i>	\$ 2,000.00	\$ 1,050.00	\$ 950.00	\$ 1,050.00
<i>Commuter of the Year</i>	\$ 700.00	\$ 700.00	\$ -	\$ 700.00
<i>GRH</i>	\$ 250.00	\$ 178.42	\$ 71.58	\$ 178.42
<i>Bicycle Education</i>	\$ 100.00	\$ -	\$ 100.00	
<i>MIBM 2026 Incentives</i>	\$ 17,000.00	\$ -	\$ 17,000.00	
Total	\$ 20,050.00	\$ 1,928.42	\$ 18,121.58	\$ 1,928.42
Marketing and Promotions				
Website Maintenance	\$ 500.00	\$ -	\$ 500.00	
Promotional Materials	\$ 1,300.00	\$ 445.79	\$ 854.21	\$ 445.79
Member Survey	\$ 400.00	\$ -	\$ 400.00	
Social Media	\$ 300.00	\$ 29.43	\$ 270.57	\$ 29.43
Mailchimp Subscription	\$ 750.00	\$ 412.00	\$ 338.00	\$ 412.00
HR Brunch	\$ 175.00	\$ -	\$ 175.00	
Total	\$ 3,425.00	\$ 887.22	\$ 2,537.78	\$ 887.22
Operations				
E-Bike Maintenance & Repair	\$ 500.00	\$ 120.66	\$ 379.34	\$ 120.66
Dues & Subscriptions (non-marketing)	\$ 900.00	\$ 1,545.00	\$ (645.00)	\$ 1,545.00
Insurance	\$ 500.00	\$ -	\$ 500.00	
Postage and Shipping	\$ 200.00	\$ 133.76	\$ 66.24	\$ 133.76
Taxes & Licenses	\$ 1,000.00	\$ 45.00	\$ 955.00	\$ 45.00
Total	\$ 3,100.00	\$ 1,844.42	\$ 1,255.58	\$ 1,844.42
Total	\$ 26,575.00	\$ 4,660.06	\$ 21,914.94	\$ 4,660.06
CARRYFORWARD				
Profit/Loss	\$ (1,460.00)			
Profit/Loss %	-7%	0%		
Balance (w/uncleared)	\$ 8,089.33			
Balance (current)		\$ 27,886.19		



STAFF REPORT

Date: 03/03/2026

To: Yolo Commute Board of Directors

From: Christopher Atkinson, Brenda Lomeli

Subject: Yolo Commute Yolobus Exterior Advertising Proposal Prices

Staff Recommendations

Staff seeks the board's direction whether to proceed with external bus advertising on Yolobus buses to promote Yolo Commute membership.

Background and Analysis

Staff presented the concept of external bus advertising on Yolobus vehicles to the Yolo Commute Board of Directors at the January 6, 2026 board meeting. Following discussion, the Board expressed interest in further exploring the opportunity and requested pricing options for more than one vehicle, along with additional information including the total cost associated with implementing external bus advertising on Yolobus buses.

Exterior advertising on Yolobus buses is administered by Aldrete Communications, LLC. Since the January Board meeting, staff negotiated with Aldrete Communications on pricing. Because YoloTD owns the fleet, Yolo Commute staff coordinated internally and secured a waiver of YoloTD's administrative fee, resulting in an approximately 30% cost reduction. Following these discussions, Yolo Commute requested and obtained detailed proposal pricing, which is summarized in this staff report.

Discussion

Advertising rates are based on several factors, including:

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

- Size of the advertisement
- Location of the advertisement on the bus

All advertisements are produced using full-color, laminated, removable vinyl with an expected lifespan of two to three years. The production costs included in the proposal reflect all services associated with the advertisements, including design production, installation, and removal.

Aldrete Communications has provided proposal pricing based on three campaign scenarios. Pricing is valid through March 13, 2026, and any final agreement is contingent upon available advertising space on the buses at the time of contract execution. At this time, a specific fleet has not been designated—such as Paratransit, local route buses, or intercity buses. Yolo Commute staff have expressed a preference in placing advertisements on the newer buses that operate on Routes 42A and 42B.

The following scenarios summarize the proposed campaign options, including duration, advertisement placement, applicable discount, total cost, and estimated impressions. This information is provided for Board discussion and direction on next steps

Scenarios are listed below.

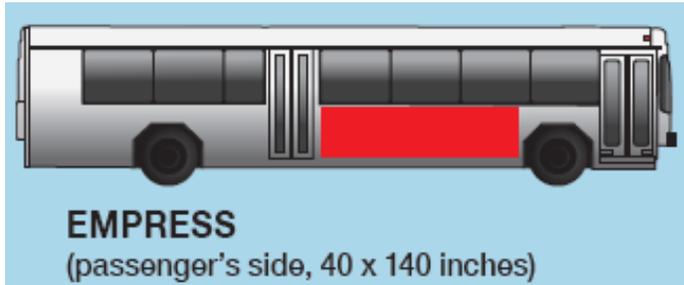
Yolobus	Timeframe	Campaign Ad Space Cost	Effective Discount	Production Cost	Total Campaign Cost	Total Estimated Impressions
Scenario #1 <i>Under Budget</i>	3 Months	\$1,215 2 ADS 1 Tail 1 Empress	40%	\$720	\$1,935	121,560
Scenario #2 <i>Best Deal</i>	7 Months Last month FREE	\$2,430 3 ADS 1 Tail 1 Empress 1 Paratransit Empress	67%	\$1,110	\$3,540	388,640
Scenario #3 <i>Most Ads</i>	4 Months	\$2,640 4 ADS 1 Tail 2 Empress 1 Paratransit Empress (FREE)	55%	\$1,505	\$4,145	342,152

Examples of the ADS listed in the three scenarios above.

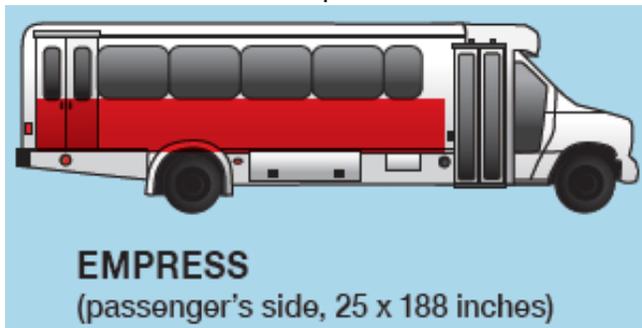
Yolobus Route (Traditional Products)– Tail



Yolobus Route (Signature Products)– Empress



Yolobus Paratransit - Empress



Budget Impact

The total cost for external advertising on Yolobus buses would result in a one-time budget impact ranging from \$1,935 to \$4,145, depending on the scenario selected by the Board. Yolo Commute currently has approximately \$1,000 in budgeted Marketing and Promotions funds that could be allocated for this purpose, and additional funding could be drawn from reserves if needed to cover a selected option.

Next Steps

If the Board approves moving forward, staff will notify Aldrete Communications, LLC of the Board's selected advertising scenario and execute a contract between Yolo TMA (Yolo

Commute) and Aldrete Communications. Following contract execution, staff will begin the design process for the exterior bus advertisement.

If the Board does not approve, staff will inform Aldrete Communications that Yolo Commute will not pursue external bus advertising at this time.

YOLO COMMUTE

January 31, 2026

Proposal Prices are honored until March 1, 2026 and final contract agreement is contingent upon available advertising space on buses.

Scenarios are listed below.

Yolobus	Timeframe	Campaign Ad Space Cost	Production Cost	Total Campaign Cost	Total Estimated Impressions
Scenario #1 <i>Under Budget</i>	3 Months	\$1,215 2 ADS 1 Tail 1 Empress	\$720	\$1,935	121,560
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Scenario #3 <i>Most Ads</i>	4 Months	\$2,640 4 ADS 1 Tail 2 Empress 1 Paratransit Empress (FREE)	\$1,505	\$4,145	342,152

SCENARIO # 1

3 Months / 40% Discount -TOTAL OF 2 ADS

- 1 TAIL (21 inches by 84 inches with license plate cut-out): 40% discount. Retail price of \$250 x .60 = \$150 per month
- 1 EMPRESS AD (40 inches by 140 inches): 40 % discount. Retail price of \$425 x .60 = \$255 per month

TOTAL MONTHLY COST FOR AD SPACE: \$\$405

PRODUCTION/INSTALLATION/REMOVAL PRICES

- 1 TAIL ad (21 inches by 84 inches with license plate cut-out) = \$325
- 1 EMPRESS ad (40 inches by 140 inches) = \$395

TOTAL ONE-TIME PRODUCTION / INSTALLATION / REMOVAL COST = \$720

AD SPACE CAMPAIGN COST 3 X \$405	\$1,215
EFFECTIVE DISCOUNT	40 %
<u>PRODUCTION COSTS</u>	\$720
SCENARIO # 1 TOTAL CAMPAIGN COST	\$1,935

SCENARIO #2

7 Months for the price of 6 Months / 40% Discount / 1 FREE ad -- TOTAL OF 3 ADS

- 1 TAIL (21 inches by 84 inches with license plate cut-out): 40% discount. Retail price of \$250 x .60 = \$150 per month
- 1 EMPRESS AD (40 inches by 140 inches): 40% discount. Retail price of \$425 x .60 = \$255 per month
- 1 PARATRANSIT EMPRESS AD (25 inches by 188 inches): 40% discount. Retail price of \$375 per month -- FREE

TOTAL AD SPACE MONTHLY COST: \$405

PRODUCTION/INSTALLATION/REMOVAL PRICES

- 1 TAIL ad (21 inches by 84 inches with license plate cut-out) = \$325
- 1 EMPRESS ad (40 inches by 140 inches) = \$395
- 1 PARATRANSIT EMPRESS (25 inches by 188 inches) = \$390

TOTAL ONE-TIME PRODUCTION / INSTALLATION / REMOVAL COST = \$1,110

AD SPACE CAMPAIGN COST 6 x \$405 (7 th month FREE)	\$2,430
EFFECTIVE DISCOUNT (free month/discount/free ad)	67%
<u>PRODUCTION COSTS</u>	\$1,110
SCENARIO # 2 TOTAL CAMPAIGN COST	\$3,540

SCENARIO #3

4 Months / 40% Discount - TOTAL OF 4 ADS

- 1 TAIL (21 inches by 84 inches with license plate cut-out): 40% discount. Retail price of \$250 x .60 = \$150 per month
- 2 EMPRESS ADS (40 inches by 140 inches): 40% discount. Retail price of \$425 x .60 = \$255 per month x 2 ads = \$510 per month
- 1 PARATRANSIT EMPRESS AD (25 inches by 188 inches): 40% discount. Retail price of \$375 per month -- FREE

TOTAL AD SPACE MONTHLY COST: \$660

PRODUCTION/INSTALLATION/REMOVAL PRICES

- 1 TAIL ad (21 inches by 84 inches with license plate cut-out) = \$325
- 2 EMPRESS ad (40 inches by 140 inches) = \$395 x 2 = \$790
- 1 PARATRANSIT EMPRESS (25 inches by 188 inches) = \$390

TOTAL ONE-TIME PRODUCTION / INSTALLATION / REMOVAL COST = \$1,505

AD SPACE CAMPAIGN COST 4 x \$660	\$2,640
EFFECTIVE DISCOUNT (discount + free ad)	55%
<u>PRODUCTION COSTS</u>	\$1,505
SCENARIO # 3 TOTAL CAMPAIGN COST	\$4,145



STAFF REPORT

Date: March 3, 2026
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: Yolo Commute Marketing Plan for May is Bike Month (MIBM) 2026

May is Bike Month 2026 – Marketing Overview

This report summarizes Yolo Commute’s marketing plan for **May is Bike Month (MIBM) 2026**. The campaign consists of three phases designed to engage current members, promote incentives, and maximize participation with a primary focus on **new users**.

New Participant Incentive Allocation (April 1-15,2026)

- Yolo commute will allocate \$ **\$5,000 exclusively for first-time MIBM participants** during this two-week period.
- Any remaining funds after April 15 will roll into the **regular MIMB incentive fund** for all members.

Types of available incentives:

- \$150 Bike Accessories
- \$150 Bike Repair/Tune-Ups
- \$300 Standard Bicycle
- \$400 Electric Bicycle

Phase 1 - Member Awareness (March 1–31, 2026)

Audience: Current Yolo Commute members

Campaign Duration: March 1 – March 31, 2026

Strategy:

- **Email Marketing:** Sneak Peek newsletter via Mailchimp introducing MIBM 2026 and available incentives. Announce that sign-ups for reimbursement open April 1.

- **Social Media Promotion:** Preview posts linking to NorCal Go, Yolo Commute website and the newsletter.
- **Text Alerts:** Real-time updates to keep participants informed and encourage engagement throughout the month.

Phase 2 - Launch Incentive Sign-Ups (April 1-May 15,2026)

Audience: Current members, with special messaging for first-time participants

Campaign Duration: April 1 – May 15, 2025

Strategy:

- **Website Update:** Ensure Yolo Commute and NorCal Go display accurate incentive information, disclaimers, and sign-up instructions.
- **Email Marketing:** Distribute a “May is Bike Month” newsletter with:
 - Incentive details
 - Step-by-step guide for reimbursement (including receipt and photo submission)
 - Key disclaimers (e.g., purchases must be from local retailers; 45-day reimbursement wait period)
- **Social Media Engagement:** 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.

Phase 3 - Last Call (May 16-31,2026)

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

Audience: Current Yolo Commute members and new participants

Strategy:

- **Final Email Reminder:** Amount of remaining incentives, instructions to register, and key disclaimers
- **Social Media Reminders:**
 - Posts the day before and on the final day of to drive urgency and encourage last-minute participation.

Conclusion

By combining phased outreach with a dedicated allocation for new participants, Yolo Commute ensures a focused, inclusive, and engaging MIBM 2026 campaign. Emails, social media, text alerts, and website updates will maximize awareness, participation, and excitement for biking while supporting sustainable commuting in Yolo County.