# 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)

## September 1, 2026 / 9:30 am – 11:00 am

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZmE1NmJkMWEtMmNiNS00MmJlLTk5NTMtZjc4ZmQ1NDQzN2Yx%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: 7/15/2026**

3. **Marketing & Communications:**
   A. Commuter of the Year Winners
   B. Quarter 1 – Commuter Rewards Winner

4. **Operations:**
   A. Bi-Monthly Financials
   B. FY25/26 Annual Report
   C. FY26/27 Goals and Objectives
   D. Staff Activities

5. **Member Services:**

6. **Board Announcements**

7. **Staff Announcements**

## 8. Long Range Calendar and Upcoming Activities

LONG RANGE CALENDAR

| Month | Item |
|---|---|
| **Nov 2026** | MIBM Subcommittee Recommendation |
| | Countywide TDM Program Update |

UPCOMING ACTIVITIES

| Month | Item |
|---|---|
| | |
| | |

## 7. Adjourn

**Next Meeting Date:** November 3,2026

**Attachments:**

Agenda Items:
#2: Meeting Minutes
#4A: Bi-Monthly Financials
#4B: FY25/26 Annual Report
#4C:FY26/27 Goals and Objectives
#4D: Staff Activities

# 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)

## July 15, 2026 / 9:30 AM – 11:00 AM

**Directors Present**: Jennifer Donofrio (President, City of Davis); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Eden Winniford (YSAQMD)

**Directors Absent**: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Miguel Ballesteros (CalSTRS); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County)

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

**Other Present:** Lola Torney (YoloTD); Sam Blacklock (City of Davis)

### 1. Call to Order, Recognize Quorum

Meeting called to order at 09:40 AM with quorum.

### 2. Election of Officers for FY 26/27

Directors and staff discussed Director Winniford's (YSAQMD) status as a board member. It was determined that YSAQMD does have a seat on the Yolo Commute Board of Directors and that Director Winniford is a board member.

Director Donofrio made the motion, seconded by Director Bruchez to elect Director Donofrio as President, Director Bruchez as Vice-President, Director Schneider as Treasurer, and Director Winniford as Secretary.

AYES: All

NOES: None

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

ABSTAIN:

Discussion: Directors discussed which board members would be up for election.

### 3. Board Member Reappointments

A. Marta Wada
B. Claudine Schneider
C. Miguel Ballesteros

Director Donofrio made the motion, seconded by Director Bruchez to reappoint Director Wada (Cache Creek Resort), Director Schneider (Capitol Yards), and Director Ballesteros (CalSTRS) to the Yolo Commute Board of Directors.

AYES: All

NOES: None

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

ABSTAIN:

Discussion: Director Wada informed the board that her role at Cache Creek Resort may change and inquired about the possibility of being replaced on the Yolo Commute Board. Staff talked about the staggering and duration of terms.

### 4. Approve Meeting Minutes: 5/5/2026

Director Bruchez made the motion, seconded by Director Schneider to approve the Minutes from the May 5, 2026 board meeting.

AYES: All

NOES: None

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

ABSTAIN:

Discussion: Director Donofrio asked about attendance notation of board members that joined after specific votes versus being absent for the entire meeting. Staff explained the attendance notation.

5. **Operations:**

A. End-of-Year Financials

Staff went over the financial highlights; pointing out expenses that were over budget and expenses that were under budget. Staff said there is a higher carryover than planned. Carry over is almost $9,000.

B. Staff Activities

Staff highlighted work done with the E-bike Loan Program for the City of Woodland. Staff shared that changes to the Yolo Commute website are coming soon. Staff said the Commuter of the Year Award winners have been selected and that announcements will be coming soon. Director Donofrio asked if a press release announcing the Commuter of the Year Award winners is still planned. Staff answered yes and that more details about the winner's stories were needed before a press release could go out. Staff talked about attending the City of Davis employee picnic and signing people up for NorCal GO. Staff talked about work on two how-to videos.

C. Membership Dues Analysis & FY 26/27 Draft Budget

- Option 1: No changes to membership fees
- Option 2: 15% increase for inflation
- Option 3: 15% increase + new employer category
- Option 4: 20% increase
- Option 5: 25% increase

Staff presented usage of incentives versus membership dues as percentages per member organization. Staff then presented the different budget options with figures for each option. Staff presented additional options other than the 15% increase and 15% increase + new employer category (see Options 4 and 5 above). Director Donofrio asked if the board would like to discuss the May is Bike Month item before moving forward on a decision on the FY 26/27 Budget. Directors Schneider and Bruchez agreed that it is a good idea to discuss May is Bike Month before making a decision on the FY 26/27 budget.

Sam Blacklock (City of Davis) joined the meeting at 10:08 AM.

Returned to this item at 10:36 AM after discussing the May is Bike Month Incentive Program update item. Staff went through the possible budget outcomes for the available options. Director Donofrio asked what the cost difference would be for UC Davis in the new employer category versus the standard 15% increase. Staff said the new employer category would be an additional $1,500 annually for UC Davis above the 15% increase. Director Wada said she is in favor of Option 3 but would like Option 2 if Option 3 does not work out. Director Schneider said she thinks 15% is a good increase, adding that a new employer category may deter membership. Director Wada said a 15% increase is a fair amount. Director Bruchez said a 20% increase would be best, but that a 15% increase is good and reasonable. Directors discussed a cap on the amount of incentives a member organization can use if it is a lot higher than the membership fees paid; UC Davis was used as an example. Directors discussed adding the new employer category (Option 3) at some point in the future after further exploration by a subcommittee.

Director Bruchez made the motion, seconded by Director Wada to approve a 15% increase in membership dues for Yolo Commute member organizations (Option 3).

AYES: All

NOES: None

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

ABSTAIN:

Discussion: Adding the new employer category (Option 3) will be explored by a subcommittee.

6. **Marketing & Communications:**
   A. Approval of Final Yolobus Exterior Advertising Design

The board skipped ahead to May is Bike Month Incentive Program update before addressing this item.

Staff presented the updated graphics for the upcoming Yolobus exterior advertising campaign. Staff highlighted slogan options based on feedback from a previous Yolo Commute board meeting. The directors liked the slogan "Greener Commutes, Greater Rewards!". Director Bruchez suggested turning the graphics into bumper stickers.

Director Bruchez made the motion, seconded by Director Donofrio to approve Yolobus exterior advertising graphics with the slogan "Greener Commutes, Greater Rewards!".

AYES: All

NOES: None

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

ABSTAIN:

Discussion: None

7. **Member Services:**
   A. FY 25/26 May is Bike Month Incentive Program Update
      - Final Results
      - Board Priorities for Future Cycles
      - Establish MIBM Subcommittee

Staff presented the results for FY 25/26 May is Bike Month. Staff added that May is Bike Month came in a little under budget due to issues with member's applications and purchases. Staff highlighted how many participants were new vs repeat. Staff discussed efforts to make the May is Bike Month program more equitable. Staff talked about the establishment of a May is Bike Month subcommittee to find a way to make the May is Bike Month Incentive Program more equitable. Staff said one possibility is to set aside a certain amount of May is Bike Month funding for each member organization. Director Bruchez said he wants to see more new participants in the program and focus the program on Yolo County. Directors Donofrio and Bruchez talked about focusing on using bikes for commuting rather than leisure rides. Director Bruchez discussed a possible cap on the dollar amount members can redeem for May is

Bike Month. Director Schneider expressed some concerns about a cap on the dollar amount pushing some members away from using their bikes. Director Bruchez floated the idea of a dedicated bike rider fund when the Yolo80 funding becomes available. Director Donofrio suggested making a specific amount of funding available to each member organization for a set amount of time. Director Bruchez mentioned basing the incentive on income level, using the Yolo County e-bike incentive program as an example. Director Wada asked if a high-income member could donate the incentive to someone else that needs it more. Staff said awareness about the program is more important for those with lesser means.

The May is Bike Month Subcommittee will include Director Donofrio, Director Schneider, and Director Bruchez. Staff will attend the subcommittee meetings. Staff said the subcommittee is limited to four members otherwise it will be a quorum.

### 8. Board Announcements

Director Schneider asked if anyone is going to the ACT conference in Philadelphia. Director Schneider said the conference is going to be in-person only. Director Schneider added more details about the conference. Director Schneider said that TDM Week is coming up in September and added ideas for Yolo Commute to participate. Director Bruchez said that UC Davis is replacing its EV chargers on campus and will be paying per kilovolt; adding that the free charging on weekend loophole will be closed. Director Schneider said that she wants to put together a subcommittee for an equity ACT membership. Director Schneider asked if any of the other board members are interested in being part of the subcommittee. Director Donofrio said it will be cool to share videos during the ACT conference.

### 9. Staff Announcements

Staff thanked the board members for their time and support of Yolo Commute. Staff announced that board members will be receiving a gift to celebrate their service to Yolo Commute.

- Madison – Pacific Coast Producers Vanpool Startup Planning

Staff announced that they are working on creating a vanpool program for Pacific Coast Producers employees that live at the Madison Migrant Center. Director Wada shared the Cache Creek Resort has a vanpool program for employees that live in the Yuba City area. Director Wada added the vanpool program is a great idea, but there are some challenges running a vanpool program. Director Wada offered to share insights into their vanpool program with staff.

### 10. Long Range Calendar and Upcoming Activities

LONG RANGE CALENDAR

| Month | Item |
|---|---|
| **Sep 2026** | Annual Report FY25/26 |
| | Yolo Commute Goals FY26/27 |
| | Countywide TDM Program Update |
| **Nov 2026** | MIBM Subcommittee Recommendation |
| | |

**11. Adjourn**

Meeting adjourned at 11:07 AM.

**Next Meeting Date:** Sep 1,2026

**FY 2026/2027 Budget**

| Item | FY 26/27 Budget | Actuals to Date | Balance | Cleared | Uncleared |
|---|---|---|---|---|---|
| **REVENUE** | | | | | |
| Carryover from FY 25/26 | $ 8,873.40 | $ 8,873.40 | $ - | $ 8,873.40 | $ - |
| Membership Dues | $ 27,514.00 | $ - | $ 27,514.00 | | |
| Corpay One Rebate | $ 100.00 | $ 57.08 | $ 42.92 | $ 57.08 | $ - |
| **Total Revenue** | **$ 36,487.40** | **$ 8,930.48** | **$ 27,556.92** | **$ 8,930.48** | **$ -** |

| Item | FY 26/27 Budget | Actuals to Date | Balance | Cleared | Uncleared |
|---|---|---|---|---|---|
| **EXPENSES** | | | | | |
| **Member Services** | | | | | |
| Incentives & Programs 2027 | $ 23,750.00 | $ 1,225.00 | $ - | $ 1,225.00 | $ - |
| *Commuter Rewards Program* | *$ 2,100.00* | *$ 525.00* | | *$ 525.00* | *$ -* |
| *Commuter of the Year* | *$ 700.00* | *$ 700.00* | | *$ 700.00* | *$ -* |
| *GRH* | *$ 250.00* | *$ -* | | | |
| *Bicycle Education* | *$ 100.00* | *$ -* | | | |
| *Transit TRIP* | *$ 2,000.00* | *$ -* | | | |
| *MIBM 2026 Incentives* | *$ 18,600.00* | *$ -* | | | |
| **Total** | **$ 23,750.00** | **$ 1,225.00** | **$ -** | **$ 1,225.00** | **$ -** |
| **Marketing and Promotions** | | | | | |
| Website Maintenance | $ 250.00 | $ - | | | |
| Promotional Materials | $ 1,300.00 | $ - | | | |
| Travel Survey Reward | $ 200.00 | $ - | | | |
| Social Media | $ 300.00 | $ - | | | |
| Mailchimp Subscription | $ 750.00 | $ 103.00 | | $ 103.00 | $ - |
| HR Transportation & Benefits Workshop | $ 400.00 | $ - | | | |
| On-Bus Advertising | $ 3,540.00 | $ 1,110.00 | | $ 1,110.00 | $ - |
| **Total** | **$ 6,740.00** | **$ 1,213.00** | **$ -** | **$ 1,213.00** | **$ -** |
| **Operations** | | | | | |
| E-Bike Maintenance & Repair | $ 500.00 | $ - | | | |
| Dues & Subscriptions (non-marketing) | $ 900.00 | $ 1,225.00 | | $ 1,225.00 | $ - |
| Web Domain Hosting | $ 385.00 | $ - | | | |
| Insurance | $ 500.00 | $ - | | | |
| Postage and Shipping | $ 200.00 | $ - | | | |
| Taxes & Licenses | $ 950.00 | $ - | | | |
| **Total** | **$ 3,435.00** | **$ 1,225.00** | **$ -** | **$ 1,225.00** | **$ -** |
| **Expenses Total** | **$ 33,925.00** | **$ 3,663.00** | **$ -** | **$ 3,663.00** | **$ -** |
| **CARRYFORWARD** | | | | | |
| Profit/Loss | $ (6,311.00) | $ (3,605.92) | | | |
| Profit/Loss % | -23% | | | | |
| Balance (WA Bank) | | $ 5,267.48 | | | |
| Balance (w/uncleared) | $ 2,562.40 | $ 5,267.48 | | | |

# STAFF REPORT

**Date:** September 1, 2026

**To:** Yolo Commute Board of Directors

**From:** Brenda Lomeli, Coordinator

**Subject:** FY2025/26 Annual Report

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**Recommendations:**

Approve FY2025/26 Annual Report with any suggested revisions.

**Background:**

Article VII of Yolo Commute's bylaws require "An annual report shall also be made to the membership at a scheduled and noticed meeting."

Attached for Board approval is a draft FY 2025/26 Annual Report.

**Attachments:**

1. FY2025/26 Annual Report

# STAFF REPORT

**Date:** September 1, 2026

**To:** Yolo Commute Board of Directors

**From:** Brenda Lomeli, Coordinator

**Subject:** FY26/27 Goals, Objectives, and Performance Measures

## Recommendation

Approve the FY 2026/27 Goals, Objectives, and Performance Measures Work Plan.

## Background

Yolo Commute continues to support member organizations and their employees through transportation demand management programs, incentives, outreach, education, and commuter support services. The FY 2026/27 Work Plan builds on existing programs while introducing new initiatives designed to increase member engagement, expand participation, encourage commuters to use transportation options other than driving alone, and advance sustainable transportation throughout Yolo County.

## Performance Measures

| Performance Measure | FY 2026/27 Target |
|---|---|
| **NorCal GO Sign-Ups** | Maintain at least 700 registered members. |
| **Employer Membership** | Recruit two new employer member organizations. |
| **Text Alerts** | Increase subscribers from 178 to 225. |

| Performance Measure | FY 2026/27 Target |
|---|---|
| **Member Communications** | Distribute 12 monthly newsletters and four quarterly program updates. |
| **Member Outreach** | Attend at least seven-member organization outreach events. |
| **Community Outreach** | Participate in at least three community events. |
| **E-Bike Loan Program** | Increase the total mileage recorded through the E-Bike Loan Program by 10 percent compared with FY 2025/26. |
| **May Is Bike Month** | Provide May Is Bike Month incentives to at least 50 percent of first-time participants. |
| **Awards** | Receive nominations from at least six member organizations for the Commuter of the Year and Yolo Commute Champion Awards. |

## Goals and Objectives

### Member Services

#### Continuing Existing Programs

- **Guaranteed Ride Home Program:** Continue offering reimbursement for up to six emergency rides per participant each year, with a maximum reimbursement of $50 per trip. This program helps remove a key barrier to sustainable commuting by ensuring participants have a reliable ride home when unexpected circumstances arise.
- **Bicycle Education Program (CyclingSavvy):** Continue offering bicycle safety and education opportunities that help participants become safer and more confident riders.
- **May Is Bike Month Incentive Program:** Continue focusing the program on new participants across member organizations while increasing awareness of available incentives.
- **E-Bike Loan Program:** Work closely with member liaisons to increase participation and allow employees to experience e-bike commuting firsthand.
- **HMP E-Moped Discount Program:** Continue promoting affordable, low-emission transportation alternatives.
- **SPIN Mobility Quarterly Pass Program:** Continue offering discounted quarterly passes and promoting first-mile/last-mile transportation solutions.
- **Commuter of the Year Awards:** Continue recognizing outstanding commuters through awards, press releases, newsletters, and social media.

## Launch New Initiatives

- **Yolo Commute Champion Award:** Recognize employer member organizations that actively support sustainable commuting and encourage employee participation in Yolo Commute programs.
- **May Is Bike Month Incentive Restructuring:** Establish a committee to improve equity, accessibility, and fairness in incentive distribution and participation opportunities.
- **Yolobus Discount Transit Pass Program:** Reestablish a discounted transit pass option by exploring a partnership with Yolobus.
- **Incentives and Programs Promotion:** Promote Yolo Commute's nine incentives and programs by highlighting one incentive or program each month throughout the fiscal year. The goal is to increase awareness, participation, and engagement through dedicated monthly marketing and outreach.
- **Travel Behavior Survey:** Launch an ongoing survey through NorCal GO to collect updated information on members' commuting habits and travel behavior throughout the year. The results will help inform and improve future Yolo Commute programs.

## Marketing and Promotions

- **Website and Social Media Management:** Keep website content current and publish regular social media updates highlighting programs, incentives, success stories, and transportation resources.
- **Member Outreach Events:** Attend at least 50 percent of member organization events when invited to promote programs, incentives, and transportation resources.
- **Community Events:** Participate in at least three community events to increase awareness of Yolo Commute and sustainable transportation options.
- **Newsletters and Communications:** Distribute 12 monthly newsletters and four quarterly updates featuring program information, events, deadlines, incentives, and success stories.
- **Website Improvements:** Continue improving website usability, navigation, and accessibility so members can easily locate applications, incentives, and resources.
- **Annual Meeting:** Continue improving the Yolo Commute Annual Lunch by involving two Board members in planning and shaping the event. The goal is to create a more engaging, informative, and memorable event that strengthens relationships with member organizations, human resources representatives, and staff coordinators while increasing awareness of the programs and services Yolo Commute offers employees.

## Operations

### Board Engagement

- Distribute meeting packets at least three days before each meeting.
- Preschedule meeting dates for the fiscal year.

- Include a long-range calendar in each agenda packet.
- Notify all employer liaisons of upcoming Board meetings.

**Membership Development**

- Recruit two new employer member organizations.

**Fiscal Impact**

Implementation of the FY 2026/27 Work Plan will be accomplished within the approved budget.

**Conclusion**

Approval of the Work Plan will provide staff with clear direction and measurable performance targets for FY 2026/27.

# Staff Activities July 15 – August 27, 2026




| Date | Activity | Category | FY |
|---|---|---|---|
| 7/15/2026 | Yolo Commute Expansion/ WSP | Operations | 26/27 |
| 7/16/2026 | Meet with Commute with Enterprise re establishing vanpool and membership with Pacific Coast Producers | Membership Development | 26/27 |
| 7/23/2026 | July Newsletter: Celebrating a Year of Progress: A Look Back | Marketing and Promotions | 26/27 |
| 8/4/2026 | Yolo Commute Expansion/ WSP | Operations | 26/27 |
| 8/5/2026 | NorCal ACT: FW: Invitation: SJCOG Speaker Series — Beyond the Commute \| August | Operations | 26/27 |
| 8/6/2026 | Delivered annual appreciation gifts to multiple Yolo Commute Board members. | Operations | 26/27 |
| 8/11/2026 | Delivered annual appreciation gift to a Yolo Commute Board member. | Operations | 26/27 |
| 8/12/2026 | Meet with Aldrete Communications -Yolobus Ad | Marketing and Promotions | 26/27 |
| 8/13/2026 | AMPO Session Coordination Second Meeting | Operations | 26/27 |
| 8/15/2026 | Distributed the Commuter of the Year press release to media outlets throughout Yolo County. | Marketing and Promotions | 26/27 |
| 8/18/206 | SMS Text Alert: CyclingSavvy Bicycle Education | Marketing and Promotions | 26/27 |
| 8/24/2026 | Contacted Ken's Bike-Ski-Board regarding an e-bike recall arranging a drop-off appointment. | Member Services | 26/27 |
| 8/24/2026 | Yolo Commute Expansion/ WSP | Operations | 26/27 |
| 8/20/2026 | Approved the final mockups for the Yolobus advertisements prepared by Aldrete Communications. | Marketing and Promotions | 26/27 |
| 8/25/2026 | August Newsletter: Small Choices. Big Impact. | Marketing and Promotions | 26/27 |
| 8/26/2026 | Coordination with City of Davis Sustainability staff on membership promotion to homeowners associations | Membership Development | 26/27 |
| 8/27/2026 | Yolo Commute Coordinations Board Meeting | Operations | 26/27 |
| 8/27/2026 | Delivered annual appreciation gift to a Yolo Commute Board member. | Operations | 26/27 |
| 8/27/2026 | Invited Commuter of the Year Award Winners to the 9/1/2026 Yolo Commute Board Meeting | Operations | 26/27 |