Board of Directors Meeting

AGENDA

Directors: Jennifer Donofrio (President, City of Davis); Jeff Bruchez (Vice-President, UC Davis); Rosie Ledesma (City of Woodland); Miguel Ballesteros (CalSTRS); Claudine Schneider (Capitol Yards); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Eden Winniford (YSAQMD); Ken Bradford (Ken's Bike-Ski-Board)

November 3, 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: 9/1/2026**

3. **Marketing & Communications:**
   A. Discount Transit Pass Program
   B. Spot Our Bus Ad Campaign

4. **Operations:**
   A. Recommendation to Update May Is Bike Month Incentive Rules for 2027
   B. Bi-Monthly Financials
   C. Staff Activities

5. **Member Services:**

6. **Board Announcements**

7. **Staff Announcements**
   - Yolo Commute Expansion

8. **Long Range Calendar and Upcoming Activities**

LONG RANGE CALENDAR

Month	Item
Jan 2027	Yolo Commute Expansion Presentation

9. Adjourn

Next Meeting Date: January 5,2027

Attachments:

Agenda Items:
#2: Meeting Minutes
#4A: Recommendation to Update May Is Bike Month Incentive Rules for 2027
#4B: Bi-Monthly Financials
#4C: Staff Activities
#NorCal Go- Dashboard Activities Report

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)

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

Directors Present: Jennifer Donofrio (President, City of Davis); Rosie Ledesma (Vice-President, 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: Ken Bradford (Ken's Bike-Ski-Board); Marta Wada (Cache Creek Resort)

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

Other Present: Cory Frost (City of Davis), Duncan McMartin (Yolo County)

1. Call to Order, Recognize Quorum

Meeting called to order at 09:32 AM with quorum.

2. Approve Meeting Minutes: 7/15/2026

Director Bruchez made the motion, seconded by Director Winniford to approve the Minutes from the July 15, 2026 board meeting.

AYES: All

NOES: None

ABSENT: Ken Bradford (Ken's Bike-Ski-Board); Marta Wada (Cache Creek Resort)

ABSTAIN: Rosie Ledesma (Vice-President, City of Woodland); Miguel Ballesteros (CalSTRS); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County)

Discussion: None

The 2026 Commuter of the Year Award winners were recognized for their achievements. Cory Frost (City of Davis) started by giving background about his commute story followed by Duncan McMartin (Yolo County). Directors Donofrio and Wraithwall talked about the winners and their appreciation for them.

Cory Frost (City of Davis) and Duncan McMartin (Yolo County) left the meeting at 9:43 AM.

Staff announced the Commuter Rewards winners for the (April to June 2026) quarter.

3. Operations:

A. Bi-Monthly Financials

Staff announced the increased membership dues that were approved at the last board meeting. Staff said that payments have been made for the Yolobus Advertising campaign with one more payment left. Staff said that ACT membership dues were carried for Director Donofrio, and the cost was added to Yolo Commute membership dues.

B. FY25/26 Annual Report

Staff presented the FY 25/26 Annual Report going through the contents with the board members. Director Donofrio added that she likes the FY 25/26 Annual Report. Director Donofrio said the FY 25/26 Annual Report shows that Yolo Commute has done a lot with its budget. Staff referred to SACOG switching to Agile Mile (NorCal GO), stating it has been exceptional and that Yolo Commute will rely on Agile Mile when Yolo Commute incentives are available countywide in 2028. Staff provided an update on the progress and upcoming meetings for the planned countywide TDM expansion tied to the Yolo 80 Managed Lanes Project. Director Wraithwall asked what program was used to create the FY 25/26 Annual Report; staff answered Adobe InDesign. Staff said the FY 25/26 Annual Report will be used to present Yolo Commute metrics to the YoloTD Board of Directors ahead of the Yolo 80 Managed Lanes Project funding transition.

C. FY26/27 Goals and Objectives

Staff went through the goals for the current fiscal year, adding that an effort was made to have measurable goals. Director Donofrio said the goal for acquiring new Yolo Commute member organizations will be to reach out to HOAs. Director Donofrio said that Sam Blacklock (City of Davis) will be reaching out to HOAs and that he created a draft template email for outreach to HOAs. Director Donofrio added that the draft template email can be shared with anyone that is interested; Director Wraithwall stated that she is interested. Staff said they are willing to support board members in their efforts to recruit new Yolo Commute member organizations. Staff shared upcoming events that are scheduled. Director Donofrio said that CyclingSavvy has an e-bike education course and wants staff to reach out to them to see if Yolo Commute can include the e-bike education course as an incentive. Staff went through new initiatives that are planned for the current fiscal year, including a new Yolo Commute Champion Award to recognize member organizations for their sustainable commuting achievements. Staff announced that work is being done to release a travel behavior survey. Director Schneider asked if anyone has any questions they want her to add to the travel survey she is preparing for Capitol Yards residents.

D. Staff Activities

Staff presented the staff activities that have occurred since the last board meeting. Staff added that gifts have been delivered to the board members to show appreciation for their work with Yolo Commute. Staff announced that the Yolo Commute Yolobus advertisements are now on the buses in circulation. Staff added that the Specialized e-bikes that were waiting for recall repairs are ready to go to the shop for the repairs to be completed.

4. Marketing & Communications:

A. Commuter of the Year Winners

This item occurred at the beginning of the meeting.

B. Quarter 1 Commuter Rewards Winners

This item occurred at the beginning of the meeting.

5. Member Services

Skipped, no items

6. Board Announcements

Director Schneider shared her experience at the ACT Conference in Philadelphia. Director Schneider added that TDM Week is coming up and it will be virtual. Director Schneider said that next year's ACT Conference will be in Anaheim, CA. Director Schneider said the plan is to collaborate with the So Cal chapter to make a big showing for the California ACT chapters. Director Schneider added that Spring into TDM is being moved to the Fall, happening in Fall 2027. Director Donofrio asked about the timing of the ACT conference in Anaheim. Director Schneider said it is usually the first weekend of August and that this year it happened at the end of July into August. Director Schneider said the Nor Cal ACT chapter has scholarships to cover travel fees to attend the ACT conference. Director Schnider wants to put together a committee for an equity scholarship to help cover costs of attending the ACT conference.

Staff announced that they will be presenting at the AMPO Conference in Sacramento on the week of September 14th.

Director Schneider said that she will be working with SacRT to extend transportation to Metro Air Park, adding that SacRT's Route 142 to the airport may be removed since Yolobus already has Route 42 that goes to the airport.
Director Donofrio said that the May is Bike Month subcommittee will be meeting later in the day after the board meeting.

Director Wraithwall gave an update on Yolo County's E-bike Voucher Program. Director Wraithwall added that there was a bit of a sticking point with bike shops when it came to the county's e-bike voucher program and Class 2 vs Class 3 e-bikes. Director Wraithwall added that they wanted to stick with Class 1 and Class 2 e-bikes for the program. Director Wraithwall said there are currently 1,200 low-income residents on the e-bike voucher waitlist and that they may consider a future round of funding. Director Donofrio asked about class 3 e-motos, and Director Wraithwall said the concern regarding e-motos is how they are classified and regulated, adding that the safety concern is e-motos. Director Rosen said added that Class 3 e-bikes are meant for people that are 18 and up. Director Bruchez said that he is interested in seeing how the Class 2 vs Class 3 e-bikes situation is handled. Director Bruchez highlighted the issue of Class 2 e-bikes that can be unlocked to have the performance of Class 3 e-bikes. Director Wraithwall mentioned how the CARB e-bike program had issues with e-motos being on the list of approved e-bikes. Director Donofrio said there is a bill on the Governor's desk waiting to be signed to allow cities to implement speed limits on multiuse pathways.

Director Donofrio said that Director Bruchez will head the November 3 Yolo Commute Board Meeting because she will be out of town.

7. Staff Announcements

Staff gave their announcement during the Board Announcements item.

8. Long Range Calendar and Upcoming Activities

LONG RANGE CALENDAR

Month	Item
Nov 2026	MIBM Subcommittee Recommendation
	Countywide TDM Program Update

7. Adjourn

Meeting adjourned at 10:47 AM.

Next Meeting Date: November 3, 2026

STAFF REPORT

Date: November 3, 2026

To: Yolo Commute Board of Directors

From: Brenda Lomeli, Coordinator

Subject: Recommendation to Update May Is Bike Month Incentive Rules for 2027

Recommendations:

Approve the revised eligibility rules for the May Is Bike Month (MiBM) incentive program, as recommended by the MiBM committee.

Background:

Yolo Commute convened a committee to discuss restructuring the MiBM incentive program. Committee members included Claudine Schneider, Jeff Bruchez, and Jennifer Donofrio.

The committee focused on creating a sustainable program that gives employees across all member organizations a fair opportunity to benefit from the incentives.

Discussion:

The committee recommends the following eligibility rules, effective January 1, 2025:

- Each participant may receive up to two incentives during any five-year period: one bicycle incentive and one accessory, tune-up, or repair incentive.
- A participant may not receive more than one bicycle incentive or more than one accessory, tune-up, or repair incentive during the same five-year period.
- Incentives received before January 1, 2025, do not count toward the five-year limit.

- From April 1 through April 30, MiBM incentives are available only to new participant members.
- Beginning May 1, incentives are available to all eligible members, subject to availability and the five-year limits.

These rules are intended to support the program's long-term sustainability while providing equitable access to incentives across Yolo Commute member organizations. After the 2027 program, staff will evaluate participation and incentive distribution by organization to determine whether the revised rules improve access. If disparities remain, staff will present options to the Board, including organization-based allocations.

Fiscal Impact:
Incentives will remain subject to available program funding and inventory. The revised eligibility rules do not change the program's overall funding allocation.

Recommendations:
Provide feedback on the proposed changes to the May Is Bike Month incentive rules for 2027. The Board will consider the feedback and take action at its next meeting.

Bi-Monthly Financials – November 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	$ 11,175.00	$ 16,339.00	$ 11,175.00	$ -
Corpay One Rebate	$ 100.00	$ 103.18	$ (3.18)	$ 103.18	$ -
Total Revenue	**$ 36,487.40**	**$ 20,151.58**	**$ 16,335.82**	**$ 20,151.58**	**$ -**
Item	**FY 26/27 Budget**	**Actuals to Date**	**Balance**	**Cleared**	**Uncleared**
EXPENSES					
Member Services					
Incentives & Programs 2027	$ 23,750.00	$ 1,750.00	$ 22,000.00	$ 1,750.00	$ -
Commuter Rewards Program	*$ 2,100.00*	*$ 1,050.00*	*$ 1,050.00*	*$ 1,050.00*	*$ -*
Commuter of the Year	*$ 700.00*	*$ 700.00*	*$ -*	*$ 700.00*	*$ -*
GRH	*$ 250.00*	*$ -*	*$ 250.00*		
Bicycle Education	*$ 100.00*	*$ -*	*$ 100.00*		
Transit TRIP	*$ 2,000.00*	*$ -*	*$ 2,000.00*		
MIBM 2026 Incentives	*$ 18,600.00*	*$ -*	*$ 18,600.00*		
Total	**$ 23,750.00**	**$ 1,750.00**	**$ 22,000.00**	**$ 1,750.00**	**$ -**
Marketing and Promotions					
Website Maintenance	$ 250.00	$ -	$ 250.00		
Promotional Materials	$ 1,300.00	$ -	$ 1,300.00		
Travel Survey Reward	$ 200.00	$ -	$ 200.00		
Social Media	$ 300.00	$ -	$ 300.00		
Mailchimp Subscription	$ 750.00	$ 257.50	$ 492.50	$ 206.00	$ 51.50
HR Transportation & Benefits Workshop	$ 400.00	$ -	$ 400.00		
On-Bus Advertising	$ 3,540.00	$ 3,540.00	$ -	$ 3,540.00	$ -
Total	**$ 6,740.00**	**$ 3,797.50**	**$ 2,942.50**	**$ 3,746.00**	**$ 51.50**
Operations					
E-Bike Maintenance & Repair	$ 500.00	$ 103.18	$ 396.82	$ 103.18	$ -
Dues & Subscriptions (non-marketing)	$ 900.00	$ 1,225.00	$ (325.00)	$ 1,225.00	$ -
Web Domain Hosting	$ 385.00	$ -	$ 385.00		
Insurance	$ 500.00	$ -	$ 500.00		
Postage and Shipping	$ 200.00	$ 58.78	$ 141.22	$ 58.78	$ -
Taxes & Licenses	$ 950.00	$ -	$ 950.00		
Total	**$ 3,435.00**	**$ 1,386.96**	**$ 2,048.04**	**$ 1,386.96**	**$ -**
Expenses Total	**$ 33,925.00**	**$ 6,882.96**	**$ 26,990.54**	**$ 6,882.96**	**$ 51.50**
CARRYFORWARD					
Profit/Loss	$ (6,311.00)	$ 4,395.22			
Profit/Loss %	-23%				
Balance (WA Bank)		$ 13,217.12			
Balance (w/uncleared)	$ 2,562.40	$ 13,268.62			

Staff Activities September – November 1, 2026



Date	Activity	Category	FY
11/1/2026	Quarterly Update (October-December 2026)	Marketing and Promotions	26/27
10/29/2026	Send NorCal GO Users a Message About the Yolo Commute Bus Ad Raffle	Marketing and Promotions	26/27
10/29/2026	Agenda Coordination Meeting with Vice-President	Operations	26/27
10/27/2026	NorCal Go Regional Forum: Yolo Commute Presentation	Marketing and Promotions	26/27
10/27/2026	SMS Text Alert: Guaranteed Ride Home (GRH)	Marketing and Promotions	26/27
10/26/2026	Transit Connect Discussion: Discount Transit Pass Program	Operations	26/27
10/22/2026	Yolo Commute Expansion: Bicycle Trip Verification Technology	Operations	26/27
10/22/2026	Yolo Commute Expansion: Ride Panda	Operations	26/27
10/15/2026	Yolo Commute Expansion: NorCal Go / Agile Mile Platform Capabilities	Operations	26/27
10/15/2026	CalACT Webinar: Ethical AI Use in TDM Marketing	Operations	26/27
10/14/2026	Yolo Commute Expansion: Bicycle Trip Verification Technology	Operations	26/27
10/9/2026	October Newsletter: Yolo Commute Board of Directors Appreciation	Marketing and Promotions	26/27
10/8/2026	Yolo Commute Expansion :UCOP Program Discusssion	Operations	26/27
10/5/2026	Commuter Rewards Winner	Marketing and Promotions	26/27
10/1/2026	SMS Text Alert: See Our Bus Ad!	Marketing and Promotions	26/27
10/1/2026	Bus AD Raffle Social Media Post	Marketing and Promotions	26/27
10/1/2026	Bus AD Raffle Pop-Up	Marketing and Promotions	26/27
9/30/2026	50 Corridor + Sac TMA Sustainable Transportation Fair	Marketing and Promotions	26/27
9/29/2026	Yolo Commute Expansion/ WSP	Operations	26/27
9/24/2026	Member Outreach: Cache Creek	Marketing and Promotions	26/27
9/22/2026	Yolo Commute Expansion/ Ride Panda	Operations	26/27
9/17/2026	September Newsletter: What's Ahead for Yolo Commute	Marketing and Promotions	26/27
9/17/2026	Text Alert: Commuter Rewards	Marketing and Promotions	26/27
9/17/2026	AMPO Conference Session: "Beyond the CMP: Turning Regional TDM Strategy into Real-World Mobility Programs"	Marketing and Promotions	26/27
9/17/2026	Dropped Off Second E-bike Charger to Yolo County HHSA	Member Services	26/27
9/16/2026	Member Outreach: Yolo County Annual Health Fair	Member Services	26/27
9/16/2026	Picked Up Velotric E-bike from Foy's Bike Shop	Operations	26/27
9/14/2026	Picked Up Specialized E-bikes at Ken's Bike Shop After Warranty Repairs Completed	Operations	26/27
9/14/2026	Dropped Off Specialized E-bikes to Yolo County HHSA and Picked Up Velotric E-bike	Member Services	26/27
9/14/2026	Yolo Commute Expansion: Norcal GO Dandyhorse	Operations	26/27
9/14/2026	Dropped Off Velotric E-bike to Foy's Bike Shop to Repair Two Flat Tires	Operations	26/27
9/10/2026	July-September 2026 Quarterly Update Sent Out	Marketing and Promotions	26/27
9/8/2026	Dropped Off Specialized E-bikes at Ken's Bike Shop for Warranty Repairs	Operations	26/27
9/3/2026	Yolo Commute Invoices mailed out.	Operations	26/27
9/1/2026	Text Alert: Commuter Rewards	Marketing and Promotions	26/27

agile mile

Select Members

Affiliated with: Any organization

Based on: Live or commute location

Who live: in | Greater Sacramento Region | or

Who commute: to | Greater Sacramento Region

Select Date Range

Time period: Monthly

Start date: Jul | 26

End date: Oct | 26

Select Branding

Branding: NorCal GO

Co-branding: Yolo Commute

TOTALS (AS OF THE END DATE)

Total accounts created	721	
Total accounts deleted	0	
Total members	721	(51% prev. dr. alone)
Accounts with trips	289	(49% prev. dr. alone)
Male / female	42% / 52%	(6% other / unknown)
Organizations	31	

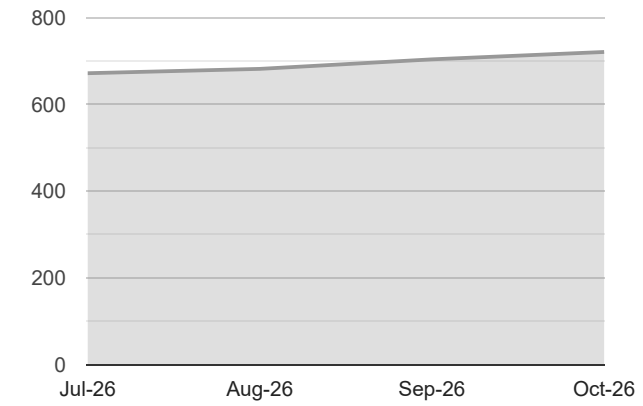
DURING THE PERIOD

New members	53	(48% prev. dr. alone)
Active members	223	(45% prev. dr. alone)
Deleted accounts	0	

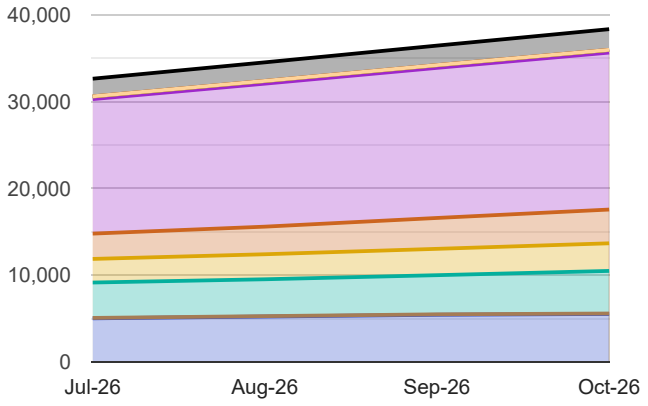
Commutes	Non drive alone	Carpool
Recorded trips	6,037	727
Participants	102	12
Avg trip distance (mi)	13.5	25.6
Avg vehicle occupancy	-	2.5
Reduced trips	6,816	857
Reduced miles (VMT)	87,109	22,221
Gallons of gas saved	3,780	920
Reduced NOx (lbs)	114	29.1
Reduced VOC (lbs)	113	28.8
Reduced PM 2.5 (lbs)	1.67	0.43
Reduced CO (tons)	0.30	0.08
Reduced CO2 (tons)	37.0	9.01
Money saved	$65,729	$16,775
Calories burned	561,369	-

Rewards redeemed	$500
Redemptions	290

Members | total



Recorded trips | all trips | all modes | all members | cumulative



Carpool Bike Telecommute Drive alone
Vanpool Walk Comp Week Brown Bag

Parking spots saved	35	avg per week day



APP USAGE

Web app	85	number of members who signed in to the web app during the specified period
iOS app	85	number of members who signed in to the iOS app during the specified period
Android app	23	number of members who signed in to the Android app during the specified period
Web app (%)	44%	percent of members who signed in to the web app during the specified period
iOS app (%)	44%	percent of members who signed in to the iOS app during the specified period
Android app (%)	12%	percent of members who signed in to the Android app during the specified period
Web app (total)	584	number of members who signed in to the web app as of the end date
iOS app (total)	280	number of members who signed in to the iOS app as of the end date
Android app (total)	61	number of members who signed in to the Android app as of the end date
Web app (total %)	63%	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 %)	7%	percent of members who signed in to the Android app as of the end date

Staff Activities

Sep-Oct 2026



Sustainable Transportation Fair



Cache Creek Casino



Yolo County Health Fair



Spot Our Bus Ad!

Snap a photo or selfie with the ad. Post it, tag Yolo Commute, and you'll be entered in our monthly **gift card** drawing!

Tag us on Facebook, Instagram, or X: **@yolocommute**