



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); Cody Hess (YSAQMD)

September 3, 2024 / 11:00 am – 1:00 pm

BOARD RETREAT

Location: Davis Senior Center (646 A St. Davis, CA 95616)

- 1. Call to Order, Recognize Quorum, Introductions and Announcements**
 - A. Board Announcements
 - B. Staff Announcements
- 2. Approve Meeting Minutes: 7/9/2024**
- 3. Reappointment of Director Bradford**
- 4. Operations:**
 - A. Staff Activities
 - B. Bi-Monthly Financials
 - C. FY 23/24 Annual Report

RETREAT DISCUSSION

- 5. Member Services:**
 - A. Discussion of Existing Programs and Incentives
 - B. Best Practices Programming Possibilities
- 6. Marketing & Communications:**
 - A. Sequential Behavior Change Messaging
- 7. Long Range Calendar**

Month	Item
October 1	Annual HR Brunch
November 5	Yolo County TDM Program Organizational Study
	ACT TDM Accreditation

Next Meeting Date: November 5, 2024

Attachments:

Agenda Item:

2: Meeting Minutes

4A: Staff Activities

4B: Bi-Monthly Financials

4C: FY23/24 Annual 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); Gabe Gandara (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County); Cody Hess (YSAQMD)

July 9, 2024 / 9:30 - 11 am

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

Directors Present: Jennifer Donofrio (President, City of Davis); Rosie Ledesma (Vice-President, City of Woodland); Gabe Gandara (CalSTRS); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Cody Hess (YSAQMD)

Directors Absent: Ken Bradford (Ken's Bike-Ski-Board); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County)

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

Other Present: Miguel Ballesteros (CalSTRS); Sareena Rai (City of Davis); Julia Olsen (Yolo County)

1. Call to Order, Recognize Quorum, Introductions and Announcements

The meeting was called to order at 9:33 AM with Quorum.

A. Board Announcements

Director Gandara announced that Miguel Ballesteros will be taking his place. Miguel Ballesteros was present during the meeting and introduced himself to the board. Director Gandara thanked everyone for his time with

Yolo Commute. Sareena Rai was present during the meeting and introduced by Director Donofrio as the new Active Transportation Coordinator for the City of Davis.

B. Staff Announcements

Staff announced approval of the Yolo80 Managed Lanes Project Environmental Impact Report (EIR), transfer of INFRA funds to Caltrans for the Yolo80 project, and authorize release of an RFQ for consulting services at the YoloTD Board of Directors meeting on Monday, July 8th. Director Bruchez asked a question about general mitigation measures for the Yolo80 project and mentioned improvements to Yolobus' Route 42. Director Schneider talked about Director Bruchez's webinar about biking in Davis, the ACT conference, and asked about Miguel taking over some of Director Gandara's roles. Director Donofrio asked questions about the ACT Conference in Denver. Director Schneider provided details about the ACT Conference and TDM week. Director Donofrio asked about ACT membership and talked about attending ACT conferences in San Francisco and Portland.

2. Approve Meeting Minutes: 5/7/2024

Director Schneider made the motion, seconded by Director Gandara to approve the Minutes from the May 7, 2024 board meeting.

AYES: Director Donofrio, Director Ledesma, Director Gandara, Director Schneider, Director Bruchez, Director Hess

NOES: None

ABSENT: Director Bradford, Director Wada, Director Rosen, Director Wraithwall

ABSTAIN: None

Discussion: None

3. Operations:

A. Reappointments of Directors:

o Bradford (Not present, deferred to September meeting.)

o Bruchez (Affirmed desire to stay on the board)

o Hess (Affirmed desire to stay on the board)

Director Ledesma made the motion, seconded by Director Gandara to reappoint Director Bruchez and Director Hess to the Yolo Commute Board of Directors.

Ayes: Director Donofrio, Director Ledesma, Director Gandara, Director Schneider, Director Bruchez, Director Hess

Noes: None

ABSENT: Director Bradford, Director Wada, Director Rosen, Director Wraithwall

ABSTAIN: None

Discussion: None

B. Election of Officers

Director Donofrio asked if anyone wanted to nominate themselves for the roles, no one said anything. Director Donofrio self-nominated to be President of the Board, Director Bruchez seconded. Director Donofrio nominated Director Ledesma to be Vice-President of the Board, she accepted. Director Gandara nominated Miguel Ballesteros to be secretary, Director Donofrio seconded. Director Donofrio nominated Director Schneider to be Treasurer, Director Ledesma seconded.

Director Gandara made the motion, seconded by Director Bruchez to approve nominations of officers to the board.

Ayes: Director Donofrio, Director Ledesma, Director Gandara, Director Schneider, Director Bruchez, Director Hess

Noes: None

ABSENT: Director Bradford, Director Wada, Director Rosen, Director Wraithwall

ABSTAIN: None

Discussion: None

C. FY 2023/24 Accomplishments & Staff Activities

Staff talked about accomplishments of goals set for fiscal year 2023/24. Gave details about social media efforts and accomplishments, monthly outreach events with Yolo Commute members (staff proposed member outreach events be switched to once every two years instead of once a year), participation in community events, monthly newsletters, Lease a Bike program, quarterly giveaways, text alert system efforts (in progress), e-bike rental program, board engagement, ACT TDM-CP Certification, and recruitment of new Yolo Commute members.

Director Ledesma left the meeting at 10:01 AM. Julia Olsen joined the meeting at 10:02 AM. Staff presented figures on general operations, marketing and promotions, and membership development.

Director Schneider talked about helping Yolo Commute become TDM accredited through ACT by 2025. Director Bruchez gave details about qualifying as a best practices parking organization. Director Donofrio asked about the cost for TDM accreditation. Staff talked about putting this on the long-range calendar. Director Donofrio asked about how membership will work in terms of Yolo Commute versus individual member organizations. Staff gave details about ACT membership. Directors Donofrio and Schneider talked about the benefits, preparation, and costs of ACT membership. Director Bruchez asked about costs details, mentioned adding costs of ACT membership to the cost of Yolo Commute membership. Director Donofrio asked about ACT membership events and Director Schneider provided examples of many events and opportunities for ACT members.

D. FY 2023/24 End-of-Year Financials

Staff summarized End-of-Year Financials and provided budget details for different incentive programs. Director Donofrio asked a question about budget reserve. Staff provided details about the budget reserve and mentioned allowing Yolo Commute to keep a budget reserve be a fiscally stable organization.

4. Member Services

A. FY 2023/24 Incentives Update

o MIBM Final Results

Staff provided a breakdown of the MIBM incentives claimed by each member organization. Staff and Director Donofrio discussed lower than usual participation of City of Davis. Director Bruchez talked about the success of the UC Davis TGFS outreach event.

o Incentives Program Results

Staff provided a breakdown of all the incentives claimed by each member organization. Staff talked about updating the Yolo Commute website. Staff talked about the creation of a “Commuter of the Year” program

5. Goals & Objectives

Staff talked about launching the Lease a Bike Program, maintaining marketing and promotion efforts, launching text alerts, the goal of recruiting two new members a year, improving the Yolo Commute website, and establishing a Commuter of the Year Award. Director Schneider and staff discussed reaching out to a new housing development in West Sacramento across the street from Capitol Yards Apartments. Director Donofrio asked about TDM best practices regarding Yolo Commute. Director Schneider talked about how Yolo Commute is meeting TDM goals. Director Donofrio, Director Schneider, and staff discussed new ways to increase TDM awareness. Staff discussed surveys.

6. Marketing & Communications

Skipped, Director Donofrio said there was no content to discuss.

7. Other Business / Member Updates

Skipped, Director Donofrio said a lot of this was captured throughout the meeting.

8. Long Range Calendar

September 3

Board Retreat / Working Lunch – Staff mentioned that Director Donofrio is working on finding a location.
Annual Report – staff said this should be ready by the Board Retreat / Working Lunch.

October 1

Yolo County TDM Program Organizational Study – staff said this should be ready by November, not October.

Annual HR Brunch – staff said this could happen in October.

9. Adjourn

The meeting was adjourned at 10:49 AM.

STAFF ACTIVITIES: June 19- Sep 3, 2024

Date	Activity	Category	FY
8/26/2024	Yolo Commute Invoices	Operations	24/25
8/12/2024	SacRegion 511 Transition Meeting with SACOG	Operations	24/25
8/12/2024	Velotric Incentive Announcement to Board and all Members	Member Services	24/25
8/6/2024	Member Outreach: Unitrans	Member Services	24/25
8/5/2024	Member Outreach: Cache Creek	Marketing & Promotions	24/25
8/5/2024	Velotric Incentive Social Media Post	Member Services	24/25
8/2/2024	August Newsletter: Back-To-School!	Marketing & Promotions	24/25
7/31/2024	Delivered E-bikes to YoloTD	Member Services	24/25
7/31/2024	Picked Up E-bikes from City of Woodland	Member Services	24/25
7/30/2024	FY 24/25 Marketing & Communications Strategy Session	Operations	24/25
7/25/2024	Member Outreach: Transdev	Marketing & Promotions	24/25
7/17/2024	Quarter 3 Update Infographic Email/Social Media Post	Marketing & Promotions	24/25
7/5/2024	July Newsletter: Return to Work Transit Options	Marketing & Promotions	24/25
6/19/2024	Velotric Discount Program Coordination Call with Velotric Representatives	Member Services	23/24

Bi-Monthly Financials
September 3, 2024

**YOLO TMAYOLO COMMUTE
FY 2025 Budget**

Item	FY 24/25 Budget	Actual	Balance	Cleared
REVENUE				
Starting Balance	\$ 15,876.86	\$ 15,876.86	\$ -	
Membership Dues	\$ 20,500.00	\$ -	\$ 20,500.00	
Corpay One Rebate		\$ 1.70		\$ 1.70
Total Revenue	\$ 36,376.86	\$ 15,878.56		
EXPENSES				
Member Services				
E-Bike Lease / Lease-to Own Program	\$ 12,500.00	\$ -	\$ 12,500.00	
Incentives & Programs 2025	\$ 13,000.00	\$ (170.00)	\$ 12,830.00	\$ (170.00)
<i>TRIP 2025</i>		\$ (170.00)		\$ (170.00)
<i>GRH</i>		\$ -		
<i>Bicycle Education</i>		\$ -		
<i>MIBM 2025 Incentives</i>		\$ -		
Total	\$ 25,500.00	\$ (170.00)	\$ 25,330.00	
Marketing and Promotions				
Website Maintenance	\$ 500.00	\$ -	\$ 500.00	
Promotional Materials	\$ 300.00	\$ -	\$ 300.00	
Member Survey	\$ 400.00	\$ -	\$ 400.00	
Quarterly Giveaways	\$ 350.00	\$ -	\$ 350.00	
Social Media	\$ 200.00	\$ -	\$ 200.00	
Mailchimp Subscription	\$ 318.00	\$ (53.00)	\$ 371.00	\$ (53.00)
MIBM	\$ -	\$ -	\$ -	
HR Brunch	\$ 175.00	\$ -	\$ 175.00	
Total	\$ 2,243.00	\$ (53.00)	\$ 2,190.00	
Operations				
E-Bike Maintenance & Repair	\$ 750.00	\$ -	\$ 750.00	
Dues & Subscriptions (non-marketing)	\$ 675.00	\$ (675.00)	\$ 1,350.00	\$ (675.00)
Insurance	\$ 500.00	\$ -	\$ 500.00	
Postage and Shipping	\$ 200.00	\$ -	\$ 200.00	
Taxes & Licenses	\$ 1,000.00	\$ (25.00)	\$ 1,025.00	\$ (25.00)
Total	\$ 3,125.00	\$ (700.00)	\$ 2,425.00	
Total Expenses	\$ 30,868.00	\$ (923.00)	\$ 29,945.00	
CARRYFORWARD				
Carryforward (Revenue - Expenses)	\$ 5,508.86	\$ 14,955.56		
Balance				
Reserve %	15%			