



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)

June 24, 2025 / 10:00 am – 11:30 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: 5/6/2025**
- 3. Staff Announcements**
 - YSAQMD CAF Results
- 4. Election of Officers**
- 5. Member Services**
 - A. FY 2024/25 Incentives Update**
 - MiBM Final Results
 - Incentives Program Results
 - B. Commuter Rewards Program Discussion**
- 6. Operations:**
 - A. FY 24/25 End of Year Financials**
 - B. FY 25/26 Revised Budget**
 - C. FY 24/25 Accomplishments & Staff Activities**
 - D. FY Goals & Objectives**
- 7. Marketing & Communications:**
 - A. Commuter of the Year Update**

8. Board Announcements

9. Long Range Calendar and Upcoming Activities

LONG RANGE CALENDAR

| Month | Item |
|----------------|--|
| September 2025 | FY 2025/26 Annual Meeting |
| | FY 2024/25 Annual Report |
| | Countywide TDM Organizational Study Workshop |
| November 2025 | |
| | |

UPCOMING ACTIVITIES

| Month | Item |
|-----------|------------------|
| September | Annual HR Brunch |
| | |

7. Adjourn

Next Meeting Date: September 2, 2025

Attachments:

Agenda Items:

#2: Meeting Minutes

#5A: FY 2024/25 Incentives Update

#6A: End of Year Financials

#6C: FY 24/25 Accomplishments & Staff Activities

#6D: FY 25/26 Goals and Objectives



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)

May 6, 2025 / 9:30 am – 11:00 am

Directors Present: Jennifer Donofrio (President, City of Davis); Spencer Bowen (City of Woodland) on behalf of Director Ledesma; Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County)

Directors Absent: Rosie Ledesma (Vice-President, City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Miguel Ballesteros (CalSTRS); Eden Winniford (YSAQMD)

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

Other Present: Courtney Reynolds (Agile Mile, Inc.)

1. Call to Order, Recognize Quorum

Meeting called to order at 9:34 AM with quorum.

2. Approve Meeting Minutes: 3/4/2025

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

AYES: Jennifer Donofrio (President, City of Davis); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Steven Rosen (City of West Sacramento)

NOES: None

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

ABSTAIN: Marta Wada (Cache Creek Resort); Spencer Bowen (City of Woodland)

Discussion: There was a discussion about Director Wada's attendance at the 3/4/2025 board meeting for the purpose of abstaining from the vote to approve the 3/4/2025 meeting minutes. Director Wada was not sure if she attended the 3/4/2025 board meeting and the conclusion was that she did not attend the

board meeting. Staff went back to the recording and confirmed that Director Wada was present for the first hour of the 3/4/2025 board meeting and missed the final 30 minutes of the board meeting.

3. Staff Announcements

Staff talked about a conversation with Yuba-Sutter Transit. Staff said that Yuba-Sutter Transit is interested in creating a Transportation Management Association (TMA) with anticipated funding from the I-5 managed lanes project. Staff said that information about what Yolo Commute does and offers was shared with them to help them with developing their own TMA. Staff also referred them to the Solano Transportation Authority (STA) because they are also a transit district with a robust Transportation Demand Management (TDM) program.

Staff introduced Courtney Reynolds (Agile Mile, Inc.) to talk about the NorCal GO app.

Staff discussed picking up May is Bike Month (MIBM) swag at the YoloTD office. Director Donofrio asked how many people still need to pick up their MIBM swag and staff answered three. Director Wada asked about MIBM swag, but staff said she did not place an order for MIBM swag. Director Marta expressed interest in receiving MIBM swag next time staff visit Cache Creek.

Staff discussed MIBM numbers, end-of-year expenses, and receiving a check for payment from the Davis Downtown Business Association (DDBA). Staff informed the directors that they should not rely on the budget numbers in the Board Packet because the numbers were updated.

4. Reappointment of Officers Donofrio, Ledesma, Rosen, & Wraithwall

Director Bruchez made the motion, seconded by Director Schneider to approve reappointment of Officers Donofrio, Ledesma, Rosen, & Wraithwall.

AYES: Jennifer Donofrio (President, City of Davis); Spencer Bowen (City of Woodland); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento)

NOES: None

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

ABSTAIN:

Discussion: Director Wraithwall joined the meeting after this vote took place, but Director Rosen confirmed Director Wraithwall's desire to be reappointed to the Yolo Commute Board of Directors.

5. NorCal Go Presentation (Agile Mile) Courtney Reynolds

Staff spoke about NorCal GO and Yolo Commute's participation ahead of Courtney's presentation.

Director Wraithwall enters the meeting (9:45 AM).

Courtney began with the NorCal GO presentation and started with her role and background. Courtney showed the landing page for the Yolo Commute website and NorCal GO app and referenced the NorCal GO By Challenge. Courtney talked about the features of the NorCal GO app and the process of signing up for the app. Courtney mentioned the importance of users selecting which member organization they belong to upon signing up. Courtney noted that a NorCal GO user's TMA member organization may not

show up until overnight after they sign up for NorCal GO. Director Donofrio asked about the data and how it is updated. Courtney said it depends on the individual signing up and that the data could be updated right away, or it may be overnight. Courtney went through the profile and features of the NorCal GO app. Courtney gave an example of searching for people to carpool with. Courtney showed how to use the NorCal GO app to plan trips using different modes of transportation. Courtney said that NorCal GO currently uses Google for its bicycle route data and that they are looking at sources to suggest safer bike route data. Director Donofrio asked about the source of NorCal GO's data for biking route suggestions. Courtney said that they are looking at options and that the transit app provides bike routes and that they have API that could possibly be linked. Courtney said the question remains about where their data comes from. Director Schneider said that Love To Ride collects feedback about bike routes from its users. Courtney covered ways to record your trips on the NorCal GO app. Courtney shared that Garmin, Strava, and Love To Ride can be synced with the NorCal GO app to record trip data. Courtney noted that trips where the origin and destination are the same may not be counted by the app because it will appear as ride for exercise and not replacing a car trip. Courtney showed that the NorCal GO app can also track ride data with the user's permission. Director Donofrio asked if it's just commute trips or all trips that the app is focusing on. Courtney said that you can record any type of trip and showed that there is an option to state whether a user's trip is for commuting or not. Courtney said that some rewards may require a user to record commute trips to redeem a reward, but that this does not apply to Yolo Commute. Courtney shared how the app can display user stats, like carbon removed from atmosphere equivalent to planting X number of trees, and badges that can be earned.

Spencer Bowen (City of Woodland) leaves the meeting (9:59 AM).

Director Bruchez asked about counting multi-modal trips as separate trips, using the example of separate bus or train trips that are paired with biking. Courtney said that there is a way to record separate modes as different legs of a multi-modal trip and there can be up to four modes. Courtney said there is also an option to show a breakdown of the different modes of completed multi-modal trips. Courtney talked about ways to share the NorCal GO app to spread the word. Director Donofrio asked Courtney how many NorCal GO users are in Yolo Commute. Courtney shared that 177 Yolo Commute members use the NorCal GO app at the time. Director Donofrio asked if staff or city and university employees (member organizations) have access to the back end of the NorCal GO app. Courtney said yes, there will be some access to limited data, but not all the user data. Jeff expressed interest in access to the back end of the app data too. Director Donofrio suggested a possible competition between the member organizations of Yolo Commute.

6. Member Services

A. May is Bike Month Update

Staff discussed the launch of the incentive program and said the funding has run out due to the popularity of the program. Staff discussed events that Yolo Commute attended, such as the Breathe Bike Festival and Loopalooza. Staff went through some of the stats of what members purchased using the May is Bike Month (MIBM) incentive. Director Donofrio asked staff to elaborate on concerns about what was missing regarding the MIBM Incentive Program. Staff expressed a concern about the fact that not all the member organizations had a chance to participate in the MIBM Incentive Program. Staff discussed the success and funding of the MIBM Incentive Program and possibly expanding the budget for future

MIBM incentive periods. Director Rosen asked if there is a way for people to reserve funding before making their purchase. Director Rosen said members were asking about purchasing and possibly not getting reimbursed, which made them not want to buy a bike for the MIBM program. Staff answered that a preapproval process was done in the past, but that it created a lot of back-end work. Staff mentioned how placing a hold on incentive money was an issue in the past when people didn't purchase a bike which created issues trying to determine funding. Staff said providing more predictability can be discussed for next year's MIBM incentive period. Director Bruchez asked about tracking reoccurring users of the MIBM program. Director Bruchez asked if the focus is on expanding and getting new people to use the incentive; wondering if the focus should be on new users and not people that use the MIBM incentive program frequently. Staff said that you can't purchase new bikes back-to-back years but said there are detailed records, and they are open to Director Bruchez's recommendation to focus on members that have never used the MIBM incentive. Director Donofrio asked if the board could allocate a few more thousand dollars of the budget to reopen the MIBM program to those who missed the opportunity. Staff said providing more budget can be looked at and that it would only impact the carry-over budget amount to next year.

B. Commuter Rewards Program Proposal

Staff started with the TRIP program saying that participation has been low and that only seven unique people have participated so far this fiscal year. Staff asked for ideas about revamping the TRIP program. Staff said there was some confusion among Yolo Commute members that try to claim the TRIP incentive even though they are already commuting by modes other than driving alone. Director Donofrio said she thinks revamping the program is a good idea. Director Bruchez said he agreed with the idea of revamping the TRIP program. Director Bruchez agreed that the TRIP program was confusing, being bundled with rewards. Director Bruchez raised the possibility of rewarding people that are already participating and reserving a reward for new users. Director Bruchez said this can maintain members that are using alternative modes to commute while also encouraging people to switch to a different mode of transportation. Director Donofrio and staff discussed holding off on launching a replacement for the TRIP program until the next fiscal year. Director Wada asked about the conversion of SacRegion511 to NorCal GO and said that Cache Creek already has some incentives, like discounted gas, van pools, and discounted bus passes. Director Wada expressed a desire to promote incentives, like the TRIP program for those that carpool and asked for help promoting it. Staff said it will reach out to Director Wada about promoting incentives to Cache Creek employees.

7. Operations:

A. Staff Activities

Skipped.

B. FY25/26 Budget & Management Services Agreement Amendment #4 with YoloTD

Staff discussed the budget and the application for the CAF grant to make a year-round E-bike incentive program. This program would help people with purchasing an e-bike. Staff discussed funding if MIBM incentive reopens and member dues increasing. Staff went through the budget explaining funding levels

for the different incentive programs and member dues. Staff discussed the need to purchase more swag and the cost for Mailchimp increasing due to an increasing number of subscribers. Staff discussed adding a line for member appreciation into next year's budget. Staff discussed two budget options and the funding that would be carried over for each budget option (FY 25/26 Budget Alternative 1= 22% carryforward; FY 25/26 Budget Alternative 2= 6% carryforward). Staff expressed the goal of increasing the budget reserves which could be used as funds to match any future grant applications. Director Donofrio expressed an interest in spending more money on programs to give back to members instead of keeping a larger budget reserve amount and Director Schneider agreed (FY 25/26 Budget Alternative 2). Director Wraithwall referenced the CAF funds and asked about any other funding sources when it comes to matching funds for future grants. Staff said there are no alternative funding sources to use as matching funds for future grants. Director Donofrio said it sounds like the majority are leaning towards FY 25/26 Budget Alternative 2.

Staff and board members discussed options for the current FY 24/25 budget and how it would impact next year's budget. Staff and the board focused on funding if the MIBM Incentive Program is reopened. Staff said allocating \$4,000 to relaunch the MIBM Incentive Program would lead to an 8% budget carryforward.

Director Donofrio made the motion, seconded by Director Schneider to allocate an additional \$4,000 from the FY 24/25 Budget to reopen the MIBM Incentive Program for new users only.

AYES: Jennifer Donofrio (President, City of Davis); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County)

NOES: None

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Spencer Bowen (City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Miguel Ballesteros (CalSTRS); Eden Winniford (YSAQMD)

ABSTAIN:

Discussion: None

C. ACT Accreditation

Director Donofrio proposed skipping this item. Staff gave a quick summary saying that it was a webinar about TDM accreditation that staff attended. Staff said that board members could view the slides from the webinar. Staff said that it doesn't make sense for Yolo Commute to apply because it was aimed at employers with supportive TDM programs and Yolo Commute doesn't have enough employees.

8. Marketing & Communications:

A. Commuter of the Year Award

Staff discussed commuter of the year saying that the award will occur this fiscal year. Staff gave background of the process saying the voting/application for the Commuter of the Year Award will launch on May 15th. Staff discussed the cash prize amounts for first, second, and third place award winners. Staff said the first place will receive \$300 and two runners-up will receive \$200 each. Staff and board members discussed the formation of a small judging panel for the selection of members for the

Commuter of the Year Award recipients. Staff said this process can be added to the agenda for the next board meeting. Director Bruchez said Yolo Commute board members should be excluded from the Commuter of the Year Award due to optics. Director Bruchez raised the idea of the Commuter of the Quarter instead of the Commuter of the Year. Director Bruchez mentioned the idea of trying the Commuter of the Quarter idea next fiscal year.

Director Wraithwall made the motion, seconded by Director Bruchez to allocate \$700 from the FY 24/25 budget for the Commuter of the Year Award.

AYES: Jennifer Donofrio (President, City of Davis); Claudine Schneider (Capitol Yards); Jeff Bruchez (UC Davis); Marta Wada (Cache Creek Resort); Steven Rosen (City of West Sacramento); Kristen Wraithwall (Yolo County)

NOES: None

ABSENT: Rosie Ledesma (Vice-President, City of Woodland); Spencer Bowen (City of Woodland); Ken Bradford (Ken's Bike-Ski-Board); Miguel Ballesteros (CalSTRS); Eden Winniford (YSAQMD)

ABSTAIN:

Discussion: None

9. Board Announcements

A. ACT NorCal Summit

Director Donofrio talked about those who attended the ACT Summit including herself, Director Schneider, and Director Bruchez. Director Schneider talked about the ACT Summit and her appreciation for the NorCal chapter of the ACT. Director Donofrio talked about topics discussed at the ACT Summit. Director Schneider highlighted the presentation on BeeLine at the summit.

Director Donofrio said she will not be available for the July 1st board meeting and asked if the meeting can be moved. Staff will send a poll for a new meeting date. Staff discussed upcoming activities for the July board meeting saying that it will be a longer meeting unless something is pushed to the September meeting. Director Donofrio raised the idea of a longer in-person meeting like the board retreat with lunch provided. Staff said they will schedule a two-hour board meeting.

10. Long Range Calendar and Upcoming Activities

LONG RANGE CALENDAR

| Month | Item |
|-----------------------|-------------------------------------|
| July 2025 | Election of Officers |
| | Countywide TDM Organizational Study |
| September 2025 | FY 2025/26 Annual Meeting |
| | FY 2024/25 Annual Report |

UPCOMING ACTIVITIES

| Month | Item |
|-----------------|------------------------------------|
| May 2025 | May is Bike Month: Bike Loopalooza |
| | 2025 Breathe Bike Festival |

11. Adjourn

Meeting adjourned at 11:04 AM.



STAFF REPORT

Date: June 24, 2025
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: FY 24-25 May is Bike Month Incentive Program

To celebrate *May is Bike Month (MiBM)*, Yolo Commute promoted bicycling as a sustainable and healthy mode of transportation. As part of this effort, we offered a tiered incentive program to our employer members:

- \$150 for bike accessories/repair services
- \$250 for a conventional bike
- \$350 for an electric bike

To further support the local economy, all purchases were required to be made at local bike shops rather than online.

This year's MiBM program was a great success. That all available funds were exhausted two weeks earlier than in FY23/24. In addition, the Yolo commute Board authorized staff to extend the MiBM incentive to exclusively to new participants who have never previously taken advantage of our MiBM program. In total, Yolo Commute awarded \$14,000 to 73 employees across participating employer organizations, with UC Davis employees representing the largest number of participants.

The charts and graphs below show how the incentives were distributed and break down participation by member organization.

FY 24/25 May is Bike Month (MiBM) Results

Table 1

Results of FY 24/25 May is Bike Month (MiBM) Incentive Program by Incentive Type and Member Organization

| Incentive Type | Member Organization | Member Count |
|---|-------------------------|--------------|
| Repairs/Tune-ups/Accessories (\$150) | Capitol Yards | 1 |
| | CalSTRS | 9 |
| | City of Woodland | 5 |
| | UC Davis | 23 |
| | Yolo County | 6 |
| | YSAQMD | 2 |
| | YoloTD | 4 |
| Repairs/Tune-ups/Accessories Total | | 50 |
| New Bike (\$250) | City of Davis | 2 |
| | City of Woodland | 7 |
| | UC Davis | 3 |
| | YSAQMD | 1 |
| | YoloTD | 1 |
| New Bike Total | | 14 |
| New E-bike (\$350) | CalSTRS | 3 |
| | City of Davis | 1 |
| | City of West Sacramento | 1 |
| | City of Woodland | 2 |
| | Yolo County | 2 |
| New E-bike Total | | 9 |
| Grand Total | | 73 |

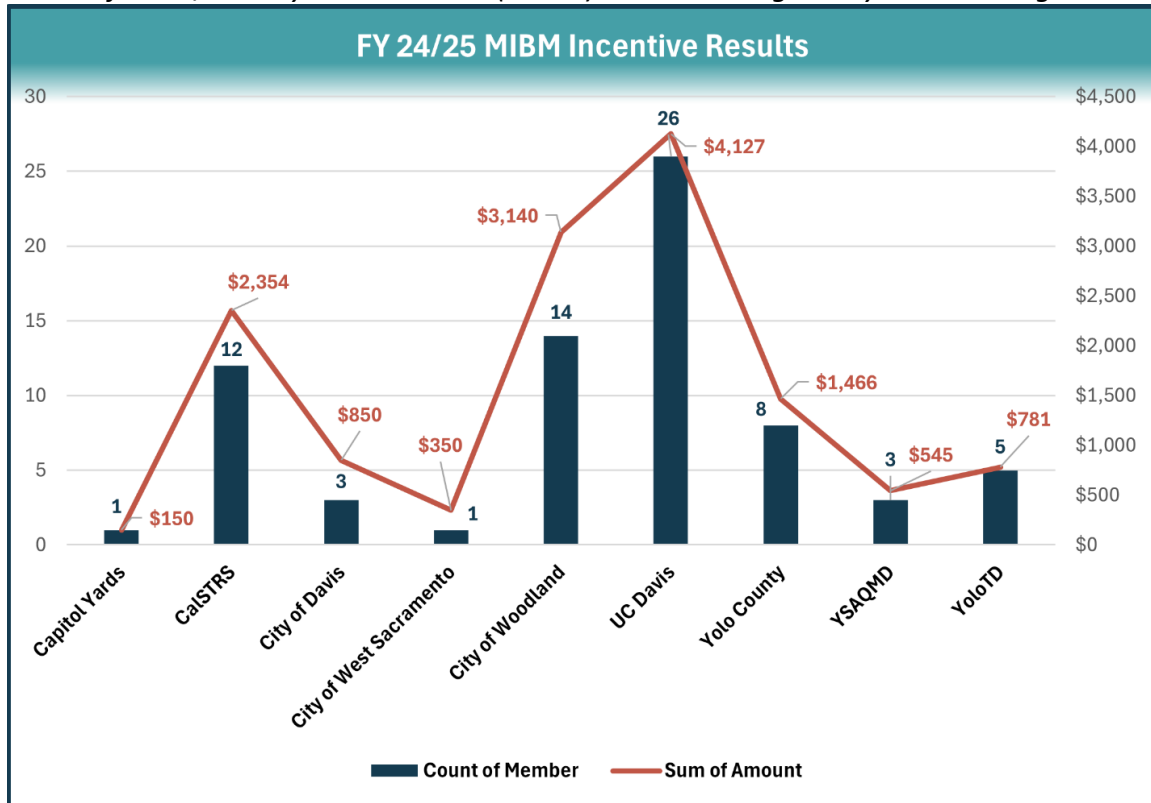
Table 2

Results of FY 24/25 May is Bike Month (MiBM) Incentive Program by Member Organization

| Incentive Type 2 | Member Organization | Member Count | Sum of Amount |
|------------------|-------------------------|--------------|---------------|
| MiBM | Capitol Yards | 1 | \$150 |
| | CalSTRS | 12 | \$2,354 |
| | City of Davis | 3 | \$850 |
| | City of West Sacramento | 1 | \$350 |
| | City of Woodland | 14 | \$3,140 |
| | UC Davis | 26 | \$4,127 |
| | Yolo County | 8 | \$1,466 |
| | YSAQMD | 3 | \$545 |
| | YoloTD | 5 | \$781 |
| MiBM Grand Total | | 73 | \$13,762 |

Figure 1

Results of FY 24/25 May is Bike Month (MiBM) Incentive Program by Member Organization



FY 24/25 All Incentives Results

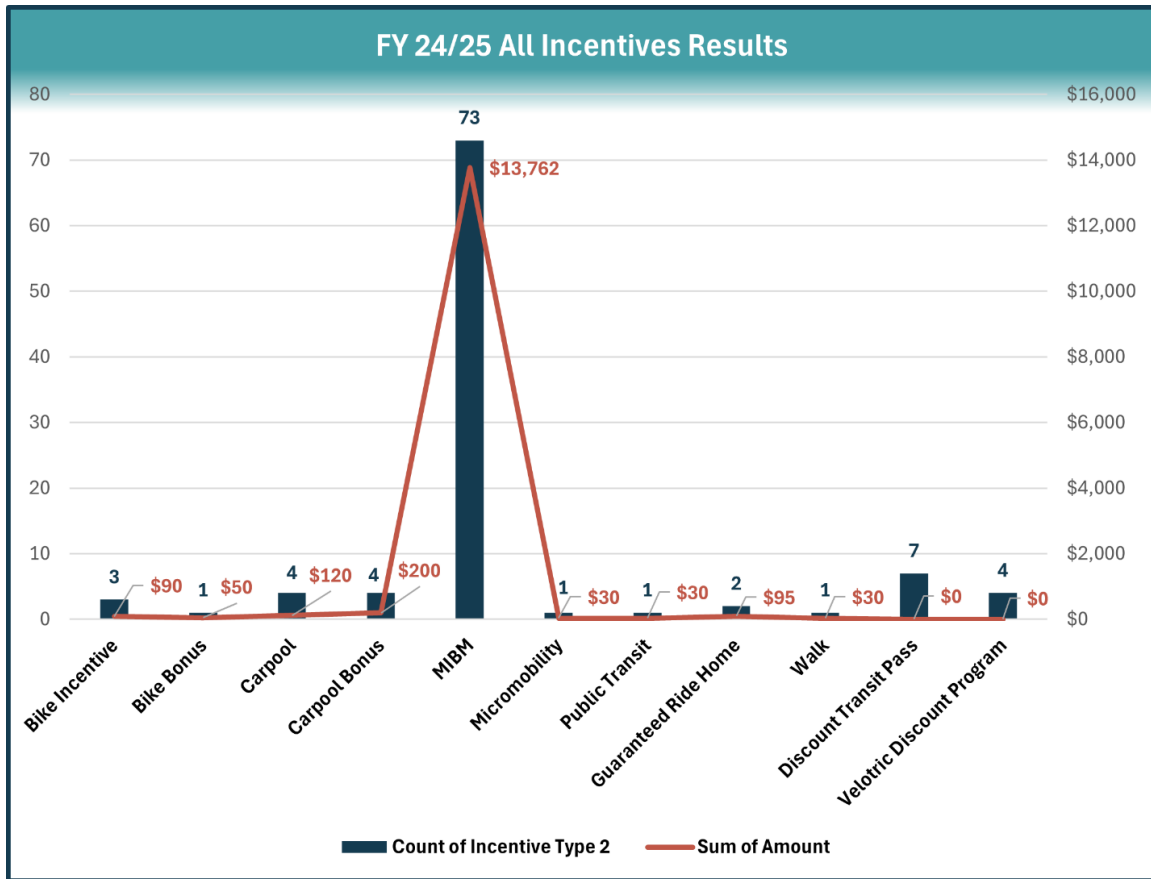
Table 3

Results of All Incentives for FY 24/25 by Incentive Type 2

| Incentive Type 2 | | Count of Incentive Type 2 | Sum of Amount |
|------------------|---------------------------|---------------------------|---------------|
| TRIP | Bike Incentive | 3 | \$90 |
| | Bike Bonus | 1 | \$50 |
| | Carpool | 4 | \$120 |
| | Carpool Bonus | 4 | \$200 |
| | Micromobility | 1 | \$30 |
| | Public Transit | 1 | \$30 |
| | Walk | 1 | \$30 |
| | Guaranteed Ride Home | 2 | \$95 |
| | Discount Transit Pass | 7 | - |
| | Velotric Discount Program | 4 | - |
| | MiBM | 73 | \$13,762 |
| Grand Total | | 101 | \$14,407 |

Figure 2

Results of All Incentives for FY 24/25 by Incentive Type 2



End of Year Financials
June 2025

**YOLO TMAYOLO COMMUTE
FY 2024 Budget**

| Item | Budget | Actual | Balance | Cleared |
|---|---------------------|-----------------------|---------------------|-----------------------|
| REVENUE | | | | |
| Starting Balance | \$ 3,209.52 | \$ 3,209.52 | | \$ 3,209.52 |
| Membership Dues | \$ 21,600.00 | \$ 21,600.00 | \$ - | \$ 21,600.00 |
| YSAQMD Grant | \$ 10,000.00 | \$ 10,000.00 | \$ - | \$ 10,000.00 |
| Adjustments | | \$ 4.68 | | \$ 4.68 |
| TRIP Reimbursements | | \$ 100.00 | | \$ 100.00 |
| Corpay One Rebates | | \$ 36.74 | | \$ 36.74 |
| Total Revenue | \$ 34,809.52 | \$ 34,950.94 | \$ - | \$ 34,950.94 |
| | | | | |
| Item | Budget | Actual | Balance | Cleared |
| EXPENSES | | | | |
| Member Services | | | | |
| E-Bike Lease / Lease-to Own Program | \$ 12,500.00 | \$ - | \$ 12,500.00 | |
| E-Bike Loan Program (Velotric Bike Purchases) | \$ 3,000.00 | \$ (2,985.69) | \$ 14.31 | \$ (2,985.69) |
| Incentives & Programs 2024 | \$ 13,000.00 | \$ (12,336.15) | \$ 663.85 | \$ (12,336.15) |
| TRIP 2024 | | \$ (560.00) | | \$ (560.00) |
| GRH | | | | |
| Bicycle Education | | | | |
| MIBM 2024 Incentives | | \$ (11,776.15) | | \$ (11,776.15) |
| Total | \$ 28,500.00 | \$ (15,321.84) | \$ 13,178.16 | \$ (15,321.84) |
| Marketing and Promotions | | | | |
| Website Maintenance | \$ 500.00 | \$ (101.33) | \$ 398.67 | \$ (101.33) |
| Promotional Materials | | \$ (306.22) | \$ (306.22) | \$ (306.22) |
| Member Survey | \$ 400.00 | \$ - | \$ 400.00 | |
| Quarterly Giveaways | \$ 350.00 | \$ (243.42) | \$ 106.58 | \$ (243.42) |
| Social Media | \$ 500.00 | \$ (28.00) | \$ 472.00 | \$ (28.00) |
| Mailchimp Subscription | \$ 318.00 | \$ (297.78) | \$ 20.22 | \$ (297.78) |
| MIBM | \$ - | \$ - | \$ - | |
| HR Brunch | \$ - | \$ (152.39) | \$ (152.39) | \$ (152.39) |
| Total | \$ 2,068.00 | \$ (1,129.14) | \$ 938.86 | \$ (976.75) |
| Operations | | | | |
| E-Bike Maintenance & Repair | \$ 500.00 | \$ (540.47) | \$ (40.47) | \$ (540.47) |
| Dues & Subscriptions (non-marketing) | \$ 675.00 | \$ (675.00) | \$ - | \$ (675.00) |
| Insurance | \$ 500.00 | \$ (500.00) | \$ - | \$ (500.00) |
| Postage and Shipping | \$ 200.00 | \$ (39.33) | \$ 160.67 | \$ (39.33) |
| Taxes & Licenses | \$ 1,000.00 | \$ (870.00) | \$ 130.00 | \$ (870.00) |
| Total | \$ 2,875.00 | \$ (2,624.80) | \$ 250.20 | \$ (2,624.80) |
| Total Expenses | \$ 33,443.00 | \$ (19,075.78) | \$ 52,518.78 | \$ (18,923.39) |
| CARRYFORWARD | | | | |
| Carryforward (Revenue - Expenses) | \$ 1,366.52 | \$ 15,875.16 | \$ 52,518.78 | |
| 6/30/2024 Closing Balance | | \$ 15,875.16 | | |
| Reserve % | 4% | 10% | | |



STAFF REPORT

Date: June 24, 2025
To: Yolo Commute Board of Directors
From: Brenda Lomeli, Coordinator
Subject: FY 24/25 Yolo Commute Accomplishments

Recommendations:

Informational. This staff report summarizes accomplishments for Yolo Commute in Fiscal Year 2024/25 and is foundational content for the Annual Report in September.

Background and Analysis

Marketing and Promotions

Goal 1: Maintain Social Media and Website Traffic-Monthly Newsletter, highlight Yolo Commute members, post reminders and alerts, etc.

Status: Achieved

Staff achieved the above goal by doing the following:

Instagram, Facebook, and X have become essential platforms for keeping our audience informed and engaged with Yolo Commute. Through regular posts, stories, and updates, we've maintained a consistent presence that supports our outreach goalsto highlight upcoming events, share program benefits, and encourage participation in active transportation initiatives. Most importantly, they've contributed to keeping traffic flowing to our website, ensuring that users stay connected with the latest opportunities and information. Social media remains a dynamic space for staying visible and relevant in the communities we serve.

The Yolo Commute Instagram account currently has 160 followers, 46 posts, and over 143 total likes.

Boosted Posts

Boosting Yolo Commute posts has in expandedthe reach and impact of our key campaigns throughout the fiscal year. By promoting targeted content such as Yolo Commute incentives and campaign announcements we generated over 35,287 views and reached more than 25,922 people. This strategy increased visibility and engagement for important initiatives, including May is Bike Month (MiBM) 2025,

MiBM Extended to New Members, NorCal Go, the TRIP Program, and our Text Alerts. Boosting posts connects us with a broader audience, drives traffic to our website, and strengthens awareness of the programs that support sustainable transportation across Yolo County.

Highlight Yolo Commute Members

Highlighting our Yolo Commute members is an important part of building community and showcasing the impact of our programs. This year, we featured member organizations and their events through Instagram and Facebook stories, bringing visibility to their efforts and celebrating their contributions to sustainable transportation. These highlights have also been shared in our newsletter, helping to foster connections between members and inspire others to get involved. By recognizing our partners, we continue to strengthen engagement and promote a sense of shared purpose across Yolo County.

Goal 2: Maintain Yearly Outreach Events with Member Organizations

Status: Achieved

Yolo Commute Annual Brunch

In October 2024, Yolo Commute hosted its Annual Member Brunch, bringing together Yolo Commute member liaisons along with their HR officers and organizational representatives. The event successfully generated enthusiasm for the program and provided attendees with valuable information about current incentives, program updates, and effective strategies for employee outreach. Member organizations were treated to lunch and an engaging presentation from a special guest speaker, followed by a presentation from Yolo Commute staff highlighting how our services can support employee recruitment and retention while aligning with sustainability goals. A Q&A session allowed participants to ask questions tailored to their organization's needs. The event also emphasized the importance of promoting Yolo Commute during new employee onboarding as a way to showcase membership benefits and encourage early engagement with sustainable commuting options.

Outreach Events

Staff attended 8 outreach events

| | MEMBER OUTREACH EVENTS FY24/25 |
|-----------|---|
| 7/25/2024 | Member Outreach: Transdev |
| 8/5/2024 | Member Outreach: Cache Creek |
| 8/6/2024 | Member Outreach: Unitrans |
| 10/9/2024 | Member Outreach: CalSTRS |
| 2/18/2025 | Member Outreach: YSAQMD |
| 4/9/2025 | Member Outreach: Cool Davis - DEVA |
| 4/17/2025 | Presentation to DDBA Board |
| 5/16/2025 | Member Outreach: Capital Yards (MIBM Event) |

Goal 3: Participate in Community Events: The primary goal is to promote Yolo Commute to stakeholders and encourage new employer member subscriptions. Additionally, these events are used to build newsletter subscriptions and increase social media following, which is important for audience engagement, information dissemination, and community building.

Status: Achieved

| | Community Events |
|------------|--|
| 11/14/2024 | Sacramento TMA & 50 Corridor TMA 2024 Annual Event |
| 5/3/2025 | Tabling at Davis Loopalooza |
| 5/4/2025 | Tabling at Breathe Bike Festival |
| 5/8/2025 | Tabling at Winters Bike Rodeo |
| 6/05/2025 | Traffic Safety Stakeholder Meeting |

Sacramento TMA & 50 Corridor TMA 2024 Annual Event

Staff attended the annual event to connect with other transportation professionals and share ideas that support smarter travel in our region. The event provided valuable opportunities to network, learn about local initiatives, and exchange best practices in transportation demand management. It also offered a space to engage with regional leaders and discuss solutions that impact the Sacramento area's transportation future.

Loopalooza

Staff attended the Davis Loopalooza in May 2025 to celebrate May is Bike Month and promote our programs and incentives to potential employers.

Breathe Bike Festival

In May 2025, staff participated in the Breathe Bike Festival to support May is Bike Month and raise awareness about Yolo Commute incentives and programs. This family-friendly event focused on inspiring youth and adults to ride bikes, highlighting the benefits of active transportation, and promoting bike safety in a fun and engaging way.

Tabling at Winters Bike Rodeo

Yolo Commute staff participated in the 2025 Winters Bike Rodeo as part of our commitment to supporting community events that align with our mission. Our presence at the event was especially meaningful as it took place during May is Bike Month, a key time to promote active and sustainable transportation. The Bike Rodeo provided an excellent platform to engage directly with families and youth in Winters, share bike safety tips, and encourage safe biking habits. By supporting this event, we helped raise awareness about the importance of bicycle safety and continued building positive relationships with local partners and community members.

Yolo County Traffic Safety Stakeholder Group

Staff attended the Yolo County Traffic Safety Stakeholder Group meetings in December 2024 and June 2025 to represent our organization and promote our programs to other attendees, including those not yet involved with Yolo Commute. These meetings are part of our ongoing effort to build a strong workgroup of traffic safety partners focused on two critical areas: child passenger safety and bicycle/pedestrian safety.

Goal 4: Monthly Newsletters and Quarterly Update Emails**Status:** Achieved*Sent Monthly Newsletters*

Our monthly newsletters are consistently published on the first Friday of each month, providing timely and relevant content to our members. With 728 current subscribers, the newsletter has become a key communication tool for Yolo Commute. We're seeing a strong open rate of 40%, which is well above the industry average of 25–35% for transportation and commuter programs.

The team works hard to ensure each edition is both fun and informative, making it engaging and useful for readers. The newsletter highlights upcoming events, program updates, commuter incentives, and resources that support sustainable transportation. Engagement continues to grow, reflecting the value of the content we share and our ongoing efforts to strengthen connections with both current and prospective members.

Sent Quarterly Update Emails

Quarterly update emails featuring an infographic were sent out in 7/2024, 2/2025, and 4/2025, each highlighting upcoming events and resources that are relevant and engaging for employees. We've received positive feedback from Yolo Commute liaisons, who shared that the infographics have been helpful.

Goal 5: Create Professional Physical Marketing Materials and Digital Templates**Status:** Achieved

The Yolo Commute marketing developed a professional marketing brochure designed for both current and prospective members to showcase program benefits and services. In addition, we created a SharePoint/Dropbox [Yolo Commute - Documents](#) for Yolo Commute liaisons, providing easy access to ready-to-use marketing materials. This includes professionally designed physical pieces: like digital templates for social media, flyers, and more, making it simple for liaisons to promote incentive and programs within their agencies.

Goal 6: Update and Refresh Website**Status:** Achieved

The Yolo Commute website has undergone minor updates as part of our ongoing effort to keep information current, accessible, and visually engaging. While major changes have been limited due to staff bandwidth, we've focused on maintaining a positive user experience by streamlining content, improving navigation, and aligning visuals with the program's mission. To ensure users have access to the most up-to-date information, we've added a pop-up feature on the homepage highlighting key updates and announcements. These adjustments support our goal of helping members and potential partners easily explore commute options, find resources, and stay informed about upcoming events and incentives.

Goal 7: Launch Text Alerts**Status:** Achieved

We're excited to share that Yolo Commute successfully launched our new text alert system in January 2025 and currently has 142 SMS subscribers. This system offers quicker and more direct access to our members, allowing us to instantly share important updates, new programs, and special promotions straight to their phones. It marks a major step forward in improving communication and ensuring our community stays informed and engaged in real time.

Goal 8: Consolidate Quarterly Giveaways into an Award for "Yolo Commuter of the Year"

Status: Achieved

This year marked the first year Yolo Commute successfully consolidated its quarterly giveaways into a single, annual recognition: the Yolo Commuter of the Year award. The new program generated excitement and engagement across our membership. We were thrilled to announce the opportunity with messaging that celebrated our members' dedication to sustainable transportation and the inspiring example they set for others in our community. As part of this launch, Yolo Commute honored outstanding commuters in three special categories: Bike Hero, recognizing those who ride rain or shine with passion and purpose; Transit Hero, for individuals who rely on public transit as a vital and empowering part of their daily routine; and Super Commuter Hero, celebrating those who overcome long distances, bad weather, or unique challenges without driving alone. Winners received a cash prize of up to \$300. By consolidating the giveaways into this single campaign, we streamlined program administration while significantly increasing the visibility and impact of our commuter recognition efforts.

Operations

Goal 1: Board Engagement: Meeting packets three days before each meeting, Pre-schedule meeting dates, Include a long-range calendar in the agenda packet, Board Meetings Notification to all Employer Liaisons

Achieved

Goal 2: ACT TDM-CP Certification

Status: In progress

Staff is actively working towards obtaining the Certification by studying the ACT TDM-CP handbook, attending ACT conferences, webinars, and the ACT NorCal Chapter Meetings. These efforts, along with any other applicable activities, are helping staff make significant progress toward achieving this certification.

Goal 3: Recruit two new employer members

Status: Achieved

Yolo Commute recruited Davis Downtown Business Association (DDBA) and secured a membership commitment from the new 240 G Street mixed use apartments development in Davis upon construction completion. The DDBA joined as the first member under our Business Organization category. As a result, all downtown businesses and their approximately 2900 employees are eligible for Yolo Commute benefits under the DDBA membership. The 240 G Street project in downtown Davis will consist of over 125 residential units!



FY 24/25 Staff Activities List

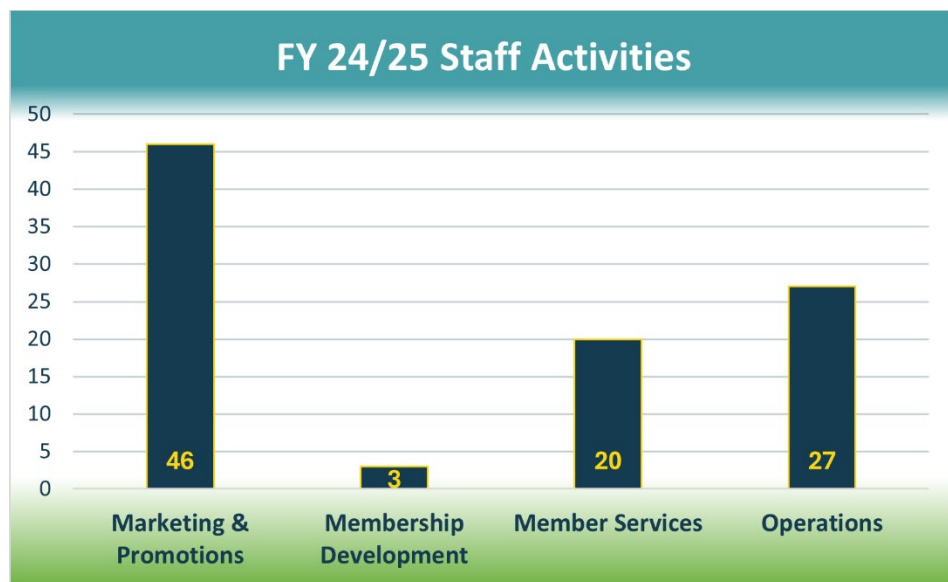
| FY 24/25 | Date | Category | Activity |
|----------|------|------------------------|--|
| 2024 | Jul | Marketing & Promotions | Quarter 3 Update Infographic Email/Social Media Post (Jul-Sep 2024) July Newsletter: Return to Work Transit Options |
| | | Member Services | Member Outreach: Transdev Picked Up E-bikes from City of Woodland Delivered E-bikes to YoloTD |
| | | Operations | FY 24/25 Marketing & Communications Strategy Session |
| | Aug | Marketing & Promotions | August Newsletter: Back-To-School! |
| | | Member Services | Member Outreach: Unitrans Member Outreach: Cache Creek Velotric Incentive Social Media Post Velotric Incentive Announcement to Board and all Members |
| | | Operations | Yolo Commute Invoices SacRegion 511 Transition Meeting with SACOG |
| | Sep | Marketing & Promotions | September Newsletter: Velotric E-Bike Discount Program |
| | | Membership Development | E-Mail Contact to Brett Lee, DDBA re: Membership |
| | | Operations | Met with Lease-a-Bike re Partnership Status Met with Ridepanda team re: partnership possibilities Contacted Ridepanda to explore partnership possibilities |
| | Oct | Marketing & Promotions | October Newsletter: Week Without Driving Ride Free to Vote- Yolobus Yolo Bus - Davis Express Service Changes Yolo Commute HR Brunch |
| | | Membership Development | Met with Brett Lee, DDBA re: Membership |
| | | Member Services | Member Outreach: CalSTRS |
| | | Operations | Met with Ridepanda to Discuss Bicycle Subscription Partnership Meet with YSAQMD re: 2023 CAF Lease-a-Bike Award |
| | Nov | Marketing & Promotions | November Newsletter: What is Microtransit? Sacramento TMA & 50 Corridor TMA 2024 Annual Event |
| | | Member Services | Picked Up E-bikes from UC Davis Delivered E-bikes to Yolo County Delivered E-bikes to Transdev |
| | | Operations | Met with Claudine to discuss Yolo Commuter of the Year Award ACT: TMA/TMO Accreditation Workshop |
| | Dec | Marketing & Promotions | DDBA Launch Coordination Meeting Boosted Post: Yolo Commute Incentives - TRIP and GRH December Newsletter: Welcome Davis Downtown Business Association and YATC Update |

| | | | |
|------|------------|------------------------|--|
| | | Membership Development | Meet with Brett Lee re: DDBA Membership Launch Support |
| | | Operations | Finished Dropbox for Yolo Commute Regional TDM Platform Kickoff Partners Approved for SMS Text Alert |
| 2025 | Jan | Marketing & Promotions | NorCal Go -Agile Mile Platform (Yolo Commute app) May is Bike Month 2025 Kickoff Partner Meeting |
| | | Operations | Met with SACOG staff for overview of Regional TDM Platform ACT: Northern California Member Meeting Meet with YSAQMD Staff (Lease -A -Bike Grant) NorCal Go Website Revisions |
| | Feb | Marketing & Promotions | Bulkheads Installation on YoloBus fix Route buses February Newsletter: Launch of NorCal GO NorCal Go -Boost Post Quarterly Update: Infographic Emailed to Liaisons and HR Reps (Jan-Mar 2025) |
| | | Member Services | Member Outreach: YSAQMD |
| | | Operations | Yolo Commute -NorCal Go (Agile Mile Platform) ACT: TMA/TMO Accreditation Workshop Yolo Commute/NorCal Go Agile Mile Dashboard Training |
| | Mar | Marketing & Promotions | March Newsletter: Looking Ahead US50 CMCP Poll SMS Text Alert Nor Cal GO - May is Bike Month (MIBM) Tile Social Media: May is Bike Month (MIBM) Announcement Issued MIBM Press Release |
| | | Operations | Finalized ED Report MIBM and Nor Cal GO YSAQMD Grant Program Webinar |
| | Apr Apr | Marketing & Promotions | May is Bike Month (MIBM) Boost Post April Newsletter: May is Bike Month (MIBM) Incentive Window is Open!!! Quarterly Update: Infographic Emailed to Liaisons and HR Reps (Apr-Jun 2025) SMS Text Alert- MIBM Social Media: Boost Post- MIBM MIBM Partner Meeting Presentation: Cool Davis DEVA Event at Davis Food Co-op Presentation to Davis Downtown re: Yolo Commute Membership Benefits SMS Text Alert – MiBM MIBM Partner Meeting |
| | | Member Services | Social Media: Nor Cal GO Instructions Post Picked Up E-bikes from Transdev Picked Up E-bikes from Yolo County Took E-bikes to Ken's Bike-Ski-Board for Specialized Chainguard Recall Repair Dropped Off E-bikes at UC Davis |
| | | Operations | ACT: TMA/TMO Council Meeting Transit Research Symposium- UC Davis Submitted YSAQMD Clean Air Funds Grant for E-Bike Incentive Program |
| | May | Marketing & Promotions | Tabling at Winters Bike Rodeo Tabling at Davis Loopalooza Tabling at Breathe Bike Festival |

| | | | |
|--|-----|------------------------|---|
| | | | May Newsletter: May is Bike Month (MIBM) - What Members Purchased and Events Commuter of the Year Promo Kit Sent to Liaisons Commuter of the Year Promotional Email Commuter of the Year-Boost Post Commuter of the Year Social Media Post SMS Text Alert - Commuter of the Year Presented at Smart City Developers Seminar |
| | | Member Services | Member Outreach: Capitol Yards (MIBM Event) |
| | | Operations | SACOG, YoloTD, Yuba Sutter Transit: Transit Agency TMA's Meeting |
| | Jun | Marketing & Promotions | June Newsletter: MIBM Recap, Extended MIBM Incentive Purchases, Commuter of the Year Award Brochure Final Draft Completed Updated website to include Commuter of the Year Award |
| | | Operations | Completed Annual Charitable Organization Registration and Fee with CA DOJ |

FY 24/25 Staff Activities Count

| FY | Category | Count of Category |
|-------|------------------------|-------------------|
| 24/25 | Marketing & Promotions | 46 |
| | Membership Development | 3 |
| | Member Services | 20 |
| | Operations | 27 |





FY 25/26 Yolo Commute Goals and Objectives

Member Services

1. Incentives & Programs

- Continue
 - i. Guaranteed Ride Home
 - ii. Bicycle Education
 - iii. MIBM
 - iv. YoloBus Discount Transit Pass Program
 - v. E-Bike Loan Program
 - vi. HMP E-Moped Discount
 - vii. SPIN Discount Quarterly Pass
 - viii. Commuter of the Year
- Launch
 - i. Rewards Program

Marketing & Promotions

- Continue
 - 1. Maintain Social Media and Website Traffic
 - 2. Maintain Yearly Outreach Events with Member Organizations
 - 3. Participate in Community Events
 - 4. Continue Monthly Newsletters and Quarterly Update Emails
 - 5. Update and Refresh Website
- Launch
 - 1. A series of short “how-to” videos to help members navigate key Yolo Commute incentives and programs.

Video topics will include:

- *Guaranteed Ride Home Program* – Steps to request a reimbursement
- *NorCal Go* – How to sign up and make the most of available resources
- *Commuter Rewards Program* – How to log and track your trips using the NorCal Go app

Videos will provide clear, step-by-step guidance to increase awareness and participation across all programs.

- 2. Commuter Rewards Program – Members have a chance to win up to \$250 through a quarterly drawing by logging their commute trips.

Yolo Commute FY24/25 Goals & Objectives

3. Enhance our Annual Human Resources Brunch - This year, we aim to elevate the overall experience of the Yolo Commute HR Brunch by making it more engaging, informative, and memorable for all attendees. Planned enhancements include inviting guest speakers, incorporating interactive elements such as raffles and games, and providing refreshed Yolo Commute promotional materials.

Operations

1. Board Engagement

- Meeting packets three days before each meeting
- Pre-schedule meeting dates
- Include a long-range calendar in the agenda packet
- Board Meetings Notification to all Employer Liaisons
- In person Annual Retreat

2. Administration

- ACT TDM-CP Certification

3. Membership Development

- Recruit two new employer members

Select Members

Affiliated with:

Who live: or

Who commute:

Select Date Range

Time period:

Start date:

End date:

Select Branding

Branding:

Co-branding:

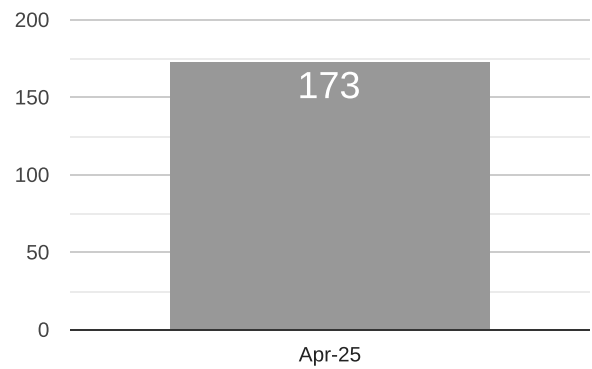
TOTALS (AS OF THE END DATE)

| | |
|------------------------|--------------------------------|
| Total accounts created | 173 |
| Total accounts deleted | 0 |
| Total members | 173 (62% prev. dr. alone) |
| Accounts with trips | 67 (56% prev. dr. alone) |
| Male / female | 40% / 52% (8% other / unknown) |
| Organizations | 13 |

DURING THE PERIOD

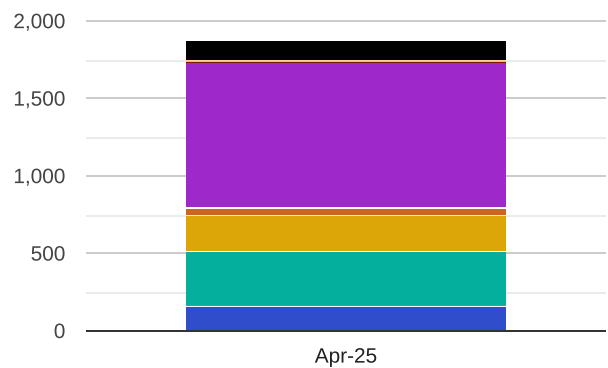
| | | |
|---|---------|-----------------------|
| New members | 116 | (63% prev. dr. alone) |
| Active members | 155 | (59% prev. dr. alone) |
| Deleted accounts | 0 | |
| <div><div>All trips</div><div>All modes</div><div>Carpool</div></div> | | |
| Recorded trips | 1,573 | 152 |
| Participants | 62 | |
| Avg trip distance (mi) | 8.2 | 7.5 |
| Avg vehicle occupancy | - | 2.4 |
| Reduced trips | 1,600 | 152 |
| Reduced miles (VMT) | 13,016 | 1,139 |
| Gallons of gas saved | 576 | 51 |
| Reduced NOx (lbs) | 17.1 | 1.49 |
| Reduced VOC (lbs) | 16.8 | 1.47 |
| Reduced PM 2.5 (lbs) | 0.25 | 0.02 |
| Reduced CO (tons) | 0.04 | 0.00 |
| Reduced CO2 (tons) | 5.65 | 0.50 |
| Money saved | \$9,111 | \$798 |
| Calories burned | 100,547 | - |
| Rewards redeemed | \$0 | |
| Redemptions | 28 | |
| Parking spots saved | 33 | avg per week day |

Members



Recorded trips

all members



RIDESHARE MATCHING

| | | |
|------------------------------|-----|---|
| Rideshare inquiries | 155 | number of inquiries submitted during the specified period |
| Rideshare matches (#) | 112 | number of inquiries that produced matching names during the specified period |
| Rideshare matches (%) | 72% | percent of inquiries that produced matching names during the specified period |
| New rideshare participants | 4 | members who recorded their first rideshare trip during the specified period |
| Total rideshare participants | 12 | members who recorded a rideshare trip at any time |

APP USAGE

| | | |
|-----------------------|-----|---|
| Web app | 133 | number of members who signed in to the web app during the specified period |
| iOS app | 38 | number of members who signed in to the iOS app during the specified period |
| Android app | 9 | number of members who signed in to the Android app during the specified period |
| Web app (%) | 74% | percent of members who signed in to the web app during the specified period |
| iOS app (%) | 21% | percent of members who signed in to the iOS app during the specified period |
| Android app (%) | 5% | percent of members who signed in to the Android app during the specified period |
| Web app (total) | 147 | number of members who signed in to the web app as of the end date |
| iOS app (total) | 46 | number of members who signed in to the iOS app as of the end date |
| Android app (total) | 13 | number of members who signed in to the Android app as of the end date |
| Web app (total %) | 71% | percent of members who signed in to the web app as of the end date |
| iOS app (total %) | 22% | percent of members who signed in to the iOS app as of the end date |
| Android app (total %) | 6% | percent of members who signed in to the Android app as of the end date |

DEFINITIONS & VARIABLES

| | | |
|------------------------|---|--|
| New members | = | new members during the specified period |
| Active members | = | members who logged in or recorded at least 1 trip during the specified period |
| Deleted accounts | = | accounts deleted during the specified period |
| Total accounts created | = | total number of members who joined as of the end date |
| Total accounts deleted | = | accounts deleted as of the end date |
| Total members | = | total members as of the end date = (total accounts created - total accounts deleted) |
| Registered | = | indicates that the member was registered in the database by someone else and did not sign up on their own |
| Accounts with trips | = | total number of accounts that took at least 1 trip as of the end date |
| Prev. dr. alone | = | abbreviation for "previously drove alone" — the percent of people who drove alone prior to joining |
| Organizations | = | number of organizations in the selected region(s) that have at least 1 member |
| Manually recorded | = | trips recorded by a member via the honor system |
| Passively tracked | = | trips recorded via the 'auto-record trips' feature |
| Actively tracked | = | trips recorded via a third-party trip syncing app (Strava, Fitbit, etc.) |
| Carpool | = | rideshare trip with 1 driver and up to 3 passengers |
| Vanpool | = | rideshare trip with 1 driver and 4 or more passengers |
| Rideshare | = | rideshare trip with 1 driver and any number of passengers (e.g., rideshare = carpool + vanpool) |
| Brown bag | = | optional mode for eating lunch in and not driving to get lunch (see user's manual for more details) |
| Mode-shift | = | results from members who previously drove alone and have now shifted to a greener mode |
| Recorded trips | = | number of trips recorded during the specified period |
| Participants | = | number of members who recorded at least 1 trip during the specified period |
| Periodic | = | results are calculated for each period (e.g., monthly, yearly etc.), based on the period you specify |
| Cumulative | = | results are calculated as a running total from inception until the end date you specify |
| Avg trip distance | = | average trip distance during the specified period |
| Avg vehicle occupancy | = | average vehicle occupancy rate (i.e., number of people in vehicle) during the specified period |
| Reduced trips | = | number of vehicle trips not taken during the specified period |
| Reduced miles (VMT) | = | number of vehicle miles not driven during the specified period |
| Gallons of gas saved | = | gallons of gas saved during the specified period |
| Reduced NOx | = | NOx not emitted during the specified period |
| Reduced VOC | = | VOC not emitted during the specified period |
| Reduced CO | = | CO (carbon monoxide) not emitted during the specified period |
| Reduced PM 2.5 | = | PM 2.5 (particulate matter) not emitted during the specified period |
| Reduced CO2 | = | CO2 (carbon dioxide) not emitted during the specified period |
| Money saved | = | money saved by not driving during the period = (VMT) x (U.S. gov't mileage rate when trip was recorded) |
| Calories burned | = | calories burned during the specified period |
| Rewards redeemed | = | value of the rewards redeemed during the specified period |
| Redemptions | = | total number of redemptions during the specified period |
| Parking spots saved | = | average number of parking spots saved per week day |
| NOx (grams per VMT) | = | <input type="text" value="0.595"/> |
| VOC (grams per VMT) | = | <input type="text" value="0.587"/> |
| PM 2.5 (grams per VMT) | = | <input type="text" value="0.00868"/> |
| CO (grams per VMT) | = | <input type="text" value="3.105"/> |

Select Members

Affiliated with:

Any organization

▼

Who live:

in

▼

Any region

▼

or

▼

Who commute:

to

▼

California

▼

Select Date Range

Time period:

Monthly

▼

Start date:

May

▼

24

▼

End date:

Apr

▼

25

▼

Select Branding

Branding:

NorCal GO

▼

Co-branding:

Yolo Commute

▼

TOTALS (AS OF THE END DATE)

| | |
|------------------------|--------------------------------|
| Total accounts created | 173 |
| Total accounts deleted | 0 |
| Total members | 173 (62% prev. dr. alone) |
| Accounts with trips | 67 (56% prev. dr. alone) |
| Male / female | 40% / 52% (8% other / unknown) |
| Organizations | 13 |

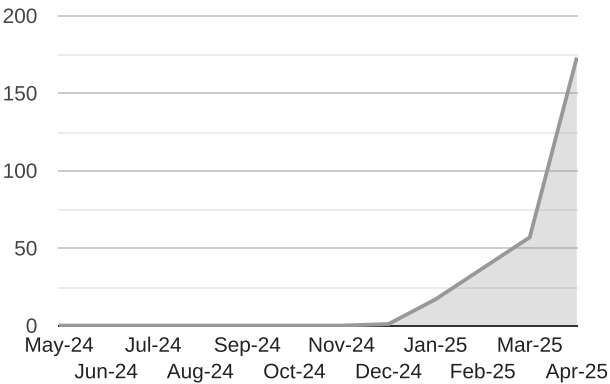
DURING THE PERIOD

| | |
|------------------|---------------------------|
| New members | 173 (62% prev. dr. alone) |
| Active members | 168 (61% prev. dr. alone) |
| Deleted accounts | 0 |

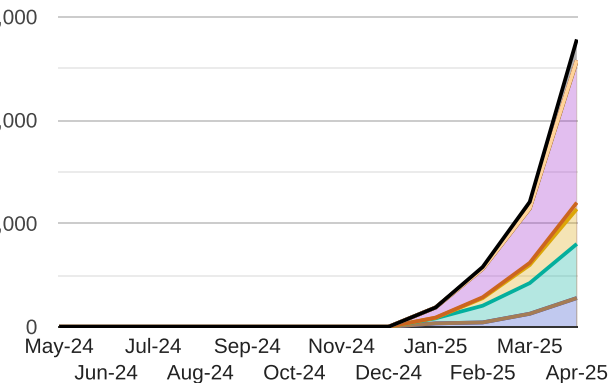
| | | | | | |
|------------------------|----------|-----------|---|---------|---|
| All trips | ▼ | All modes | ▼ | Carpool | ▼ |
| Recorded trips | 2,782 | | | 278 | |
| Participants | 67 | | | | |
| Avg trip distance (mi) | 9.5 | | | 7.9 | |
| Avg vehicle occupancy | - | | | 2.3 | |
| Reduced trips | 2,925 | | | 278 | |
| Reduced miles (VMT) | 28,960 | | | 2,197 | |
| Gallons of gas saved | 1,283 | | | 98 | |
| Reduced NOx (lbs) | 38.0 | | | 2.88 | |
| Reduced VOC (lbs) | 37.5 | | | 2.84 | |
| Reduced PM 2.5 (lbs) | 0.55 | | | 0.04 | |
| Reduced CO (tons) | 0.10 | | | 0.01 | |
| Reduced CO2 (tons) | 12.6 | | | 0.96 | |
| Money saved | \$20,273 | | | \$1,538 | |
| Calories burned | 203,485 | | | - | |

| | | |
|---------------------|-------|------------------|
| Rewards redeemed | \$280 | |
| Redemptions | 54 | |
| Parking spots saved | 5 | avg per week day |

Members



Recorded trips



- Carpool
- Bike
- Telecommute
- Drive alone
- Vanpool
- Walk
- Comp Week
- Brown Bag
- Scooter
- Transit

RIDESHARE MATCHING

| | | |
|------------------------------|-----|---|
| Rideshare inquiries | 350 | number of inquiries submitted during the specified period |
| Rideshare matches (#) | 224 | number of inquiries that produced matching names during the specified period |
| Rideshare matches (%) | 64% | percent of inquiries that produced matching names during the specified period |
| New rideshare participants | 12 | members who recorded their first rideshare trip during the specified period |
| Total rideshare participants | 12 | members who recorded a rideshare trip at any time |

APP USAGE

| | | |
|-----------------------|-----|---|
| Web app | 147 | number of members who signed in to the web app during the specified period |
| iOS app | 46 | number of members who signed in to the iOS app during the specified period |
| Android app | 13 | number of members who signed in to the Android app during the specified period |
| | | |
| Web app (%) | 71% | percent of members who signed in to the web app during the specified period |
| iOS app (%) | 22% | percent of members who signed in to the iOS app during the specified period |
| Android app (%) | 6% | percent of members who signed in to the Android app during the specified period |
| | | |
| Web app (total) | 147 | number of members who signed in to the web app as of the end date |
| iOS app (total) | 46 | number of members who signed in to the iOS app as of the end date |
| Android app (total) | 13 | number of members who signed in to the Android app as of the end date |
| | | |
| Web app (total %) | 71% | percent of members who signed in to the web app as of the end date |
| iOS app (total %) | 22% | percent of members who signed in to the iOS app as of the end date |
| Android app (total %) | 6% | percent of members who signed in to the Android app as of the end date |

DEFINITIONS & VARIABLES

| | | |
|------------------------|---|--|
| New members | = | new members during the specified period |
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| Deleted accounts | = | accounts deleted during the specified period |
| Total accounts created | = | total number of members who joined as of the end date |
| Total accounts deleted | = | accounts deleted as of the end date |
| Total members | = | total members as of the end date = (total accounts created - total accounts deleted) |
| Registered | = | indicates that the member was registered in the database by someone else and did not sign up on their own |
| Accounts with trips | = | total number of accounts that took at least 1 trip as of the end date |
| Prev. dr. alone | = | abbreviation for "previously drove alone" — the percent of people who drove alone prior to joining |
| Organizations | = | number of organizations in the selected region(s) that have at least 1 member |
| Manually recorded | = | trips recorded by a member via the honor system |
| Passively tracked | = | trips recorded via the 'auto-record trips' feature |
| Actively tracked | = | trips recorded via a third-party trip syncing app (Strava, Fitbit, etc.) |
| Carpool | = | rideshare trip with 1 driver and up to 3 passengers |
| Vanpool | = | rideshare trip with 1 driver and 4 or more passengers |
| Rideshare | = | rideshare trip with 1 driver and any number of passengers (e.g., rideshare = carpool + vanpool) |
| Brown bag | = | optional mode for eating lunch in and not driving to get lunch (see user's manual for more details) |
| Mode-shift | = | results from members who previously drove alone and have now shifted to a greener mode |
| Recorded trips | = | number of trips recorded during the specified period |
| Participants | = | number of members who recorded at least 1 trip during the specified period |
| Periodic | = | results are calculated for each period (e.g., monthly, yearly etc.), based on the period you specify |
| Cumulative | = | results are calculated as a running total from inception until the end date you specify |
| Avg trip distance | = | average trip distance during the specified period |
| Avg vehicle occupancy | = | average vehicle occupancy rate (i.e., number of people in vehicle) during the specified period |
| Reduced trips | = | number of vehicle trips not taken during the specified period |
| Reduced miles (VMT) | = | number of vehicle miles not driven during the specified period |
| Gallons of gas saved | = | gallons of gas saved during the specified period |
| Reduced NOx | = | NOx not emitted during the specified period |
| Reduced VOC | = | VOC not emitted during the specified period |
| Reduced CO | = | CO (carbon monoxide) not emitted during the specified period |
| Reduced PM 2.5 | = | PM 2.5 (particulate matter) not emitted during the specified period |
| Reduced CO2 | = | CO2 (carbon dioxide) not emitted during the specified period |
| Money saved | = | money saved by not driving during the period = (VMT) x (U.S. gov't mileage rate when trip was recorded) |
| Calories burned | = | calories burned during the specified period |
| Rewards redeemed | = | value of the rewards redeemed during the specified period |
| Redemptions | = | total number of redemptions during the specified period |
| Parking spots saved | = | average number of parking spots saved per week day |
| NOx (grams per VMT) | = | <input type="text" value="0.595"/> |
| VOC (grams per VMT) | = | <input type="text" value="0.587"/> |
| PM 2.5 (grams per VMT) | = | <input type="text" value="0.00868"/> |
| CO (grams per VMT) | = | <input type="text" value="3.105"/> |