

Board of Directors Meeting

September 8, 2025





Agenda Item 1: Determination of Quorum

Agenda Item 2: Approve Agenda for Sept 8, 2025 Meeting

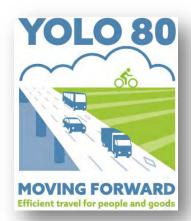
Agenda Item 3: Public Comments





Agenda Item 4 Consent Calendar

4a	Approve Board Minutes for Regular Meeting of July 14, 2025
4b	Approve Updated Advertising Policy
4c	Approve Resolution 2025-11 Authorizing Submittal of FY 2025-26 State of Good repair (SGR) Claim for Project #1- Purchase of Three (3) Fixed Route CNG Buses
4d	Receive Auditor Governance Letter for Fiscal Year 2024-2025
4e	Approve Amended Language to Chapter 8: Compensation of the YoloTD Personnel Rules and Regulations

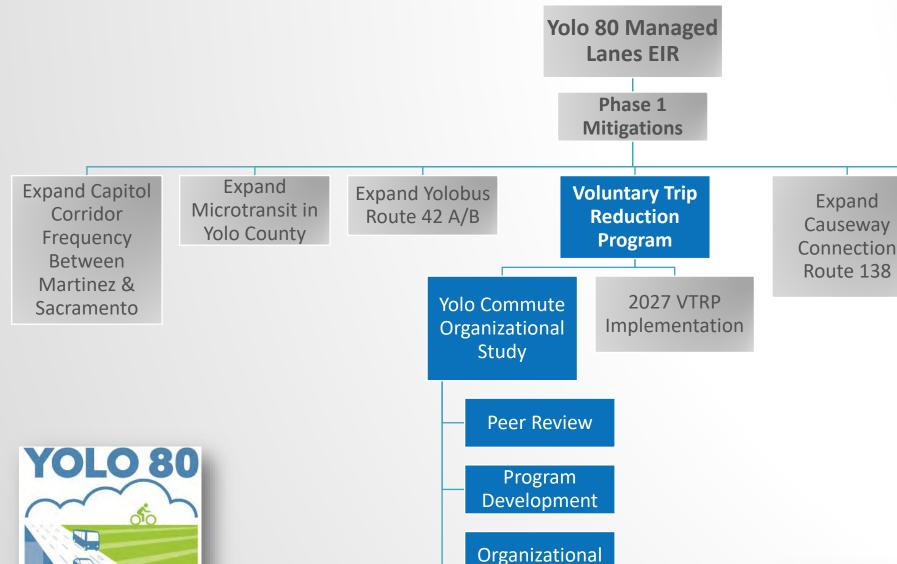


Yolo Commute Organizational Study Update

September 8, 2025

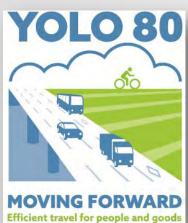






Expand Unitrans

Expand Putah Creek Trail to Connect to **Future Nishi Student Housing** Site



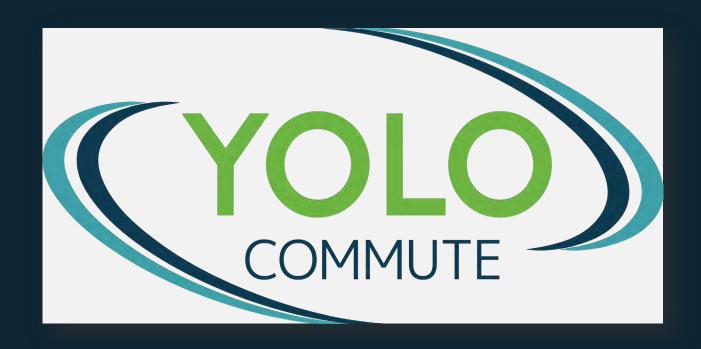


Structure & Staffing





1.





YOLO COMMUTE / TMA



Yolo TMA Incorporated in 1994 as 501(c)(4)

MISSION:

A nonprofit partnership of public and private employers working together to address regional transportation and air quality issues. Our mission is to reduce single-occupant (drive alone) commutes throughout Yolo County.

VISION:

Yolo Commute envisions a balanced multimodal transportation system that includes transit, a regional bus system, a regional roadway system, local streets, bicycle and pedestrian facilities and travel demand management services. This system will provide reliable mobility choices to all its users: residents and visitors of all ages, incomes and physical abilities, as well as businesses that provide services and produce or sell goods.



History



	1994	1995 - 2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Yolo Transportation Management Association Incorporation													
Administration													
Part-Time Executive Director													
YoloTD Management (fee)													
Dormancy During Covid-19													
YoloTD Management (no fee)													
Program Expansion													
Funding													
CMAQ Funds via SACOG													
Membership Fees													
Marketing													
Yolo TMA													
Rebrand to Yolo Commute													

Administration

16 members representing over 24,000 employees and residents in Yolo County



Annual Revenue: ~\$25,000 + discretionary grants

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Director .05 FTE
Coordinator .35 FTE
Marketing & Comms Intern .15 FTE
Planning Intern .15 FTE
Total .70 FTE





- YoloTD donates staffing, consistent with Board-adopted Goal to grow Multi-Modal Program
- All membership revenue dedicated to TDM programming & marketing
- 9 actively engaged Board members
- Member of Association for Commuter Transportation

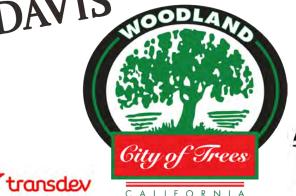
































Programs & Incentives



- Commuter Rewards Program
 - Chance to win \$100, \$175, \$250 for logging non-SOV trips into NorCal Go portal



• E-Bike Loan Program (6 bikes) (>1,700 miles!)







Cycling Savvy Bicycle Education





Programs & Incentives

Discount Transit Pass Program (Yolobus 50% discount)





- May is Bike Month Incentives
 - \$150, \$250, \$350
 - >\$13,600 to 72 recipients in 2025!





Commuter of the Year Award!



Monthly Newsletters and X Postings





- **Text Messaging Promotions**
- Commuting Resources on our new website!





Programs & Incentives



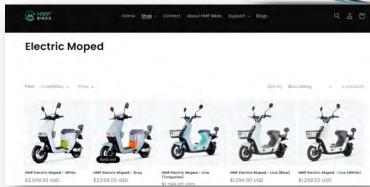
HMP Bikes Discount Program (15%)



 Bike and Scooter Share services are exclusively available in Davis, CA



Velotric E-Bike Discount Program (10%)









From Our Members...



"I'm commuting tomorrow morning and it will replace all my drives to work until it's rainy (no fenders yet), since i live nearby. I moved about 5-10 yrs ago to a town where i can bike, but never got my bike up and running until now.:)"

-David, Yolo Commute Member

"I got my first e-bike in March and I'm excited to commute and enjoy some scenic rides between Davis and Sacramento with the help of (MIBM) accessories"

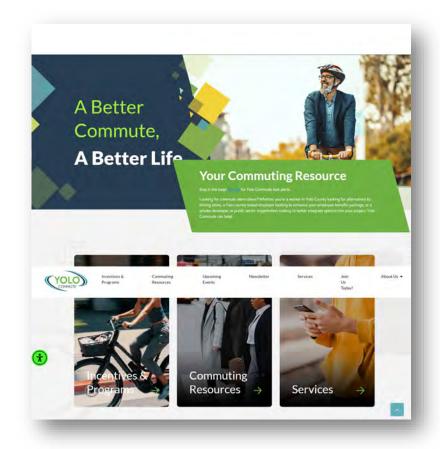
-Elizabeth, Yolo Commute Member

"Thank you for this incentive program!!!"

-Phyllis, Yolo Commute Member

Powered By...







YoloCommute.net NorCalGo.org



Yolo Commute Accomplishments

- Two \$10,000 YSAQMD grants
- Deep relationships with Board, member organizations and regional TDM agencies
- Membership expansion
- Membership commitments from new developments
- Website overhaul (yolocommute.net)
- Streamlined incentives & programs
- Continuous member engagement (newsletter, SM, text)
- Innovative programs

FY 24/25 at a Glance

\$38,000

May Is Bike Month brought \$38,000 in bicycling-related sales to bicycle shops in the Sacramento region.

762
Our newsletter currently has 762 sub-

40%
Our newsletter has an open rate of 40%

16 organizations were Yolo Commute

members in FY 2024/25:

14,000

Yolo Commute awarded almost \$14,000 in incentives to members this fiscal year

158
SMS Subscribers

25

scribers

We had 25 nominations for our inaugural Commuter of the Year

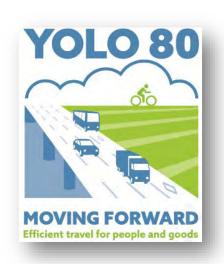


2. Yolo 80 EIR Mitigation

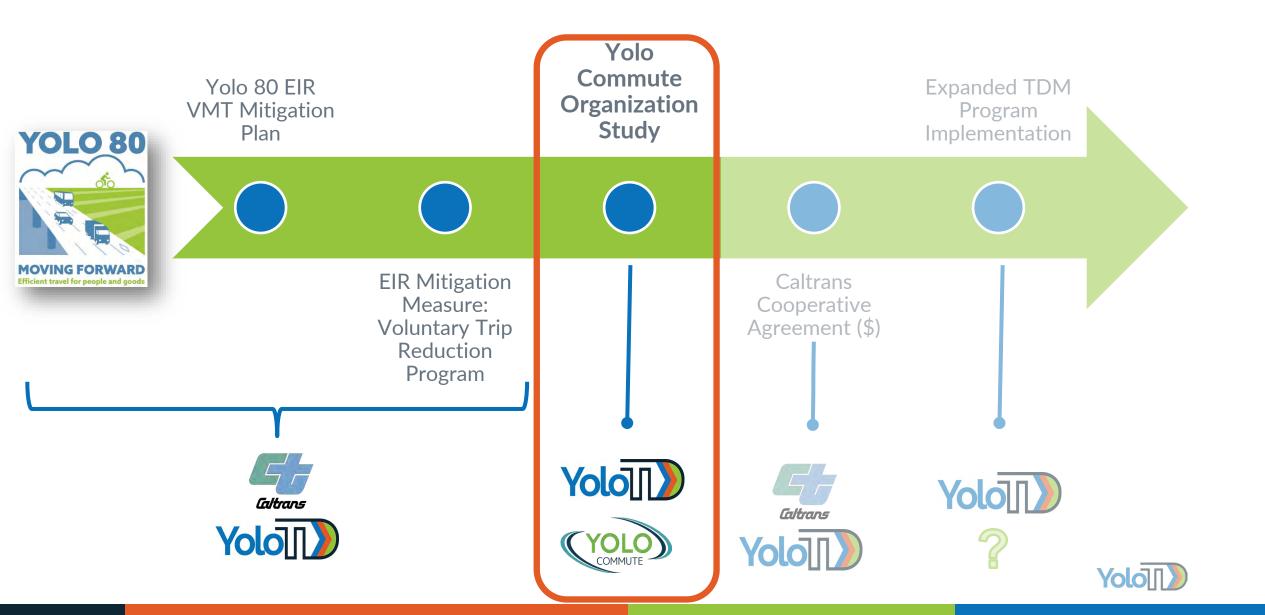


Yolo 80 Mitigation Funding for Yolo Commute Expansion

- Yolo 80 EIR: Significant and Not Fully Mitigable Vehicle Miles Traveled Impact
- Yolo Commute Expansion = 1 of 7 Yolo 80 EIR Mitigation Measures
- Yolo 80 Capital Project Phase 1: \$5.2 M for four years to Yolo Commute Expansion (\$1.3M/year)
- Toll revenues assumed to continue funding thereafter
- Yolo 80 Capital Project Phase 2: Additional Funding (timing unknown)



Process: Yolo 80 Project to Yolo Commute Expansion



TDM Program & Organizational Study

Purpose:

To reduce vehicle miles traveled increases from Yolo 80 project, funded by capital project and toll revenue

Goal:

- Develop an expanded TDM program that:
 - > Fulfills EIR requirements
 - Complements current Yolo Commute priorities
 - Identifies improved organizational model to operate the program



Existing TDM Program

Yolo Commute manages a membershipbased TDM program for employers in Yolo county 3.

Yolo Commute Organizational Study



Project Schedule

Jan 2025 - March 2025

Stakeholder Interviews
TMA Peer Review
Program Goals & Objectives

We are here

Sept 2025 - Oct 2025

Organizational Model Selection

Existing Conditions

Development & Analysis

March 2025 - Sept 2025

Decision Support

Implementation Plan

November 2025

TDM Toolbox Organizational Models High-Level TDM Program Implementation Plan

Stakeholder Outreach

Regional Service Providers

Sacramento Area Council of Governments — Sacramento

Capitol Corridor — Alameda County

Solano Transportation Authority — Solano County

Transportation Management Areas

50 Corridor — Sacramento

South Natomas — Sacramento

North Natomas Jibe — Sacramento

Capitol Yards — Sacramento

Advocacy Organizations

Sacramento Area Bicycle Advocates — Sacramento

Bike Davis — Davis

CalBike — Sacramento

Local Agency

City of Sacramento — Sacramento City of Davis – Davis

Research/Academia

UC Davis — Davis

Yolo Commute Board



Outreach Themes

TDM Gaps and Challenges

- Physical Assets
- Operations
- Mode Shift and Behavioral Change
- Equity Concerns
- Coordination

Long-term Vision and Planning

- Investment before ridership
- Sustainability focus
- Land use planning
- Integrated regional planning
- Streamlined management/operations

Potential Solutions and Opportunities

- Multimodal Connectivity
- Innovative fare payment and incentives
- Expanded public-private partnerships
- Better outreach and marketing
- Dedicated TDM staff

Unserved and Underserved Populations

- Rural communities
- Shift workers & non-traditional commuters
- Students & low-income groups
- ESL & non-English speakers



4.

Yolo Commute Program Expansion



Draft Program Purpose

The purpose of Yolo Commute Program Expansion is to:

- Build on existing programs and services
- Increase travel choices focused on reducing VMT
- Expand service to underserved and unserved communities
- Provide access to TDM options to all county residents
- Incentivize non-SOV travel

Implementation Timeline

Phase 1

Operational on Day 1, FY 27-28

Phase 2

Operational beginning Year 4, FY 31/32

Phase 3

Operational beginning Year 8, FY 35/36



Proposed Program Categories & Implementation Timeline

Proposed TDM Category	Category Description	Near	Medium	Long
County-wide Programs	Providing county-wide TDM programs and services	X	X	X
Employer Programs	Providing TDM programs and services directly to employers	X	X	X
Residential & School Programs	Providing TDM programs and services for residential properties, schools, and local communities	X	X	X
Broader Programs	Broader programs that would require additional staffing and/or departments (Capitol Corridor/Lyft partnership, Yolo80 equity program, marketing and communications, etc.)	X	X	X

Yolo Commute Existing and Expanded Programs

Existing Programs

- Guaranteed Ride Home
- Commuter Rewards
- E-Bike Loan
- Discount Transit Pass
- Discount Velotric E-Bikes
- Discount HMP E-Mopeds
- May is Bike Month Incentive
- Bicycle Education
- Commuter of the Year

Expanded Programs

- Existing YC programs to all residents
- Carpool / Vanpool incentives
- Vanpool partnerships
- First-/Last-mile partnerships
- Travel Training
- Safe Routes to School audits and programming
- Residential surveys
- Mobility call center
- Employer consulting services
- Potential Yolo 80 Equity Program implementation



Organizational Structure Options

Expand Yolo Commute as Independent Non-Profit

O Benefits: Existing legal status & Board structure; flexibility with partnerships,

procurement, funding, and programming; reduced staffing costs

O Drawbacks: Requires new/expanded staffing, cannot receive Yolo 80 funds

directly

Absorb Yolo Commute into YoloTD Multi-Modal Program

O Benefits: Existing staffing in place, consistent with YoloTD's charge, easier integration

with transportation services, no funding pass-thru required

O Drawbacks: Less procurement & partnerships flexibility, higher staffing costs, bandwidth

Contract with Third Party (e.g. private vendor, other regional TMA)

O Benefits: Turnkey operation, stronger marketing capability & improved

effectiveness, flexibility

O Drawbacks: Less programmatic & organizational control, accountability/oversight

YoloTD Board Discussion

- 1. General Impressions
- 2. Any Specific Program Types You'd Like to See?
- 3. Any Initial Thoughts on Preferred Organization?

5. Next Steps



Next Steps

- Create Staffing Models
- Identify the preferred staffing model
- Finalize TDM program and implementation plan
- Return to YoloTD Board in late 2025/early 2026

Thank you!

Agenda Item: 6

Update on Woodland Transfer Point



TIMELINE

February 2025

March – June 2025

July – August 2025

 Woodland City Council does not Support 2nd & Court Street

- Evaluation of Alternatives
 - Main betw. 5th & 6th Streets (Courthouse)
 - 3rd betw. Court & North
 - 2nd betw. Lincoln & Main
 - 6th & Lincoln (3)
- Ad Hoc Committee Mtg #1

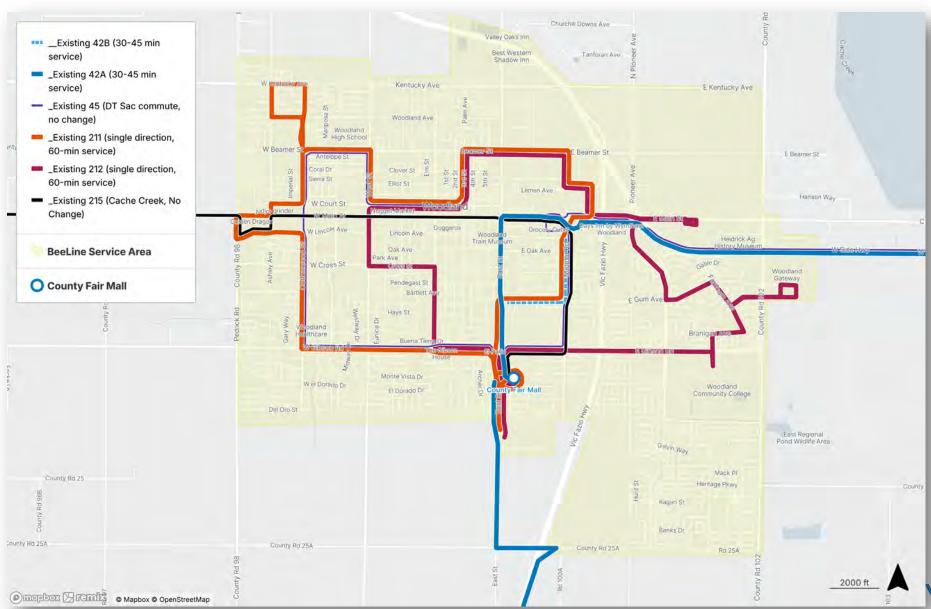
- Ad Hoc Committee #2
- Identify Main Street as preferred alternative
- Designate as Transfer Location, not Transit Center

TRANSIT CENTER VS. TRANSFER POINT

Features	Transit Center	Transfer Point
Scheduled Layover	√	
Route Recovery	√	
Driver Breaks/Changes	√	Maybe
Vehicle Relief	√	
Route Convergence	√	\checkmark
Passenger Amenities	√	√
Placemaking	√	√

Existing Local Routes

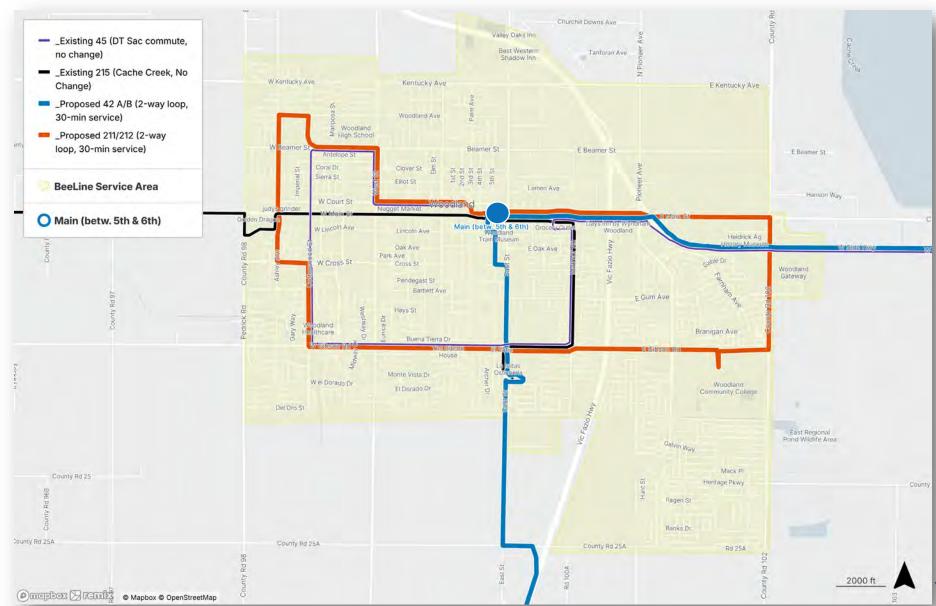






Woodland Transfer Point Route Assumptions* Yolo



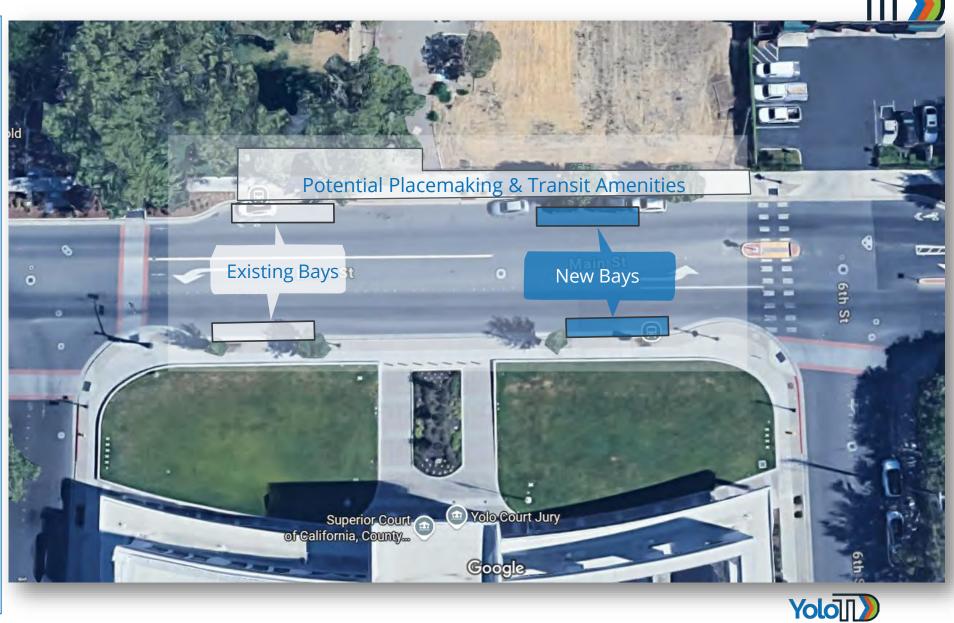


*Preliminary Assumptions



Woodland Transfer Point Location

Improvements List



WOODLAND TRANSFER POINT TIMELINE

February 2025

 Woodland City Council does not Support 2nd & Court Street

March – June 2025

- Evaluation of Alternatives
 - Main betw. 5th & 6th Streets (Courthouse)
 - 3rd betw. Court & North
 - 2nd betw. Lincoln
 & Main
 - 6th & Lincoln (3)
- Ad Hoc Committee Mtg #1

July – August 2025

- Ad Hoc Committee Mtg I #2
- Identify Main Street as preferred alternative
- Designate as Transfer Location, not Transit Center

Fall 2025

FY 26/27 Implementat ion

- YoloTD Board
- Woodland City Council
- In coordination with SRTP

Thank you! Any questions?



Agenda Item 7 Administrative Reports

- A. Board Member Reports
- B. Executive Director Report
- C. Transdev Report
- D. Long Range Calendar

7d: Long Range Calendar

Oct 2025

- Budget Workshop #2: Cost Allocations
- Workshop on Upcoming RFP for Transit Operations
- Approve RFP for On-Call Consulting Services

Nov 2025

- Yolo 80 Managed Lanes Quarterly Update
- Yolo Commute and Multi-Modal Program Update

Dec 2025

- Authorize Release of RFP for Transit Operations Contract
- Receive and Provide Feedback on Draft Final Short-Range Transit Plan
- Appoint Chair and Vice-Chair for 2026