

#### **BOARD OF DIRECTORS MEETING AGENDA**

**Directors:** Dawntè Early (Chair, City of West Sacramento)

Jesse Loren (Vice-Chair, City of Winters)

Lucas Frerichs (Yolo County) Josh Chapman (City of Davis) Mayra Vega (City of Woodland)

Kelly Fong Rivas (UC Davis, ex-officio)

Sukhi Johal (Caltrans, ex-officio)

This Board Meeting will be held in person at the location below. Members of the public who wish to participate remotely may use the zoom link or phone number below.

#### **IN-PERSON INFORMATION**

Meeting Date: September 08, 2025

**Meeting Time:** 6:00 PM

Meeting Place: Yolo Transportation District Board Room

350 Industrial Way Woodland CA 95776

#### **ZOOM INFORMATION**

Link: https://us06web.zoom.us/j/87969227172?pwd=hIaEqV4cjgNVfdOT80mRulUABybc3v.1

Meeting ID: 879 6922 7172

Passcode: 105086

All participants will be entered into the webinar as attendees.

YoloTD offers teleconference participation in the meeting via Zoom as a courtesy to the public. If no voting members of the YoloTD Board are attending the meeting via Zoom, and a technical error or outage occurs with the Zoom feed or Zoom is otherwise disrupted for any reason, the YoloTD Board reserves the right to continue the meeting without remote access.

The YoloTD Board of Directors encourages public participation in its meetings. Members of the public shall be given an opportunity to address the Board of Directors in person, remotely, and/or in writing. For more information on how to provide public comment, please see the section of this agenda entitled "Public Participation Instructions."

The Board reserves the right to take action on all agendized items at any time during the meeting, except for timed public hearings. Items considered routine or non-controversial are placed on the Consent Calendar. Any Consent Calendar item can be separately addressed and discussed at the request of any member of the YoloTD Board.

| <b>Estimated</b> Time |    | Agenda Item  | Information | Action Item |
|-----------------------|----|--|-------------|-------------|
| 6:00 PM               | 1. | Determination of Quorum<br>(Voting members: Woodland, Davis, West Sacramento, Winters, Yolo County)<br>(Nonvoting members: Caltrans, UCD)  |             | X           |
| 6:05 PM               | 2. | Approve Agenda for September 8, 2025 Meeting   |             | X           |
| 6:10 PM               | 3. | Comments from public regarding matters on the consent calendar, or items NOT on the agenda but within the purview of YoloTD. Please note, the Board is prohibited from discussing items not on the agenda. | X           |             |

## **CONSENT CALENDAR**

| 6:12 PM | 4a. | Approve Board Minutes for Regular Meeting of July 14, 2025 ( <i>J. Marte, pp 6-11</i> )   |   | X |
|---------|-----|---|---|---|
|         | 4b. | Approve Updated Advertising Policy (H.Ausserer-Zelaya, pp 12-25)  |   | X |
|         | 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 (C. Fadrigo, pp 26-29) |   | X |
|         | 4d. | Receive Auditor Governance Letter for Fiscal Year 2024-2025 (C. Fadrigo, pp 30-33)  | X |   |
|         | 4e. | Approve Amended Language to Chapter 8: Compensation of the YoloTD Personnel Rules and Regulations (D.Boutte/ A. Bernstein, pp 34-37)  |   | X |

## **REGULAR CALENDAR**

| 6:15 PM | 5. | Receive an Update and Provide Feedback on the Future Expansion of Yolo Commute to Achieve VMT Reduction Mitigation Commitments Included in the Environmental Impact Report (EIR) for the Yolo 80 Managed Lanes Project (B.Abbanat, pp 38-99) | X |  |
|---------|----|--|---|--|
| 6:45 PM | 6. | Update on Establishing a New Bus Transfer Point in Woodland (B.Abbanat, pp 100-105)  | X |  |
| 7:15 PM | 7. | Administrative Reports (A.Bernstein, p 106) Discussion regarding subjects not specifically listed is limited to clarifying questions.  A. Board Members' Verbal Reports  | X |  |

|         |    | <ul><li>B. Executive Director's Verbal Report</li><li>C. Transdev Report</li><li>D. Long Range Calendar</li></ul> |   |  |
|---------|----|---|---|--|
| 7:30 PM | 8. | Adjournment   | X |  |

Unless changed by the YoloTD Board, the next meeting of the Board of Directors will be Monday, October 13, 2025, at 6:00 pm at Yolo Transportation District, 350 Industrial Way, Woodland CA 95776.

I declare under penalty of perjury that the foregoing agenda was posted on or before Friday, September 5, 2025 at the Yolo County Transportation District Office (350 Industrial Way, Woodland, California). Additionally, copies were transmitted electronically to the Woodland, Davis, West Sacramento, and Winters City Halls, as well as to the Clerk of the Board for the County of Yolo.

| J.Marte                           |  |
|-----------------------------------|--|
| Janeene Marte, Clerk of the Board |  |

#### **Public Participation Instructions**

Members of the public shall be provided with an opportunity to directly address the Board on items of interest to the public that are within the subject matter jurisdiction of the Board of Directors. Depending on the length of the agenda and number of speakers, the Board Chair reserves the right to limit the time each member of the public is allowed to speak to three minutes or less.

#### IN PERSON:

Please fill out a speaker card and give it to the Board Clerk if you wish to address the Board. Speaker cards are provided on a table by the entrance to the meeting room.

#### **ON ZOOM:**

If you are joining the meeting via Zoom and wish to make a comment on an item, click the "raise hand" button. If you are joining the webinar by phone only, press \*9 to raise your hand. Please wait for the host to announce the comment period has opened and indicate that you wish to make a comment at that time. The Clerk of the Board will notify the Chair, who will call you by name or phone number when it is your turn to comment.

#### IN ADVANCE OF THE MEETING:

To submit a comment in writing, please email public-comment@yctd.org. In the body of the email, include the agenda item number and title with your comments. Comments submitted via email during the meeting shall be made part of the record of the meeting but will not be read aloud or otherwise distributed during the meeting. To submit a comment by phone in advance of the meeting, please call 530-402-2819 and leave a voicemail. Please note the agenda item number and title with your comments. All comments received by 4:00 PM on Monday, September 8, 2025, will be provided to the YoloTD Board of Directors in advance.

#### **Americans With Disabilities Act Notice**

If requested, this agenda can be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 and the Federal Rules and Regulations adopted in implementation thereof. Persons seeking an alternative format should contact the office for further information. In addition, a person with a disability who requires a modification or accommodation, including auxiliary aids or services, to participate in a public meeting should telephone or otherwise contact Yolo Transportation District as soon as possible and preferably at least 24 hours prior to the meeting. We may be reached at telephone number (530) 402-2819, via email at custserv@yctd.org or at the following address: 350 Industrial Way, Woodland, CA 95776.



# VISION, VALUES AND PRIORITIES



## Vision Statement

The vision statement tells us what we intend to become or achieve.

Provide seamless, sustainable mobility solutions to help Yolo communities thrive.



## **Core Values**

A core value describes our individual and organizational behaviors and helps us to live out our vision.

- We are transparent, inclusive and accountable to the public, stakeholders and partner agencies
- We are committed to addressing inequities and improving outcomes for our most vulnerable communities
- We prioritize environmental sustainability and climate resilience
- We value efficiency, innovation and responsible stewardship of public funds



## **District-Wide Priorities**

Priorities align our vision and values with our implementation strategies.

- 1. Provide transit service that is faster, more reliable and convenient.
- 2. Partner with member jurisdictions, community-based organizations and local, regional, state and federal agencies to identify and address the current and evolving mobility needs of Yolo County.
- 3. Coordinate, plan and fundraise to deliver a full suite of transportation projects and programs.

## BOARD COMMUNICATION: YOLO TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776----(530) 661-0816

| <b>Topic:</b> Approve Board Minutes for Regular Meeting of July 14, 2025 | Agenda Item#: Agenda Type: | 4a                         |
|--|----------------------------|----------------------------|
|  |                            | Action                     |
|  |                            | Attachments: (Yes) No      |
| Prepared By: J.Marte   |                            | Meeting Date: Sept 8, 2025 |

## **RECOMMENDATION:**

Approve Minutes for the Regular Meeting of July 14, 2025

## **BACKGROUND:**

The Yolo Transportation District (YoloTD) Board of Directors holds regular meetings in compliance with the Brown Act and public records laws. Those meetings are recorded in minutes, which are to be retained, in perpetuity, in the YoloTD archives.

The purpose of this item is to approve minutes of the Board of Directors meeting for the historical preservation and posterity of the YoloTD Board of Directors actions for future generations to understand the valuable work considered and accomplished by YoloTD.

## **BUDGET IMPACTS:**

There are no anticipated financial impacts.

#### **Attachments:**

A. Minutes



## **BOARD OF DIRECTORS MEETING MINUTES**

July 14, 2025, at 6:00 p.m. Yolo Transportation District Board Room 350 Industrial Way, Woodland, CA

#### 1. Roll Call - Determination of Quorum

Chair Early called the meeting to order at 6:18 p.m.

**Directors Present:** 

Dawnte Early, Chair, City of West Sacramento Lucas Frerichs, County of Yolo-via zoom Jesse Loren, Vice-Chair, City of Winters Kelly Fong Rivas, UC Davis Health, ex-officio Manpreet Ark, CalTrans, ex-officio

Mayra Vega, City of Woodland

**Directors Absent:** 

Josh Chapman, City of Davis

Staff Present:

Autumn Bernstein, Executive Director Kimberly Hood, Legal Counsel Brian Abbanat, Director of Planning Chas Fadrigo, Director of Finance Daisy Romero, Director of Transit Operations Lola Torney, Senior Transportation Planner

#### 2. Approval of Agenda

Motion: Director Vega made a motion to approve the Agenda. Motion was seconded by Vice-Chair Loren. The motion was approved by a vote of 4 Yes/0 No.

#### 3. General Public Comments

Chair Early called for general public comment

Alan Hirsch provided general public comment

Michael Barnbaum provided general public comment

Alex Benevides provided general public comment

Crystal McGee Lee provided general public comment

Seeing no further comments, Chair Early closed general public comments.

#### 4. Consent Calendar

- 4a. Approve Board Minutes for the Meeting of June 09, 2025
- 4b. Approve Resolution 2025-08 authorizing expenditures and contract amendment with Fehr & Peers for design and engineering services for the Yolo Active Transportation Corridors (YATC) Project
- 4c. Authorize Executive Director to Enter into Agreement with Jack Wilson Doors to Replace Six Roll-Up Maintenance Doors
- 4d. Approve Board Resolution 2025-09 Authorizing the Executive Director to Purchase Two Battery Electric Gillig 40' Buses
- 4e. Approve Resolution 2025-10 Authorizing Use of 2025-2026 FTA Section 5311 Funding for Route 215 Operations Assistance
- 4f. Approve Agreement with LA Charter for Purchase of Six Used CNG Buses

Motion: Director Frerichs made a motion to approve the Consent Calendar items 4a, 4c, 4d, 4e 4f and to move item 4b to the regular calendar for discussion. Motion was seconded by Vice-Chair Loren. The motion was approved by a vote of 4 Yes/0 No.

#### Regular Calendar

#### 5. Short-Range Transit Plan: Draft Recommendations

Senior Transportation Planner Torney introduced guest presenter Ron Kilcoyne, Project Manager from Transportation Management & Design (TMD).

Ron Kilcoyne provided an overview of the project plan, including key timelines and survey takeaways. Ron Kilcoyne also reviewed the goals and objectives of the Short-Range Transit Plan (SRTP).

Chair Early called for public comment

Alan Hirsch provided comments on the presentation

Crystal Roa provided comments on the presentation

Michael Barnbaum provided comments on the presentation

Fara Marz provided comments on the presentation

Alexandra Arjo provided comments on the presentation via Zoom

Seeing no comments, Chair Early closed public comments

Ron Kilcoyne and Senior Transportation Planner Torney responded to questions and inquiries from the Board

At this time, Director Frerichs left the meeting

## 6. Approve or Delegate Authority to Implement a Temporary Reduction of Service on Yolobus Local Routes to Address Shortage of Bus Operators

Director of Transit Operations Romero provided background on Transdev's role in operating Yolobus services, including responsibilities for hiring and training drivers.

Director of Transit Operations Romero gave an overview of recently restored trips, as well as recent service interruptions affecting both fixed-route and BeeLine services.

Director of Transit Operations Romero also presented several options to address the current service interruptions and shared staff recommendations with the Board for consideration.

Carmen Alba, Senior Vice President of Transdev's Northwest Region, joined the meeting and provided an update on ongoing service planning efforts and driver retention strategies. Carmen Alba reported that additional resources have been brought in to support operations.

Chair Early called for public comment

Crysal McGee Lee provided comments on the presentation

Michael Barnbaum provided comments on the presentation

Alan Hirsch provided comments on the presentation

Fara Marz provided comments on the presentation

Seeing no further comments, Chair Early closed public comments

Executive Director Bernstein responded to inquiries from the Board regarding the staff recommendations and provided additional context

Motion: Chair Early made a motion to apply penalties for missed trips and to withhold payments for those trips. The motion also directed Executive Director Bernstein to call a special Board meeting if it is determined that any routes need to be suspended. Motion was seconded by Director Vega and offered an amendment requesting that additional information be provided on any routes that may be considered for suspension, including ridership signage.

The amendment was accepted by Chair Early. The motion, as amended, was approved by vote of 3 yes/0 No.

#### 7. Yolo 80 Managed Lanes Update

Director of Planning Abbanat introduced the presentation on the Yolo 80 Managed Lanes project.

Carlos Contreras, President of C&M Associates, joined the meeting to provide an update on the traffic and revenue study.

Kathleen Aziz, Principal Transportation Planner from SACOG, presented the CARTA five-year budget forecast estimate.

MJ Jackson, Senior Consultant from WSP, joined the meeting along with Andrew Nelson, Lead Consultant from WSP, who joined via Zoom. MJ Jackson and Andrew Nelson presented an overview of the equity study, including key goals and objectives.

Chair Early called for public comment

Alan Hirsch provided comments on the presentation

Seeing no further comments, Chair Early closed public comments.

## 8. Audited Financial Statements and Compliance Reports and Governance Letter for the Fiscal Year Ending June 30 2024

Brian Nash, CPA with Richardson & Company LLP, joined the meeting via Zoom to present the audited financial statements and governance letter for the fiscal year ending June 30, 2024.

Director of Finance Fadrigo responded to inquiries from the Board following the presentation.

Chair Early called for public comment

Alan Hirsch provided comments on the presentation

Seeing no further comments, Chair Early closed public comments.

# 4b. Approve Resolution 2025-08 authorizing expenditures and contract amendment with Fehr & Peers for design and engineering services for the Yolo Active Transportation Corridors (YATC) Project

Director of Planning Abbanat responded to inquiries from the Board

Motion: Director Vega made a motion to approve the Item 4b. Motion was seconded by Vice-Chair Loren. The motion was approved by a vote of 3 yes/0 No.

#### 9. Administrative Reports

- A. Board Members' Verbal Reports
- B. Executive Director's Verbal Report

Executive Director Bernstein reported that a competitive application was submitted for a federal grant program to replace aging buses in the fleet.

Executive Director Bernstein also reported that Director of Planning Abbanat and Assistant Transportation Planner Lomeli presented the Yolo Active Transportation Corridor (YATC) project at a recent Yolo County Board of Supervisors meeting, where the project received unanimous support.

C. Transdev Report

### D. Long Range Calendar

Executive Director Bernstein outlined the Long-Range Calendar

Chair Early called for public comment.

Michael Barnbaum provided public comment

Alan Hirsch provided public comment

Johnathan McClellon provided public comment

Seeing no further comments, Chair Early closed public comments.

### 10.Adjournment

Chair Early adjourned the meeting at 9:29 p.m.

Respectfully Submitted,

\_J.Marte\_

Janeene Marte, Clerk of the Board

## BOARD COMMUNICATION: YOLO TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| <b>Topic:</b> Approve Updated Advertising Policy | Agenda Item#:              | <b>4b</b>           |
|--|----------------------------|---------------------|
|  | Agenda Type:               | Action              |
|  |                            | Attachments: Yes No |
| Prepared By: H.Ausserer-Zela                     | Meeting Date: Sept 8, 2025 |                     |

## **RECOMMENDATION:**

Approve an update to YoloTD's 2017 advertising policy to align with current practices and case law.

## **BACKGROUND:**

YoloTD's existing bus advertising policy (Attachment A) was finalized in 2017. In recent years, other transit agencies have faced a number of First Amendment challenges to their policies. YoloTD has a bus advertising contract with vendor Aldrete Communications that also dates to 2017, and we are preparing to re-procure our agency's bus advertising contract.

As part of this preparation, staff consulted with agency legal counsel Kimberly Hood to update our advertising policy into a current, robust, and clear document that aligns with the standards set in recent legal decisions.

Additionally, in reviewing the 2017 policy, we identified that certain aspects of the policy were impractical for a small agency like ours, and inconsistent with our current practices. For example, the 2017 policy reserves 10% of exterior advertising space for Public Service Announcements (PSAs). In practice, this has proven difficult to implement with our small fleet and small number of advertising contracts. The new policy eliminates the exterior set-aside and replaces it with a policy reserving interior (bulkhead) advertising space for PSAs. Most local non-profit organizations and public agencies that place PSAs with YoloTD are targeting Yolobus passengers rather than automobile drivers, and the best way to reach passengers is with interior advertising.

Staff recommend that the Board approve the Draft 2025 Revised Bus Advertising Policy (Attachment B).

## **BUDGET IMPACT:**

No immediate impact. Annual revenues from bus advertising are approximately \$50,000 per year. Staff expect to return to the Board with an updated bus advertising contract within the current fiscal year -- after a competitive bidding process -- and that may result in a net increase in revenue.

## ATTACHMENTS:

A: Draft 2025 Revised YoloTD Bus Advertising Policy

B: 2017 YoloTD Bus Advertising Policy

#### Attachment: A



**UPDATED AUGUST 2025** 

#### 1. PURPOSE

The Yolo Transportation District (YoloTD) manages Yolo County's transit system whose mission is to provide safe, reliable, and efficient transportation options for the residents and visitors of our community. YoloTD permits limited types of advertising on its public transit vehicles (e.g. Yolobus) to generate revenue to support its public transit operational activities. In furtherance of this discrete and limited objective, YoloTD retains control over the nature of advertisements accepted for posting on its transit vehicles and maintains its advertising space as a nonpublic forum. By allowing limited types of advertising on or within vehicles, YoloTD does not intend by accepting advertising to convert the advertising space on its transit vehicles into a public forum for public discourse or expressive activity or to provide a forum for all types of advertisements.

Through this Policy, YoloTD intends to establish uniform, reasonable, and viewpoint-neutral standards for the display of advertising on YoloTD property.

YoloTD's acceptance of an advertisement does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information.

#### 2. ADVERTISING STANDARDS

A. All commercial and promotional advertising must meet or exceed high quality standards of art and design as exemplified in the industry and as determined by YoloTD or its authorized Advertising Contractor as defined herein.

#### B. PERMITTED ADVERTISING CONTENT

The following classes of advertising are authorized on YoloTD property if the advertising does not include any material that qualifies as prohibited advertising, as described in subsection (C) below:

- i. Commercial and Promotional Advertising Advertisements that promote or solicit the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property (real or personal) for commercial or noncommercial purposes, or that promote an entity that engages in such activities more broadly. It does not include advertising that also conveys prohibited content as defined herein.
- ii. **Governmental Advertising** Notices or messages from government entities, which are public entities created specifically by government action, to further specific government goals. The governmental entity must be clearly identified on the face of the advertisement.
- iii. **Public Service Announcements (PSAs)** Announcements directed to the general public or a significant segment of the public and sponsored by either a government entity with jurisdiction in Yolo County, academic institution, or tax-exempt nonprofit (Internal Revenue Code 501(c)(3)) organization that relates to:
  - a. Prevention or treatment of illnesses;
  - b. Promotion of safety or personal well-being;

- c. Education or training;
- d. Art or culture;
- e. Provision of children and family services;
- f. Solicitation by broad-based contribution campaigns which provide funds to multiple charitable organizations; or
- g. Provision of services and programs that provide support to low-income citizens, senior citizens, and people with disabilities.

Additional guidelines for PSAs may be found under subsection 4.B.

#### C. PROHIBITED ADVERTISING CONTENT

In YoloTD's experience, certain types of advertisements interfere with the program's sole purpose of generating revenue to benefit the transit system and increase ridership. This policy advances the advertising program's revenue-generating objective and preserves the forum's primary transit purposes by prohibiting advertisements that interfere with and divert resources from transit operations, that detract from transit purposes by creating substantial controversy, and/or that pose significant risks of harm, inconvenience, or annoyance to transit passengers, operators, and vehicles. Such advertisements create an environment that is not conducive to achieving increased revenue for the benefit of the transit system or to preserving and enhancing the security, safety, comfort, and convenience of its operations or to protecting the interests of the captive audience that uses YoloTD's transit services. Accordingly, advertising is prohibited on YoloTD property if it contains any content, without regard to the viewpoint expressed, that falls into one or more of the following categories:

- i. **Political Advertising** "Political Advertising" means any material promoting or opposing (i) a political party; (ii) the election of any candidate or group of candidates for federal, state, or local government offices; (iii) any legislation, initiative, referendum, or ballot measure; or (iv) a political action committee, political campaign, or political philosophy.
- ii. **Public Issue** Any material expressing or advocating an opinion or position on matters of public debate about economic, political, religious, or social issues, that causes YoloTD property to become a public forum. The following nonexclusive factors may be considered when applying this section to proposed commercial advertising: (a) whether a commercial product or service is apparent from the face of the advertisement, and (b) whether the commercial product or service is incidental to the public interest content of the ad.
- iii. **False or Misleading** Any material that is or the sponsor reasonably should have known is false, fraudulent, misleading, deceptive, or would constitute a tort of defamation or invasion of privacy. Such materials include those that inaccurately state or imply YoloTD's endorsement of the subject of the advertisement.
- iv. **Copyright, Trademark, or Otherwise Unlawful Infringement** Any material that infringes on any copyright, trade or service mark, title, or slogan.
- v. **Religious** Any material that promotes or opposes any identifiable or specific religion, religious viewpoint, belief, message, or practice.
- vi. **Obscenity, Pornographic, Sexual/Adult-Oriented Content** Any material that is obscene, pornographic, or sexual and adult-oriented. Such content means any advertising that contains or involves any material that describes, depicts or represents sexual or excretory organs or activities in a manner that a reasonably prudent person, knowledgeable of YoloTD's ridership

and using prevailing community standards, would find inappropriate for the public transit environment, including persons under the age of 18. Such prohibited adult content also includes advertisements for adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments or services, as well as advertisements for adult films rated "X" or "N-17," television rated "MA," or video games rated "A" or "M."

- vii. **Defamation or Lawless Action** Any material that is clearly defamatory or that promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or violent action.
- viii. **Alcohol, Tobacco, Cannabis, or Firearms** Any material that constitutes commercial advertising of beer, wine, distilled spirits, alcoholic beverages, cannabis or cannabis-related products, marijuana, tobacco or tobacco-related products, firearms, or any substance licensed and regulated under California law.
- ix. **Profanity and Violence** Advertisement that contains any profane language, or images, copy or concepts that promote guns/firearms or gun violence, or that depict weapons or other devices in an act of violence or harm on a person or animal, or contain any material that incites or encourages, or appears to incite or encourage, violence or violent behavior, or that depicts weapons or devices that appear to be aimed or pointed at the viewer or observer in a menacing manner.
- x. **Demeaning or Disparaging** Advertising that contains material that demeans or disparages an individual, group of individuals, or entity. For purposes of determining whether an advertisement contains such material, YoloTD will determine whether a reasonably prudent person, knowledgeable of YoloTD ridership and using prevailing community standards, would believe that the advertisement contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of any individual, group of individuals, or entity.
- xi. Harmful or Disruptive to Transit System Any material that is reasonably likely to cause harm to, disruption of, or interference with the transportation system. For purposes of determining whether an advertisement contains such material, YoloTD will determine whether a reasonably prudent person, knowledgeable of YoloTD's ridership and using prevailing community standards, would believe that the material is so objectionable that it is reasonably foreseeable that it may result in harm to, disruption of, or interference with the operation or business reputation of the transit system.
- xii. **Unsafe Transit Behavior** Any advertisement that encourages or depicts unsafe behavior with respect to transit-related activities, such as non-use of normal safety precautions in awaiting, boarding, riding upon, or disembarking from transit vehicles.
- xiii. **Adverse to YoloTD** Advertising, or any material contained in it, that is directly adverse to YoloTD's commercial interests or that tends to disparage public transportation generally.
- xiv. **YoloTD Graphics and References** Advertising that contains YoloTD, Yolobus, Yolobus Special or BeeLine graphics, logos, or representations without the express written consent of YoloTD.
- xv. **Symbols** Miscellaneous characters, images or symbols used as a substitute for prohibited content.

xvi. **Unauthorized Endorsement** – Any material that implies or declares that YoloTD endorses a product, service, point-of-view, event or program. The prohibition against endorsements does not apply to advertising for a service, event or program for which YoloTD is an official sponsor, cosponsor or participant.

#### 3. ADVERTISING ADMINISTRATION

#### A. RESPONSIBILITIES

- i. Executive Director, Communications and Marketing Specialist, or other YoloTD designee is responsible for managing messages and materials on YoloTD buses, overseeing transit information distribution, coordinating unique channels, reviewing and approving/rejecting exterior bus ads, cross-promotions, and added value programs based on the criteria in this document. They also enforce YoloTD's right to reject and/or order removal of revenuegenerating advertising based on the criteria in this document.
- ii. Advertising Contractors handle revenue-generating ads on YoloTD vehicles, follow YoloTD policies, and post informational ads as directed by the Executive Director or their designee. YoloTD's Advertising Contractors shall be responsible for the daily administration of YoloTD's advertising in a manner consistent with this Policy and with the terms and conditions of their agreements with YoloTD.

#### B. ENFORCEMENT OF POLICY

- i. **Review by YoloTD Representative** If YoloTD's Communications and Marketing Specialist determines that an advertisement does not comply with this Policy, he or she shall, in writing, specify the standard or standards with which the advertisement does not comply, and shall so notify the Advertising Contractor.
- ii. **Notification to Advertiser** YoloTD's Advertising Contractor will send prompt, written notification to the advertiser of the rejection of the advertisement and will include in that notification a copy of this Policy and written specification of which standard or standards the advertisement fails to comply with.
- iii. **Appeal to Executive Director** Rejection of an advertisement may be appealed to YoloTD's Executive Director by written notification to the Communications and Marketing Specialist. The Executive Director will allow the advertiser and the Communications and Marketing Specialist to present any argument or evidence they wish to offer. The Executive Director's decision shall be final.
- iv. **Severability** YoloTD reserves the right to suspend, modify, or revoke the application of any of the standards in this Policy as it deems necessary to comply with legal mandates, to accommodate its primary transportation function, or to fulfill the goals and objectives identified above. All of the provisions in this Policy shall be deemed severable.

#### 4. GUIDELINES

#### A. REVENUE-GENERATING ADVERTISING

YoloTD can directly sell or post revenue-generating ads or contract with outside vendors for this purpose. Vendor selection follows YoloTD's procurement procedures through a Request for Proposal process.

#### **B. PUBLIC SERVICE ANNOUNCEMENTS**

- The sponsor of the PSA must be a government entity having jurisdiction in Yolo County, including YoloTD's member agencies, or a charitable or nonprofit public benefit organization (501(c)(3)), and advertising a community event or service that it is sponsoring, in whole or in part.
- ii. The community event or services advertised in the PSA must be directed to the general public or significant segment of the public and be intended to benefit residents, charitable or nonprofit organizations, and/or firms and owners that conduct business in Yolo County. PSAs must be non-commercial and non-partisan politically. Non-partisan in this context means that the advertising does not promote the candidacy of any person running for public office or a ballot measure.
- iii. PSA space allocation YoloTD reserves interior ad space (bulkheads) for PSA marketing on a first-come, first-serve basis. YoloTD currently does not accept revenue ads in internal spaces unless the Executive Director or their designee approves otherwise in writing. PSAs, except those for alternative transportation programs, can run for four weeks (with a waiting list) or eight weeks (without a waiting list) unless extended in writing by YoloTD's Executive Director or their designee.
- iv. Expenses The sponsoring entity must cover PSA artwork, installation, and removal costs. If space isn't available when requested, the entity will be waitlisted and notified of openings.

#### C. ADVERTISING LOCATIONS

Locations for revenue-generating advertising are limited to the exterior surface areas of buses or any location approved by YoloTD's Board of Directors. The specific exterior location on buses is subject to prior written approval by YoloTD's Executive Director, Communications and Marketing Specialist, or their designee.

#### D. SPONSOR IDENTIFICATION

Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters (no smaller than 72 point type for exteriors and 24 point type of interiors):

"Teaser ads" that do not identify the sponsor will, however, be allowed so long as a similar number of follow up advertisements are posted within eight weeks of the initial tease ads that do identify the sponsor of those initial ads.

#### E. VINYL WINDOW GRAPHICS

For passenger, operator, and law enforcement safety, vinyl window graphics on YoloTD vehicles may not cover more than 80% of any bus side window surface and may not cover the front windshield, driver's side window, bus door windows, head sign, or curb sign. All vinyl wraps must adhere to Department of Transportation regulations and maintain visibility for passengers to see outside the bus.

#### **ATTACHMENT:B**

### YCTD ADVERTISING GUIDELINES FOR BUS EXTERIOR ADVERTISEMENTS April 10, 2017

The Yolo County Transportation District (YCTD) has determined that allowing revenue-generating advertising which does not compromise public or employee safety to be placed in designated areas on its transit properties is a responsible means of maximizing use of the District's capital investments. Therefore, YCTD may directly sell or enter into contracts with outside vendors to sell and display advertising on YCTD buses for the sole purpose of generating revenue. Issuance of such contracts must be in accordance with YCTD's procurement procedures. Locations for revenue-generating advertising may include but are not limited to: interiors and exteriors of buses, fixed outdoor displays on YCTD property. YCTD reserves the right to reject any advertising based upon its guidelines for acceptable advertising content contained in this document.

YCTD has further determined that advertising on its own properties is a valuable means of communicating with its customers. Therefore, YCTD explains and promotes its transit services through the dissemination of information onboard YCTD vehicles. Finally, YCTD realizes the importance of being a strong community partner and supports the inclusion of public service announcements in its advertising program as long as the content strictly adheres to guidelines found within section 3.2 and 3.3 of this document. All messages and materials distributed shall be approved and/or authorized by the Executive Director, or his/her designee.

The purpose of these guidelines is to prescribe standards for the use of YCTD's revenue-generating advertising space and informational advertising space throughout YCTD system. YCTD has not designated, and does not allow its advertising spaces to be used as, a forum for unlimited public expression. They are not intended to invite public discourse. The standards set forth in these guidelines are intended to preserve the non-public forum status of the advertising spaces. YCTD reserves the exclusive right to modify these guidelines upon at least 30 days advance written notice, and the selected contractor(s) will be responsible to adhere to such guidelines.

#### **DEFINITIONS**

**Added Value Materials** – Informational advertising that offers a tangible benefit to patrons as a means of rewarding and retaining customers (e.g., a money-saving discount).

**Cross-Promotion** – A cooperative partnership in which two or more entities work together with the goal of jointly promoting their respective services.

Exterior King Ad – Large ad measuring approximately 140" x 40" displayed on the street side of 40' or longer YCTD buses. King ads are directly applied to the bus with adhesive vinyl that can be removed easily without damaging bus surfaces.

**Exterior Queen Space** – Medium ad measuring approximately 140" x 40" displayed on the curbside of 40' or longer YCTD buses. Queen ads are applied directly to the bus with adhesive vinyl that can be removed easily without damaging bus surfaces.

Exterior Tail light or "Tail" Ad – Smaller ad with varying measurements, depending on the make of the bus, displayed on the rear of Buses. Tail ads are directly applied to the bus with adhesive vinyl that can be removed easily without damaging bus surfaces.

Other Exterior Ad Dimensions and Placements – The Executive Director, or his designee, may modify in writing the above selection of ad placements and dimensions, or establish new dimensions, ad size and placement selection choices, working closely with the bus exterior advertising contractor. This option may allow the addition of larger wrapped ads.

**Governmental Entities** – Public entities specifically created by government action.

**Guidelines** – The written guidelines, as prepared and amended from time to time by YCTD, that are provided to businesses and organizations wishing to advertise. The Guidelines set forth procedures to be followed by advertisers and YCTD in the administration of this document.

Interior Bus Car Card – An approximately 28" x 11" poster that mounts above the seats in YCTD local transit Buses that have display bulkheads to provide information on fares, routes, safety, pass sales locations, service changes and other matters relevant to the use of YCTD System. The interior card space may be used for information and promotion of YCTD services and events, information and promotion of services and events by YCTD's member agencies (Cities of Woodland, Davis, West Sacramento and Winters, plus the County of Yolo, plus U.C. Davis, plus the California Department of Transportation), and by charitable and non-profit organizations involved in the provision of services to residents of Yolo County. Note that interior bus card postings are a YCTD decision matter and have nothing to do with bus exterior ads.

**Executive Director** – YCTD's Executive Director or such person's designee.

**Public Service Announcement** – Non-commercial advertising that complies with the requirements of these guidelines, and that promotes a community event or services to be provided in Yolo, Sacramento or Solano County, that is open to the public, and is sponsored in whole or in part by a governmental entity having jurisdiction in the respective County, or by a charitable or non-profit organization. For purposes of these guidelines, a governmental entity, charitable or non-profit organization is deemed to sponsor a community event, in whole or in part, if it provides or contributes to the production or supervision of the public event, one or more of the following:

- (i) Actual funding in an amount exceeding \$1,000;
- (ii) Use of property owned or controlled by the governmental entity to conduct the event;
- (iii) An allocation of time to advertise the community event or services, on not less than five
- (5) days, on a cable television, radio channel operated or under the control of the governmental entity;
- (iv) Personnel of the governmental agency, including, but not limited to, police and/or fire personnel, assigned solely to assist with the production or supervision of the community event or services; or
- (v) Other services, resources or assets of the governmental agency, charitable or non-profit organization, dedicated to assist in the production or supervision of the community event, having a fair market value exceeding \$1,000.

**Vinyl Window Graphics** – An adhesive vinyl super-graphic that covers a portion of the window surface of a bus. Such graphics are manufactured to be largely transparent to those inside the vehicle, permitting passengers to see outside through the graphics.

#### 1.0 RESPONSIBILITIES

**Executive Director, or his/her designee,** prepares all messages and materials for dissemination on board YCTD Buses; administers the distribution/display of transit information; tracks/coordinates the availability and use of YCTD's unique information distribution channels, reviews and approves or disapproves all exterior bus advertisements, and enforces these bus exterior advertisement guidelines. **Bus contractor's utility workers** physically place time schedules and other flyers, newsletters, publications and brochures on buses for distribution to the public.

**Advertising Vendors** sell, post, and maintain all revenue-generating advertising on YCTD vehicles; implement YCTD's policies on revenue-generating advertising; post all YCTD informational advertising according to instructions from the Executive Director, or his/her designee.

**Executive Director, or his/her designee,** reviews and approves/rejects all cross-promotions and added value programs using YCTD's unique distribution channels based upon the criteria in this

document; enforces YCTD's right to reject and/or order removal of revenue-generating advertising based upon the criteria in this document.

#### 2.0 GENERAL

These guidelines and its procedures apply to all represented and non-represented employees, consultants and Board members. The display of paid (revenue-generating) advertising carries with it a responsibility to protect YCTD from potential litigation and to recognize the potential association of advertising images with YCTD services while simultaneously respecting First Amendment principles. The District addresses these issues through the responsible and consistent application of written criteria for advertising acceptability.

At the same time, YCTD's ability to reach its customers directly is crucial for the adequate dissemination of transit information. Any use of the unique distribution channels at its command (such as allotments of bus interior space as well as on-board schedule racks) for purposes unrelated to customer information or retention is to be avoided, as it effectively "pre-empts" the availability of transit information to the public. YCTD administers the use of these unique distribution channels as part of its overall responsibility for customer communication.

These guidelines prescribe standards for the use of YCTD's revenue-generating advertising space and informational advertising space throughout YCTD system. YCTD has not designated, and does not allow its advertising spaces to be used as, a forum for unlimited public expression. They are not intended to invite public discourse. The standards set forth in these guidelines are intended to preserve the non-public forum status of the advertising spaces.

#### 3.0 GUIDELINES

#### 3.1 Revenue-Generating Advertising

YCTD may sell or post revenue-generating advertising directly. Conversely, YCTD may also contract with outside vendors to sell and display advertising on buses, website, bus shelters, and time schedules for the sole purpose of generating revenue. Vendors for such contracts are solicited through a Request for Proposals process which must conform to YCTD's procurement procedures. No more than 90% of the available space on bus exteriors may be utilized for revenue-generating advertising, unless increased otherwise in writing by YCTD's Executive Director, or his/her designee, and any unused available space shall be made available for YCTD's own transit-related information and for PSAs.

Locations for revenue-generating advertising are limited to the exterior surface areas of buses or any other location approved by YCTD's Board of Directors. The specific exterior location on buses is subject to prior written approval by YCTD's Executive Director, or his/her designee.

#### 3.2 Permitted Advertising Content

The following classes of advertising are authorized on YCTD vehicles if the advertising does not include any material that qualifies as Prohibited Advertising under subsection 3.4 of this Advertising Policy.

#### 3.2.1 Commercial and Promotional Advertising

Commercial and promotional advertising promotes or solicits the sale, rental distribution or availability of goods, services, food entertainment, events, programs, transactions, donations,

products or property (real or personal) for commercial purposes or more generally promotes an entity that engages in such activities.

#### 3.2.2 Non-Commercial Advertising

Non-commercial advertising it is intended to promote community events or services open to the public that are sponsored in whole or in part by a governmental entity having jurisdiction in the Yolo County or by a charitable or non-profit organization.

#### 3.3 Public Service Announcements (PSAs)

YCTD recognizes that its advertising program and its overall public transportation mission are promoted by allowing Public Service Announcements at no charge, other than production, installation and removal costs, to advertise events occurring primarily in Yolo County that are sponsored, in whole or in part, by any governmental entity having jurisdiction in Yolo County. Such announcements engender goodwill with the public because the transit system is seen as a caring and active participant in the community. Further, those viewing Public Service Announcements are introduced to the benefits of transit advertising, increasing the likelihood of increased purchases of transit advertising in the future. In order to qualify for advertising space, a PSA must meet all relevant guidelines of this document.

- 3.3.1 The sponsor of a PSA must be a governmental entity having jurisdiction in Yolo County, or a charitable or non-profit organization, and advertising a community event or services that it is sponsoring, in whole or in part.
- 3.3.2 The community event or services advertised in the PSA must be directed to the general public or a significant segment of the public and be intended to benefit residents, charitable or non-profit organizations, and/or firms and owners that conduct business in Yolo County.

#### 3.3.3 Allocation of advertising space for PSAs.

Advertising space for PSAs shall be made available as follows: The District shall be allotted up to 10% of total advertising space, plus any unused advertising space, for PSA marketing purposes and the remaining space may be utilized for revenue generating advertisements, unless otherwise modified in writing by YCTD's Executive Director, or his/her designee. With the exception of PSAs specifically to promote alternative transportation programs, a PSA may only run for a period of four weeks if there is a waiting list and 8 weeks if there is no waiting list, unless a longer term is otherwise approved in writing by YCTD's Executive Director or his/her designee. The PSA artwork and cost of installation and removal must be paid for by the governmental entity, charitable organization or non-profit organization. If there is no space available at the time of the request, the entity will be placed on a waiting list and notified when space becomes available.

#### 3.4 Prohibited Advertising Content

Advertising is **prohibited** on YCTD vehicles if it includes any of the following content:

3.4.1 **Political.** Advertising promoting or opposing a political party, or promoting or opposing the election of any candidate or group of candidates for federal, state or local government offices. Advertising, promoting or opposing initiatives, referendums, ballot measures or other matters considered too controversial by the Executive Director, or his/her designee, is also prohibited.

- 3.4.2 **Public Issue.** Advertising expressing or advocating an opinion, position or viewpoint on matters of public debate about economics, political, religious or social issues.
- 3.4.3 **Prohibited Products, Services and Activities.** Any advertising that promotes or depicts the sale, rental, use of, or participation in, the following products, services or activities; or that uses brand names, trademarks slogans or other material that are identifiable with such products, services or activities, or content that otherwise promotes or constitutes any of the following:
  - a) Tobacco
  - b) E-cigarettes
  - c) Alcohol, with the exception of wineries, distilleries and businesses located in Yolo County that manufacture food or beverages
  - d) Marijuana and marijuana related products
  - e) Adult /Mature Rated Films, Television or Video Games
  - f) Adult Entertainment Facilities, Adult Service
  - g) Sexual or Obscene Material
  - h) False, Misleading or Defamatory Material
  - i) Illegal Activity
  - j) Copyright or Trademark Infringement
  - k) Profanity or Violence
  - 1) Firearms and Other Weapons
  - m) Images, copy or concepts that are false and disparage the quality of services or products, or the reputation, of a business or public agency
  - n) Images, copy or concepts that are racist, or that denigrate, demean, or discriminate against a specific ethnic, religious, cultural, or gender group
  - o) Content promoting, advertising or relating to any religious faith, organization or tenet
  - p) Casinos, casino resorts, concerts and special events at casino locations other than Cache Creek Casino Resort in Brooks, California, unless otherwise authorized in writing by the Executive Director or his/her designee.
  - q) Advertisements related to lotteries associated with the California Lottery Commission are allowed.

Prior to selling exterior advertising space to businesses located outside of Yolo County, Contractor shall use due diligence in offering such spaces to businesses located in Yolo County that sell similar goods and services. This effort shall continue on an ongoing basis throughout the term of this agreement.

#### 3.5 YCTD's Right of Rejection

Beyond the above, YCTD's vendors may review advertising content according to their own guidelines of acceptability. YCTD requires the screening of all individual ads by vendors and YCTD prior to posting. Nevertheless, in all contracts YCTD reserves the right to reject any advertising content submitted for display on its properties and/or to order the removal of any advertising posted on its properties. Decisions regarding the rejection or removal of advertising are made by the Executive Director, or his/her designee, based solely upon the criteria in this document.

#### 3.6 Vinyl Window Graphics

To ensure the safety and security of passengers, operators and law enforcement officers, advertising displays which employ vinyl window graphics are restricted from obscuring window surfaces on YCTD vehicles as follows:

Buses: No more than 80% of the window surface of any bus side may be covered by vinyl window graphics. (Note: this excludes the front window surface, which may not be covered in any manner, as well as the driver's side window, the bus door windows, the head sign and the curb sign.) All vinyl wraps must comply with Department of Transportation regulations. All vinyl wraps covering windows shall allow passengers to easily see through the ad to outside the bus.

#### 3.7 Informational Advertising

YCTD has several unique distribution channels at its disposal for disseminating transit information for which it incurs no "space" cost (the fee charged for advertising space). These distribution channels include, but are not limited to: schedule racks on board YCTD Buses, information displays at certain bus shelters, information on bus stop poles, interior car cards, bus schedules and YCTD administered websites and social media outlets.

In addition, as specified in section 3.1, YCTD has available for use an allotment of exterior bus advertising space. If an advertising vendor is utilized, YCTD will incur no charge for this space. An advertising vendor will be allocated no more than 90% of exterior advertising space to sell under a revenue-generating agreement, unless otherwise approved in writing by YCTD's Executive Director, or his assistant.

Acceptable information for these distribution channels is categorized as follows:

### 3.7.1 Regular Transit Information

Regular transit information is prepared by YCTD in accordance with its strategic planning process as well as upon request from other internal departments. Regular transit information includes, but is not limited to: service features and changes, fare information and changes, safety and security messages, maps and explanations of related transportation services.

#### 3.7.2 Cross-Promotional Information

YCTD's Executive Director, or his/her designee, may use YCTD's distribution channels to participate in cross-promotional opportunities with outside organizations that offer a direct opportunity to promote use of transit. Any materials distributed for this purpose must prominently include promotion of YCTD services.

The outside organization involved must either bear the cost of producing, installing and removing such materials or, if approved by YCTD's Executive Director, or his/her designee, provide an equivalent or greater value in cross-promotional benefits (i.e. advertising space, editorial space, etc.). Any cross-promotional arrangement must be approved by the Executive Director, or his/her designee, based upon the criteria in this document.

#### 3.8 "Added Value" Materials

YCTD's Executive Director, or his/her designee, may use YCTD's distribution channels to provide "added value" materials to its customers. Such materials must present a specific and time-dated offer uniquely provided for YCTD customers (generally a money-saving discount) in which transit can be used to access the redemption point. Any materials distributed for this purpose must prominently include Yolobus logo and other wording approved by YCTD's Executive Director, or his/her designee, to indicate that the offer is specifically designed for YCTD customers.

The outside organization involved must either bear the cost of producing, installing and removing such materials or, if approved by YCTD's Executive Director, or his/her designee, provide an equivalent or greater value in cross-promotional benefits (i.e. advertising space, editorial space, etc.). Any added value programs must be approved by the Executive Director based upon the criteria in this document. program.

## BOARD COMMUNICATION: YOLO COUNTY TRANSPORTATION DISTRICT

350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| <b>Topic:</b> 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 | Agenda Item#: Agenda Type: | 4c<br>Action        |
|--|----------------------------|---------------------|
|  |                            | Attachments: Yes No |
| Prepared By: C.Fadrigo   | Meeting Date: Sept 8, 2025 |                     |

## **RECOMMENDATION:**

Adopt Resolution 2025-11 authorizing staff to request \$1,497,454 in State-of-Good-Repair (SGR) funds from the Sacramento Area Council of Governments (SACOG). This amount combines allocations from Fiscal Years 2018-2019 through 2023-2024 and will be applied to SGR Project #1: Replacement of three (3) fixed route Compressed Natural Gas (CNG) transit buses.

## **BACKGROUND:**

The Sacramento Area Council of Governments (SACOG) serves as the regional administrator for the California State of Good Repair (SGR) and State Transit Assistance (STA) funds, allocated by the State Controller's Office to transit operators across the region. These funds support eligible transit capital projects, including facility upgrades, vehicle repairs, and equipment necessary to maintain public transportation systems in a state of good repair.

SACOG requires that all claim requests be accompanied by formal approval and a resolution from the YoloTD Board authorizing the request for funding.

In April 2024, YoloTD procured three (3) CNG fixed route buses through the Washington State contract contracted with Gillig. The purchase was originally approved in the FY 2021-22 budget and subsequently carried forward in later years. The buses are now complete, with final inspection to be scheduled and delivery expected in late September 2025.

Staff seeks Board authorization to submit a funding request to cover a portion of the cost. The total cost for all three buses is approximately \$2,550,000. The SGR funds of \$1,497,454, as shown in Table 1, will be used for this purchase and will also serve as the local match to the FTA 5307 funds programmed for these buses.

Table 1: YoloTD Project #1 Combined SGR Fiscal Year Funding Allocations

|        |             | Project                                       | Balances         |           |                  |
|--------|-------------|---|------------------|-----------|------------------|
| Agency | Fiscal Year |   | 99313            | 99314     | Total            |
| YCTD   | FY 18-19    | Replace three (3) Fixed Route CNG Transit Bus | \$<br>291,332.00 | 45,424.00 | \$<br>336,756.00 |
| YCTD   | FY 19-20    | Replace three (3) Fixed Route CNG Transit Bus | \$<br>207,913.00 | 51,623.00 | \$<br>259,536.00 |
| YCTD   | FY 20-21    | Replace three (3) Fixed Route CNG Transit Bus | \$               |           | \$               |
| YCTD   | FY 21-22    | Replace three (3) Fixed Route CNG Transit Bus | \$<br>227,311.00 | 48,364.00 | \$<br>275,675.00 |
| YCTD   | FY 22-23    | Replace three (3) Fixed Route CNG Transit Bus | \$<br>230,522.00 | 49,815.00 | \$<br>280,337.00 |
| YCTD   | FY 23-24    | Replace three (3) Fixed Route CNG Transit Bus | \$<br>293,439.00 | 51,711.00 | \$<br>345,150.00 |

## **FISCAL IMPACT:**

The total cost of the three (3) CNG bus purchases is \$2,550,000. This purchase was approved in the FY 2021-22 capital budget and carried forward into subsequent budget years.

#### **Attachments:**

A. 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

#### **ATTACHMENT:**A

#### YOLO TRANSPORTATION DISTRICT

#### **RESOLUTION NO. 2025-11**

# A RESOLUTION AUTHORIZING THE SUBMITTAL OF A REQUEST TO THE SACRAMENTO AREA COUNCIL OF GOVERNMENTS (SACOG) TO CLAIM STATE-OF-GOOD REPAIR (SGR) FUNDS FOR THE PURCHASE OF THREE CNG FIXED ROUTE BUSES

- **WHEREAS**, Yolo Transportation District (YoloTD) is an eligible transit agency to receive transit assistance funding from the State of Good Repair (SGR) for transit projects; and
- **WHEREAS**, YoloTD identified the need to replace three compressed natural gas (CNG) fixed route buses to maintain safe, reliable, and efficient service; and
- **WHEREAS**, the purchase of three CNG replacement buses was approved in YoloTD's Fiscal Year 2021-2022 Capital Budget and carried forward into the subsequent years; and
- **WHEREAS**, in April 2024, YoloTD contracted with Gillig, LLC through the Washington State Cooperative Procurement Contract to manufacture the three CNG buses; and
- **WHEREAS**, the buses are scheduled for final inspection and delivery in September 2025, with a total project cost of approximately \$2,550,000; and
- **WHEREAS,** YoloTD is eligible to receive \$1,497,454 in State-of-Good Repair (SGR) funds allocated from fiscal years 2018-19 through 2023-24 as follows:
  - Public Utility Code Section 99313 **Total \$1,250,517** 
    - o 2018-19 \$291,332, 2019-20 \$207,913, 2021-22 \$227,311, 2022-23 \$230,522 and 2023-24 \$293,439
  - Public Utility Code Section 99314 Total \$246,937
    - o 2018-19 \$45,424 2019-20 \$51,623, 2021-22 \$48,364, 2022-23 \$49,815 and 2023-24 \$51,711
- **WHEREAS**, the SGR funds will be applied toward the cost of the CNG bus replacements and will also serve as the local match to Federal Transit Administration (FTA) Section 5307 funds programed for the same purpose;

#### NOW, THEREFORE, IT IS HEREBY RESOLVED, ORDERED, AND FOUND by the Board of

Directors of the Yolo Transportation District, County of Yolo, State of California, that:

- 1. The allocation of State of Good Repair (SGR) funds in the total amount of \$1,497,454 from fiscal years 2018-2019 through 2023-2024 is hereby approved and authorized to be applied toward the purchase of three compressed natural gas (CNG) fixed route replacement buses.
- 2. The SGR funds shall be used as the local match to Federal Transit Administration (FTA) Section 5307 funds programmed for the same purpose.
- 3. The Executive Director, or designee, is authorized to take all actions necessary to implement this resolution, including the execution of any required documents with the California Department of Transportation (CalTrans), the Federal Transit Administration, and Gillig, LLC, to complete the project.

| State of California, this 8th day of September 2025, by the following vote: |
|---|
|   |
| AYES:   |
| NOES:   |
| ABSTAIN:  |
| ABSENT:   |
|   |
|   |
|   |
| Dawnte Early, Chair Board of Directors                                      |
|   |
| ATTEST:   |
|   |
| Janeene Marte, Clerk of the Board   |
|   |
| Approved as to Form:  |
|   |
|   |
| Kimberly Hood, District Counsel   |
|   |

PASSED AND ADOPTED by the Board of Directors of the Yolo Transportation District, County of Yolo,

## BOARD COMMUNICATION: YOLO COUNTY TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| <b>Topic:</b> Receive Auditor Governance Letter for Fiscal Year 2024-2025 | Agenda Item#: | 4d Information             |  |  |  |
|---|---------------|----------------------------|--|--|--|
|   | Agenda Type:  | Attachments: Yes No        |  |  |  |
| Prepared By: C.Fadrigo  |               | Meeting Date: Sept 8, 2025 |  |  |  |

## **RECOMMENDATION:**

Receive the Auditor Governance Letter for Fiscal Year 2024-2025.

## **BACKGROUND:**

As part of the annual audit, the District's independent auditor is required to communicate certain matters to the Board of Directors, who serve as those charged with governance. This communication is provided in the Auditor Governance Letter issued by Richardson & Company, LLP.

The following risks are noted in the letter, are part of audit planning, and are not findings in themselves. The full details are included in the attached letter. Staff will continue working with the auditor to ensure proper internal controls in these areas. The FY 2024-25 financial audit is expected to begin in November 2025.

- Improper revenue recognition with particular attention to the cut-off of revenue, receivables, and cost reimbursement grants for expenses.
- Cut-off of expenses to ensure that costs are recorded in the appropriate fiscal year.

#### **Attachments:**

A. Richardson & Company, LLP Auditor Governance Letter FY 2024-2025



550 Howe Avenue, Suite 210 Sacramento, California 95825

Telephone: (916) 564-8727 FAX: (916) 564-8728

#### **GOVERNANCE LETTER**

To the Board of Directors and Management Yolo County Transportation District Woodland, California

We are engaged to audit the financial statements of the business type activities and fiduciary fund of the Yolo County Transportation District (the District) for the year ended June 30, 2025. Professional standards require that we provide you with the following information related to our audit. We would also appreciate the opportunity to meet with you to discuss this information further since a two-way dialogue can provide valuable information for the audit process.

Our Responsibility under U.S. Generally Accepted Auditing Standards, Government Auditing Standards and the Uniform Guidance

As stated in our engagement letter dated May 15, 2025, our responsibility, as described by professional standards, is to express opinions about whether the financial statements prepared by management with your oversight are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit of the financial statements does not relieve you or management of your responsibilities.

In planning and performing our audit, we will consider the District's internal control over financial reporting in order to determine our auditing procedures for the purpose of expressing our opinions on the financial statements and not to provide assurance on the internal control over financial reporting. We will also consider internal control over compliance with requirements that could have a direct and material effect on a major federal program in order to determine our auditing procedures for the purpose of expressing our opinion on compliance and to test and report on internal control over compliance in accordance with the Uniform Guidance.

As part of obtaining reasonable assurance about whether the District's financial statements are free of material misstatement, we will perform tests of its compliance with certain provisions of laws, regulations, contracts, and grants. However, providing an opinion on compliance with those provisions is not an objective of our audit. Also in accordance with the Uniform Guidance, we will examine, on a test basis, evidence about the District's compliance with the types of compliance requirements described in the U.S. Office of Management and Budget (OMB) Compliance Supplement applicable to each of its major federal programs for the purpose of expressing an opinion on the District's compliance with those requirements. While our audit will provide a reasonable basis for our opinion, it will not provide a legal determination on the District's compliance with those requirements.

To the Board of Directors and Management Yolo County Transportation District

Generally accepted accounting principles provide for certain required supplementary information (RSI) to supplement the basic financial statements. Our responsibility with respect to management's discussion and analysis, Schedule of Proportionate Share of the Net Pension Liability and Schedule of Contributions to the Pension Plan, Schedule of Changes in the Net OPEB Liability and Related Ratios, and Schedule of Contributions to the OPEB Plan, which supplement(s) the basic financial statements, is to apply certain limited procedures in accordance with generally accepted auditing standards. However, the RSI will not be audited and, because the limited procedures do not provide us with sufficient appropriate evidence to express an opinion or provide any assurance, we will not express an opinion or provide any assurance on the RSI.

We have been engaged to report on supplementary information that includes Combining Statement of Net Position, Combining Schedule of Revenues, Expenses and Changes in Net Position, Combining Schedule of Cash Flows, and Schedule of Expenditures of Federal Awards, as required by Title 2 U.S. *Code of Federal Regulations Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards*, which accompany the financial statements but are not RSI. Our responsibility for this supplementary information, as described by professional standards, is to evaluate the presentation of the supplementary information in relation to the financial statements as a whole and to report on whether the supplementary information is fairly stated, in all material respects, in relation to the financial statements as a whole.

We will prepare the financial statements, will post adjustments to our trial balance that management approves, and will prepare the schedule of expenditures of federal awards and related notes. These nonaudit services do not constitute an audit under Government Auditing Standards.

#### Planned Scope, Timing of the Audit, Significant Risks, and Other

An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements; therefore, our audit will involve judgment about the number of transactions to be examined and the areas to be tested.

Our audit will include obtaining an understanding of the entity and its environment, including the system of internal control, sufficient to assess the risks of material misstatement of the financial statements and to design the nature, timing, and extent of further audit procedures. Material misstatements may result from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the entity or to acts by management or employees acting on behalf of the entity. We will generally communicate our significant findings at the conclusion of the audit. However, some matters could be communicated sooner, particularly if significant difficulties are encountered during the audit where assistance is needed to overcome the difficulties or if the difficulties may lead to a modified opinion. We will also communicate any internal control related matters that are required to be communicated under professional standards.

We have identified the following significant risk(s) of material misstatement as part of our audit planning:

- Improper revenue recognition, especially cut-off of revenue, receivables, and cut-off of cost reimbursement grants for expenses, revenue, receivables.
- Cut-off of expenses.

To the Board of Directors and Management Yolo County Transportation District

We expect to begin our audit in November 2025 and issue our report by December 31, 2025. Brian Nash is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it.

This information is intended solely for the use of Board of Directors and management of Authority and is not intended to be, and should not be, used by anyone other than these specified parties.

Richardson & Company, LLP

July 25, 2025

## BOARD COMMUNICATION: YOLO COUNTY TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| Topic: Approve Amended Language to Chapter 8: Compensation of the YoloTD Personnel Rules and Regulations | Agenda Item#: | 4e<br>Action                    |
|--|---------------|---------------------------------|
|  | Agenda Type:  | Attachments: Yes No             |
| Prepared By: D. Boutté/ A.Bernstein  |               | Meeting Date: September 8, 2025 |

## **RECOMMENDATION:**

1. Approve language update to the YoloTD Personnel Rules and Regulations, Chapter 8 Compensation, Section: "Salary upon Promotion" pages 27-29.

The update to the existing language will align with the current language pertaining to the step structure adopted in 2024 and will provide clarity in determining the appropriate salary step for a promotion. No changes to salary or benefits are required.

### BACKGROUND:

YoloTD's personnel policies require that any change to the Personnel Rules and Regulations require approval by the Board of Directors.

In April 2024, the Board adopted new language regarding the salary structure, the placement of new hires and current staff into the newly established salary structure. The salary structure was based on 5 steps with 7% in between each step.

At that time, we did not address the language pertaining to the placement in the new salary structure for promotions. The proposed amendment specifies that employees promoted to a higher position will be placed at the next highest step based on the 7% in between steps in the salary structure. This amendment ensures that promotional placements are handled consistently with our existing salary structure, providing transparency and fairness for all staff members.

There are no proposed changes to salary and benefits for any position.

## **BUDGET IMPACT:**

There are no proposed changes to salary, benefits or any other form of compensation.

#### **Attachments:**

A. Redline-Chapter 8: Compensation of the YoloTD Personnel Manual, pages 27-29

#### Attachment: A

## YoloTD Personnel Rules and Regulations (Redlined Language for Salary upon

### Promotion) CHAPTER 8. COMPENSATION

**Salary Scale** The salary scale shall be a series of five (5) steps for each classification except the Executive Director classification. The salary scale steps shall be seven percent (7%) apart. The implementation of the new Salary Scale Step Series shall be effective July 1, 2023.

#### Salary and Benefits upon Hire

New hires shall be placed at Step 1 of the appropriate classification salary scale. The Executive Director may review the incumbent/new hire's qualifications to determine the appropriate step placement based on one of more of the following factors that are beyond the minimum qualifications for that particular classification: years of experience, education, certifications, unique skills and any other related qualifications. New hires shall be entitled to the benefits outlined in this Policy.

#### **Out-of-Class Pay**

A regular employee who is temporarily assigned and substantially performing the duties and responsibilities of a position with a higher salary shall receive a salary equal to the minimum for the new position which provides not less than a five percent increase starting the first day the regular employee is performing the full range of duties and responsibilities.

Such assignments shall be made in writing and be for a period of ten consecutive working days or more. Such assignments shall be limited to three months except when there is the mutual consent of the Executive Director and employee to extend the time.

#### Salary upon Promotion

Any employee who promotes to a new position shall receive the minimum salary for the new position or be placed at the next highest step closest to a seven percent increase, whichever is more. For instance, if the minimum salary for the new position does not result in at least a seven percent increase, the employee will be placed on the next pay step that provides at least a seven percent increase over their previous salary. The employee shall receive a new salary anniversary date upon promotion.

#### Merit Adjustment

Merit adjustments are not automatic, they shall be based on positive employee performance appraisals; and shall be presented to the employee no later than thirty days after the date of their appraisal by the Executive Director or designee. Failure to complete a performance appraisal in a timely manner, assuming an overall rating of satisfactory or better, will not result in loss of salary for the employee due to a delay in the appraisal process. Employees shall be evaluated and considered for the next higher salary step within the assigned salary scale on an annual basis. If an employee performance appraisal results in the employee not meeting overall standards or needing improvement resulting in a Performance Improvement Plan (PIP), the merit adjustment shall remain in abeyance, until such time as the performance appraisal results demonstrates positive performance outcomes.

#### Cost of Living Adjustment (COLA)

Upon approval by the Board of Directors, the salary scales may be adjusted annually by at least two percent (2%) and not more than four percent (4%). The actual increase each year within the 2% and 4% range, will be determined by the lesser amount of the following calculation:

Effective July 1 of each fiscal year, to account for increases in the cost of living. The COLA shall be based on the increase in the "All Urban Consumers" category of the California Consumer Price Index (CPI), between April (two calendar years before the adjustment) and April (one calendar year before the adjustment). For example, the July 1, 2023 adjustment used the CPI time period of April 2021 and April 2022.

Should there be an increase in the applicable State or local minimum wage, any employee paid less than that amount shall receive a compensation adjustment to match the new minimum wage, effective the first full pay period starting on or immediately before the effective date of the new minimum wage.

#### **SALARY ON SCALE CHANGE**

After the 2024 implementation of the new salary scale for the District's classifications, the following policies will apply:

- An employee who receives a range change (adjustment) to a higher salary scale, shall remain on the same step in the new salary scale. The employee's anniversary date for step advancement shall not change.
- If an employee's current salary is higher than the step placement in the new salary scale, the salary for that employee will be "Y-Rated". The incumbent shall continue to receive the previously authorized salary until termination of employment in the position, or until an increase in the salary scale exceeds the employee's present salary, whichever first occurs. Appropriate records shall show such an incumbent as being paid at a special fixed rate (Y rate) of the salary scale for the employee's classification.

The 2024 implementation of the new salary scale for the District's classifications shall follow the New Hire Placement process above. Employees will be eligible for a step increase each year upon having a satisfactory annual performance appraisal. The new salary scale will consist of a five (5) step salary scale for each classification. with seven percent (7%) increments between each step. The new salaries will be implemented with the salary steps retroactively to July 1, 2023.

#### Salary upon Demotion

Any employee who demotes to a position which has a lower salary range than the class formerly occupied shall receive a salary in the new range which provides a pay decrease of at least five percent, except that employees who voluntarily demote upon approval of the Executive Director may be placed at a salary which most closely approximates the former salary. The employee shall receive a new salary anniversary date upon demotion.

Any employee who demotes to the most recent previously held class shall return their former salary. This section shall not apply to demotions resulting from disciplinary action.

#### **Pay Periods**

All salaries shall be payable on a biweekly basis. The biweekly pay period shall end at 12:00 midnight on each second Saturday. The payment of salaries shall be made on the Friday following the end of the pay period.

#### **Recovery of Pay and/or Benefits**

It is the employee's responsibility to review their payroll information and deductions for accuracy. If an employee is underpaid, overpaid, given insufficient or excessive leave benefits or receives any other benefit and/or compensation in error, the employee is required to notify the District as soon as the error is known.

Should the District discover an error, the employee shall be promptly notified. The District will take such steps to restore or recover such benefits and/or compensation as were mistakenly taken or given.

When an overpayment occurs, attempts shall be made to establish an agreed upon method to recover the benefits and/or compensation, which shall be commemorated in writing. In all cases, the employee shall be accorded at least the same amount of time to complete repayment to the District as the time period during which the error occurred (ie, if the employee was overpaid for three pay periods, the employee shall have three pay periods in which to complete repayment). If agreement cannot be reached, the District shall proceed with all necessary action to recover the incorrectly provided benefits and/or compensation.

Any payroll error resulting in incorrect payment for regular wages, including ongoing supplemental pay, shall, at the employee's discretion, be corrected no later than five workdays following notification to the District or shall be adjusted on the following paycheck.

#### Overtime

Non-FLSA exempt employees are eligible for overtime.

Overtime shall be defined as all hours worked in excess of forty hours per week. Except in the event of an emergency, all overtime hours worked must be authorized in advance.

#### **Compensatory Time**

As of 11/14/2022, compensatory time shall no longer be authorized as a compensation method for overtime worked. Any remaining employee compensatory time balances shall be paid out to employees at their current salary rate. Any future authorized overtime worked by non-FLSA exempt employees shall be paid as part of compensation for the pay period when it is earned.

#### **Jury Duty**

A regular employee summoned for attendance to any court for jury duty shall be deemed to be on duty during the hours so occupied and shall be entitled to regular pay. A regular employee who appears in court as a witness in a private matter shall not be entitled to receive their regular pay during such absence but may use accrued vacation or floating holidays for such purpose.

#### **Bilingual Pay**

Employees with documented bilingual skills, and where use of such skills for work-related purposes is included in their job descriptions or work plans shall be eligible for a bilingual pay supplement. Such pay supplement shall be applied to their hourly compensation rate for all of their regular work hours. The supplement shall not be applied to overtime hours or paid leave. The compensation shall be set at \$0.57 per hour as of the effective date of this personnel policy, and that supplement shall be increased by the same amount and at the same effective date as any general salary cost of living adjustment that is applied by the Board to salaries pursuant to this Chapter, rounded to the nearest penny per hour

# BOARD COMMUNICATION: YOLO TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| Topic: Receive an Update and Provide Feedback on the Future Expansion of Yolo Commute to Achieve VMT Reduction Mitigation Commitments Included in the Environmental Impact Report (EIR) for the Yolo 80 Managed Lanes Project | Agenda Item#: | 5<br>Information           |
|---|---------------|----------------------------|
|   | Agenda Type:  | Attachments: Yes No        |
| Prepared By: B. Abbanat   |               | Meeting Date: Sept 8, 2025 |

#### **RECOMMENDATION:**

Receive an update and provide feedback on the future expansion of Yolo Commute to achieve VMT reduction mitigation commitments included the Environmental Impact Report (EIR) for the Yolo 80 Managed Lanes Project.

#### **BACKGROUND:**

#### Yolo Commute: Yolo County's Transportation Management Association

Yolo Commute is a membership-based non-profit Transportation Management Association managed under contract by YoloTD. Yolo Commute's mission is to reduce single-occupant (drive alone) commutes throughout Yolo County. Like TMAs elsewhere, Yolo Commute helps workers and residents in Yolo County find alternatives to driving alone, and provide incentives for changing travel behavior.

#### History

Yolo Commute was established in 1994 as a 501(c)(4) non-profit organization guided by a Board of Directors consisting of a subset of the membership. For the first 25 years, Yolo Commute was managed by a part-time executive director and – along with other regional TMAs - received by formula-based federal Congestion Management and Air Quality (CMAQ) funds from the Sacramento Area Council of Governments (SACOG) for TDM programming. In the late 2010s SACOG withdrew formula allocations to regional TMAs, redirecting the CMAQ toward competitive grant programs. Over time, this policy shifted the regional TMA landscape with several TMAs dissolving while others consolidated. Yolo Commute adapted to this change by releasing its part-time executive director and contracting with YoloTD at a lower cost to staff the organization.

The Covid-19 pandemic hit in 2020 and Yolo Commute fell dormant for two reasons. First, YoloTD staffing bandwidth limited the ability to both respond to the pandemic's public transit services impact and also implement Yolo Commute's TDM programming. Second, the pandemic's social distancing public health response resulted in many Yolo Commute members shifting to remote work, nearly eliminating SOV commuting overnight.

As society recovered from the pandemic, the workforce slowly returned normal and hybrid-schedules. Yolo Commute increased activities in late FY 2021/22. Significant changes included - consistent with YoloTD's new organizational goal of Expanding Multimodal Planning and Programming - providing no-cost staffing to Yolo

Commute and rebuilding the Yolo Commute Board of Directors from three regularly participating board members to nine. The new contract terms enabled Yolo Commute to deliver meaningful incentive programs with the \$25,000 in annual membership revenue rather than contract labor. The organization also actively seeks competitive grant funding to offer innovative TDM programming opportunities.

#### Membership

Yolo Commute consists of members from both the public and private sector including some of Yolo County's largest employers such as UC Davis; CalSTRS; Yolo County; Cities of Davis, West Sacramento, and Woodland; Cache Creek Casino Resort; the Davis Downtown Business Association and more. Yolo Commute membership also includes one residential development (Capitol Yards in West Sacramento) and has membership commitments from two approved mixed-use developments in Davis. Staff actively work with local agencies to request that new development project approvals make a commitment to join Yolo Commute.

Yolo Commute makes available to member employees and residents a wide range of incentives and programs to reduce single occupant vehicle commutes. Employer members view this as an employee benefit program that encourages employee retainment while also contributing to their organization's (and in many cases community's) sustainability goals.

#### **Programs and Incentives**

The current incentives and programs offered by Yolo Commute follow:

- *Commuter Rewards:* This new program provides a chance for member employees to win one of three different cash prizes for registering with the regional NorCal Go TDM portal managed by SACOG and logging 10, 20, or 30 non-SOV commute trips in a defined 3-month period.
- *Velotric E-Bike Discount Program:* Yolo Commute partnered with e-bike manufacturer Velotric to offer our member employees/residents receive 10% off the lowest online pricing.
- *HMP Bikes E-Moped Discount Program:* Yolo Commute also partnered with Davis-based e-moped manufacturer, HMP Bikes to offer our member employees/residents 15% off their devices.
- Guaranteed Ride Home: This program is a "safety net" in any rideshare or alternative transportation
  program. It gives members security to know that they can call a taxi, book a ridehail, or get a rental car
  paid for by Yolo Commute if they are unable to catch their normal ride due to overtime, illness or other
  reasons. No special forms or vouchers are required. Just provide a receipt for full reimbursement from
  Yolo Commute.
- *E-Bike Loan Program:* Within the past three years, Yolo Commute purchased two fleets of three electric-assist bicycles for our member organizations to borrow then offer their employees/residents to use for a three-month period. A member-favorite program, Yolo Commute provides complimentary delivery and retrieval of the bicycles for our members.
- *May is Bike Month Incentive Program (MIBM):* Each spring, Yolo Commute offers members cash incentives of \$150, \$250, and \$350 for tune ups/repairs, accessories, a new acoustic bike, or a new ebike, respectively. All purchases must be made at local bike shops in the region to support small businesses.
- Cycling Savvy Bicycle Education: Yolo Commute members can gain confidence or brush up on their bicycling safety knowledge with this free educational program.
- *SPIN Bikeshare Incentive (Davis only):* Yolo Commute member employees/residents receive special rates for the Davis-based bikeshare/scootershare program.
- Discount Transit Pass Program: Yolo Commute members not already receiving subsidized or free

transit passes from their employer are eligible for 50% Yolobus monthly passes when purchased through the ZipPass mobile application.

• *Commuter of the Year Award:* This annual program rewards and honors member employees/residents who demonstrate an exceptional commitment to non-SOV commuting.

#### **Yolo Commute Accomplishments**

Since 2022, YoloTD staff have made significant accomplishments in membership development, retention, engagement, marketing, program development, and more. Additional accomplishments include developing deep relationships with member organizations and regional TDM agencies such as SACOG, AgileMile, Love to Ride, SABA, Sacramento TMA, JIBE, and others. Yolo Commute has also been successful in expanding membership, overhauling and redesigning the website (yolocommute.net), and streamlining member access to incentives in programs. Yolo Commute is considered a leading TMA in the Sacramento region.

#### Yolo 80 Mitigation Funding for Voluntary Trip Reduction Program:

In July 2024 the YoloTD Board as a Responsible Agency for the Yolo 80 Managed Lanes project, approved a resolution accepting the Environmental Impact Report (EIR). Included in the project EIR was a significant and not fully mitigable finding related to annual vehicle miles traveled (VMT) increases. Seven Mitigation Measures were included in the EIR's companion VMT Mitigation Plan. Each Mitigation Measure receives Yolo 80 Managed Lanes project capital funding for a defined period, beyond which toll lane revenue is assumed to provide ongoing funding.

Among the mitigation measures in the EIR is a Voluntary Trip Reduction Program (VTRP) in Yolo County. This mitigation measure is intended to expand the current programs and incentives provided by Yolo Commute. The Yolo 80 Managed Lanes capital project has committed \$1.3 million per year for the first four years, totaling \$5.2 million. The EIR assumes that toll revenue will continue to fund this mitigation measure after the capital project funds are exhausted. A future Yolo 80 Managed Lanes Phase 2 capital project could also contribute mitigation funding to continue and expand the program.

Yolo Commute has signed a Letter of Intent with Caltrans to partner on delivering the VTRP. However, a binding Cooperative Agreement has not been executed and Caltrans will likely require executing it with YoloTD by virtue of an existing Master Agreement between the two organizations. YoloTD subsequently has flexibility in how this mitigation measure s delivered.

#### Scaling Up Yolo Commute to Meet the Yolo 80 Mitigation Requirements

The Yolo 80 EIR's mitigation measure for voluntary trip reduction requires expansion of Yolo Commute beyond a membership-based business model to one inclusive of all Yolo County residents as assumed in the EIR. The scale of funding and program commitments provided by the Yolo 80 Managed Lanes project are an order of magnitude greater than Yolo Commute's existing budget and staffing capacity to deliver.

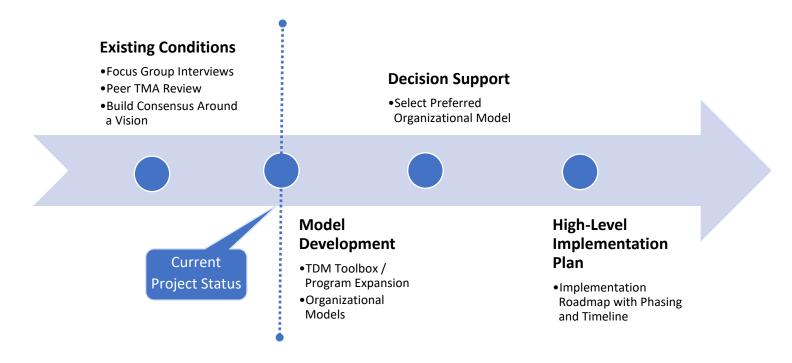
As a result, a countywide TDM Organizational Study is needed to establish a roadmap for the expanded TDM program that satisfies the requirements of the Yolo 80 VMT Mitigation Plan, complements existing Yolo Commute TDM programming, while planning for the organizational change necessary to deliver the expanded TDM programming.

WSP, Inc., a subconsultant to Silicon Transportation Consultants (STC) within the larger Yolo 80 Tolling Advanced Planning project, was tasked with developing the TDM Organizational Study for Yolo Commute. Key questions to be answered through this process include:

- In three years, what should a robust TDM program in Yolo County appear like externally and feel like internally? What could or should the universe for TDM program elements be?
- What support is needed to develop a comprehensive countywide TDM program?
- What are the priorities and goals of stakeholders regarding whom and what the TDM program will serve?
- Areas for potential improvement/innovation
- Does the Yolo Commute board need to evolve to govern the TDM program?
- What are the organizational measures for administering the TDM funds?

#### Yolo Commute Organizational Study: Scope of Work and Accomplishments

The WSP team is following a process based on the following process and scope of work:



YoloTD staff and WSP have completed the following deliverables:

#### **Focus Group Interviews**

Seven focus group interviews were conducted to receive input on identifying current and new TDM program elements and gather stakeholders' current thinking and priorities on important program elements and new organizational structures that will support the expanded TDM program. Focus Group Categories included:

- Focus Groups #1-#2: Regional Service Providers
  - o SACOG
  - Capitol Corridor
- Focus Group #3: Local Advocates

- o Sacramento Area Bicycle Advocates
- o Bike Davis
- CalBike
- Focus Group #4: UC Davis
- Focus Group #5: Transportation Management Agencies (TMAs)
  - o Sacramento / 50 Corridor TMA
  - South Natomas TMA
  - o Jibe (North Natomas TMA)
  - o Capitol Yards (TDM Specialists)
- Focus Group #6: Local Agency / Regional Service Provider
  - o City of Sacramento
  - o Solano Transportation Authority
- Focus Group #7: City of Davis

Focus Group interview summaries are found in Attachment B.

#### **Input and Community Feedback**

#### **Yolo Commute Board of Directors**

The Yolo Commute Board of Directors has served as a steering committee through development of this project. Since the project launched approximately six months ago, YoloTD has held two productive workshops with the Yolo Commute Board, leading to this YoloTD Board item and received regular updates at their Board meetings. The most recent workshop occurred on September 2, 2025 where the following was presented and discussed:

- Peer Review Findings
- Stakeholder Outreach
- Outreach Themes
- TDM Program Development: Program Categories & Services
- Proposed Programs, Phasing, and Timeline
- Staffing Needs

The Yolo Commute Board has been supportive of the direction the study is headed with suggestions to better link program development to Yolo County residents origins and destinations, a desire to directly fill transportation service gaps, and advancing to Phase 1 some programming assumed to occur in Phase 2 such as establishing a vanpool program, first/last mile subsidies, and launching a safe routes to school program. Staff and consultants are evaluating feasibility and staffing needs associated with these suggestions.

#### **Citizens Advisory Committee Feedback**

The YoloTD Citizens Advisory Committee (CAC) was scheduled to receive and provide feedback on this item at the August 25, 2025 meeting. However, the meeting was cancelled due to lack of quorum.

#### **YoloTD Board Feedback**

This item is informational, but we invite YoloTD Board feedback on the following questions:

- 1. What are the Board's general impressions on the direction the project is headed?
- 2. Are there gaps or missing items in the program services and staffing?
- 3. Does the phasing of different programs make sense?

- 4. Given the likelihood that Yolo 80 Managed Lanes capital funds will flow through YoloTD and therefore YoloTD will be responsible for ensuring those funds are expended effectively, what type type of organization model that should be pursued?
  - a. Yolo Commute expands as an independent non-profit
  - b. Yolo Commute is absorbed into YoloTD'sMulti-Modal Program and YoloTD directly implement expandeded program
  - c. YoloTD contracts with independent third party to implement expanded programs (e.g. private sector vendor, partner/consolidate with other regional TMA)
- 5. Should the Yolo Commute Organizational study be socialized more broadly among local agencies and the community?

#### **Next Steps**

Moving forward, WSP will make final revisions to programming and phasing assumptions. The next step is to identify the preferred staffing model / organizational structure. Subsequently, WSP will prepare the final report. Staff expect to bring the final report for Board approval in late 2025 or early 2026.

#### **ATTACHMENTS**:

- A. Yolo Commute FY 24/25 Annual Report
- B. Yolo Commute Organizational Study Deliverables
  - i. Stakeholder Interviews Memo
  - ii. TMA Peer Review



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# **Yolo Commute Board**



Jennifer Donofrio
President



Rosie Ledesma
Vice President



Claudine Schneider
Treasurer



Miguel Ballestros
Secretary



Jeff Bruchez
Board Member



Marta Wada Board Member



Steven Rosen
Board Member



Kristen Wraithwall
Board Member



Ken Bradford
Board Member

# **Yolo Commute Team**



**Brain Abbanat**Director



Christopher Atkinson
Planning Intern



Brenda Lomeli Coordinator



Madison Collins
Communications and Marketing Intern

# 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.

16

Yolo Commute had 16 member organizations in FY 2024/25

**762** 

The Yolo Commute newsletter currently has 762 subscribers

14,000

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

**25** 

Yolo Commute had 25 nominations for our inaugural Commuter of the Year

**158** 

Yolo Commute currently has 158 SMS Subscribers

#### **About Yolo Commute**

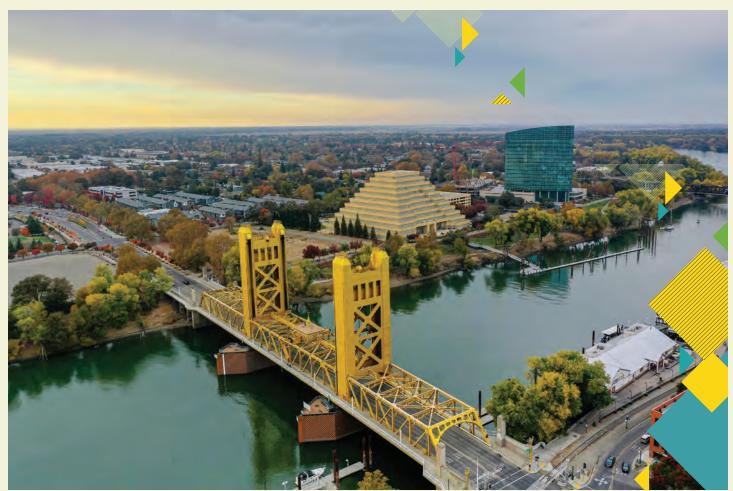
Yolo Commute is a non-profit, membership-based organization that serves as Yolo County's transportation resource center, providing alternative transportation information and incentives to employer and the community. Our programs and services are designed to improve our region's mobility by accommodating its growing travel needs, alleviating traffic congestion, improving communication and cooperation between public and private sectors, and facilitating the development of new and/or improved transportation services and facilities. Our membership includes some of the largest local employers including UC Davis, CalSTRS, Yolo County, and the Cities of Davis, Woodland, and West Sacramento.

#### Mission

Yolo Commute is 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.



#### **Building Connection and Sustainability in Yolo County**

This fiscal year was filled with exciting milestones and new initiatives that reflect Yolo Commute's continued growth and commitment to expanding sustainable transportation options for our region.

The Yolo Commute Board recommended and approved the expansion of the May Is Bike Month (MIBM) program to welcome first-time participants from member organizations. This strategic move aimed to engage a broader audience by encouraging new commuters to get involved by purchasing a new bike, e-bike, or biking accessories, and joining in the festivities. The expansion sparked fresh interest in biking and was another meaningful step toward inspiring long-term behavior change across our member network.

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

#### **Encouraging Sustainable Travel with NorCal Go**

The Sacramento Area Council of Governments (SACOG) regionally launched NorCal GO, an innovative trip-planning and rewards-based app that helps residents connect with a range of transportation options

including biking, walking, carpooling, and public transit. Through coordinated outreach and engagement, our team encouraged users to explore the platform's features, reduce commuting costs, and find new ways to move around the region sustainably.



This year we proudly introduced our Commuter of the Year award. This new recognition honors individuals who consistently embrace sustainable



commuting and serve as role models in their communities. By highlighting their stories and celebrating their commitment, we hope to inspire others to rethink how they travel and consider cleaner, more efficient transportation options.

#### FY 2024/25 Yolo Commute Members

16 organizations were Yolo Commute members in FY 2024/25:

Cache Creek Resort\*
CalSTRS\*
Capitol Yards\*
City of Davis\*
City of Woodland\*
City of West Sacramento\*

Cool Davis

Davis Downtown Business Association

Ken's Bike-Ski-Board\* River Charter Schools

Transdev
UC Davis\*

Unitrans

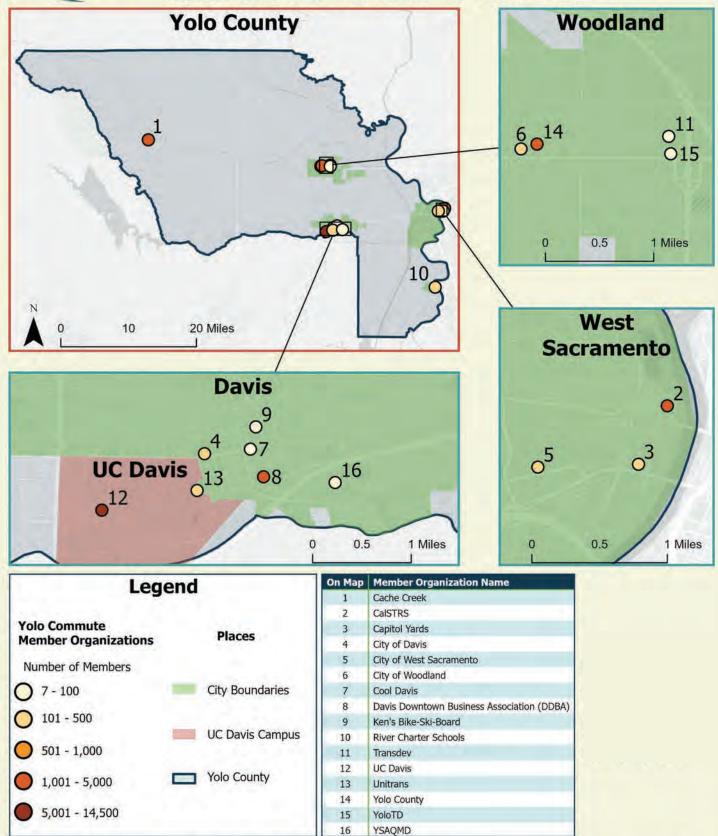
Yolo Transportation District \*

Yolo County \*

Yolo Solano Air Quality Management District\*

\*Denotes Representation on Board of Director's

# FY 24/25 Member Organizations Location and Number of Members



## **Financial Highlights**

Table 1: Profit and Loss Summary

 Revenue:
 \$39,490.86

 Expenses:
 \$14,278.61

 Member Services
 \$14,278.61

 Marketing and Promotions
 \$1,828.54

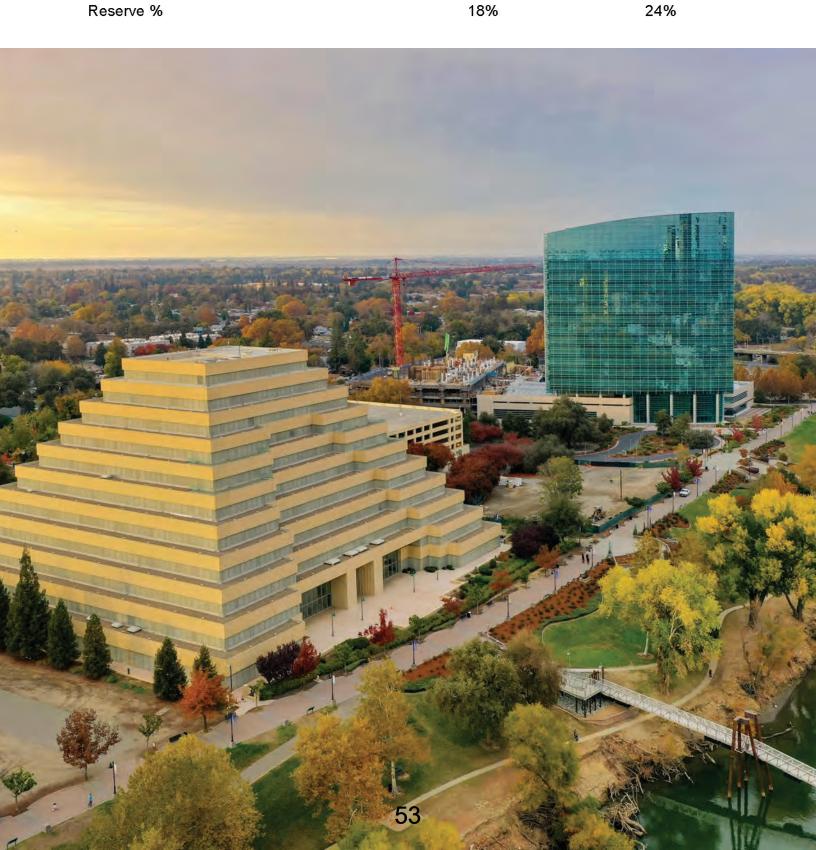
 Operations
 \$13,834.38

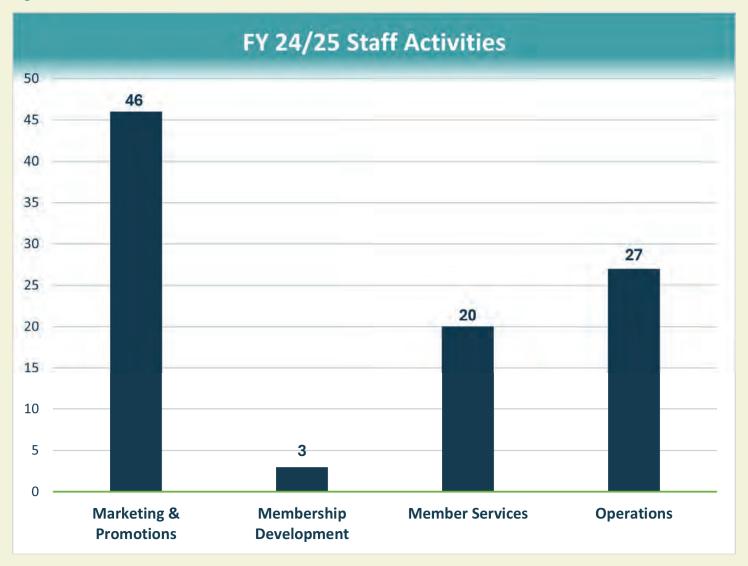
 Carryover to FY 2024/25:
 \$9,549.33

| Item              | FY 24\25 Budget | FY 24\25 Actual |  |
|-------------------|-----------------|-----------------|--|
| REVENUE           |                 |                 |  |
| Starting Balance  | \$15,875.16     | \$15,875.16     |  |
| Membership Dues   | \$20,500.00     | \$23,550.00     |  |
| Corpay One Rebate | \$0.00          | \$65.70         |  |
| Total Revenue     | \$ 36,375.16    | \$39,490.86     |  |

| ltem                           | FY 24/25<br>Budget | FY 24/25 Actual |
|--------------------------------|--------------------|-----------------|
| EXPENSES                       |                    | - Charleston    |
| Member Services                |                    |                 |
| Incentives & Programs 2025     | \$ 13,000.00       | \$14,278.61     |
| TRIP 2024/25                   |                    | \$580.00        |
| GRH                            |                    | \$94.90         |
| Bicycle Education              |                    | \$0             |
| MIBM 2025 Incentives           |                    | \$13,603.71     |
| Member Services Total          | \$13,000.00        | \$14,278.61     |
| Marketing and Promotions       |                    |                 |
| Website Maintenance            | \$500.00           | \$0             |
| Promotional Materials          | \$300.00           | \$307.02        |
| Member Survey                  | \$400.00           | \$0             |
| Commuter of the Year           | \$700.00           | \$700.00        |
| Quarterly Giveaways            | \$350.00           | \$350.00        |
| Brochures                      | \$500.00           | \$604.80        |
| Social Media                   | \$200.00           | \$191.09        |
| Mailchimp Subscription         | \$318.00           | \$518.67        |
| HR Brunch                      | \$175.0<br>0       | \$206.96        |
| Marketing and Promotions Total | \$3,443.00         | \$1,828.54      |
| Operations                     |                    |                 |
| E-Bike Maintenance & Repair    | \$750.00           | \$387.68        |
| Dues & Subscriptions           | \$675.00           | \$1,675.00      |
| Insurance                      | \$500.00           | \$500.00        |

| Postage and Shipping            | \$200.00    | \$86.77     |
|---------------------------------|-------------|-------------|
| Taxes & Licenses                | \$1,000.00  | \$925.00    |
| Board Retreat                   | \$259.93    | \$259.93    |
| YSAQMD CAF Return               | \$10,000.00 | \$10,000.00 |
| Operations Total                | \$13,384.93 | \$13,834.38 |
| Total Expenses                  | \$29,827.93 | \$29,941.53 |
| Carryforward (Revenue-Expenses) | \$6,547.23  | \$9,549.33  |
| = 0.0                           | 4001        |             |





#### **Staff Activities**

Yolo Commute staff track significant activities across three primary categories: **Marketing & Promotions**, **Member Services**, and **Operations**. Marketing & Promotions consists of activities engaged to promote Yolo Commute's incentives and programs including social media, newsletters, events, May is Bike Month, and more. Operations includes membership development, interagency coordination and partnerships, and professional development activities. Member Services represents exploration and/or development of Yolo Commute incentives and programs.

#### **Membership Recruitment FY 25/26**

Davis Downtown Business Association (DDBA): 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.

We also have membership commitment from the new 240 G Street mixed-use apartments development in Davis upon construction completion. The 240 G Street project in downtown Davis will have over 125 residential units!

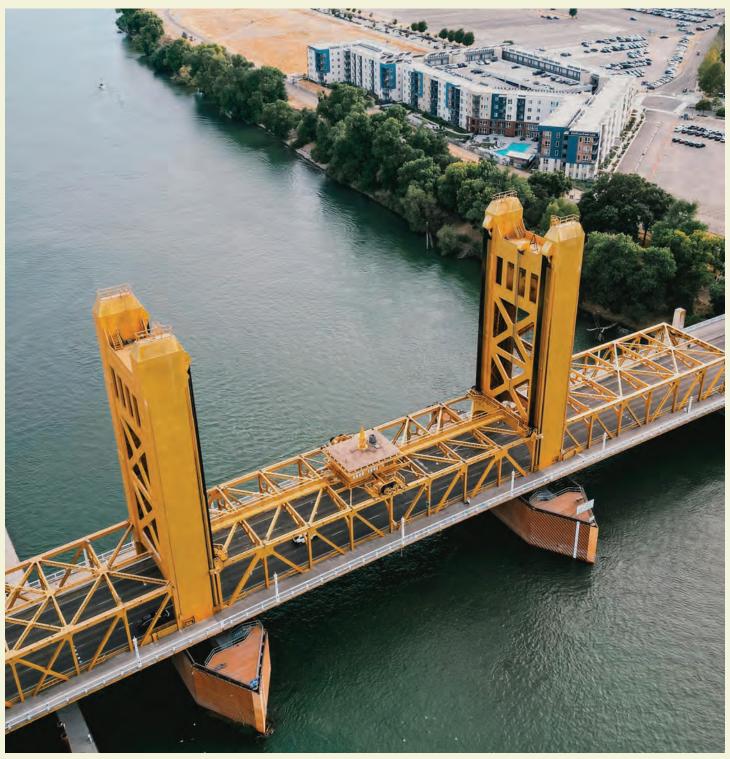
### **Board Meetings**

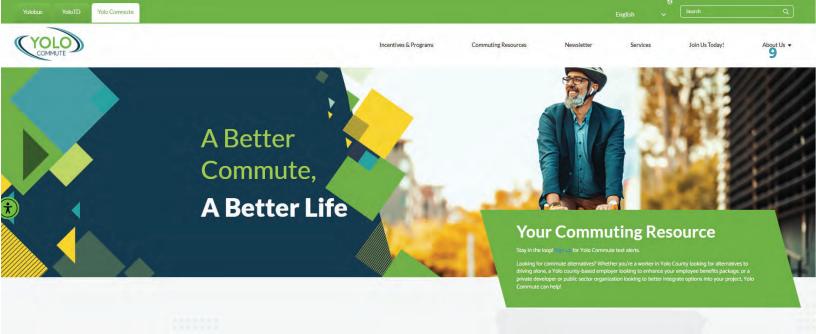
The Yolo Commute board meets bi-monthly for updates on staff and financial activity, incentives, and programs. The Board met six times in FY 2024/25 with the following meeting agenda items:

Table 2: FY 24/25 Yolo Commute Board Agendas

| Meeting Date          | Agenda Item  |
|-----------------------|--|
| Standing Agenda Items | Board / Staff Announcements  |
|                       | Approval of Minutes  |
|                       | Bi-Monthly Financials  |
|                       | Updates on Incentives  |
|                       | Long Range Calendar  |
| July 2024             | Reappointments of Directors: Bradford, Bruchez, and Hess                   |
|                       | Election Officers  |
|                       | FY 2023/24 Accomplishments & Staff Activities                              |
|                       | FY 2023/24 End-of-Year Financials  |
|                       | FY 2023/24 Incentives Update   |
|                       | Goals & Objectives   |
| September 2024        | FY 2023/24 Annual Report   |
|                       | Discussion of Existing Programs Possibilities                              |
|                       | Best Practices Programming Possibilities                                   |
|                       | Sequential Behavior Change Messaging                                       |
| January 2025          | SACOG Presentation on NorCal Go Regional TDM Platform                      |
|                       | Ridepanda  |
|                       | New Member: Davis Downtown Business Association                            |
|                       | Yolo County: TDM Organizational Study Peer Review List                     |
| March 2025            | Yolo County TDM Organizational Study Workshop                              |
|                       | May is Bike Month Marketing Plan 2025                                      |
|                       | May is Bike Month Update   |
| May 2025              | Reappointment of Officers: Donofrio, Ledesma, Rosen & Wraithwall           |
|                       | NorCalGo Presentation (Agile Mile) Courtney Reynolds                       |
|                       | May is Bike Month Update   |
|                       | Commuter Rewards Program Proposal  |
|                       | FY 2025/26 Budget & Management Services Agreement Amendment #4 with YoloTD |
|                       | ACT Accreditation  |
|                       | Commuter of the Year Award   |
|                       | ACT NorCal Summit  |
| June 2025             | YSAQMD Clear Air Funds (CAF) Grant Results                                 |
|                       | Election of Officers   |
|                       | FY 2024/25 Incentives Update   |
|                       | Commuter Rewards Program Discussion  |
|                       | FY 2024/25 End-of-Year Financials  |

| June 2025 | FY 2024/25 Revised Budget                     | 8 |
|-----------|---|---|
|           | FY 2024/25 Accomplishments & Staff Activities |   |
|           | FY 2025/26 Goals & Objectives                 |   |
|           | Commuter of the Year Updates                  |   |











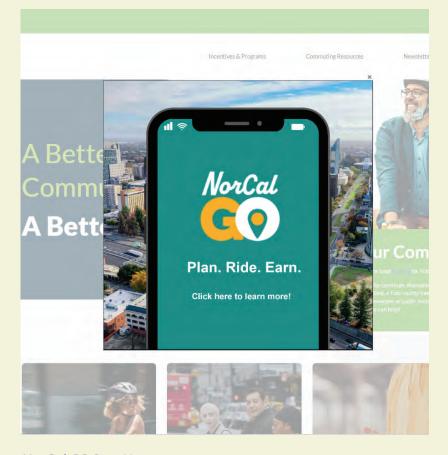
# **Marketing & Promotions**

#### **Yolo Commute Website**

As part of Yolo Commute's commitment to accessibility, transparency, and user engagement, we made strategic updates to the Yolo Commute website to improve user experience and support our goals of recruitment and sustainable commuting. Key updates include:

- streamlining content to improve readability and organization
- optimizing site navigation to help users find information more efficiently
- aligning visual elements with the Yolo Commute brand

A new homepage pop-up feature highlights key announcements such as upcoming events, deadlines, and service updates. This addition has proven to be an effective tool for sharing time-sensitive information with current members and prospective partners.



NorCal GO Pop-Up

#### **Monthly Newsletters**

Our newsletters are published on the first Friday of each month, providing timely and relevant content to our members. With 762 current subscribers and a strong open rate of 40%—well above the industry average of 25–35% for transportation and commuter programs —the newsletter highlights upcoming events, program updates, incentives, and resources for sustainable transportation.

The team works hard to ensure each edition is fun, informative, and engaging for readers. The newsletter engagement continues to grow, reflecting the value of the content and our ongoing efforts to strengthen connections with both current and prospective members.





**August Newsletter** 

**Table 3: Monthly Newsletters** 

| Newsletter Date | Subject   |
|-----------------|---|
| July 2024       | "Return to Work Transit Options"  |
| August 2024     | "Back-to-School"  |
| September 2024  | "Velotric E-Bike Discount Program"  |
| October 2024    | "Week Without Driving"  |
| November 2024   | "What is Microtransit?"   |
| December 2024   | "Welcome Davis Downtown Business Association and YATC Update"                     |
| February 2024   | "Launch of NorCal GO"   |
| March 2024      | "Looking Ahead"   |
| April 2025      | "May is Bike Month (MIBM) Incentive Windown is Open!!!"                           |
| May 2025        | "May is Bike Month (MIBM) - What Members Purchased and Events"                    |
| June 2025       | "MIBM Events Recap, Extended MIBM Incentive Purchases, Comuter of the Year Award" |

#### **Push Messaging**

**Instagram, Facebook, and X** have become essential platforms for keeping our audience informed and engaged with Yolo Commute. Through regular posts and stories, we've maintained a consistent presence that supports our outreach goals, boosts website traffic, and encourages participation in active transportation initiatives.

The Yolo Commute Instagram account currently has 166 followers, 46 posts, and over 143 total likes.

#### **Boosted Posts**

Boosting Yolo Commute posts has extended the 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 MIBM 2025, MIBM Extended to New Members, NorCal GO, the TRIP Program, and our text alerts.

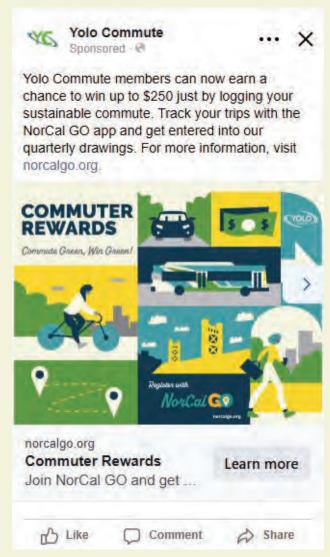
#### **Highlight Yolo Commute Members**

Highlighting 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 our newsletter and social media stories, bringing visibility to their efforts and celebrating their contributions to sustainable transportation. By recognizing our partners, we continue to strengthen engagement and promote a sense of shared purpose across Yolo County.

#### **Infographics**

Quarterly emails featuring an infographic highlighted upcoming events and employee resources. We've received positive feedback from Yolo Commute liaisons, who shared that the infographics have been helpful because they allow staff to quickly get a snapshot of upcoming

events and are a great addition to their internal employee messages.



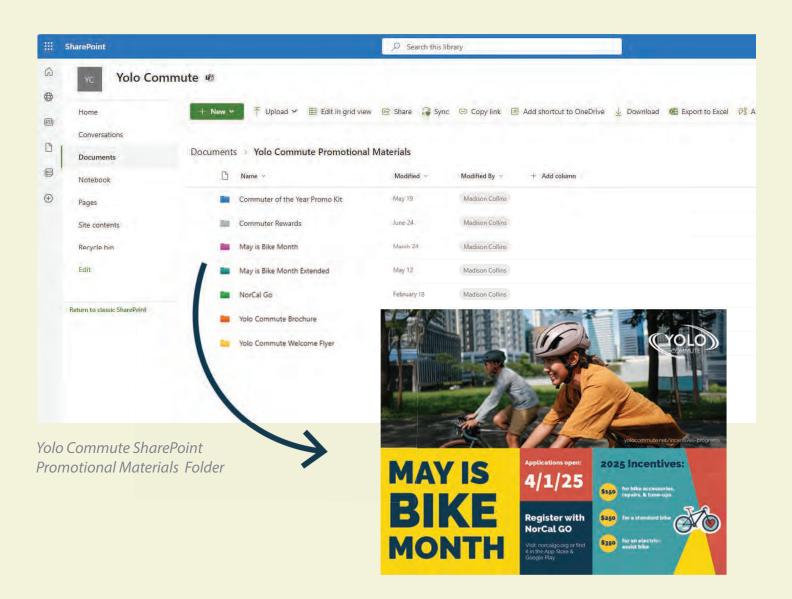
Commuter Rewards Meta Ad

#### **Marketing and Outreach Tools to Support Member Engagement**

This year we developed a professional marketing brochure tailored for both current and prospective members. This brochure clearly outlines the benefits of membership and the suite of services Yolo Commute offers, serving as a powerful tool in recruitment and engagement.

To further support our member liaisons, we launched the Yolo Commute - Documents SharePoint/ Dropbox hub, a centralized library of branded marketing materials. This easily accessible resource equips liaisons with professionally designed tools such as social media templates, flyers, email graphics, and printable materials that make it simple to promote commute incentives, events, and programs within their agencies.

This streamlined access to high-quality content not only saves time for liaisons but also ensures brand consistency and professionalism across all member communication efforts. By providing ready-to-use materials, we empower liaisons to effectively champion Yolo Commute within their organizations and keep employees informed and engaged throughout the year.





City of Woodland Employees Participating in the E-Bike Loan Program

## **Member Services**

#### **E-Bike Loan Program**

Table 4: E-Bike Loan Program Metrics

| E-Bike                             | Days  | Miles | Mi/Day | at Last |
|------------------------------------|-------|-------|--------|---------|
| Specialized Turbo Como (Raspberry) | 168   | 20    | 0.12   | 444     |
| Specialized Turbo Como (Umber)     | 315   | 68    | 0.22   | 532     |
| Yuba Kombi                         | 224   | 43    | 0.19   | 243     |
| Velotric Discover 1 (Gray)         | 254   | 9     | 0.04   | 141     |
| Velotric Discover 1 (Silver)       | 254   | 17    | 0.07   | 154     |
| Velotric Discover 1 (Sky Blue)     | 239   | 46    | 0.19   | 191     |
| Total                              | 1,245 | 769   | 0.61   | 1,705   |



## **Discounted Transit Pass-Program**

We continued our partnership with Yolo Transportation District to offer 50% off monthly fixed route Yolobus passes to our members when purchased through the ZipPass app

# May is BIKE MONTH

#### 2025 May is Bike Month

Yolo Commute was closely involved with the regional campaign and played four primary roles:

- **1. Swag Distribution Hub:** Yolo Commute consolidated requests from Yolo County organizations for MIBM-related swag and giveaways and served as a distribution hub for pickup.
- **2. Bike Loopalooza:** Yolo Commute passed out giveaways at a high-profile location on the Davis Bike Loop for the Davis Bike Loopalooza.
- **3. Breathe Bike Festival:** Staff participated in the Breathe Bike Festival to support 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.
- 4. Winters Bike Rodeo: The Bike Rodeo provided an excellent platform for Yolo Commute to engage directly with families and youth in Winters and share bike safety tips. By supporting this event, we helped raise awareness about the importance of bicycle safety and continued building positive local community relationships.



Breathe Bike Festival



Winters Bike Rodeo



MIBM Participant

#### **MIBM Incentives**

Yolo Commute continued its annual May is Bike Month tradition of encouraging employees to choose bicycling as a healthy and sustainable way to commute. Each year, a tiered incentive structure is offered exclusively to Yolo Commute member employees:

- \$150 for bike accessories, repair, or maintenance
- \$250 toward the purchase of a conventional bike
- \$350 toward an electric bike

To further support the local economy, all purchases must be made at locally-owned bike shops.

This year's MIBM program was a great success. After all available funds were exhausted two weeks earlier than in the previous year's campaign, the Yolo Commute Board authorized an extension of the program for first-time participants.

In total, Yolo Commute awarded almost \$14,000 in incentives to 72 employees across participating organizations, with UC Davis employees making up the largest share. Most recipients used their incentives for biking gear and tune-ups, contributing approximately \$33,100 in spending at local bike shops benefiting both commuters and Yolo County's small businesses.

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

Table 5: 2025 MIBM Results by Member



**MIBM Participant** 



MIBM Participant

| Incentive Type   | Employer                | Count | Amount   |
|------------------|-------------------------|-------|----------|
| MIBM             | CalSTRS                 | 12    | \$2,354  |
|                  | Capitol Yards           | 1     | \$150    |
|                  | 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  |
|                  | Yolo-Solano AQMD        | 3     | \$545    |
|                  | YoloTD                  | 4     | \$631    |
| MIBM Grand Total |                         | 72    | \$13,612 |

| MIBM Incentive  | Description                    | #  | Sum of Amount |
|-----------------|--------------------------------|----|---------------|
| 2025 MIBM \$150 | Accessories/Repair/<br>Tune-Up | 49 | \$9,962       |
| 2025 MIBM \$250 | New Conventional Bike          | 14 | \$3,500       |
| 2025 MIBM \$350 | New Electric-Assist Bike       | 9  | \$3,150       |
| Total           |                                | 72 | \$13,612      |

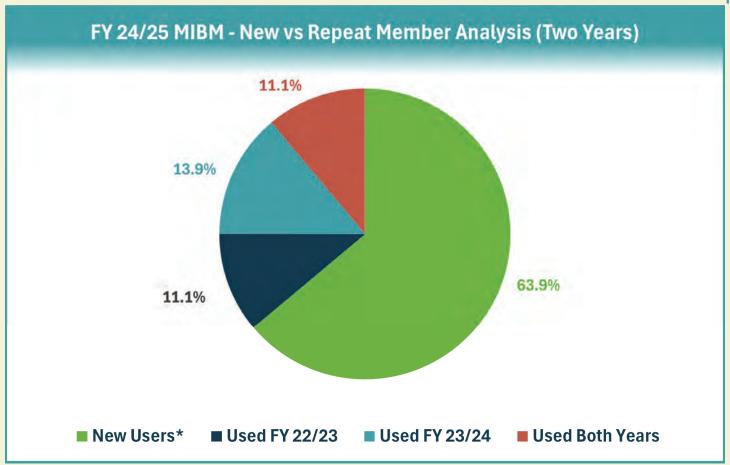


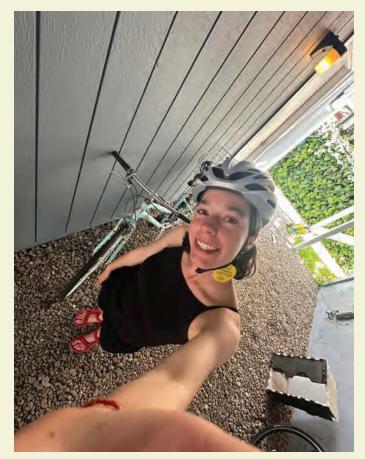


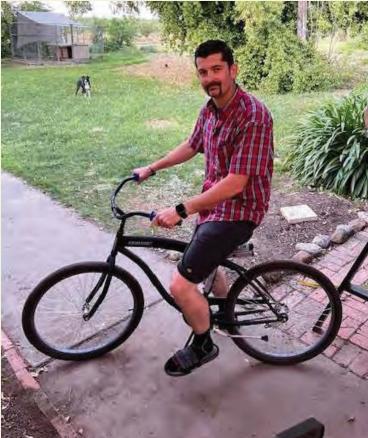


Figure 3: FY 2024/25 MIBM Results by Member Organization









**MIBM Participant** 

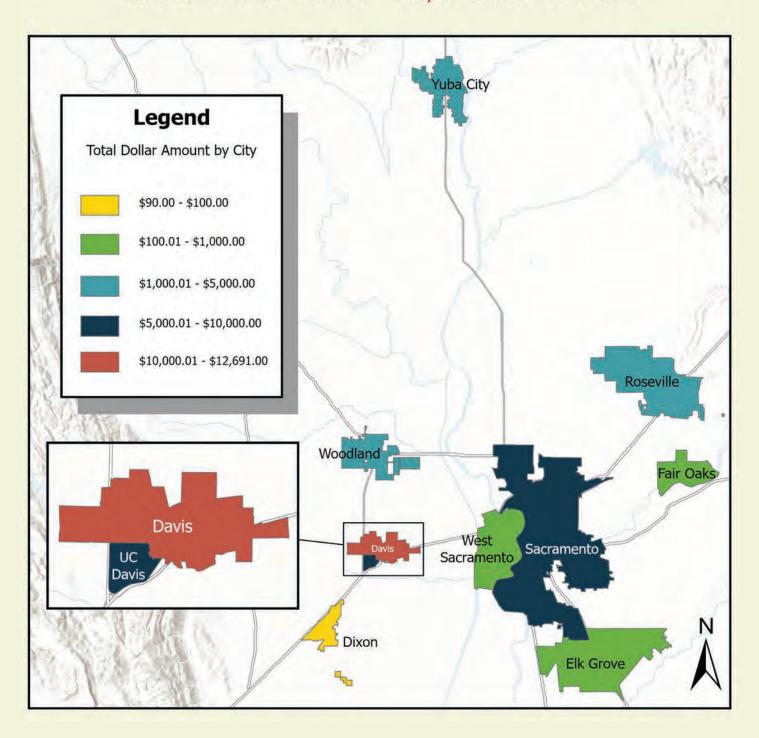
MIBM Participant **65** 



## **Money Spent in the Community by City**



Yolo Commute Members - May is Bike Month 2025



# The Rideshare Incentive Program (TRIP)

TRIP provides member employees with financial incentives to encourage a shift from driving alone to a more sustainable option such as walking, bicycling, transit, carpooling, or teleworking. For FY 2024/25, Yolo Commute continued tiered incentive bonuses over a two-month period. Employees receive \$30 for the first 10 commute trips they take and an additional \$50 for the next 10 commute trips. The TRIP program provided 15 recipients \$550 in assistance to help shift their commute transportation mode.



Figure 6: TRIP Participation by Employer Member (8 Discrete Participants)

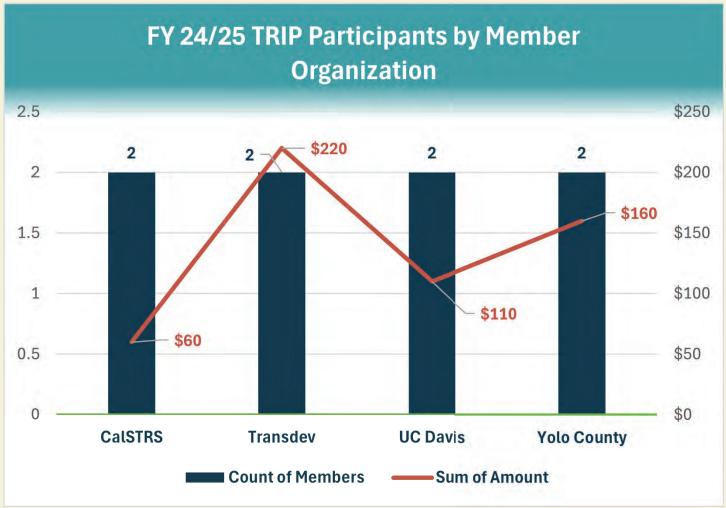


Table 7: TRIP Usage by Mode

| Transportation Mode | Category  | Users | Amount |
|---------------------|-----------|-------|--------|
| Bike                | Incentive | 3     | \$90   |
|                     | Bonus     | 1     | \$50   |
| Carpool             | Incentive | 4     | \$120  |
|                     | Bonus     | 4     | \$200  |
| Public Transit      | Incentive | 1     | \$30   |
|                     | Bonus     | 0     | \$0    |
| Walking             | Incentive | 1     | \$30   |
|                     | Bonus     | 0     | \$0    |
| Micromobility       | Incentive | 1     | \$30   |
|                     | Bonus     | 0     | \$0    |
|                     | Incentive | 10    | \$300  |
| Total               | Bonus     | 5     | \$250  |
|                     |           |       | \$550  |

The table below shows TRIP program metrics by transportation mode. Retention levels- defined by those logging trips and applying for the second, \$50.

Table 8: TRIP Usage by Metrics

| Incentive Program | User (Initial) | Users<br>(Bonus/Retention) | Rentention % |
|-------------------|----------------|----------------------------|--------------|
| Bike              | 3              | 1                          | 33%          |
| Carpool           | 4              | 4                          | 100%         |
| Micromobility     | 1              | 0                          | 0%           |
| Public Transit    | 1              | 0                          | 0%           |
| Walking           | 1              | 0                          | 0%           |
| Total             | 10             | 5                          | 50%          |

#### **Guaranteed Ride Home**

Guaranteed Ride Home is a transportation "safety net," giving member employees the assurance that they can call a taxi or have a rental car paid for by Yolo Commute if they cannot catch their normal ride due to overtime, illness, or other unforeseen circumstance..

#### **Cycling Savvy Bicycle Education**

CyclingSavvy is an online portal and a subsidiary of the American Bicycling Education Association. Cycling Savvy offers two online bicycling education courses: CyclingSavvy Basics and CyclingSavvy Mastery. Yolo Commute employer members are eligible for up to a \$30 incentive to enroll in either of these classes.

Yolo Commute is proud to continue its partnership with Velotric, a leading e-bike manufacturer and distributor offering a wide range of models to suit different riding styles and needs. Through this partnership, Yolo Commute members receive an exclusive 10% discount on Velotric's already competitively priced e-bikes making it easier to choose a fun, efficient way to get around. This year, five Yolo Commute members have already taken advantage of this incentive.

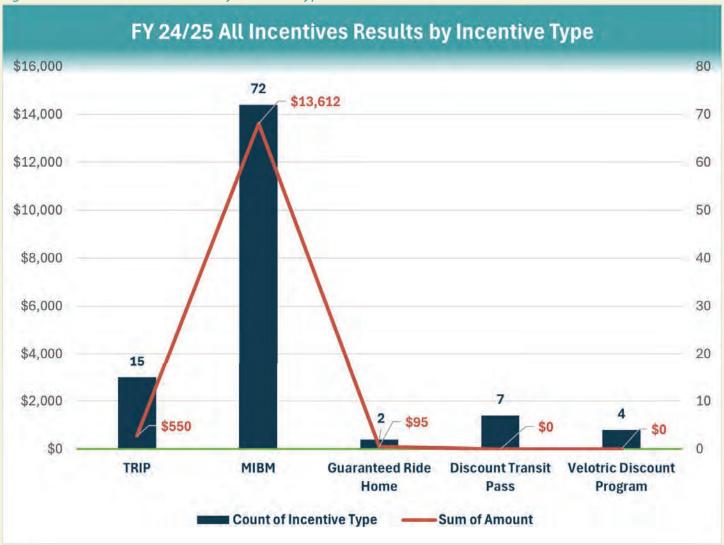




Figure 7: FY 2024/25 All Incentives by Member Organization



Figure 8: FY 2024/25 All Incentives by Incentive Type



# **Operations**

#### **Membership Development**

Yolo Commute staff learned that membership development takes persistence and message tailoring to each organization. Staff intend to build on the successful conversations initiated with many organizations in FY 2024/25 while strategically targeting specific employers for membership recruitment. Staff continues with a goal to recruit two new members in FY 2024/25.

#### **Development Projects**

New development projects in Yolo County are excellent opportunities to introduce the benefits of membership development. Staff reach out to several proposed developments in Yolo County regarding the nexus between their development projects and the need to mitigate transportation impacts. While these conversations are ongoing and memberships may not materialize in the near term, staff is socializing the importance of transportation demand management with both developers and local agency staff to 1) encourage voluntary Yolo Commute membership of new developments prior to formal development application submittal and/or 2) require Yolo Commute membership as a condition of development approval and/or integrated into a development agreement.



#### **Transportation Capital Projects**

Yolo Commute staff remain engaged with the Yolo 80 Managed Lanes project and are developing a voluntary trip reduction program with Caltrans to help mitigate additional vehicle miles traveled that may result from the project. .

# **Marketing and Promotions**

#### **Yolo Commute Annual Brunch**

In October, Yolo Commute hosted its Annual Member Brunch, bringing together member liaisons, HR officers, and organizational representatives. The event generated enthusiasm for the program and provided attendees with valuable information about incentives, program updates, and effective strategies for employee outreach.

Member organizations were treated to lunch and an engaging presentation from a special guest speaker. Representatives from Yolobus also attended and shared updates on transportation services throughout Yolo County, including the recent service expansion on BeeLine. A representative from Lease-A-Bike presented bike and scooter options, highlighting how organizations can easily tap into their services. Additionally, the Housing Mobility Program (HMP) in Davis brought two mopeds for attendees to view and shared information on rental and purchase options.





2024 Annual Brunch



#### **Yolo Commuter of the Year Award**

2025, Yolo Commute proudly launched the first-ever Commuter of the Year Awards as part of our ongoing commitment to celebrating sustainable transportation. This new program shines a spotlight on the everyday heroes among us, employees from our member organizations who go above and beyond in their dedication to commuting without driving alone. Through nominations from colleagues and self-submissions, we were able to recognize and honor individuals making a real difference in how we move through our communities.

#### **Meet the Heroes:**

#### **Super Commuter Hero**

Dan Richards, City of Woodland

Super Commuter Heroes embody resilience, taking on long distances, braving all weather, and demonstrating an unwavering commitment to sustainable travel. Dan Richards is a shining example.

Dan, who has a developmental disability, was once told biking would be too difficult. But he persisted, learned to ride, and today his bike is not just his main mode of transportation but also his joy. With a 35-year record of commuting by bike, Dan enjoys the exercise, the sense of freedom, and the chance to greet familiar faces along the way. His story shows how perseverance can turn a challenge into a lifelong source of independence and inspiration.



#### **Biking Hero**

Tyler Kern, Urban Forester, UC Davis

For over 21 years, Tyler Kern has commuted by bicycle rain or shine, showing the powerful impact of cycling on both personal health and the environment.

As a college student, Tyler sold his car to help pay tuition and invested in a bicycle. That decision sparked a lifelong passion. Today, biking is central to his lifestyle, from commuting to touring.

Tyler encourages new riders to start small, invest in a bike that fits, and connect with local cycling groups. His message: cycling builds confidence, community, and resilience, one ride at a time.



## **Transit Hero**

Tim Annis, Fire Marshal, UC Davis

Tim Annis turned his frustration with Causeway traffic into a lifelong commitment to multi modal commuting. Since 2007, he has relied on the Capitol Corridor train five days a week, combining his commute with a 10-mile e-bike ride to and from the station whenever the weather allows.

For Tim, commuting is more than transportation, it is about rhythm and balance. He has built friendships on the train, enjoys quiet moments in nature on his bike, and uses his travel time to reflect and recharge.

His advice to new commuters: start slowly, stay flexible, and remember why you are doing it. For Tim, the choice is not just about avoiding traffic, it is about creating space for peace and purpose.



# FY 2025/26 Goals and Objectives

Looking ahead, Fiscal Year 2025/26 is shaping up to be even more exciting for Yolo Commute! We're preparing to launch a series of short, easy-to-follow "how-to" videos designed to help users navigate key features of our programs. These videos will walk through everything from signing up for NorCal GO to submitting a Guaranteed Ride Home receipt and requesting reimbursement.

In addition to the video series, we're thrilled to introduce a brand-new incentive: Commuter Rewards – Get Rewarded for Smarter Travel! By simply recording commute trips, members will be entered for a chance to win a gift card worth up to \$250 each quarter. Whether they carpool, bike, bus, walk, or roll, every trip they log increases their chances of reaching a higher prize tier.

# **Closing Remarks**

These accomplishments are not possible without Yolo Transportation District's generous contribution to fund Yolo Commute's staffing costs as part of their multimodal transportation program. As a result, 100% of membership fees are used toward delivering our innovative incentives and programs. Enclosed is your FY25/26 dues invoice that enables us to continue our work in Yolo County.

We look forward to continuing to deliver great experiences for all our participants in FY 25/26. On behalf of Yolo Commute and our partners, thank you for your continued support.

Respectfully submitted by

3 Mat

Brian Abbanat Director

August 28, 2025





# TASK 7- STAKEHOLDER INTERVIEWS

#### INTRODUCTION

The purpose of the Yolo 80 Managed Lanes Transportation Demand Management (TDM) Program and Organizational Study is to develop an expanded TDM program that satisfies the requirements of SB 743, incorporates the priorities of current Yolo Commute members, and supports planning organizational changes needed to operate the expanded program.

This memo summarizes the stakeholder interviews conducted as part of the Existing Conditions review and identifies the key themes that were discussed. The purpose of the interviews was to receive input on identifying current and new TDM program elements and gather stakeholders' current thinking and priorities on important program elements and new organizational structures that will support the expanded TDM program.

#### **METHODOLOGY**

Interviewees were selected in collaboration with YoloTD to include individuals with knowledge and understanding of TDM programs, their experiences commuting in Yolo County, and/or their direct knowledge of Yolo County, YoloTD, and Yolo Commute.

#### **DISCUSSION QUESTIONS**

Table 1 lists the various discussion questions asked during interviews. These questions were tailored, with support from the client to the type of organization interviewed. For example, organizations which ran TDM programs were asked questions around how the expanded TDM program could coordinate with existing programs, local agencies were asked about considerations for interfacing with city policies and programs, and local advocacy organizations were asked about communities and markets that may not be served by current TDM programs. These questions were tailored to ensure that the expanded TDM program can be integrated with existing programs and policies and can be extended to organizations that it may not currently serve.

Table 1: Highlights of questions asked

| TDM programming   | Organizational Structure  |
|---|---|
| <ul> <li>Successful TDM programs or policies in the county</li> <li>Transportation challenges faced by the communities that the organizations represent</li> <li>Transportation challenges for Yolo Commute members</li> <li>Existing TDM gaps</li> <li>Groups and markers that are not currently being served</li> <li>Considerations for interfacing with city policies or programs</li> <li>Considerations for the TDM program interfacing with campus policies or programs</li> <li>Ways in which YoloTD and TMAs could work together to serve the community</li> <li>Ways to coordinate public outreach efforts</li> </ul> | <ul> <li>Considerations for integrating TDM within existing operating structures</li> <li>Integrating YoloTD's TDM program within existing operating structures</li> <li>In terms of organization, what works well today?</li> <li>What are the Yolo Commute Board members worried about?</li> <li>What do you want for the organization going forward?</li> <li>What organizational options have the Board been thinking about?</li> </ul> |

#### **INTERVIEW SCHEDULE**

Interviews were conducted virtually over a six-week period, ranging from 30-minutes to 1-hour. Focus Groups that were only one organization were allotted 30-minutes, with more than one organization allotted 1-hour. Approximately 4 to 5 questions were asked during each interview around their level of experience with TDM and/or supporting TDM programs. Table 2 outlines the interviews conducted and the questions asked.



Table 2: Focus groups and questions

| Interviews        | Organization            | Interviewee(s)               | Discussion Questions/Topics                          |
|-------------------|-------------------------|------------------------------|--|
| Focus Group 1     | Sacramento Area         | Nicole Porter, Program       | - Successful TDM programs or policies in the county  |
| Regional Service  | Council of Governments  | Analyst                      | - Groups and markets that are not currently being    |
| Providers         | — Sacramento, CA        | Victoria Cacciatore,         | served   |
| February 3, 2025  |                         | Transportation Analyst       | - Existing TDM gaps                                  |
|                   |                         |                              | - Considerations for integrating TDM within existing |
|                   |                         |                              | operating structures                                 |
| Focus Group 2     | Capitol Corridor —      | Jim Allison, Manager of      | - Successful TDM programs or policies in the county  |
| Regional Service  | Oakland, CA             | Planning                     | - Groups and markets that are not currently being    |
| Providers         |                         |                              | served   |
| February 6, 2025  |                         |                              | - Existing TDM gaps                                  |
|                   |                         |                              | - Considerations for integrating TDM within existing |
|                   |                         |                              | operating structures                                 |
| Focus Group 3     | Sacramento Area Bicycle | Debra Banks, Executive       | - Successful TDM programs or policies in the county  |
| Local Advocates   | Advocates –             | Director                     | - Groups and markets that are not currently being    |
| February 7, 2025  | Sacramento, CA          |                              | served   |
|                   | Bike Davis - Davis, CA  | Anthony Palmere, Secretary   | - Existing TDM gaps                                  |
|                   | CalBike – Sacramento,   | Kendra Ramsey, Executive     | - Transportation challenges faced by the             |
|                   | CA                      | Director                     | communities you represent                            |
| Focus Group 4     | UC Davis – Davis, CA    | Jeff Bruchez, Active Planner | - Successful TDM programs or policies in the county  |
| Research/         |                         | Ramon Zavala, TDM            | - Groups and markets that are not currently being    |
| Academia          |                         | Manager                      | served   |
| February 11, 2025 |                         | Lucas Griffiths, Campus      | - Existing TDM gaps                                  |
|                   |                         | Planner                      | - Considerations for the TDM program interfacing     |
|                   |                         |                              | with campus policies or programs                     |

| Interviews        | Organization              | Interviewee(s)             | Discussion Questions/Topics                            |
|-------------------|---------------------------|----------------------------|--|
| Focus Group 5     | 50 Corridor —             | Frank Aceves, Program      | - Successful TDM programs or policies in the county    |
| Transportation    | Sacramento, CA            | Manager                    | - Groups and markets that are not currently being      |
| Management        | South Natomas —           | Jason Vitaich, Executive   | served   |
| Agencies (TMAs)   | Sacramento, CA            | Director                   | - Existing TDM gaps                                    |
| February 14, 2025 | North Natomas Jibe —      | Michelle Reynolds, Program | - Ways in which YoloTD and your TMA could work         |
|                   | Sacramento, CA            | Manager                    | together to serve our communities                      |
|                   | Capitol Yards —           | Claudine Schneider,        | - Ways to coordinate public outreach efforts           |
|                   | Sacramento, CA            | Regional TDM Program       |  |
|                   |                           | Manager                    |  |
| Focus Group 6     | City of Sacramento —      | Jennifer Donlon Wyant,     | - Successful TDM programs or policies in the county    |
| Local Agency/     | Sacramento, CA            | Transportation Manager     | - Groups and markets that are not currently being      |
| Regional Service  | Solano Transportation     | Robert Guerrero, Deputy    | served   |
| Provider          | Authority – Solano        | Executive Director         | - Existing TDM gaps                                    |
| February 14, 2025 | County, CA                |                            | - Considerations for interfacing with city policies or |
|                   |                           |                            | programs   |
|                   |                           |                            | - Integrating YoloTD's TDM program within existing     |
|                   |                           |                            | operating structures                                   |
| Focus Group 7     | City of Davis - Davis, CA | Jennifer Donofrio, Senior  | - Successful TDM programs or policies in the county    |
| Local Agency      |                           | Transportation Planner     | - Groups and markets that are not currently being      |
| March 25, 2025    |                           | Ryan Chapman, Assistant    | served   |
|                   |                           | Director of Public Works   | - Existing TDM gaps                                    |
|                   |                           | Engineering and            | - Considerations for interfacing with city policies or |
|                   |                           | Transportation             | programs   |
|                   |                           | Katie Yancy, Economic      |  |
|                   |                           | Development Director       |  |

An additional virtual focus group was hosted on March 4, 2024, with the Yolo Commute Board. The board serves as the Technical Advisory Group for this project. In addition to the TDM focused questions asked to the other stakeholders, the Board was also asked questions around the program's organizational structure. Table 3 details the Board Members in attendance and questions asked.

Table 3: Yolo Commute Board Focus Group Questions

| Board Members  | TDM Program Discussion Questions   | á ╬ ι τιχ μο Το μο μο μο μο μο μο μο σο μο σο μο σο |
|--|--|---|
| S <sup>3</sup> /ατ ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( | <ul> <li>Successful TDM         programs or policies         in the county</li> <li>Groups and markets         that are not currently         being served</li> <li>Existing TDM gaps</li> <li>Transportation         challenges for Yolo         Commute Members</li> </ul> | - ÕNi 中   |

#### THEMES AND AREAS OF IMPROVEMENT

The following sections note the overall TDM concerns, challenges, and improvements that were heard across interviews as ways to expand the existing TDM program.

#### TDM GAPS AND CHALLENGES

Focus groups identified five areas of gaps and challenges that had similar themes across the discussions.

#### **Physical Assets**

- Infrastructure Limitations: Many areas lack the necessary, sometimes quality of infrastructure to support transit use, biking, or first/last-mile connectivity. This includes the need for more bike lanes, pedestrian pathways, and reliable transit stops.
- Safety & Accessibility: Bike and pedestrian infrastructure is in disrepair or unsafe in areas like the Causeway. There are concerns with bike theft and lack of bike parking spaces at UC Davis.

#### Operations

- Understaffed Agencies: There are limited staff resources in TMAs and local/regional agencies to support TDM efforts.
- Increased Cost of Operations: Increased cost of operating services like vanpools have led to discontinuation of such programs by local agencies/TMAs post-pandemic.

#### Mode Shift and Behavioral Change

- Behavior Change Barriers: Limited incentives and inconsistent services make it difficult for people to shift from cars to alternative modes. Lack of awareness of TDM programs and options (for example, few people are familiar with the guaranteed ride home program) adds to this.
- Transit Service Quality: Issues with transit agencies and bus services being slow, expensive, and not often coordinating for seamless connections. There is also a lack of service from West Sacramento to Davis and the Bay Area.
- Declining Transit Accessibility: Reduced express routes, vanpools, and transit frequency post-pandemic have led to increased car dependency.

#### **Equity Concerns**

Non-English speakers and lower-income communities face barriers in accessing TDM programs.

#### Coordination

 Many programs operate in silos without seamless integration across regions and agencies, including local and regional transit service providers and Transportation Management Associations (TMAs).

#### UNSERVED AND UNDERSERVED POPULATIONS

Focus groups identified four unserved and underserved populations that an expanded TDM program should reach.

- Rural Communities: There is limited or no transit access in places like Woodland and West Sacramento.
- Shift Workers & Non-Traditional Commuters: Many transit options cater to 9-5 schedules, leaving out people working irregular hours.
- Students & Low-Income Groups: Many UC Davis students, faculty, and staff lack efficient transit connections.
- ESL & Non-English Speakers: Language barriers limit access to transit information and incentives.

#### POTENTIAL SOLUTIONS AND OPPORTUNITIES

Focus groups identified five areas of potential solutions and opportunities for an expanded TDM program.

- Multimodal Connectivity
  - Mobility Hubs Near Affordable Housing: Ensuring transportation services are available within walking distance.
  - Vanpool Programs: Vanpools and other support needed for farmworker communities, as well as in other parts of the county such as Woodland and Davis.
  - o Improved First/Last Mile Connectivity: Solutions like e-bikes, scooters, safe and improved bike infrastructure and shelters, park-and-ride programs, and integrated shuttle services. Specifically, e-bikes could be effective in Woodland, West Sacramento, and Dixon.
- Innovative Fare Payment & Incentives: Expanding open-loop payment systems, fare discounts, and subsidies.
- Expanded Public-Private Partnerships: Working with TNCs (Uber/Lyft), transit agencies, and advocacy groups to fill service gaps.
- Better Outreach & Marketing: Making information more accessible through digital tools, direct mail, and in-person engagement. Investing in a more user-friendly website, incentives for mode shifts such as free breakfast and monthly swag.
- Dedicated TDM staff: Need for dedicated staff with expertise in outreach, payroll, benefits administration, and financial strategies.

#### LONG-TERM VISION AND PLANNING

Five themes for long-term visions and planning emerged through the focus groups that the project team can prioritize in the development of the expanded program.

- Investment Before Ridership: Stakeholders highlight the need to build out infrastructure first rather than waiting for demand.
- Sustainability Focus: Reducing VMT (Vehicle Miles Traveled) through better transit, biking, and telework policies.
- Land Use Planning: A formal countywide TDM Program can support measures like no minimum parking in infill projects and help counter some concerns from private equity and related sectors
- Integrated Regional Planning: Encouraging seamless transit connections between counties and agencies, and integration with existing UC Davis programs.
- Streamlined Management/Operations: Establishing a county-level TDM governance and operating structure, with defined roles for various stakeholders, expanded coordination with existing agencies and a clear understanding of funding allocation and beneficiaries.

#### **NEXT STEPS**

Taking from what was heard throughout the interviews, WSP and YoloTD will determine what programs, and organizational structure will best serve the expanded TDM program. Once the second part of the Existing Conditions report is completed (Peer Review), WSP will host a Workshop with the YoloTD to go over areas which may need additional discussion or questions. Following, the next phase of the project will use the input from the interviews and the Workshop to develop a set of goals and objectives for the future TDM program. These goals and objectives will define priorities to answer the questions of how and for whom Yolo Commute aims to provide services.

For the Workshop, discussion topics and/or questions may include:

- Asking organizations how they measure the effectiveness of their strategies will help Yolo Commute develop KPIs for future strategies. This will not only aid Yolo Commute in decision-making but will also help build trust and transparency with local stakeholders and the public.
- How will the lesson learned influence potential operational strategies?
- How does the Client develop an outreach/communication plan to gather input on the expanded TDM program?
- How do we tie in the Engagement Framework Task for this Project?



#### TASK 7- TDM PEER REVIEW

#### Introduction

The purpose of the Yolo 80 Managed Lanes Transportation Demand Management (TDM) Program and Organizational Study is to develop an expanded TDM program that satisfies the requirements of SB 743, incorporates the priorities of current Yolo Commute members, and supports planning organizational changes needed to operate the expanded program.

This peer review of TDM agencies and organizations that offer similar programs to Yolo Commute or are of interest is intended to provide background context to developing the expanded TDM program for Yolo County. The memo covers a high-level summary of Yolo Commute's current programs and organizational structure and reviews peer TDM agencies for their TDM programs, operational costs, and staffing that may be considered for the Yolo TDM program. The peer agencies reviewed range from county-level to regional and offer TDM programs under the umbrella of mobility programs, congestion management programs, and TDM programs. All the programs and incentives offered under these umbrellas allow commuters to choose from a range of programs that support them the best in their sustainable commute. This memo concludes with takeaways from each TDM agency as a resource for YoloTD to expand the Yolo Commute program.

#### **Yolo Commute**

Yolo Commute is a nonprofit partnership of public and private employers working together to address regional transportation and air quality issues. Yolo Commute is a membership-based TDM agency representing 24,000 employees and 335 residents in Yolo County.

#### Program.Offerings

Yolo Commute offers the following programs:<sup>2</sup>

- 1. May is Bike Month (MIBM)
- 2. Velotric E-Bike Discount program
- 3. Guaranteed Ride Home
- 4. The Rideshare Incentive Program (TRIP)
- 5. Discount Transit Pass Program
- 6. E-Bike Loan Program
- 7. Cycling Savvy Bicycle Education!
- 8. HMP E-Moped Discount Program
- 9. SPIN Bikeshare (Davis)

<sup>&</sup>lt;sup>1</sup> About Us | Yolo Commute

<sup>&</sup>lt;sup>2</sup> Incentives & Programs | Yolo Commute

#### Organizational.Structure

Yolo Commute is governed by a nine-member board representing Yolo County, cities, and large employers in Yolo County. Yolo Commute is staffed by employees at YoloTD, Yolo County's transportation agency. YoloTD donates staff time to manage Yolo Commute to meet YoloTD's District-Wide Priorities.<sup>3</sup>

#### Financial.Performance.

Yolo Commute receives funding from membership dues, and a Yolo-Solano Air Quality Management District grant in FY 23/24

From the FY 2024 Annual Report, Yolo Commute's expenditures for Member Services are as follows:<sup>4</sup>

| Programs               | Expenditures |
|------------------------|--------------|
| E-Bike Loan Program    | \$2,985.69   |
| Incentives and Program | \$12,336.15  |
| Total Expenditures     | \$15,321.84  |

# **Peer Agencies**

The following section describes each peer TDM agency, their program offerings, organizational structure, and financial performance.

#### Commute.org

Commute.org is San Mateo County's Transportation Demand Management (TDM) Agency. The agency's goals are to provide providing TDM programming to shift the demand for transportation across all available modes including walking, biking, transit, telework, and ridesharing. <sup>5</sup> Commute.org offers their TDM services, programs, and incentives to all registered commuters traveling through, to, or from San Mateo County.

#### Program.Offerings

Commute.org offers the following programs:6

- 1. Engagement Programs
  - Engagement Programs Outreach and Education: Increase adoption of commute alternative programs by commuters, employers, and other organizations in San

<sup>&</sup>lt;sup>3</sup> 2022-Vision-Values-and-Priorities-New-Logo.pdf

<sup>&</sup>lt;sup>4</sup> YC-Annual-Report-24.pdf

<sup>&</sup>lt;sup>5</sup> FY 2025 Work Plan

<sup>&</sup>lt;sup>6</sup> Quarterly Funders Report

- Mateo County by providing TDM tools, education, resources, programs, and expertise.
- o TDM Programming and Support: Provide TDM programming and support services to employers and organizations throughout San Mateo County. Most employers in San Mateo County do not have dedicated resources or expertise in TDM programming; therefore, Commute.org serves as a valuable, no-cost resource to those employers. For employers who have their own programs and dedicated staff, Commute.org can supplement their programs to make them even more effective.
- Partnership Development: Develop partnerships with public and private sector entities that facilitates the growth and adoption of TDM measures throughout San Mateo County. Commute.org has become the recognized leader for TDM programming and support services in San Mateo County; however, it requires consistent and ongoing efforts to maintain that status.

#### 2. Commuter Programs and Incentives

- STAR Platform: Provide commuters with the tools, programs, and incentives that not only encourage their shift to non-drive alone modes but also provide ongoing support and incentives for them to continue using preferred commute mode(s).
- o Guaranteed Ride Home (GRH) Program: Provide commuters and college students in San Mateo County with a form of "commute insurance" that supports sustainable commuting by providing financial assistance towards a ride home or to a local transit station in the mode of their choice when a qualifying event occurs (e.g., sickness, family emergency, unplanned overtime, bicycle breakdown).
- Carpool and Vanpool Incentives Programs: Provide commuters traveling to or from San Mateo County with direct incentives to encourage them to adopt carpooling or vanpooling as a primary commute option.
- o Bicycle Incentive Program: Encourage San Mateo County commuters to use bicycling as an alternative to driving alone for both first/last mile commutes as well as full-length commutes by providing them with incentives.
- Try Transit Incentive Program: Increase commuting to or from San Mateo County on public transit by providing free tickets on Caltrain, SamTrans, or the San Francisco Bay Ferry to eligible commuters.

#### 3. Shuttle Program

o Shuttle Program Development and Management: Provide safe and reliable first/last mile shuttle services between employment and residential sites in San Mateo County and Caltrain, Bay Area Rapid Transit (BART), and San Francisco Bay Ferry stations/terminals so that people can utilize public transit as a primary means of commuting to or from the county.

#### 4. Agency Development

 Strategic Plan 2025 Performance Monitoring: Ensure that the agency sets priorities, focuses resources, strengthens operations, and ensures that staff and other stakeholders are working toward the goals and objectives set out in Strategic Plan 2025 (adopted in April 2021).

- Finance and Budget: Ensure the integrity of the financial reporting and budgeting process and increase operational efficiencies.
- Governance: Ensure that the agency is governed in accordance with all laws and that all stakeholders are provided with the tools and training they need to perform their roles effectively.
- o Administration and Business Practices: a) Ensure adoption of Commute.org's newly defined mission and assess all innovative programs and activities to maintain adherence to the mission; b) attract and retain quality employees; c) foster a culture of environmental stewardship and sustainability.

#### Organizational.Structure

Commute.org is governed by a 19-member board of elected officials from the cities and towns in the County of San Mateo. Commute.org includes the following staff:

- Executive Director
- Deputy Director
- · Office Administrator and Clerk of the Board
- TDM Program Managers (2)
- Senior Shuttle Program Administrator
- Shuttle Program Specialist
- TDM programs Specialist
- AmeriCorps Climate Corps Fellow

Commute.org's programming is managed by the Deputy Director, Program Managers, TDM program specialist, and Climate Corps Fellow.

#### Financial.Performance.

Commute.org is funded through government sources along with contributions from public and private employers supporting their shuttle program. They also receive funding from the City/County Association of Governments of San Mateo County (C/CAG), the San Mateo County Transportation Authority (SMCTA), the Bay Area Air Quality Management District (BAAQMD), as well as private sector employers and property managers.

From the FY 2023 Annual Report, Commute.org's expenditures are as follows:7

| Programs                   | Expenditures |
|----------------------------|--------------|
| Shuttle Operations         | \$3,710,257  |
| Shuttle Program Management | \$430,919    |
| Employer Programs          | \$466,833    |

<sup>&</sup>lt;sup>7</sup> Quarterly Funders Report

| Programs                           | Expenditures |
|------------------------------------|--------------|
| Commuter Programs                  | \$530,722    |
| Community Partnerships             | \$184,470    |
| Administration and Program Support | \$83,696     |
| Total Expenditures                 | \$5,406,897  |

#### Solano Transportation Authority

Solano Transportation Authority (STA) is the Congestion Management Agency for the cities of Benicia, Dixon, Fairfield, Rio Vista, Suisun City, Vacaville, Vallejo, and the County of Solano. The STA is responsible for countywide transportation planning, programming transportation funds, managing and providing transportation programs and services, delivering transportation projects, and setting transportation priorities. Their TDM programs and resources are free for all commuters.

#### Program.Offering

STA offers the following programs:

- 1. Countywide Commuter Programs
  - 2-for-1 (Solano Express): \$125 Clipper Card for monthly Solano Express Pass Purchase
  - o Bucks for Bikes: 60% Reimbursement (max \$300) for new Commuter Bike + Helmet
  - Capitol Corridor and Lyft: Ten-Ride Pass (\$20)/Lyft Connections (max \$25)
  - Commute Rewards: Gift Card Rewards for Logging Alternative Commutes (\$10, \$25, \$50)
  - Equitable Access to Justice: 100% subsidized rides to/from Solano County Court appointments for Jurors & Collaborative Court Participants
  - First/Last Mile: Solano County Transit Hub Connections (60% off Lyft up to \$20 or low-income subsidy 80% off Lyft up to \$20)
  - Guaranteed Ride (Solano Express): Uber Voucher for Solano Express riders to use when bus cancels/is early/late
  - Guaranteed Ride Home: Ride Reimbursement for Qualified Emergency up to \$100/100 miles
  - Solano Mobility Express Vanpool: Professionally driven vans traveling between
     Dixon, Vacaville & Sacramento during commute hours
  - o Traditional Vanpool: STA Subsidy (\$200/month); MTC Subsidy (\$500/month)
- 2. Local Programs

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<sup>&</sup>lt;sup>8</sup> Who We Are - Solano Transportation Authority

- Benicia and Suisun City Lyft: Local programs which offer subsidized first/last mile services allowing commuters to take Lyft within city limits to schools, hospitals, and other designated locations.
- 3. Yearly Event
  - o Bay Area Bike to Wherever Days Solano County Coordination (Bike Month- May)
- 4. Call Center
  - One stop for Mobility Programs
  - o Info/Sign up
  - Transportation options and trip planning
- 5. Programs for Older Adults. People with Disabilities and Veterans
  - o ADA In Person Eligibility
  - o GoGo Medical Trip Concierge
  - o Intercity/Local Taxi
  - o Senior Safe Driving Info
  - o Travel Training
  - Veterans Mobility
- 6. Events and Committees
  - o Community Based Transportation Plans
  - o Paratransit Coordinating Council
  - o Consolidated Transportation Services Agency Advisory Committee
- 7. Safe Routes to School (SR2S)
  - o Education and Enforcement, and Youth Engagement Program
  - o Free Bike Repair Events

#### Organizational.Structure

STA is governed by a board made up of one county supervisor and each of the seven mayors in Solano County.

The STA is divided into five staffing divisions:9

- Administration, Legal Counsel, and Executive Director
- Planning
- Project Planning (Project Management)
- Programming, Transit Mobility, and Program Coordinators
- Legislative Policy and Communications

STA's TDM programs are offered through the Planning, Project Planning, and Programming, Transit Mobility, and Program Coordinators divisions.

<sup>&</sup>lt;sup>9</sup> - STA ACFR 2023 Draft 11.21.23 (6/30/23 AUDIT STA [6/30/2023] (In Process))

#### Financial.Performance.

STA receives funding from member contributions, Federal, State, and local, Regional Measures, and local grants. The table below provides the Solano Transportation Authority's expenditures for Admin, Mobility Program, Project, and Planning budget from the FY 23 Annual Report.<sup>10</sup>

| Programs  | Expenditures |
|---|--------------|
| Congestion management operations and administrative | \$2,372,601  |
| Mobility programs                                   | \$5,346,663  |
| Project development                                 | \$2,152,773  |
| Strategic planning                                  | \$3,492,852  |
| Total Expenditures                                  | \$13,364,889 |

#### Napa Valley Transportation Authority

Napa Valley Transportation Authority serves as the Congestion Management Agency for Napa County. They are responsible for programming state and federal funds for local projects. NVTA manages the county's short- and long-term regional transportation planning, working with local, regional, state, and federal partners to improve the county's streets, highways, bicycle, and pedestrian facilities. NVTA also manages the Vine Transit system which includes local fixed-route service, paratransit, community shuttles, and regional express bus service. NVTA's commuter programs are free for commuters that live in the region and are registered on their TDM commuter platform. Information in this section was provided by staff at NVTA.

#### Program.Offering

NVTA offers the V-Commute program which provides alternative transportation options for a better commuting experience. This includes:

- 1. Commute trip tracking through a website and mobile phone app
  - A weekly gift card incentive drawing for registered individuals who utilize alternative commute modes and record trips on the RideAmigos platform
- 2. Guaranteed Ride Home (GRH) reimbursement program
- 3. Bucks for Bikes- a bicycle and bicycle safety equipment/maintenance reimbursement program

#### Organizational.Structure

NVTA is governed by a 13-member board of elected officials which includes the mayor and one councilmember from each of Napa County's five incorporated jurisdictions, two members of the Napa County Board of Supervisors, and one ex-officio representative from the Paratransit Coordinating Council.

NVTA is divided into four staffing divisions under the Executive Director:

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<sup>&</sup>lt;sup>10</sup> - STA ACFR 2023 Draft 11.21.23 (6/30/23 AUDIT STA [6/30/2023] (In Process))

<sup>&</sup>lt;sup>11</sup> NVTA - NVTA

- Office Manager and Coordinator
- Administration, Finance, and Policy
- Capital Development and Planning
- Program Manager Engineering

NVTA staff regularly support various programs and projects across divisions. For V-Commute programs, the Senior Program Planner/Administrator under the Capital Development and Planning division support serves as the staff lead.

#### Financial.Performance

V-Commute is primarily funded by Metropolitan Transportation Commission's (MTC) Transportation Development Act (TDA). For FY23, V-Commute's budget was \$25,000.<sup>12</sup>

#### **IE Commuter**

IE Commuter is a public agency which provides free TDM programs to commuters and employers in San Bernardino and Riverside County, California. Their mission is to reduce traffic and improve air quality throughout the region by increasing awareness and adoption of ridesharing. Through IE Commuter, employers can set up a customized ridership programs (ride matching, rideshare incentives, guaranteed ride home, etc.) that benefits both their business and their employees. <sup>13</sup> IE Commuter also assists commuters by providing incentives for ridesharing and provides personal ride matching services, which include carpools and vanpools, Park & Ride lot information, and transit solutions. The information in this section was provided by WSP staff, and Project Manager of IE Commuter.

#### Program.Offering

IE Commuter provides the following programs:

- Support employers who are regulated by South Coast Air Quality Management District's Rule 2202 with compliance (surveying and submission of plans)
- 2. Encourage the shift in commute behavior from drive alone to sustainable modes by:
  - o Offering employer support for AVR surveys and AQMD Rule 2202 compliance
  - Offering a \$5/Day incentive all residents of Riverside and San Bernardino counties can receive \$5/Day, up to \$125 over a 3-month period for choosing a sustainable commute
  - Offering a monthly raffle for sustainable commuters
  - Support the vanpool program. The counties offer a \$600/month subsidy for qualified vans
  - Through the database, offer Rideguides (guides with carpool matches and other sustainable transportation info) to commuters
  - o Attend in-person events to increase program awareness and participation
  - o Administering the Guaranteed Ride Home (GRH) program

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<sup>&</sup>lt;sup>12</sup> FY23-and-FY24-budgets-FINAL-ADOPTION.pdf

<sup>&</sup>lt;sup>13</sup> <u>IE Commuter | FAQ</u>

- o Conduct Park & Ride counts
- Provide chat and call support for IE 511 Freeway Service Patrol call center
- Organize Rideshare Week campaigns to encourage sustainable commuting during September
- Offering Experience Metrolink free Metrolink (train) passes for Riverside and San Bernardino residents for up to 90 days

#### Organizational.Structure

IE Commuter is supported by the following staff:

- Project Manager
- Leads communications
- Employer Outreach Team that provides employer support and works with commuters to shift behavior to sustainable modes
- Admin Team that supports incentive distribution, call center/chat support, GRH admin, park and ride counts
- Data and reporting
- Vanpool administrator
- Some part-time IEC staff provide social media and chat support

#### Financial.Performance

IE Commuter is funded by Riverside County Transportation Commission (RCTC) and San Bernardino County Transportation Authority (SBCTA). RCTC utilizes Measure A funds and SBCTA utilizes CMAQ and Measure I funds.

The IE Commuter two-year budget is \$7 million. This includes all programs, staffing, admin, marking, sub consultants, and all other needs to run the program.

#### goDCgo

goDCgo is an initiative of the District Department of Transportation (DDOT) that encourages the use of sustainable transportation. The program provides complimentary transit resources and consulting services to District of Columbia (DC) organizations and commuters. Their goal serves to decrease traffic congestion, improve air quality and create a better quality of life in the DC area. <sup>14</sup> Information in this section was provided by staff at goDCgo.

#### Program.Offering

goDCgo offers the following programs:

- 1. Commuter Programs
  - Buy Transit Passes
  - o Guaranteed Ride Home (6 free rides)
  - o Try Alternate Work Arrangements
  - o Buy a SmarTrip Card

<sup>&</sup>lt;sup>14</sup> About Us | goDCgo

- Try Traveling by Scooter
- Download the Bike Map

#### 2. Employer Programs

- Alternative Work Arrangements
- o Webinars & seminars
- Corporate Memberships
- Relocation Assistance
- o DC Parking Cashout Law
- Brochure and Custom Materials
- o Employee Commute Surveys
- Ridesharing Assistance
- o DC Commuter Benefits Law
- o On-site Promotions
- o Bike-Friendly Workplace Solutions

#### 3. Residential Programs

- o Resident Surveys
- o Custom Marketing Materials
- o Carpool/Vanpool Parking
- o On-site Promotions
- o Bulk Capital Bikeshare Ordering
- o Travel Training
- o Brochure Ordering
- o Zoning Order Assistance

#### 4. School Services

- o School TDM Plans
- Capital Bikeshare Memberships
- o Parking Management Assistance
- o DC Commuter Benefits law
- o Webinar and On-site promotions
- o Carpool/Vanpool information
- o Brochure and Custom Materials
- o Bike-Friendly Workplace Solutions
- o School Commute Survey

#### 5. Large Event Programming

- o Bulk passes
- Valet bike parking
- o Transit display software
- o Custom getting to guides
- Custom marketing materials
- Vendor list
- Capital bikeshare corral
- o In-person consultation

#### Organizational.Structure

goDCgo is supported by the following staff:

- TDM Policy, Planning and Sustainability Administration
- Program Director
- Program Manager
- Employer Outreach Coordinator
- School Outreach Coordinator
- Residential and Commuter/Visitor Outreach Coordinator
- Marketing Manager
- Marketing Specialist (2)

#### Financial.Performance

goDCgo is funded by the Congestion Mitigation and Air Quality Improvement Program (CMAQ). The program is free and open to any person commuting in the District of Columbia. The budget for the entire program is approximately \$2 million annually.

#### Commute Seattle

Commute Seattle is a nonprofit organization dedicated to making it easy for everyone across the Puget Sound region to walk, ride, or roll. By advising public agencies and decision-makers, convening public and private sectors, and engaging with employers, property managers, community organizations, and individuals, Commute Seattle aims to make Seattle more affordable and sustainable while connecting people to the places they want to go. Commute Seattle provides both free and paid TDM services to those in the Puget Sound Region. Information in this section was provided by Commute Seattle staff.

#### Program.Offering

Commute Seattle offers the following services:

- 1. ORCA For Business: flexible transportation solutions for businesses
- 2. Consulting services: providing employee commuter programs
- 3. Property Services: custom TDM services
- 4. Save on Taxes with Commuter Benefits: commuter benefit programs for businesses with 20 or more employees
- Commute Trip Reduction: helping businesses with 100+ employees with Washington's Commute Trip Reduction (CTR) law. Commute Seattle supports the development of education and outreach programming that encourages alternative commute modes and drive alone rates.
- 6. Transportation management program: Providing guidance to properties with transportation management agreements

For Commute Seattle's CTR and Transportation Management programs, a commuter survey is administered every other year to collect data on travel trends across Seattle. The 2022 survey results can be found here.<sup>15</sup>

#### Organizational.Structure

Commute Seattle is governed by a six-member board and the President and CEO of the Downtown Seattle Association.

Under the Executive Director, Commute Seattle is divided into three departments:

- Program Director
  - Research Program Manager
    - Transportation Specialist
  - o Senior Transportation Specialist
- Administrative Specialist
- Communications Director
  - Program Manager, Marketing and Outreach
    - Education and Outreach Specialist
  - Education and Events Specialist

#### Financial.Performance

Commute Seattle is funded by the City of Seattle to work with affected businesses and administer requirements of CTR law. <sup>16</sup> They are also funded by the City of Seattle to work with affected properties and major institutions to administer requirements of their Transportation Management Program. <sup>17</sup> Lastly, they provide a variety of paid services. Paid services include:

- Team Ride-Along: Getting commuters familiar and comfortable with their transit, bike, or walking commute
- Commuter One-Pager for Employees: customized graphics about site's transportation options
- Virtual event: Includes transportation information, nearby amenities, and opportunities to ask questions about their commute.
- On-Site Event: host a hands-on event with giveaways, trip planning assistance, and more.
- Employee Commute Survey
- Facilities Consultation and Report: provide information on electric charging, e-bikes, and parking management.
- Heat mapping and data analysis: understanding where people are commuting to/from
- Relocation Services: provide information on encouraging employees to try a new way to get to work.

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<sup>&</sup>lt;sup>15</sup> Citywide Report Final 2022

<sup>&</sup>lt;sup>16</sup> Commute Trip Reduction Program - Transportation | seattle.gov

#### 2025 Funding Sources

- Downtown Transportation Alliance Membership: \$625,000 (King County Metro, Sound Transit, Seattle DOT, Downtown Seattle Association, Metropolitan Improvement District, \$125,000 each)
- Commute Trip Reduction (CTR) and Transportation Management Program (TMP): \$500,000
- King County Metro: \$250,000 (selling ORCA transit passes to businesses)
- CMAQ: \$125,000 (Federal funds through state, city, to work with small businesses)
- Pretax transit (City funds): \$122,500
- Fee-for-service: \$40,000 (relocation, consulting)

| TDM Services                              | Annual Costs |
|---|--------------|
| Transit/Bicycle Information and Promotion | \$250,000    |
| Data Collection and Analysis              | \$28,000     |
| Outreach and Technical Assistance         | \$925,000    |
| Administrative                            | \$35,000     |
| Total Expenditures                        | \$1,238,000  |

## Peer Review Assessment

This section summarizes the major takeaways from each peer-reviewed TDM program and how these agencies can provide an example for Yolo Commute of different programs an expanded TDM program could offer.

#### Agency Assessment

Table 1 below shows how each peer agencies compare to one another.

Table 1. Agency Comparisons

| Agency          | Public<br>Agency | Funding            | Annual<br>Operating<br>Cost | Membership or<br>Free Program? | Dedicated<br>Program staff | Standalone<br>TDM<br>Program? |
|-----------------|------------------|--------------------|-----------------------------|--------------------------------|----------------------------|-------------------------------|
| Yolo<br>Commute | No               | Private            | \$15,321.84                 | Membership                     | No                         | Yes                           |
| Commute.org     | Yes              | Public/<br>Private | \$5,406,897                 | Free                           | Yes                        | Yes                           |
| STA             | Yes              | Public             | \$13,364,889                | Free                           | No                         | No                            |

| Agency             | Public<br>Agency | Funding            | Annual<br>Operating<br>Cost | Membership or<br>Free Program? | Dedicated<br>Program staff | Standalone<br>TDM<br>Program? |
|--------------------|------------------|--------------------|-----------------------------|--------------------------------|----------------------------|-------------------------------|
| NVTA               | Yes              | Public             | \$25,000                    | Free                           | No                         | No                            |
| IE Commuter        | Yes              | Public             | \$3,500,000                 | Free                           | Yes                        | Yes                           |
| goDCgo             | Yes              | Public             | \$2,000,000                 | Free                           | Yes                        | Yes                           |
| Commute<br>Seattle | No               | Public/<br>Private | \$1,238,000                 | Both                           | Yes                        | Yes                           |

Commute.org is a standalone TDM program with its own dedicated staff who can manage an extensive county-wide TDM program, highlighting that there are many opportunities to run programs and incentives, at zero cost for eligible commuters. While Commute.org's public funding allows the agency to run free TDM programs, the private funds help run their shuttle program. Considerations for an expanded Yolo Commute program could integrate their membership funds for designated programming such as tailored employer commuter subsidies. Additionally, dedicated program staff can allow Yolo Commute to expand and operate several TDM programs such as marketing and outreach, employer programs, and commuter programs.

Solano Transportation Authority's TDM program is only a subset of the transportation programs the agency offers. STA's organization could serve as a template if YoloTD took on Yolo Commuter programs as its own programming with no dedicated program staff. It may, however, allow the agency to have broader reach to residents and commuters across the county.

Napa Valley Transportation Authority runs successful, free TDM programs with a budget of \$25,000 and minimal staffing oversight. This demonstrates that Yolo Commute can also offer free programs for the county without dedicated staff, as long as the programs are well-organized and within budget.

IE Commuter is fully managed and operated by a consulting firm that offers free commuter services to residents of Riverside and San Bernardino Counties. The program has its own dedicated staff to ensure that programs run smoothly. Yolo Commute can contract out TDM programming if staffing and operating a larger scaled TDM program is a challenge.

goDCgo focuses on providing commuting resources over commuter programs and incentives. It is still a free program for all to use, including their tailored commuter and employer programs. As Yolo Commute expands to a broader program, the increase in funding can allow the program to offer free large-scale resources (employer programs, residential programs, school services, etc.) and a way to establish a partnership with local TMAs to expand the program's reach to local communities.

Commute Seattle provides a wide range of programs and services both free and paid. For Yolo Commute, which is a membership-based program, Commute Seattle highlights ways to continue

membership-based services while offering TDM programs that can be free for commuters in the County.

# **Program Assessment**

Table 2 below shows how each peer agency's programs, resources, and incentives compare to one another.



Table 2. Agency Program Comparisons

| Agency             | Commute<br>Tracking<br>Platform | Commuter<br>Rewards | GRH | First/Last<br>Mile<br>Services | Bike<br>Incentives<br>or<br>Information | Carpool and<br>Vanpool<br>Incentives<br>or<br>Information | Transit<br>Promotions | Commuter<br>Subsidy<br>Program | Safe<br>Routes<br>to<br>School | Trip<br>Planning<br>Support | Older<br>Adult<br>programs | Outreach<br>Assistance |
|--------------------|---------------------------------|---------------------|-----|--------------------------------|---|---|-----------------------|--------------------------------|--------------------------------|-----------------------------|----------------------------|------------------------|
| Yolo<br>Commute    | Х                               |                     | х   |                                | Х                                       | х   |                       | х                              |                                |                             |                            |                        |
| Commute.org        | Х                               | х                   | Х   | Х                              | Х                                       | Х   | х                     |                                |                                | х                           |                            | Х                      |
| STA                |                                 | Х                   | х   | Х                              | Х                                       | Х   |                       | Х                              | Х                              | х                           | Х                          |                        |
| NVTA               | Х                               |                     | х   |                                | Х                                       |   |                       | Х                              |                                |                             |                            |                        |
| IE Commuter        |                                 | Х                   | х   |                                |   | Х   | х                     | Х                              |                                | х                           |                            | Х                      |
| goDCgo             |                                 |                     | х   |                                | Х                                       | Х   |                       |                                | Х                              | х                           |                            | Х                      |
| Commute<br>Seattle |                                 |                     |     |                                | Х                                       |   | х                     |                                |                                | Х                           |                            | х                      |

Commute.org offers a range of programs from commuter benefits and tracking, employer services, and shuttle programs. For Yolo Commute, additional programs such as trip planning support and try transit promotions are low-cost programs which can support the growth of Yolo Commute. A higher-cost program Yolo Commute could implement could be first/last mile services, such as local or on-demand shuttle programs. Commute.org can serve as an example for Yolo Commute of the wide range of TDM programs that can operate with additional funding and staffing.

STA's TDM programs are free for all commuters providing a variety ranging from county-wide to local programs. STA provides various programs to ensure that all people have an alternative mode of transportation. They provide programs for older adults and people with disabilities, incentives for carpool and vanpool, and local Lyft programs in cities with limited access to public transportation. From the Stakeholder Interviews, we learned that there are a handful of unserved and underserved communities that are unable to utilize commuter programs in Yolo County, and replicating some of STA's approach to reach underserved markets may be applicable in Yolo County.

NVTA operates a smaller TDM program. Since their program is a subset of the programs NVTA runs and operates, they rely on partnerships to support their commuter goals. They have hired a consulting firm to support them in marketing and communications, and prior to the pandemic they utilized a vanpool company to provide vanpool services to farm workers and use RideAmigos as their commuter tracking platform. Yolo Commute could consider expanding their external partnerships such as with NorCal GO, a resource to find commute options throughout the Northern California region to track trips and earn rewards, funded by the Sacramento Area Council of Governments. They can also work with local TMAs to support marketing and outreach.

IE Commuter offers rewards and subsides for commuting, provides trip planning support, and carpool/vanpooling options. A potential way for Yolo Commute to expand and support more commuters would be to implement promotions and subsidies for taking a sustainable commute as well as providing trip planning support for commuters in the county. Yolo Commute can provide hands-on, educational support to help commuters navigate alternative transportation options. This approach addresses the barrier of wayfinding and allows individuals to make informed trip choices, enhancing customer service, and potentially integrating into employer programs or call center services.

goDCgo offers commuter packages tailored for commuters, employers, residential, schools, and large events. They are able to offer a wide variety of programs and guides but are not incentive based. They can provide information on ways for employers, schools, etc. can provide their own incentives, with GRH and take a free ride as the only incentive they provide. Yolo Commute can run similar programs and provide tailored programs for the communities and employers they reach as well as partner with local TMAs, local advocates, and City Agencies that may already run similar programs.

Commute Seattle offers free business services to help employers and property managers create commuter programs. They additionally offer paid services for tailored marketing, commuter programs, and trip-planning support. Yolo Commute can take on a similar business-style model to

provide resources to commuters and contract out other TDM programming to TMAs and other TDM agencies.

# **Next Steps**

Taking from what was learned in the Stakeholder Interview Memo and through this peer-review, WSP and YoloTD will determine what programs, and organizational structure will best serve the expanded TDM program. WSP will host a workshop with YoloTD to review areas which may need additional discussion or questions. Following, the next phase of the project will use the input from the interviews and the workshop to develop a set of goals and objectives for the future TDM program. These goals and objectives will define priorities to answer the questions of how and for whom Yolo Commute aims to provide services.

# BOARD COMMUNICATION: YOLO COUNTY TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| <b>Topic:</b> Update on Establishing a New Bus Transfer Point in Woodland | Agenda Item#: | 6                          |
|---|---------------|----------------------------|
|   |               | Information                |
|   | Agenda Type:  | Attachments: Yes No        |
| Prepared By: B. Abbanat   |               | Meeting Date: Sept 8, 2025 |

# STAFF RECOMMENDATIONS:

Receive update on activities related to establishing a new bus transfer point in proximity to downtown Woodland.

## **BACKGROUND:**

Staff Note: This staff report builds on prior Woodland Transit Center staff reports, specifically, from March 10, 2025 YoloTD Board Meeting.

Over the past several years YoloTD and the City of Woodland have coordinated closely on relocating the bus transfer point from the existing County Fair Mall (CFM) to a location in or proximate to the downtown, a longstanding YoloTD objective and consistent with the City's General Plan policy.

In February, 2025 YoloTD brought to the Woodland City Council a proposal to relocate the transfer point to a preferred location in the vicinity of Second and Court Streets. The City Council did not support that location but recognized the need to relocate from the CFM, directing Woodland staff to continue working with YoloTD and return with a recommendation for a mutually agreeable location(s) to relocate the transit center.

The City of Woodland and YoloTD each appointed Ad-Hoc Committees to help facilitate the process. The Woodland Ad Hoc Committee consists of two City Councilmembers (Mayra Vega and David Moreno) and the YoloTD Ad Hoc Committee consists of two YoloTD Directors (Supervisor Lucas Frerichs and Mayra Vega).

Importantly, a decision is needed within calendar year 2025 to finalize YoloTD's in-progress Short-Range Transit Plan (SRTP) update and the accompanying transit service changes in fiscal year 2026/27.

## **DISCUSSION:**

Since February 2025, Woodland and YoloTD staff have coordinated closely on identifying a substitute location for the existing bus transfer point. Currently, intercity Route 42 A/B passengers must wait through a scheduled delay at the County Fair Mall as the "layover" location to enable route recovery time, driver breaks, driver changes, and vehicle substitutions if needed. At a transit center such as CFM, several buses may converge and lay over for up to 20 minutes while these activities take place. When considering relocating a transitcenter, specific conditions are needed to accommodate these activities, including dedicated parking areas, access to restrooms, and passenger amenities, among others.

With the Short-Range Transit Plan (SRTP) update in progress, staff are exploring alternate locations for layovers to occur. While a layover site is not yet determined, some alternative locations include Main & Industrial Way, the Memorial Union at UC Davis, or Sacramento International Airport. The significance of this change is that it allows YoloTD to consider alternative "transfer point locations" in Woodland that struggle to meet the siting criteria of a transit center. In this context, a transfer point location may have some transit center features and is identifiable as a location for passengers to transfer bus routes but doesn't require the same footprint for many buses to dwell simultaneously. Furthermore, the scheduled layover would not occur at a transfer point location. That is, while routes would be scheduled to converge at this location, buses would continue their routes after dropping off passengers.

## Main Street Between 5th & 6th Street Opportunity

Starting in Spring 2025, YoloTD and Woodland staff began evaluating alternatives to the 2<sup>nd</sup> & Court Street site. These sites included:

- 3<sup>rd</sup> Street between Court & North
- 2<sup>nd</sup> Street between Lincoln & Main
- 3 alternatives in the vicinity of 6<sup>th</sup> & Lincoln
- Main Street between 5<sup>th</sup> & 6<sup>th</sup> Streets

Through collaborative dialogue, YoloTD and Woodland staff identified the segment of Main Street between 5<sup>th</sup> and 6<sup>th</sup> Streets fronting the current (aka "new") Yolo County Courthouse (Attachment A) as a preferred alternative that could meet YoloTD's operational needs and downtown access objectives while addressing the City of Woodland's concerns of downtown circulation impacts and compatibility with surrounding land uses. This site was introduced to the Ad Hoc Committee in June 2025 for preliminary consideration and received enough interest to continue exploring. After further analysis and as well as discussion with leadership of the Yolo County Courthouse, the Ad Hoc Committee as well as staff from both YoloTD and the City of Woodland, continue to expresssupport this location.

#### Land Use Compatibility

A transfer point siting criterion is for proximity to downtown commercial uses but avoiding conflict with retail businesses (e.g. excessive loitering, competing for parking, etc.). The proposed Main Street location is directly fronted by the Yolo County Superior Courthouse, Freeman Park, and a vacant lot. No active retail uses front the street, reducing potential on-street parking conflicts. The courthouse is a significant

trip generator itself, whose many daily visitors will benefit from improved transit access. The courthouse area also has substantial on- and off-street parking for drivers. Finally, this location offers access to downtown Woodland within a short walking distance.

#### **Operational Compatibility**

Operational compatibility of the courthouse location was confirmed early in the evaluation process. Consistent with preliminary proposed route revisions in the SRTP, local Routes 211, 212 and intercity Routes 42 A/B, 45 would realign to serve the transfer point (Attachment B). Yolobus already serves this location with Route 215 and a single bay exists on each side of the street. The new transfer point location would add a bay in each direction for four total. Operationally, a benefit of Main Street location is that both sides of the street can be used for boarding and alighting without requiring looping around the block. Additionally, the streets and intersections on which buses are re-routed have adequate space to accommodate bus turning movements, including a traffic signal at 5<sup>th</sup> Street to enable left turn movements from Main Street onto 5<sup>th</sup> Street.

#### **Surrounding Environment**

The proposed location has an inviting, pedestrian-friendly streetscape with street trees on the north side, separated sidewalks, sufficient lighting, and curb extensions to provide more comfortable intersection crossings. Substantial volumes of passing motorists increase "eyes on the street" to enhance the sense of safety. Major street improvements are not anticipated to be needed. However, YoloTD and Woodland staff are coordinating to identify minor improvements and installation of transit amenities and placemaking features on the north side of Main Street to strengthen the location's identity for bus route transfers to occur.

#### Citizens Advisory Committee Feedback

The YoloTD Citizens Advisory Committee (CAC) was scheduled to receive and provide feedback on this item at the August 25, 2025 meeting. However, the meeting was cancelled due to lack of quorum.

#### **Next Steps**

The immediate next steps are for the City and YoloTD to conduct targeted outreach to the downtown business community and adjacent property owners to raise awareness of this preferred location. Staff then anticipate bringing this topic to the YoloTD Board and Woodland City Council for approval in October or November.

Implementation of the Woodland transfer point to this location will need to be coordinated with implementation of SRTP route revisions which is expected to occur in the first half of Fiscal Year 2026/27.

# **ATTACHMENTS**:

- A. Preferred Woodland Transfer Point Location
- B. Existing and Proposed Bus Routing

# **Woodland Transfer Point Location**



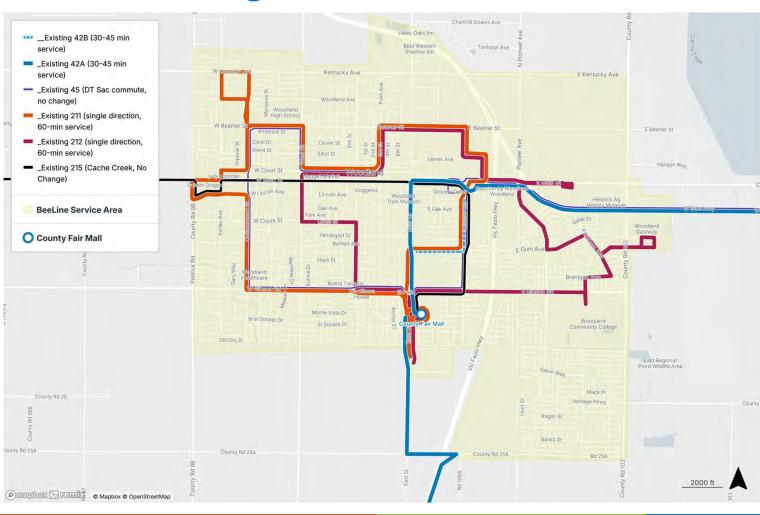




#### ATTACHMENT:B

# **Existing Local Routes**

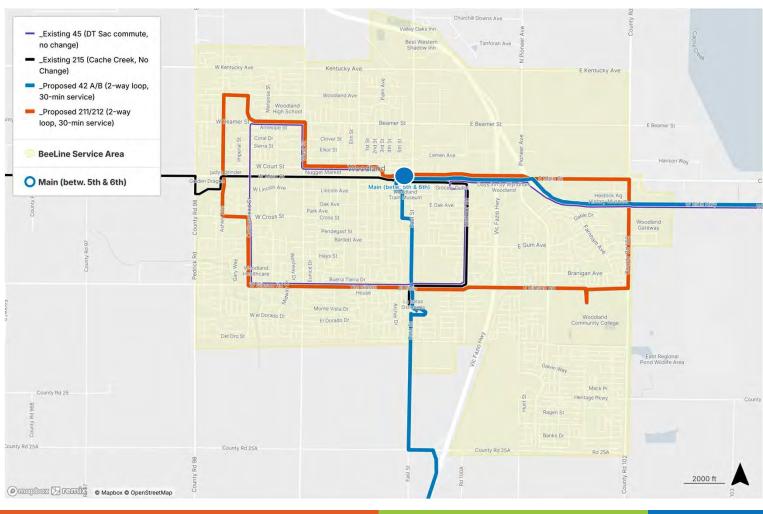






# Woodland Transfer Point Route Assumptions\* Yolo





\*Preliminary Assumptions

# BOARD COMMUNICATION: YOLO TRANSPORTATION DISTRICT 350 Industrial Way, Woodland, CA 95776---- (530) 661-0816

| <b>Topic:</b> Long Range Calendar  | Agenda Item#: | <b>7d</b>                       |
|------------------------------------|---------------|---------------------------------|
|                                    |               | Informational                   |
|                                    | Agenda Type:  | Attachments: Yes No             |
| Prepared By: J. Marte/A. Bernstein |               | Meeting Date: September 8, 2025 |

# **RECOMMENDATION:**

The following agenda items are tentatively scheduled for upcoming meetings of the YoloTD Board of Directors.

#### **Long Range Calendar Agenda Items**

## 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