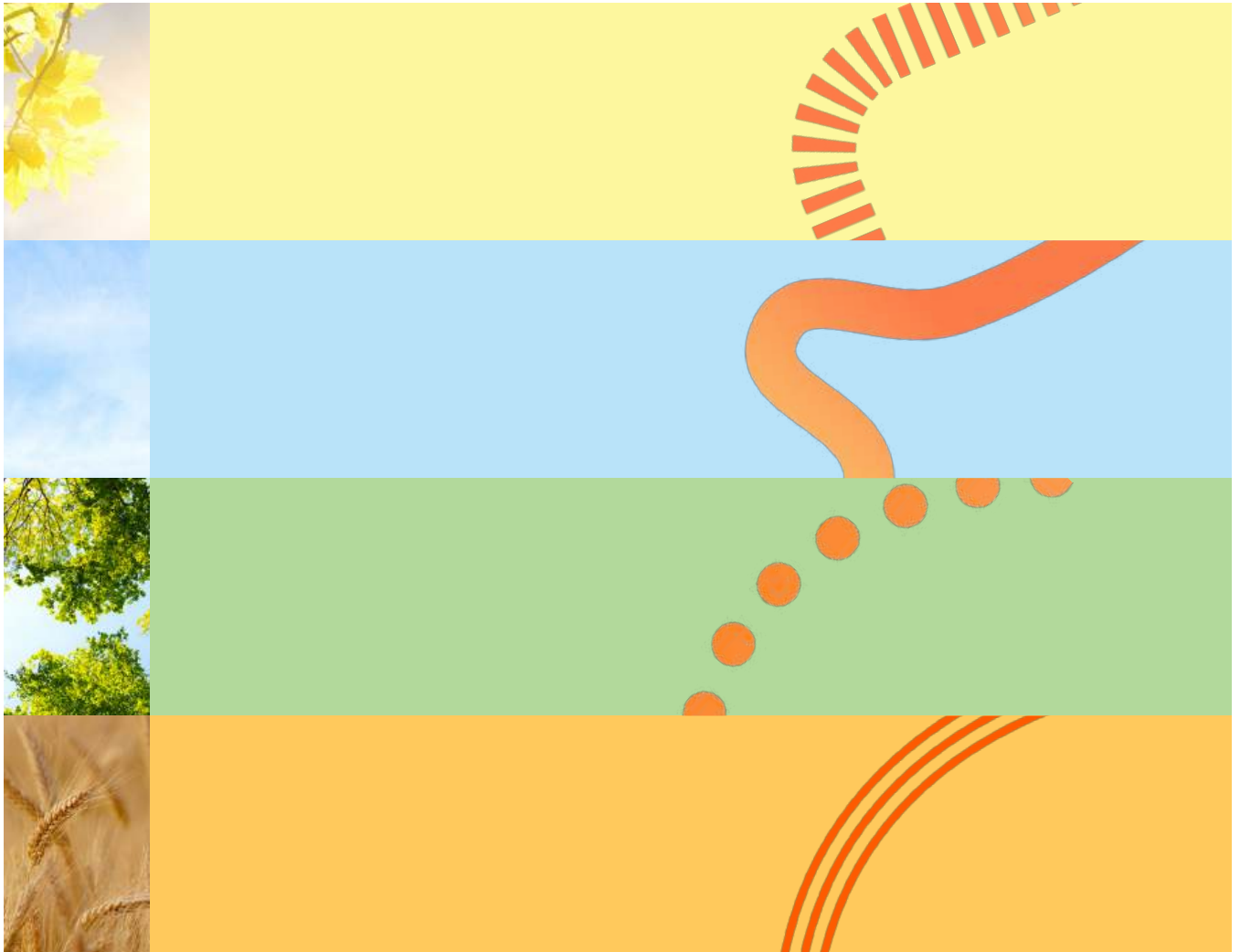


# 2024 ANNUAL RECAP



## **TABLE OF CONTENTS**

**02** A Trusted Friend

**03** Members

**05** May is Bike Month

**07** Let's Go

**09** Rancho Cordova

**11** Vineyard

**13** Board of Directors

# A Trusted Friend

## A LETTER FROM OUR EXECUTIVE DIRECTOR

This year our guiding theme as a team and an organization was to become a trusted friend to those we work with. That means bringing joy, fun, and acceptance to every interaction, while also offering some tough love when needed. We strive to be a source of honest information and support for those that want to save money, be more active, and reduce the carbon footprint of their travel habits.

For the most part, the pandemic felt like a thing of the past this year, but it still lingers in the way we seem to be **doing** things with a vengeance; busier and more hurried than ever. In this context, asking people to – often – slow down and move in a more sustainable way has felt both more urgent and more challenging. But I'm proud of what we've accomplished and how our organization is growing as a resource to the communities we serve.

This Annual Recap includes so many highlights from the year, but I'll underline just a few of them here:

- We engaged over 2,500 members one-on-one at their place of work about how they commute.
- Our members recruited 51 new riders to participate in May is Bike Month; that means 51 people that weren't in the habit of riding at all that got back on their bikes to participate in the fun challenge.
- Our Let's Go campaign engaged over 50,000 households across six ZIP codes.
- Almost 3,300 people participated in the Let's Go program, reducing their drive-alone mode share by 15%.
- Over 400 Let's Go participants tried transit, many for the first time.

In 2025, we look forward to deepening these friendships and continuing to inspire people to walk, bike, carpool, and take transit more.

**CHERYL CROSHERE, PhD**

Executive Director



# Members

Employees of our member organizations continue to log their sustainable commute trips on SacRegion511.org. Every time one of them chooses to walk, bike, carpool, or take transit, they're preventing carbon emissions from entering the atmosphere, saving money, and keeping themselves healthy.

We support their sustainable commute by providing Guaranteed Ride; whenever a member employee chooses to walk, bike, carpool, or take transit to work and something happens, we'll pay for their Uber, Lyft, or taxi ride as a back-up plan. This year was the highest use of Guaranteed Ride since 2019.

## 2024 TOTAL



**15,476**  
Alternative Trips



**171,200 lbs**  
Co2 Reduced



**\$123,952**  
Money Saved



**214,525 miles**  
Alternative Distance



**1,165,912**  
Calories Burned



# 172

Guaranteed Rides





**~89,078**

Total Member Employees

**~200**

Member Worksites

**2,858**

Total Member Participants in Our Employee Commute Surveys



**283**

Bikes Repaired

**50**

People We Took on Light Rail  
(Many for the First Time)

**2,311**

Total Member Event Attendees

**2,502**

People We Engaged 1-on-1  
About Their Commute





Our members continue to knock it out of the park with their Bike Month teams. Participants join a team with their coworkers, log all their bike rides in the month of May, and earn points for their team. Healthy competition between teams makes it a fun challenge for everyone, but the real achievement of Bike Month is the way it invites everyone to get out and ride more – both those that are new to biking and those that haven’t ridden in a while.

## 2024 OVERVIEW \*

### LOVE TO RIDE



**51**  
NEW RIDERS



**14,836**  
TRIPS



**132,711**  
MILES



**1,100**  
RIDERS



**4,836**  
TRANSPORT TRIPS





**28% INCREASE**

Trips Logged

**15% INCREASE**

Total Miles  
Ridden

**31% INCREASE**

Trips For Transport/  
Commuting

**25% INCREASE**

New Riders





## LET'S GO

This year, our residential programming covered approximately 90,000 residents.

While the services we offer in each community may vary slightly, this year we used a Mode Shift grant from SACOG to create one comprehensive marketing campaign under which we nested nearly all of our services. It was called Let's Go.

To inspire people to explore their community, we created an Adventure Kit that featured 8 of our favorite destinations that are ideal to visit by light rail, bike, or by carpooling. By pairing fun destinations with a mode of transportation, we made sustainable transportation part of the adventure and the experience of visiting these fun places.

We used postcards, social media ads, partnerships with local influencers, and the support of many other community organizations to get the word out. When participants signed up, they received an Adventure Kit in the mail, including the 8 destinations and how to get there, a free transit pass, invitations to upcoming events, and access to Guaranteed Ride for the year.



Households Engaged



50,844

Participants reduced their drive-alone mode share by:



15%

Participants Tried Transit



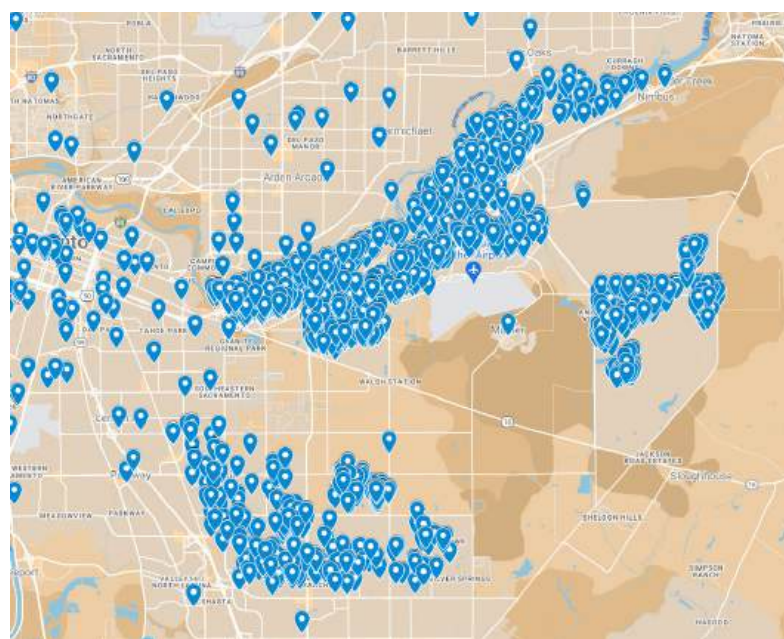
Over

400

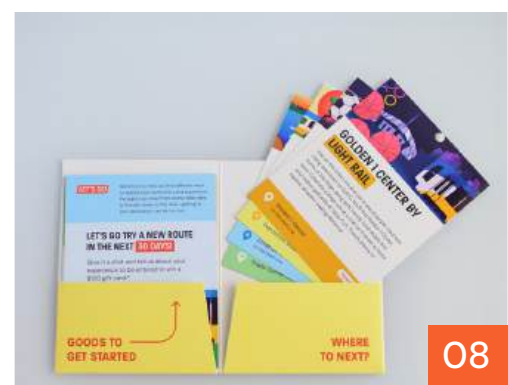




**311**  
Bikes Repaired  
**3,291**  
Participants



**430**  
Event Attendees  
**26**  
Events



# Rancho Cordova



12

Events



384

Students enrolled in Robert J. McGarvey Elementary's Safe Routes To School program

4,727

# of scans by parent & student volunteers



261

Event Attendees

10,000

Households Engaged

238

Bikes Repaired





# Rosemont



**15**  
.....  
Bikes Repaired

**2**  
.....  
Events

**9,851**  
.....  
Households Engaged



**512**  
.....  
Event Attendees







# Vineyard Of Sacramento County



**175**  
.....  
Event Attendees



**3,531**  
.....  
Households Engaged

**10**  
.....  
Events



**93**  
.....  
Bikes Repaired



# SACOG Mode Shift



146

Event Attendees



116

Bikes Repaired



27,000

Households Engaged

14

Events



# BOARD MEMBERS

## 50 Corridor TMA

**Bree Taylor**  
Chair  
Sacramento County Airports

**Tony Powers**  
Vice Chair  
Dokken Engineering

**Brian Williams**  
Treasurer  
VSP

**Brett Bollinger**  
Secretary  
City of Folsom

**Cynthia Brooks**  
Pacific Housing

**Drew Hart**  
City of Rancho Cordova

**Leroy Tripette**  
SMUD

**Mikki McDaniel**  
Sacramento County Department of  
Transportation

## Sac TMA

**Ali Doerr Westbrook**  
President Elect  
Caltrans

**Paul Philley**  
President  
SMAQMD

**Sarah Janus**  
Treasurer  
UC Davis Health

**Mary Simmerer**  
Secretary  
California Department of  
General Services

**Colleen McCormick**  
SMUD

**Jeff Dierking**  
Sacramento State University

**Dillion Miner**  
California Air Resources Board

**Leslie Mancebo**  
City of Sacramento

**Devra Selenis**  
Sacramento Regional Transit



