

Welcome to the

NorCal **GO** *Forum*



Agenda

1. Housekeeping & Introductions
2. NorCal GO Overview
3. Case Study: NorCal GO + Transit
4. Round Robin: 2025 Campaigns
5. Customizing Mobility Options
6. NorCal GO Consultant Updates
7. Round Robin: 2026 Activities and Campaigns
8. Wrap-up!

Goals for today

- Hear from partners about their experiences with NorCal GO since its launch.
- Motivate new uses of the platform for measurable mode shift
- Learn about new platform capabilities from the NorCal GO vendor, Agile Mile
- Encourage discussion on new mode shift program opportunities and identify implementers

Let's get started!

Housekeeping Items

Microphones • Refreshments • Restrooms • No calls in the hall please

Who's in the room? Introduce yourself 🗣️



SACOG



AGILE MILE TEAM



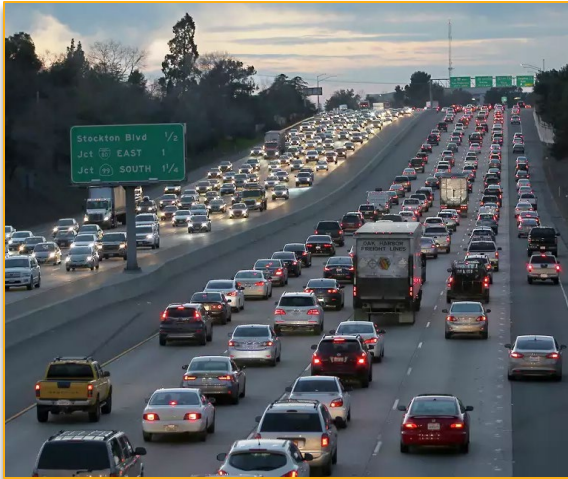
TDM PARTNERS

- Name & Organization
- Carpool Karaoke Icebreaker

We're carpooling to Marysville! What song are you putting on first?

NorCal GO Overview

Why NorCal GO?



“Cultivate regional understanding and support for alternatives to driving alone by **improving regional travel planning tools, expanding transportation demand management programs**, and facilitating pilots and demonstration projects.”

NorCal GO Overview

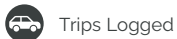
Since our launch in February...



Userbase

3,054 accounts *2,764 active*

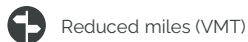
Compared to 1,310 active users in SacRegion511 (2023)



Trips Logged

108,191 trips

Logged by 1,021 participants



Reduced miles (VMT)

1,532,834 vehicle miles

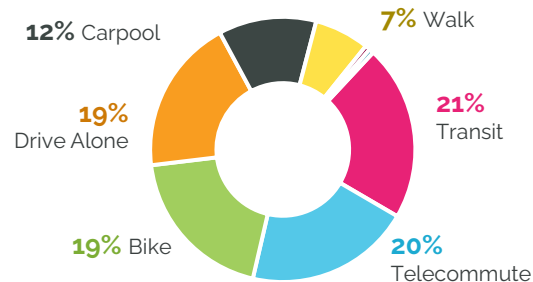
64k+ gallons of gas saved from 109,794 reduced trips



Commute Trips

95,508 trips

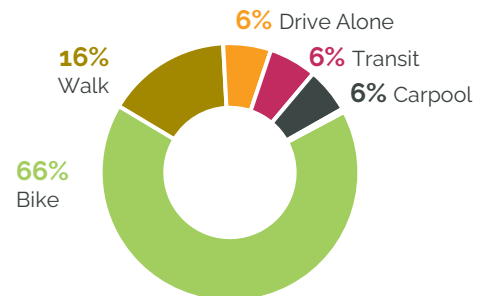
88% of all trips logged



Non-commute Trips

12,683 trips

12% of all trips logged



NorCal GO Overview

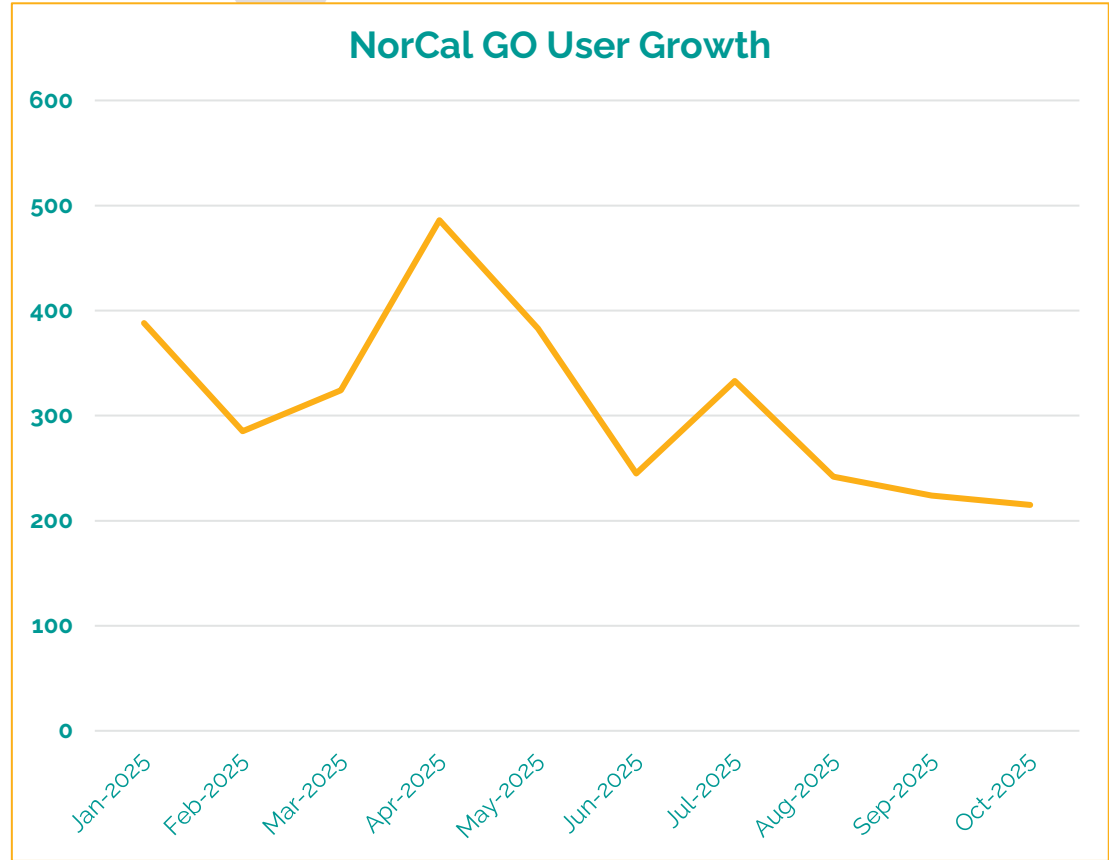
Stable Growth, with peaks

January – Initial opt-ins from
SacRegion511.org

March-April – GO By... campaign,
26% of user accounts

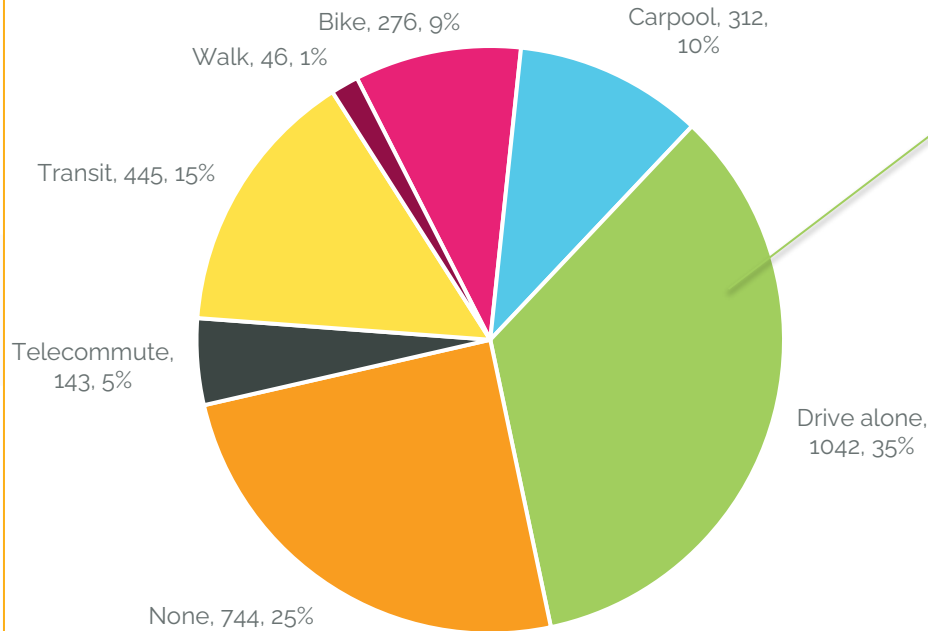
July – RTO coordination with state
offices

What else impacted user growth?



NorCal GO Overview

Reported Commute Mode Baseline
(active members)

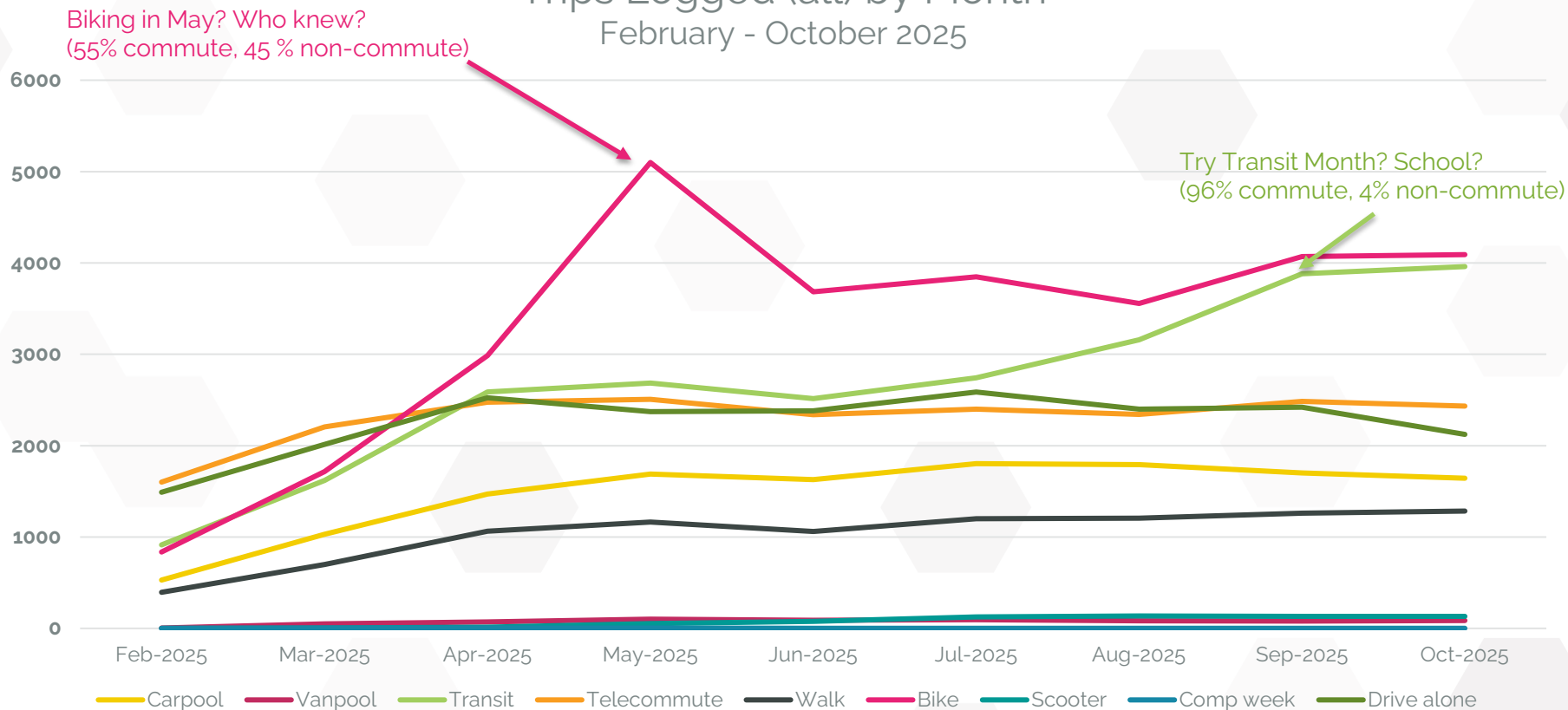


From people reporting they typically drive alone...

Reduced 30,274 SOV trips
Reduced 408,521 VMT

NorCal GO Overview

Trips Logged (all) by Month
February - October 2025



NorCal GO Overview



1,172
ACTIVE
MEMBERS



752
NEW MEMBERS



544
PARTICIPANTS



4,369
BIKE TRIPS



2,389
CARPOOL &
VANPOOL TRIPS



19
SCOOTER TRIPS



4,223
TELECOMMUTES



3,911
TRANSIT TRIPS



1,575
WALK TRIPS



16,486
GREENER TRIPS



\$210,546
MONEY SAVED



12,613
GALLONS OF
GAS SAVED



247,215
EMISSIONS
PREVENTED (LBS)



300,779
REDUCED VMT



832,823
CALORIES BURNED

Take the challenge.

Go by
a sustainable mode
March 10 - April 30

only on
NorCal GO

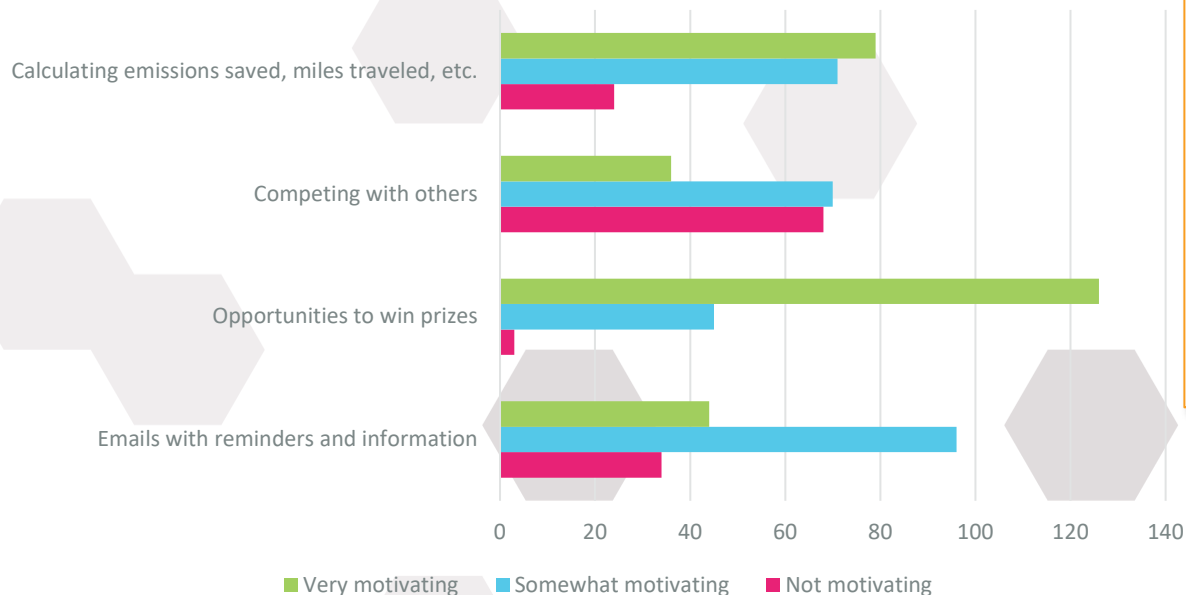
752 NEW USERS

16K+ GREEN TRIPS

NorCal GO Overview

GO by... Survey Recommendations

Reactions to GO By... Campaign Strategies



“What would you most look forward to in future NorCal GO challenges?”

- (more) Incentives, prizes,
- Modal focus or trip purpose focus
- More community events

N=175

Case Study: NorCal GO + Transit



Ride SacRT For Free Promo

Ride SacRT for Free

Live or work in North Natomas?
We'll pay the fare to get you there



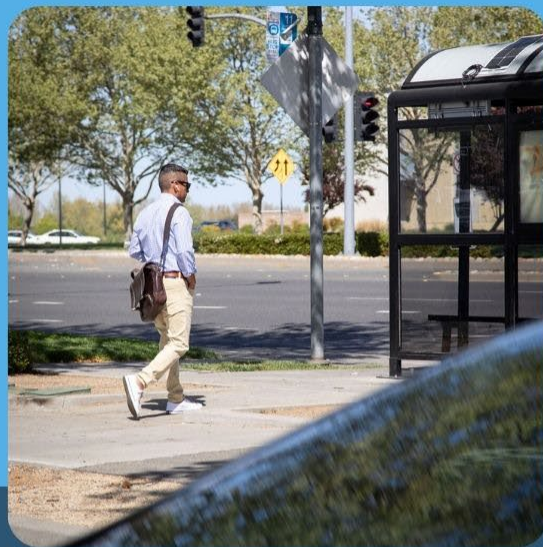
f i y i n
@JibeWithUs

North Natomas
jibe
Walk. Bike. Bus.

Overarching Goals:



- Encourage ridership
- Track how many distributed passes were used
- Increase NorCalGo signups
- Easy fulfilment



Here's how it works:

- Download Zip Pass app
- Sign up for NorCal Go & claim reward
- Receive confirmation email
- Access 10 passes in Zip Pass
- Passes may be renewed monthly (if used)

Jibe Fulfillment:

- Use Agile Mile Dashboard to find number of passes requested
- Access SacRT back office administration and download partner pass distribution report
- Determine if members have used their awarded passes
- Award new passes





Takeaways and questions

Thank
You!

Round Robin: 2025 Campaigns

Commuter Rewards Program

When: Launched in July 2025, this is intended to be a continuous program

How: Participants log their trips in NorCal GO to earn entries into Bronze, Silver, and Gold prize tiers with rewards up to \$250

Why: Promote smarter, more sustainable travel choices while making commuting engaging and rewarding

Yolo Commute



Round Robin: 2025 Campaigns

Saddle Up Saturdays & Sundays!

Jibe



When: Weekends in May & October

How: Participants bike to and eat at restaurants in the Jibe service area and receive a \$20 digital gift card through [NorCal GO](#)

Why: Increase bike trips & decrease vehicle trips; support businesses

Round Robin: 2025 Campaigns

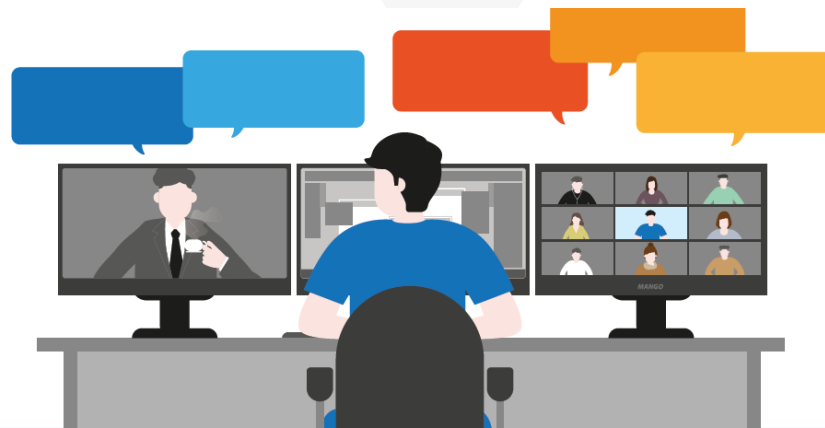
Telework Subsidy Program

When: Launched in May 2020 in response to the COVID-19 pandemic

How: Participants log 10 telework trips and earn a \$25 subsidy (monthly)

Why: Reduces vehicle miles traveled and carbon emissions.

South Natomas TMA



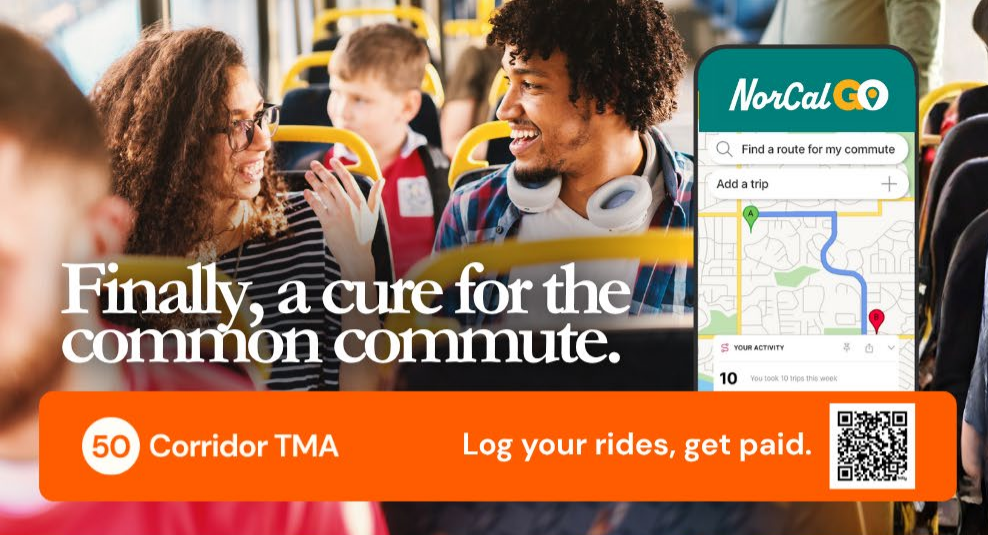
Working From Home?

The SNTMA offers up to eighty telework monthly subsidies of \$25 each to member company employees

⇒ **14%** increase in
registrations
within our service area
(Compared to 2024: 4400 → 5000)

⇒ **20%** increase in
participation
within the ZIP codes where
residents received the
mailer & the most ads
(Compared to 2024: 163 → 233 in ZIP codes
95827, 95828, 95829, 95670, and 95742)

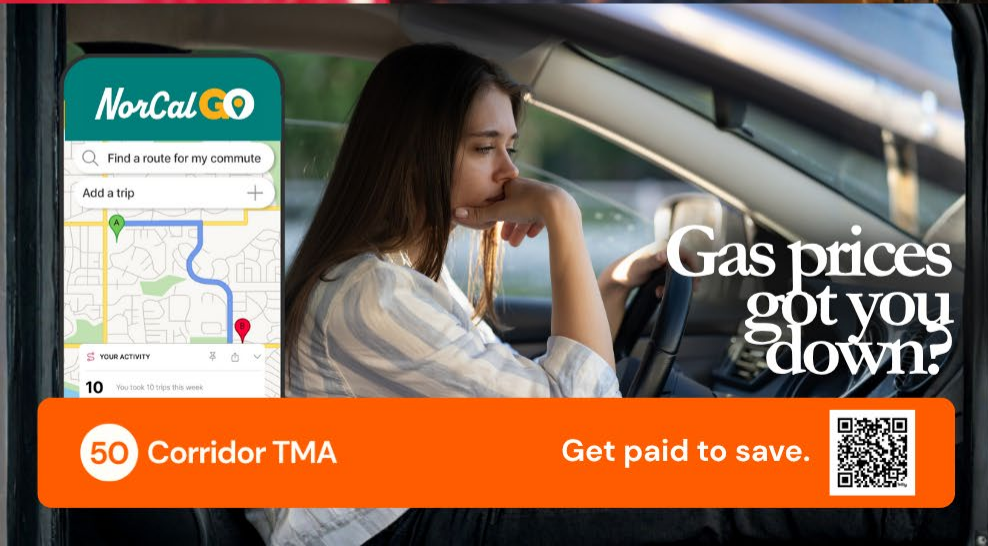




Finally, a cure for the
common commute.

50 Corridor TMA

Log your rides, get paid.



Gas prices
got you
down?

50 Corridor TMA

Get paid to save.



50 Corridor TMA

Symptoms may include...

Campaign encouraging users to log
rides & get paid through NorCalGO

➔ Residential Rewards

Earn \$20 for 10 logged trips!
(Up to 130 winners each month across our service areas)

➔ Member Drawings

Log 10 trips, enter to win \$20!
(Members: Up to 20 winners per month;
Sac County employees: up to 10 winners per month.)

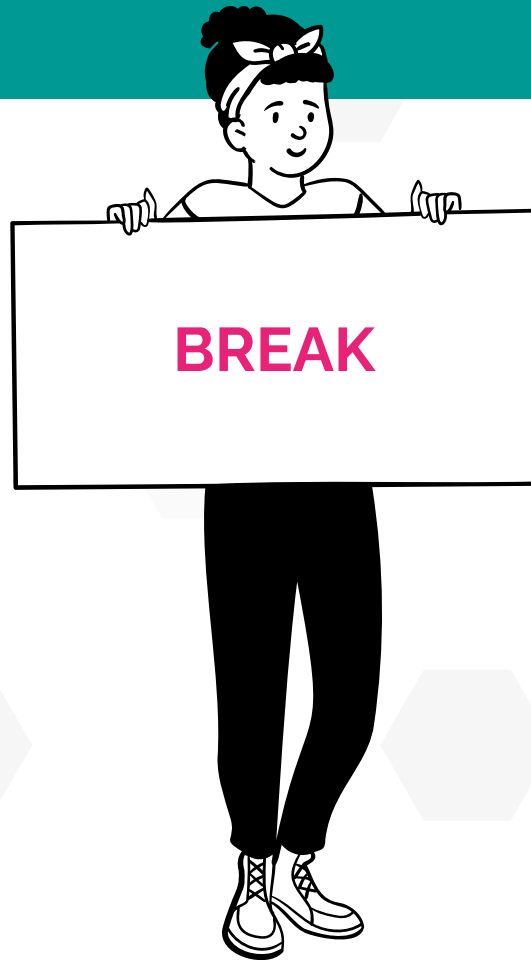
Round Robin: 2025 Campaigns

Other campaigns

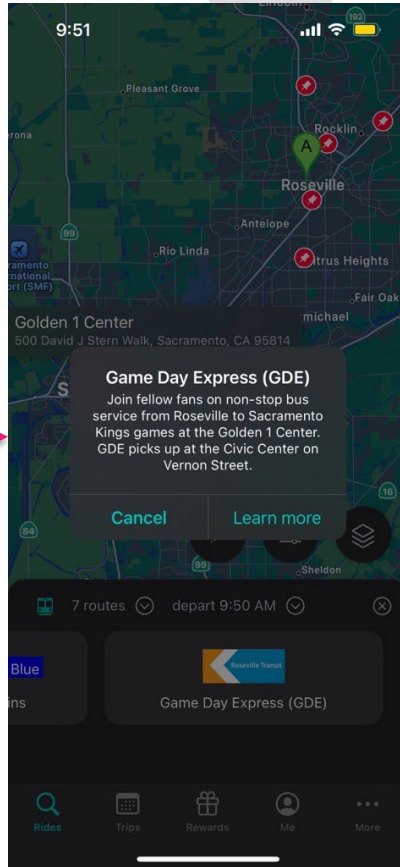
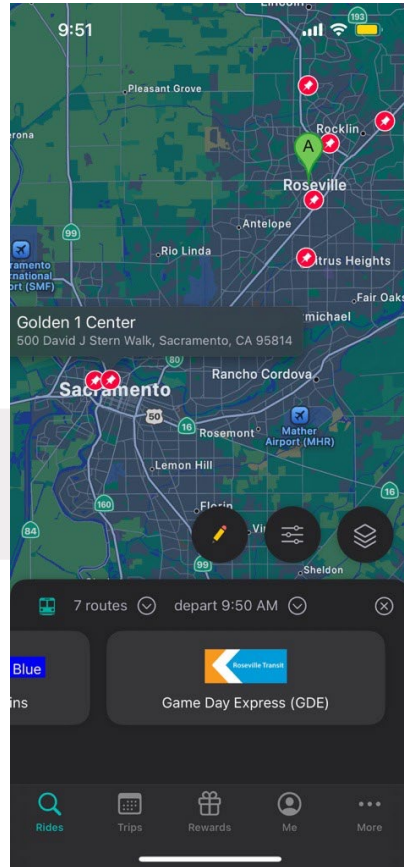


Share yours!





Customizing Mobility Options



Showing non-GTFS mobility options

Note: GTFS-flex would show up differently

Customizing Mobility Options

Roseville Transit

Arrow
Game Day Express

SacRT

SacRT Flex
GO Paratransit Services

Sacramento State

Hornet Shuttle

West Sacramento

Via Rideshare

Yolobus BeeLine

Knights Landing, Winters,
Woodland

Yuba-Sutter Transit

Mobility On Demand (MOD)

Customizing Mobility Options

Entertainment Rewards

- Phase out by December 31 (at latest)
- No impact on offers set up directly with Agile Mile



Coupons & discounts moving forward

- Work with Agile Mile directly
- See handout for details

NorCal GO Consultant Updates



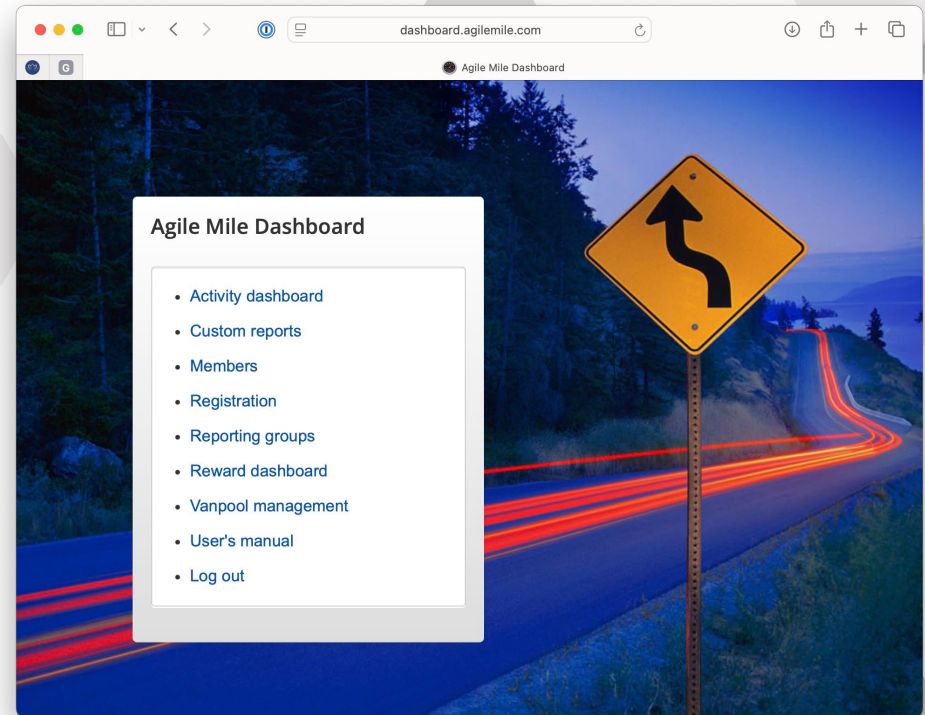
Rick Steele
CEO



Courtney Reynolds
NorCal GO Account Manager

Report templates

- Activity dashboard
- Custom reports



NorCal GO Consultant Updates

Out of the Box Reports

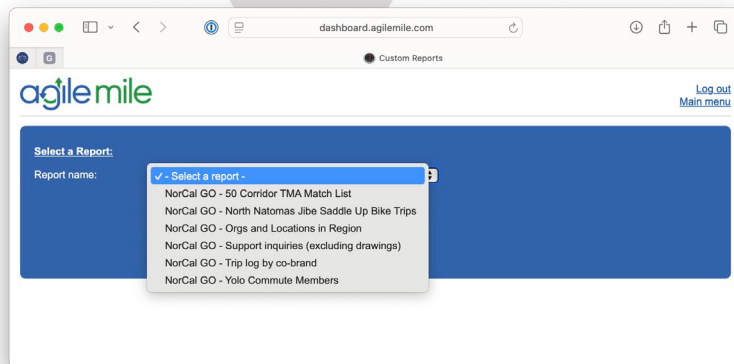
Activity dashboard

- “How many members do I have?”
- “How many are logging in? How many are recording trips?”
- “What types of trips are being recorded?”
- “What’s the impact?”



Ready-to-go Reports

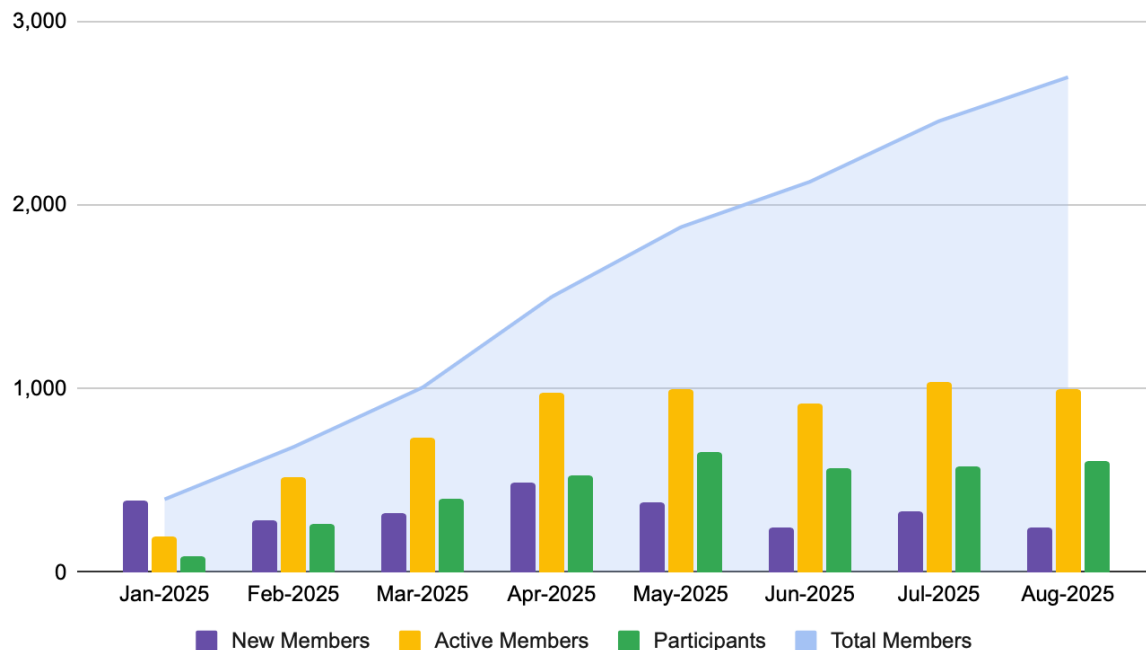
- Custom reports
 - Helpful to get to specific data
 - What do you need to report to your Board/stakeholders?
- Other ways to visualize your data to identify trends



NorCal GO Consultant Updates

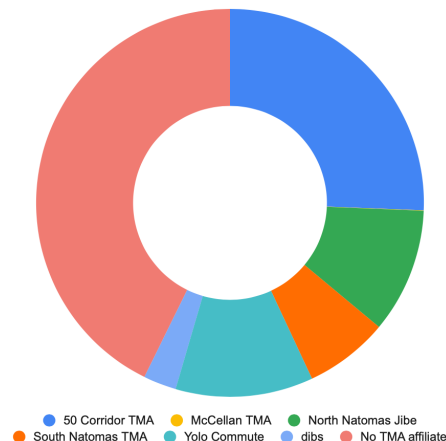
Google Sheets: Charts and more

NorCal GO Member Metrics



Members	Avg. Per Month	% of Total Members
New Members	336	
Active Members	795	30%
Participants	461	17%

NorCal GO - Members by TMA Affiliation



Raise your hand if...

You want to talk more
offline about custom
reports!

Round Robin: 2026 Activities & Campaigns

SACOG-led efforts *(includes aspirational)*

Don't forget about our
NorCal GO toolkit! →



User Survey

- How + why are people on NorCal GO
- What they like and don't like



Platform Integrations

- GTFS-RT & GBFS data
- Park and Ride lot data
- Real-time parking lot data
- Transit Connect



Expanded Outreach

- Major employers
- State agencies (cont'd)

Round Robin: 2026 Activities & Campaigns

Your turn! Round robin

- Commute campaigns?
- Broader trip-replacement campaigns?
- Ideas for collaboration?
- Opportunities for follow-up?
- Vendor / business rewards recruitment?



Example campaign from Go 574 in Indiana

Wrap-up & Survey

- Please take our survey!
- Use NorCal GO.
- Drink your water and stretch.

NorCal GO Forum Survey



“That’s all Folks!”



Heading back to the office?

Find your perfect
carpool karaoke group

www.NorCalGO.org



NorCalGO

Dreading your trip downtown to work?

Swipe right on a better commute

www.NorCalGO.org



DRIVE

20 minutes
sitting in traffic



TRANSIT

15 minutes with
your new book



BIKE

25 minutes of
cardio and music

NorCalGO