

Welcome to the

NorCal **GO** *Forum*



Agenda

1. Housekeeping & Introductions
2. NorCal GO Overview
3. Round Robin: 2026 Campaigns
4. NorCal GO Consultant Updates
5. Messaging Guidelines for NorCal GO
6. Return to Office Planning
7. Round Robin: Upcoming Activities and Campaigns
8. Wrap-up!

Goals for today

- Hear from partners about their experiences with NorCal GO since October 2025.
- 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
- How did you get here today?

If you carpooled, you get a sticker!

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 2025...



Userbase

7,506 accounts *7,341 active*

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



Trips Logged

301,018 trips

Logged by 3,038 participants



Reduced miles (VMT)

3,809,256 vehicle miles

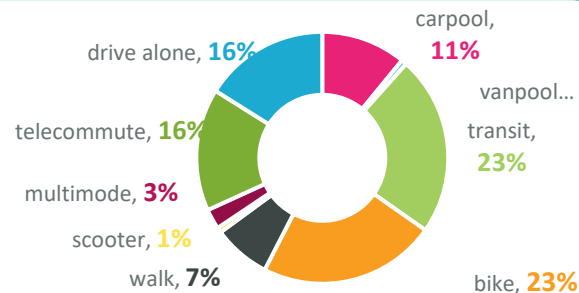
159.6k+ gallons of gas saved from 301,236 reduced trips



Commute Trips

239,461 trips

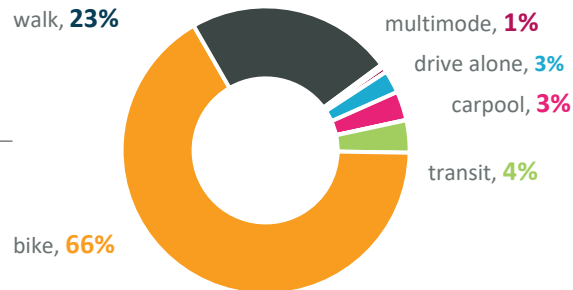
80% of all trips logged



Non-commute Trips

61,557 trips

20% of all trips logged



Data through May 31, 2026

NorCal GO Overview – last 12 months

2026 has been extra

2025 monthly average: **278**

2026 monthly average: **806**

Spring swells for

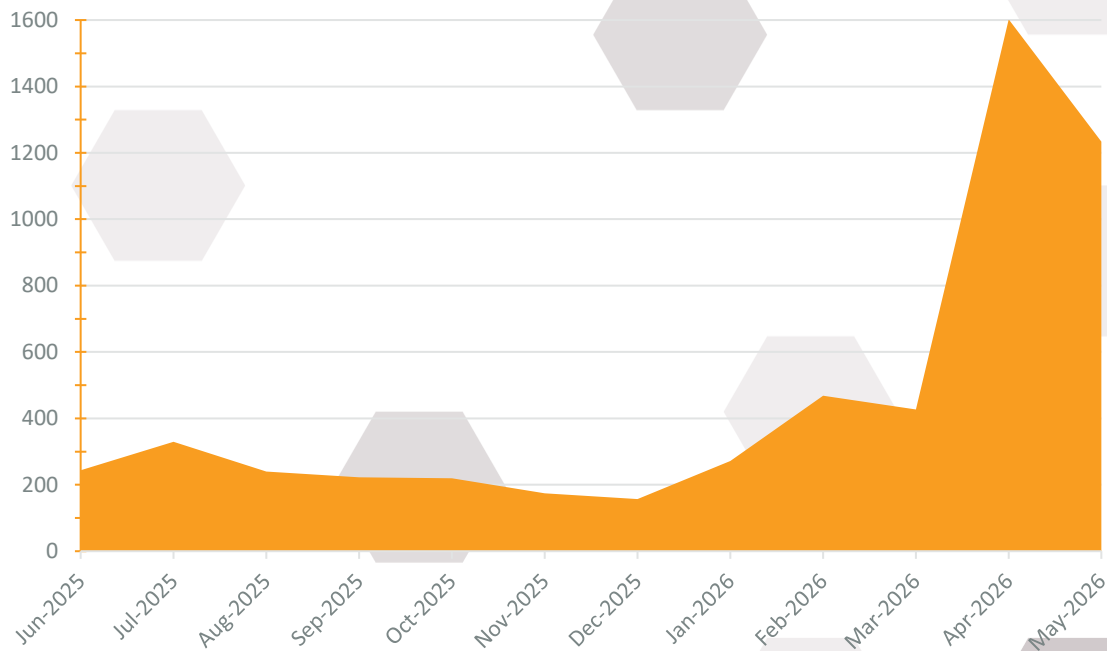
- 50 Corridor
- Dibs
- Yolo Commute
- No-TMA

Steady, strong growth

- SNTMA
- Jibe
- Metro Air Park
- McClellan

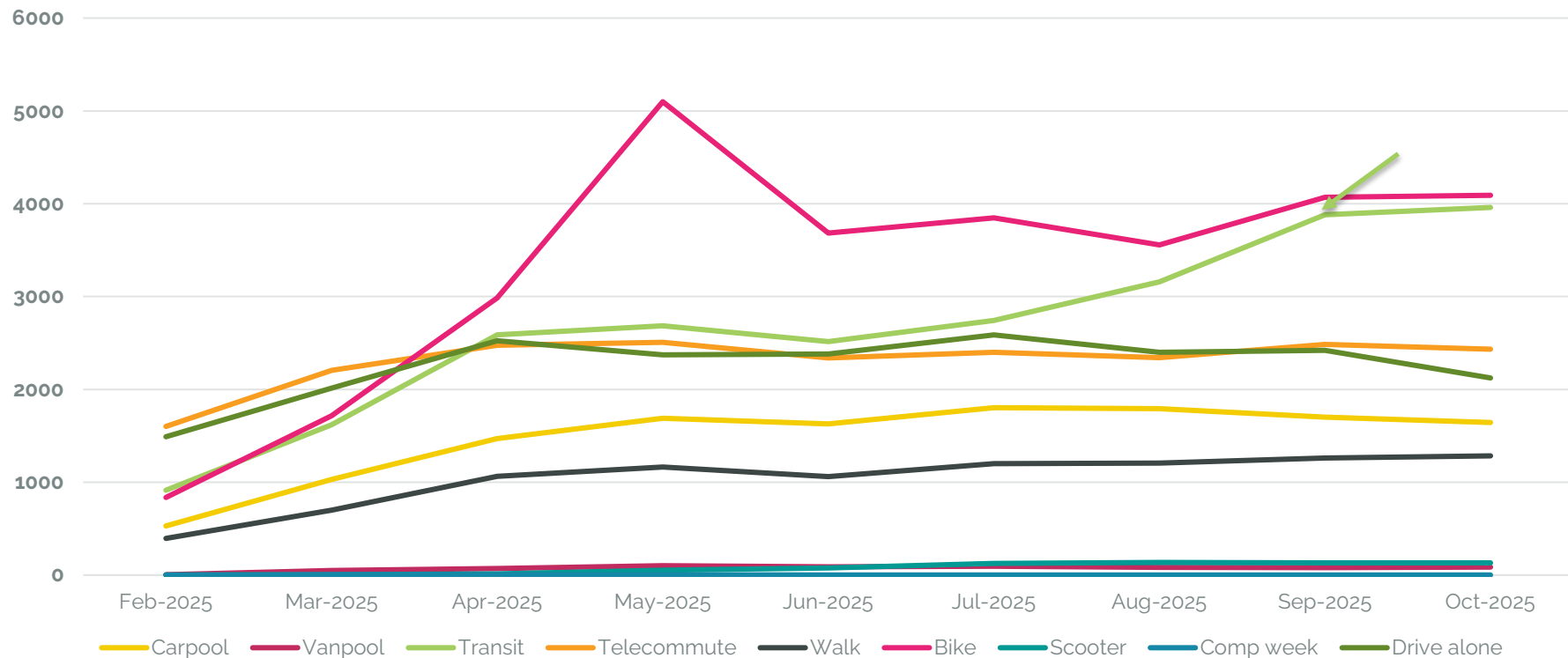
April and May surges from bike month (impacted everyone)

New Users of NorCal GO by Month



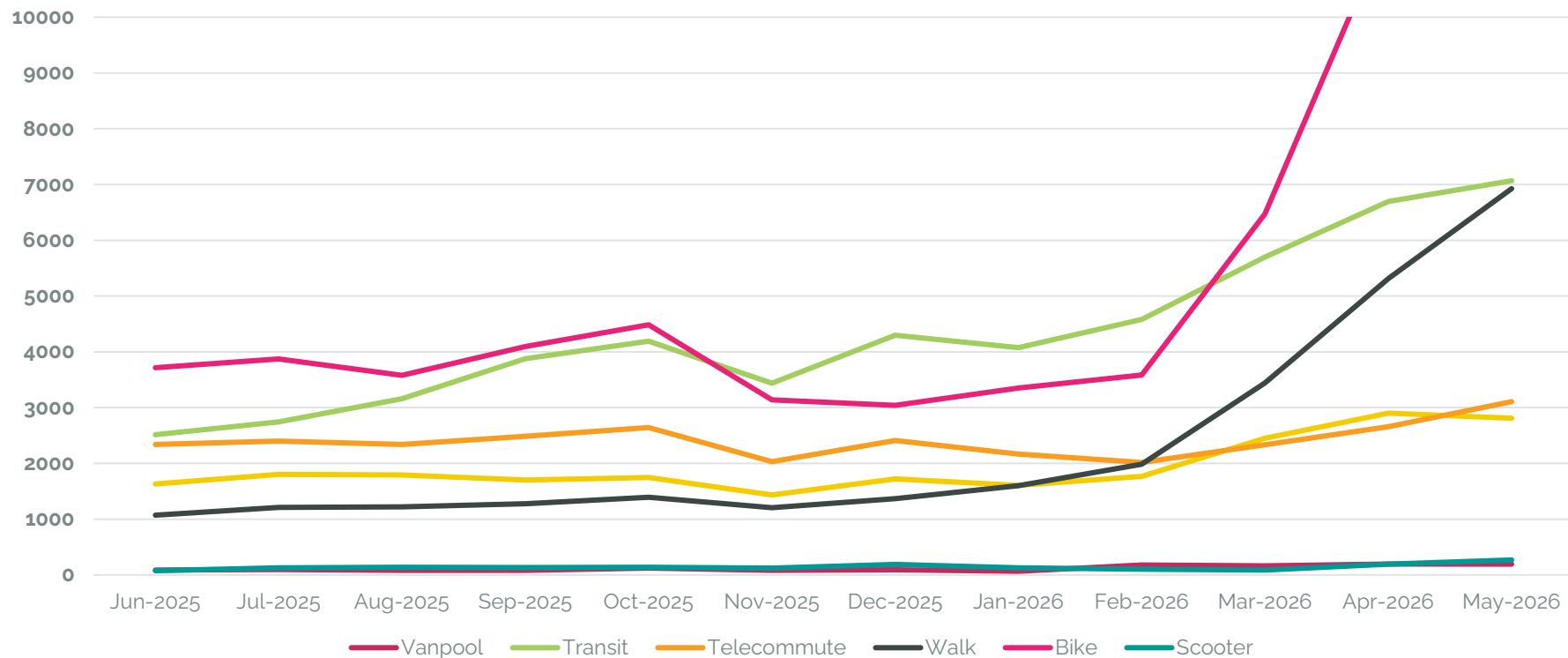
NorCal GO Overview

Trips Logged (all) by Month
February - October 2025



NorCal GO Overview

Trips Logged (all) by Month
June 2025 – May 2026



NorCal GO Overview Year 1 Survey

8 survey questions

Who is using NorCal GO

How did they find out about it?

Is it helping them make sustainable trips?

465 survey responses

4 birthday wishes



NorCal GO Year 1 Survey – Would you recommend NorCal GO?

Indifferent; what
would make them
“extremely likely”?

Somewhat unlikely,
4.55%

Somewhat likely,
33.55%

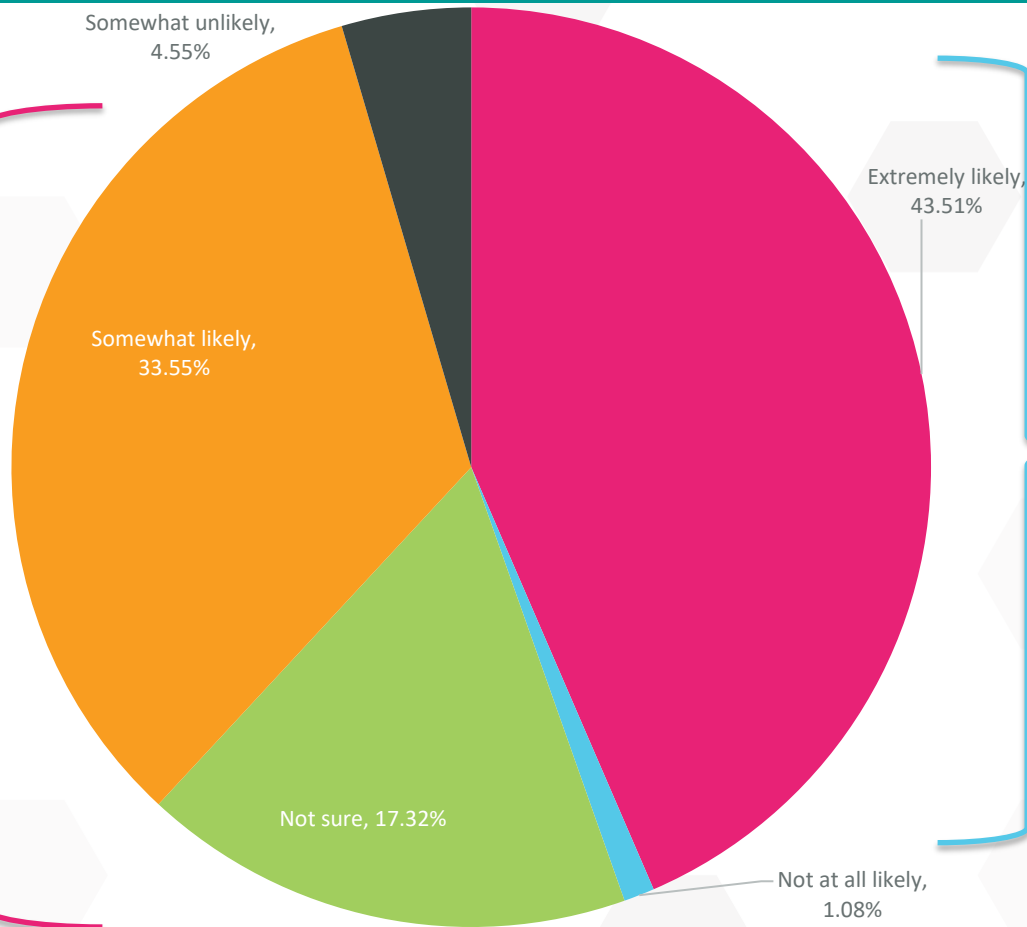
Not sure, 17.32%

Extremely likely,
43.51%

Excited and ready to
be your next
ambassador!

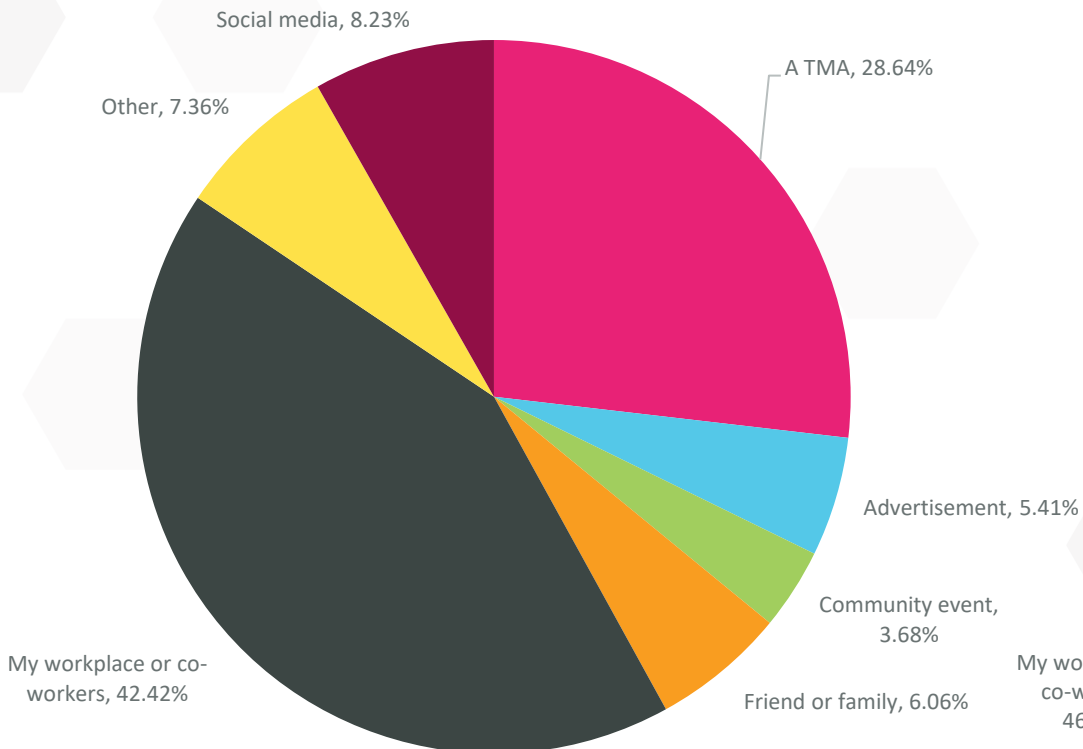
Not at all likely,
1.08%

N=462



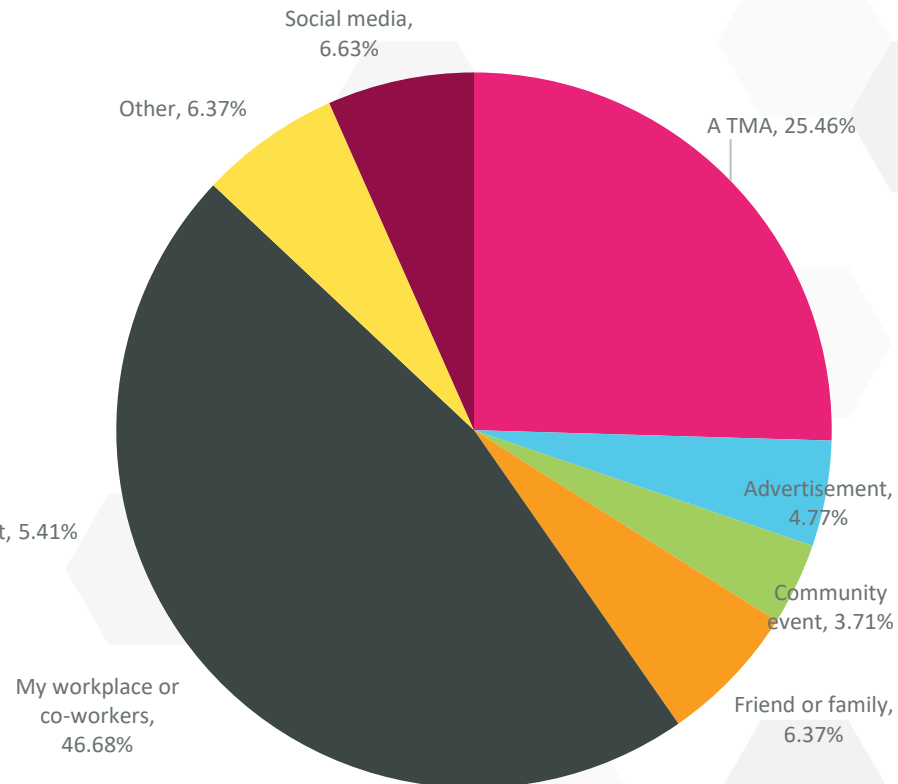
NorCal GO Year 1 Survey – How did you hear about NorCal GO?

All responses



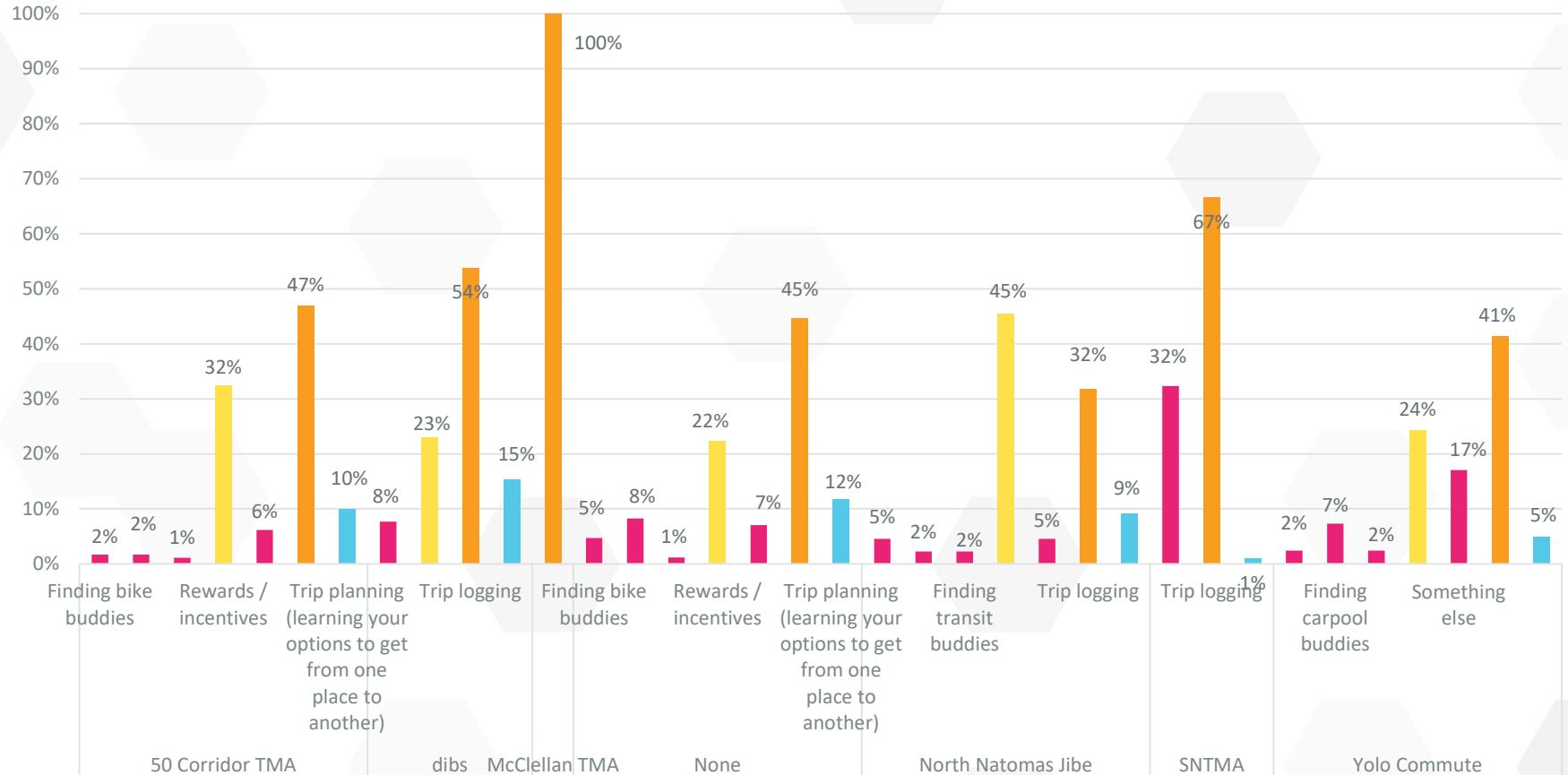
N=462

TMA Member Responses

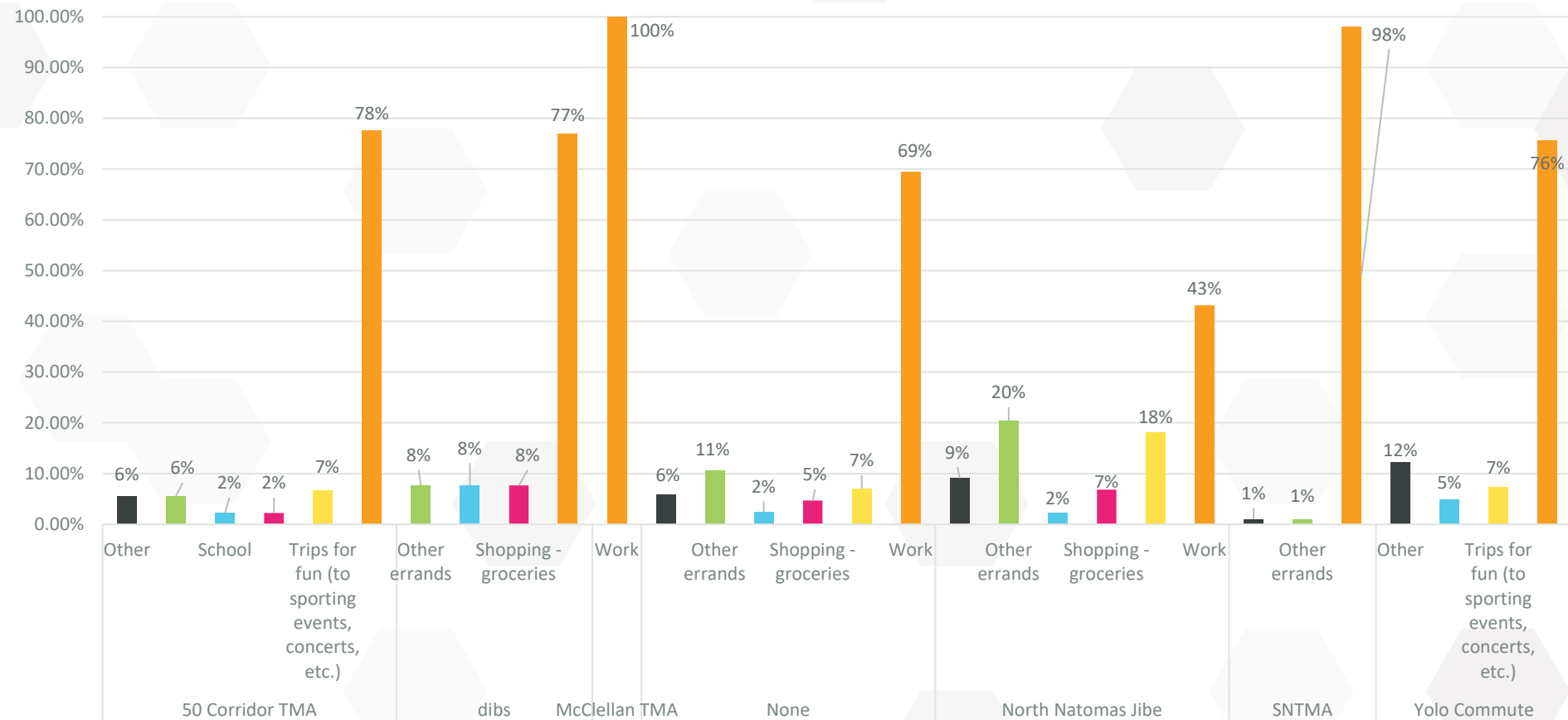


N=377

NorCal GO Year 1 Survey – How do you use NorCal GO?



NorCal GO Overview Year 1 Survey – What trips do you record?



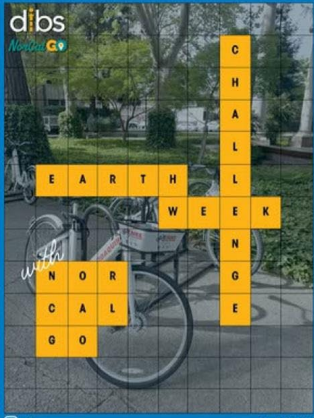
NorCal GO Overview #NorCalGO

#NorCalGO

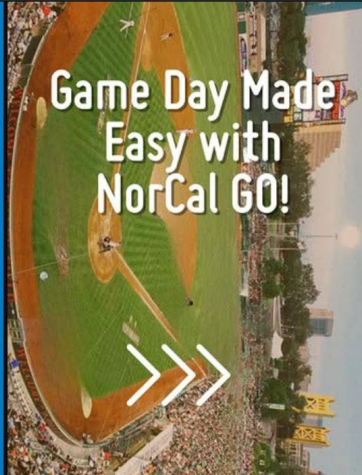
- No #dominance (yet)
- **Keep tagging** campaigns with #NorCalGO

← 🔍 #norcalgo ...

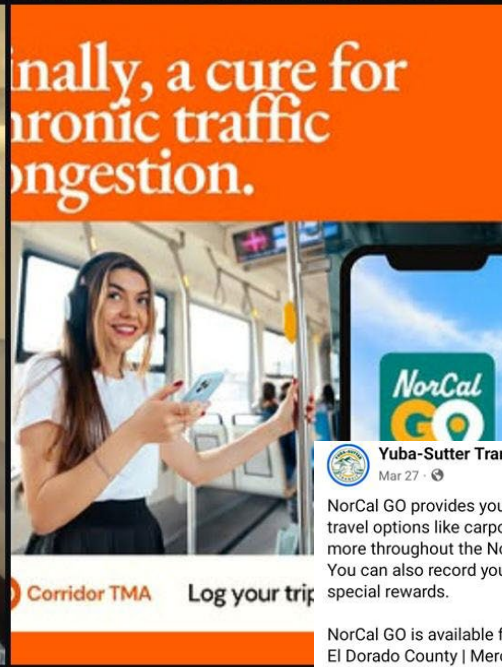
For you Accounts Audio Tags Places



April 21-24



▶ 495



Yuba-Sutter Transit Authority

Mar 27 · 🌐

NorCal GO provides you with resources to find travel options like carpool, vanpool, transit, and more throughout the Northern California region. You can also record your trips and qualify for special rewards.

NorCal GO is available for travelers in:
El Dorado County | Merced County | Placer County
| Sacramento County | San Joaquin County | Sutter
County | Yolo County | Yuba County

Join NorCal GO today.

Learn more and download the app by visiting
www.NorCalGO.org

#NorCalGO #travelloptions #northerncalifornia
#yubasuttertransit

Round Robin: 2026 Campaigns

Lyft Pass & Guaranteed Ride Home

When: Started March 1, 2026

How: Deploying an easy-to-use program that complies with your own GRH policies, while eliminating out-of-pocket costs, paperwork, and delays.

Why: Streamline the process to avoid extra work and the hassle of reimbursement.

North Natomas Jibe



Commuter of the Year



Yolo Commute



When: Mid-May to the end of June.

How: We encourage members to nominate someone who has an inspiring dedication to sustainable commuting.

Why: To recognize and celebrate their efforts and the greater impact they make.



Super Commuter



Transit Hero



Bike Hero



Pop Culture Posts

When: National Holidays (Mario Day, Star Wars Day, National Best Friends Day)

How: Posted to Instagram and Facebook stories to encourage the download and use of NorCal Go.

Why: To promote relatability and interest with our target audience, and to increase the followers and engagement on our social media platforms

Round Robin: 2026 Campaigns

dib

S

Earth Week

Participate in this year's Earth Week Challenge by logging your Smart Trip for each day's challenge on NorCal Go to earn points and enter monthly gift card raffles!

Download NorCal Go with the link in our bio.

Swipe to the next page to learn about earning bonus points!

Mo

20

100 Points
Walk to a small business

Tu

21

100 Points
Bike to work, school, or a local store

We

22

1,000 Points
Vanpool to work

Th

23

500 Points
Carpool to work

Fr

24

500 Points
Take public transit to work

Take the Smart Trips below and be eligible to win cool prizes!

April 20-24

BIKE MONTH CHALLENGE

Complete the activities in a tier and be entered to win that tier's prize.

TIER 1 (complete 5 activities)			Prize: \$25 VISA Gift Card		
Walk continuously for 10 mins	Walk to pick up food or coffee	Bike to a park or trail	Walk during lunch break (10+ mins)	Bike with a friend or family member	Bike on the weekend (15+ mins)

TIER 2 (complete 10 activities)			Prize: Fitbit Inspire 3 Health & Fitness Tracker		
Walk/bike 30 mins total in one day	Bike 3 miles in one day	Combine bike and transit in one trip	Walk/bike to the grocery store	Bike to work one day	Have one car-free day
Bike to run an errand	Walk or bike 3 days in one week	Bike at least 1 mile in one trip	Bike at least 30 mins continuously	Combine walk and transit in one trip	Take transit 3 times in one week

TIER 3 (complete 15 activities)			Prize: Apple iPad (11 inch)		
Bike 10+ miles in one week	Bike to run errands 3 separate days	Replace your drive-alone commute for one full week	Bike 8 miles in one trip	Walk or bike on both weekend days	Walk or bike 5 days in one week
Bike at least 25 miles total during Bike Month	Complete 3 errand trips without driving	Bike to work	Walk or bike 10 days total during Bike Month	Walk/bike 60 mins total in one day	Walk at least 15 miles total during Bike Month
Combine walk/bike and transit twice	Bike to work 3 separate days	Walk/bike to transit 3 separate times	Combine bike and transit 3 times	Have three car-free days during Bike Month	Take transit 5 times during Bike Month

This Valentine's Day...

SHOW YOUR COMMUTE SOME LOVE!

NorCal GO

GO GREEN THIS ST. PATRICK'S DAY

3/11-3/17

Log green trips for a chance to win prizes! Visit NorCalGO.org/dibs for more details.

www.DibMyWay.com

 NorCal GO



Bucks for Bikes

\$500 or 90% of the cost of the bike!

This program is designed to promote bicycle commuting to/from work. The SNTMA has limited funding to subsidize new commuter bicycles, electric bikes and scooters for 90% of their cost (or up to \$500).

2026 Deadline for Bucks for Bikes applications is Friday 5/29/26.

See sntma.org or contact stephanie@sntma.org for details



When: Annually promoted from the middle of February until the last Friday of March. If funds exceed the applicants a second round of applications are accepted until the last Friday of May.

How: Complete application form and submit with a bike shop estimate. Enter 10 bike to work days in NorCal Go and recipients send a photo of themselves with their new bike.

Education: Virtual Discussion with Natomas Bike Shop Owner and career bike commuter.

Why: Incentivize bike commuting to/from work in South Natomas.

Pedal Forward: E-Bike Incentive Program

- **June 10, 2026:** Pedal Forward E-bike Incentive Program is presented to YSAQMD Board.
- **June 15 – July 27, 2026:** Application period open to the public.
- **July 27 – August 3, 2026:** First round of vouchers distributed.
- **July – August 2026:** HHSA helmet distribution events.
- **July – August 2026:** HHSA in-person e-bike safety trainings.
- **August 2026:** Second round of vouchers distributed (*in case of unclaimed vouchers from round one*).

- You must be a Yolo County or Solano County resident
- You must be 18 years or older
- General vouchers are \$500
- Low-income vouchers are \$1,500
- Vouchers must be redeemed at a participating local bike store
- All low-income voucher recipients can receive a free helmet from the Yolo County Health and Human Agency Services



YOLO COUNTY HHSA

Public Health

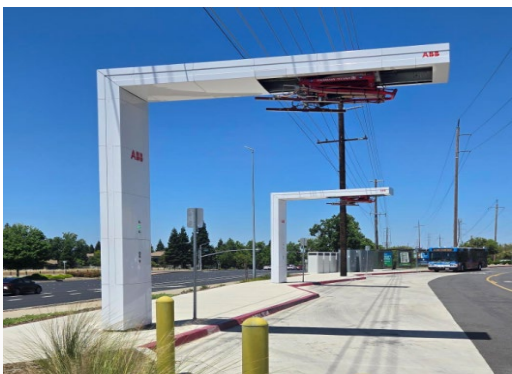
Leading Regional EV Charging: The ZEV Action Plan

- **June 26, 2026:** Yolo County Zero Emission Vehicle (ZEV) Action Plan complete.
- **Late Summer, 2026:** ZEV Action Plan goes to the Yolo County Board of Supervisors.
- **Late Summer, 2026:** Transition to Plan Implementation.



Round Robin: 2026 Campaigns

EV Charging Infrastructure



When: Began in 2023 with a projected completion date of Fall 2026

What: 26 Level III & 52 Level II EV Dispensers

Where: Roseville Corporation Yard and Galleria Mall Transfer Point

Why: In an effort to reduce emissions and comply with regulatory statutes, Roseville Transit continues to add to its EV Fleet. By the end of 2026, we will be running 12 EV Commuter buses, 5 EV Local buses, 5 EV Rapid Link Buses and 12 EV Paratransit Vans, along with the remaining fleet yet to be converted.



Round Robin Campaigns: 2026 NorCal GO Meeting June 2026



May is Bike Month Goal: Encourage people to replace car trips with bike trips.

When: May 1-31

How: Month long encouragement events and activities across the SACOG region with partners. Participants use NorCal GO to log trips; prizes are awarded and based on trips taken.

Why: Events and encouragement activities help instill new habits to choose riding for short trips around town.

50 Corridor TMA Symptoms may include...

WHAT: NorCal GO sign-up campaign

WHEN: September 2025 – May 2026 (and ongoing)

HOW:

- Partner Engagement: E.g. team working sessions for outreach to community partners, employers, media outlets, etc.
- Marketing & Education: Digital ads, email campaigns, direct mail, print collateral, etc.
- Community Activation: Tabling events, group rides, free bike tune-ups, etc.

WHY:

- Increase awareness of transportation options
- Reduce barriers to trying alternatives to driving alone
- Connect residents and employees directly to incentives
- Build a larger audience for future behavior-change campaigns



66+ partners engaged
62 community events

1.4 mil+ impressions delivered
1,837 new NorCal GO users



Round Robin: 2026 Campaigns

Other campaigns? Share yours!



Hear from the Agile Mile team



Courtney Reynolds

NorCal GO Account Manager

Agile Mile Chief Operating Officer

Hear from the Agile Mile team

- May is Bike Month feedback
- Overview of updates since October 2025
- What's coming
- Q&A

Hear from the Agile Mile team

May is Bike Month

- Participation highlights
 - 2,077 NCG members opted in to MIBM (individual, team, or both)
 - 1,411 MIBM participants recorded at least 1 bike trip
 - Total bike trips: 28,454
 - Total bike miles: 199,621

MAY IS **BIKE** MONTH

 **May 1st-31st** 

Replace your car trips with **bike trips!**

HOW TO PARTICIPATE

1

Join NorCal GO
Create a free account at NorCalGO.org

2

Choose How You Participate
Individual • Team
Or Both!

3

Ride & Record
May 1-31





Prizes Awarded All Month Long
Leading Up to the Grand Prize of a New E-Bike!



It's Easy to Participate

- Ride anywhere
- Multiple ways to track trips
- Participate on your schedule



Join at NorCalGO.org

 **SABA**
SACRAMENTO AREA
BICYCLE ADVOCATES

 **SACOG**
SACRAMENTO AREA
COUNCIL ON GOVERNANCE

Hear from the Agile Mile team

May is Bike Month

Eligible NorCal GO Members Opting In for MIBM = 2,077

	MIBM	All NCG
Recorded at least 1 bike trip	1,411	1,668
Total Bike Trips	28,454	31,739
Total Bike Miles	199,621	215,398

** MIBM final data pulled on June 3, 2026. "All NCG" data pulled on June 9, 2026 for "Greater Sacramento Region" reporting zone.*

Hear from the Agile Mile team

May is Bike Month

Message #	Target Audience	Date Sent	Emails Sent	Opened	Open Rate
Msg 1	NorCal GO - MIBM Audience	4/1/26	4,058	1,971	48.6%
Msg 2 – Early Bird	NorCal GO - MIBM Early Birds*	4/1/26	46	32	69.6%
Msg 3	NorCal GO - MIBM Audience MINUS Early Birds 4/13	4/13/26	3,981	2,006	50.4%
Msg 4	NorCal GO - MIBM Audience for Message #4	4/20/26	4,050	2,070	51.1%
Msg 5	NorCal GO - MIBM Audience Send Message #5	4/27/26	2,826	1,456	51.5%
Msg 6	NorCal GO - MIBM Audience MINUS Early Birds 4-30	5/1/26	4,252	2,052	48.3%
Msg 7 – Registered	NorCal GO - MIBM Registrants	5/1/26	1,501	1,076	71.7%
Msg 7 – Not Reg	NorCal GO - MIBM Audience - Not Registered - 5/1 at 7pm ET	5/1/26	4,208	2,230	53.0%
Msg 8 – Registered	NorCal GO - MIBM Registrants	5/4/26	1,607	1,030	64.1%
Msg 8 – Not Reg	NorCal GO - MIBM Audience MINUS Registrants as of 5-4 at 11am ET	5/4/26	4,265	2,049	48.0%

**Early Bird message sent to new MIBM Registrants daily from April 1-May 31, 2026. Data shown for Message 2 is for initial send only.*

Hear from the Agile Mile team

May is Bike Month

Message #	Target Audience	Date Sent	Emails Sent	Opened	Open Rate
Msg 9 – Biking Not Reg	NorCal GO - Recording Bike Trips NOT MIBM Registered 5-11	5/11/26	175	110	62.9%
Msg 9 – Reg + Recording	MIBM - Registered and Recording Bike Trips 5-11	5/11/26	1,032	683	66.2%
Msg 9 – Reg Not Recording	MIBM - Registered Not Recording 5-11	5/11/26	801	516	64.4%
Msg 10 – Not Reg	NorCal GO - MIBM Audience Minus Registrants 5-18 Message	5/18/26	4,546	2,044	45.0%
Msg 10 – Team Only	NorCal GO - MIBM Team Only Participants 5-18	5/18/26	598	414	69.2%
Msg 10 – Indiv + Team	NorCal GO - MIBM Registrants as Individual and Team 5-18	5/18/26	1,337	836	62.5%
Msg 11 – Final Week	NorCal GO - MIBM Audience 5/26 Message	5/26/26	6,567	3,129	47.6%
Msg 12 – Biking Not Reg	NorCal GO - Recording Bike Trips NOT MIBM Registered 5-28	5/28/26	256	143	55.9%
Msg 13 – Last Weekend	NorCal GO - MIBM Registrants	5/29/26	1,915	940	49.1%
Msg 14 – Biking Not Reg	NorCal GO - Recording Bike Trips NOT MIBM Registered 5/30	5/30/26	245	139	56.7%

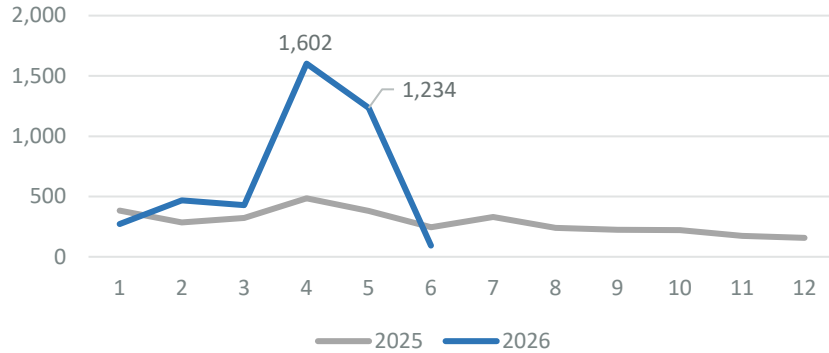
Hear from the Agile Mile team

May is Bike Month

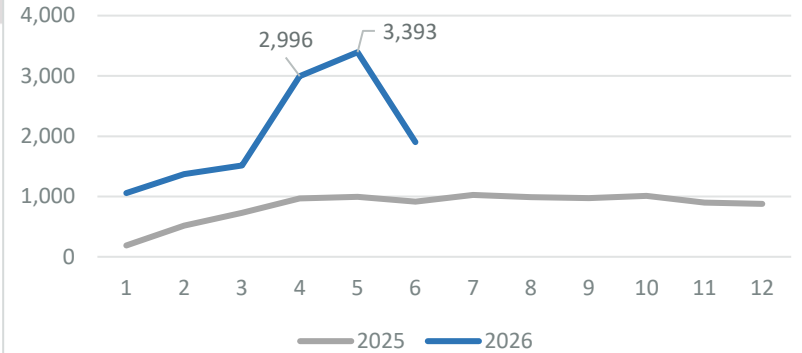
TMA Member Affiliation	MIBM Participants
50 Corridor TMA	656
North Natomas Jibe	98
South Natomas TMA	43
Yolo Commute	93
Metro Air Park TMA	2
McClellan TMA	1
No TMA Affiliation	526

**Some members overlap TMAs, based on residential and workplace membership*

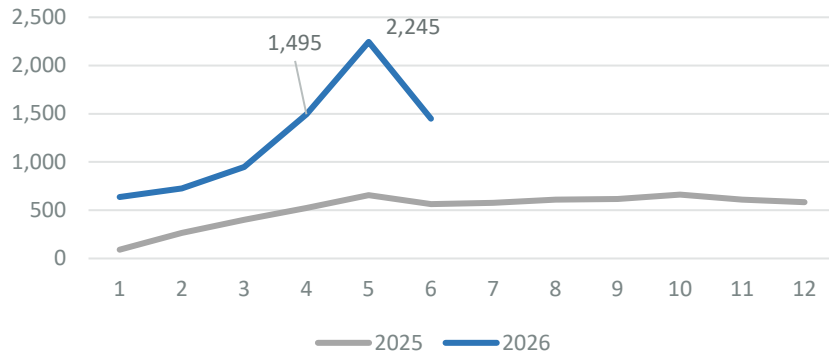
New Members — 2025 vs 2026



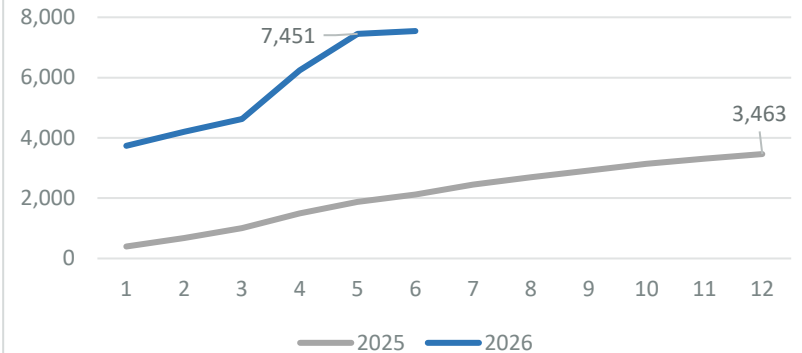
Active Members — 2025 vs 2026



Participants — 2025 vs 2026



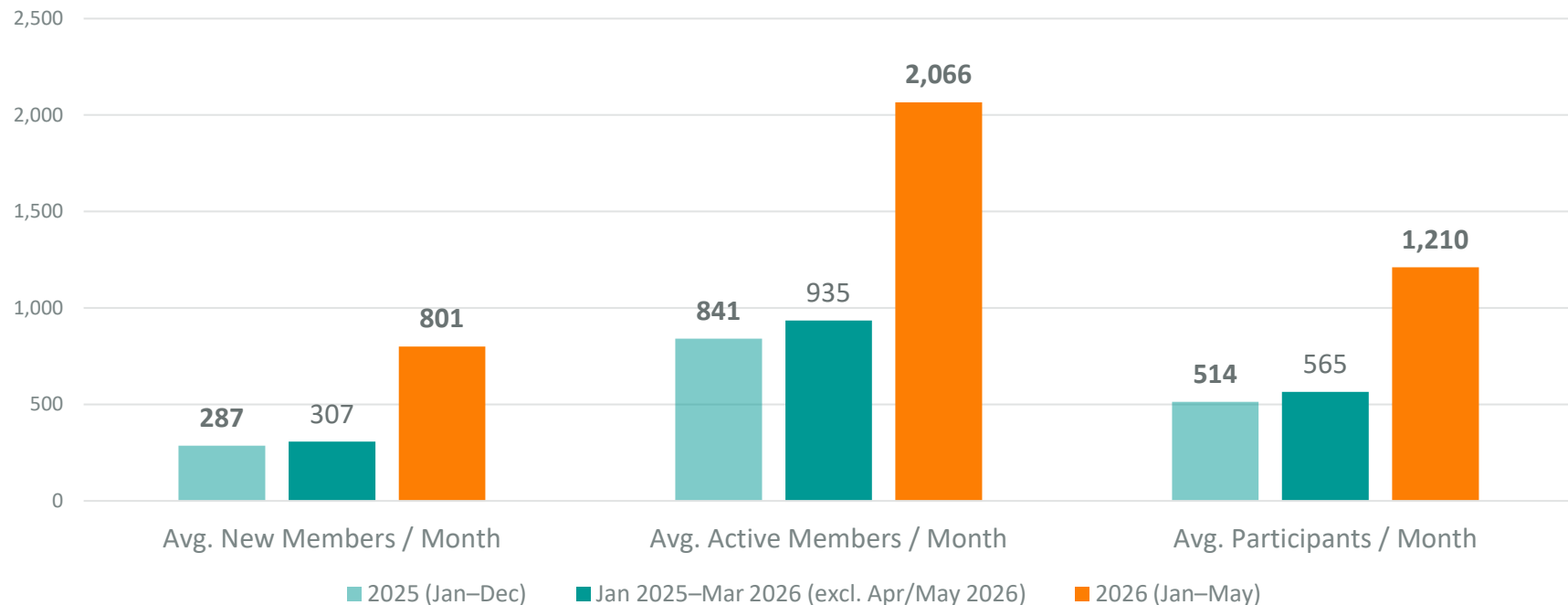
Total Members — 2025 vs 2026



Hear from the Agile Mile team

May is Bike Month

NorCal GO Trends



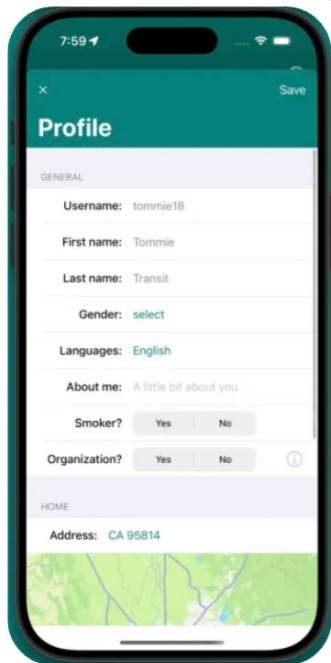
May is Bike Month

- What we saw, heard, and learned
 - HUGE levels of participation = Strava scaling issues
 - LTR no longer supported = lost opportunity
 - Expectation of “simple” trip logging = audience mismatch?
- What did you see, hear, and learn?

Hear from the Agile Mile team

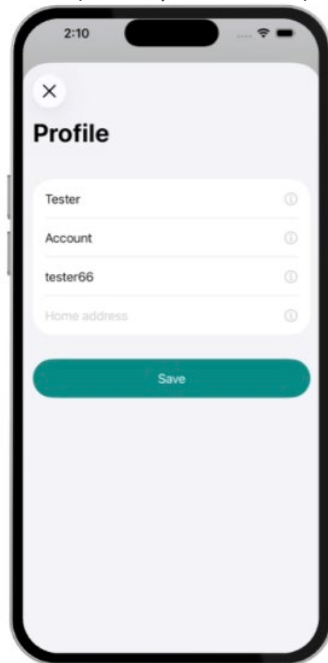
App Updates Since Oct. 2025

Old profile



The screenshot shows the 'Profile' screen in the old app. It has a teal header with a 'Save' button. The 'GENERAL' section includes fields for Username (tommie18), First name (Tommie), Last name (Transit), Gender (select), Languages (English), and About me (A little bit about you). There are also checkboxes for Smoker? and Organization? with Yes/No options. The 'HOME' section shows the Address (CA 95814) and a map.

New profile
(as of April 10, 2026)



The screenshot shows the 'Profile' screen in the new app. It has a light purple header with a close button. The 'Profile' section includes fields for Tester, Account, and Home address, each with an information icon. A large teal 'Save' button is at the bottom.

	January 2025- April 9, 2026	April 10- June 9, 2026
New Members	5,074	2,483
# Completed Profiles	3,806	1,908
	75% with completed profiles prior to Profile Update	77% with completed profiles since Profile Update

Hear from the Agile Mile team

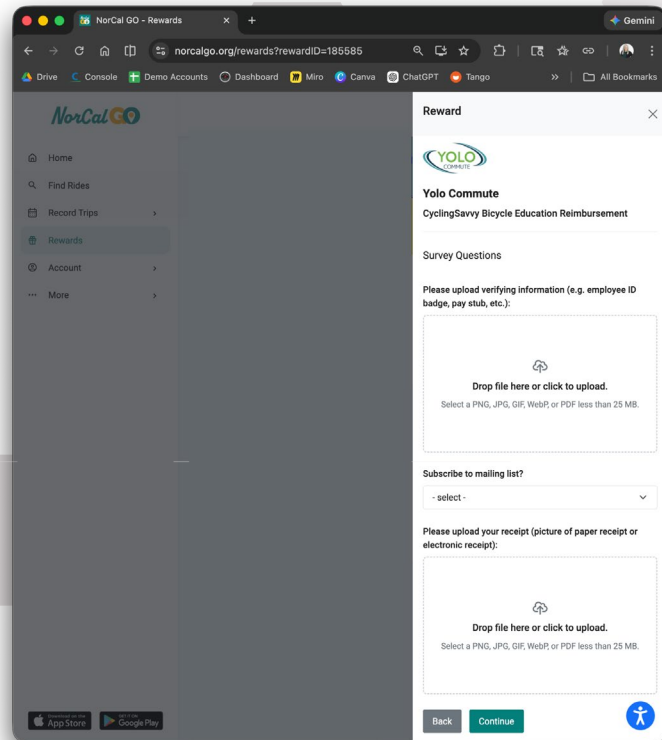
App Updates Since Oct. 2025

- WCAG 2.1 Level AA Compliance
- SOC 2 Type II continued compliance

Hear from the Agile Mile team

App Updates Since Oct. 2025

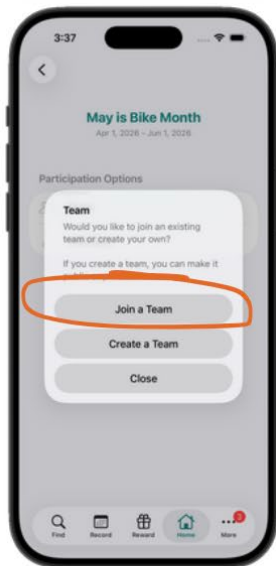
- Instant reward access
- Active syncing of “loop” bike trips
- Enhanced surveys with text entry and file upload



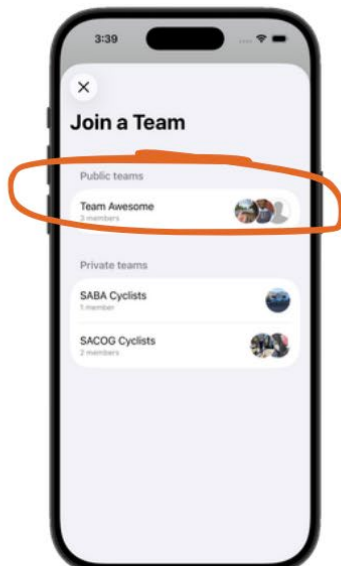
Hear from the Agile Mile team

App Updates Since Oct. 2025

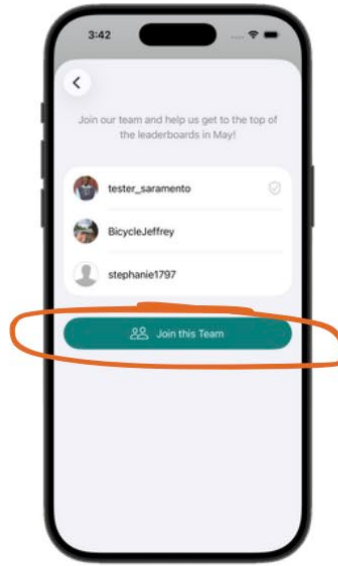
- “Join a team” → Enhanced engagement for challenges



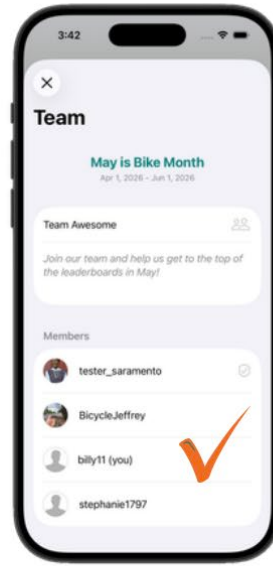
Tap “Join a Team”



Tap the Public Team
you would like to join



Tap “Join this Team”

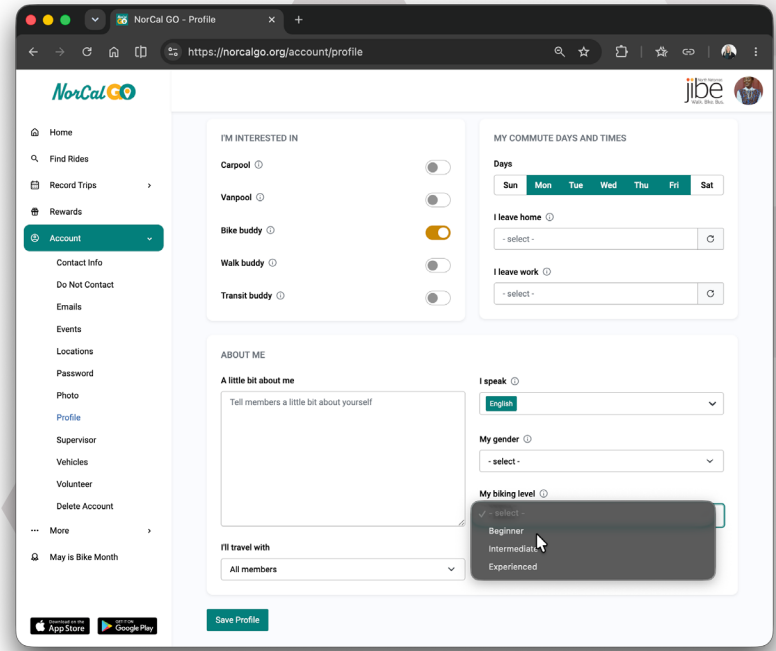


You're all set!
Your team's status
will be visible in May.

Hear from the Agile Mile team

App Updates Since Oct. 2025

- Biking level of experience
 - Today: Custom reports can identify target groups for bike buddy programs
 - Coming: Additional filter for bike buddy matching in “Find Rides” tool



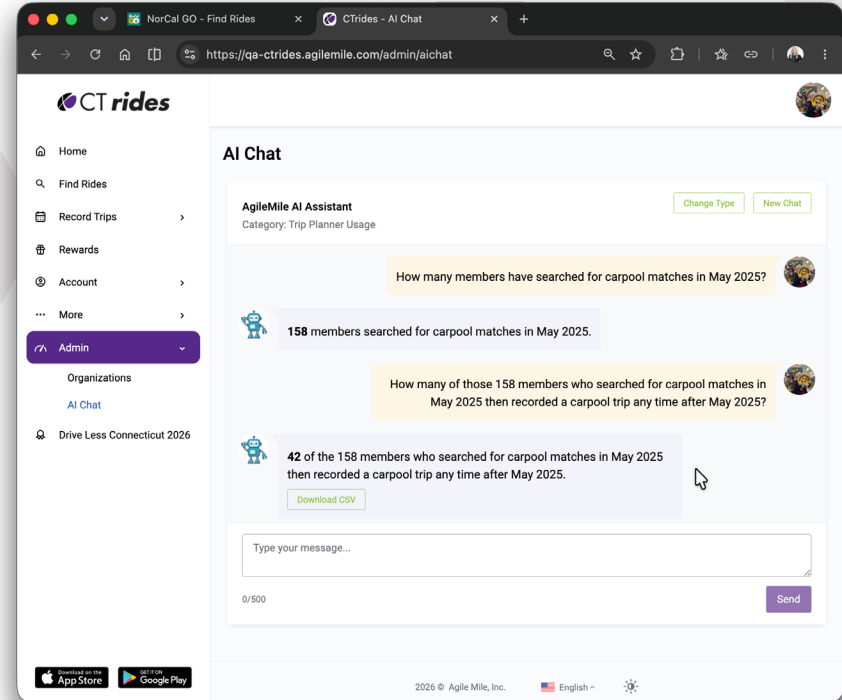
App Updates Since Oct. 2025

- Region-specific Organizations → Manage Orgs directly
- AI translation engine → More languages
- Email wrappers → Self-service messaging to members

Hear from the Agile Mile team

What's Coming

- AI-based reporting



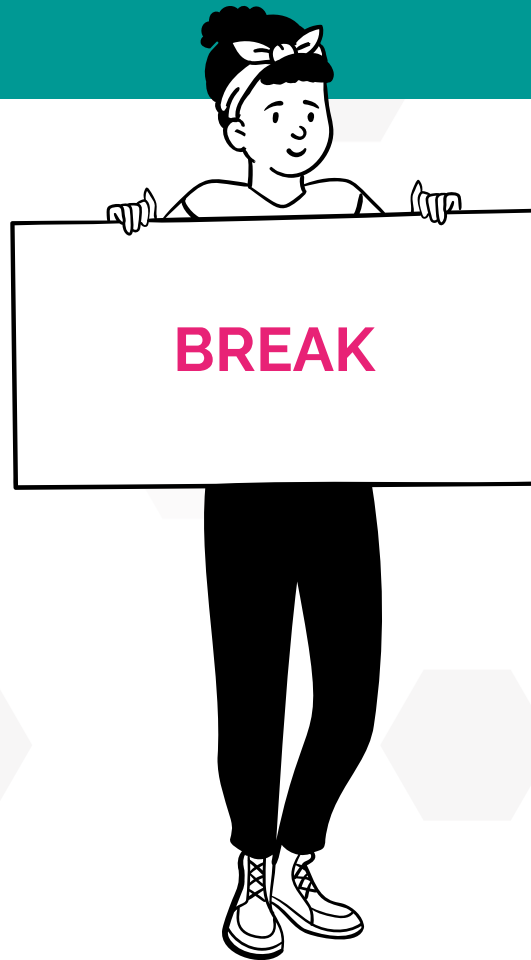
Hear from the Agile Mile team

What's Coming

- AI-based reporting
- New Admin features: Messaging & Org management
- “Record a trip” options for distance only & vanpools!
- Custom route layers: bike routes!
- New “What’s New” email
- Full in-app messaging between members

Hear from the Agile Mile team

Q&A



NorCal GO Messaging Guidelines

Types of messaging

- Regional Campaigns
- TMA-specific Campaigns
- Employer-specific Campaigns
- Event specific

Message content

- How to engage/avoiding “spam”
- Purpose & action
- Frequency
- What else?

Return to Office coordination



Round Robin: Upcoming Activities & Campaigns

SACOG-led efforts

*Don't forget about our
NorCal GO toolkit!*



Round Robin: 2026 Activities & Campaigns

Your turn! Round robin

- Commute campaigns?
- Incentivized carpools?
- Ideas for collaboration?
- Opportunities for follow-up?

Round Robin: 2026 Campaigns

Rapid Link Regional Service



When: Soft Launch: October 1st

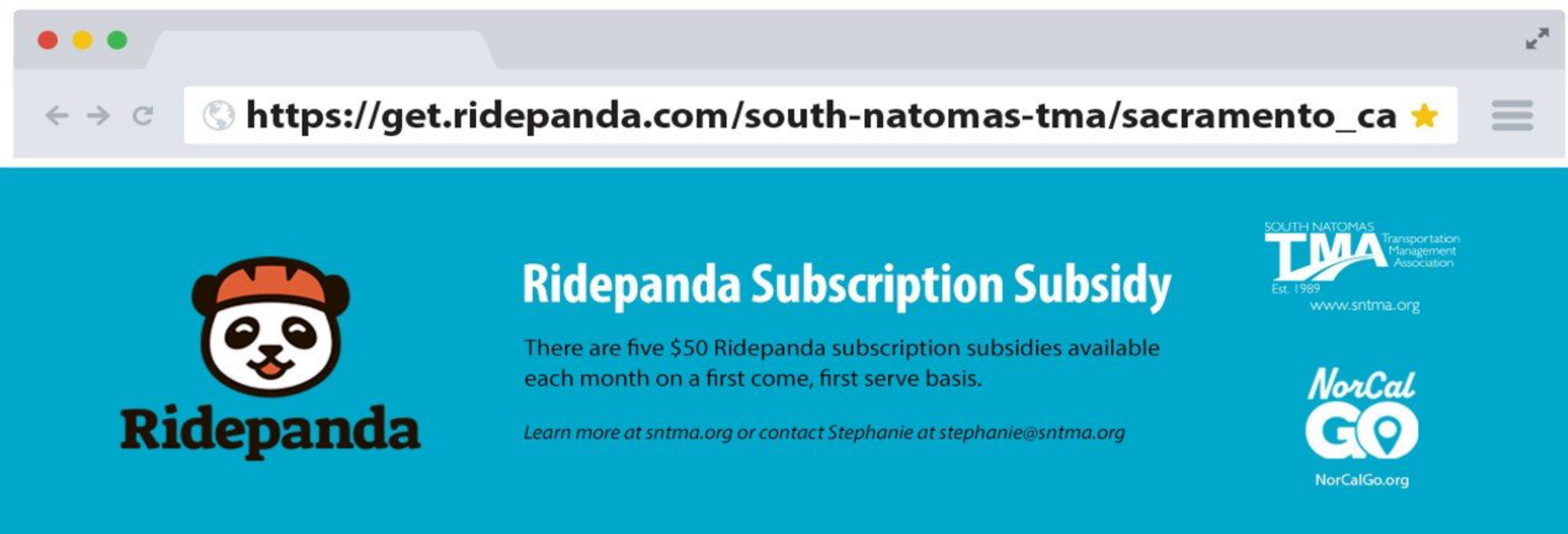
Service: Hour headways with Free fares.

Who: Roseville, Yuba Sutter, Placer County and SacRT

Where: Lincoln Park & Ride ↔ Roseville Galleria ↔ Sutter Hospital ↔ Kaiser Hospital ↔ Watt & I-80

Why: Included in a Congested Corridor funding project, the service provides rapid service to primary transit locations throughout our region. This service is a 3-year pilot program.





https://get.ridepanda.com/south-natomas-tma/sacramento_ca ★



Ridepanda

Ridepanda Subscription Subsidy

There are five \$50 Ridepanda subscription subsidies available each month on a first come, first serve basis.

Learn more at sntma.org or contact Stephanie at stephanie@sntma.org

SOUTH NATOMAS Transportation Management Association
TMA
Est. 1989
www.sntma.org

NorCal
GO
NorCalGo.org

When: New monthly program.

How: Lease bike from Ridepanda. Enter 10 bike to work days in NorCal Go and upload a copy of lease receipt at time of redeeming \$50 subsidy. There are five Ridepanda subsidies available each month.

Why: Incentivize bike commuting to/from work in South Natomas. Allows people to try different types of bikes and only store during the months the plan to bike commute.

Who is going to Philly for ACT 2026?



Wrap-up & Survey

How did we do?
Please let us know:



Spring NorCal GO Forum Survey

