

Board of Trustees

Regular Session
January 23, 2024



Mission Statement

- Connect Transit provides safe, reliable transportation and access to opportunity to strengthen and enrich individual lives, our community, the economy, and the environment.

Agenda

- Call to Order
- Roll Call
 - Attendance by Other Means/Virtual – Roll Call Vote
- Pledge of Allegiance and Mission Statement
- Public Comments

Consent Agenda

- Approval of Regular Session Minutes for November 28, 2023
- Approval of Financial Information for November 2023
- Approval of Financial Information for December 2023
- Monthly Statistical Reports for November 2023
- Monthly Statistical Reports for December 2023
- Cardinal Infrastructure Federal Report
- Cornerstone – Illinois Weekly Update

- Roll Call Vote

New Business

- Messaging Consultant Update – Informational



Reimagine What's Possible

BRAND POSITIONING | MESSAGING | PLATFORM | CREATIVE CONCEPTS

dovetail^o



JAN 23 2024

AGENDA

OUR PROCESS

BRAND POSITIONING OVERVIEW

CONNECT TRANSIT RECOMMENDATION

CREATIVE STRATEGY

CREATIVE CONCEPTS

NEXT STEPS / DISCUSSION

REV

Our Process

The REV Process



PHASE ONE

Understanding & Discovery

Discovery & Research

Research was conducted in Phase One of the REV process to uncover insights to inspire the brand messaging, positioning and storytelling which consisted of:

QUALITATIVE

- **Key Stakeholder Interviews:** one-on-ones conducted during Winter 2022/ January 2023 designed to obtain insight on brand equities, barriers, opportunities and perceptions of public transit services in the community.
- **Input Sessions:** several focus groups of community members, riders and other, were conducted to gather insights and feedback.

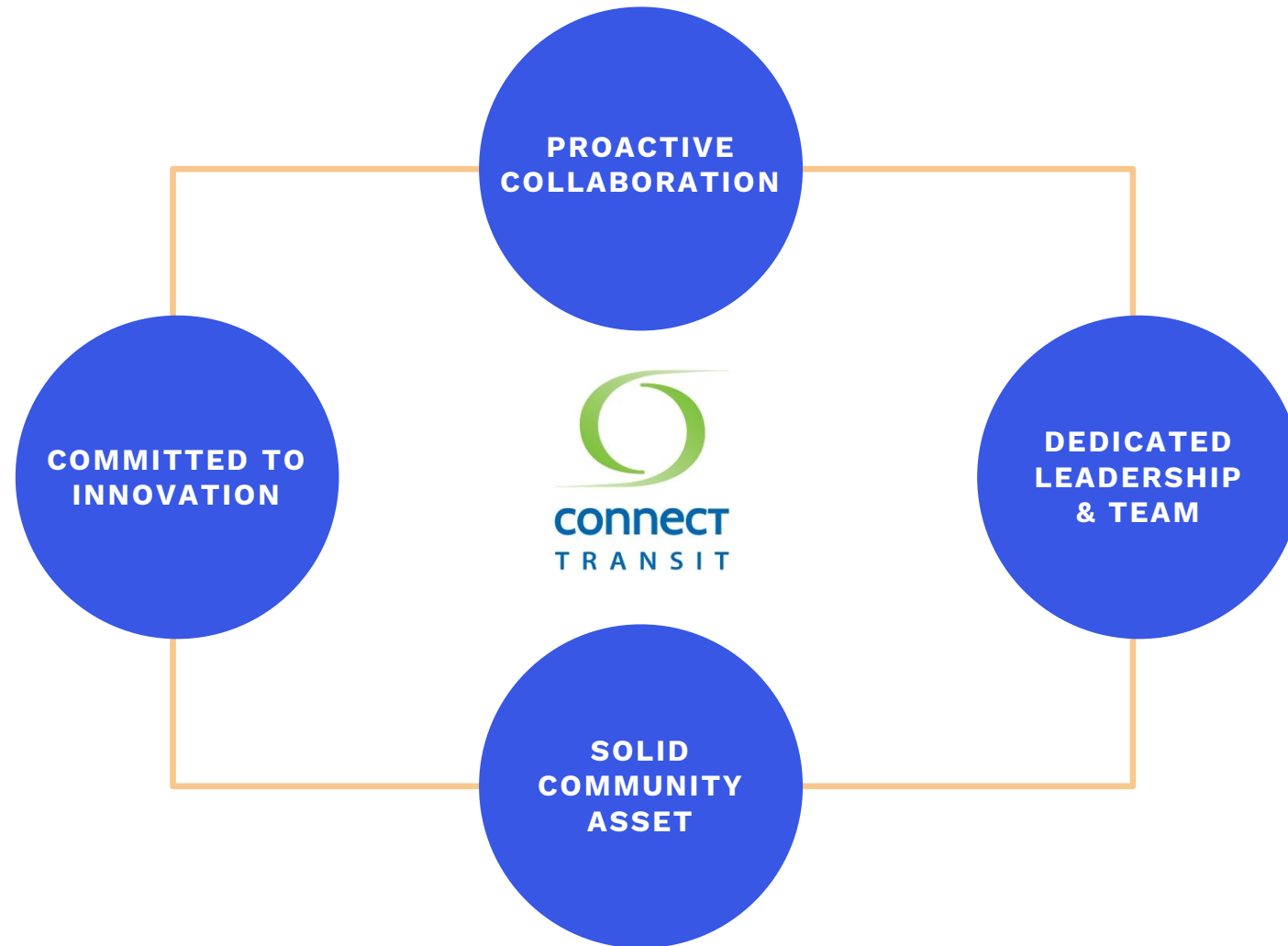
QUANTITATIVE

- **Phone Survey:** 401 respondents completed this survey (random sample of community residents).
- **Online Survey:** 408 Connect Transit riders completed this survey.

RESEARCH

Key Strengths

Key Strengths of Connect Transit



POSITIONING FOR UNIQUE VALUE

Brand Positioning

Who Are We Talking To?

PRIMARY

- Citizens who support the funding of the service via Bloomington-Normal annual transit allocation, but who have never used or may never have considered using the service.

SECONDARY

- Local elected officials, decision makers and influencers, including business, non-profit, media and governmental entities.

TERTIARY

- Residents of our service area who already use our service and are familiar with it or who may be interested in using public transit services in the future.

*How do these strengths ladder
up to a consumer benefit?*

Brand Benefit Ladder

EMOTIONAL BENEFIT

RATIONAL BENEFIT

ALWAYS PUTS OUR COMMUNITY FIRST

Actively invites community to become Connect Transit Ambassadors to help educate and engage the public.

Assembled the Connect to the Future work group of 10+ community representatives to provide input and accomplish common goals.

Created an advisory committee of representatives from all parts of the community to ensure that their voice is being heard and that action is taken.

PROACTIVE COLLABORATION

TRUSTED COMMUNITY ADVOCATES

Employees are empowered, purpose-driven and perform at their highest level for the community.

Team of 160+ is passionate about the community and service the transit system provides.

Staff and Board are driven by the mission, vision and core values of the brand and holds themselves accountable through their published strategic plan.

DEDICATED LEADERSHIP & TEAM

ENRICHES THE COMMUNITY

Consistently partnering in local events throughout the year and participating in charitable initiatives to give back to the community.

In its 50th year of positive contributions to the community – transportation, employment, partnership and prosperity.

Relied upon by the community to provide transportation to and from work, school, and essential needs of daily life.

SOLID COMMUNITY ASSET

IMPROVES QUALITY OF LIFE

CT actively leans into emerging technology and innovation to improve access, convenience and living conditions for residents of the community.

CT embraces use of alternative fuels and emerging energy solutions to benefit and betterment the community.

Exploring use of EV and/or hybrid vehicles to improve efficiency, noise and lessen the carbon footprint of the organization.

COMMITTED TO INNOVATION

Brand Benefit Ladder

EMOTIONAL BENEFIT

CONNECT TRANSIT DELIVERS THE BEST POSSIBLE TRANSPORTATION EXPERIENCE FOR OUR COMMUNITY

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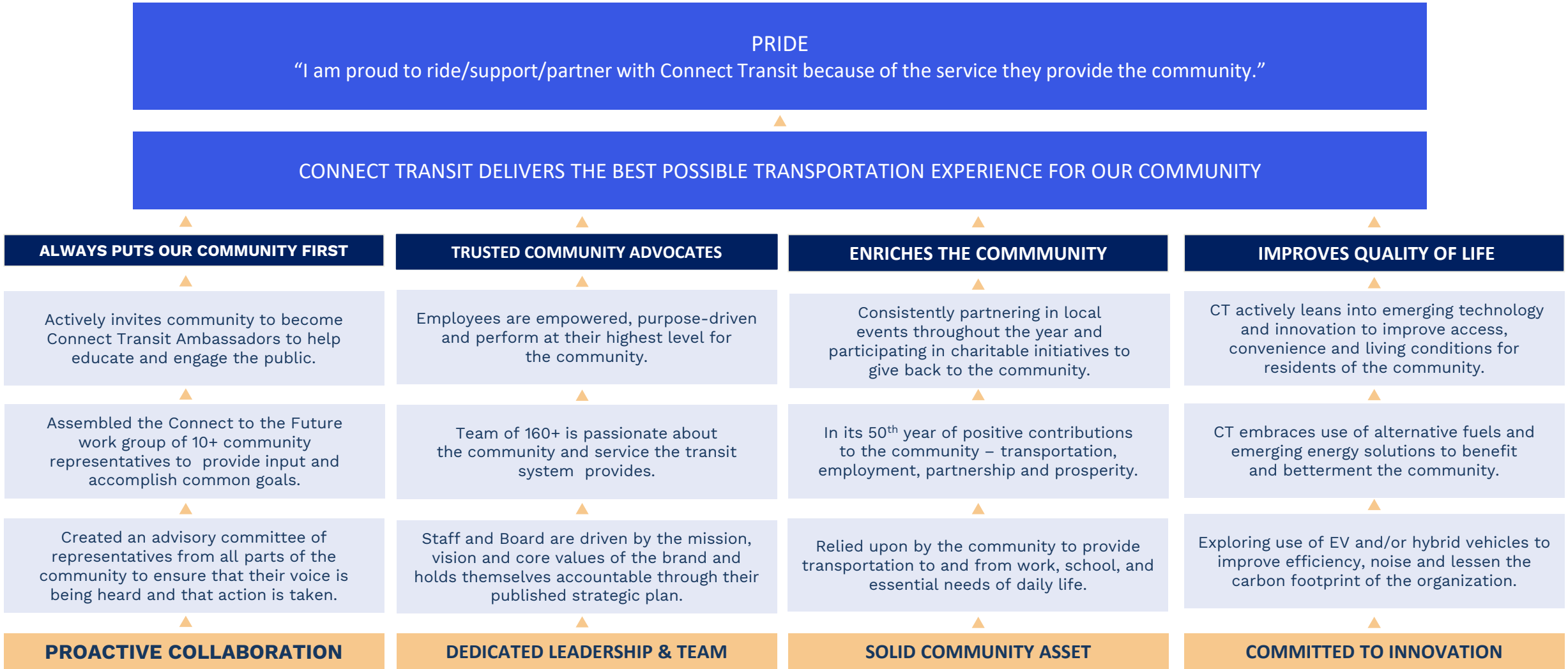
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COMMITTED TO INNOVATION

Brand Benefit Ladder



CONNECT TRANSIT

Brand Positioning Statement

Connect Transit Brand Positioning

For Bloomington-Normal residents...

Connect Transit delivers the best possible public transit experience and their services make our city a better place to live, work and play.

Rational Benefit: Connect Transit delivers the best possible public transportation experience in our community.

Emotional Benefit: Pride — “I am proud to support Connect Transit because they have our community’s best interest at heart and make Bloomington-Normal a better place.”

Connect Transit Brand Promise & Messaging

BRAND PROMISE

Connect Transit provides transportation, employment, partnership and support and continually contributes to the city's prosperity.

COMPETITIVE POINT OF DIFFERENCE

Years of Partnership + Dedicated Leadership & Team + Solid Community Asset + Commitment to Sustainability = Best Possible Transit Experience

SUPPORT

- Actively engages with the community, partners and local businesses to listen and put their needs first.
- Connect Transit's team, expertise and spirit of collaboration will ensure that the community's transit needs are being met.
- Connect Transit has over 25 established partners in the community in which they exchange services, offer programs and coordinate events.
- Connect Transit goes above and beyond in their commitment to innovation and technology to improve access and living conditions for residents of the community.

REASONS TO BELIEVE

PROCTIVE COLLABORATION

- Created the CTAC to take a proactive role in advising management on the needs of the community.
- Created the CTF work group to provide input on the future of CT and how to accomplish its goals.
- Ambassador program was established to involve community members in the engagement and education of the public about CT.
- CT regularly attends community events and invites residents to learn ore about what CT has to offer.

DEDICATED LEADERSHIP & TEAM

- Leadership has been successful in attracting state and federal funding to help grow the transportation offering for the community.
- Seven-member city-appointed Board is composed of esteemed city leaders who are vested in the community and proactive in their efforts to ensure CT is a best-in-class transit system.
- Shared ambition to shape recommendations for the future of transit – for the platform's financial viability and sustainment.

SOLID COMMUNITY ASSET

- Operates 15 full-time fixed routes that provide transit services within the city limits of Bloomington and Normal.
- Offers a campus shuttle and evening bus service called the Redbird Express In partnership with ISU.
- The #GetConnected community bus is available to the community for events, fund-drives, pop-ups, etc.
- In development of the Downtown Bloomington Transit Center to improve access, service and infrastructure.

COMMITTED TO INNOVATION

- CT embraces use of alternative fuels and emerging energy solutions to benefit and betterment the community.
- Installed a state-of-the-art charging infrastructure to accommodate the growing electric fleet (1.5 megawatt charger that can charge up to 40 vehicles overnight).
- Admin facility is powered by solar energy that reduces CO2 by 314 tons and sells back 204 MWh of saved energy to the electric company.

Connect Transit Brand Personality



Friendly

Dedicated

Caring

Accessible

Forward-thinking

Collaborative

Thoughtful

Adaptable

Conscientious

Trustworthy

Respectful

Positive

R E C A P

The Assignment

The Assignment



Dovetail has the opportunity to tell the Connect Transit story in a way that resonates emotionally and communicates authentically with their audience.

What are we trying to communicate?

Develop an educational campaign that tells the Connect Transit story, including the benefits to individuals, businesses, and the local economy.

- Messaging should also promote positive attitudes towards Connect Transit's approach to transit, support consensus-building among community leadership, and improve understanding of public transit's history, challenges, and benefits.

C A M P A I G N C O N C E P T S

So, let's talk about our creative approach.

We look for “The Way In”...

With so much going for Connect Transit (and so much happening within Bloomington-Normal), we narrowed our focus to unique, ownable points-of-view, rather than trying to say everything, all at once. We call these POVs “The Way In”. While each concept can touch on each of these POVs, there is always a lead POV that serves as the key driver in the messaging and creative execution. These are “The Way In”:

- **At Connect,** we celebrate our community and make it our mission to bring it closer together.
- **At Connect,** we care about the future we are all part of and we are committed to making it better, in every way.
- **At Connect,** we believe our role is to fulfill the journeys our riders take, one stop at a time and beyond.

What you're about to see...

We have three concepts, all rich creative ground to explore. Each concept contains:

- **Concept write-up, perspective**
- **Campaign tagline:** each concept's tagline corresponds with its "Way In"
- **Key visual:** to denote general look and feel, not necessarily a final look
- **Bus wrap:** to show how the concept visuals can be used in-action
- **Copy sample:** other copy examples that may become additional executional headlines, social ad copy, bus wrap messaging, etc.
- **Campaign extensions:** additional promotions or brand activations that can be used with any concept

THE WAYS IN

Campaign Concepts

Concept 1

THE WAY IN:

At Connect, we celebrate our community and make it our mission to bring it closer together.

CONNECT TRANSIT

YOUR CITY BUS

CONCEPT 1

Your City Bus



Bloomington-Normal is a big, beautiful community, rich with culture, excitement, opportunity, and so much to explore. So when it comes to bringing those cities and surrounding areas together, there's one way that can't be beat... Connect. Look at the perks! Convenient pickup and drop-off locations, safe, secure, oh-so-clean buses, on-bus Wi-Fi, even charging for your devices! Plus, with our friendly, professional drivers at the wheel, you can see how Connect keeps you on-schedule, on-time, and, well, Connected. So, if you're looking for the best way around town, take Your City Bus with Connect.

PERSPECTIVE

Uptown, Downtown... all around town. Whichever way you go, Bloomington-Normal offers so much to experience, to explore. And it's all just a bus ride away. This concept takes ownership of the phrase the "City Bus", to present it not only as point of pride, but as the portal that brings the community together.

CONNECT



Ewing Cultural Center
Connect on the **Blue Route**

Up, Down,
All Around Town.

Take Your
City Bus.





CONCEPT 1

Your City Bus



ADDITIONAL SAMPLE COPY

Here, there, everywhere.
Take Your City Bus. Connect.

On-task. On-time. Online.
Take Your City Bus. Connect.

Kick back. Relax. Recharge.
Take Your City Bus. Connect.

Concept 2

THE WAY IN:

At Connect, we care about the future we are all part of and we are committed to making it better, in every way.

CONNECT TRANSIT

THAT'S HOW WE ROLL

That's How We Roll



Whether you're uptown or downtown, when you're looking for a safe, reliable, and downright friendly way to get across Bloomington-Normal, go with Connect. Connect is committed to keeping you on-time and on-schedule with convenient pickup and drop-off locations, sparkly clean, secure buses, and friendly, professional drivers at the wheel. But that's just the beginning, because Connect is always moving forward with initiatives like investigating alternative-fuel options, decreasing air pollution, on-bus Wi-Fi and charging stations, and providing free rides in the cold weather. Connect Transit. That's How We Roll.

PERSPECTIVE

The one constant in the world around us is change — life moves fast. At Connect, we don't just keep you connected to where you're headed, but connected in real-time, as you go wherever life takes you. This concept speaks to the innovations and initiatives Connect makes to keep its riders moving forward.

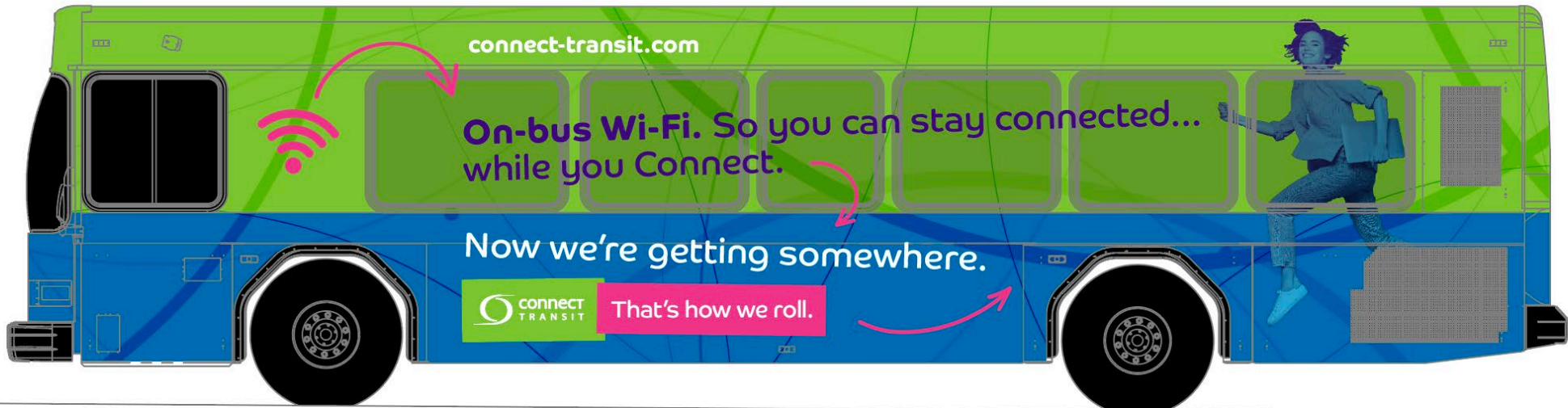
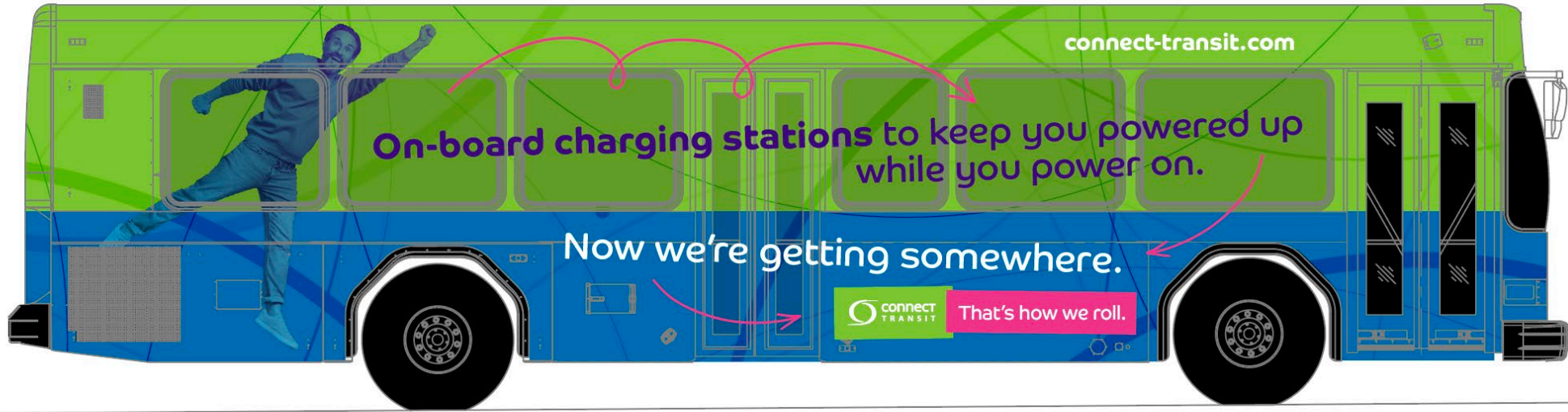


On-board charging stations to keep you powered up while you power on.

Now we're getting somewhere.



That's how we roll.



CONCEPT 2

That's How We Roll



ADDITIONAL SAMPLE COPY

1 ride = \$15 in parking fees saved
and 0 trips to feed the meter.
Now we're getting somewhere.
Connect Transit. That's How We Roll.

Alternative-fuel buses = 20 million
tons in emissions prevented and
a big breath of fresh air.
Now we're getting somewhere.
Connect Transit. That's How We Roll.

Concept 3

THE WAY IN:

At Connect, we believe our role is to fulfill the journeys our riders take, one stop at a time and beyond.

CONNECT TRANSIT

FROM A TO BEYOND

From A to Beyond

At Connect, we know that life doesn't just move in a straight line. So, we don't really look at our role as just getting you from point A to B, but more like from point A to Beyond. Because we know that every rider has a story... and every ride is a chapter within that. That's why we're focused on getting you to what's next, safely and securely, aboard our sparkly clean buses, with friendly, courteous drivers at the wheel, to keep you on-time and on-schedule. From A to Beyond. Connect.

PERSPECTIVE

Every person is on a journey, and while our time in that journey can be as short as a simple bus ride, we don't take our role any less lightly. This concept celebrates the idea that every journey happens one moment at a time, and to get to a greater place, it all requires this moment, right now.

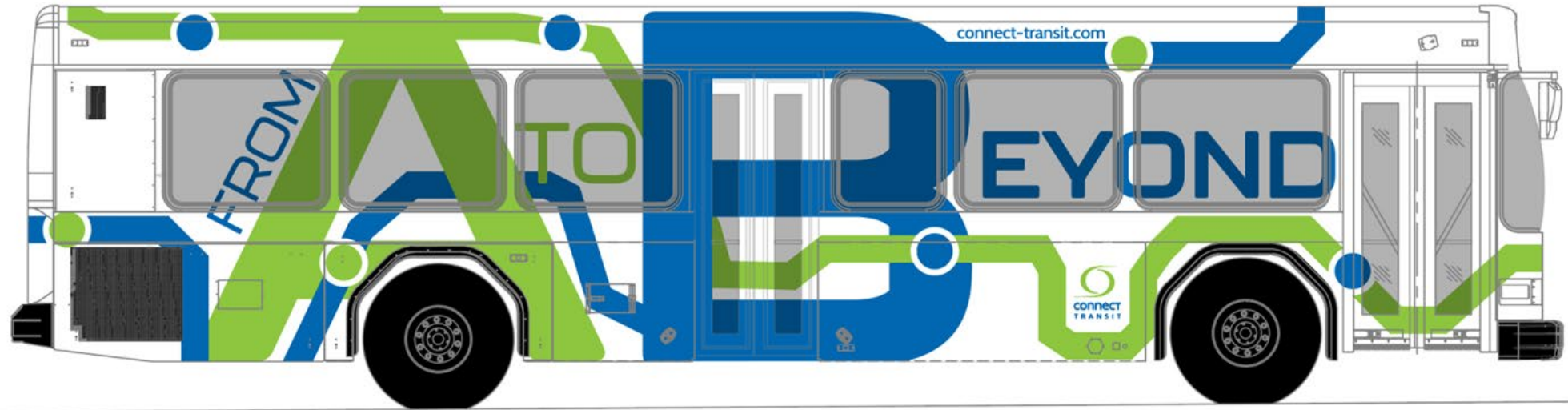


To your Friends.
To your Family.
To what's Next.

Connect



FROM A
TO BEYOND



CONCEPT 3

From A to Beyond



ADDITIONAL SAMPLE COPY

To connect community.
To pursue opportunity.
To what's next.
From A to Beyond. Connect.

To explore your past.
To uncover your future.
To what's next.
From A to Beyond. Connect.

The Bus Stops Here.
And there. And there. Oh, and there.
To what's next. From A to Beyond. Connect.

The Bus Stops Here.
But the journey goes on.
To what's next. From A to Beyond. Connect.

EXTENSIONS

“Extra Mileage” Ideas

“Extra Mileage” Ideas

Bloomington-Normal Landmarks & Heroes

Each bus wrap could feature a landmark or business or rider who regularly takes that route. Maybe on the TVs inside the bus we tell a little more about the featured location or rider.

Pop-Up Partnerships

Partner with local coffee shops, bakeries, and donut shops to offer surprise free treats for riders at select stops. These pop-ups could be held on special days (ISU Founder’s Day, Veterans Day, Public Transit Awareness Day, etc.).

Paint Around Town

Create themed “coloring pages” on buses in each city and work with local schools or organizations to have kids and the local community wrap our buses themselves — with paint!

Connect To Reading

Provide “little libraries,” either on buses or at certain stops, where riders can check out new and classic book titles and more.

Concept Summary

CONCEPT 1

CONNECT

Ewing Cultural Center
Connect on the Blue Route

Up, Down,
All Around Town.
Take Your
City Bus.

connect
TRANSIT

CONCEPT 2

On-board charging
stations to keep you
powered up while
you power on.

Now we're getting
somewhere.

connect
TRANSIT

That's how we roll.

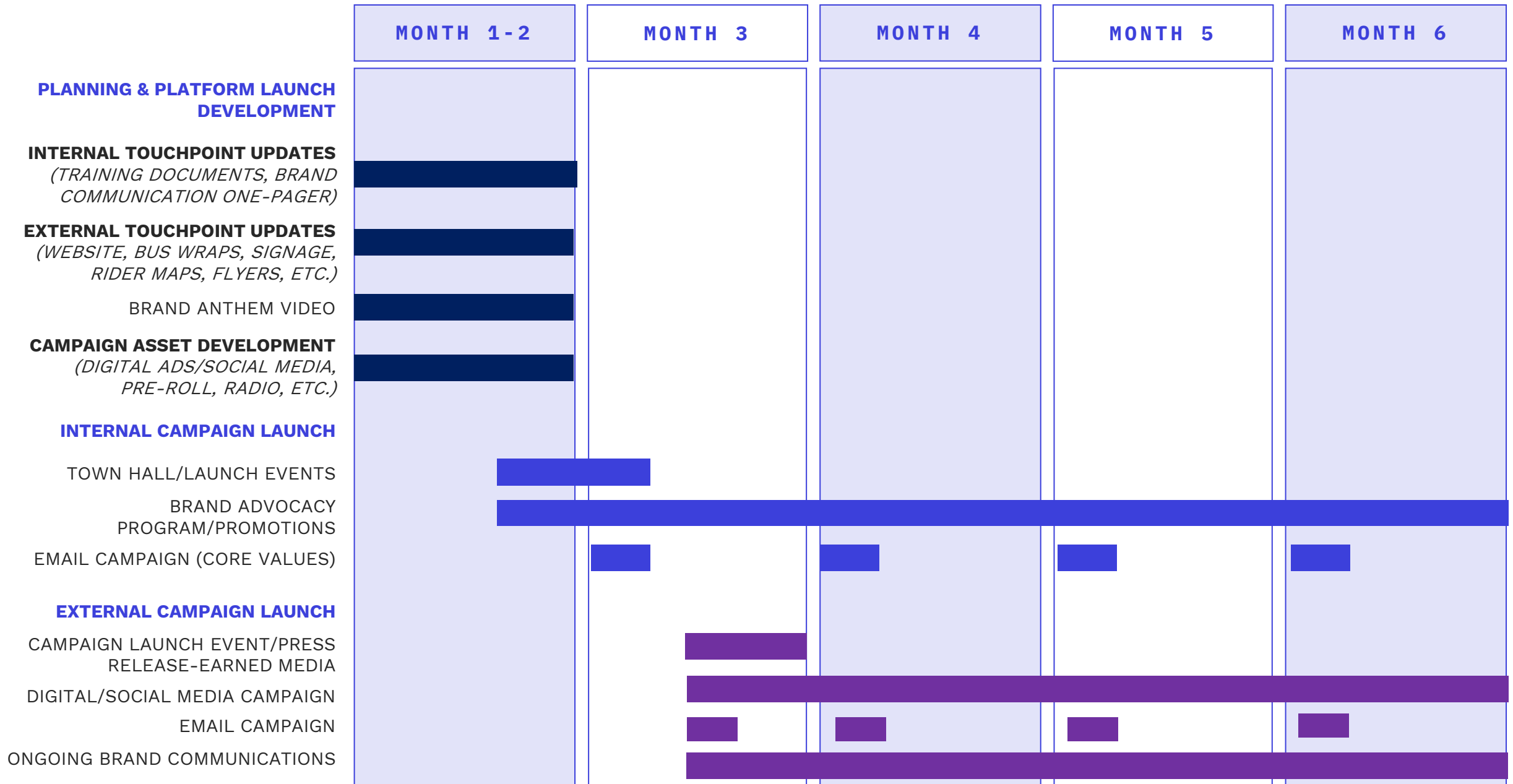
CONCEPT 3

To your *Friends.*
To your *Family.*
To what's *Next.*

Connect

connect
TRANSIT

FROM A
TO BEYOND



Thank You

DOVETAIL

2315 LOCUST STREET, STE 13A

SAINT LOUIS, MISSOURI 63103

New Business

- Vice Chair Hile Travel Reimbursement for APTA Conference – Roll Call Vote
- Clarification of By-Laws Pertaining to Executive Session Attendance by Other Means – Roll Call Vote



Chairman's Report

General Manager's Report

Strategic Plan Development

☉ Thank You!

☉ Strategic Blend of:

- Customer Focus
- Political
- Financial
- Operational

☉ Next Steps:

- Activities
- KPIs
- Regular Follow-up



General Manager's Report

Strategic Plan Development Timeline

- Develop and submit DRAFT Strategic Plan document to Board for review and input.
 - Friday, March 1, 2024
- Board feedback received and incorporated
 - March 1 – March 15
- Final DRAFT to Board for final review and comment
 - March 15 – 21
- Final Strategic Plan document presented to Board for approval
 - Board Meeting – March 26, 2024

General Manager's Report

Community

Outreach:

- Stuff the Bus
- Presentation to Court Services

Employee Morale:

- Employee Holiday Celebration



General Manager's Report

Professional Development

- Bus Operators
 - One training class of new Bus Operators is currently underway.
 - Actively recruiting for next class
- Additional Training
 - Dave White and Justin Allen attended the APTA Safety and Risk Management Seminar in Austin, TX in December. Topics addressed at the seminar included:
 - Battery Electric Bus Safety: Prevention/Management of BEB Fires
 - Fentanyl/Illicit Drug Use and Recent Studies
 - Cybersecurity
 - Transit Worker Assaults: Data Collection, Crime Prevention and Mitigation Strategies
 - FTA Updates
 - Collision Avoidance

General Manager's Report

Recruiting

○ Positions Filled

- Bus Operator (1)
 - Carol Tribble
- Dispatcher (2)
 - Emily Pyle
 - Jeremy Schou
- Maintenance Supervisor (1)
 - Jamie Schwoerer
- Operations Analyst (1)
 - Carrie Bailey (Promotion)
- Service Technician (1)
 - Eric Myer

○ Positions Open

- Bus Operator (8)
- Customer Service Representative (1)
- Dispatcher (2)
- Mechanic (1)
- Microtransit Operator, FT (1)
- Microtransit Operator, PT (1)
- Operations Supervisor (1)
- Planning & Grants Coordinator (1)
(FKA Transportation Planner)
- Service Technician (2)



Agenda

- Trustee Comments
- Executive Session – N/A

Agenda

- Adjournment
 - Roll Call Vote

○ Next Meeting: February 27, 2024