



Board of Trustees

Regular Session

April 22, 2025

Agenda

- A. Call to Order
- B. Roll Call
 - A. Attendance by Other Means/Virtual – Roll Call Vote
- C. Pledge of Allegiance and Mission Statement
 - A. Connect Transit provides safe, reliable transportation and access to opportunity to strengthen and enrich individual lives, our community, the economy, and the environment.
- D. Public Comments

Consent Agenda

E. Consent Agenda

- a. Approval of Annual Meeting Minutes for April 3, 2025
 - b. Approval of Regular Session Minutes for April 3, 2025
 - c. Approval of Executive Session Minutes for April 3, 2025
 - d. Approval of Financial Information for March 2025
 - e. Monthly Statistical Reports for March 2025
 - f. Cardinal Infrastructure; Federal Report
 - g. Cornerstone; Illinois Weekly Update
- Roll Call Vote

Committee Reports

Operations & Planning Committee:

Trustee Foster
Trustee Rao

Finance Committee:

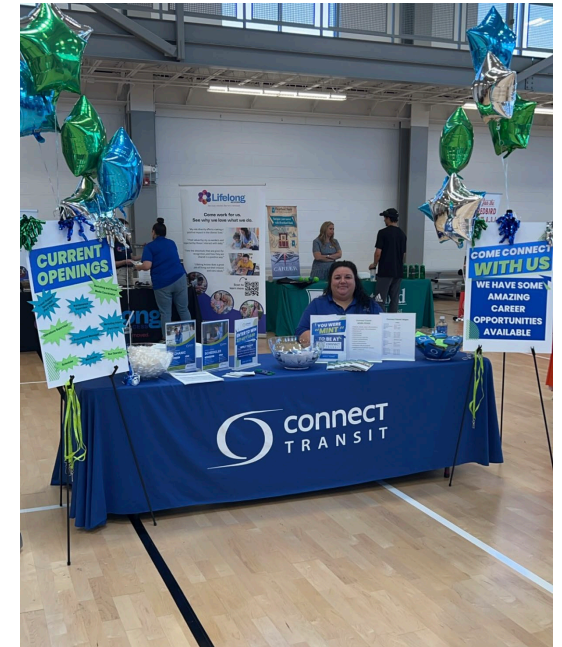
Vice Chair Hile

Marketing & Communications Committee:

Trustee Buchanan
Mark Huffman

Campaign Outline

- Less abstract – focused on WHAT we serve and how to get there.
- Destination marketing - Offers a new way to consider route familiarity.
 - Grocery Stores
 - Shopping/Work
 - Major Employers/ Job Fairs
- Focus on educating likely passengers
 - College and University students and employees
 - Hands-on meeting and events
 - Coordinated communications with the department or college
 - Large workforces
 - Seniors



Campaign Outline

- Sponsorships (instead of large media buys)
 - Upgrade sponsorships that offer targeted promotions (digital, print, message (more than logo):
 - Sponsor popular social events focused on charity and community good .
 - Sponsor media-focused and bigger community-wide events with large attendance.



Campaign Outline

- **Various media types and/or deliverables**

- Updated and enhanced website messaging.
- Print and digital “billboards” highlighting services.
- Animations and videos (Instagram, threads and reels) demonstrating “how to”, “family fun”, “cost savings” or “convenience”.
- Social media posts (Facebook and Instagram) for special promotions and communication of events, etc.
- Organic advertising with community partner promotions, appearances and tabling events.
- Event pop ups, banners, posters, signage.
- Guerilla marketing using email lists.
- Wearables, posters, displays, buttons, stickers, etc. using workforce and community as “salesforce”.
- Highly-visible partners with sponsored signage, digital displays, etc. (Sport arenas, ballparks, event venues) for awareness of transit services, messaging and community support.

New Business

- a. Recommendation for Tire Lease Extension – Roll Call Vote
- b. Rural Transit Service Presentation – Informational

PROVIDING RURAL TRANSIT IN McLEAN COUNTY

April 22, 2025

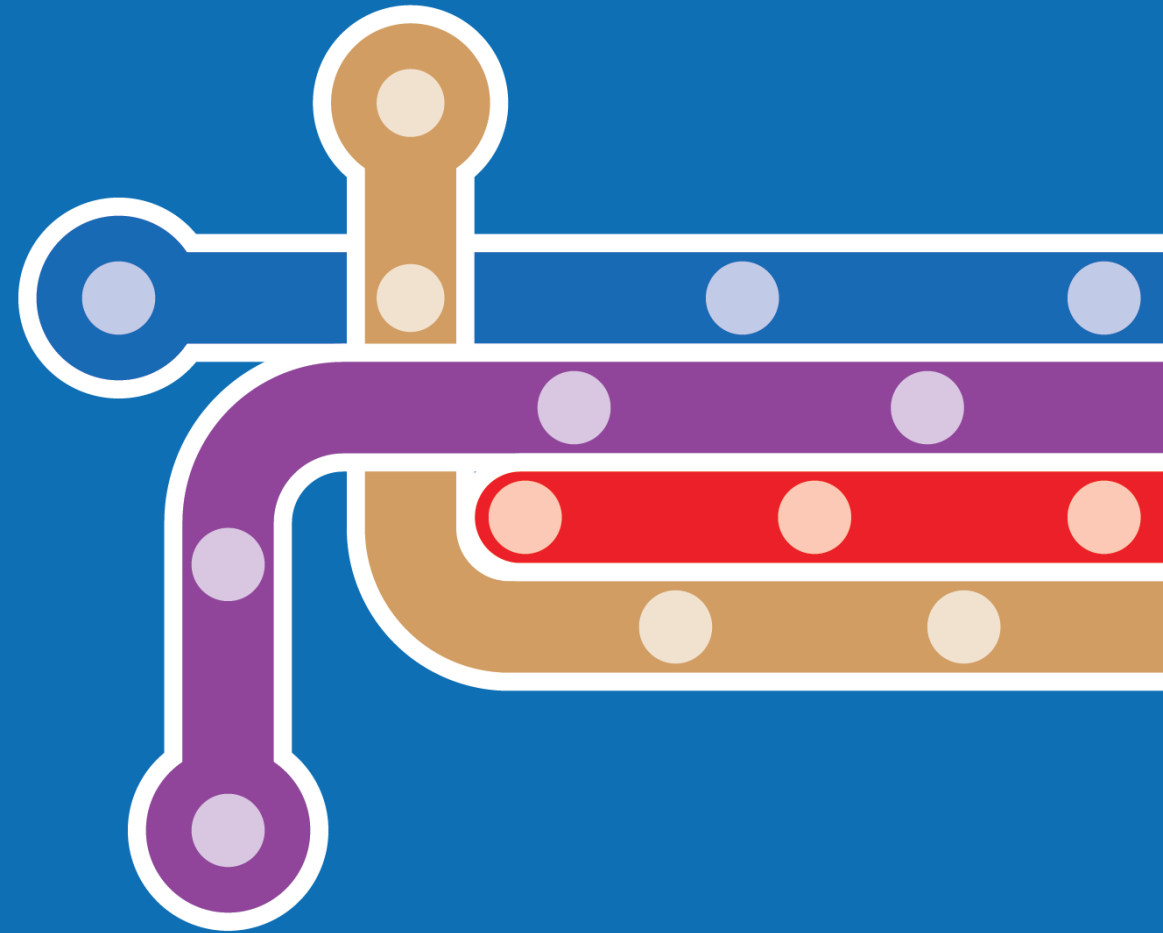


Illinois Department
of Transportation

AGENDA

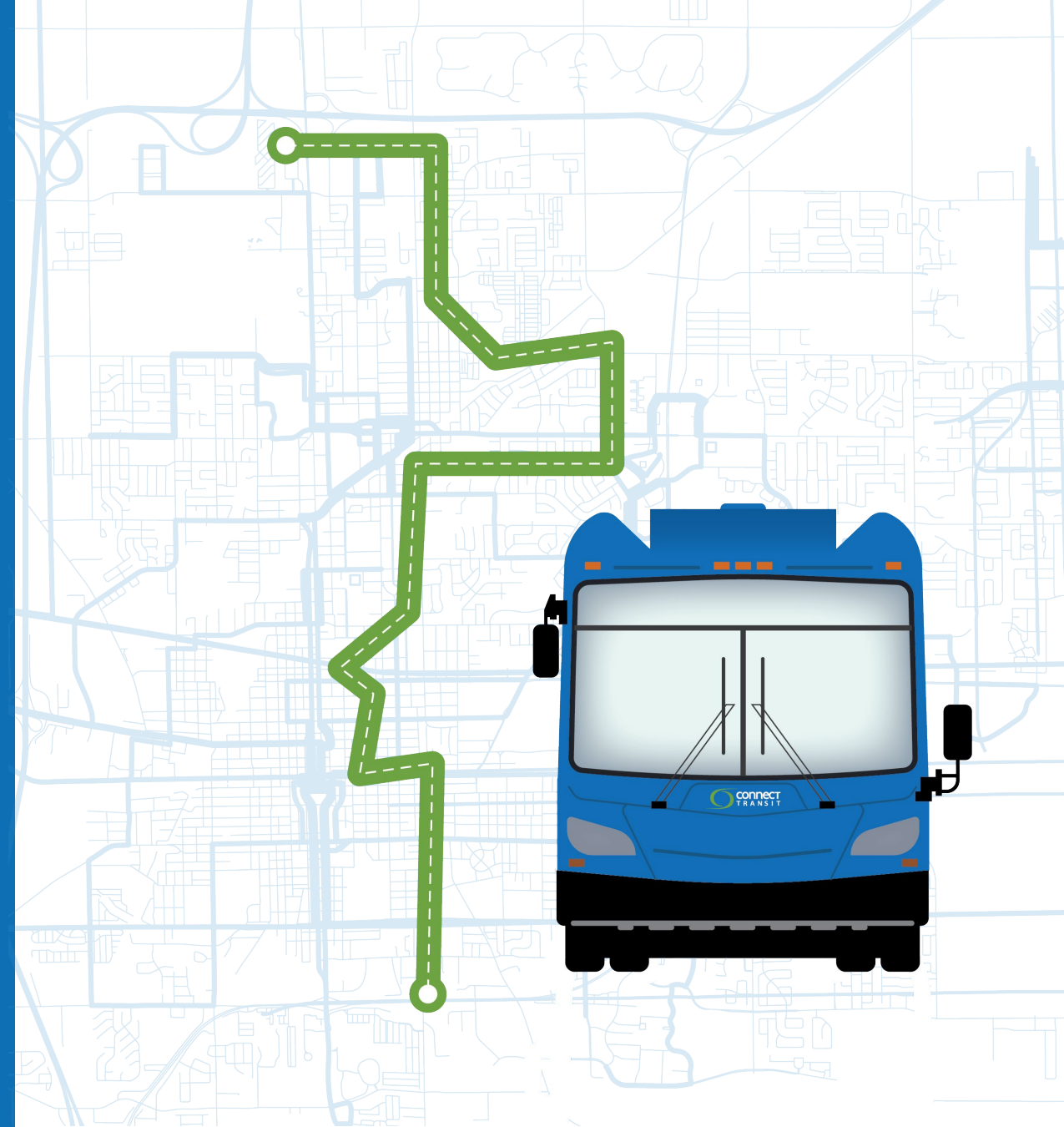


- Rural Funding
- Service Separation
- Current Service
- Current Demand
- Short Term Operations
- Public Engagement Plan
- Next Steps



RURAL FUNDING

- Federal Funding
 - ✓ 5311 Funds—Would pass through IDOT to Connect Transit, a direct recipient
- State Funds (DOAP)
 - ✓ \$812,700 operating money can be drawn down, without needing local match
- State Funds (CVP)
 - ✓ Consolidated vehicle purchase program
- Asset Transfers
 - ✓ 4 vehicles from SHOW BUS
 - ✓ Retired Connect Mobility vehicles



SERVICE SEPARATION



- Separate systems under one roof
 - ✓ Different branding
 - ✓ Vehicles assigned to operate Connect Mobility or rural transit
 - ✓ Operators can do both types of service
- Cost allocation sample shown at right
 - ✓ Capital assets
 - ✓ Personnel
 - ✓ Office supplies

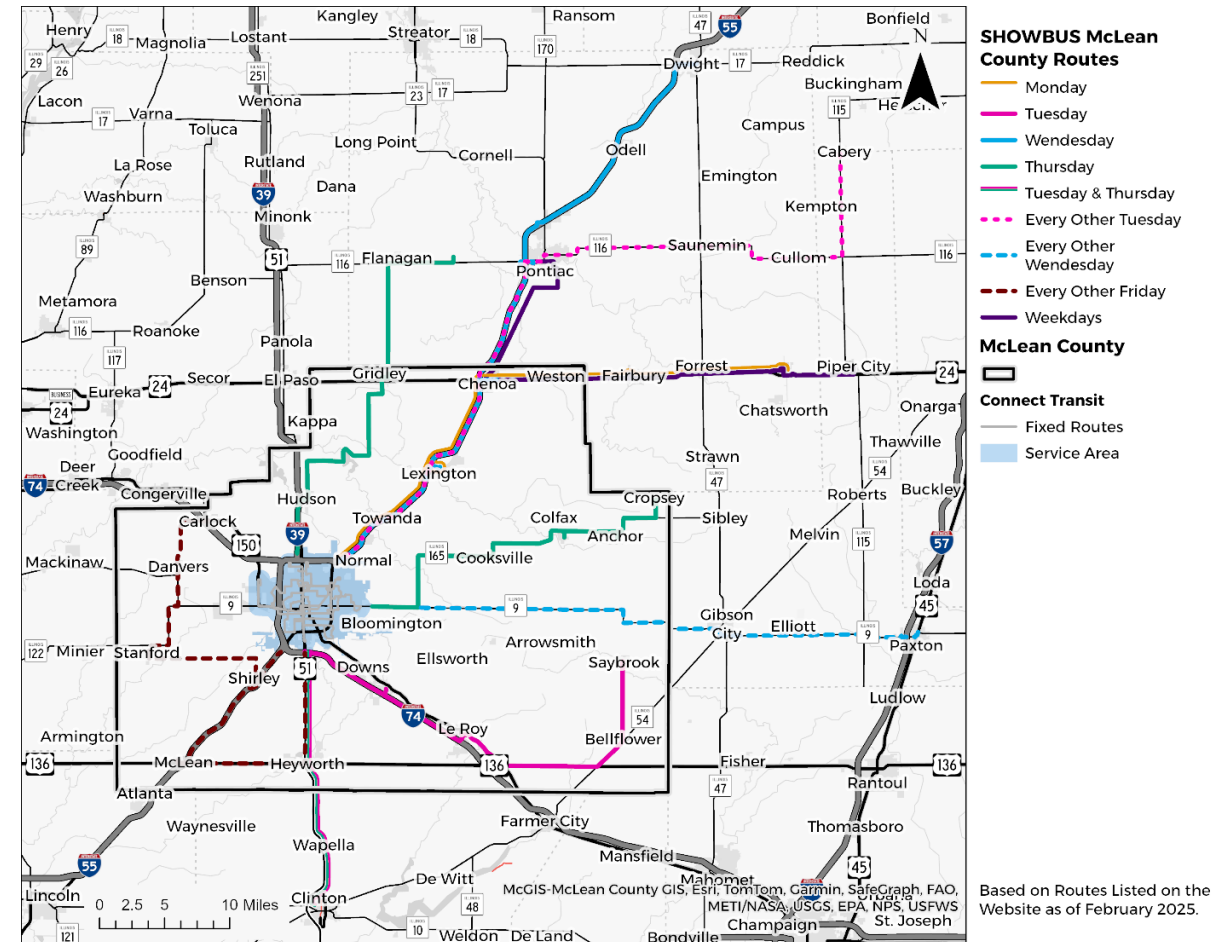
SERVICE	MCLEAN RURAL TRANSIT	CONNECT TRANSIT BUS	CONNECT TRANSIT DEMAND RESPONSE
Cost per Vehicle Mile	\$0.50	\$0.90	\$0.40
Vehicle Miles	1,000	10,000	5,000
Operations Cost per Vehicle Hour	\$22.00	\$22.00	\$22.00
Vehicle Hours	100	1,000	500
Total Service Variable Cost	\$ 2,700	\$31,000	\$13,000
Fraction of Total Variable Cost	6%	67%	28%
Portion of Fixed Cost (See Table 2) Allocated to Service	\$98.29	\$1,128.48	\$473.23
Total Cost of Service	\$2,798.29	\$32,128.48	\$13,473.23



CURRENT SERVICE



- Operated by SHOW BUS
 - ✓ McLean County is the grantee
 - ✓ Operates in nine surrounding counties
- Fare free
- Service only available on scheduled days and hours
- Weekly operations
 - ✓ 19 trips, 7 runs
 - ✓ 265 revenue miles
 - ✓ 2 peak vehicles
 - ✓ Most scheduled runs don't operate
 - ✓ One-third of trips go beyond McLean County lines



CURRENT DEMAND



- Highest Estimated Demand

City of LeRoy

- Highest Actual Demand

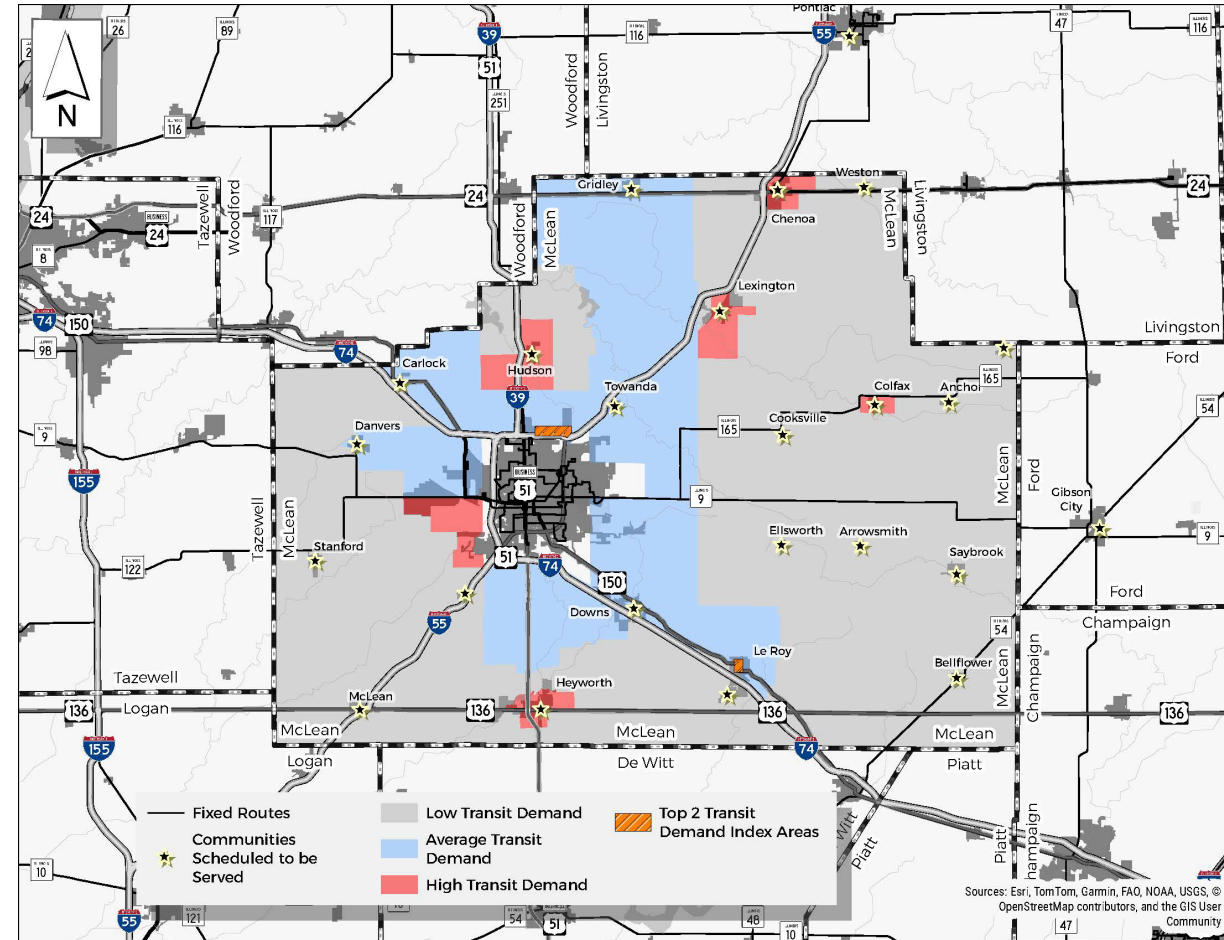
City of Lexington

- Highest Ridership

Northeast McLean County

- Top 3 Destinations

- ✓ Walmart (Pontiac)
- ✓ Walmart (Normal)
- ✓ Hy-Vee (Normal)



SHORT TERM OPERATIONS



- Staying the Same

- ✓ Current scheduled runs remain (subject to reservations being booked)
- ✓ McLean County service area
- ✓ Rider eligibility

- Changing

- ✓ Contact information and branding
- ✓ Multiple stops not allowed within Bloomington-Normal
- ✓ Out of county service only to adjacent counties
- ✓ Additional vehicle available



Source: Connect Transit

Annual operating cost estimate for FY2026: \$450,786
Annual local match needed: \$0



PUBLIC ENGAGEMENT PLAN



- Audiences

- ✓ Current SHOW BUS riders
- ✓ Potential new riders
- ✓ Relevant transit staff
- ✓ Social service agencies
- ✓ Employers

- Outreach Channels

- ✓ Website updates
- ✓ Mailer/postcard
- ✓ Connect Transit staff update
- ✓ Posters

- Marketing Materials

- ✓ Social Media
- ✓ Toolkit for Media/Stakeholders

Approximate Deadline	Responsibility	Milestone
Mid-April	Consultant, Connect Transit	Finalize talking points/language summarizing service changes
Late April	Connect Transit	Publish initial website update
Mid-May	Consultant	Finalize designs of postcard and poster
Late May	Consultant	Finalize content for social media, toolkit
June	Connect Transit	Print and disseminate postcards, posters
June	Connect Transit	Publish social media, share toolkit
July 1, 2025	--	Service implementation

NEXT STEPS



- Long Term Operation Plan (starting in 2026)
 - ✓ Service contracts
 - ✓ Increase in available vehicles
 - ✓ Expanded rural service
- Governance Plan
 - ✓ Process to initiate and approve service changes
 - ✓ Division of management
 - ✓ Separation of urban and rural service
 - ✓ Future funding allocation



New Business

c) Recommendation for IGA for Rural Transit Service – Roll Call Vote

Chairman's Report

Managing Director's Report

Triennial Review

Discussion Area (Contractors Manual Section #)	Estimated	Time (CT)
Tuesday, April 22, 2025		
Entrance Conference	30 min	8:30 a.m.
Financial Management and Capacity (2) + ECHO follow-up	1 hour	9:00 a.m.
Technical Capacity • Award Management (3) • Project Management (5) Section 5307 Program Requirements (19)	1 hour	10:00 a.m.
Legal (1) Procurement (9) + procurement files follow-up	1 hour	11:00 a.m.
BREAK		12:00 noon
Americans with Disabilities Act • General (12) • Complementary Paratransit (13)	1 hour	1:00 p.m.
Title VI (11) DBE (10) EEO (14)	1 hour	2:00 p.m.
Wednesday, April 23, 2025		
Facility Tour – Connect Transit, 351 Wylie Drive Normal, IL 61761	30 min	8:30 a.m.
Maintenance (8) Satisfactory Continuing Control (7) PTASP (22)	1.5 hours	9:00 a.m.
BREAK		10:30 a.m.
Drug-Free Workplace Act (17) Drug and Alcohol Program (18) Charter (16)	45 min	10:45 a.m.
Wrap Up Summary	30 min	12:00 noon
Virtual Review Exit Conference	April 30, 2025	2:00 p.m. CT (tentative)

- The Triennial Review helps the FTA determine whether its recipients are administering FTA-funded programs in compliance with U.S. code and federal law provisions.
- The review assesses management practices and program implementation to ensure that FTA programs are administered in accordance with FTA requirements and are meeting program objectives.
- Connect Transit’s last Triennial Review was done in 2022.

Strategic Plan Scorecard

Activities	Timeline	Status	Notes
Goal 1: Gain Public and Political Support.			
Objective 1: Create and Define a Community Wide Communications Plan.			
Develop a messaging plan with themes that can be used to encourage support of transit among multiple groups of constituents.	January 2024 – March 2024	Complete	* Presented to and approved by Board, February 2024
Develop a marketing plan with campaign target, campaign purpose, communications strategies (media, events, etc.) to be used, and campaign timeline.	March 2024 – June 2024	Partially Complete	* Presented to Board in July 2024
Implement marketing plan.	July 2024 – June 2026	Pending	* New Marketing Manager hired/started 9/19/2024
Objective 2: Expand the Board's Role to Advocate on Behalf of Connect Transit.			
Establish committee structure.	January 2024 – March 2024	Complete	* Presented to and approved by Board, February 2024
Codify strategic goals.	Mar-24	Complete	* Presented to and approved by Board, March 2024
Develop Board Handbook to provide a central location for Board information.	Jul-24	Complete	* Draft to Board in May * 1:1 Meetings * Presented to Board in June
Communicate "talking points" to the Board concerning Connect Transit services and issues facing Connect.	Monthly and as needed.	In process	* August workshop for Communication Protocols * January workshop on Transit Center design * Resumed weekly highlight for Board
Develop "speakers bureau" to speak to groups (philanthropic, neighborhood, business, non-profit) in our service area and to communicate a consistent message.	July 2024 – June 2027	Pending	
Objective 3: Develop and Expand Community Partnerships.			
X Identify opportunities or partnerships that benefit Connect Transit, partners, and our community.	May 2024 – June 2025	In process	* EDC One Voice trip in 2024 & 2025 * Veteran's Parkway Evaluation * Next Move Illinois (State Public Transportation Plan) participation * Town of Normal Sustainability Plan participation * Salvation Army Good Cities program participation * Chamber InterCity Leadership Visit to Grand Rapids * Table Captain for Chamber's RAMP Event. * Coordinating with McLean County and IDOT to evaluate the potential of serving rural McLean County. * Participating on the Veterans Parkway Corridor Study Steering Committee * Initial meeting to plan for service to new ISU Campus on GE Road. * Initiated meeting with Rivian to discuss Universal Access Agreement for their employees to precede expansion in summer 2025. * Met with Lifelong Access to develop operating partnership to improve communication between our agencies. * Attended Unit 5 Foundation Luncheon * Participated as a judge in Illinois Wesleyan's InnoVators™ Showcase. * Held leadership position and sponsored one participant in Leadership McLean County through the Chamber of Commerce

<i>Activities</i>	<i>Timeline</i>	<i>Status</i>	<i>Notes</i>
Conduct "summit" meetings to gather partners with similar interests together (business, education, non-profits, medical community, ADA community, transportation providers, arts community, etc.) to identify opportunities and methods to meet need, if any. Develop on-going relationship with community partners.	May 2024 – June 2025 and on-going as needed.	In process	<ul style="list-style-type: none"> * Convened meeting with Normal Township, Agency on Aging, VA and others to discuss need for adult day programing with potential of using Downtown lease space. * Facilitating meeting with Salvation Army, Lifelong Access and Chestnut to identify service needs in Downtown. * EV Industry Collaborative and Open House - Speaker and tour of CT * Met with Chestnut Health to support their grant to assist people at major transit stops and to educate staff on CT services. * Conducted Fare Collection Equipment summit with non-profit and social service providers to understand their needs prior to Board recommendation
Objective 4: Expand Opportunities for the Community to Engage			
Continue attempts to develop "Ambassadors" and ad-hoc focus groups to provide insight into issues faced by the transit system (route changes, fares, campaigns, transit centers).	July 2024 – December 2024	Pending	* Developing plan for ad-hoc groups of students needing public service hours to assist with outreach events.
Conduct transit center outreach.	July 2024 – December 2026	In process	<ul style="list-style-type: none"> * Workshops held that included community members that might be affected including: Accessibility, Stakeholders, Safety and Security * Stakeholder Workshop #2
<i>Activities</i>	<i>Timeline</i>	<i>Status</i>	<i>Notes</i>
Goal 2: Ensure Long-Term Financial Sustainability.			
Objective 1: Continue to Secure Federal, State, and Local Dollars.			
Participate in structured legislative groups and trips to Washington, DC, and Springfield.	When legislatures are in session 2024 – 2027	In process	<ul style="list-style-type: none"> * Attended IPTA "Transit Day" at the State Legislature * APTA Legislative Conference * EDC One Voice trip in 2024 * Active on IPTA Legislative Committee * Testified to State Senate Transportation Committee to discuss Downstate Funding Needs. * Participated with IPTA to draft a request and provide funding options. * Participated with IPTA Leg. Committee to fine tune request to State of Illinois legislature to provide financial security for DOAP and improve ability to meet local needs. * Attended Special Hearing of the Senate Transportation Committee concerning Public Transit Fiscal Cliff * Participated in the Illinois Public Transit Association's Transit Day at the Capitol in Springfield.
Provide elected officials with opportunities for tours, speaking engagements, ribbon cuttings, ground breakings, etc.	2024 – 2027	In process	<ul style="list-style-type: none"> * Congressman Sorenson visit in January 2024 * Senator Durbin quote in press release 5/2024 * FLEX Celebration with Congressman Sorenson, Mayor. * Sent congratulatory letters to Mayoral election winners and new Council members inviting them to visit CT and be introduced to our services and projects.
Aggressively pursue funding opportunities from federal, state, and local funding agencies, as well as non-traditional sources.	2024 – 2027	In process	<ul style="list-style-type: none"> * RAISE Grant was unsuccessful * Bus and Bus Facilities Grant was unsuccessful * Earmark requests was included in Federal FY25 Budget * Seeking available sources for state funding for solar microgrid
Use federal and state funds to provide a broader benefit to more constituents.	As grants are prepared and awarded: 2024 – 2027.	In process	<ul style="list-style-type: none"> * Actively pursuing project with Heartland CC and IDOT to extend storage and training center grants. * Earmark request was included in Federal FY25 Budget for solar battery

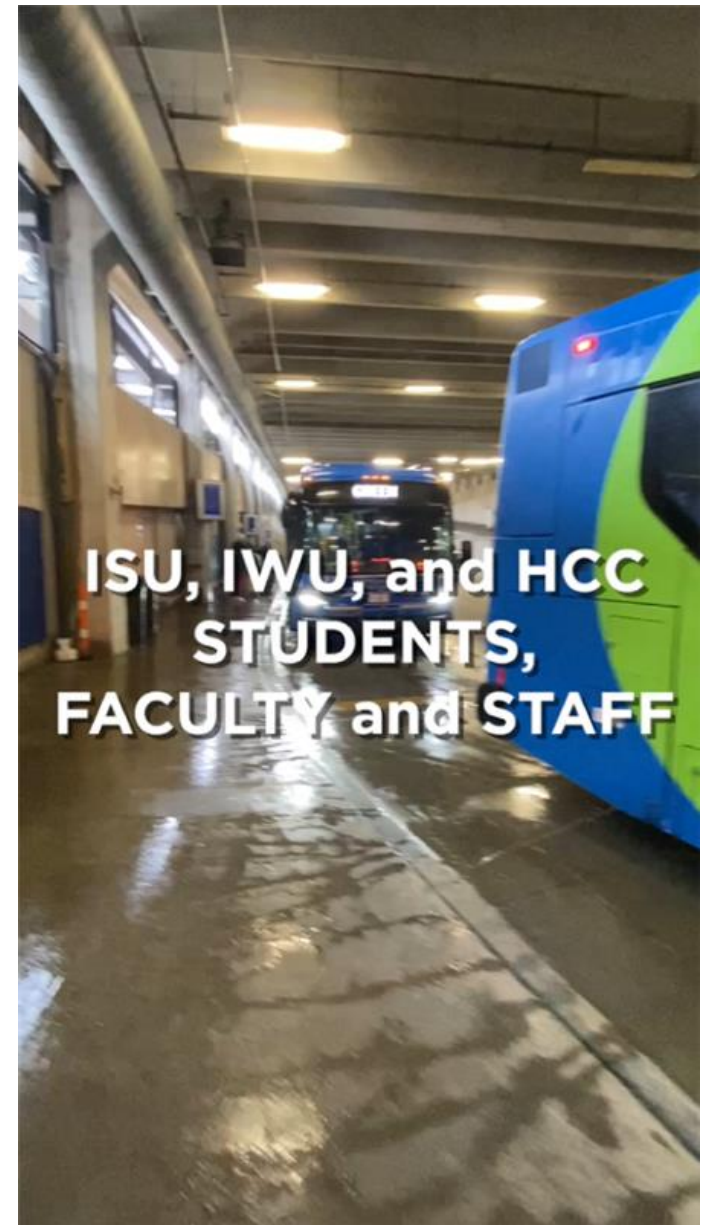
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Objective 2: Diversify Revenue Streams.			
Identify non-traditional methods to increase local operating revenues without adding burden to the City and Town.	FY25 – FY27	In process	* Developing solar microgrid plans, and other non-governmental sources of funding
Objective 3: Continuously Evaluate Cost Management Strategies.			
Identify methods to reduce operating costs without having an impact on our ability to serve the needs of passengers and the community.	FY25 – FY27	In process	* Developing solar microgrid plans * Transferred funds into interest bearing Illinois Funds account. This account has earned over \$87,000 in interest since it was opened in May.
Objective 4: Regularly Evaluate Fare Structure for Long-Term Sustainability.			
Evaluate subsidy per passenger against other revenue streams.	Annually at the beginning of each fiscal year	Pending	
Consider the effect of fare and fare collection changes on ridership and revenue.	Annually at the beginning of each fiscal year	Pending	
Activities	Timeline	Status	Notes
Goal 3: Leverage Projects and Initiatives for a Positive Customer Experience.			
Objective 1: Complete a State-of-the-Art Downtown Bloomington Transit Center With Modern Facilities			
Select A&E with transit experience that understands the needs of transit operations and has experience with transit facilities in an urban environment.	May-24	Complete	* A&E contract recommended for award, and approved by Board 8/8/2024 and IDOT * Kick-off meeting held 9/18-19/2024
Establish a Downtown Transit Center Steering Committee with whom to share thoughts and ideas for feedback relating to business, social service, customer amenities, and vehicle movements.	July 2024 – June 2026	In process	* Sent invitations to participate in Stakeholder Group * Met with Stakeholders including members of the Downtown business and social service community on 10/10/24 & 2/20/25
Objective 2: Optimize the User Experience.			
Investigate and pursue ways to make riding easier, more convenient, and more understandable.	FY25 – FY27	In process	* RFP for fare collection system prepared and distributed.
Activities	Timeline	Status	Notes
Goal 4: Operate Efficiently Without Sacrificing Service Quality.			
Objective 1: Maintain a Positive Culture of Safety.			
Develop and implement initiatives that maintain safety at the “top of mind”.	FY24 – FY27	In process	
Objective 2: Regularly Evaluate and Utilize Technology and Data Driven Solutions for Long-Term Optimization.			
Create a technology policy and plan that documents the age of hardware and software, defines a process of documenting and resolving technology issues, and evaluating the effectiveness of the technology based on frequency of failure/downtime, vendor support, and impact on passengers and employees.	FY25 – FY27	In process	* Consultant analysis of radio system for assistance with RFP (Durbin earmark funds) * Evaluating technology pilot programs relating to facility security and on-board safety and security. Prepared RFP for radio system pending IDOT concurrence.
Objective 3: Position Connect Transit to Provide Solutions for Changing Service Demands.			
Continually analyze service performance, City and Town growth plans, large employer locations and work shifts, and changing demographics to identify appropriate methods to meet various needs, as necessary and practical.	FY24 – FY27	In process	* Communications with Rivian employees concerning service and shift times. * Proposal to modify FLEX service to reduce short trips. * Evaluating the efficiency/effectiveness of routes and services prior to FY26 Budget preparation. * Prepared service alternatives for new route to ISU's GE Road Campus

Community

- **Outreach:**

- ISU Housing Preview Promotions and Displays (displayed all summer in Hewitt/Manchester)
- Corncrib Promotional Signage Updates and Ride Promotion
- ISU Redbird Express TOURS for Accepted ISU students and parents on Fridays Bus Shuttles for ISU clean up day
- Record Store Day Promotion (2,152 views and counting)
- MCCC Spring Job Fair at Heartland Community College
- McLean County Senior Services Council Presentation by Connect Transit Community bus to Heartland Head Start
- Family Community Resource Center Job Fair



Professional Development

- APTA Mobility Conference

- Austin, TX; April 5 – 9, 2025?

- Attended by: Charlie Busse, Maintenance Manager

- Charlie is watching industry progression of fuel cell technology to monitor improvements prior to our next scheduled bus replacement in 2029.

- Charlie is a member of the ZEB (zero emission bus) Preventive Maintenance subgroup whose goal is to work with bus original equipment manufacturers (OEMs) to standardize preventive maintenance (PM) guidelines across manufacturers.

- Attended Maintenance Managers workshop to learn about changes in powertrain and braking systems and BEB (battery electric bus) safety measures.

- Attended a session regarding maintenance facility design for ZEB fleets. Charlie is a member of the bus maintenance facility design subgroup, working on updating the APTA standards document regarding bus maintenance facility design.

- Attended a session regarding ZEB and alternative fuel bus safety. Monitoring industry trends regarding safety standards for ZEBs.

Professional Development

- Procurement II: Risk Assessment and Basic Cost or Price Analysis
 - Ft. Worth, TX: April 14 – 17, 2025
 - Attended by: Ashley Strupek, Procurement Manager
 - Learned more about independent cost estimates and how to teach other staff members to complete them.
 - The instructors went into greater depth about how to complete cost and price analysis for all projects.
 - Increased knowledge on indirect and direct cost analysis
 - Completed fourteen group activities to put new knowledge into practice and ask questions.
- Leadership McLean County Steering Committee
 - Participant: Shelly Moss, Operations Director
 - Provided leadership development and community engagement for upcoming community leaders.
 - Collaborated in the development of programs that encourage participants to gain confidence, build connections, and expand their impact in the community.
 - Shelly is especially proud to have witnessed Carrie Bailey's journey firsthand and to see how she flourished throughout the program.

Leadership McLean County Graduation

Carrie Bailey – Operations Analyst



We are proud to recognize Carrie Bailey for successfully completing the McLean County Chamber of Commerce's Leadership McLean County (LMC) program. Over the past 8 months, Carrie participated in an intensive series of classes focused on leadership development, community engagement, and strategic collaboration. She worked closely with local leaders and nonprofit organizations — gaining meaningful experience and deepening her connection to McLean County.

As part of the program, Carrie collaborated on a community impact project that will be launching soon. While we won't spoil the big reveal, we are excited for the positive impact it will have and proud of her role in its development. Carrie's commitment to growth and leadership continues to elevate our team and the community we serve.

Recruiting

- Positions Open

- Bus Operator (6)
- Maintenance Supervisor (1)
- Mechanic (3)

- Positions Filled

- Bus Operator (4)
- Mechanic (1)



Reminders

- Statement of Economic Interest due by *May 1*

Agenda

J. Trustee Comments

K. Executive Session

- a. (ILCS 120/2.06) (d) – Review of Closed Session Minutes
- b. (ILCS 120/2 (c) (1) – Personnel Matters

**The Board of Trustees is in
Executive Session.**

New Business

- L. Recommendation for *Managing Director's Annual Salary Increase* – Roll Call Vote
- M. Recommendation for *Closed Session Minutes* – Roll Call Vote

Agenda

- Adjournment
 - Roll Call Vote
- Next Meeting: *May 27, 2025*