

# Board of Trustees

## Regular Session

*May 27, 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 Financial Information for *March 2025*
  - b. Monthly Statistical Reports for *March 2025*
  - c. Cardinal Infrastructure; Federal Report
  - d. 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

# New Business

- a. FY24 Audit Results – Informational
- b. Recommendation for Purchase of Service Vehicles – Roll Call Vote .
- c. Recommendation for Purchase of Ram ProMaster Microtransit Vans – Roll Call Vote

# SUNSET VANS

1975-2025 50TH ANNIVERSARY

Sunset Vans has provided quality products for over 50 years. Every vehicle built receives special treatment and is engineered to meet or exceed the Americans with Disabilities Act (ADA), State, and Federal regulations.



Corporate Offices  
are in Corona,  
California and  
Dedicated to Ford  
Products.



Our Newest  
Riverside California  
Facility is Dedicated  
to Ram Products.



Line Built  
Conversions  
using state the  
art technology  
and equipment  
is utilized in our  
Ford production.

- Buy America Compliant
- FMVSS Compliant
- ADA Compliant

**Corona , California**





Ram plant utilizes stall-built production due to the need for very customized builds requiring more innovative manufacturing processes.

- *Buy America Compliant.*
- *FMVSS Compliant*
- *ADA Compliant*
- *Altoona Tested*
  
- *Riverside, California*

We strive to maintain a robust inventory of commercial mobility vehicle chassis and components.

This helps to shorten the timelines from conversion to delivery.





# Pro Master 159 Wheelbase Minibus 10" Low Floor S/S (Gas or Electric) Both Altoona Tested



## Charging Times



Level 1: **12-16 Hours** (0-100%)  
120 Volt, 20 AMP Max.

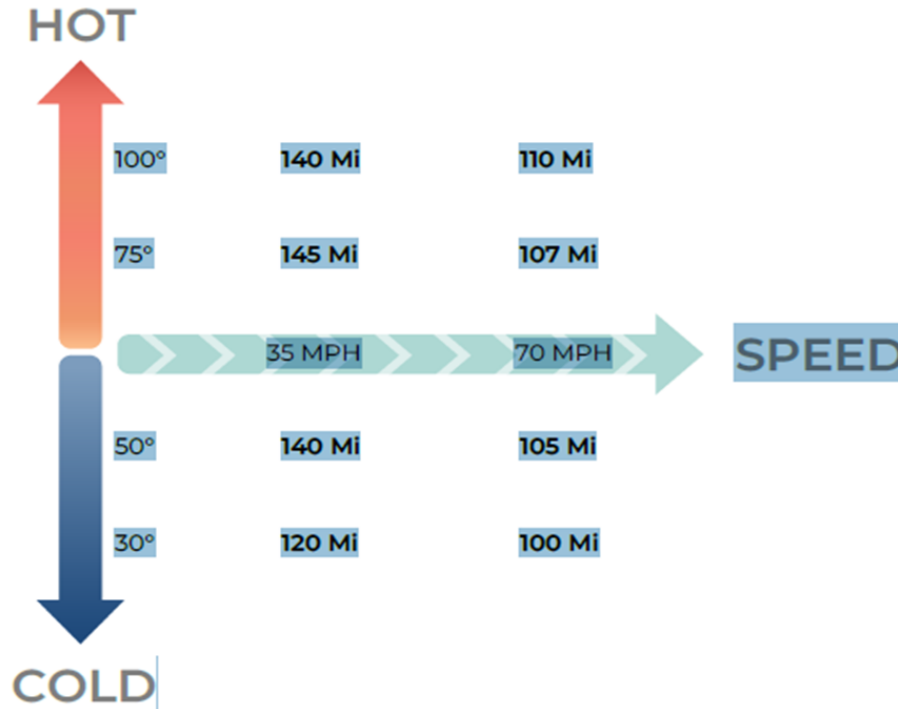


Level 2: **6 Hours** (0-100%)  
240 Volt, 48 AMP Max.



DC Fast Charge: **20 Min** (10-90%)  
200kW Max CCS

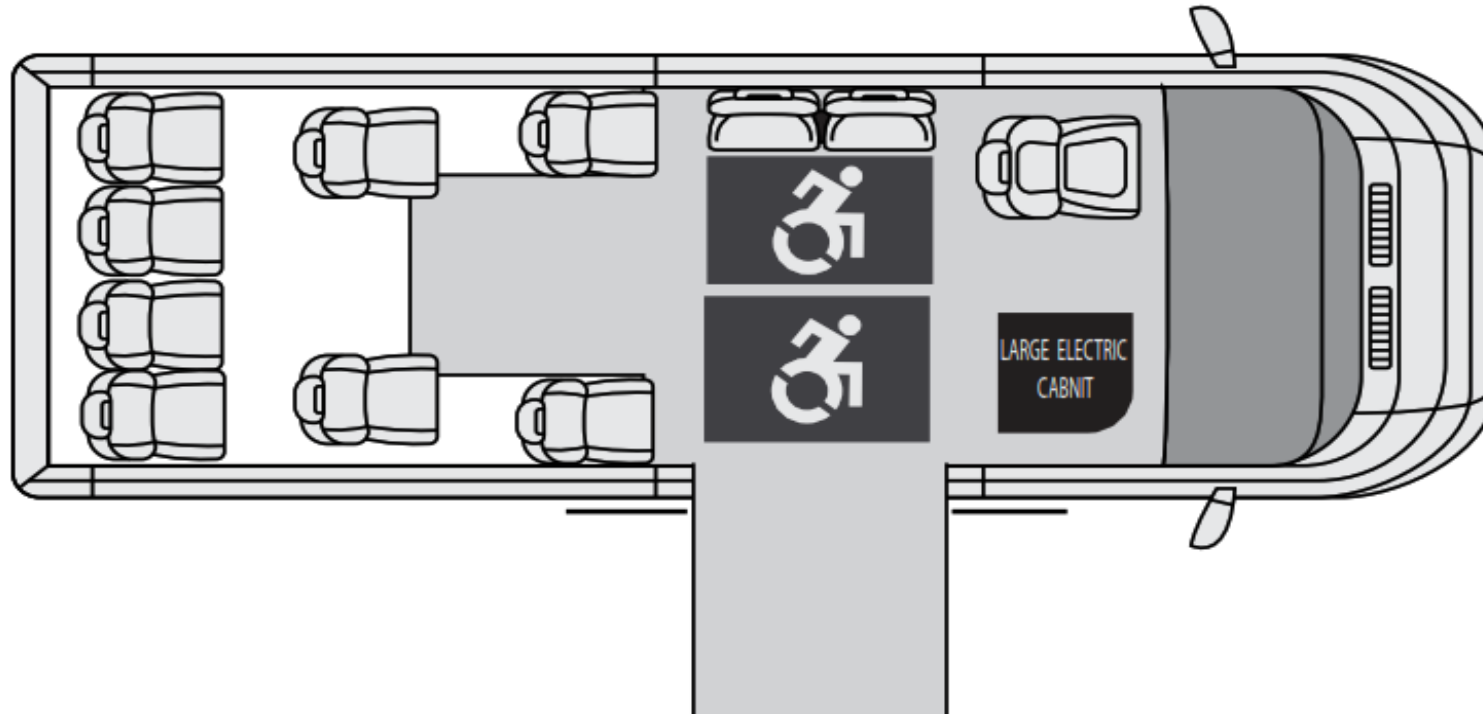
## Range vs. Speed vs. Temperature



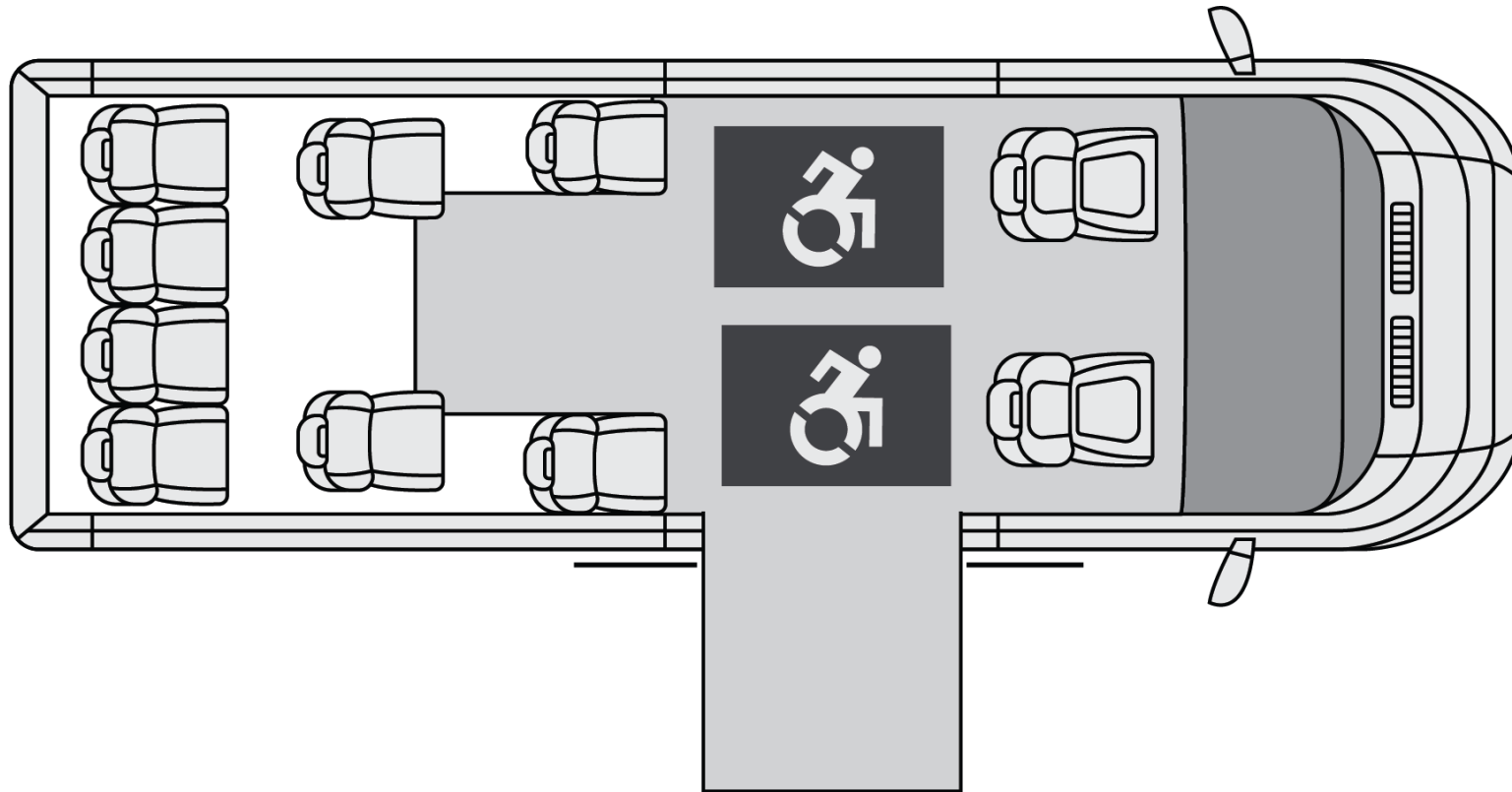
## *Sunset Vans EV Range*

Sunset Vans strives to be on the forefront of current technologies with top tier EV Range for its class.

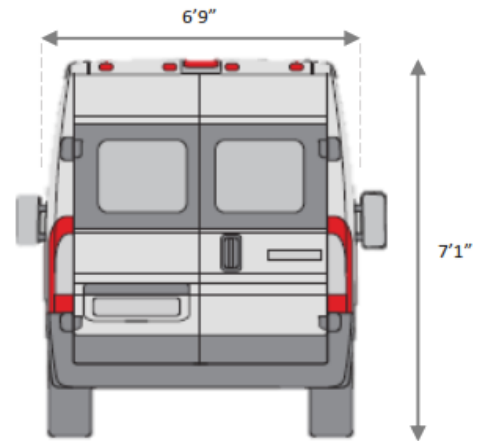
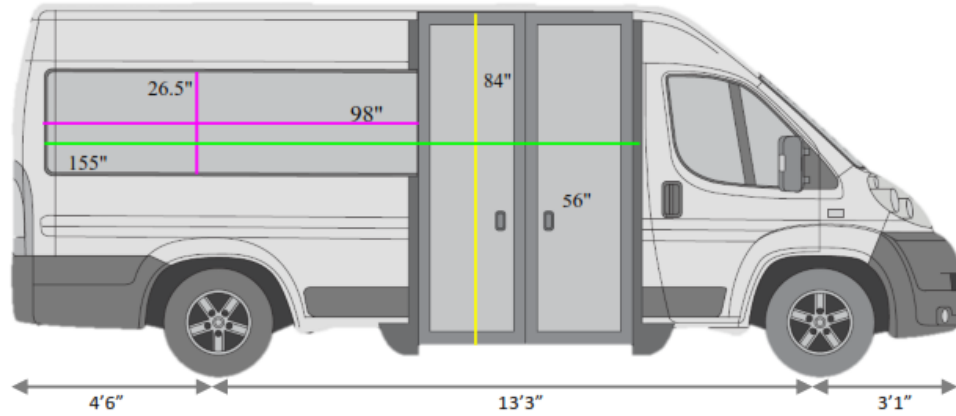
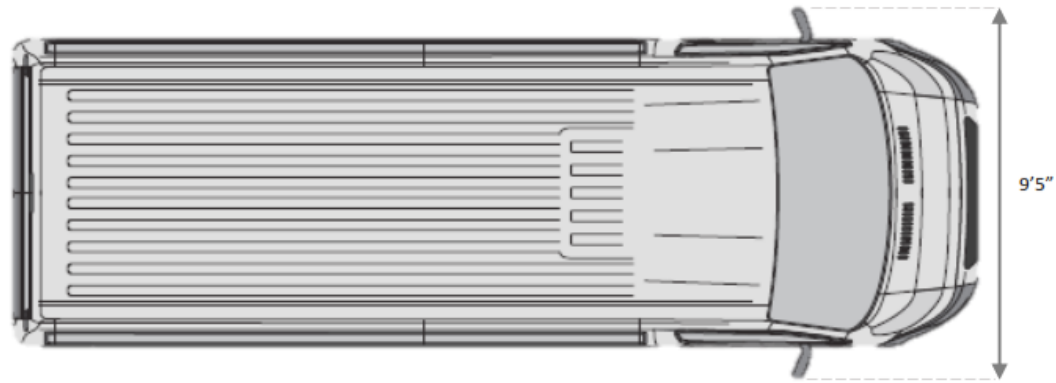
# 11 Passenger or 9 Passenger 2 Wheelchairs



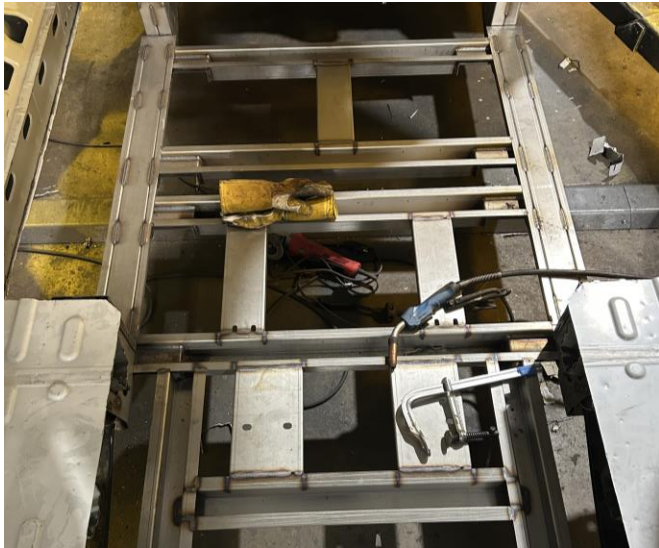
RP 159 WB 8 Passenger 2 Wheelchair



# Sunset Vans RP Minibus 159WB

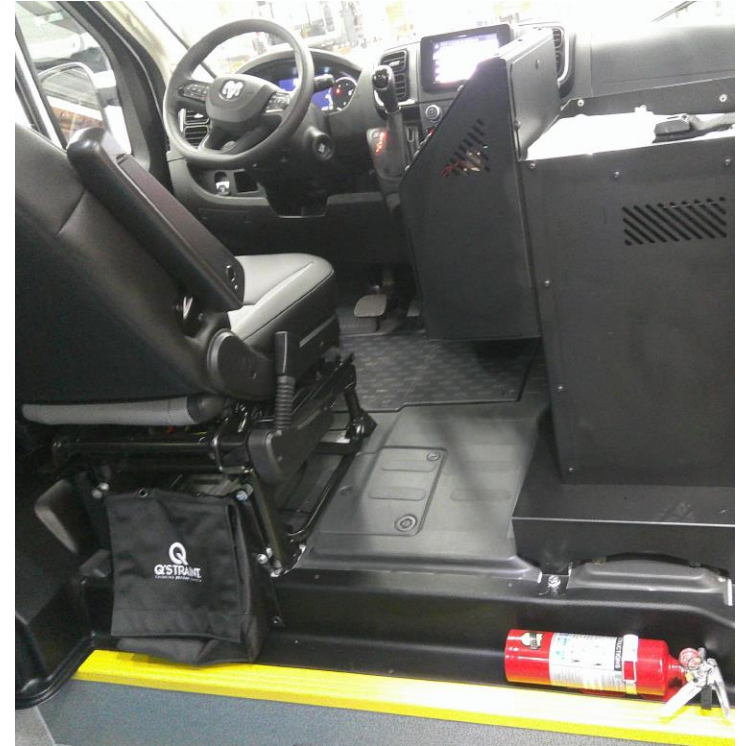


Stainless Steel  
10" Drop

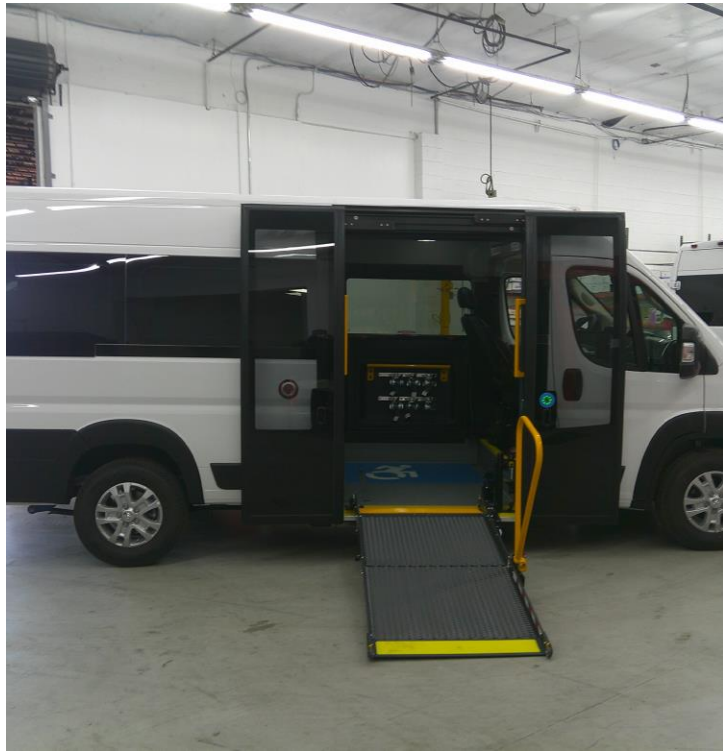


Stainless Door  
Jams





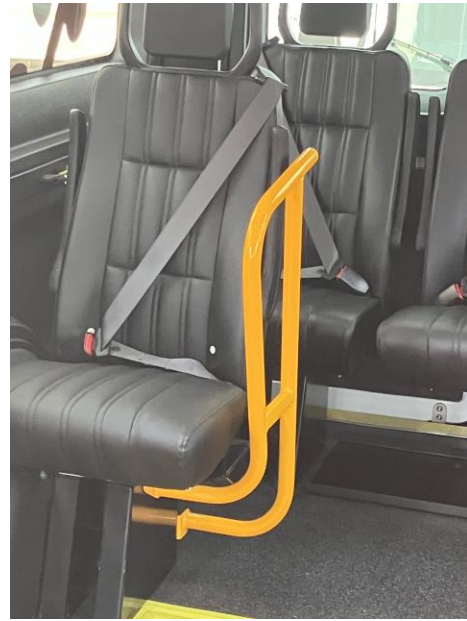
Eight Passenger Plus Driver



# RPM MiniBus Options

# Options

Seat Grab Bars



Lower second row seating to create transfer seat



# Interior 159 wheelbase Minibus

- Seatlink
- Grab Bars
- Graded Ramp  
Electric or Manual





Driver Compartment Options 159 WB

# 159 Minibus Options

-Ramp Assist  
Handle

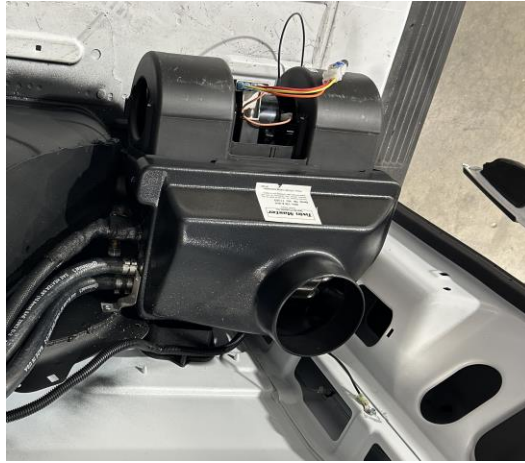


-Wheelchair  
Storage Rack

-New  
Stainless Steel  
Running Boards



Options for the largest HVAC systems in this vehicle class





# PARTS STORE

Our goal is to provide the best ordering experience to get the parts you need, 24 hours a day, quick and efficiently.

## ONLINE PARTS STORE

Sunset offers a large inventory of wheelchair lift parts & occupant restraints

[SHOP NOW](#)



- Quick shipping times lead to less downtime for vehicles





# OUR GOALS

Sunset Vans continues to evolve and grow to better serve you. We are here to create the best buying experience possible. Our goal is to provide the best fleet value in the industry. Please do not hesitate to inquire about our vehicles and arrange a factory tour or product demonstration.

# New Business

- d. Recommendation for FY26 Health Insurance Renewal – Roll Call Vote
- e. Recommendation for FY26 Property & Casualty Insurance Renewal – Roll Call Vote
- f. Marketing Plan Presentation – Informational

# Demystifying the Bus.



# Upcoming Initiatives.

Demystifying the Bus.



**INITIATIVES.** Connect Go; UMO Fare Collection, and Downtown Transfer Center need a vast amount of our collective attention. We will have to educate and train the public, and create new awareness of each of these initiatives.

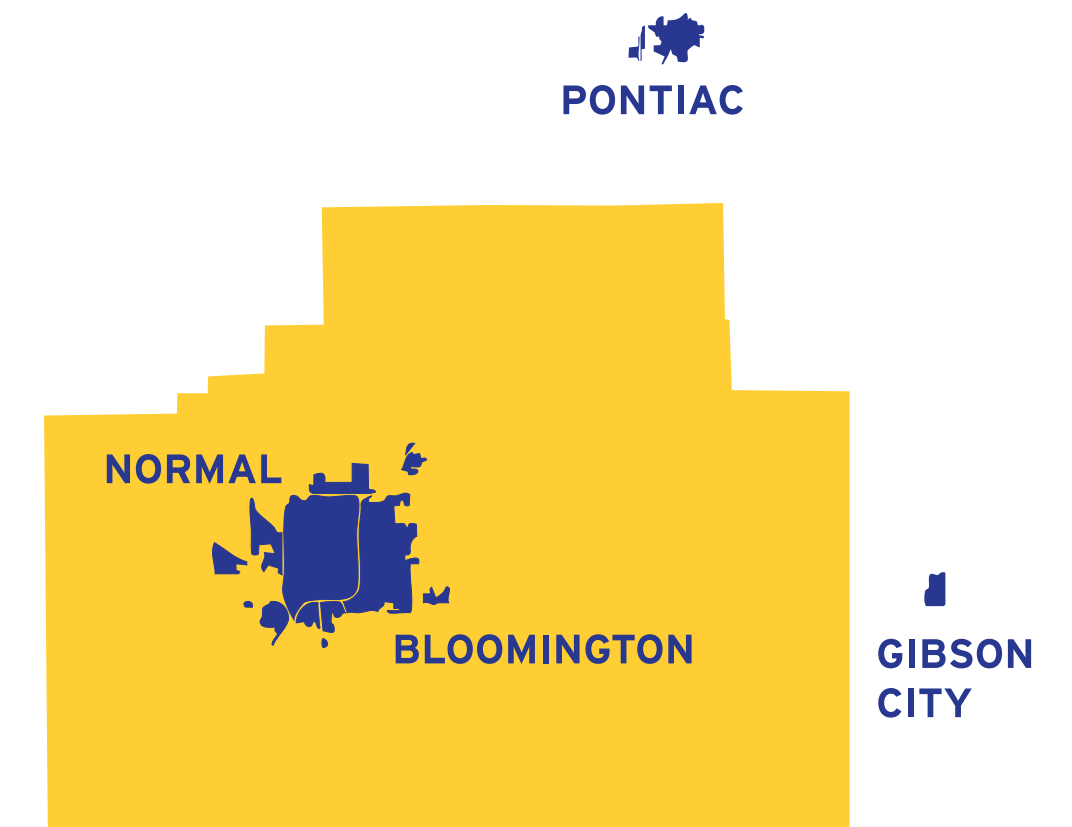
They each are unique in approach and scope. The Rural System will ramp up and need different style of promotion, while the UMO Fare Collection will need an entire awareness campaign and intense training or personnel, partners and riders. The Downtown Transfer Center promotion will need a phased approach to navigate the political headwinds this type of project generates.

Upcoming Initiatives.

**RURAL SERVICE EXPANSION.**

Identifying and reaching out to potential riders.

Flexible approach based on what we learn as we go forward. Initial outreach to rural areas, including mayors, city halls, veterans, community centers, municipal buildings, town events and senior centers.



Demystifying the Bus.



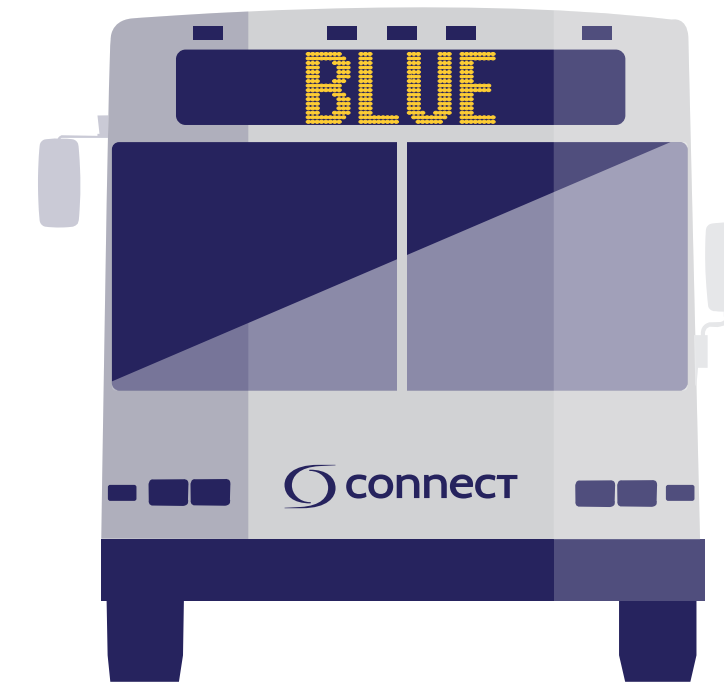
Upcoming Initiatives.

## **RETURN PEAK SERVICE**

### Awareness and outreach.

Inform previous, current and new riders of expanded peak hours. Targeted outreach and presentations as well as tabling events to service providers, community centers and riders. Additional promotion through ads and social media posts. Update materials.

Ride along promotions on peak routes.



**M-F PEAK**  
FROM DOWNTOWN  
EVERY 30 MINUTES  
**6:00-9:30 AM**  
**2:30-5:30 PM**



**M-F PEAK**  
FROM DOWNTOWN  
EVERY 30 MINUTES  
**5:30-9:30 AM**  
**2:30-5:30 PM**

Demystifying the Bus.

Upcoming Initiatives.

## **FARE COLLECTION**

### Integrated Campaign.

Inform ALL Riders, vendors, partners, staff and public of fare collection change. Training, awareness, information and promotion. Promote ease of use, simplified process, tap and go, vendor reloads, etc.



Demystifying the Bus.



Upcoming Initiatives.

## **DOWNTOWN TRANSIT CENTER**

### Community Partner

- Downtown partner investing in downtown
- Modern Facilities
- Safe, Secure
- Customer friendly/Community oriented

Demystifying the Bus.



Upcoming Initiatives.

## **CONNECT FLEX EXPANSION**

### Now Serving...

Expanded access push, neighborhood outreach, meet & greet, social media, handouts, events. Micro-local promotions and surveys in neighborhoods. Information and awareness campaign.



### **FLEX**

On-demand in defined zones.  
Transports passengers  
to access fixed-route service.

Demystifying the Bus.

# Back to Basics.

**AN AWARENESS CAMPAIGN IN PROGRESS**

Demystifying the Bus.



## AWARENESS CAMPAIGN

# Back to Basics.

**FOCUS** Letting people know there's a bus — where it goes, when it runs, and how to catch it. Concentrating efforts on routes, hours, times and destinations.

Unless they are currently riding the bus, most people don't know if they can ride. Even the ones who do often have no idea they can ride all our routes or where they go, or even what times they run.

Demystifying the Bus.



## Back to Basics.

### **LACK OF AWARENESS (EXAMPLES)**

ISU director(s) not aware that ISU faculty and staff could ride for free with ID.

Students not aware they can ride any bus besides the one on campus.

Heartland Community College department head unaware they could ride bus when their car broke down and had to pay for an Uber.

Riders with mobility issues didn't know the fixed route buses could lean, lower ramps or accommodate wheelchairs. They didn't know all of our buses are ADA compliant.

Riders unaware of much more convenient routes to get to work.

Employer(s) found out the majority of their employees could ride the bus to work early AM as well as later shifts.

Dozens of riders unaware of pass purchase locations and/or how to access our app to purchase passes.

Visitors Bureau wasn't aware of a popular fixed route which was a direct 11 minute ride between two events they were organizing.

A community organizer wasn't aware a single route connected their event to their business.

Parents, students and workers had no idea they could ride various routes past 2 am on the weekends when ISU is in session.

Many riders unaware their 1-10-30 day passes are good for 24 hours, not just the first day they used them.

Families unaware that a single bus can get them to Childrens' Discovery Museum, Bloomington Public Library and McLean County Museum of History.

Demystifying the Bus.



Back to Basics.

**AUDIENCE** Students, Faculty, Staff of Universities,  
Riders, Employers, Workers, Families, Event  
Coordinators, Non-profits, Government and Vendors

Set up over 50 meetings with various partners, departments at Universities, government agencies, business development groups, non-profits, and students to assess our communication and messaging effectiveness. Attended dozens of tabling, partner and presenting events to gauge audience awareness while promoting fixed route destinations and emphasizing customer service.

Demystifying the Bus.



Back to Basics.

## TABLING, PARTICIPATION AND PRESENTATION EVENTS

ISU Men's Basketball Games  
ISU Women's Basketball Games  
HCC Wellness Fair  
YWCA Circle Luncheon  
MCCC Spring Job Fair  
Various Trunk or Treats  
MCCC Gala + Video Shoot  
MCCC Twin Cities Showcase  
Be Content Senior Expo  
Westminster Village Event  
ISU International Expo  
ISU Off Campus Expo  
Heartland Head Start Day of Play  
Day of Hope  
Veterans' Assistance Commission  
BN by the Numbers  
Ecology Action Center  
Best Buddies Walk

Family Community Job and Resource Fair  
Sustainability Clean up  
Transition Planning Committee Fair  
Birth 2 Five  
ISU Graphic Design Reception  
**ISU Admissions Ride Redbird Express**  
Fare Collection Summits  
Normal Rotary  
CCSI at LifeCil  
Bloomington Indiana Transit Visit  
Stuff the Bus (9 day event)  
Boys and Girls Club Ride  
Chestnut Health Services Flex  
Bison Kick Off Event  
Non-Profit Showcase  
WGLT Tour  
MCCC FALL Job Fair  
HCC Ribbon Cutting



Over 100 prospective students and their parents signed up for a "Ride on the Redbird Express" as part of their ISU experience.

In collaboration with ISU Admissions, we operated the Redbird Express during peak hours for one hour on select Fridays throughout the spring, coinciding with ISU visit days for high school seniors who had committed to attending ISU and their families.

We provided mock ISU IDs for participants to swipe, distributed informational handouts, and joined them on the 20-minute Redbird Express loop around campus. During the tour, we highlighted all available routes, while emphasizing the convenience and safety of the Redbird Express.

Demystifying the Bus.



**RIDE FREE ANYWHERE WE GO**

Any active ISU ID gets you anywhere we go. Hop on the Green in Uptown Station and get Downtown Bloomington in 11 minutes. Take the Red to Walmart in 8 minutes. Groceries, record stores, concert halls, cafes, shopping, movie theaters, and nightlife are all a quick ride away.

**RIDE FREE**



*with* **YOUR ID**



**PROSPECTIVE STUDENTS ID CARD**

**ADMISSIONS SIGN UP 4 THE EXPERIENCE**

**RIDE THE 20 MINUTE LOOP**

**\$3 RIDE**

**REDBIRD EXPRESS**   
**BUS STOPS**  
Simplified.

- 1** **CARDINAL COURT**
- ADELAIDE ST & HERITAGE**  
Adelaide Soccer Field, Duffy Bass Field, Marian Kneel Softball Stadium
- TRI-TOWERS**  
Haynie Hall, Horton Field House, Redbird Track
- DELAINE DRIVE & COLLEGE AVE**  
CEFCU Arena
- COLLEGE AVENUE & KINGSLEY ST**  
Turner Hall, Hancock Stadium
- 2** **COLLEGE AVE & UNIVERSITY ST (S)**  
Schroeder Hall, Bone Student Center, Edwards Hall, Capen Auditorium
- SCHOOL ST & NORTH ST**  
Femley Hall, Planetarium, Moulton Hall, Julian Hall, Hovey Hall, Old Union
- NORTH ST & FELL AVE**  
Watterson Towers, Watterson Commons, Science Laboratory Building, Center for Community Engagement and Service Learning
- FELL ST & BEAUFORT ST**  
Watterson Towers
- BEAUFORT ST & SCHOOL ST**  
University Galleries, Centennial West, Center for the Visual Arts, Centennial East, Westhoff Theater, Stevenson Hall, Williams Hall
- BEAUFORT ST & UNIVERSITY ST (N)**
- STUDENT FITNESS CENTER**  
McCormick Hall, Fell Hall, Office of Residential Life, State Farm Hall of Business
- UNIVERSITY ST & METCALF**  
DeGarmo Hall, Cook Hall, Metcalf School, Fairchild Hall
- 3** **UNIVERSITY ST & BONE STUDENT CENTER**  
Bone Student Center, Student Services Building, Vidette/WGLT, MCN Simulation Center, Milner Library, Bowling and Billiards Center, ISU Office of Sustainability

**STARTS 7 AM DAILY**

**ENDS MIDNIGHT MON-THUR**

**ENDS 3 AM FRI-SAT**

**ENDS 7 PM SUN**

**NON-STOP 20 MIN LOOP**

Demystifying the Bus.

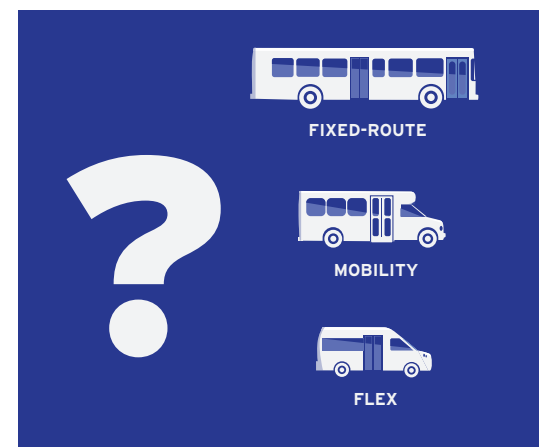


Back to Basics.

**WHAT EVERYONE SHOULD KNOW, BUT DOESN'T.** Our assumptions make progress harder. It was immediately clear that an ABC's education was needed for the general public.

Our communication strategies are too complex, industry-specific, and abstract for riders and the public-at-large. The approach and “demystification” needs to concentrate on our service, our destinations and what we do well. We can explore more advanced strategies once the public is aware of our existence.

**INFORMATION** >



**SERVICE** >



**DESTINATIONS** >



Demystifying the Bus.



# Routes.

We have 15 fixed routes.

- |       |                 |                 |
|-------|-----------------|-----------------|
| AQUA  | LIME            | REDBIRD EXPRESS |
| BLUE  | ORANGE          | SAPPHIRE        |
| BROWN | PINK            | SILVER          |
| GOLD  | PURPLE          | TAN             |
| GREEN | RED/RED EXPRESS | YELLOW          |

We have two main transfer points that serves most of our fleet.

Uptown Normal

Downtown Bloomington

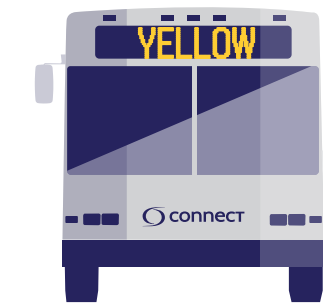
- |       |      |        |      |        |        |
|-------|------|--------|------|--------|--------|
| BROWN | LIME | RED    | AQUA | GREEN  | PURPLE |
| GREEN | PINK | YELLOW | BLUE | LIME   | RED    |
|       |      |        | GOLD | ORANGE | SILVER |

Three routes operate late night when ISU is in session.



**GREEN**

August–May  
ONLY when ISU  
is in session



**YELLOW**

August–May  
ONLY when ISU  
is in session



**REDBIRD EXPRESS**

August–May  
ONLY when ISU  
is in session

**ALL RUN PAST 2AM *on* FRIDAYS & SATURDAYS**

Demystifying the Bus.

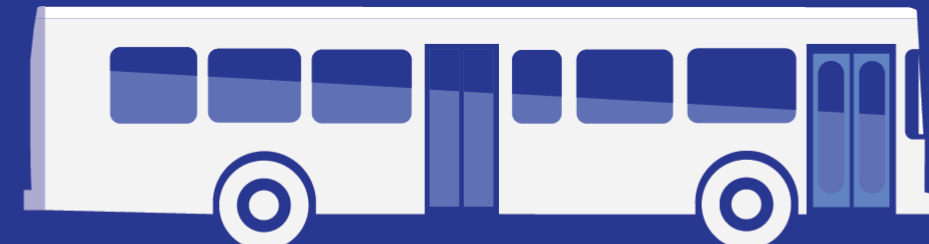


# We have three types of vehicles.



## MOBILITY

Individuals with disabilities who are unable to use the fixed-route bus system.



## FIXED-ROUTE

Bus service for everyone. All buses are equipped with wheelchair accommodations and front-mounted bike racks.



## FLEX

On-demand in defined zones. Transports passengers to access fixed-route service.



# Which service do I use?



## MOBILITY



## FIXED-ROUTE



## FLEX

Service for individuals with disabilities who are unable to ride the fixed-route bus.	Bus service for everyone.	On-demand service in defined zones. Transports passengers to access fixed-route service.
Qualification required	No qualification	No qualification
\$1.25 per ride	\$1.25 per ride	\$1.00 per ride
Riders <b>MAY</b> have their medical trips covered by a third party provider.	Riders may qualify for a pass allowing them to ride free or a discount.	Riders are solely responsible for their fare.
Advanced reservation required, one day in advance minimum, no same day reservations or changes other than cancellations.	No reservation needed	Advance reservation required, generally within an hour of requested ride
Not always able to get desired time	Set time and schedule	Times are set when ride is scheduled
Direct trip, vehicles will pick up from a set location transporting rider to their final destination	Pick up and drop off points are listed on the map with estimated times of arrival and departure	Not a direct trip, vehicles will stop for other riders and can only drop off at corners.
ADA Accessible	ADA Accessible with priority seating	ADA Accessible
Same day cancellations no later than 1 hour prior	No notice required	Cancellations must be made as soon as possible
Door-to door service	Designated service locations	Designated service area

(309) 828-9833 | [connect-transit.com](http://connect-transit.com)



Demystifying the Bus.



**\$3**  
A DAY

<b>SHOPPING</b>	<b>HOTELS</b>
<b>MOVIES</b>	<b>DINING</b>
<b>EVENTS</b>	<b>NIGHTLIFE</b>

**\$3**  
A DAY

**\$3**  
A DAY

<b>WORK</b>	<b>WE GET YOU THERE.</b>
<b>INTERVIEW</b>	
<b>MEETINGS</b>	

  
**connect**  
TRANSIT

Demystifying the Bus.



## A 2 B Less Abstract, Destination Focused.



Highlight hot spots, destinations or events for variety of audiences. Show fun through custom photos, illustration, simple video and animation.

Caveat: Destination focus dependent on our ability to easily get you there.

### EXAMPLES

Children's Discovery Museum 2

Bloomington Public Library

**Highlights:** Safety, convenience, adventure, learning, fun

**Audience:** Families and community

Garlic Press 2 Red Raccoon Games

**Highlights:** Beloved stores with diverse clientele, adventure, quality, convenience, friendship

**Audience:** Women, men, teens, families, community

Normal Theater 2 Farmer's Market

**Highlights:** Eclectic destinations diversity of culture

**Audience:** Cinephiles, health conscious, affluent, seniors, families, active, and community



*Ride the* **YELLOW**

UPTOWN STATION <sup>in</sup> **13** MIN | **2** THE CORN CRIB



*Ride the* **GREEN**

UPTOWN <sup>2</sup> DOWNTOWN <sup>in</sup> **11** MIN |



Demystifying the Bus.



Back to Basics.

**EDUCATION.** Continuing to educate and inform. We need to clarify our approach. An audit of our materials highlighted the need for updating and more concise, clearer messaging.

We are working to revise outdated maps, update stops, and create naming conventions. The goal is to make the customer experience as easy as possible. Many of the antiquated tools we use to provide this service are being replaced by modern, more efficient options. We will need to inform our riders of changes in a careful, precise way that allows us to evaluate the process to avoid pitfalls. In the meantime, we should make we are responding to the needs of every potential rider.

Demystifying the Bus.

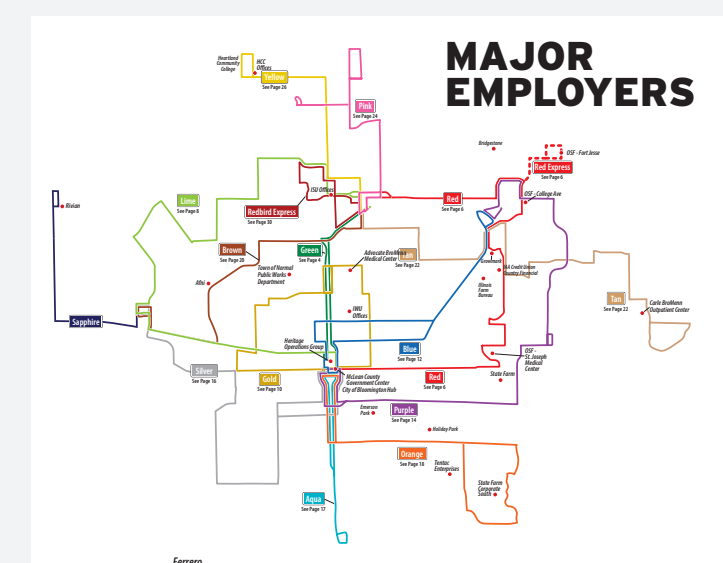
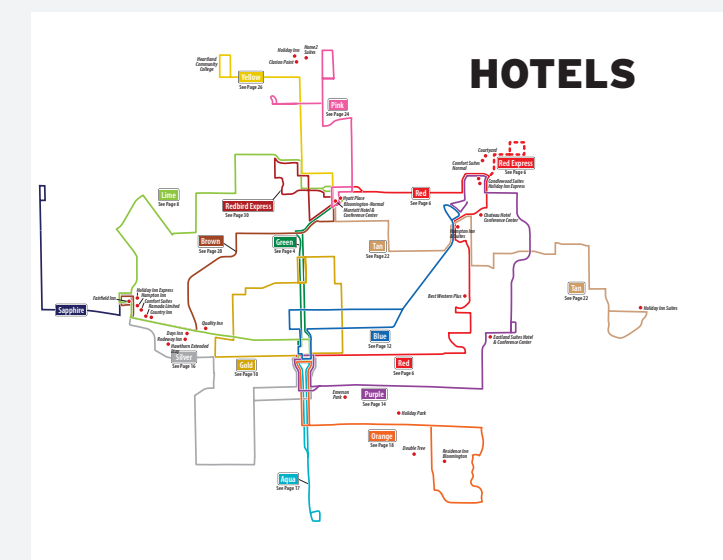
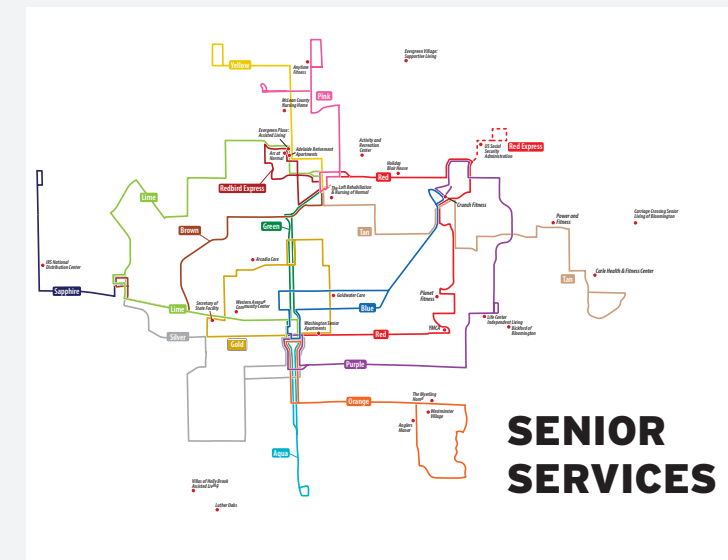


Back to Basics.

## SIMPLIFYING, CREATING AND UPDATING

Route Cards  
Fillable Forms  
Charts  
Step Cards  
Customer Service Materials  
Handouts and Brochures  
Route Flyers  
Displays  
Certificates  
Vendor Materials

Destination Maps  
Employers  
Cafes/Bakeries  
Parks  
Medical Facilities  
Grocery Stores  
Restaurants  
Hotels  
Fitness Centers  
Government Centers  
Flex Zone



Tying our service to destinations is straightforward. By creating various route maps of popular and useful destinations, we have informed and advertised our relevance.

It also allows us to promote less convenient and effective routes in an indirect and organic way.

These are extremely popular with non-profits, seniors, disabled, and our contract partners. We typically run out of our supply at most tabling events.

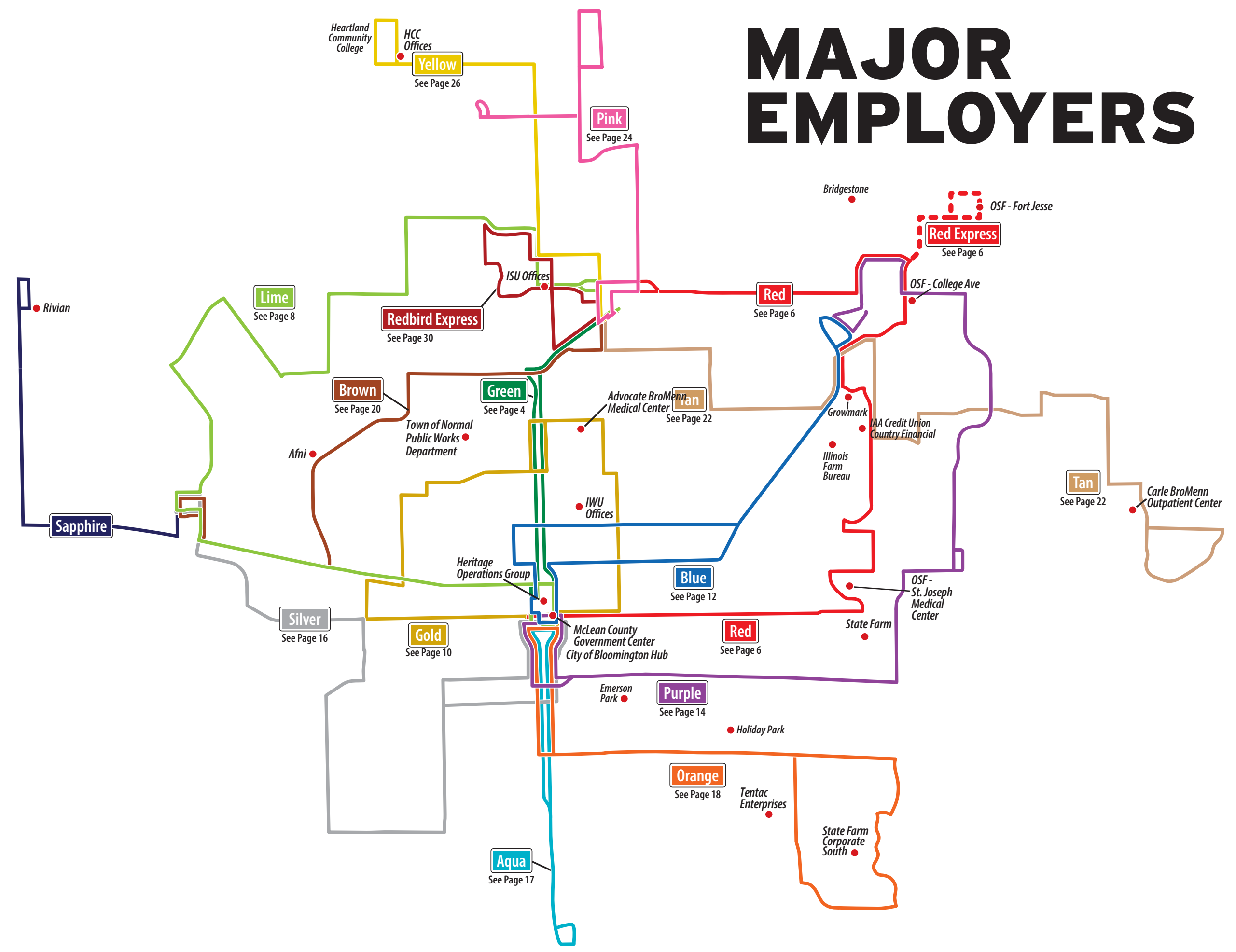
Demystifying the Bus.



# GROCERY STORES



# MAJOR EMPLOYERS



Ferrero

Demystifying the Bus.





# RIDER CARDS >



- CONNECT MOBILITY
- BOOK YOUR TRIP
- PICK UP WINDOW
- MEDICAL TRIP
- SUBSCRIPTION
- SHARED RIDE
- HOW TO PAY

< **MOBILITY STEP CARDS**

Demystifying the Bus.



# RIDERSHIP

3rd Quarter January-March FY24-25

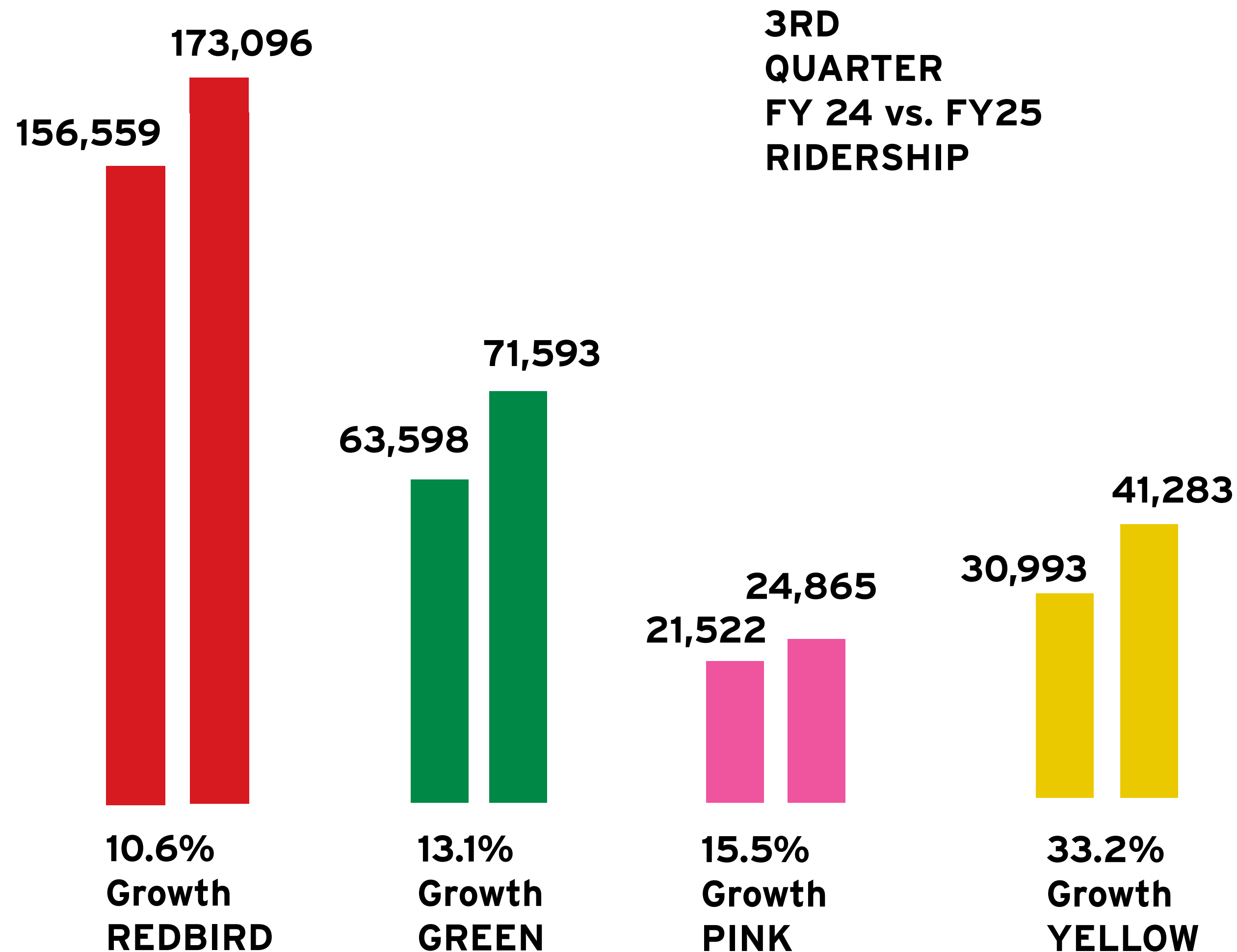
The numbers in the third quarter for routes I actively promoted all have growth over 10% from FY 24.

We see a dip in the routes that are being rerouted or have had a significant change in the last year.

The Lime for example, has been rerouted several times and is down 17.2%. Those riders will be difficult to get back.

The Silver is down over 20% and the Sapphire is down 46.5%. Both were rerouted and had serious disruptions.

Both the Purple and Blue have lost riders. We are adding back frequency to make them more convenient.



Next Steps.

**HEROES.** Over the next 12-18 months, we will start to diversify our advertising and feature drivers in promotions. By identifying our friendliest operators and staff, we will showcase our real diversity with little effort.

Professional photography, videos and ads will allow us to highlight and promote our unique and competent staff. Instagram promotions, on bus advertising, display ads, and shelter advertising, events materials will feature and promote our customer service. It will work in tandem with our other promotions and hiring efforts.

Demystifying the Bus.



Next Steps.

**NOSTALGIA.** Over the next 3 months, we will introduce a long, internal and external campaign loosely tied to our beginnings and allow for our staff to embrace Connect Transit as a great employer who has and will continue to contribute to the history and greatness of our area.

Wearables, promotional items, event materials and advertising will feature retro graphics and emphasize team as well as our humble beginnings.

Demystifying the Bus.



Next Steps.

**EMPLOYERS.** Over the next 3 months, we will reach out to employers by means of meetings, events, advertising and promotions. It will feature employees who ride our buses as well as our own operators in continuing and expanding our “we get you there” campaign.

It will highlight our routes and businesses in our system, concentrating on our most effective routes, with hours, destinations and times. We will tie this into our Blue and Purple routes which are adding peak hours and greater frequency. We will also attend job fairs and promote our services to vendors as well as hosts and other businesses through social media and outreach.

Demystifying the Bus.



# Demystifying the Bus.



# Chairman's Report

# Managing Director's Report

# Strategic Plan Scorecard

	Activities	Timeline	Status	Notes
	<b>Goal 1: Gain Public and Political Support.</b>			
	<b>Objective 1: Create and Define a Community Wide Communications Plan.</b>			
	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
X	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 <b>*Update presented to Board May 2025</b>
	Implement marketing plan.	July 2024 – June 2026	Pending	* New Marketing Manager hired/started 9/19/2024
	<b>Objective 2: Expand the Board's Role to Advocate on Behalf of Connect Transit.</b>			
	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	
	<b>Objective 3: Develop and Expand Community Partnerships.</b>			
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 proceed 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 <b>* Participated in ECIAAA public hearing and was acknowledged for our leadership</b>

	Activities	Timeline	Status	Notes
	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"> <li>* 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.</li> <li>* Facilitating meeting with Salvation Army, Lifelong Access and Chestnut to identify service needs in Downtown.</li> <li>* EV Industry Collaborative and Open House - Speaker and tour of CT</li> <li>* Met with Chestnut Health to support their grant to assist people at major transit stops and to educate staff on CT services.</li> <li>* Conducted Fare Collection Equipment summit with non-profit and social service providers to understand their needs prior to Board recommendation</li> </ul>
<b>Objective 4: Expand Opportunities for the Community to Engage</b>				
	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 pubic service hours to assist with outreach events.
	Conduct transit center outreach.	July 2024 – December 2026	In process	<ul style="list-style-type: none"> <li>* Workshops held that included community members that might be affected including: Accessibility, Stakeholders, Safety and Security</li> <li>* Stakeholder Workshop #2</li> </ul>
	<b>Activities</b>	<b>Timeline</b>	<b>Status</b>	<b>Notes</b>
<b>Goal 2: Ensure Long-Term Financial Sustainability.</b>				
<b>Objective 1: Continue to Secure Federal, State, and Local Dollars.</b>				
X	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"> <li>* Attended IPTA Transit Day at the State Legislature</li> <li>* APTA Legislative Conference</li> <li>* EDC One Voice trip in 2024</li> <li>* Active on IPTA Legislative Committee</li> <li>* Testified to State Senate Transportation Committee to discuss Downstate Funding Needs.</li> <li>* Participated with IPTA to draft a request and provide funding options.</li> <li>* 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.</li> <li>* Attended Special Hearing of the Senate Transportation Committee concerning Public Transit Fiscal Cliff</li> <li>* <b>Participated in the Illinois Public Transit Association's Transit Day at the Capitol in Springfield.</b></li> <li>* <del>Attended and participated in APTA Legislative conference met with IL Delegation</del></li> </ul>
	Provide elected officials with opportunities for tours, speaking engagements, ribbon cuttings, ground breakings, etc.	2024 – 2027	In process	<ul style="list-style-type: none"> <li>* Congressman Sorenson visit in January 2024</li> <li>* Senator Durbin quote in press release 5/2024</li> <li>* FLEX Celebration with Congressman Sorenson, Mayor.</li> <li>* Sent congratulatory letters to Mayoral election winners and new Council members inviting them to visit CT and be introduced to our services and projects.</li> </ul>
	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"> <li>* RAISE Grant was unsuccessful</li> <li>* Bus and Bus Facilities Grant was unsuccessful</li> <li>* Earmark requests was included in Federal FY25 Budget</li> <li>* Seeking available sources for state funding for solar microgrid</li> </ul>
X	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"> <li>* Actively pursuing project with Heartland CC and IDOT to extend storage and training center grants.</li> <li>* Earmark request was included in Federal FY25 Budget for solar battery</li> <li>* <b>Met with RTAC to clarify ability to leverage rural dollars to offset urban service administrative costs - able to offset portion of urban administrative budget.</b></li> </ul>

<b>Objective 2: Diversify Revenue Streams.</b>			
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
<b>Objective 3: Continuously Evaluate Cost Management Strategies.</b>			
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.
<b>Objective 4: Regularly Evaluate Fare Structure for Long-Term Sustainability.</b>			
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	
<b>Activities</b>	<b>Timeline</b>	<b>Status</b>	<b>Notes</b>
<b>Goal 3: Leverage Projects and Initiatives for a Positive Customer Experience.</b>			
<b>Objective 1: Complete a State-of-the-Art Downtown Bloomington Transit Center With Modern Facilities</b>			
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
<b>Objective 2: Optimize the User Experience.</b>			
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. * <b>Planned and presented reorganization in Operations Department that will improve responsiveness, customer service, and safety.</b>
<b>Activities</b>	<b>Timeline</b>	<b>Status</b>	<b>Notes</b>
<b>Goal 4: Operate Efficiently Without Sacrificing Service Quality.</b>			
<b>Objective 1: Maintain a Positive Culture of Safety.</b>			
Develop and implement initiatives that maintain safety at the “top of mind”.	FY24 – FY27	In process	
<b>Objective 2: Regularly Evaluate and Utilize Technology and Data Driven Solutions for Long-Term Optimization.</b>			
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.
<b>Objective 3: Position Connect Transit to Provide Solutions for Changing Service Demands.</b>			
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 * <b>Planned for and presented a plan to expand service to rural McLean County; Expansion approved by both Councils and County Board; Service to begin July 1, 2025.</b>

X

X

# Community

- **Outreach:**

- Be Content Senior Expo (Tabling Event)
- Dreams are Possible Shuttle
- Best Buddies Friendship Walk (Sponsor and Tabling Event)
- Twin Cities Showcase (Tabling Event)
- Day of Hope Outdoor (Tabling Event)
- YWCA Circle Lunch (Sponsor)
- Business Before Hours at Carle Medical
- BN By the Numbers



# Professional Development

- APTA Legislative Conference

- Washington DC; May 17-20, 2025
  - Attended by: David Braun, Managing Director
- I joined members of the Illinois Public Transit Association (IPTA) to meet with our federal delegation and speak to the needs of Illinois Transit Agencies as well as ourselves. Mwe offered ideas to reduce regulation and increase efficiency that should be included in the Transportation Reauthorization bill.
- We heard from Transportation Secretary Sean Duffy, Acting FTA Administrator Tariq Bokhari, and several notable Senators and Congresspeople. All agreed that public transit is a bi-partisan issue that most people holding office can support.
  - APTA is encouraging Congress to combine the Low Emission-No Emission Grant Program (Low-No) program with the Bus and Bus Facilities Grant Program and allow us to buy vehicles that meet our local interests and requirements in the reauthorization. We have never been a recipient of funds from the Low-No program. Our electric buses were funded by the Bus and Bus Facilities program.
  - The focus of this administration will be safety, families, rural America, and infrastructure investment. This will guide the narrative of our grants.
  - APTA's guidance was that we focus on the economic value of our projects both locally (jobs, education, access to healthcare), and nationally (where do our parts, building materials, etc. come from and which states/regions benefit).

# Recruiting

- Positions Open

- Bus Operator (6)
- Mechanic (3)
- Rural Transit Coordinator (1)
- Service Delivery Manager (1)

- Positions Filled

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



# Reminders

- Strategic Planning Workshop; Friday June 13, 2025 from 12 pm - 4pm

# 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

# Agenda

- Adjournment
  - Roll Call Vote
- Next Meeting: June 24, 2025