

Connect Transit Board of Trustees Strategic Planning Workshop

June 13, 2025, 12:00 – 3:30 p.m.

Town of Normal, Uptown Station, Room 409

11 Uptown Circle, Normal, IL 61761

Agenda Item	Activity	Time
Welcome & Meal		12:00
	Warm Up: Pre-retreat assignment report from each Board member.	
What does the financial landscape look like?		12:45
	Importance of Being Able to Leverage the Public Dollars to Cover Unserved/Underserved Areas: Federal and State Funding Landscape. <i>Laura Calderon, Executive Director, IPTA</i>	
Break		
Four Over-arching Connect Transit Goals		1:20
Review of Current Goals: Survey		
	Goal 1: Gain Public and Political Support Goal 2: Ensure Long-Term Financial Sustainability Goal 3: Leverage Projects and Initiatives for a Positive Customer Experience Goal 4: Operate Efficiently Without Sacrificing Service Quality	
Review and Consensus		1:45
	Page-by-page review of Objectives and Actions from the previous Strategic Plan. <ul style="list-style-type: none"> • Questions to Consider: What has been accomplished? What is on-going? What needs a refresh? What needs to be removed? • Discussion exercises to help formulate revised Action steps. 	
Break		
The Future		2:45
	Discussion: Economic Growth and Service Expansion <ul style="list-style-type: none"> • How does the addition of rural transit service factor into the Strategic Plan? How is this similar and different from the urban service? • How can Board members participate in economic growth planning across the entire county/community? 	
Schedule discussion groups (virtual)		
	Small group discussions about action steps to reach the goals.	
	Identify responsibilities/resources. What do we need to live up to expectations? What resources do we need?	
Adjourn		3:30
Special Board of Trustees Meeting to follow at 3:45 p.m.		