



July 2022

PEOPLE. COMMUNITY. ECONOMY. ENVIRONMENT.

~ GM Notes ~

Welcome to the first edition of "Get Connected", Connect Transit's new bi-monthly newsletter! Connect Transit provides a great service to the community. This newsletter will highlight our operations and funding, our employees, our plans, and our successes that benefit the people, businesses, and communities we serve. Connect Transit is your public transportation provider and we look forward to telling you more about who we serve, what we do, how we do it, and why we do what we do. We hope you find our newsletter interesting and educational.



~ David Braun, GM

Please share questions and feedback with [astaton@connect-transit.com](mailto:astaton@connect-transit.com).

We are excited to roll-out Commute with Connect, our newest service to the Bloomington-Normal area. Every day, approximately 35,000 people drive to B-N from surrounding areas to work. Even with these numbers, many employers are challenged with hiring enough employees to meet their needs.



Connect Transit recognizes that the cost of owning a car, including the initial purchase, maintenance, insurance, fuel, etc. can be prohibitive to some people who would like to have the employment opportunities that exist in B-N. Existing commuters are seeing their paychecks impacted by the increased cost of their commute and it is affecting their purchasing power for other goods and services. Enter - Commute with Connect...

Commute with Connect is a coordinated vanpool program available to people who live outside of B-N and wish to access jobs in B-N. The program coordinates people with similar work shifts going to similar areas who are interested in riding together, and provides them a sponsored van to get to work and back home again.

Continued inside...



## Connect Transit Ambassadors

Passionate about transit? Consider yourself a community leader?  
Sounds like you're the perfect fit!

Become a Connect Transit Ambassador (CTA) and be part of our journey to support Connect's community outreach! Connect Transit is looking for passionate, active members of our community or public transit system to serve as positive, fun, impactful Ambassadors. We look forward to seeing the impact that the CTA has on Connect and Bloomington-Normal.



### An Ambassador's Role:

- Act as an educational arm to reach out to the public
- Advocate for the betterment and advancement of Connect Transit
- Increase public engagement in Connect Transit's promotions
- Aid Connect Transit in achieving its vision and mission

Members of the CTA will meet on the 3rd Tuesday of odd months from 4-5pm. Scan the code below or visit our website to apply!



## CT Tech Corner

Did you know that Connect Transit offers an app that uses real time GPS to track our buses? Use it to plan routes and always know where your bus is! Plan your next trip using our Trip Planner on our website at <https://www.connect-transit.com/> or download the app and see for yourself!



## Commute with Connect

...Continued from cover

Once four or more people are matched, a vanpool coordinator will contact the group to begin working out the details. One person from the group will volunteer to be the primary driver and will be responsible for daily driving. The vanpool group will pay a monthly fee that will include the vehicle, insurance on the vehicle, cleaning, maintenance, and roadside assistance.



The cost of fuel is shared by the group and coordinated separately. This is a great program for smaller employers who do not have the resources to manage their own program, as well as larger employers who can save staff hours, insurance, and vehicle costs of providing this service themselves. In addition, employers benefit from a reduced need for parking (3-14 spaces!) and access to a larger employment pool.

Connect Transit benefits by fulfilling our mission of providing access to opportunity, strengthening the economy of our community, and improving the environment. Connect Transit will also meet additional federal requirements, which will attract performance related funding that can be used to provide other services without burdening the City or the Town. Connect Transit will provide a \$500 subsidy per vehicle and has contracted with Commute with Enterprise, a national vanpool coordination firm with over 1,200 clients, to provide the coordination, vehicle, insurance, and maintenance.

For more information, please contact: [astaton@connect-transit.com](mailto:astaton@connect-transit.com).

## Connect in the Community

You're invited! Connect Transit staff will be present at several upcoming community events and we would love to see you there. Come by any community event to meet our staff, talk about new services, or help yourself to some of our fun giveaways. You might take home a frisbee, water bottle, or a squishy bus when you stop by our table!

Here's where we'll be the next few months:

### Saturdays on the Square:

July 9 and 16; August 6:  
6-10pm  
Downtown Bloomington

### West Fest - Block Party:

July 23: 5-9pm  
Allin Street, between  
Washington and Front

### Family Community Resource Center:

July 23: 10am-2pm  
509 W Washington St,  
Bloomington

### Back to School Alliance:

August 11: 12-6pm  
State Farm Corporate South  
- North Parking Deck

### Day of the Dozer:

September 9: 10am-4pm  
McLean County Fair  
Grounds

# Connect Transit Board of Trustees

## Representing Bloomington:

- Ryan Whitehouse
- Judy Buchanan
- Linda Foster
- Barbara Singer

## Representing Normal:

- Julie Hile
- Tim McCue
- Mandava Rao

## Ex-Officio Members:

- Billy Tyus
- Pam Reece

To contact our Trustees, please email [trustees@connect-transit.com](mailto:trustees@connect-transit.com).

Dear Connect Abby,

How can I encourage my employees to take advantage of riding the bus to and from work?

Sincerely,

EnviroBusinessOwner

Dear EnviroBusinessOwner,

There are a few ways to encourage riding the bus. One is to offer a subsidy to make access easier, whether that's signing a Universal Access Agreement with Connect or buying passes to offer your employees at a discount. The IRS gives a pretax transit benefit that you can offer to employees who use public transit: [https://www.irs.gov/publications/p15b#en\\_US\\_2022\\_publink1000193743](https://www.irs.gov/publications/p15b#en_US_2022_publink1000193743). Another way would be sharing the fuel savings calculator below with your employees: <https://www.publictransportation.org/tools-calculators/fuel-savings-calculator/>

Hope this helps! See you on the bus!

*Connect Abby*

## Connect at a Glance!

- 144 Employees
- 59 Buses
  - ◇ 40 Fixed Route
  - ◇ 19 Connect Mobility
- 2 Month Ridership - 294,646
  - ◇ 279,679 Fixed Route
  - ◇ 14,967 Connect Mobility
- 2 Month Miles - 569,533
- YTD Ridership - 1,671,420
  - ◇ 1,602,154 Fixed Route
  - ◇ 69,266 Connect Mobility

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[www.instagram.com/ConnectTransit](https://www.instagram.com/ConnectTransit)  
[www.twitter.com/ConnectTransit](https://www.twitter.com/ConnectTransit)  
[www.tiktok.com/ConnectTransitIL](https://www.tiktok.com/ConnectTransitIL)

Interested in advertising on a Connect Transit bus? Email Lucas at [lucas@houckads.com](mailto:lucas@houckads.com) to get started!

Scan to apply for Connect Jobs!



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