



Due to the COVID-19 Pandemic, Connect Transit Trustees may remotely participate in this meeting. Connect Transit will read public comments received in writing which were received at least two (2) hours prior to the meeting. Written comments may be submitted via mail, email, or in-person. Comments sent via email should be sent to: trustees@connect-transit.com. The meeting will be limited to six (6) individuals in the room at a time due to the pandemic and individuals attending will be required to be six (6) feet apart. Persons attending the meeting in-person will be given an opportunity to offer public comment. If you are experiencing COVID-19 symptoms, please do not attend the meeting. Persons attending in person are required to wear a face covering.

AGENDA

**Virtual Meeting of the Connect Transit Board of Trustees
July 27, 2021 – 4:30 P.M.
351 Wylie Drive – Training Room
Normal, Illinois 61761**

- A. Call to Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Public Comments
- E. Consent Agenda
 - 1. Approval of June 15, June 18, June 22, and June 30, 2021, Board Meeting and Candidate Screening Committee Meeting Minutes
 - 2. Disbursements for the month of June 2021
 - 3. Monthly Statistical Report for May 2021
 - 4. Cardinal Infrastructure Federal Report (*Addendum*)
 - 5. Cornerstone – Illinois Weekly Update
- F. New Business
 - 1. Recommendation for Approval of Fiscal Year 2022 Marketing Plan
- G. Chairman's Report
- H. General Manager's Report
- I. Trustee Comments
- J. Executive Session
- K. Adjournment



ADDENDUM

**Meeting of the Connect Transit Board of Trustees
July 27, 2021 – 4:30 P.M.
351 Wylie Drive – Connect Transit Board Room
Normal, Illinois 61761**

E. Consent Agenda

4. Cardinal Infrastructure Federal Report



Connect Transit Cash Disbursement Report June 2021

Name	Check Number	Date	Amount	Description
4Imprint	00053868	11-Jun-21	\$3,655.81	Advertising- Promotions
A.T.U. - C.O.P.E.	00053834	03-Jun-21	\$117.36	Payroll Deduction
ABC Bus Companies	00053869	11-Jun-21	\$874.36	Bus Parts
ABC Bus Companies	00053897	18-Jun-21	\$965.03	Bus Parts
ABC Bus Companies	00053930	25-Jun-21	\$3,254.14	Bus Parts
Advance Auto Parts	00053835	03-Jun-21	\$308.80	Maintenance Supplies
Advance Auto Parts	00053870	11-Jun-21	\$321.60	Maintenance Supplies
Advance Auto Parts	00053898	18-Jun-21	\$100.08	Maintenance Supplies
Advance Auto Parts	00053931	25-Jun-21	\$66.22	Maintenance Supplies
Airgas USA, LLC	00053932	25-Jun-21	\$196.69	Welding Supplies
Amalgamated Transit Union Local 752	00053836	03-Jun-21	\$6,368.60	Payroll Deduction
Amalgamated Transit Union Local 752	00053899	18-Jun-21	\$50.00	Payroll Deduction
Amazon Capital Service	00053837	03-Jun-21	\$49.97	Cleaning Supplies & Office Supplies
Amazon Capital Service	00053871	11-Jun-21	\$321.27	Computer Hardware, Office Equipment & Supplies
Amazon Capital Service	00053900	18-Jun-21	\$316.55	Computer Hardware & Office Supplies
Amazon Capital Service	00053933	25-Jun-21	\$143.59	Computer Hardware & Office Supplies
American Solutions for Business	00053901	18-Jun-21	\$319.83	Office Supplies
Ancel, Glink, Diamond, Bush, DiCianni &	00053902	18-Jun-21	\$50.00	Legal Service
Aramark Uniform Services	00053839	03-Jun-21	\$795.13	Cleaning Uniforms & Rugs
Aramark Uniform Services	00053872	11-Jun-21	\$923.58	Cleaning Uniforms & Rugs
Assurance Agency, Ltd.	00053903	18-Jun-21	\$3,008.00	Insurance
Bill's Key and Lock	00053873	11-Jun-21	\$23.00	Locks & Keys
Birkey's Farm Store, Inc	00053874	11-Jun-21	\$840.00	Bus Parts
Blue Cross and Blue Shield of Illinois	00053934	25-Jun-21	\$117,138.88	Insurance
Blue Springs, Inc	00053875	11-Jun-21	\$340.00	Portable Restrooms
Cardinal Infrastructure	00053876	11-Jun-21	\$6,000.00	Consulting
Central Illinois Trucks Inc.	00053840	03-Jun-21	\$464.79	Bus Parts
Central Illinois Trucks Inc.	00053877	11-Jun-21	\$1,810.16	Bus Parts
Central Illinois Trucks Inc.	00053904	18-Jun-21	\$1,713.17	Bus Parts
Central Illinois Trucks Inc.	00053935	25-Jun-21	\$2,106.55	Bus Parts
Central States Bus Sales, Inc	00053936	25-Jun-21	\$875.91	Bus Parts
ChemStation of Indiana	00053878	11-Jun-21	\$874.20	Garage Supplies
Cintas	00053937	25-Jun-21	\$447.60	Building Maintenance
CIRBN, LLC	00053905	18-Jun-21	\$147.13	Internet
City of Bloomington	00053906	18-Jun-21	\$130.41	Utilities
Clark Baird Smith, LLP	00053879	11-Jun-21	\$1,360.00	Legal Service
Clean Exhaust Specialist	00053907	18-Jun-21	\$458.00	Bus Parts
Confidential On Site Paper Shredding	00053908	18-Jun-21	\$278.25	Consulting
Corn Belt Energy Corp.	00053909	18-Jun-21	\$3,049.61	Utilities
Cornerstone Government Affairs	00053938	25-Jun-21	\$3,333.33	Consulting
Creditbox	00053841	03-Jun-21	\$150.76	Payroll Deduction
Creditbox	00053910	18-Jun-21	\$150.76	Payroll Deduction
Crown Lift Trucks-735	00053880	11-Jun-21	\$365.22	Garage Equipment Repair
Cybernautic	00053842	03-Jun-21	\$10,725.00	Website
Danielle McLeod	00053843	03-Jun-21	\$25.00	Pass Refund
Dish Network	00053911	18-Jun-21	\$112.05	Television Service
Don Owen Tire Service, Inc.	00053939	25-Jun-21	\$159.55	Bus Parts
Donna Skowronski	00053844	03-Jun-21	\$783.24	Consulting
Donna Skowronski	00053881	11-Jun-21	\$540.27	Consulting
Duane Schoolman	00053912	18-Jun-21	\$111.46	Uniform Reimbursement
East Penn Manufacturing Co., Inc.	00053913	18-Jun-21	\$2,780.70	Bus Parts
Evergreen FS	00053845	03-Jun-21	\$575.96	Fuel
Evergreen FS	00053882	11-Jun-21	\$596.86	Fuel



Connect Transit Cash Disbursement Report June 2021

Name	Check Number	Date	Amount	Description
Express Services, Inc.	00053883	11-Jun-21	\$730.05	Temp Service
Express Services, Inc.	00053914	18-Jun-21	\$436.33	Temp Service
Express Services, Inc.	00053940	25-Jun-21	\$292.02	Temp Service
Fastenal Company	00053915	18-Jun-21	\$13.11	Bus Parts
Fastenal Company	00053941	25-Jun-21	\$27.28	Bus Parts
Frontier	00053942	25-Jun-21	\$48.20	Telephone
FS Custom Turf	00053916	18-Jun-21	\$280.50	Building Maintenance
Genfare	00053846	03-Jun-21	\$503.93	Software and Hardware
Genfare	00053884	11-Jun-21	\$6,480.57	Software and Hardware
Gillig LLC	00053847	03-Jun-21	\$386.65	Bus Parts
Gillig LLC	00053917	18-Jun-21	\$611.53	Bus Parts
Gillig LLC	00053943	25-Jun-21	\$227.32	Bus Parts
Great Plains Media	00053885	11-Jun-21	\$1,600.00	Radio Advertising
ICMA- 457 Retirement Trust	ACH	03-Jun-21	\$26,887.46	Payroll Deduction
ICMA- 457 Retirement Trust	ACH	17-Jun-21	\$27,194.03	Payroll Deduction
Illinois Department of Revenue	00053848	03-Jun-21	\$12,229.91	Payroll Deduction
Illinois Department of Revenue	00053918	18-Jun-21	\$12,618.24	Payroll Deduction
Illinois Oil Marketing Equipment, Inc.	00053849	03-Jun-21	\$290.00	Fuel Station
Illinois State Disbursement Unit	00053850	03-Jun-21	\$172.52	Payroll Deduction
Illinois State Disbursement Unit	00053919	18-Jun-21	\$75.24	Payroll Deduction
Indiana State Collection Unit (INSCCU)	00053851	03-Jun-21	\$70.00	Payroll Deduction
Indiana State Collection Unit (INSCCU)	00053920	18-Jun-21	\$70.00	Payroll Deduction
Joseph Isaia	00053944	25-Jun-21	\$54.36	Uniform Reimbursement
Ken's Oil Service, Inc	00053853	03-Jun-21	\$438.17	Bus Parts & Fuel
Ken's Oil Service, Inc	00053886	11-Jun-21	\$14,346.54	Bus Parts & Fuel
Ken's Oil Service, Inc	00053921	18-Jun-21	\$18,011.43	Bus Parts, Fuel & Lubricants
Ken's Oil Service, Inc	00053945	25-Jun-21	\$17,150.02	Bus Parts, Fuel & Lubricants
Kirk's Automotive, Inc	00053946	25-Jun-21	\$3,049.00	Bus Parts
Lewis, Yockey & Brown, Inc	00053922	18-Jun-21	\$24,003.48	Bus Stops
Lewis, Yockey & Brown, Inc	00053947	25-Jun-21	\$4,078.14	Bus Stops
Lewis, Yockey & Brown, Inc	ACH	28-Jun-21	\$11,600.00	Bus Stops
Maas Radiator Shop Inc.	00053887	11-Jun-21	\$186.88	Outside Repair Services
Mark Hodel	00053923	18-Jun-21	\$106.25	Uniform Reimbursement
Mark R. Peterson	00053888	11-Jun-21	\$1,881.00	Consulting
Mark R. Peterson	00053948	25-Jun-21	\$2,637.75	Consulting
Marsha L Combs-Skinner	00053854	03-Jun-21	\$673.85	Payroll Deduction
Marsha L Combs-Skinner	00053924	18-Jun-21	\$673.85	Payroll Deduction
Michelin North America, Inc	00053925	18-Jun-21	\$4,120.35	Tires
Miller Janitor Supply	00053855	03-Jun-21	\$303.08	Maintenance Supplies
Minerva Promotions	00053889	11-Jun-21	\$1,718.75	Uniforms
Mohawk Mfg. & Supply Co.	00053890	11-Jun-21	\$298.88	Bus Parts
Morris Avenue Garage	00053856	03-Jun-21	\$105.00	Vehicle Inspection
Morris Avenue Garage	00053949	25-Jun-21	\$35.00	Vehicle Inspection
Morton Community Bank	00053961	29-Jun-21	\$112,200.00	Health Savings Accounts
Motion Industries, Inc.	00053891	11-Jun-21	\$24.91	Bus Parts
Motion Industries, Inc.	00053950	25-Jun-21	\$4.15	Bus Parts
Napa Auto Parts	00053892	11-Jun-21	\$1,024.50	Bus Parts
Napa Auto Parts	00053926	18-Jun-21	\$34.84	Bus Parts
Napa Auto Parts	00053951	25-Jun-21	\$67.44	Bus Parts
Neuhoff Media	00053857	03-Jun-21	\$1,650.00	Advertising
Nicor Gas	00053858	03-Jun-21	\$1,293.85	Utilities
Oberlander Alarm Systems, Inc.	00053952	25-Jun-21	\$208.00	Security Alarm Service Fee
Orkin Pest Control	00053893	11-Jun-21	\$6,600.96	Pest Control



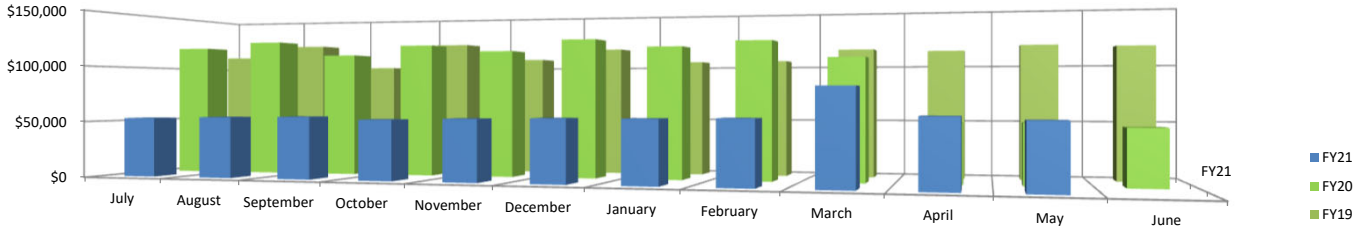
**Connect Transit
Cash Disbursement Report
June 2021**

Name	Check Number	Date	Amount	Description
OSF Occupational Health	00053859	03-Jun-21	\$684.00	Drug Testing
Pantagraph	00053860	03-Jun-21	\$1,502.76	Employment Advertising
Pat Boylan	00053953	25-Jun-21	\$9.78	Uniform Reimbursement
Payroll	ACH		\$188,470.30	
Payroll	ACH		\$200,742.96	
Safelite Auto Glass	00053954	25-Jun-21	\$103.67	Glass Repair
Safety-Kleen Systems, Inc	00053955	25-Jun-21	\$282.60	Materials & Supplies
SPX	ACH	09-Jun-21	\$86.75	Pass Refund
Stratus Networks	00053894	11-Jun-21	\$2,516.01	Internet
Team Torque	00053956	25-Jun-21	\$210.00	Shop Tools
The Aftermarket Parts Company LLC	00053861	03-Jun-21	\$7,977.76	Bus Parts
The Aftermarket Parts Company LLC	00053895	11-Jun-21	\$2,137.13	Bus Parts
The Aftermarket Parts Company LLC	00053927	18-Jun-21	\$123.52	Bus Parts
The Aftermarket Parts Company LLC	00053957	25-Jun-21	\$1,849.38	Bus Parts
Thermo King Quad Cities, Inc.	00053862	03-Jun-21	\$349.18	Bus Parts
Thomas Larson	00053928	18-Jun-21	\$32.61	Uniforms
Thomas Larson	00053958	25-Jun-21	\$100.00	Uniforms
TLR Associates	00053863	03-Jun-21	\$2,480.00	Consulting
Town of Normal	00053864	03-Jun-21	\$381.80	Utilites
TRAVELERS	00053865	03-Jun-21	\$20,038.28	Property Damage Expense
United States Treasury	ACH	08-Jun-21	\$65,998.31	
United States Treasury	ACH	21-Jun-21	\$68,493.85	
UPS	00053929	18-Jun-21	\$24.27	Shipping
Verizon Online	00053866	03-Jun-21	\$2,373.39	Mobile Data Terminals for SS
Vision Service Plan (IL)	00053959	25-Jun-21	\$1,038.56	Vision Insurance
Watts Copy Systems, Inc	00053960	25-Jun-21	\$871.68	Lease
Whitsitt & Assoc., Inc.	00053867	03-Jun-21	\$7,900.00	Downtown Transfer Center
Zeller Electric	00053896	11-Jun-21	\$1,233.00	Building Maintenance

Grand Total \$1,078,511.30

Financial Reports

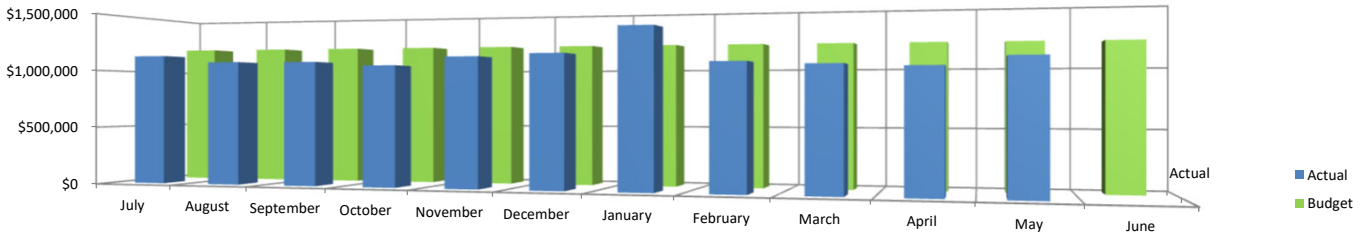
Transit Fare



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	\$52,762	\$53,950	\$54,657	\$52,597	\$53,767	\$54,573	\$54,677	\$55,357	\$81,397	\$57,827	\$55,051	
FY20	\$118,530	\$123,667	\$110,792	\$119,271	\$113,433	\$123,220	\$116,193	\$120,728	\$105,840	\$50,726	\$51,334	\$48,055
FY19	\$111,416	\$122,580	\$100,493	\$122,655	\$107,501	\$116,816	\$104,334	\$104,767	\$114,752	\$112,897	\$117,447	\$116,011

Notes: Other Contract Fares revenue increased \$3,717 in May 2021 from May 2020 due to Heartland Community College and Medicaid billing. Total Cash Fares stayed even in May 2021 from May 2020. Total Pass Fares stayed even in May 2021 from May 2020.

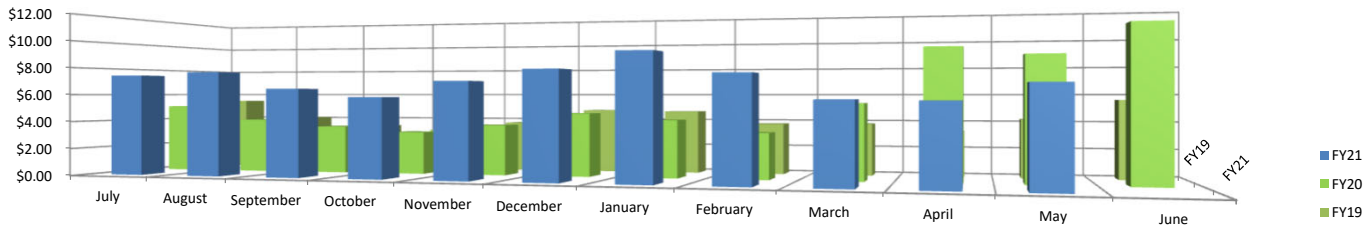
Operating Expenses



	July	August	September	October	November	December	January	February	March	April	May	June
Actual	\$1,129,094	\$1,069,557	\$1,066,095	\$1,031,922	\$1,101,296	\$1,122,571	\$1,337,564	\$1,045,239	\$1,022,172	\$1,002,927	\$1,073,442	
Budget	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333	\$1,208,333

Notes:

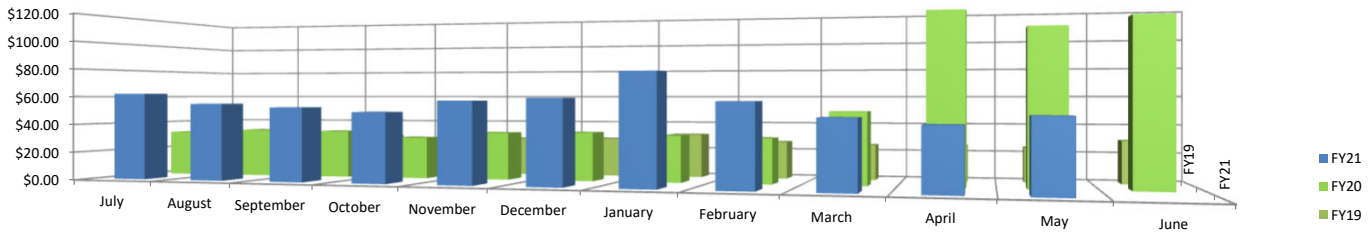
Fixed Route Cost Per Unlinked Passenger Trip



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	\$7.43	\$7.65	\$6.42	\$5.82	\$6.95	\$7.76	\$8.95	\$7.45	\$5.69	\$5.63	\$6.78	
FY20	\$5.06	\$4.01	\$3.52	\$3.13	\$3.70	\$4.61	\$4.16	\$3.30	\$5.40	\$9.26	\$8.72	\$10.77
FY19	\$5.46	\$4.07	\$3.42	\$3.13	\$3.74	\$4.76	\$4.69	\$3.77	\$3.81	\$3.30	\$4.21	\$5.62

Notes: Expenses increased \$53,077 in May 2021 from May 2020. Trips increased 33,339 in May 2021 from May 2020.

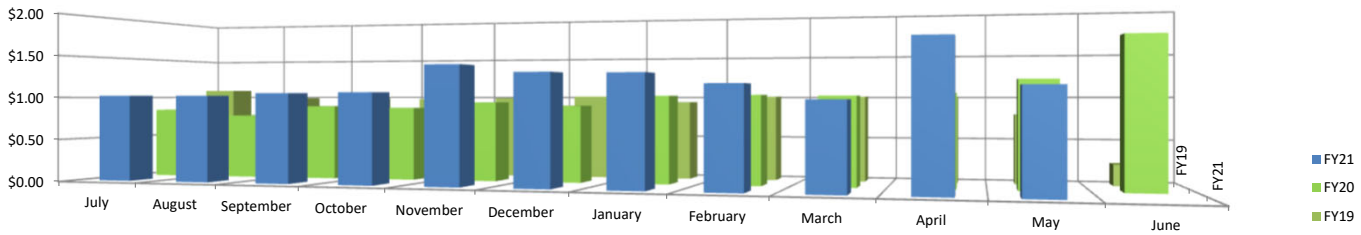
Connect Mobility Cost Per Unlinked Passenger Trip



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	\$62.07	\$54.77	\$52.37	\$49.28	\$57.19	\$59.16	\$76.77	\$57.05	\$46.93	\$42.77	\$48.56	
FY20	\$32.40	\$34.54	\$33.89	\$29.62	\$33.62	\$34.28	\$32.65	\$31.43	\$49.93	\$117.13	\$105.79	\$112.19
FY19	\$27.37	\$28.11	\$28.31	\$24.12	\$27.38	\$27.98	\$31.52	\$26.64	\$24.98	\$25.21	\$24.29	\$29.64

Notes: Expenses increased \$20,728 in May 2021 from May 2020. Trips increased by 2,882 in May 2021 from May 2020.

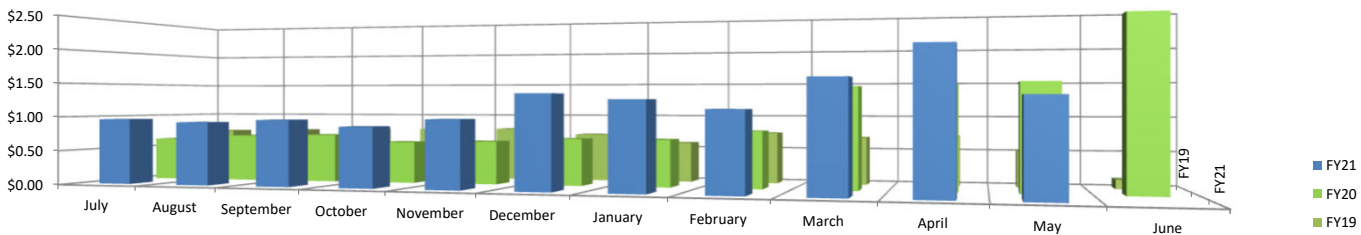
Fixed Route Cost Per Maintenance Mile (Excluding Fuel) Unaudited



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	\$1.02	\$1.02	\$1.05	\$1.06	\$1.37	\$1.28	\$1.27	\$1.15	\$0.98	\$1.63	\$1.13	
FY20	\$0.84	\$0.77	\$0.89	\$0.87	\$0.94	\$0.90	\$1.02	\$1.03	\$1.02	\$1.05	\$1.20	\$1.67
FY19	\$1.09	\$0.99	\$0.99	\$0.98	\$0.99	\$1.01	\$0.94	\$1.01	\$1.01	\$1.01	\$0.80	\$0.24

Notes: Fixed Route maintenance expense decreased \$343 in May 2021 from May 2020. Fixed Route miles increased 5,596 in May 2021 from May 2020.

Connect Mobility Cost Per Maintenance Mile (Excluding Fuel) Unaudited

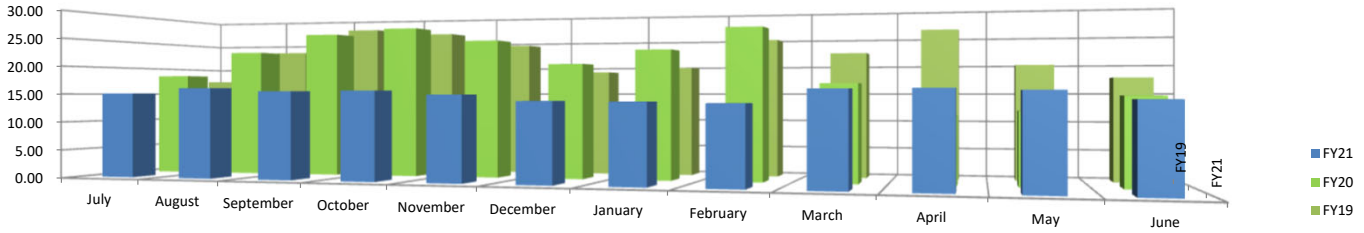


	July	August	September	October	November	December	January	February	March	April	May	June
FY21	\$0.96	\$0.92	\$0.96	\$0.87	\$0.98	\$1.34	\$1.26	\$1.13	\$1.55	\$1.97	\$1.32	
FY20	\$0.63	\$0.69	\$0.71	\$0.61	\$0.63	\$0.68	\$0.68	\$0.81	\$1.44	\$1.47	\$1.50	\$2.40
FY19	\$0.73	\$0.75	\$0.77	\$0.78	\$0.79	\$0.71	\$0.59	\$0.75	\$0.69	\$0.72	\$0.52	\$0.13

Notes: Connect Mobility maintenance expense increased \$4,771 in May 2021 from May 2020. Mobility miles increased 5,863 in May 2021 from May 2020.

Operations Reports

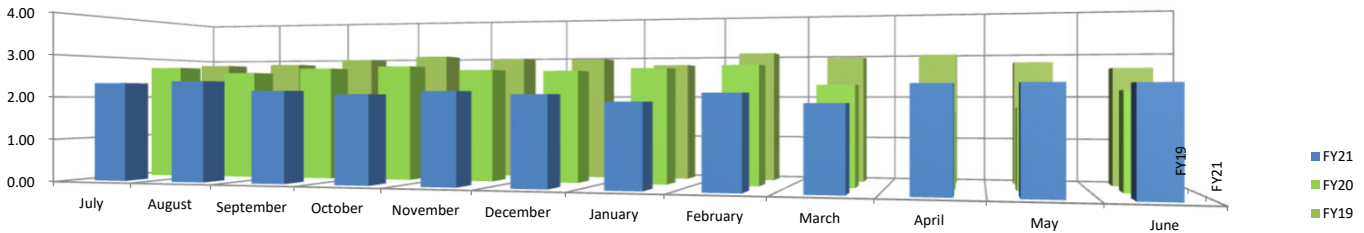
Fixed Route Passengers Per Hour



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	15.09	16.05	15.48	15.59	14.92	13.83	13.76	13.54	15.88	15.95	15.62	14.24
FY20	18.44	22.81	26.04	27.00	24.60	20.31	22.71	26.43	16.81	11.42	12.27	14.76
FY19	17.44	23.27	27.68	26.69	24.25	19.08	19.83	24.83	22.30	26.31	20.01	17.80

Notes:

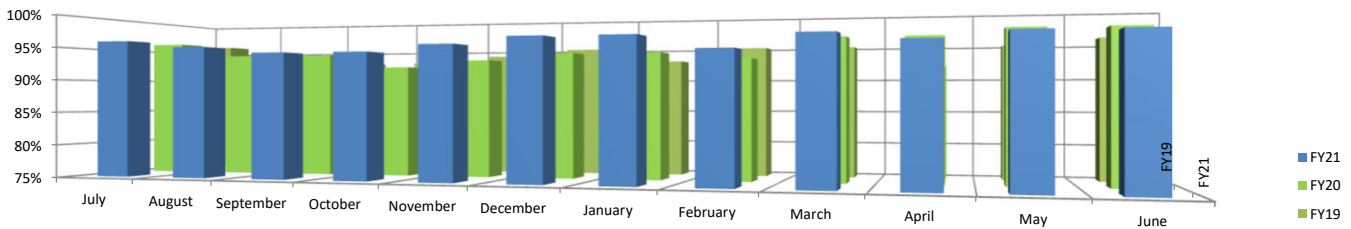
Connect Mobility Passengers Per Hour



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	2.33	2.37	2.14	2.06	2.13	2.06	1.90	2.09	1.87	2.28	2.29	2.28
FY20	2.74	2.60	2.70	2.74	2.64	2.61	2.66	2.72	2.27	1.67	1.76	2.14
FY19	2.84	2.85	2.97	3.04	2.96	2.94	2.78	3.05	2.93	2.98	2.79	2.65

Notes:

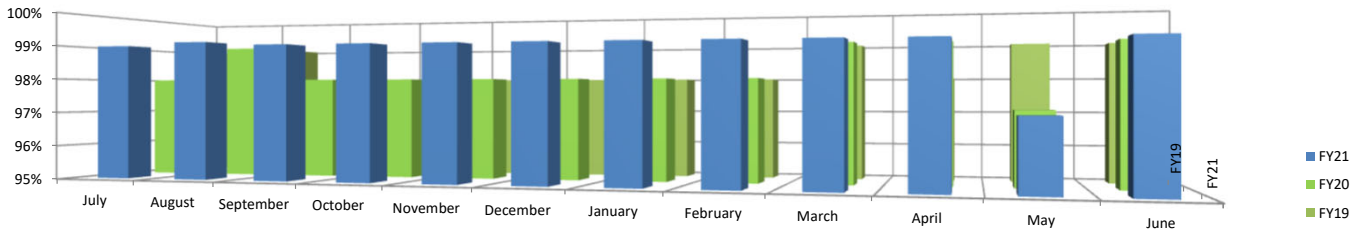
Fixed Route On Time Performance



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	96%	95%	94%	94%	95%	96%	96%	94%	96%	95%	96%	96%
FY20	96%	94%	94%	92%	93%	94%	94%	93%	96%	96%	97%	97%
FY19	96%	94%	93%	93%	94%	95%	93%	95%	95%	92%	95%	96%

Notes:

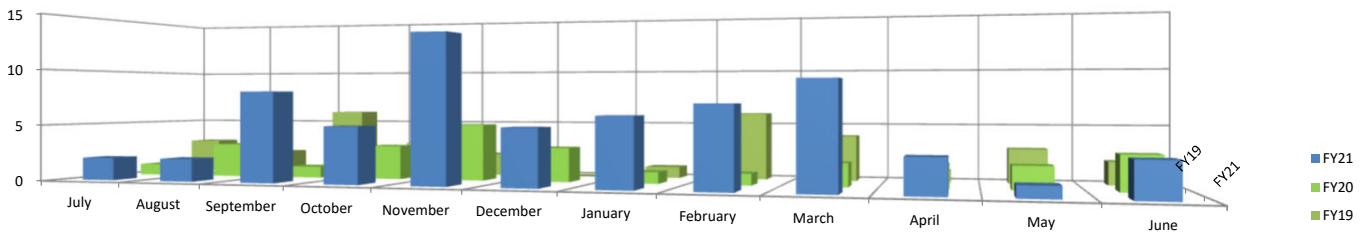
Connect Mobility On Time Performance



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	97%	99%
FY20	98%	99%	98%	98%	98%	98%	98%	98%	99%	99%	97%	99%
FY19	99%	99%	97%	98%	98%	98%	98%	98%	99%	98%	99%	99%

Notes:

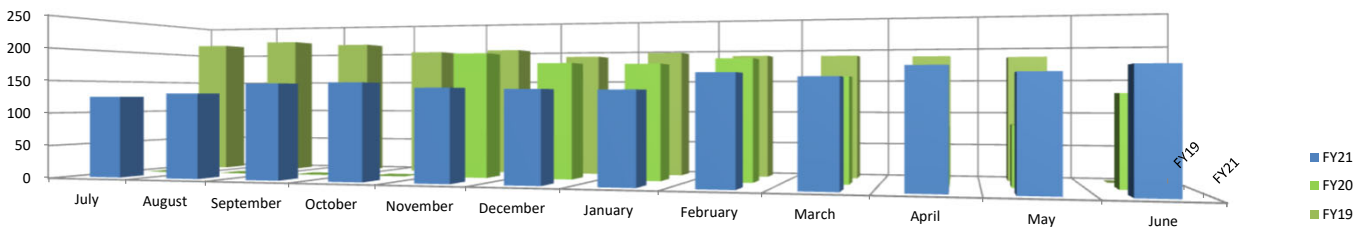
Validated Complaints Per 100,000 Miles



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	2	2	8	5	13	5	6	7	9	3	1	3
FY20	1	3	1	3	5	3	1	1	2	2	2	3
FY19	3	2	6	3	2	0	1	6	4	1	3	2

Notes:

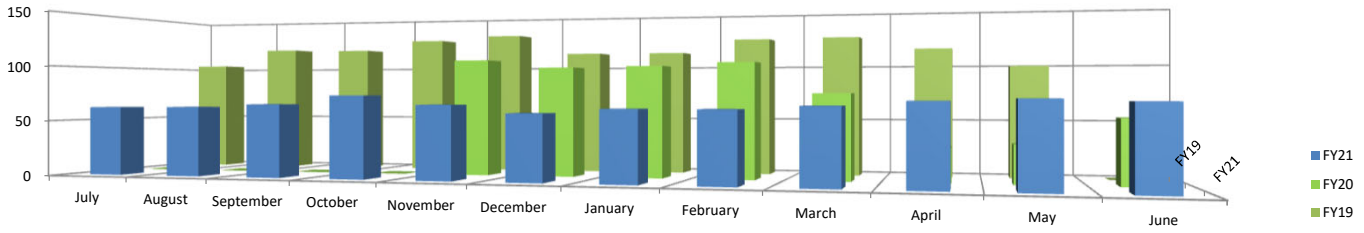
Fixed Route Average Daily Phone Calls



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	125	130	145	146	138	136	135	158	152	166	157	166
FY20	0	0	0	0	192	176	174	181	154	81	86	130
FY19	215	220	214	200	202	190	195	189	188	186	184	0

Notes:

Connect Mobility Average Daily Phone Calls

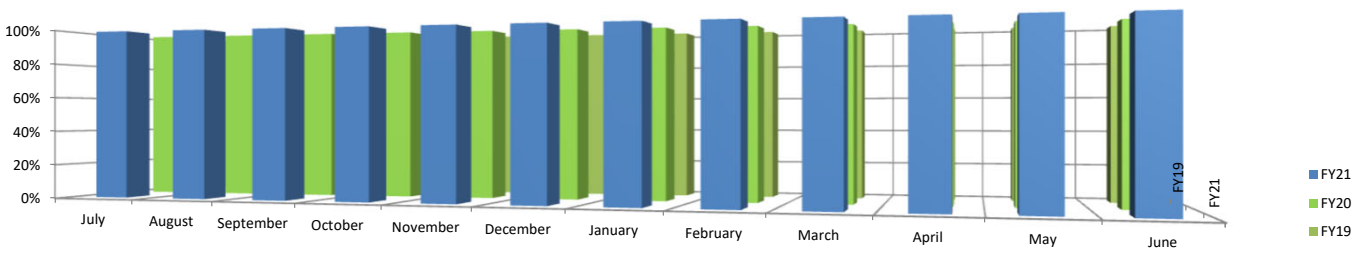


	July	August	September	October	November	December	January	February	March	April	May	June
FY21	62	62	65	73	65	58	62	62	65	69	71	69
FY20	0	0	0	0	105	98	99	102	75	30	33	55
FY19	103	119	118	127	131	113	113	125	126	115	99	0

Notes:

Maintenance Reports

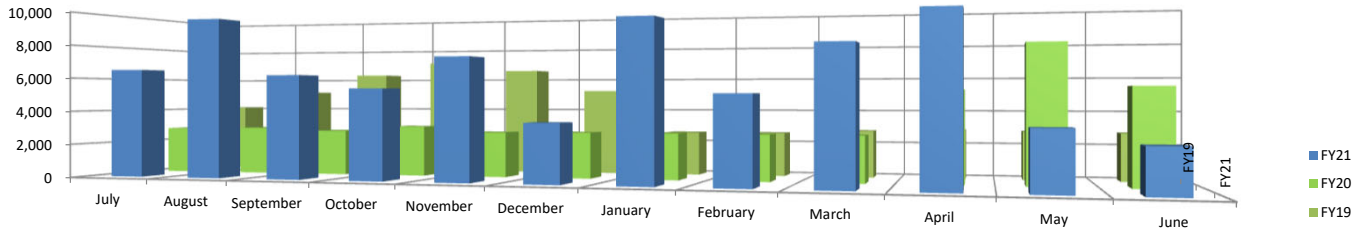
Percent Preventative Maintenance Performed On Time



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FY20	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FY19	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

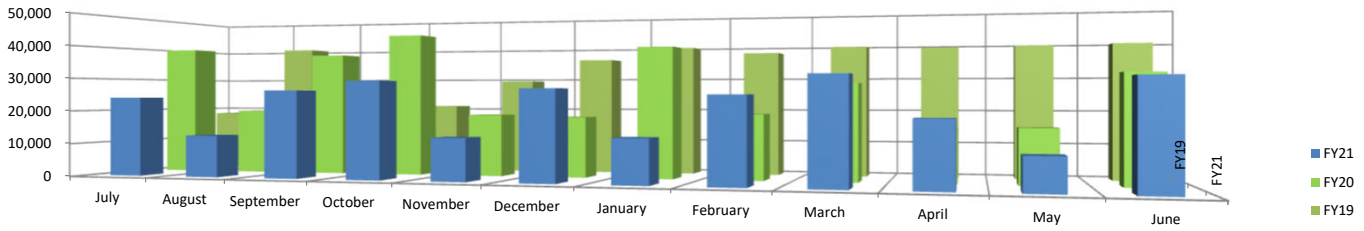
Fixed Route Vehicle Miles Between Trouble Calls



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	6,511	9,531	6,149	5,367	7,167	3,430	9,269	5,078	7,776	9,504	3,333	2,494
FY20	2,802	2,862	2,715	3,016	2,693	2,724	2,729	2,711	2,698	5,290	7,867	5,470
FY19	4,098	5,139	6,281	7,067	6,541	5,238	2,623	2,625	2,796	2,905	2,827	2,772

Notes:

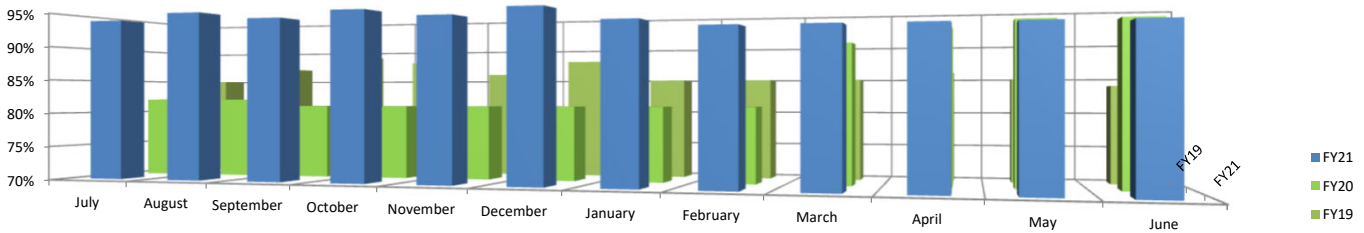
Connect Mobility Vehicle Miles Between Trouble Calls



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	24,009	12,486	26,194	29,049	12,571	26,763	13,003	25,034	30,571	18,808	9,560	29,960
FY20	39,585	19,673	37,424	43,445	18,693	18,113	39,143	19,257	28,302	15,454	15,822	31,135
FY19	18,403	40,270	20,135	21,038	29,299	36,081	39,760	37,900	39,591	39,116	39,412	39,879

Notes:

Average Interior Cleanliness Inspection Score

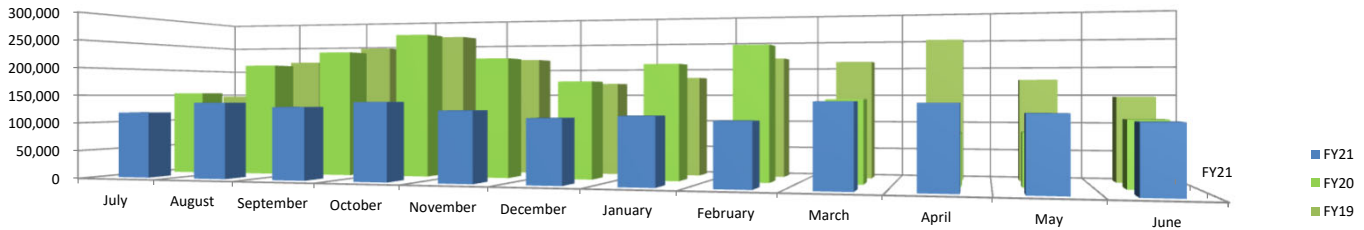


	July	August	September	October	November	December	January	February	March	April	May	June
FY21	94%	95%	94%	95%	94%	95%	93%	92%	92%	92%	92%	92%
FY20	82%	82%	81%	81%	81%	81%	81%	81%	90%	92%	93%	93%
FY19	85%	87%	89%	88%	86%	88%	85%	85%	85%	86%	85%	84%

Notes:

Ridership Reports

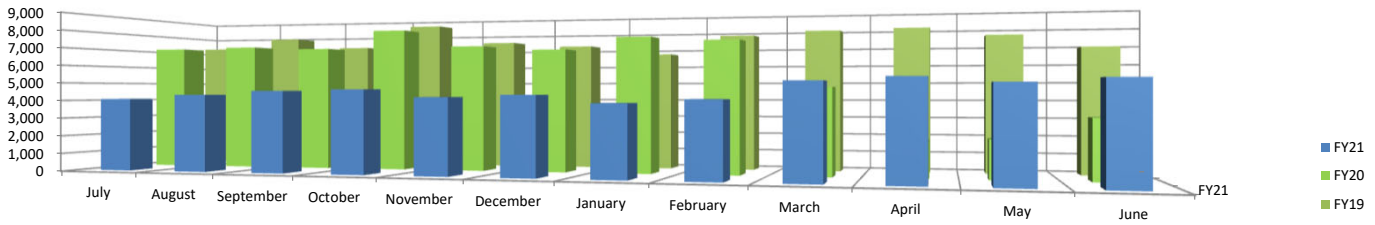
Fixed Route Monthly Ridership



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	117,844	136,234	128,953	138,053	123,863	111,608	115,985	108,736	140,266	138,205	122,699	110,574
FY20	153,754	206,663	230,572	261,519	216,824	174,428	204,683	236,504	143,069	87,568	89,360	111,182
FY19	147,044	216,235	243,494	264,670	218,148	171,450	182,241	217,324	210,221	248,258	176,834	147,035

Notes:

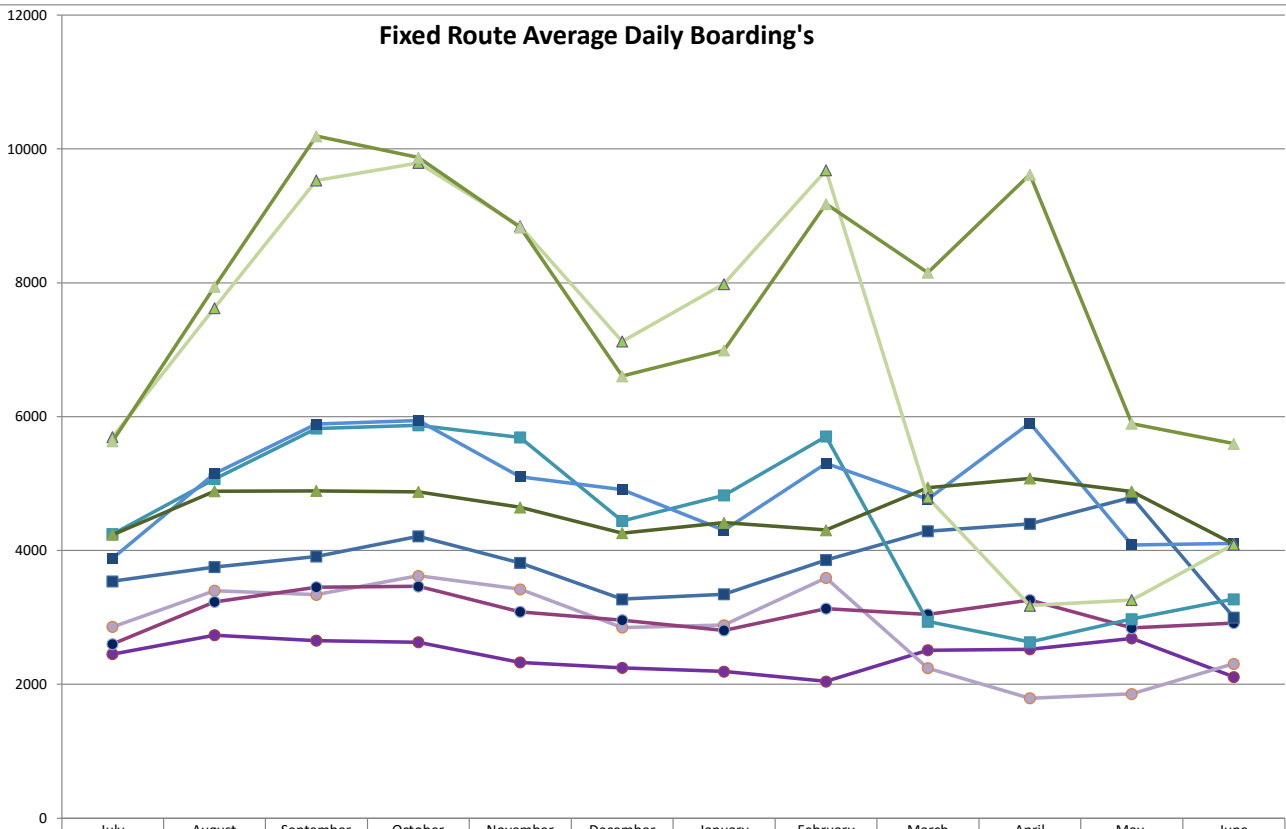
Connect Mobility Monthly Ridership



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	4,076	4,323	4,542	4,630	4,205	4,334	3,906	4,119	5,049	5,248	4,965	5,174
FY20	7,078	7,154	7,022	8,041	7,084	6,857	7,511	7,298	4,754	1,982	2,083	3,202
FY19	7,253	7,842	7,253	8,540	7,465	7,203	6,688	7,733	7,958	8,054	7,609	6,917

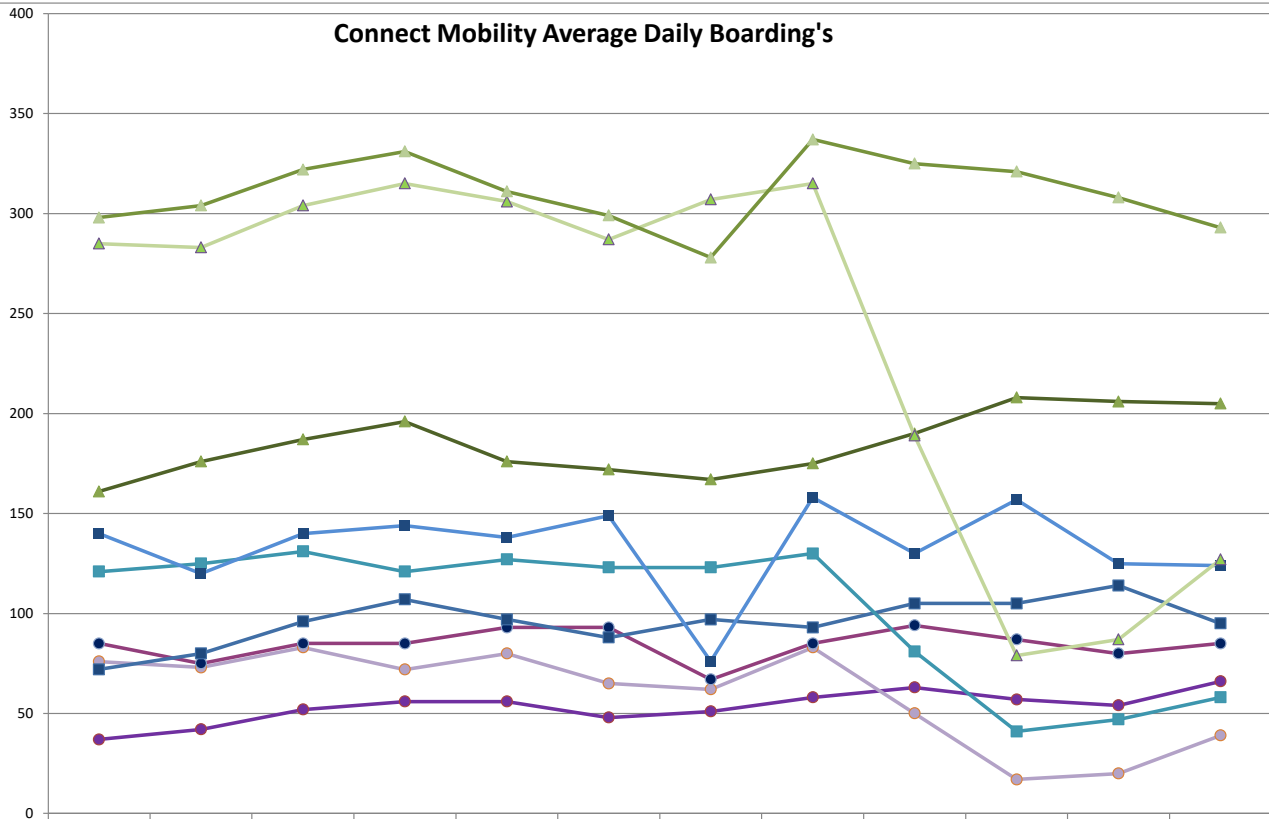
Notes:

Fixed Route Average Daily Boarding's



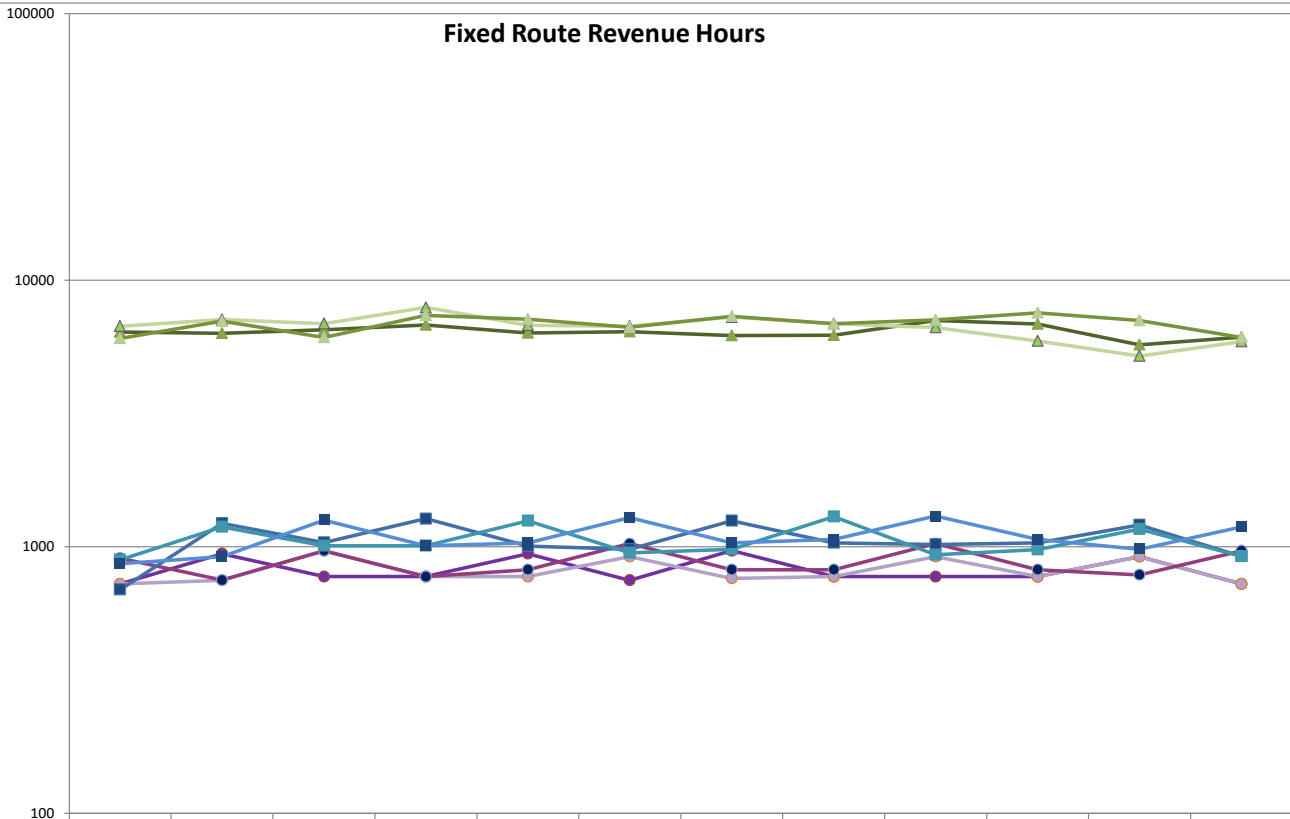
	July	August	September	October	November	December	January	February	March	April	May	June
Sunday FY21	2454	2734	2653	2630	2327	2248	2191	2044	2509	2524	2686	2110
Sunday FY20	2858	3399	3340	3622	3421	2851	2886	3590	2241	1792	1857	2306
Sunday FY19	2603	3231	3452	3463	3084	2958	2807	3132	3044	3261	2843	2916
Saturday FY21	3541	3754	3911	4211	3816	3273	3347	3858	4288	4398	4792	3000
Saturday FY20	4247	5067	5825	5870	5691	4442	4825	5704	2938	2632	2977	3272
Saturday FY19	3885	5147	5889	5943	5102	4912	4304	5303	4765	5905	4084	4107
Weekday FY21	4235	4886	4890	4876	4644	4262	4415	4306	4940	5077	4882	4097
Weekday FY20	5697	7624	9529	9793	8847	7124	7982	9681	4792	3176	3260	4090
Weekday FY19	5635	7943	10191	9872	8829	6605	6991	9179	8151	9618	5896	5596

Connect Mobility Average Daily Boarding's



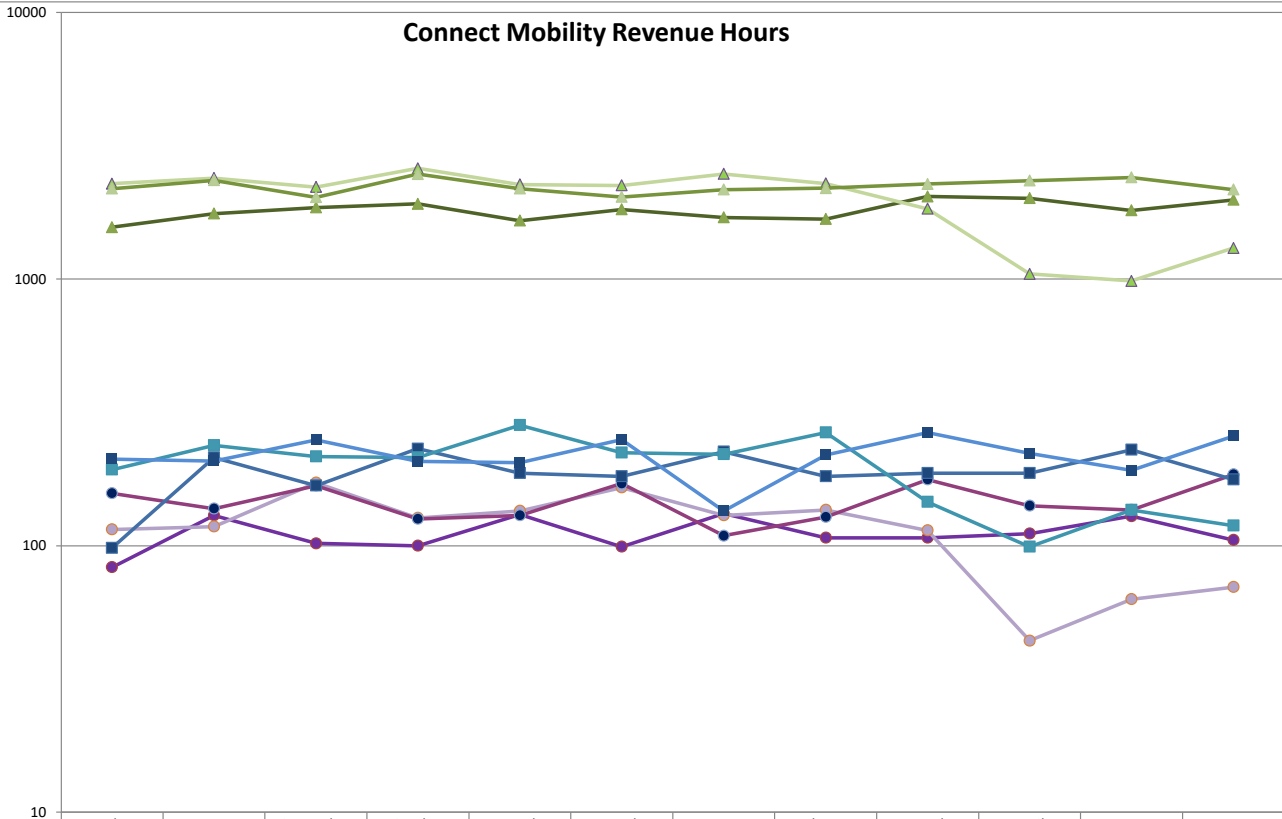
	July	August	September	October	November	December	January	February	March	April	May	June
● Sunday FY21	37	42	52	56	56	48	51	58	63	57	54	66
○ Sunday FY20	76	73	83	72	80	65	62	83	50	17	20	39
● Sunday FY19	85	75	85	85	93	93	67	85	94	87	80	85
■ Saturday FY21	72	80	96	107	97	88	97	93	105	105	114	95
■ Saturday FY20	121	125	131	121	127	123	123	130	81	41	47	58
■ Saturday FY19	140	120	140	144	138	149	76	158	130	157	125	124
▲ Weekday FY21	161	176	187	196	176	172	167	175	190	208	206	205
▲ Weekday FY20	285	283	304	315	306	287	307	315	189	79	87	127
▲ Weekday FY19	298	304	322	331	311	299	278	337	325	321	308	293

Fixed Route Revenue Hours



	July	August	September	October	November	December	January	February	March	April	May	June
● Sunday FY21	726	943	774	774	943	750	967	774	774	774	919	726
● Sunday FY20	726	750	967	774	774	919	762	774	919	774	919	726
● Sunday FY19	907	750	967	774	822	1027	822	822	1027	822	786	967
■ Saturday FY21	691	1225	1039	1276	1006	980	1254	1035	1020	1035	1209	922
■ Saturday FY20	894	1190	1011	1011	1253	951	980	1298	936	978	1166	922
■ Saturday FY19	864	920	1261	1009	1036	1288	1036	1067	1303	1067	979	1187
▲ Weekday FY21	6394	6321	6516	6805	6350	6411	6208	6224	7053	6855	5726	6116
▲ Weekday FY20	6717	7121	6876	7902	6786	6720	7273	6876	6655	5918	5198	5886
▲ Weekday FY19	6050	7034	6108	7380	7139	6673	7332	6866	7098	7546	7074	6107

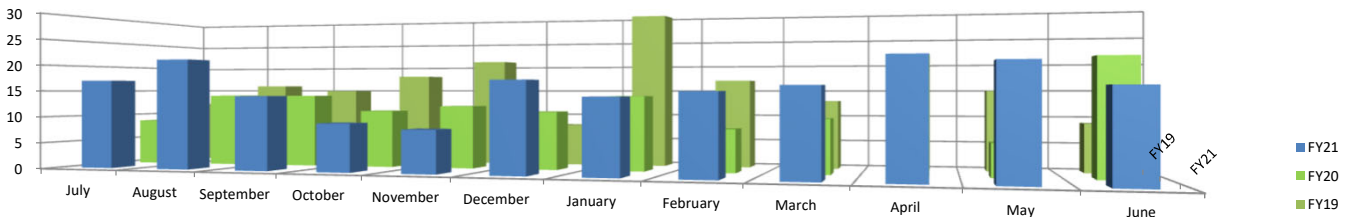
Connect Mobility Revenue Hours



	July	August	September	October	November	December	January	February	March	April	May	June
Sunday FY21	83	130	102	100	131	99	132	107	107	111	129	105
Sunday FY20	115	118	172	127	135	165	130	136	114	44	63	70
Sunday FY19	157	138	168	126	130	171	109	128	177	141	136	185
Saturday FY21	98	214	168	231	187	182	225	182	187	187	229	177
Saturday FY20	193	238	216	214	283	223	220	266	146	99	136	119
Saturday FY19	211	208	249	207	205	250	135	219	265	222	192	258
Weekday FY21	1564	1759	1856	1914	1656	1823	1702	1679	2037	2007	1808	1983
Weekday FY20	2278	2391	2213	2599	2263	2243	2478	2280	1835	1045	983	1307
Weekday FY19	2181	2346	2024	2473	2184	2029	2165	2191	2271	2340	2402	2162

Safety Reports

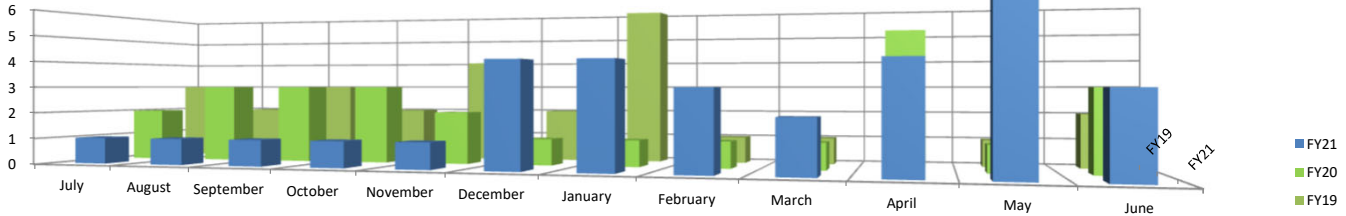
Safety Related Incidents Per 100,000 Miles



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	17	21	14	9	8	17	14	15	16	21	20	16
FY20	9	14	14	11	12	11	14	8	10	16	6	21
FY19	12	16	15	18	21	8	30	17	13	22	15	9

Notes: The numbers in this category show the total number of reports received for the calendar month. This number does not indicate whether an incident or accident was determined to be "Preventable". All submitted reports are reviewed and categorized by the Safety and Training Director.

Preventable Accidents Per 100,000 Miles

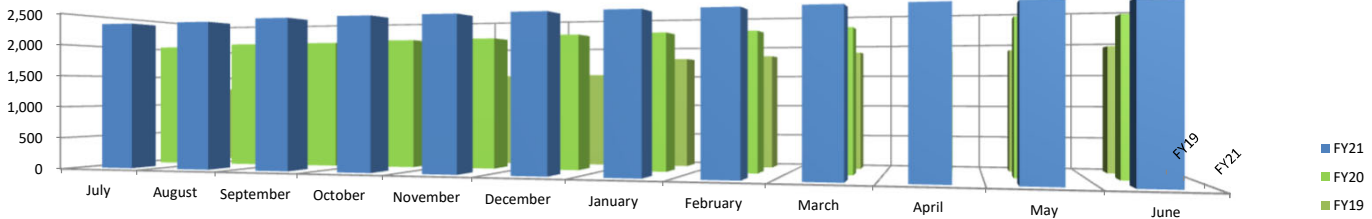


	July	August	September	October	November	December	January	February	March	April	May	June
FY21	1	1	1	1	1	4	4	3	2	4	6	3
FY20	2	3	3	3	2	1	1	1	1	5	1	3
FY19	3	2	3	2	4	2	6	1	1	2	1	2

Notes: **Accident:** An unplanned event that may or may not have resulted in personal injury or property damage, but in which the employee failed to exercise reasonable precautions to prevent the event. This consists of events such as a collision with another vehicle, a collision with a fixed object, closing a vehicle entry/exit door on a customer, etc.

Social Media Reports

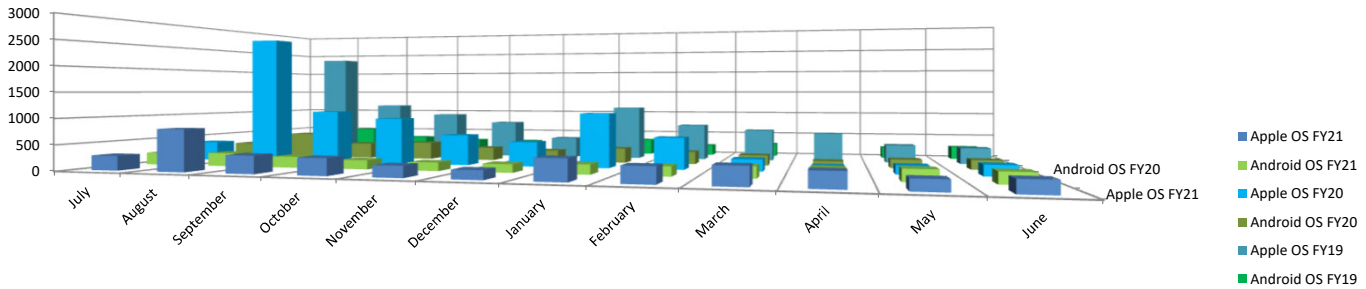
Facebook



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	2,346	2,353	2,393	2,405	2,408	2,419	2,426	2,429	2,439	2,446	2,449	2,449
FY20	2,015	2,054	2,060	2,089	2,101	2,145	2,159	2,167	2,200	2,215	2,322	2,330
FY19	1,282	1,382	1,416	1,431	1,509	1,524	1,785	1,821	1,869	1,873	1,886	1,933

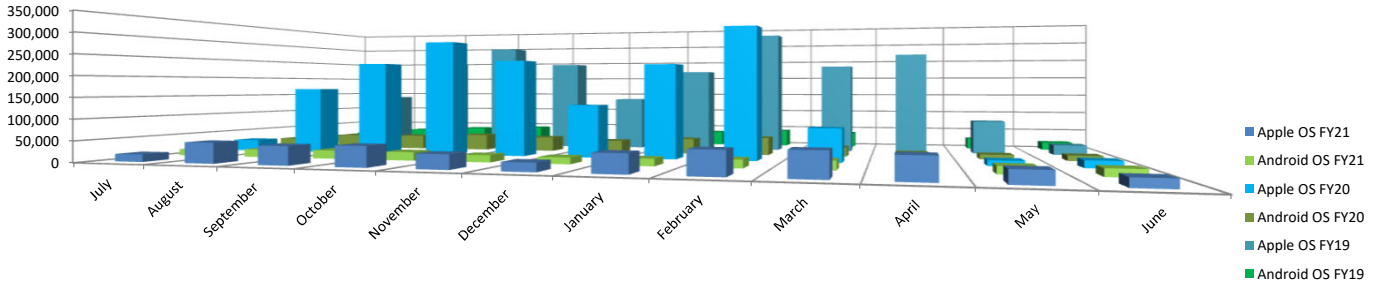
Notes:

App Downloads



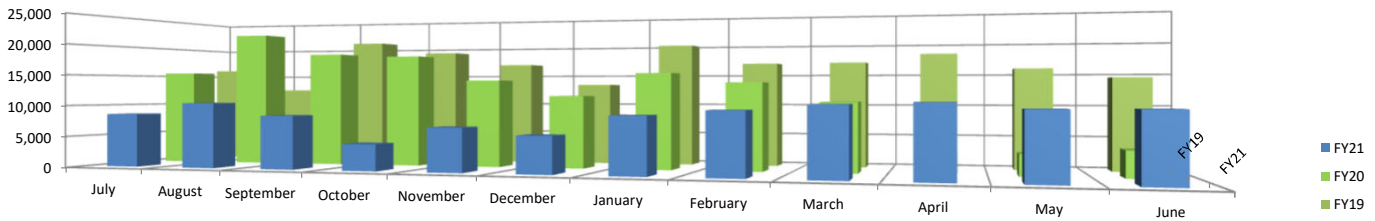
	July	August	September	October	November	December	January	February	March	April	May	June
Apple OS FY21	283	806	340	322	217	172	402	302	339	288	199	229
Android OS FY21	242	259	216	177	163	161	187	184	215	210	227	215
Apple OS FY20	387	2,624	1,074	938	609	487	1,073	614	227	128	167	211
Android OS FY20	282	522	316	358	267	232	297	250	204	112	169	186
Apple OS FY19	267	2,281	1,167	954	776	425	1,137	747	650	595	365	326
Android OS FY19	222	517	325	271	265	233	332	220	276	237	229	262

App Sessions



	July	August	September	October	November	December	January	February	March	April	May	June
Apple OS FY21	17,357	47,642	43,384	46,993	33,020	19,795	42,573	52,986	55,563	49,828	28,174	18,716
Android OS FY21	15,000	18,740	19,880	19,722	16,273	15,250	16,433	18,766	20,961	19,351	17,192	17,111
Apple OS FY20	27,919	167,758	234,074	288,658	239,500	128,398	228,644	317,706	78,658	14,825	12,841	16,921
Android OS FY20	21,407	33,940	34,860	39,743	35,874	29,764	37,059	43,130	22,541	11,868	11,060	12,451
Apple OS FY19	18,444	141,402	242,104	285,400	237,834	137,368	215,292	315,378	228,913	259,562	83,283	24,503
Android OS FY19	18,293	31,203	38,928	43,518	37,134	29,309	36,785	42,730	38,655	39,564	26,926	19,577

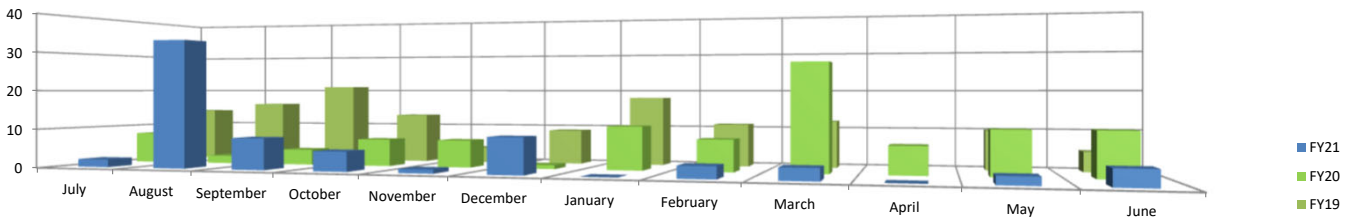
Website Traffic



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	8,559	10,385	8,461	4,155	6,828	5,760	8,828	9,642	10,542	10,871	9,978	10,033
FY20	15,429	21,879	18,495	18,081	14,065	11,533	15,183	13,688	10,725	3,248	3,285	4,004
FY19	16,048	12,457	20,916	19,059	16,859	13,387	19,993	16,867	16,962	18,275	15,879	14,462

Notes:

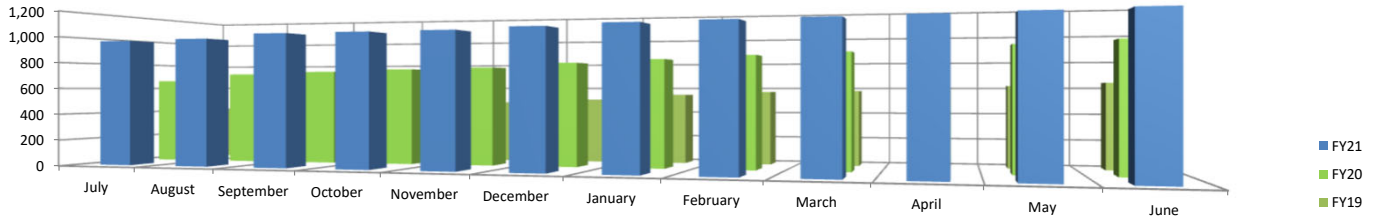
Twitter



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	2	33	8	5	1	9	0	3	3	0	2	4
FY20	8	2	4	7	7	1	11	8	27	7	11	11
FY19	14	16	21	13	4	9	18	11	12	6	10	5

Notes:

Instagram



	July	August	September	October	November	December	January	February	March	April	May	June
FY21	971	981	1,015	1,018	1,022	1,040	1,058	1,067	1,074	1,083	1,092	1,105
FY20	661	715	734	751	762	795	819	845	864	880	907	936
FY19	407	430	441	454	478	505	546	571	578	598	618	641

Notes:



Statistics	Jun 21				Jun 20				% Change			
	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour
Connect Transit												
Green	16,294	7,987	812	20.07	18,472	6,403	652	28.33	-11.8%	24.7%	24.5%	-29.2%
Red	19,096	15,204	1,380	13.84	19,440	14,812	1,380	14.09	-1.8%	2.6%	0.0%	-1.8%
Lime	22,174	17,534	1,420	15.61	24,060	17,398	1,420	16.94	-7.8%	0.8%	0.0%	-7.8%
Aqua	4,700	2,112	151	31.13	4,854	2,112	151	32.15	-3.2%	0.0%	0.0%	-3.2%
Orange	3,366	3,819	292	11.53	2,598	3,819	292	8.90	29.6%	0.0%	0.0%	29.6%
Gold	3,994	5,171	434	9.20	3,740	5,303	434	8.62	6.8%	-2.5%	0.0%	6.8%
Purple	8,144	8,223	564	14.44	7,578	8,259	564	13.44	7.5%	-0.4%	0.0%	7.5%
Blue	3,728	3,349	292	12.77	3,188	3,352	292	10.92	16.9%	-0.1%	0.0%	16.9%
Brown	3,294	4,149	362	9.11	3,032	4,149	362	8.38	8.6%	0.0%	0.0%	8.6%
Tan	4,836	6,074	492	9.82	3,164	5,429	492	6.43	52.8%	11.9%	0.0%	52.8%
Pink	6,024	4,942	388	15.53	7,102	5,341	388	18.30	-15.2%	-7.5%	0.0%	-15.2%
Yellow	5,048	5,879	410	12.31	5,208	5,879	410	12.70	-3.1%	0.0%	0.0%	-3.1%
Redbird	-	-	-									
Silver	5,806	5,524	436	13.32	5,610	5,524	436	12.87	3.5%	0.0%	0.0%	3.5%
Red Express	1,892	2,256	176	10.75	1,804	2,256	176	10.25	4.9%	0.0%	0.0%	4.9%
Lime Express	2,178	2,176	154	14.14	1,332	1,179	84	15.86	63.5%	84.5%	83.3%	-10.8%
Total Fixed Route	110,574	94,401	7,763	14.24	111,182	91,215	7,533	14.76	-0.5%	3.5%	3.1%	-3.5%
Demand Response												
Connect Mobility	4,380	24,798	2,266	2.28	2,798	16,766	1,496	1.87	56.5%	47.9%	51.5%	22.1%
Medicaid	794				404							
Total Demand Response	5,174	24,798	2,266	2.28	3,202	16,766	1,496	2.14	61.6%	47.9%	51.5%	6.7%
SYSTEM TOTALS	115,748	119,199	10,029	11.54	114,384	107,981	9,029	12.67	1.2%	10.4%	11.1%	-8.9%



Statistics	YTD 21				YTD 20				% Change			
	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour
Connect Transit												
Green	226,892	97,079	9,901	22.92	267,151	87,424	8,902	30.01	-15.1%	11.0%	11.2%	-23.6%
Red	255,086	178,082	16,503	15.46	305,171	177,591	16,488	18.51	-16.4%	0.3%	0.1%	-16.5%
Lime	280,917	210,137	16,982	16.54	308,502	209,219	16,967	18.18	-8.9%	0.4%	0.1%	-9.0%
Aqua	58,579	25,309	1,808	32.40	76,349	31,529	2,238	34.12	-23.3%	-19.7%	-19.2%	-5.0%
Orange	35,232	46,542	3,496	10.08	45,788	55,853	4,233	10.82	-23.1%	-16.7%	-17.4%	-6.8%
Gold	49,537	63,539	5,193	9.54	59,193	62,563	5,188	11.41	-16.3%	1.6%	0.1%	-16.4%
Purple	98,916	98,722	6,753	14.65	124,782	124,098	8,472	14.73	-20.7%	-20.4%	-20.3%	-0.6%
Blue	42,514	39,972	3,496	12.16	53,830	49,834	4,356	12.36	-21.0%	-19.8%	-19.7%	-1.6%
Brown	37,400	49,550	4,328	8.64	50,650	49,597	4,324	11.71	-26.2%	-0.1%	0.1%	-26.2%
Tan	44,236	71,998	5,881	7.52	54,179	71,369	5,871	9.23	-18.4%	0.9%	0.2%	-18.5%
Pink	87,412	62,786	4,624	18.90	110,613	62,264	4,621	23.94	-21.0%	0.8%	0.1%	-21.0%
Yellow	77,599	79,744	5,586	13.89	141,839	87,108	6,077	23.34	-45.3%	-8.5%	-8.1%	-40.5%
Redbird	83,943	63,392	5,900	14.23	393,494	52,291	4,892	80.44	-78.7%	21.2%	20.6%	-82.3%
Silver	62,910	66,172	5,219	12.06	77,754	82,082	6,508	11.95	-19.1%	-19.4%	-19.8%	0.9%
Red Express	25,973	26,364	2,056	12.63	26,230	26,235	2,046	12.82	-1.0%	0.5%	0.5%	-1.5%
Lime Express	28,075	25,275	1,799	15.61	22,587	19,337	1,377	16.40	24.3%	30.7%	30.6%	-4.8%
Total Fixed Route	1,495,219	1,204,662	99,523	15.02	2,118,110	1,248,393	102,557	20.65	-29.4%	-3.5%	-3.0%	-27.3%
Demand Response												
Connect Mobility	46,666	271,827	25,484	2.14	64,148	321,200	27,654	2.53	-27.3%	-15.4%	-7.8%	-15.5%
Medicaid	7,905	-	-		5,918	-	-					
Total Demand Response	54,571	271,827	25,484	2.14	70,066	321,200	27,654	2.53	-22.1%	-15.4%	-7.8%	-15.5%
SYSTEM TOTALS	1,549,790	1,476,489	125,007	12.40	2,188,176	1,569,593	130,211	16.80	-29.2%	-5.9%	-4.0%	-26.2%



GOVERNOR'S HIGHLIGHTS:

First term Democrat Governor J.B. Pritzker announced he will seek reelection in November 2022. Pritzker's announcement focused on his response to the pandemic, "We've been through a lot and I've been so proud to see Illinoisans come together during the toughest of times." Pritzker said he's "excited to fight for the state I love" alongside Lieutenant Governor Juliana Stratton, "and there's no limit to what we can do going forward."

Criminal Justice Bills Signed: Governor Pritzker signed a package of criminal justice reform legislation. The package includes:

- [SB2122](#) (Peters/Slaughter) which prohibits the use of deceptive tactics by all law enforcement when interrogating a minor. The bill takes effect January 1, 2022.
- [SB64](#) (Peters/Ammons) which encourages the use of restorative justice practices by providing that participation in such practices and anything said or done during the practice is privileged and may not be used in any future proceeding unless the privilege is waived by the informed consent of the party or parties covered by the privilege. The bill takes effect immediately.
- [SB2129](#) (Peters/Cassidy) which allows the State's Attorney of a county in which a defendant was sentenced to petition for resentencing of the offender if the original sentence no longer advances the interests of justice. The bill takes effect January 1, 2022.
- [HB3587](#) (Slaughter/Peters) creates the Resentencing Task Force Act to study ways to reduce Illinois' prison population via resentencing motions. The bill takes effect immediately.

Read the Governor's Press Release [here](#).

Cannabis Trailer Bill Signed: Governor Pritzker signed [HB 1443](#) (Ford/Lightford) which addresses issues and delays with the cannabis dispensary license for social equity applicants. The new law maintains the existing 75 social equity licenses and adds two lotteries (three lotteries total) of 55 licenses each for a total of 185 potential new licenses. The lotteries are scheduled to take place in July and August.

Additionally, the law changes existing relocation provisions, allowing social equity applicants to be within 1,500 feet of existing dispensaries. The law also: expands the R3 board; creates the

position of Cannabis Regulation and Oversight Officer; and establishes a Social Equity Justice Involved lottery for five medical licenses.

Read the Governor's full announcement [here](#). The cannabis company Sozo has already filed a [lawsuit](#) challenging the new law.

Telehealth Bill Signed: The Governor signed [HB3308](#) (Harris/Jones) which represents a negotiated compromise to extend telehealth beyond the Governor's Executive Order. As amended, it requires health insurance coverage for telehealth services, e-visits, and virtual check-ins rendered by a health care professional (when clinically appropriate and medically necessary), similar to other covered benefits. The bill includes payment parity for telehealth at the same level as services offered in person. The health insurance provider is responsible for notifying health care professionals and facilities of any instructions for the billing of telehealth services, e-visits, and virtual check-ins. Requires the Department of Insurance and the Department of Public Health to issue a telehealth report to the General Assembly by December 31, 2026. The Governor's press release is [here](#).

Contraception Bill Signed: Governor Pritzker signed [HB135](#) (Mussman/Bush) which expands access to contraception by allowing pharmacists to dispense contraception. The bill further requires insurance coverage for contraception administered by pharmacists under plans that currently cover physician prescribed birth control. HB 135 is effective January 1, 2022. Provisions effecting the Insurance Code are effective January 1, 2023. The Governor's press release is [here](#).

Wage Payment and Collection Act: Governor Pritzker signed [HB118](#) (Guzzardi/Villa) which increases penalties on employers in Illinois that do not adhere to rules outlined in the Wage Payment and Collection Act. Under the bill, an employer found to have violated the Act is liable for not only the unpaid wages and final compensation, but also 5% of the damages of the underpayment per month, for each month during which wages or final compensation remain unpaid. Previously, employers owed 2% of the damages for underpayment. Read the Governor's press release [here](#).

Asian American History: Governor JB Pritzker signed [HB376](#) (Gong-Gershowitz/Villivalam) which creates the Teaching Equitable Asian American History Act. The bill requires a unit of Asian American history be taught in public schools. More on the Governor's announcement is [here](#).

New Laws: Governor Pritzker signed several other bills into law over the past week. See [here](#) for more information on the new laws.

Eviction Moratorium: The eviction moratorium is scheduled to end in August, with a gradual phaseout throughout the summer. On July 23, the Governor will issue an Executive Order that allows eviction filings against covered persons to begin on August 1. The current prohibition on enforcement of eviction orders entered against covered persons will remain in place until August

31. Enforcement of eviction orders entered against covered persons will be allowed after August 31. More on the Governor's announcement is [here](#).

COVID-19 Grants for Small Local Governments: Governor Pritzker announced that 1,250 small cities, towns and villages in Illinois that have not already received aid from the federal American Rescue Plan Act (ARPA) can apply for their share of more than \$742 million in federal funds. More information is [here](#).

OSLAD and LWCF Grants: The Illinois Department of Natural Resources announced applications are being accepted for grants through the Open Space Land Acquisition and Development (OSLAD) and the federal Land and Water Conservation Fund (LWCF) grant programs. The application period for both programs opened July 15, 2021 and applications must be submitted to the IDNR by 5:00 p.m. Sept. 1, 2021. The Notice of Funding Opportunity can be found [here](#).

COVID-19 Update: Illinois, like most of the country, is experiencing another increase in COVID-19 cases fueled primarily by the more highly contagious variants including the Gamma and Delta variants. New cases are up 51% compared to the previous week. The 7-day case positivity rate in Illinois is up to 3% and at its highest point since mid-May. Currently, 14 downstate counties are at a coronavirus warning level.

On Thursday, the Illinois Department of Public Health reported 1,993 new cases of COVID-19 – the highest count of daily infections since May. An additional 6 deaths were reported overnight. Currently, 628 individuals are hospitalized with COVID-19. Of those, 119 are in the ICU. Of those who have died of COVID-19 in Illinois, 159 were fully vaccinated – representing 2.3% of COVID deaths since January 1st.

At this time, the Pritzker administration has no plans to implement additional mitigations to slow the spread of the virus. The Governor noted that the vaccine is effective and readily available. The Illinois Department of Public Health reports that 55.7% of the state's vaccine-eligible population of residents 12 and older are now fully vaccinated, with 71.2% of that population having received at least one dose.

The Illinois Department of Public adopted the Centers for Disease Control and Prevention updated guidance for [COVID-19 Prevention in Kindergarten \(K\)-12 Schools](#).

Major elements of the updated guidance include:

- Masks should be worn indoors by all individuals (age 2 and older) who are not fully vaccinated.
- CDC recommends schools maintain at least 3 feet of physical distance between students within classrooms, combined with indoor mask wearing by people who are not fully vaccinated, to reduce transmission risk. When it is not possible to maintain a physical distance of at least 3 feet, such as when schools cannot fully re-open while maintaining

these distances, it is especially important to layer multiple other prevention strategies, such as indoor masking.

- Screening, testing, ventilation, handwashing and respiratory etiquette, staying home when sick and getting tested, contact tracing in combination with quarantine and isolation, and cleaning and disinfection are also important layers of prevention to keep schools safe.
- Many schools serve children under the age of 12 who are not eligible for vaccination at this time. Therefore, this guidance emphasizes implementing layered prevention strategies (masking, distancing, testing) to protect people who are not fully vaccinated.

Schools and communities should monitor community transmission of COVID-19, vaccination coverage, screening testing, and outbreaks to guide decisions about on the level of layered prevention strategies being implemented.

New guidance issued by the Illinois Board of Higher Education and the Illinois Community College Board encourages Illinois colleges and universities to require vaccination to protect their campus and local communities as they bring students back for a full campus experience. Read the new guidance [here](#).

The University of Illinois announced this week that faculty and staff who will be working in-person on campus this fall must be vaccinated. The University of Illinois Health System similarly is requiring all of its employees to receive the vaccine.

ILLINOIS GENERAL ASSEMBLY:

Republican leaders Senator Dan McConchie and Representative Jim Durkin and the Mexican American Legal Defense Fund are challenging the constitutionality of the newly drawn legislative district maps. Democrats have filed a motion to dismiss the lawsuit. The lawsuits focus on whether American Community Survey data, rather than full census data, is a permissible source for drawing legislative district lines. Capitol News has more [here](#).

Carol Pope, the Legislative Inspector General, resigned her position last week. Pope, a former federal prosecutor, noted her frustration in a letter saying “This last legislative session demonstrated that true ethics reform is not a priority. The LIG has no real power to effect change or shine a light on ethics violations, the position is essentially a paper tiger”. Pope will stay in the position until a replacement is found or December 15, 2021.

UPCOMING:

The House Health Care Availability & Accessibility Committee will hold a hearing on August 9th at 10:30 am in the Bilandic Building in Chicago to discuss a COVID-19 vaccination update and the delta variant.

The House Elementary & Secondary Education: School Curriculum & Policies Committee will hold a hearing on August 12th at 10:00 am in Virtual Room 2 to discuss evidence-based efforts to reduce suspensions and expulsions.



Will Cousineau
Principal

wcousineau@cgagroup.com
(217) 836-9991



Julia Larkin
Vice President

jlarkin@cgagroup.com
(309) 530-5501



Mandy Drendel
Vice President

mdrendel@cgagroup.com
(312) 415-9743



Bill Smith
Senior Consultant

wsmith@cgagroup.com
(773) 851-0002



Lauren Schreck
Associate

lschreck@cgagroup.com
(217) 299-9347



MEMO

DATE: July 22, 2021

TO: Board of Trustees

FROM: Jeff Holtke, Marketing and Business Development Manager
Brendan O’Neill, Community Outreach Coordinator

SUBJECT: Recommendation for Marketing and Communications Plan FY2022

RECOMMENDATION

Board approval of the Marketing and Communications Plan for FY2022.

BACKGROUND

A major objective in Connect Transit’s Strategic Plan has been to continue building a marketing and communication plan. As in years past, there have been several different ways of promoting the Connect Transit message. However, it was not consistent until FY 2018. In FY 2018 we began the #GetConnected with Connect Transit campaign and used that across all platforms. In FY22 we will continue to promote the #GetConnected tagline and focus our advertising efforts on a few major initiatives that are important to Connect Transit. We will work to inform current and potential future riders on new emerging transit technology including implementing our mobile ticketing app as well as our electric bus fleet when it arrives and is placed in service throughout Bloomington-Normal. This will be especially important to focus on our new app as we have already seen a small bit of confusion having two different apps (navigation and mobile payment) so we will focus our efforts informing the Bloomington-Normal community on the new mobile ticketing app.

We will continue to promote a consistent message through all marketing efforts in FY22 as we continue to encourage riders to return to the system and help get ridership numbers back to pre-pandemic numbers. We also have the flexibility to change our messaging for specific events or initiatives throughout the year like we did in FY21 when staffing shortages were difficult. This plan allows us to easily push out new messages with little turnaround time.

We plan to use various media outlets to help convey our branded message. We will work with our advertising partners to help drive up ridership and try to get more riders using our new mobile ticketing app. Overall, this plan follows a very similar path to what we have done in the last several years while mixing in new elements to help raise brand awareness and utilizing open space on our fleet to push out our messaging through Bloomington-Normal.



We are excited to be able to offer mobile ticketing and will have a concentrated effort on promoting this new app and help educate riders on how to navigate the new app.

DISCUSSION

Connect Transit received proposals from the major radio groups, television stations and many smaller entities and believe that after hearing feedback from the trustees last year, we believe this is a well-rounded plan. Multiple advertising partners have begun focusing on digital advertising and having a presence on several of our partners' websites will help drive traffic to our website and help riders and potential riders find more information on riding with Connect Transit.

Company	Type of Media (Print/Radio/Etc)	Number of Total Spots	Total Investment
Neuhoff Media Hot 100 / Bob FM / Rock 96.7	Radio	360 Spots on Bob-FM/Monthly 120 Streaming Spots/Monthly <i>Hot 100.7/Rock 96.7 – TRADE for Bus Ads</i>	\$2,340
Neuhoff Media	Programmatic Audio	14,000 Impressions Monthly Pandora/Stitcher/Tune-In/iHeartRadio Streaming Services Specific Zip Code Targeting	\$3,600
WGLT	Radio	150 Total Spots/Monthly 25 Best Time Available Spots Each Week	\$3,000
Great Plains Media	Radio (107.7 The Bull)	Minimum of 40 Commercials/Monthly 40 Spots on 107.7 Streaming Channel 20 Monthly Weather Mentions <i>3rd Week of Ads – TRADE for Bus Ads</i> <i>Stuff the Bus Campaign – In-Kind Donation</i>	\$9,600
WEEK TV 25	Digital Ads	50,000 Impressions/Month WEEK.COM Zip Code Targeting	\$1,800
Sophos Marketing	Digital Ad Agency	100,000 Monthly Impressions Live Dashboard for Reporting	\$2,500
CT Bus Banner Ads	Vinyl Decals	Self-promotion when space allows for special promotions (mobile apps, electric buses, etc.)	\$1,000
Facebook/Twitter/Instagram	Digital	Used to promote pages, posts, stories	\$2,500
Community Events	In-Person	Various tabling events or special events throughout the community	\$3,000
		Total (6 Months)	\$29,340



KEY FEATURES

- We continue to push forward growing our audience online. We will budget more aggressively on our social media channels as we have found them to be very effective when done properly. We have slowed organically growing our followers and would like to put money towards our social platforms to continue to expand our reach.
- We will focus more efforts on digital advertising and for roughly the first six (6) months we will push our new mobile ticketing app and work to boost downloads before switching our focus to promote our new electric buses once they arrive and are in service.
- We will continue to brand our marketing with #GetConnected and continue to push the message of ease of access when using Connect Transit in your everyday life by highlighting amenities and improvements through our Better Bus Stops for Bloomington-Normal campaign.
- Splitting this into a six-month window will allow discussion with the new Connect Transit General Manager to see what input he might have for the second half of FY22 and allows us flexibility as our community continues to evolve post pandemic.