

Board of Trustees

Regular Session

March 26, 2024



Agenda

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

Consent Agenda

- Approval of Regular Session Minutes for February 27, 2024
- Approval of Financial Information for February 2024
- Approval of Statistical Reports for February 2024
- Cardinal Infrastructure Federal Report
- Cornerstone – Illinois Weekly Update

- Roll Call Vote

Committee Reports

Finance Committee:

Trustee Singer
Vice Chair Hile

Operations & Planning

Committee:

Trustee Foster
Trustee Rao

Marketing & Communications

Committee:

Trustee Buchanan
Secretary McCue

Connect Transit Brand & Marketing and Communications Committee

Brand:

For Bloomington-Normal residents, Connect Transit delivers the best possible public transit experience, and their services make our city a better place to live, work, and play.

Committee Charge:

Get: the Bloomington-Normal community

To: see the value that Connect provides where they live, work, and play

By: implementing a messaging campaign that showcases Connect's benefits to all and builds upon itself over time.

Concept Summary



To your *Friends*.
To your *Family*.
To what's *Next*.

Connect

connect TRANSIT | FROM A TO BEYOND

From A to Beyond



On-board charging stations to keep you powered up while you power on.

Now we're getting somewhere.

connect TRANSIT That's how we roll.

That's how we roll.



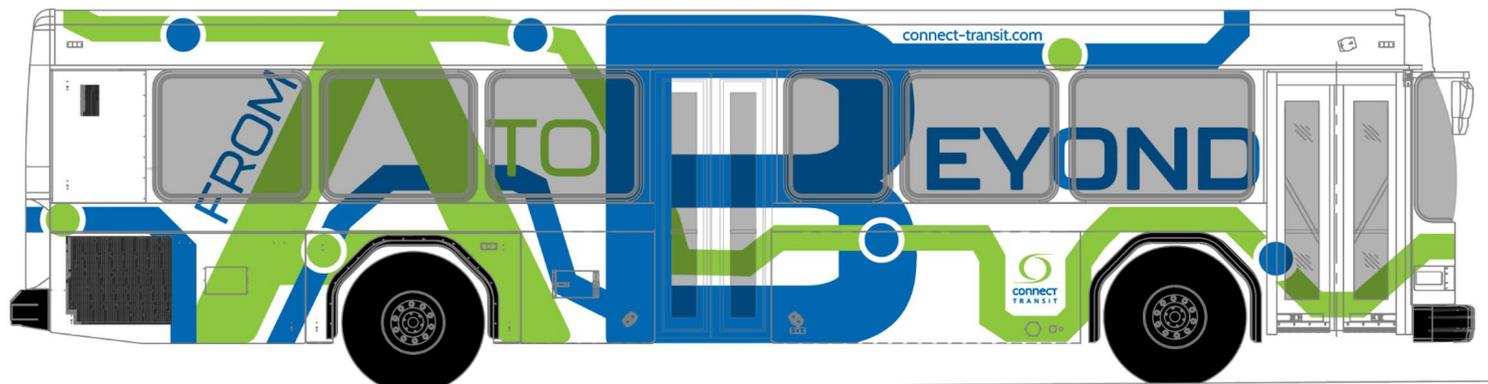
Up, Down, All Around Town. Take Your City Bus.

connect TRANSIT

Ewing Cultural Center
Connect on the Blue Route

Your City Bus

From A to Beyond!



- Deliverables:
 - Vehicle Wraps
 - Shelter Ads
 - Social Templates
 - :15 Pre-Roll Video
 - Pull-Up Banners
 - “Sizzle” Video

Collected Stories

“The bus stops here. And there. And there. Oh, and there.
From A to Beyond. Connect.”

Michael H. - “Appointments, social events, shopping. I would have to stay home much more often without Connect. I do have friends and family that will give me rides but Connect gives me a sense of independence. Just today I went to a doctor appointment, then to St. Mary's Loaves and Fishes for lunch and socialization, then back home - all on Connect Mobility. When the weather is nicer, I use the transit bus and the mobility bus so I can also get some walking in for my health. It's nice having options. I appreciate Connect. I use a wheeled walker whenever I go out and I quit driving several years ago. I figured that Connect would be a good way to get around now, and that has proven correct. “

Collected Stories

“To connect community. To pursue opportunity. To what’s next. From A to Beyond. Connect.”

Local School Administrator - “Recently, a sick kiddo at [local elementary school] needed to go home. The kiddo’s mother did not have transportation to [local elementary school] to pick up her child. As a result, she utilized the information shared about Connect FLEX and secured safe and reliable transportation for her and her newborn from her home to [local elementary school] to pick up her sick kiddo. A huge thank you to Connect staff for making this available for our community. “

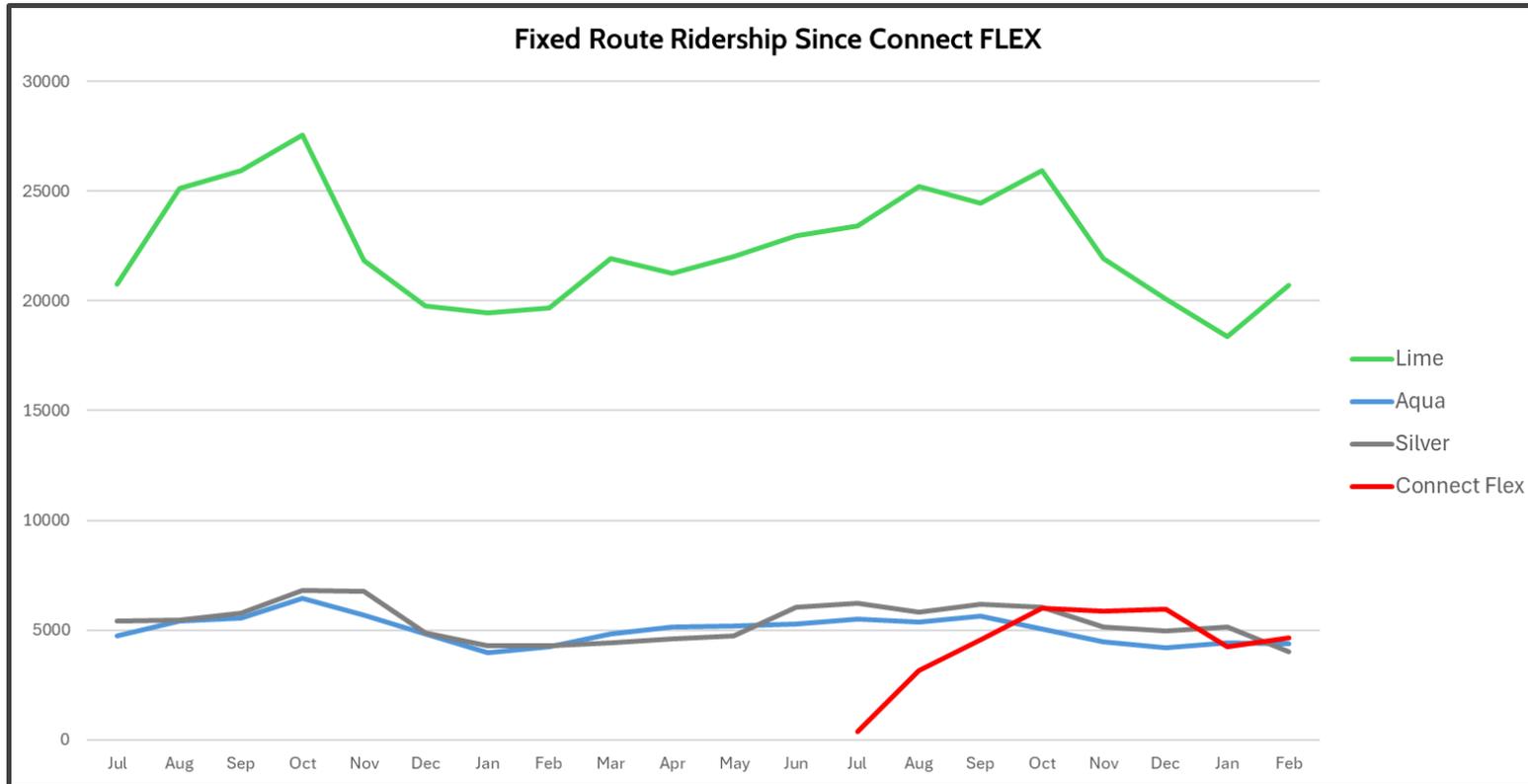
Next Steps

- Continued Call for Stories
 - Will push out on other platforms
 - Email
 - Push Notifications
- Receive Final Deliverables from Dovetail
- Utilize Quantitative and Qualitative Data to Analyze Campaign

New Business

- FY23 Audit Results – Informational
- FLEX/Fixed Route Comparison – Informational

FLEX / Fixed Route Comparison



FY 23 Average	FY 24 YTD Average	Difference
22,354	22,513	159
5,110	4,876	(234)
5,286	5,437	151
-	4,339	4,339

Anticipated Net Gain
13.4%

New Business

- Recommendation for Cash Farm Lease – Roll Call Vote
- Recommendation for Zero-Fare on Earth Day – Roll Call Vote
- Recommendation for Clarification of By-Laws Pertaining to Executive Session Attendance by Other Means – Roll Call Vote
- Draft Strategic Plan – Informational

Draft Strategic Plan

- **Process**
 - Past Plan Review
 - Connect to the Future
 - 2021 Strategic Plan
 - Meetings
 - Facilitated – February 2022; January 2024
 - Internally Led – March 2023; August 2023
- **2024-2028 Goals and Actions as ranked at workshop.**
 - **Goal 1: Gain Public and Political Support.**
 - Create and define a community wide communications plan.
 - Expand the Board's role to advocate on behalf of Connect Transit.
 - Develop and expand community partnerships.
 - Expand opportunities for the community to engage.

Draft Strategic Plan

- **Goal 2: Ensure Long-Term Financial Sustainability.**
 - Continue to secure federal, state, and local dollars.
 - Diversify revenue streams.
 - Continuously evaluate cost management strategies.
 - Regularly evaluate fare structure for long-term sustainability.
- **Goal 3: Leverage Projects and Initiatives for a Positive Customer Experience.**
 - Complete a state-of-the-art Downtown Bloomington Transit Center with modern facilities that provide a wider Bloomington community presence.
 - Optimize the user experience.
 - Complete training facility.
- **Goal 4: Operate Efficiently Without Sacrificing Service Quality.**
 - Maintain a positive culture of safety.
 - Regularly evaluate and utilize technology and data driven solutions for long-term optimization.
 - Position Connect Transit to provide solutions for changing service demands.

Draft Strategic Plan



OBJECTIVE 1: CREATE AND DEFINE A COMMUNITY WIDE COMMUNICATIONS PLAN



Activity: Develop a messaging plan with themes that can be used to encourage support of transit among multiple groups of constituents.

- Responsibility:
 - Marketing Manager
 - Consultant
 - Marketing and Communications Committee (for insight and on-going review)
- Timeline:
 - January 2024 – March 2024
- Success Metrics:
 - Themes are developed and presented to the Board of Trustees.
 - The Marketing and Communications Committee selects a theme to initiate the campaign.
 - The Marketing and Communications Committee presents selected theme to the Board for informational purposes and approval as necessary.

• Format

- Will be provided in print and digitally to the Board.
- Will be published to website when approved.
- Available in print to public upon request.

Draft Strategic Plan

- **Next Steps:**
 - 1:1 Meetings with Trustees through April to gather additional input.
 - Presented as Final at April Board of Trustees Meeting.
 - Present “Tracker” Report Monthly
- **Please Review With the Following in Mind:**
 - Are the objectives relevant to each goal?
 - Are there other objectives that should be considered for this time period?
 - Are the activities appropriate and will they meet the objective?
 - Are there other activities that should be considered for this time period?
 - Is the responsibility appropriate?
 - Is time timeline realistic or do I need to further define timelines for specific tasks?
 - Are the success factors relevant to the activities and objectives?
 - Do the success factors meet your expectations and if not, please provide an example of what would?

New Business

- Recommendation to Approve FY25 Budget – Roll Call Vote

FY25 Final Budget Presentation to the Board of Trustees

March 26, 2024



Change Log

	Impact
Reduced diesel and gasoline fuel from \$4 - \$3.50	(\$186,463)
Added hours for City of Bloomington shuttle	\$135,359
Removed lift repair expense (incurred in 2024)	(\$32,000)
Improved performance expectation	(\$60,177)
Included 10-year budget trend	\$0
Included Professional Service & Fees breakdown	\$0
Included 5-year forecast	\$0
Included Connect FLEX FY26 estimate	\$0
Misc. formula corrections	\$29,500
<i>Change from Draft</i>	(\$113,781)

Hour and Mile Reallocation

Proposed	FY23	FY24	FY25
Fixed Route Hours	118,974	115,948	105,864
Mobility Hours	36,334	40,683	53,969
Microtransit Hours	-	13,608	14,904
Parking Shuttle	-	-	2,048
Total Hours	155,308	170,239	176,785
Percent Diff		9.6%	3.8%

Proposed	FY23	FY24	FY25
Fixed Route Miles	1,469,463	1,511,199	1,278,945
Mobility Miles	412,733	503,448	660,406
Microtransit Miles	-	155,088	178,848
Parking Shuttle	-	-	30,720
Total Miles	1,882,195	2,169,735	2,148,919
Percent Diff		15.3%	-1.0%

Downtown Parking Shuttle

Service	Weekdays		256
	Hours/Weekday		8
	TOTAL Hours		2048
Labor	Avg. Pay	\$	31.14
	Pay/Platform		1.3
	Avg. Benefits		35%
	TOTAL Payroll	\$	111,919
Maint.	Miles/Day		120
	\$/Mile		0.76
	TOTAL Maint.	\$	23,347

Total	\$	135,265.88
State Share	\$	87,922.82
Add'l. Share	\$	47,343.06

Proposed Budget Justification

- Better productivity without peak service

	No Peak 2023	With Peak 2024
Unlinked Trips per Hour	20.32	19.29
Ridership increase from prior year	17.9%	8.7%

- Connect Mobility and Connect FLEX serving unmet needs



Expected Increase in Mobility Ridership

	2000*	2010**	2020**
Total Population People with Disabilities	13,245	15,728	16,492
<i>Percent Change</i>		19%	5%
Seniors (65+) with Disabilities	3,487	5,656	6,798
<i>Percent Change</i>		62%	20%

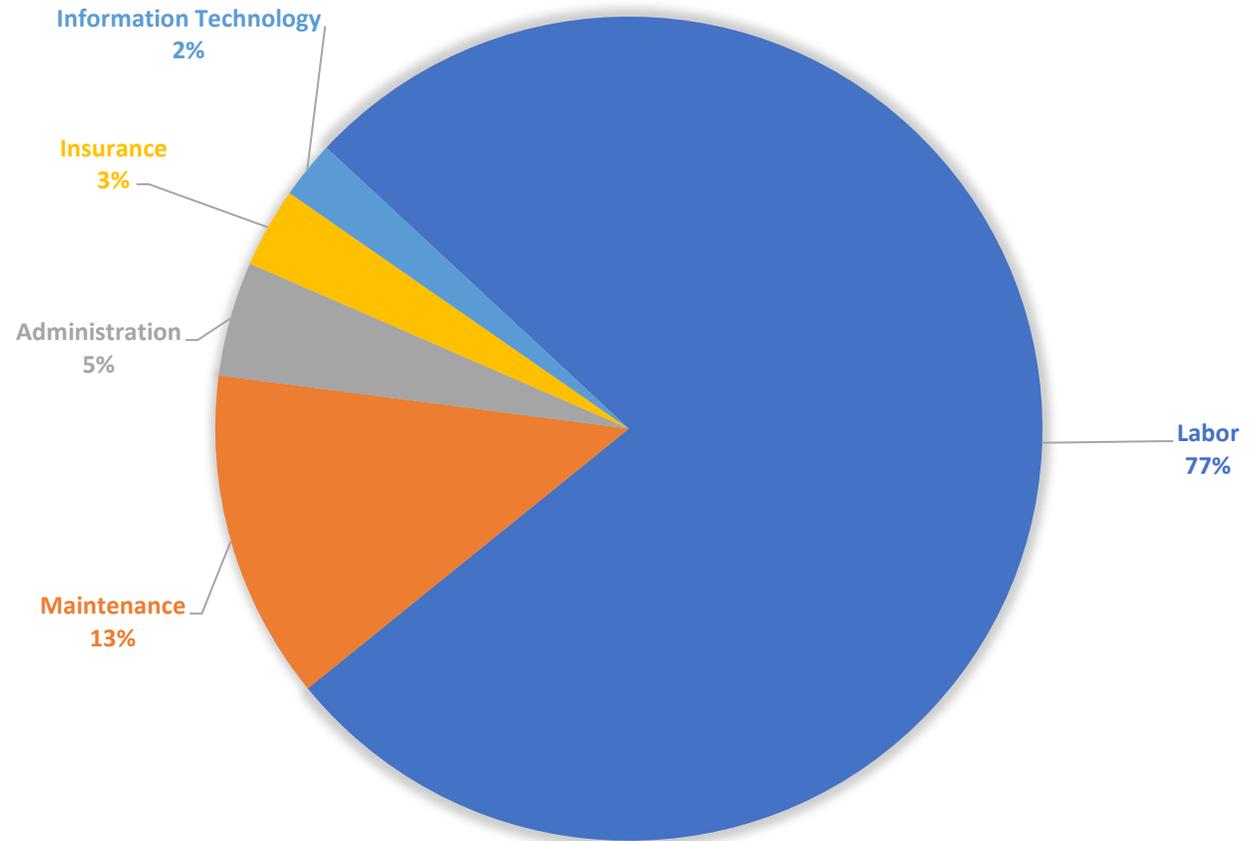
* 2000 Decennial Census Data

**2010 and 2020 American Community Survey



Budget

- By Category



FY25 Draft Budget

Expenses	2024 Budget	2025 Budget	\$ Difference	% Difference
Labor and Benefits	\$ 14,514,881	\$ 15,473,805	\$ 958,924	7%
Fuel and Lubricants	\$ 1,694,261	\$ 1,563,528	\$ (130,733)	-8%
Bus Repair and Maintenance	\$ 964,441	\$ 1,018,923	\$ 54,482	6%
Insurance	\$ 527,725	\$ 630,100	\$ 102,375	19%
Professional Services	\$ 241,500	\$ 428,500	\$ 187,000	77%
IT Expenses	\$ 460,613	\$ 453,820	\$ (6,793)	-1%
Utilities	\$ 129,000	\$ 129,400	\$ 400	0%
Marketing/Training/Misc.	\$ 332,050	\$ 356,250	\$ 24,200	7%
TOTAL	\$ 18,864,472	\$ 20,054,326	\$ 1,189,855	6%

Professional Services

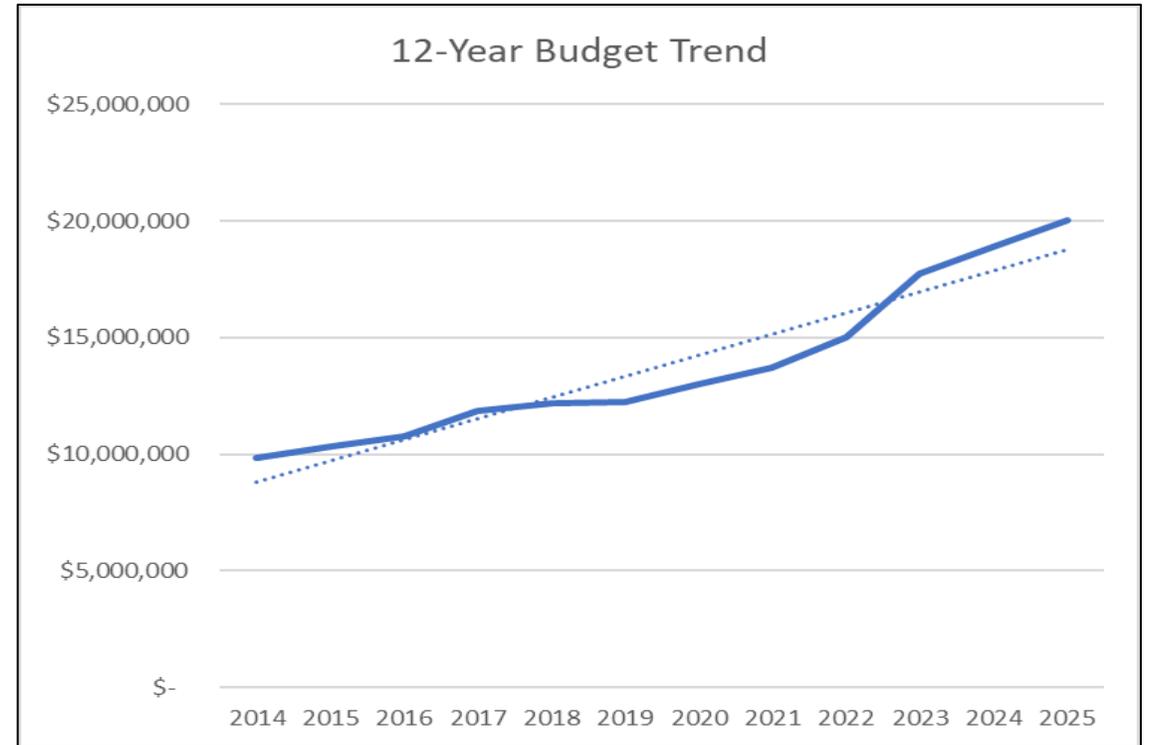
Professional Fees	Increase from FY24		
Audit	\$	27,000	\$ -
Legal	\$	15,000	\$ -
Lobbyists	\$	150,000	\$ 150,000.00
Insurance Broker	\$	40,000	\$ 40,000.00
GFOA	\$	30,000	\$ 30,000.00
Miscellaneous	\$	40,000	\$ (25,000.00)
Maintenance	\$	126,500	\$ (8,000.00)
Total	\$	428,500	\$ 187,000.00

Dues, Subscriptions, and Fees

<u>Dues, Subscriptions, and Fees</u>		<u>Increase from FY24</u>
IPTA Dues	\$ 8,500	\$ -
APTA Dues	\$ 18,000	\$ -
Other Dues & Subscriptions	\$ 15,000	\$ 5,000
Employee Recognition	\$ 20,450	\$ 7,950
Bid Advertising	\$ 5,000	\$ 4,250
Vehicle Registration & Inspection	\$ 8,000	\$ -
Bank Charges	\$ 3,600	\$ -
Marketing Fees	\$ 3,150	\$ -
Total	<u>\$ 81,700</u>	<u>\$ 17,200</u>

12-Year Budget Trend

Year	Operating Expenses	Percent Difference
2014	\$ 9,821,012	
2015	\$ 10,345,158	5.3%
2016	\$ 10,785,530	4.3%
2017	\$ 11,834,816	9.7%
2018	\$ 12,163,570	2.8%
2019	\$ 12,249,546	0.7%
2020	\$ 13,009,405	6.2%
2021	\$ 13,717,700	5.4%
2022	\$ 15,000,000	9.3%
2023	\$ 17,763,099	18.4%
2024	\$ 18,864,472	6.2%
2025	\$ 20,054,326	6.3%



Five-Year Forecast

	2025	2026	2027	2028	2029	2030
EXPENSES						
Budget - Status Quo	\$ 20,054,326	\$ 22,043,732	\$ 23,145,918	\$ 24,303,214	\$ 25,518,375	\$ 26,794,293
REVENUE						
State	\$ 13,035,312	\$ 14,328,425	\$ 15,044,847	\$ 15,797,089	\$ 16,586,944	\$ 17,416,291
Federal	\$ 4,069,014	\$ 4,707,806	\$ 5,029,446	\$ 5,348,669	\$ 5,661,352	\$ 6,043,420
Bloomington	\$ 910,000	\$ 910,000	\$ 910,000	\$ 910,000	\$ 910,000	\$ 910,000
Normal	\$ 590,000	\$ 590,000	\$ 590,000	\$ 590,000	\$ 590,000	\$ 590,000
Contracts	\$ 680,000	\$ 700,000	\$ 700,000	\$ 700,000	\$ 700,000	\$ 700,000
Fares	\$ 650,000	\$ 682,500	\$ 716,625	\$ 752,456	\$ 790,079	\$ 829,583
Advertising	\$ 120,000	\$ 125,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000
Other	\$ -	\$ -	\$ 25,000	\$ 75,000	\$ 150,000	\$ 175,000
TOTAL	\$ 20,054,326	\$ 22,043,732	\$ 23,145,918	\$ 24,303,214	\$ 25,518,375	\$ 26,794,293

Assumptions:

- 5% total budget increase per year
- 5% increase in fare revenue per year
- Increase in advertising revenue from contract and other sources
- New revenue from lease and other initiatives begins in 2026
- Current Federal Budget Appropriation met in 2026
- Current State Budget Appropriation met in 2027

FY26 Connect FLEX Additional Expense

Service	Weekdays		256
	Hours/Weekday		66
	TOTAL Hours		16896
Labor	Avg. Pay	\$	31.14
	Pay/Platform		1.3
	Avg. Benefits		35%
	TOTAL Payroll	\$	923,329
Maint.	Miles/Day		990
	\$/Mile		0.25
	TOTAL Maint.	\$	63,360.00

Total	\$	986,689.09
State Share	\$	641,347.91
Add'l Share	\$	345,341.18

FY25 Capital Budget

Projects

Replacement Buses	\$ 6,367,540
Microtransit Rolling Stock	\$ 1,500,000
Admin Building Roof Replacement	\$ 500,000
Connect Mobility Rolling Stock	\$ 600,000
Floor Scrubber - Maintenance	\$ 75,000
Better Bus Stops - Construction	\$ 742,500
Electric Bus Charger - Maintenance Facility	\$ 250,000
Microtransit /Paratransit Storage Facility & Admin Training Facility Renovations and Upgrades	\$ 14,360,000
Service Vehicle Replacement	\$ 60,000
Mid-Life Overhaul - 2018 New Flyer Buses	\$ 1,250,000
ITS Software	\$ 1,500,000
Green Energy Consultant	\$ 100,000
Long Range Transportation Plan	\$ 200,000
TOTAL	\$ 27,505,040

Funding Sources

FTA 5339	\$ 11,668,950	42%
FTA 5307	\$ 3,064,907	11%
IDOT Cap (Rebuild R1)	\$ 447,050	2%
IDOT Cap (Rebuild R3)	\$ 8,000,000	29%
IDOT Debt Service	\$ 3,004,250	11%
Local	\$ 1,319,883	5%
Total	\$ 27,505,040	100%

Questions?

Chairman's Report

General Manager's Report

Community

- **Outreach:**

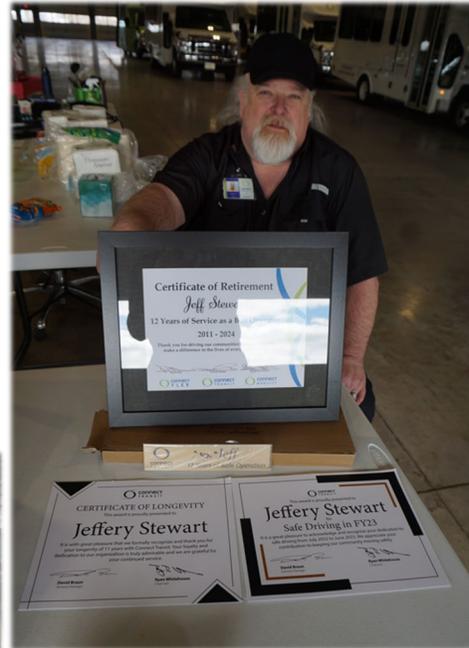
- BACC Career Expo
- BACC Mock Interviews
- Bloomington Senior Showcase
- Electric Vehicle Town Hall/Exhibit
- Leadership McLean County Shuttle to Culinary Day
- Budget Presentation to City of Bloomington



General Manager's Report

Community

- **Employee Morale:**
 - National Transit Employee Appreciation Day



General Manager's Report

Professional Development

- Stephanie Butler, HR Manager, and Lauren Bridgewater, HR/Payroll Administrator
 - 2024 Public Sector Employment Law Seminar in Oakbrook Terrace, IL (March 7)



Illinois Public Employer
Labor Relations Association

2024 Public Sector
**Employment Law
Seminar**

Conducted by:
CLARK BAIRD SMITH LLP



General Manager's Report

Professional Development

2024 Public Sector
Employment Law
Seminar

- Mock Arbitrations
 - Cases were presented by attorneys who represented the Union as well as the employer. There were two arbitrators who heard the cases and gave feedback on how they would handle the situation. The arbitrators thoroughly explained the importance and difficulties while remaining neutral and looking at details from all perspectives.
- Grievances
 - The speaker described key information and information that should be included in grievance responses and how they should be handled.
- Leave Time
 - Understanding the employer's roles and responsibilities on different types of leave. The speaker provided ways to make improvements through training, tracking, and policy. They covered uncommon situations regarding labor laws.

General Manager's Report

Professional Development

2024 Public Sector
Employment Law
Seminar

- Contract
 - The speaker explained the significance of reviewing your current labor agreement and information that should be included and why.
- Employee Speech
 - The speaker offered scenarios involving first amendment rights, what is protected, and how to address issues.
- Examining Our Policies
 - Provided Public Sector and Union CBA specific information about Paid Leave for all Workers Act, discipline, and how remain in compliance.
- Hiring Challenges
 - Provided ideas on how to overcome our tight labor market.

General Manager's Report

Professional Development

- Charlie Busse, Maintenance Manager
 - The Transit Bus Summit in Tucson, AZ (Feb. 21-23)

You're Invited As Our Guest



General Manager's Report

Professional Development



- Electric Buses
 - Networked with other agencies operating Proterra buses. The agencies that have “Remington” model buses are having the same issues we are.
- Batteries
 - Learned about preventive maintenance best practices, especially involving low-voltage batteries. Have reached out to some battery vendors to learn about using a different type of battery to help prevent electrical issues.
- Networking
 - Met some experienced Maintenance leadership from throughout the country. Have already used those contacts for suggestions and advice.

General Manager's Report

Professional Development



- Employee Retention
 - Learned how other agencies are forming their compensation plans to prepare for next contract negotiations.
- Disadvantaged Business Enterprise
 - Met a company to buy janitorial/cleaning supplies from that is a certified IL DBE, who can help meet our DBE goal.
- Future Possibilities
 - Met with fixed route and paratransit bus manufacturers to learn about new technologies and options that are available.
 - Learned about an “e-mirror” digital mirror system as a replacement for side-view mirror. Illinois recognizes the Federal Motor Carrier Safety Act (FMCSA) exemption for replacing side-view mirrors with an e-mirror system.

General Manager's Report

Professional Development

- Aubrey Staton, Marketing Manager, and Jessica Dolan, Marketing Assistant
 - Marketing Communications & Customer Experience Workshop in New Orleans, LA (Feb. 11 – 14)



Marketing, Communications & Customer Experience

WORKSHOP

FEBRUARY 11-14, 2024

NEW ORLEANS, LA

General Manager's Report

Professional Development



- Story Telling
 - As the push from APTA has been centered around story telling, there were several sessions focused on this topic. Since attending the conference, we have implemented a few tactics we learned. We've submitted a "Call for Stories" similar to that of the Bay Area Rapid Transit and have started receiving stories already. These sessions were particularly helpful to answer the "How?" questions or implementing this kind of campaign.
- Schedules & Timetables
 - Several agencies shared their best practices for distribution of their version of our Rider Guide. Some agencies do not keep a printed copy, some mail upon request, and some distribute a slimmed down version of what we provide. This was an interesting topic as we are looking for ways to update our Rider Guide.
- Media & Involvement
 - Jess attended several sessions focused on social media and unique ways to be more engaged with the community. One tactic is to create a mascot to use through different documents and on our social media platforms. This is something we are considering developing, especially as we consider creating a "curriculum" surrounding travel training.

General Manager's Report

Professional Development

- David Braun, General Manager
 - Transit CEOs Seminar, Savannah, GA (Feb. 16 - 18)



Transit CEOs
SEMINAR

FEBRUARY 16-18, 2024
SAVANNAH, GA

General Manager's Report

Professional Development



- Defining the Deputy CEO (Assistant General Manager) role
 - External focused GM; Internal Focused AGM
 - Project Management Role
- Post Pandemic Ridership
 - FTA view on post pandemic ridership and formula funding
 - System efforts to increase ridership (Bus Rapid Transit; Microtransit; Fares)
- Bus Manufacturing Challenges
 - APTA Task Force Report concerning the bus manufacturing industry
- Transit Labor Update
 - Industry trends in labor negotiations, wages, and benefits

General Manager's Report

Recruiting

- Positions Filled

- Bus Operator (8)

- Eric Miller
 - Candace Collins
 - Kenneth Robinson
 - Tamara Strong
 - Marsha Somlar
 - Brandon Darashti
 - Vanna Ringle
 - Camron Matlock (FKA FLEX Operator)



- Customer Service Rep. (1)
 - Bo Roberts (FKA Dispatcher)
 - Microtransit Operator (2)
 - Demetria Lloyd
 - Jeremy Carrel

General Manager's Report

Recruiting

- Positions Open
 - Bus Operators (8)
 - Dispatcher (1)
 - Mechanic (1)
 - Microtransit Operators (1)
 - Operations Supervisor (1)
 - Planning & Grants Coordinator (1)
 - Service Technician (2)



General Manager's Report

Reminders

- Statement of Economic Interest Due *May 1*
 - <https://www.mcleancountyil.gov/549/Statements-of-Economic-Interests>
 - Please forward confirmation email to Board Clerk
- Multi-Factor Authentication for Email
 - Please reply to email from Board Clerk
- Updated Board Photos

Agenda

- Trustee Comments
- Executive Session – N/A
- Adjournment
 - Roll Call Vote
- Next Meeting(s): April 23, 2024
 - Annual Meeting 4:15
 - Regular Session 4:30