

# AGENDA

#### Meeting of the Connect Transit Board of Trustees

July 24, 2018

#### 4:30 P.M.

#### Board Room Connect Transit Operations Facility 351 Wylie Drive, Normal, IL 61761

- A. Call to Order
- B. Roll Call
- C. Public Comments
- D. Consent Agenda
  - 1. Approval of Minutes of Previous Meeting of June 26, 2018
  - 2. Disbursements for the Month of June, 2018
  - 3. Monthly Statistical Report for month of June, 2018
  - 4. Cardinal Infrastructure Federal Report
- E. Old Business
- F. New Business
  - 1. Recommendation for Heartland Community College Universal Access Agreement
  - 2. Recommendation for Bus Shelter Purchase
  - 3. Recommendation for Bench and Solar Lights Purchase
  - 4. Approval of Bus and Bus Facility Grant Connect Transit Board of Trustees Letter of Support
  - 5. Recommendation of Marketing and Communications Plan
- G. General Manager's Report
  - 1. FY2018 Ridership Summary
- H. Trustee's Comments
- I. Executive Session ( cite section)
- J. Adjournment



Name	Check Number	Date	Amount	Description
A.T.U C.O.P.E.	00039749	08-Jun-18	\$140.90	Payroll Deduction
Advance Auto Parts	00039750	08-Jun-18	\$9.19	Maintenance Supplies
Advance Auto Parts	00039802	19-Jun-18	\$426.89	Maintenance Supplies
Airgas USA, LLC	00039714	01-Jun-18	\$23.58	Welding Supplies
Airgas USA, LLC	00039803	19-Jun-18	\$218.07	Welding Supplies
Alex Moonan	00039777	15-Jun-18	\$80.37	Uniform Reimbursement
Ally Financial	00039751	08-Jun-18	\$196.08	Lease
Amalgamated Transit Union Local 752	00039752	08-Jun-18	\$6,406.00	Payroll Deduction
Amalgamated Transit Union Local 752	00039804	19-Jun-18	\$150.00	Payroll Deduction
Amazon Capital Service	00039715	01-Jun-18	\$388.45	Computer Hardware and Office Supplies
Amazon Capital Service	00039778	15-Jun-18	\$85.73	Office Supplies
Amazon Capital Service	00039805	19-Jun-18	\$867.22	Office Supplies
Ancel, Glink, Diamond, Bush, DiCianni &	00039716	01-Jun-18	\$250.00	Legal Service
Assurance Agency, Ltd.	00039806	19-Jun-18	\$117,702.00	Insurance
Barker Motor Co.	00039779	15-Jun-18	\$93.83	Bus Parts
Barker Motor Co.	00039807	19-Jun-18	\$2,918.42	Bus Parts
BASIC	00039808	19-Jun-18	\$100.00	Consulting Fees
Blue Cross and Blue Shield of Illinois	00039717	01-Jun-18	\$101,628.40	Insurance
Blue Cross and Blue Shield of Illinois	00039809	19-Jun-18	\$107,158.60	Insurance
Brink's Incorporated	00039810	19-Jun-18	\$160.49	Armored Truck Service
Cardinal Infrastructure	00039811	19-Jun-18	\$6,000.00	Consulting
Central Illinois Trucks Inc.	00039718	01-Jun-18	\$1,403.26	Bus Parts
Central Illinois Trucks Inc.	00039753	08-Jun-18	\$402.88	Bus Parts
Central Illinois Trucks Inc.	00039780	15-Jun-18	\$153.16	Bus Parts
Central Illinois Trucks Inc.	00039812	19-Jun-18	\$479.87	Bus Parts
ChemStation of Indiana	00039754	08-Jun-18	\$959.95	Garage Supplies
CIRBN, LLC	00039813	19-Jun-18	\$347.84	Internet
City of Bloomington	00039719	01-Jun-18	\$563.15	Utilities
City of Bloomington	00039814	19-Jun-18	\$119.07	Utilities
Clark Baird Smith, LLP	00039815	19-Jun-18	\$1,162.50	Legal Service
Clement Communications	00039755	08-Jun-18	\$484.74	Printed Materials
Comcast	00039720	01-Jun-18	\$220.25	Internet
Commerce Bank HSA	00039816	19-Jun-18	\$96,553.00	Health Savings Account Contributions
Corn Belt Energy Corp.	00039817	19-Jun-18	\$4,080.64	Utilites
Cummins Crosspoint	00039721	01-Jun-18	\$1,110.74	Bus Parts
Cummins Crosspoint	00039781	15-Jun-18	\$81.52	Bus Parts
Cummins Crosspoint	00039818	19-Jun-18	\$2,928.16	Bus Parts
Cumulus Media	00039782	15-Jun-18	\$700.00	Radio Advertising
Don Owen Tire Service, Inc.	00039722	01-Jun-18	\$18.00	Bus Parts
Eagle Automotive	00039756	08-Jun-18	\$199.82	Bus Parts
Eagle Automotive	00039783	15-Jun-18	\$261.95	Bus Parts
Eagle Automotive	00039819	19-Jun-18	\$303.86	Bus Parts
East St. Hardware and Tools	00039820	19-Jun-18	\$52.98	Materials & Supplies
Engraving Express	00039821	19-Jun-18	\$138.75	
ETC Institute	00039822	19-Jun-18		Printed Materials
Evergreen FS			\$13,652.00 \$16,794.20	Consulting
	00039723	01-Jun-18	\$16,794.20	Fuel
Evergreen FS	00039757	08-Jun-18	\$16,381.22	Fuel
Evergreen FS	· 00039784	15-Jun-18	\$16,381.55	Fuel
Evergreen FS	00039823	19-Jun-18	\$17,040.47	Fuel
Express Services, Inc.	00039724	01-Jun-18	\$535.53	Temp Service



Name	Check Number	Date	Amount	Description
Express Services, Inc.	00039758	08-Jun-18	\$11,816.40	Temp Service
Express Services, Inc.	00039785	15-Jun-18	\$388.20	Temp Service
Express Services, Inc.	00039824	19-Jun-18	\$388.20	Temp Service
Farnsworth Group, Inc	00039759	08-Jun-18	\$17,824.49	Professional Services
Fastenal Company	00039725	01-Jun-18	\$38.00	Bus Parts
Fastenal Company	00039786	15-Jun-18	\$12.41	Bus Parts
Fasteners Etc.	00039760	08-Jun-18	\$170.30	Maintenance Supplies
Fasteners Etc.	00039787	15-Jun-18	\$193.31	Maintenance Supplies
Fasteners Etc.	00039825	19-Jun-18	\$251.09	Maintenance Supplies
Fleet-Net Corporation	00039761	08-Jun-18	\$1,405.00	Software & Tech Support
Frontier	00039826	19-Jun-18	\$953.74	Telephone
GFI Digital	00039788	15-Jun-18	\$383.87	Copier
Gillig LLC	00039789	15-Jun-18	\$712.90	Bus Parts
Gillig LLC	00039827	19-Jun-18	\$270.20	Bus Parts
Great Plains Media	00039828	19-Jun-18	\$1,400.00	Radio Advertising
Heritage Machine & Welding, Inc.	00039829	19-Jun-18	\$171.00	Bus Parts
Hunziker and Heck LLC	00039830	19-Jun-18	\$312.12	Payroll Deduction
ICMA- 457 Retirement Trust	ACH	07-Jun-18	\$25,574.80	Payroll Deduction
ICMA- 457 Retirement Trust	ACH	21-Jun-18	\$25,795.33	Payroll Deduction
Illinois Department of Revenue	00039762	08-Jun-18	\$11,651.99	Payroll Deduction
Illinois Department of Revenue	00039831	19-Jun-18	\$11,622.65	Payroll Deduction
Illinois State Disbursement Unit	00039763	08-Jun-18	\$1,370.56	Payroll Deduction
Illinois State Disbursement Unit	00039832	19-Jun-18	\$1,308.64	Payroll Deduction
Jared Simons	00039833	19-Jun-18	\$198.40	Travel & Expense Reimbursment
Ken's Oil Service, Inc	00039726	01-Jun-18	\$136.07	Lubricants
Ken's Oil Service, Inc	00039764	08-Jun-18	\$3,196.69	Lubricants
Ken's Oil Service, Inc	00039790	15-Jun-18	\$105.01	Lubricants
Ken's Oil Service, Inc	00039834	19-Jun-18	\$196.55	Lubricants
Kirby Risk Corporation	00039835	19-Jun-18	\$369.60	Bus Parts
Lewis, Yockey & Brown, Inc	00039791	15-Jun-18	\$1,321.75	Bus Shelters
LifeCIL	00039727	01-Jun-18	\$14,830.00	Consulting Fees
LifeCIL	00039792	15-Jun-18	\$7,415.00	Consulting Fees
Michelin North America, Inc	00039728	01-Jun-18	\$7,130.52	Tires
Midwest Transit Equipment, Inc.	00039729	01-Jun-18	\$1,758.01	Bus Parts
Midwest Transit Equipment, Inc.	00039765	08-Jun-18	\$350.20	Bus Parts
Miller Janitor Supply	00039730	01-Jun-18	\$268.12	Maintenance Supplies
Miller Janitor Supply	00039766	08-Jun-18	\$228.48	Maintenance Supplies
Miller Janitor Supply	00039793	15-Jun-18	\$239.36	Maintenance Supplies
Miller Janitor Supply	00039836	19-Jun-18	\$46.08	Maintenance Supplies
Minerva Promotions	00039731	01-Jun-18	\$624.00	Uniforms
Minerva Promotions	00039837	19-Jun-18	\$529.00	Uniforms
Morris Avenue Garage	00039732	01-Jun-18	\$25.00	Vehicle Inspection
Motion Industries, Inc.	00039767	08-Jun-18	\$119.40	Bus Parts
Motion Industries, Inc.	00039794	15-Jun-18	\$17.58	Bus Parts
Motion Industries, Inc.	00039838	19-Jun-18	\$478.12	Bus Parts
Mutual of Omaha	00039733	01-Jun-18	\$13,571.93	Life, AD&D, STD & LTD
Napa Auto Parts	00039768	08-Jun-18	\$876.00	Bus Parts
Napa Auto Parts	00039839	19-Jun-18	\$2,014.96	Bus Parts
Neuhoff Media	00039840	19-Jun-18	\$2,064.00	Advertising
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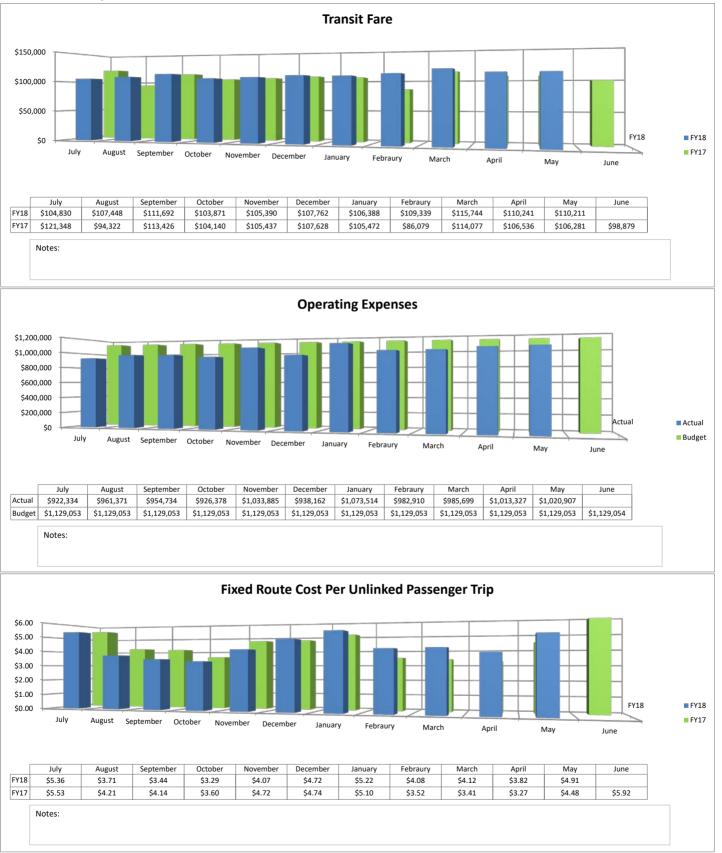
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Name	Check Number	Date	Amount	Description
Nicor Gas	00039735	01-Jun-18	\$2,983.52	Utilities
Nicor Gas	00039841	19-Jun-18	\$701.02	Utilities
Oberlander Alarm Systems, Inc.	00039736	01-Jun-18	\$207.00	Security Alarm Serv Fee -
Occupational Health Centralized Billing	00039842	19-Jun-18	\$517.50	Drug Testing
Orkin Pest Control	00039769	08-Jun-18	\$560,80	Pest Control
Paige Williams	00039737	01-Jun-18	\$180.50	Expense Reimbursement
Payroll	ACH	07-Jun-18	\$181,740.72	
Payroll	ACH	21-Jun-18	\$187,691.46	
Republic Services # 368	00039738	01-Jun-18	\$127.09	Garbage Disposal
Ricoh USA, Inc	00039795	15-Jun-18	\$312.52	Copier
Ricoh USA, Inc	00039843	19-Jun-18	\$501.00	Copier
Robert E. Handley	00039796	15-Jun-18	\$75.00	Professional Services
Ryan Whitehouse	00039739	01-Jun-18	\$322.80	Travel Reimbursement
Snap On Industrial	00039844	19-Jun-18	\$52.00	Tools
Social Security Adminsitration	00039845	19-Jun-18	\$143.68	Wage Garnishment
Southtown Wrecker Service, Inc.,	00039740	01-Jun-18	\$285.00	Towing
STL Business & Technology Solutions, Inc.	00039846	19-Jun-18	\$425.00	Software & Tech Support -
Supreme Radio Communications, Inc	00039741	01-Jun-18	\$25,176.00	Annual Radio Maintenance & System Usage
The Aftermarket Parts Company LLC	00039742	01-Jun-18	\$2,023.96	Bus Parts
The Aftermarket Parts Company LLC	00039770	08-Jun-18	\$1,413.27	Bus Parts
	00039797	15-Jun-18	\$85.25	Bus Parts
The Aftermarket Parts Company LLC		19-Jun-18		Bus Parts
The Aftermarket Parts Company LLC	00039847		\$2,202.45	
The Copy Shop	00039743	01-Jun-18	\$89.00	Printing
The Pantagraph	00039798	15-Jun-18	\$228.76	Subscription
Thermo King Quad Cities, Inc.	00039744	01-Jun-18	\$181.32	Bus Parts
Thermo King Quad Cities, Inc.	00039771	08-Jun-18	\$1,353.88	Bus Parts
Thermo King Quad Cities, Inc.	00039799	15-Jun-18	\$706.28	Bus Parts
Thermo King Quad Cities, Inc.	00039848	19-Jun-18	\$1,730.87	Bus Parts
Truck Centers, Inc.	00039772	08-Jun-18	\$2,501.28	Bus Parts
Truck Centers, Inc.	00039849	19-Jun-18	\$1,970.96	Bus Parts
Uline	00039850	19-Jun-18	\$213.85	Maintenance Supplies
UniFirst Corporation	00039745	01-Jun-18	\$237.25	Cleaning Uniforms & Rugs
UniFirst Corporation	00039773	08-Jun-18	\$284.90	Cleaning Uniforms & Rugs
UniFirst Corporation	00039800	15-Jun-18	\$237.25	Cleaning Uniforms & Rugs
UniFirst Corporation	00039851	19-Jun-18	\$522.15	Cleaning Uniforms & Rugs
United Parcel Service	00039746	01-Jun-18	\$9.08	Shipping
United Parcel Service	00039774	08-Jun-18	\$9.71	Shipping
United Parcel Service	00039801	15-Jun-18	\$4.64	Shipping
United States Treasury	ACH	12-Jun-18	\$62,745.53	Federal Tax Payment
United States Treasury	ACH	25-Jun-18	\$62,596.13	Federal Tax Payment
US Department of Education	00039775	08-Jun-18	\$218.28	Wage Garnishment
Verizon Wireless	00039776	08-Jun-18	\$659.92	Mobile Data Terminals for SS
Visa - Commerce Bank	00039747	01-Jun-18	\$68.85	Driver's Uniforms
Visa - Commerce Bank	00039747	01-Jun-18	\$14.95	Legal
Visa - Commerce Bank	00039747	01-Jun-18	\$56.66	Building Maintenance
Visa - Commerce Bank	00039747	01-Jun-18	\$152.44	Advertising- Employment
Visa - Commerce Bank	00039747	01-Jun-18	\$381.47	Bus Parts-FR
Visa - Commerce Bank	00039747	01-Jun-18	\$25.10	Bus Parts-DR
Visa - Commerce Bank	00039747	01-Jun-18	\$65.24	Materials & Supplies
Visa - Commerce Bank	00039747	01-Jun-18	\$765.54	Postage
Visa - Commerce Bank	00039747	01-Jun-18	\$781.08	Software Licensing



Name	Check Number	Date	Amount	Description
Visa - Commerce Bank	00039747	01-Jun-18	\$871.58	Dues & Subscriptions
Visa - Commerce Bank	00039747	01-Jun-18	\$5,689.45	Travel & Meetings
Visa - Commerce Bank	00039747	01-Jun-18	\$30.25	Employee Recognition
Visa - Commerce Bank	00039747	01-Jun-18	\$10.00	Safety/Training
Visa - Commerce Bank	00039747	01-Jun-18	\$26.55	Printed Materials
Visa - Commerce Bank	00039747	01-Jun-18	(\$0.57)	Overpayment previous bill
Vision Service Plan (IL)	00039748	01-Jun-18	\$848.12	Vision Insurance
	Grand Total		\$3,567,277.05	

## **Financial Reports**

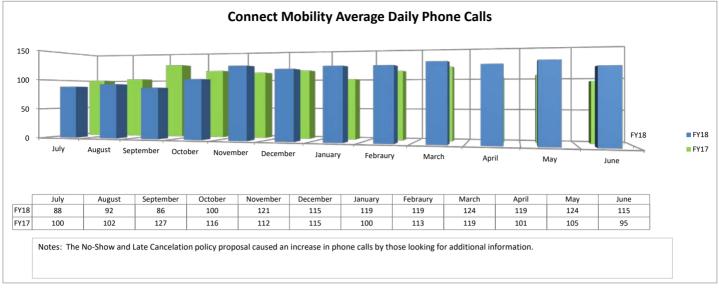




## **Operations Reports**

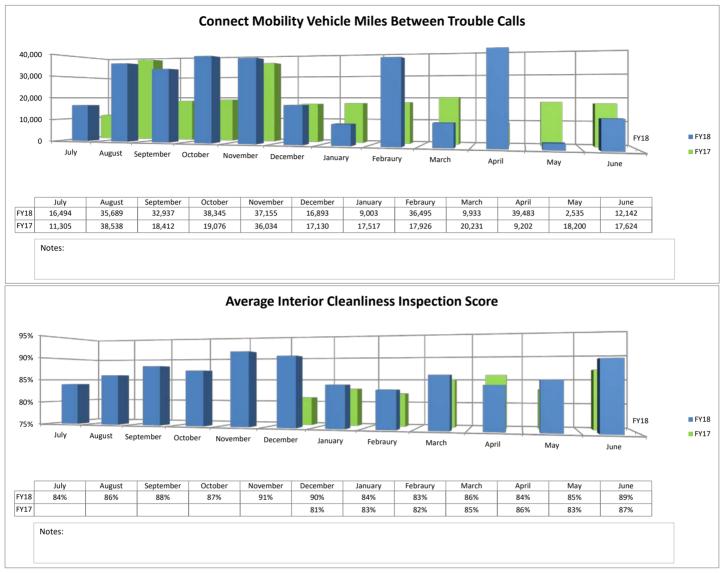




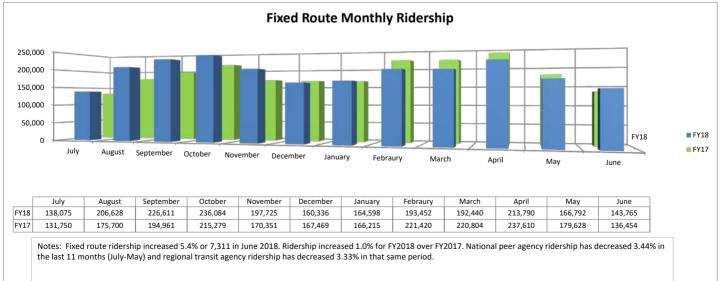


## **Maintenance Reports**

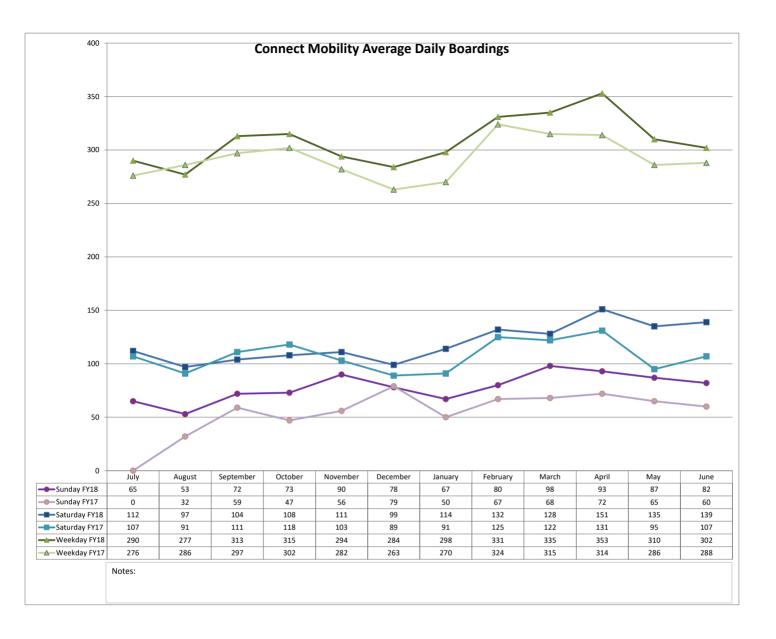


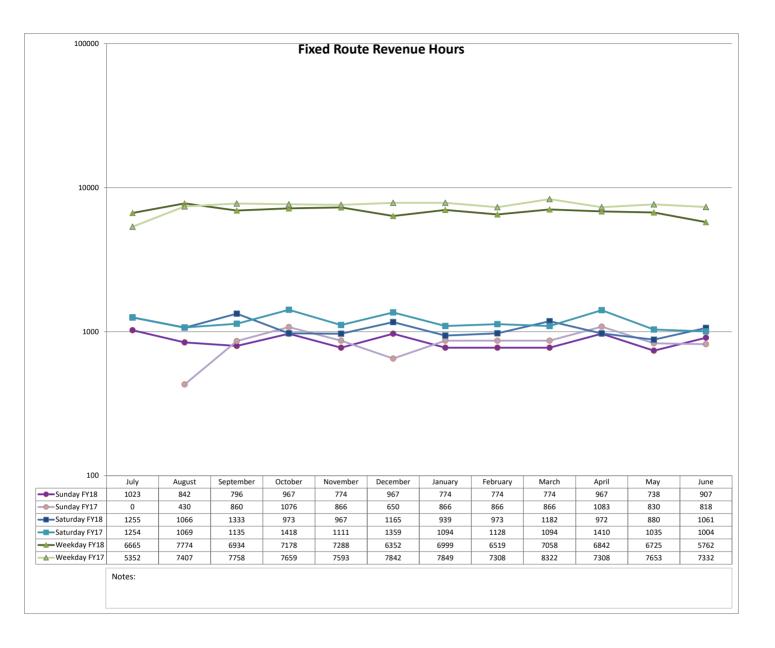


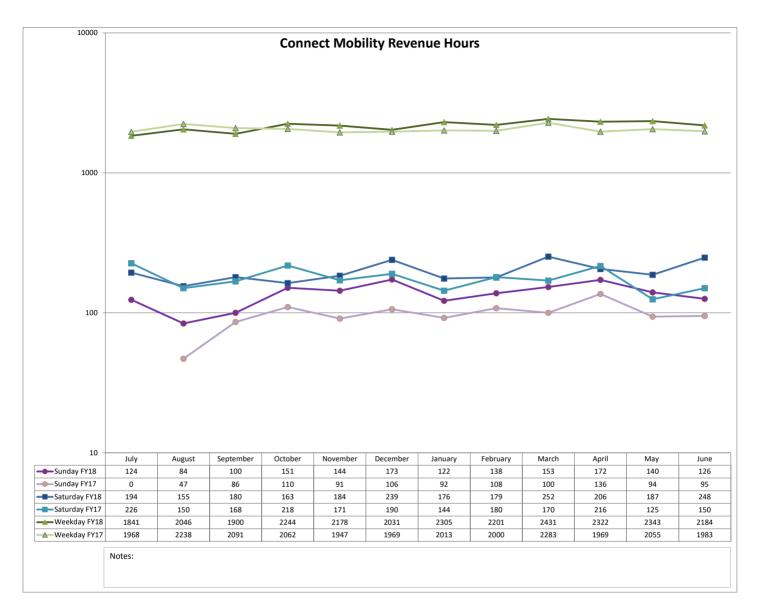
## **Ridership Reports**





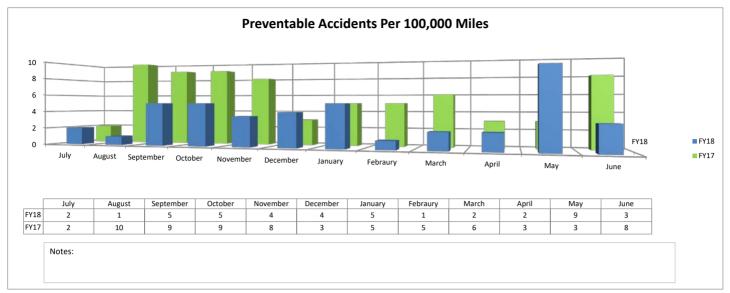


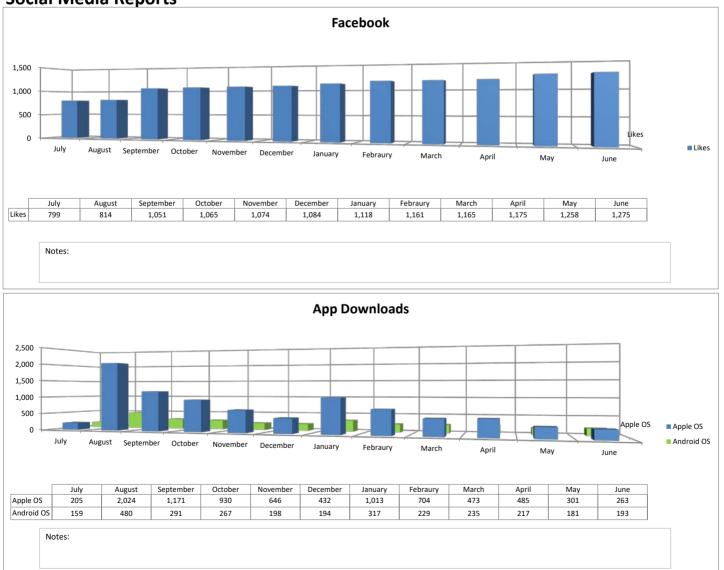




## **Safety Reports**

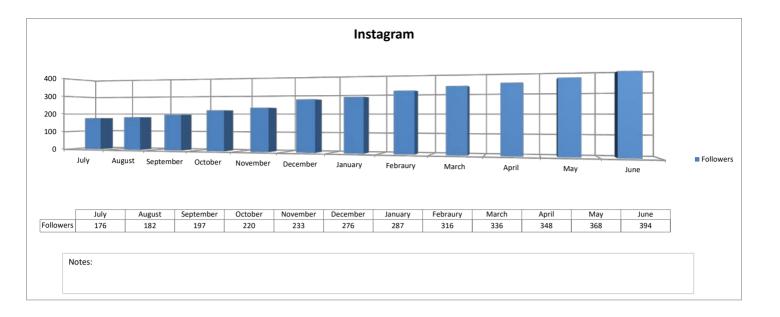






### **Social Media Reports**





Statistics	June 18				% Change					
	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour	Customers	Revenue Miles	Revenue Hours	Boardings per Revenue Hour		
Connect Transit										
Green	19,945	7,169	730	27.32	11.8%	-23.2%	-4.3%	16.9%		
Red	25,483	13,846	1,290	19.75	4.9%	0.2%	-0.8%	5.8%		
Lime	27,575	14,746	1,310	21.04	25.1%	-2.0%	-2.8%	28.7%		
Teal	-	-	-		-100.0%	-100.0%	-100.0%			
Aqua	7,193	2,750	197	36.57	1.9%	-3.5%	-36.4%	60.1%		
Orange	4,047	4,840	370	10.94	-21.0%	2.2%	-1.9%	-19.5%		
Gold	6,238	4,798	395	15.79	-13.2%	-9.8%	-9.0%	-4.7%		
Purple	11,262	10,888	747	15.08	-18.4%	-29.9%	-45.5%	49.9%		
Blue	4,634	4,380	383	12.09	1.4%	-4.4%	-3.0%	4.5%		
Brown	4,966	5,161	450	11.04	-6.5%	-0.9%	-2.8%	-3.8%		
Tan	5,603	7,989	648	8.65	-11.2%	-4.0%	-6.2%	-5.3%		
Pink	5,647	3,770	380	14.86	-9.1%	-3.2%	-7.3%	-2.0%		
Yellow	10,410	5,736	400	26.03	15.0%	-0.1%	-2.4%	17.8%		
Olive	3,763	4,347	430	8.75	0.2%	-0.6%	5.4%	-4.9%		
Redbird	-	-	-							
Ntripper	-	-	-		-100.0%	-100.0%	-100.0%			
Btripper	-	-	-		-100.0%	-100.0%	-100.0%			
Silver	6947	7253.6	572.5	12.13						
Eastview	52	313.2	30	1.73						
Total Fixed Route	143,765	97,986	8,332	17.25	5.4%	-6.5%	-9.6%	16.5%		
Demand Response	1				├					
Connect Mobility	7,217	30,406	2,558	2.82	2.9%	3.2%	14.8%	-10.4%		
Connect Late Night										
Total Demand Response	7,217	30,406	2,558	2.82	2.9%	3.2%	14.8%	-10.4%		
SYSTEM TOTALS	150,982	128,392	10,890	13.86	5.2%	-4.4%	-4.8%	10.6%		



Statistics	YTD 18				YTD 17				% 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 A (2 buses)	_	_	-	#DIV/0!	28,698	14,977	1,087	26.41	-100.0%	-100.0%	-100.0%	#DIV/0!
Red B (2 buses)		-	-	#DIV/0!	21,510	13,925	1,087	19.79	-100.0%	-100.0%	-100.0%	#DIV/0!
Purple C (2 buses)	_	-		#DIV/0!	19.076	12,779	1,007	18.07	-100.0%	-100.0%	-100.0%	#DIV/0!
Pink D (1 bus)		-	-	#DIV/0!	10,084	6,720	511	19.73	-100.0%	-100.0%	-100.0%	#DIV/0!
Blue E (1 bus)	-	-	-	#DIV/0!	9,310	7,484	550	16.92	-100.0%	-100.0%	-100.0%	#DIV/0!
Brown F (2 buses)		-	-	#DIV/0!	15,014	14,781	1,117	13.44	-100.0%	-100.0%	-100.0%	#DIV/0!
Yellow G (2 buses)	-	-	-	#DIV/0!	23,239	15,395	1,117	20.81	-100.0%	-100.0%	-100.0%	#DIV/0!
Orange H (2 buses)		-	-	#DIV/0!	21,238	14,391	1,101	19.28	-100.0%	-100.0%	-100.0%	#DIV/0!
Lime I (2 buses)	-	-	-	#DIV/0!	27,268	18,926	1,110	24.57	-100.0%	-100.0%	-100.0%	#DIV/0!
Teal J (1 bus)		-	-	#DIV/0!	7,148	8,672	496	14.41	-100.0%	-100.0%	-100.0%	#DIV/0!
Aqua K (1 bus)	-	_	-	#DIV/0!	13,359	8,825	555	24.07	-100.0%	-100.0%	-100.0%	#DIV/0!
HCC Express (1 bus) (NCWHS)		-	-	#DIV/0!	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
ISU Tri Towers (2 buses)	-	-	-	#DIV/0!	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
ISU College Station (2 buses)		-	-	#DIV/0!	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Nite Ride (3 buses)	-	-	-	#DIV/0!	-	-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Green	260,923	97,091	9,422	27.69	204,491	102,522	8,376	24.41	27.6%	-5.3%	12.5%	13.4%
Red	324,438	166,307	15,519	20.91	277,472	145,881	13,688	20.27	16.9%	14.0%	13.4%	3.1%
Lime	320,403	178,328	15,857	20.21	226,348	158,177	14,169	15.97	41.6%	12.7%	11.9%	26.5%
Teal	10,461	13,139	1,178	8.88	46,261	52,096	4,943	9.36	-77.4%	-74.8%	-76.2%	-5.1%
Aqua	77,974	33,534	2,657	29.34	65,207	29,730	3,204	20.35	19.6%	12.8%	-17.0%	44.2%
Orange	49,218	58,209	4,488	10.97	51,424	49,651	3,955	13.00	-4.3%	17.2%	13.5%	-15.7%
Gold	67,465	59,084	4,886	13.81	67,758	55,510	4,565	14.84	-0.4%	6.4%	7.0%	-7.0%
Purple	131,783	143,525	10,591	12.44	128,709	163,032	14,376	8.95	2.4%	-12.0%	-26.3%	39.0%
Blue	53,124 63,043	53,491 62,485	4,665 5,471	11.39 11.52	43,392 54,106	48,030 54,619	4,138 4,848	10.49 11.16	22.4% 16.5%	11.4% 14.4%	12.7% 12.8%	8.6% 3.3%
Brown Tan	73,489	97,899	7,972	9.22	61,044	87,460	6,938	8.80	20.4%	14.4%	12.8%	4.8%
Pink	70,583	45,719	4,655	15.16	78,266	40,501	4,302	18.19	-9.8%	12.9%	8.2%	-16.7%
Yellow	177,460	95,902	6,466	27.45	168,478	66,888	4,780	35.25	5.3%	43.4%	35.3%	-22.1%
Olve	44,074	52,378	5,099	8.64	38,645	45,962	4,349	8.89	14.0%	14.0%	17.2%	-2.7%
Redbird	456,013	62,453	5,918	77.05	507,361	58,871	6,249	81.20	-10.1%	6.1%	-5.3%	-5.1%
Ntripper	270	711	41	6.55	1,458	3,496	217	6.72	-81.5%	-79.6%	-81.0%	-2.6%
Btripper	621	1,412	83	7.53	1,277	7,361	431	2.96	-51.4%	-80.8%	-80.9%	154.1%
Silver	58902	69634.68	5498.05	10.71	0	0	0					
Total Fixed Route	2,240,244	1,291,302	110,465	20.28	2,217,641	1,306,659	113,314	19.57	1.0%	- <b>1.2</b> %	-2.5%	3.6%
Demand Response												
Connect Mobility	89,022	364,376	30,024	2.97	82,857	349,624	27,485	3.01	7.4%	4.2%	9.2%	-1.6%
Connect Late Night	-	-	-	#DIV/0!	577	2,984	212	2.72	-100.0%	-100.0%	-100.0%	#DIV/0!
Total Demand Response	89,022	364,376	30,024	2.97	83,434	352,608	27,697	3.01	6.7%	3.3%	8.4%	-1.6%
SYSTEM TOTALS	2,329,266	1,655,678	140,489	16.58	2,301,075	1,659,267	141,011	16.32	1.2%	-0.2%	-0.4%	1.6%

Route	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
Green	\$3,044.25	\$3,313.66	\$3,345.87	\$3,830.66	\$3,446.42	\$3,232.62	\$3,244.97	\$3,075.94	\$3,639.42	\$3,600.36	\$3,349.45	\$3,502.94
Red	\$5,667.51	\$6,465.50	\$4,910.98	\$5,576.29	\$5,228.85	\$5,170.68	\$5,184.85	\$4,951.07	\$5,446.29	\$5,100.40	\$5,391.38	\$5,860.79
Purple	\$4,023.96	\$4,496.08	\$3,161.82	\$2,340.80	\$2,228.55	\$2,211.95	\$2,392.11	\$2,273.38	\$2,392.10	\$2,478.87	\$2,992.74	\$3,187.37
Pink	\$1,023.27	\$1,108.40	\$834.59	\$863.88	\$802.58	\$780.22	\$790.81	\$752.12	\$838.69	\$867.10	\$947.00	\$1,165.84
Blue	\$787.06	\$839.30	\$732.48	\$783.95	\$795.44	\$723.68	\$901.58	\$880.12	\$819.66	\$977.68	\$1,036.41	\$842.59
Brown	\$804.89	\$810.40	\$728.74	\$739.55	\$854.61	\$800.21	\$839.91	\$767.84	\$872.58	\$755.13	\$882.75	\$953.46
Yellow	\$1,670.61	\$1,723.90	\$1,575.39	\$1,624.27	\$1,544.19	\$1,313.94	\$1,380.85	\$1,393.82	\$1,542.49	\$1,548.84	\$1,659.90	\$1,579.49
Orange	\$806.11	\$957.32	\$851.94	\$707.56	\$777.54	\$600.37	\$730.33	\$709.58	\$918.36	\$995.08	\$1,077.57	\$1,119.83
Lime	\$4,614.40	\$5,458.26	\$4,994.15	\$5,023.97	\$4,384.00	\$4,464.16	\$4,162.01	\$4,013.31	\$4,518.82	\$4,265.72	\$4,681.83	\$5,041.36
Teal*	\$844.00	\$874.79	\$314.27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aqua	\$1,501.88	\$1,629.33	\$1,231.24	\$1,402.90	\$1,135.44	\$1,289.63	\$1,200.38	\$1,298.74	\$1,406.89	\$1,365.99	\$1,687.06	\$1,766.24
Gold	\$984.24	\$1,025.02	\$975.49	\$1,000.92	\$971.52	\$911.84	\$1,105.48	\$1,092.58	\$1,207.75	\$1,058.63	\$969.40	\$978.03
Olive	\$938.13	\$1,204.91	\$886.81	\$928.27	\$973.47	\$1,001.27	\$1,116.65	\$1,036.80	\$1,035.75	\$864.15	\$836.46	\$994.64
Redbird	\$0.00	\$150.50	\$361.86	\$400.03	\$195.00	\$87.87	\$216.05	\$281.00	\$234.90	\$372.64	\$50.54	\$0.00
Tan	\$882.60	\$1,171.87	\$825.87	\$670.35	\$663.38	\$727.28	\$773.79	\$808.15	\$799.68	\$805.49	\$860.75	\$942.05
Blm tripper**	\$27.75	\$46.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nrm tripper**	\$19.00	\$14.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Silver	\$0.00	\$0.00	\$1,098.77	\$1,477.51	\$1,572.53	\$1,500.39	\$1,386.45	\$1,406.20	\$1,471.35	\$1,613.75	\$1,670.52	\$1,598.19
Total	\$27,639.66	\$31,289.24	\$26,830.27	\$27,370.91	\$25,573.52	\$24,816.11	\$25,426.22	\$24,740.65	\$27,144.73	\$26,669.83	\$28,093.76	\$29,532.82

## Cash Only Revenue

\* Eliminated September 2017

\*\* Eliminated August 2017

#### <u>Federal Report for Connect Transit</u> Prepared by Cardinal Infrastructure July 24, 2018 Board Meeting

#### **CIG Program**

FTA Acting Administrator Jane Williams published a "Dear Colleague" letter on the Capital Investment Grants (CIG) program, addressing the agency's discretion in the process of making funding allocation decisions for projects. The letter states that, "While [the CIG program] provides for a phased process through which projects must advance before being eligible for funding, and identifies evaluation criteria to be used by FTA, advancing a project (including the decision whether to enter into a construction grant agreement at the end of the process) is ultimately a discretionary one." In a departure from past policy, the letter further states that "FTA considers U.S. Department of Transportation loans in the context of all Federal funding sources requested by the project sponsor when completing the CIG evaluation process, and not separate from the Federal funding sources." In addition, the letter indicates FTA now considers "geographic diversity" in making funding decisions.

These points reinforce recent positions taken by U.S. DOT. Congress may provide strong report language in its reports accompanying appropriations legislation, but the CIG program is a discretionary program and U.S. DOT/FTA intends to exercise that discretion.

The letter also notes that FTA now considers value capture, private contributions, and innovative financing approaches (including P3s). This is consistent with other statements from the Administration and in previous discussions with FTA. While the statute allows FTA to consider P3 elements, it does not require a P3 component in a project. Finally, FTA's letter mentions it intends to make revisions to the CIG Policy Guidance that will be published for public comment.

#### **NEPA Reform**

The White House Council on Environmental Quality (CEQ) published an advanced notice of proposed rulemaking (ANPRM) announcing it is considering updates to its implementing regulations under the National Environmental Policy Act (NEPA). The ANPR seeks public comment on whether CEQ's NEPA regulations should be revised to ensure better interagency cooperation and concurrent, more efficient multi-agency reviews. The ANPR seeks public comment on whether CEQ should update the regulatory definitions of key NEPA terms, including "major federal action," "significantly," and "cumulative impact." This request indicates that CEQ may be open to considering changes that would affect NEPA's threshold applicability.

The ANPR also requests comment on a diverse set of issues, including, among others, whether any provisions in CEQ's regulations are obsolete; whether any regulations could be updated to reflect new technologies that could streamline the review process; and whether CEQ should clarify the role of tribal governments. These requests reflect an interest on the part of CEQ in receiving broad, creative responses about how to modernize NEPA. Comments should be submitted on or before August 20, 2018 (extended from previous deadline of July 20).

#### **APTA Mobility Summit**

APTA held its first Future of Mobility Summit, focusing on changes to the mobility landscape, addressing transportation network companies (TNCs), autonomous vehicles, and mobility management. Most speakers focused their remarks on adaptions required at local levels to link the variety of mobility services into an integrated system.

The consensus from panelists discussing TNCs is that while TNCs are still evolving in different markets, public transit agencies would benefit from engaging with these services in ways that align with their goals - partnerships, pilot projects, etc. These partnerships and pilot projects could involve paratransit services, first/last mile partnerships to expand transit's reach, late-night service partnerships, filling service gaps in areas of poor transit coverage, and mobile app integration.

For APTA's future role, participants ranked the actions APTA should take following the Summit to help members and the industry navigate the future of mobility:

69% - Lay the groundwork for universal data standards and interoperable transit apps

61% - Facilitate the rapid sharing of technology innovation across agencies

57% - Advocate to federal stakeholders the need to change programmatic frameworks to include more opportunity for pilots and testing new approaches (e.g. mobility sandbox)

46% - Offer member workshops and best practice guides on critical topics like integrated mobility and open procurement

25% - Represent transit interests to the national automobile and technology companies

21% - Assist in revising local transit charters/governance structures

#### **Bus and Bus Facilities**

The FTA announced \$366.3 million in its Fiscal Year 2018 notice of funding opportunity (NOFO) for the Buses and Bus Facilities Infrastructure Investment Program. The application period will close on August 6, 2018. Most notably in evaluation of projects, FTA may consider geographic diversity, diversity in the size of the transit systems receiving funding, and/or the applicant's receipt of other discretionary awards in determining the allocation of program funds.

#### Senate Hearing on AVs and Infrastructure

The Senate Environment and Public Works Committee held a hearing on "Innovation and America's Infrastructure: Examining the Effects of Emerging Autonomous Technologies on America's Roads and Bridges." Chairman John Barrasso (R-WY) acknowledged the wide-scale challenges to incorporating autonomous vehicles (AVs) into our fleet, as well as the huge potential benefits. Ranking Member Tom Carper (D-DE) echoed Chairman Barrasso's sentiment that AVs could prove as crucial an innovation as driver-operated vehicles, provided the proper safeguards are implemented.

Expert witnesses and Senators agreed that funding is a key consideration for developing AVs: surface transportation infrastructure already requires funding for repair and maintenance, adding complex technological innovations to the equation presents another challenge – especially as roads designed for human drivers may differ significantly from roads designed for AVs (different striping, signage, etc.).

#### **Transit Security**

On June 25<sup>th</sup>, the House passed by voice vote three bills concerning surface transportation security. The Surface Transportation Security and Technology Accountability Act, would establish the Surface Transportation Security Advisory Committee that would advise on surface transportation security matters. The Transportation Security Technology Innovation Reform Act would require testing and evaluation of advanced transportation security screening technologies. The Securing Public Areas of Transportation Facilities Act directs the Secretary of Homeland Security to develop recommendations for enhancing security in public areas of transportation facilities.

#### **FHWA AV Discussion**

The Federal Highway Administration (FHWA) held a planning and policy workshop in Philadelphia, PA for its National Dialogue on Highway Automation. These discussions centered on the future of automated vehicles and the implications of this technology and developing approaches to safely and efficiently integrate autonomous vehicles on the national roadway network. FHWA and key stakeholders discussed automated vehicles' possible implications for projects, programs, and federal policies. Participants in the workshop included stakeholders involved in the planning, design, construction, operation and maintenance of U.S. roads as well as automotive makers and technology companies.

#### **Government Reform Proposal**

The Administration released a report on "Delivering Government Solutions in the 21st Century: Reform Plan and Reorganization Recommendations" – that if adopted, would significantly redefine the roles of many government agencies. Assistant Senate Minority Leader Durbin (D-IL), Senator Murray (D-WA), and other democratic Senate and House members dismissed the plan as dead on arrival. Senate Appropriations Chairman Shelby (R-AL) said that generally speaking, a federal reorganization is necessary.

The proposal recommends moving the Army Corps of Engineers (Corps) civil workers out of the Department of Defense and into the Department of Interior and U.S. DOT; reorganizing the U.S. DOT "to better align the agency's core missions and programmatic responsibilities"; and incorporating certain surface transportation security measures currently overseen by the Federal Emergency Management Agency (FEMA) and the Transportation Security Administration (TSA) under U.S. DOT.

#### **US DOT Safety Visualization Challenge**

The U.S. DOT and Bureau of Transportation Statistics announced the launch of its "Solving for Safety Visualization Challenge." The NOFO states the Challenge is to "incentivize the use of safety data in the development of innovative analytical visualization tools that will reveal insights into serious crashes and improve understanding of transportation safety." US DOT will accept Stage I submissions up to July 31, 2018. "The Challenge serves as a platform to capture the imaginations of technology and data firms, transportation stakeholders, and state and local agencies to unlock their creativity, and empower them to develop innovative new data visualization tools that can help improve road and rail user safety, to benefit all transportation users."

#### SCOTUS

President Trump announced his selection of Judge Brett Kavanaugh to be Supreme Court justice. Judge Kavanaugh currently serves on the U.S. Court of Appeals for the District of Columbia Circuit.

Senator Durbin released a statement that said, Brett Kavanaugh is a judge who consistently favors big business and undermines protections for consumers, workers, women, and the environment. Replacing Justice Kennedy's swing vote with a far-right jurist like Judge Kavanaugh could change the rules in America." Senator Duckworth remarked that she "...will thoroughly review Judge Kavanaugh's rulings, evaluate his qualifications and look for him to make it clear to the American public that he would be independent, not simply a rubber stamp for Donald Trump's whims, if he hopes to earn my support."

Congressman Davis said, "[Kavanaugh] is an extremely qualified candidate who should be considered based on merit, not politics." Similarly, Congressman LaHood said, "Having known him and his family personally and witnessing his proven track record, I am excited to have his measured perspective added to the bench."

#### Administration Personnel and Nominees

EPA Administrator Scott Pruitt resigned from his position on July 5<sup>th</sup>. Andrew Wheeler, who became the acting administrator, previously worked for Republican Senator Inhofe of Oklahoma.



#### MEMO

DATE: July 24, 2018

TO: Board of Trustees

FROM: Patrick Kuebrich, Finance Director

Subject: Universal Access - Heartland Community College

**RECOMMENDATION:** That the Universal Access Agreement with Heartland Community College be renewed by the Board of Trustees for the fiscal year 2019 in the amount of \$86,250.00.

**BACKGROUND:** The Universal Access Agreement allows students and employees of Heartland Community College to ride Connect Transit fixed route buses free of charge upon displaying their valid school ID. Connect Transit will provide established and regularly publicized public transportation service to the Bloomington-Normal community. Heartland Community College will pay \$86,250.00 to Connect Transit based on an estimate of 115,000 rides provided in fiscal year 2018. This is a seven percent (7%) increase in the rate charged per ride.



#### **UNIVERSAL ACCESS SERVICE AGREEMENT**

Whereas, Heartland Community College (HCC) at 1500 W. Raab Road, Normal, Illinois and Bloomington-Normal Public Transit System (Connect Transit) at 351 Wylie Drive, Normal, Illinois have agreed that benefits accrue to both parties in providing a means by which HCC may provide for fare prepayment for HCC students utilizing the fixed route buses of Bloomington-Normal Public Transit System and,

Whereas, HCC and Connect Transit have agreed to terms which will allow HCC students to use the fixed route services of the Connect Transit without the requirement to pay the posted fare.

Now therefore, the parties make this Universal Access Service Agreement as follows:

CONTRACTING PARTIES:

Bloomington-Normal Public Transit System

AND

#### Heartland Community College

UNIVERSAL ACCESS AGREEMENT TERM: July 1, 2018 to June 30, 2019 (inclusive)

#### UNIVERSAL ACCESS SCOPE:

During the period of the Universal Access term, Connect Transit will provide regularly scheduled fixed route services to the general public. Members of the general public are required to pay the posted fare when boarding the bus. Under this Universal Access Service Agreement, HCC students and employees will be allowed to board and ride any and all of the Connect Transit fixed route service offerings with no fare payment after proper display of their valid, current HCC student or employee identification card. Connect Transit and HCC will mutually determine a method by which the validity of identification cards can be verified. The estimated Universal Access ridership for the term of this agreement is 115,000.

#### CHANGES:

The parties agree to meet in the month of January 2019 to discuss the status of any potential budgetary issues. Any changes to the agreement will be enacted upon mutual agreement of the parties, and will be modified by amendment to this agreement. Such amendment (if any) may be agreed to by the parties without prejudice to any other terms of the Universal Access Service Agreement.

#### **OBLIGATIONS OF THE PARTIES**

Connect Transit SHALL:

1. Provide safe, clean and fully accessible, buses necessary to meet the Universal Access Service Agreement schedule and service commitment.



- 2. Provide all necessary and qualified drivers to meet the schedule and service commitment defined above under paragraph 1.
- 3. Provide all necessary maintenance support services required to appropriately maintain and service all vehicles provided under paragraph 1.
- 4. Provide, during regular Connect Transit office hours, in-house telephone information services to callers who seek information about Universal Access services.
- 5. Accept HCC issued student and employee identification cards, valid during the contract period, as pre-paid fares which entitle the bearer to whom the card was issued to ride Connect Transit fixed route services without fare payment. Persons who do not display a current student identification card will be charged the general public posted fare.

#### UNIVERSAL ACCESS SERVICE AGREEMENT PRICE:

Universal Access charges will be based on an estimated 115,000 rides in FY2019 at a cost of \$.75 per ride. Universal Access Service Agreement price is Eighty-Six Thousand Two Hundred Fifty Dollars and no cents (\$86,250.00) at the above stated scope of persons to be included under this Universal Access Service Agreement.

To compensate for variations in ridership, HCC and Connect Transit agree that within thirty (30) days following the end of each calendar quarter covered by this agreement, both parties will meet to review the ridership for the quarter. If ridership has exceeded 28,750 for the quarter, HCC agrees to pay an amount based on the following formula:

(Actual Quarterly Ridership – 28,750) \* \$.75 = Additional Amount Due Connect Transit

If ridership is below 28,750, Connect Transit agrees to refund or credit an amount based on the following formula:

(28,750 – Actual Quarterly Ridership) \* \$.75 = Amount Due HCC

#### CONTRACT PAYMENT TERMS

The Universal Agreement price shall be payable in twelve (12) payments. The first payment will be due on July 1, 2018. Connect Transit will issue invoices for each of the remaining (11) payments on or before the 20th day of July, August, September, October, November and December of 2018, and January, February, March, April and May of 2019. Each invoice will reflect the amount due Connect Transit for Universal Access service in the month subsequent to the month in which the invoice is prepared.

Payment for invoices will be due on the first of the month following the month in which the invoice is prepared. In the first year of this Agreement, a payment of \$7,187.50 will be due on the first of July, August, September, October, November and December of 2018 and the first of January, February, March, April, May and June of 2019.



#### **OTHER MATTERS**

Assignment: This Universal Access Service Agreement shall not be assigned or delegated without the written consent of either party.

Relationship of Parties: Connect Transit is for all purposes an independent contractor and shall not be considered an employee or agent of HCC.

Binding Effect: This Universal Access Service Agreement is binding upon the parties hereto and their successors.

Equal Employment: The parties represent to one another that each is an equal opportunity employer and agrees to abide by any applicable Federal and State rules and regulations concerning the same.

Force Majeure: This Universal Access Service Agreement may be suspended or terminated when performance, by either party, becomes impossible or commercially frustrated due to events beyond the control of the party.

Entire Agreement: This Universal Access Service Agreement puts an end to all negotiations between the parties and constitutes the entire agreement between the parties.



#### SIGNATURE FORM

This Universal Access Service Agreement is made and concluded this 1<sup>st</sup> day of July, 2018 by and between Heartland Community College and Bloomington-Normal Public Transit System and each party's successors and assigns.

For and in consideration of the payments and agreements herein provided for to be made and performed the parties agree to furnish all labor, equipment, services, materials, and other means to do all work necessary to perform the duties and responsibilities to one another as set forth and all in accordance with this Universal Access Service Agreement.

HCC agrees to pay Connect Transit for services rendered and work performed by Connect Transit in accordance with this Universal Access Service Agreement subject to any additions or deductions as provided in said Universal Access Service Agreement and to make payments on account thereof as provided in said Universal Access Service Agreement.

This Universal Access Service Agreement and all the covenants shall inure to the benefit and be binding upon the parties and their successors and assigns. Neither party shall have the right to assign, transfer, or sublet their interest or obligations hereunder without the written consent of the other party.

FOR: Bloomington-Normal Public Transit System

BY:

Mike McCurdy, Chairman, Board of Trustees

Attest: \_\_\_\_\_\_ Ryan Whitehouse, Vice Chairman, Board of Trustees

FOR: Heartland Community College

BY:

Authorized Signatory

Typed or Printed Name of Authorized Signatory



MEMO

July 24, 2018

TO: Board of Trustees

FROM: Cassie Mosier, Procurement Specialist

Subject: Recommendation for Purchase of Brasco Bus Shelters

**RECOMMENDATION:** Staff is requesting Board approval for the purchase of ten (10) Brasco Shelters using IFB 15-13 Bus Shelter contract. It will take approximately ten (10) weeks to receive the shelters.

BACKGROUND: The Board approved the five year Brasco Bus Shelter Contract IFB 15-13 in September 2015. Connect has received twenty-five (25) shelters off the contract and can purchase up to a maximum of seventy-five (75) shelters. The Board approved a three year bus stop infrastructure improvement plan that has started the "Better Bus Stops" campaign.

DISCUSSION: Connect Transit is committed to providing customers a safe, secure, and comfortable experience at the bus stop. As part of our "Better Bus Stops" campaign, shelters will be installed throughout the Connect Transit service area.

KEY FEATURES

- Three-seat bench
- Meets ADA Requirements
- LED Solar Lighting
- Tinted Roof

FINANCIAL IMPACT: Funds for this purchase will come from local share. The ten shelters will cost \$90,000.



MEMO

July 24, 2018

FROM: Cassie Mosier, Procurement Specialist

Subject: Recommendation for Bus Stop Seats with Solar Lighting

**RECOMMENDATION:** Staff is requesting Board approval to purchase ten (10) Simme-Seat and Urban Solar lights at a cost of \$22,900.

DISCUSSION: Bus stop seating is a solution for a stop that does not have adequate space for a shelter. In addition, Connect Transit will add an easily mountable solar light to the top of the existing bus stop pole. The seats and solar lights do not have to be installed together, which will allow staff to add lights and/or seat to bus stops as need. Staff received two quotes for two different companies Brasco - Solstop and Simme-Seat.

Product	Price	Total (10)
Brasco - Solstop	\$2,175	\$21,750
Simme-Seat & Urban Solar	\$1,639	\$16,693
(each)		

- Ten (10) Urban Solar PV-stop systems (stand-alone solar light mounted to the top of a bus stop pole)
- Ten (10) Simme-Seat bus stop seats (mounted to the existing pole, 2 seats per pole)
- Please note that Sol Stop only provides 5 lumens for brightness compared to Urban Solar providing 10 lumens. Connect Transit believes brighter lighting is important at the bus stops for passenger and driver safety.

#### **KEY FEATURES**

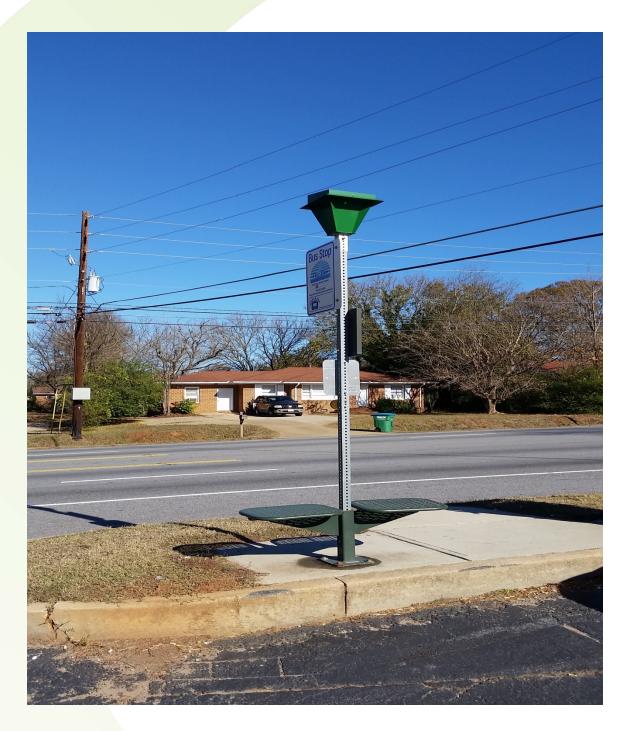
- Provide seating at bus stops
- Environmentally friendly
- Lighting for passengers at stops
- **Reduces** rider pass-by for operators



FINANCIAL IMPACT: Funds for this purchase of \$16,693.00 will come from local share.









MEMO

July 24, 2018

- TO: Board of Trustees
- FROM: Isaac Thorne, General Manager
- Subject: Letter of Support for Bus and Bus Facilities Infrastructure Investment Program Grant

Staff is preparing a Department of Transportation Discretionary Grant application for replacement of heavy duty buses, Downtown Transfer Center, and bus shelters.

**RECOMMENDATION:** That the Board of Trustees provide a letter of support for a **Section 5339** Bus and Bus Facilities Discretionary Grant application.

BACKGROUND:

- All requested fixed route vehicles are past their useful life
- Average mileage of 10 requested buses is 624,510 and are 15 years old
- Connect wants to install a minimum of ten shelters a year over the next three years

KEY FEATURES:

- Requesting eight (8) electric battery powered vehicles
- Requesting funds to construct a Downtown Transfer Center
- Requesting twenty-five (25) bus shelters

BUDGET INFORMATION: Connect is requesting \$12,400,000 for vehicles, bus shelters and funding to construct a transfer center.



	MEMO
Date	July 19, 2017
То:	Board of Trustees
From:	Jeff Holtke, Marketing and Business Development Manager
Subject:	Recommendation for Marketing and Communications Plan FY2019

**RECOMMENDATION:** That the Board approve the Marketing and Communications Plan for FY2019.

BACKGROUND: A major objective in Connect Transit's Strategic Plan is 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.

Over the last few years, Connect Transit has advertised with various outlets from the previews at movie theatres to radio and television. This year Connect Transit will continue our main focus on radio but also add several new components. We will start our campaign in August focused on getting the word out about our extended hours on select routes and partnering with Grossinger Motors Arena and the Central Illinois Flying Aces to help promote our extended hours. It will help show the benefits of the later service by being able to use public transportation to access community events and get home from work. We will advertise with Grossinger Motors Arena on various signage options both inside and out and will create a new partnership with the Central Illinois Flying Aces that will benefit bus riders with discounted game tickets when they show their bus pass at the Grossinger Motors Arena Box Office while continuing to raise awareness about Connect Transit.

DISCUSSION: This Marketing and Communications plan will have one (1) message across all platforms. It will continue to brand Connect Transit as an affordable option for everyone in Bloomington-Normal with the slogan/hashtag of #GetConnected. The #GetConnected slogan/hashtag can be applied to many different scenarios, from catching a bus after an event at the Grossinger Motors Arena, to connecting someone to shopping at the College Hills Mall or a way to get



to and from work with our extended service on select routes. The #GetConnected slogan/hashtag is intended to resonate with the whole community, and provide a sense of mobility and freedom that the system affords to individuals as it is laid out in our strategic goals for FY 2019.

In FY 2018, we retrofitted a retired bus into the #GetConnected Community Bus in order to help curve the stigmas of riding the bus. We have begun scheduling events out in the community for folks to get on the bus and see first-hand what it would be like to ride Connect Transit. We will continue to build up our community outreach program and get in front of as my riders and potential new riders as possible. Staff has attended or hosted over 60 events throughout the Bloomington-Normal community in FY2018.



Another primary focus will be to continue to build Connect Transit's social media audience on Facebook, Twitter, Instagram, and increase traffic to Connect Transit's website. In FY2018 more people were reached across our social media platforms than ever before and this will continue to grow our audience online. Connect will also have a strong focus on creating more video content for the website and social media platforms. The videos will feature various topics from loading your bike onto the bike rack to paying for fairs and how to select your stop.



Our bus training program will be brought internally to help first time bus riders with pre-planning and going on their first trip as a buddy system program. Connect Transit marketing staff ride with individuals and help answers questions they have as they ride bus network for the first time.

Connect Transit received proposals from each of the major radio groups, local television stations and many other entities. This Marketing and Communications plan allows Connect Transit to gauge the effectiveness of what was done in the past along with mixing in new ideas.

The FY2019 marketing plan still has funding for other opportunities that may arise for Connect Transit to be involved with throughout the remainder of the year.



	Type of Media	Number of Total	Total
Company	(Print/Radio/Etc)	Spots	Investment
Radio Bloomington	WJBC Community Calendar	25 radio spots (Month) 20 online spots (Month) 20 Name Mentions (Month) System Map and Banner- Community Cal	\$9,000
Neuhoff Media	Radio Hits 100.7 96.7 I-Rock	400 Spots (Month) Now Trending Top 5 Sponsor (5PM) Back in the Day Buffet (12PM) 96 Minute Free Ride Sponsor (Mid Aft)	\$15,600
WGLT	Radio Announcements	19 Announcements/Month 14K Impressions/Month	\$7,200
Great Plains Media	107.7 The Bull	TBD	TBD
Grossinger Motors Arena	Signage Video Spots	Exterior Sign (Front Street) Concourse Sign (Promote App) Scoreboard Sign (Logo) Vomitory Sign (App) Club Membership Video Ads during Football/Hockey games	\$8,300
Central Illinois Flying Aces	Advertising Sponsorship Tickets	Two Dasherboards Nightly Out of Town Scoreboard Tagline Website/Social Media Mentions One (1) Promotional Night Sponsorship 100 Tickets for Staff/Giveaways Bus Pass Ticket Discount	\$4,200
Illinois State	Academic Planner / Welcome Week	Full Page Ad Welcome Week Tabling Event	\$750
Illinois State Athletics	Signage/Radio Website Ads	Concourse Sign in Redbird Arena / Table Ad Space on ISU Marquee on Main St. Website and Mobile Ad (150,000 Impressions)	\$5,250
McLean County Chamber	CommUniversity	Tent at Event	\$475
Facebook	Facebook Ads	Boosting Posts/Page Likes	\$600
		Total	\$51,375



Overall, this plan follows a very similar path to what Connect Transit did last year. It also has a few new elements that are geared toward focusing on our extended hours and promoting the freedom and flexibility that fixed route service provides.

#### **KEY FEATURES**

- Building social media presence all year and devoting funds for Facebook advertising. We continued to grow the audience organically after originally budgeting \$1,000 last year. This year we have budgeted \$600 but will test new avenues and collection information on the effectiveness of Facebook ads.
- Extended Service Working closely with Grossinger Motors Arena and Central Illinois Flying Aces to promote extended service hours on select routes.
- Illinois State University students make up large percentage of ridership; the focus will be to capture a larger share of ISU student ridership and people attending sporting events with some concourse signage, tabling events and digital advertising
- Branding the message "#GetConnected" will be used again. It is a great way to track the campaign and see what traction can be gathered throughout the year. We will continue to promote riding with our #GetConnected Community Bus and with all new video content.

FINANICIAL IMPACT: The funding for the Marketing and Communications plan of \$51,375.00 will come from the FY2019 operating budget.



DATE: July 24, 2018

TO: Board of Trustees

FROM: Martin Glaze, Operations Manager

Subject: FY 2018 Ridership Data and Trends

BACKGROUND: The year-end ridership is up 1.0% for fixed route ridership compared to last year. The yearly ridership increased 22,603 rides. Connect Mobility ridership increased by 7.4% over FY17. The yearly ridership increased by 6,165 rides.

DISCUSSION: Staff has looked at several contributing factors affecting ridership:

- Fixed Route On-time Performance 94.7%
  - An increase of 2% over FY17
- Fixed Route Revenue hours -1.2% (-22,603 hours / 2,240,244 total)
  - July 2017 increased by 10.6% (+2,396 hours / 9,003 total)
    New bus network vs old bus network
  - August 2017 increased by 4.0% (+1,163 hours / 9,997 total)
    - New bus network vs half old bus network, half new bus network
  - September 2017 decreased by 4.2% (-576 hours / 9,335 total)
    - Eliminated trippers, eliminated Teal mid-month, added peak Yellow vs new bus network
  - October 2017 to June 2018 decreased an average of 6.6% per month (-644 hours per month / 9,130 total per month)
- Fixed Route Boardings per Revenue hour +3.6% (+.71 / 20.28 total)
  - o July 2017 decreased by 23.1% (-4.6 / 15.34 total)
  - August 2017 increased by 3.9% (+.78 / 20.67 total)
  - September 2017 increased by 23.4% (+4.6 / 24.27 total)
  - October 2017 to June 2018 increased on average by 5.1% per month (+1.1 per month / 22.7 total per month)
- Connect Mobility On-time Performance 97.6%
  - An increase of 1.6% over FY17
- Connect Mobility Revenue hours +8.4% (+6,165 hours / 89,022 total)
  - July 2017 to September 2017 decreased an average by 0.5% per month (-25 hours per month / 2,210 total per month)



- Medivan service by YWCA ended in July
- Premium Service added in September 2017
- October 2017 to June 2018 increased an average of 12.6% per month (+290.4 hours per month/ 2,599 total per month)
  - (added 4 propane buses, increased peak Mobility buses from 13 to 15)
- Connect Mobility Boardings per Revenue hour -1.6% (-.04 / 2.97 total)
  - July 2017 to September 2017 increased an average of 7.5% per month (+.22 per month / 3.13 total per month)
  - October 2017 to June 2018 decreased an average of 4.8% per month (- .13 per month / 2.9 total per month)