

**CONNECT TRANSIT
BOARD OF TRUSTEES
PROCEEDINGS OF SPECIAL MEETING OF FEBRUARY 1, 2014**

The special meeting of the Board of Trustees of Connect Transit was held at Four Seasons Club ó Community Room, 2401 Airport Road, Bloomington, IL at 8:00 a.m.

TRUSTEES PRESENT: Judy Buchanan, Chairman
Mike McCurdy, Secretary
John Bowman
Felicia Shaw
John Thomas

TRUSTEES ABSENT: Ryan Whitehouse
Bill Wilson, Vice Chairman

CITY MANAGERS:

STAFF PRESENT: Andrew Johnson, General Manager
Patrick Kuebrich, Finance Director
Roy Rickert, Operations Director
Dave White, Safety & Training Director
Julie Phillips, Labor Relations Executive Assistant

OTHERS PRESENT: Kay Titchenal ó Goranson Consulting
Dave Goranson ó Goranson Consulting

The meeting was called to order by the Chairman at 8:27 a.m. Roll call was taken.

The following was presented:

Chairperson Judy Buchanan opened the meeting by thanking all that were present for braving the bad weather outside. This was the fifth and final session of the Strategic Planning process. Ms. Kay Titchenal, Goranson Consulting thanked everyone for attending. The group's focus for the day would be the final step in the Strengths, Opportunities, Aspirations and Results (SOAR) process of creating the Strategic Plan. The group would be focusing on their strategy and future questions to ask in order to measure the progress of the Strategic Plan goals.

Ms. Titchenal handed out a list of the four (4) aspirations that the group had compiled at the January 11, 2014 Strategic Plan session. She instructed the group to break into smaller groups to review the list and to come up with a set of questions on how to measure the progress of the listed aspirations. She reminded the group that a SOAR style strategic plan does not include hard deadlines for reaching set goals. The future was unpredictable. The key was accountability instead of dates for completion or deadlines. Ms. Titchenal suggested that as the group discussed how to measure progress, to consider five (5) questions.

The five (5) questions should be: 1. How or why does this the aspiration provide value, 2. Does it support the mission, 3. Is it the best use of resources, 4. What is the expected outcome, and finally, 5. Is it the right thing to do. She reminded the group that Connect Transit staff and Board would be reviewing the Strategic Plan on a quarterly basis. That review would include the vision and mission statements and the strategies for achieving the Plan's aspirations. The questions that the Board and staff would ask when reviewing the plan would be those that were set at this meeting.

Trustee John Thomas arrived at 8:55 a.m.

After several minutes of small group discussion, the group came back together. The group discussed the difficulties that they had determining the right approach for creating the questions. It was difficult determining what questions would be appropriate and some categories were more difficult than others. Trustee John Bowman questioned how sustainable funding development and responsible stewardship of funds could be measured. He questioned what types of indicators could be used. Andrew Johnson, General Manager responded that there were metrics for measuring services in any given year. Revenues and expenditures could be evaluated based on measuring services, etc. Additional discussion centered on the aspiration categories and questions to be included when measuring results.

The group determined that several questions could be used to evaluate each category, such as, "Where are we in developing, (sustainable funding, value added technology, etc.)" A question that would be asked for Expanded Services was, "What are we doing to build customer value?"

Ms. Titchenal reminded the group that the Strategic Plan would be reviewed on a quarterly basis. A lot of measurables had been discussed throughout the session. Trustee Felicia Shaw stated that all of the aspirations are interconnected.

The group finalized questions to ask in each aspiration category that the Board and Staff would use to measure results. The questions for each category are as follows:

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|------------------------|---|
| FUNDING: | What are we doing to develop sustainable funding sources?
Where are we in planning and developing funding sources? |
| EXPANDED SERVICES: | What are we doing to build customer value? |
| AWARENESS & EDUCATION: | What have we done to raise awareness of Connect Transit?
How do we move the meter? |

KEY RELATIONSHIPS/
PARTNERSHIPS:

What are our current relationships?
How are they helping us reach our goals?
Who do we approach next?
How do we demonstrate Connect Transit's impact on them?

Ms. Titchenal questioned if the group was comfortable with the Strategic Planning process as a whole, and if they were comfortable with the questions that had been determined to measure the results of the aspirations.

Trustee John Thomas noted his discomfort that there would not be discreet timelines for project/goal completion. He questioned if there were any reports that had measured the success of the SOAR technique. Ms. Titchenal responded affirmatively. There were statistical reports available. She reminded Trustee Thomas that the Strategic Plan would be reviewed quarterly. The questions that the group determined at this meeting would be asked to measure the success of the goals and aspirations. She stated that with deadlines, there was no flexibility.

Trustee Thomas stated his concern that if there were no deadlines, the goals and aspirations would be left alone until the end of the three (3) year Strategic Plan term. Chairperson Judy Buchanan responded that the quarterly reviews would play an important role in ensuring that did not happen. In addition, Connect Transit staff would create a "dashboard". Metrics dashboards provide users with in-depth insight into the performance metrics and key performance indicators, crucial for effective decision making. The dashboard will be used as another tool for staff and the Board in the quarterly review process.

Andrew Johnson, General Manager stated that the SOAR process appealed to him. He believed that setting timelines implied control over the future. The Board must trust that the staff in place is competent. He stated that some aspirations in the Strategic Plan would jockey in importance. The SOAR modeled strategic plan allowed for flexibility. It puts a huge responsibility on staff, and staff would come to an understanding with the Board with each quarterly review.

Ms. Titchenal reminded the group that the SOAR modeled strategic plan is a living plan. As goals and aspirations are met, new things could be added. Secretary Mike McCurdy stated that he shared Trustee Thomas's concerns but he was comfortable with the SOAR model strategic plan and the quarterly reviews.

Mr. Johnson stated that a few selective timelines would emerge such as referendum timelines, etc. It was imperative that Connect Transit prove to taxpayers that it was good stewards of the taxpayer's dollars. Ms. Titchenal stated that the quarterly meetings and asking the questions to measure results would be very important in ensuring the success of the new three (3) year Strategic Plan.

Chairperson Judy Buchanan questioned if any of the group had any additional comments or questions regarding the day's session. Mr. Johnson stated that he was comfortable with the planning process and was excited to see the final results of the plan.

There being no further business, Chairperson Buchanan requested that a formal motion be made to adjourn.

Motion by Secretary Mike McCurdy, seconded by Trustee Felicia Shaw that the meeting be adjourned.

Motion passed. Time: 11:02 a.m.

Mike McCurdy, Secretary