

# Board of Trustees

Regular Session  
February 22, 2023



# 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.

# Agenda

- Call to Order
- Roll Call
  - Attendance by Other Means/Virtual – Roll Call Vote
- Pledge of Allegiance and Mission Statement
- Public Comments

# Consent Agenda

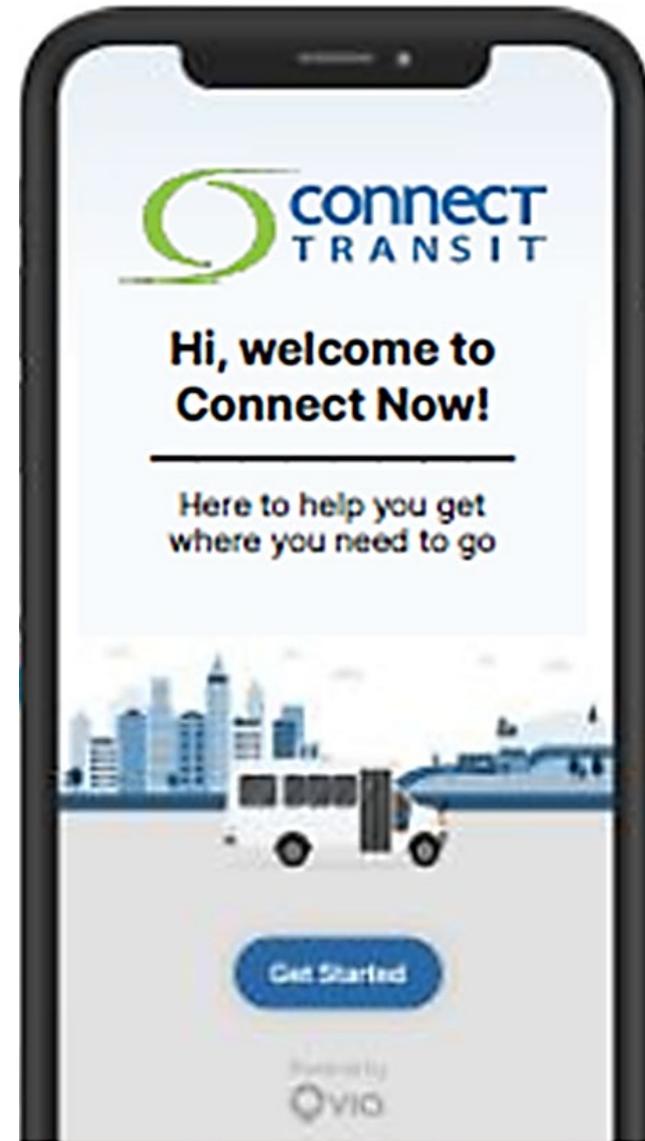
- Approval of January 24, 2023, Regular Session Minutes
- Approval of Financial Information for January 2023
- Monthly Statistical Reports for January 2023
- Cardinal Infrastructure Federal Report
- Cornerstone – Illinois Weekly Update
- Roll Call Vote

# New Business

- Recommendation to Award Contract for Microtransit Service Planning and Operations Software – **Roll Call Vote**
- Updated Metropolitan Planning Organization Agreement – **Informational**
- **Chairman's Report**

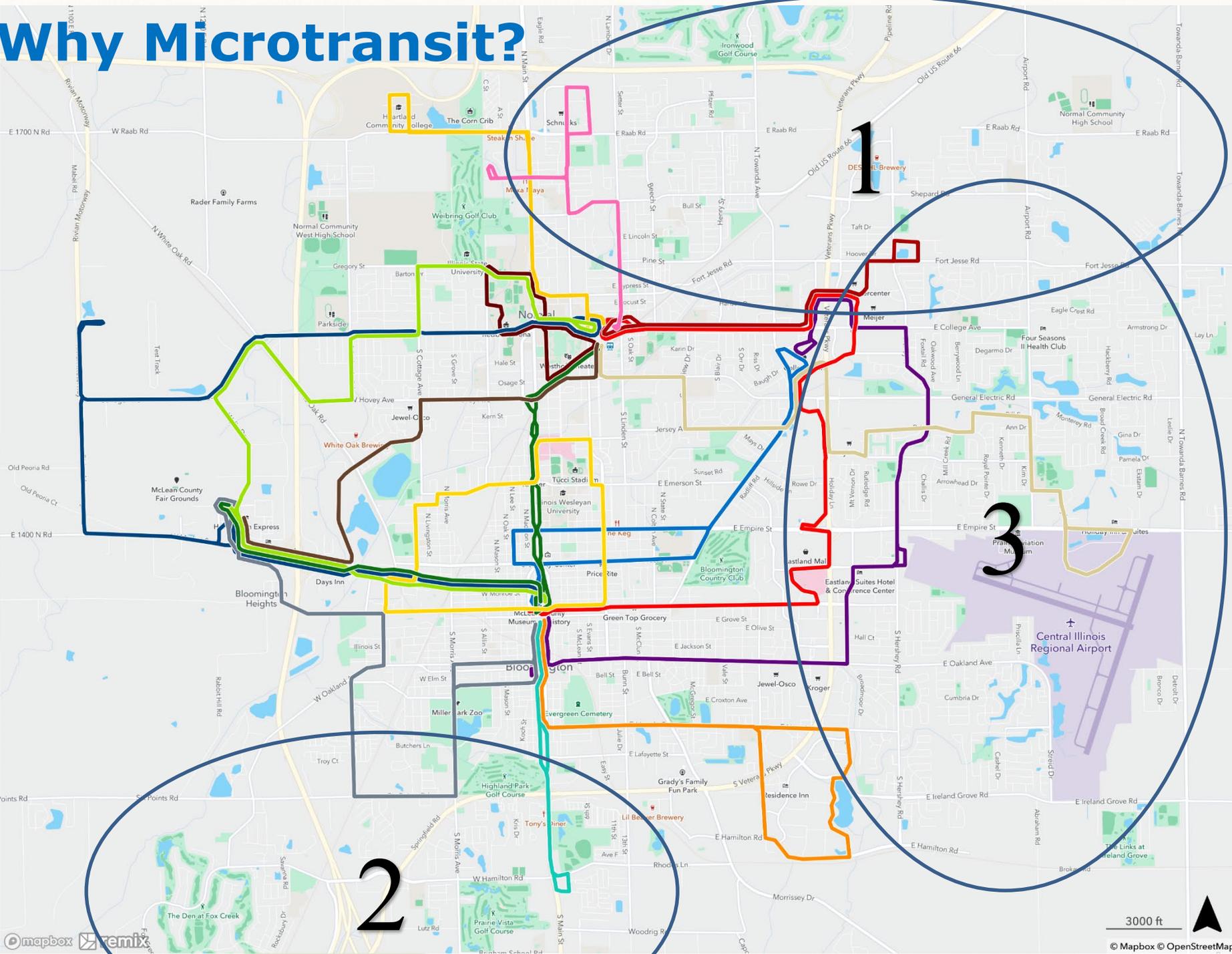
# Microtransit Service

Purpose, Use Cases,  
Operating Strategy and  
Messaging Strategy



February 2023

# Why Microtransit?



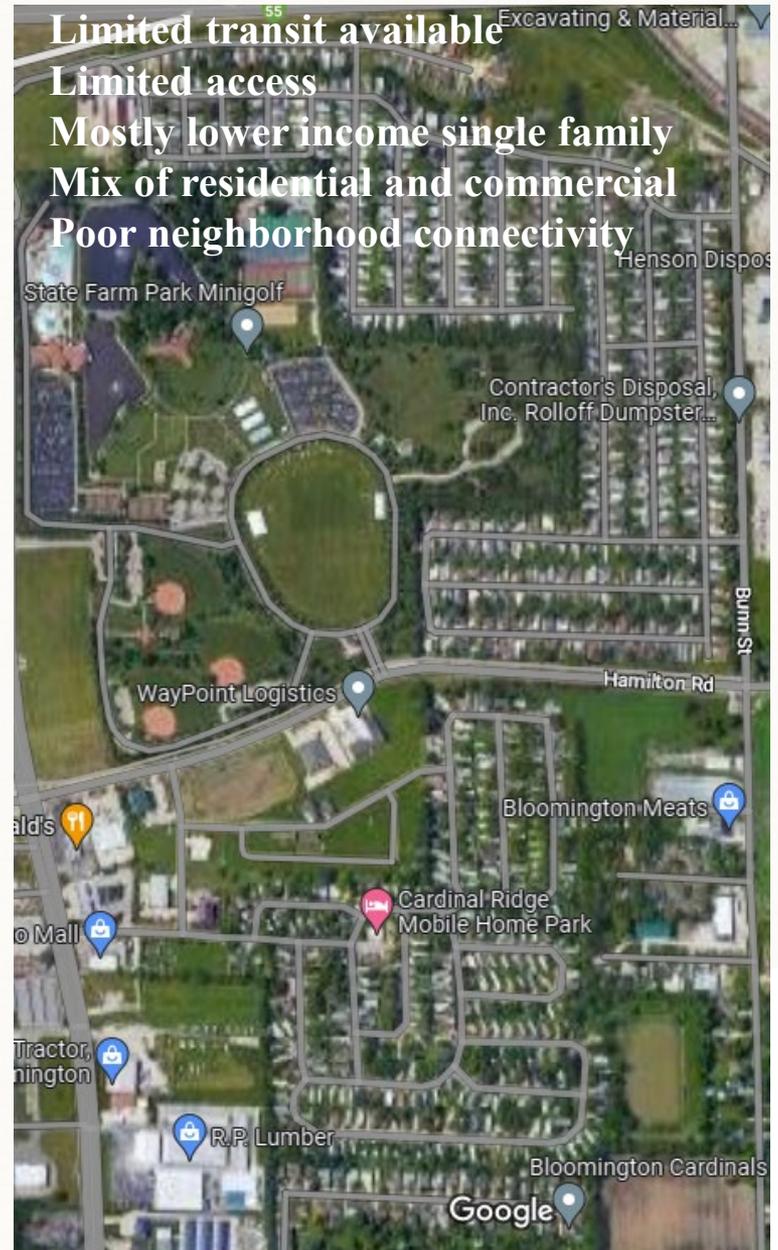
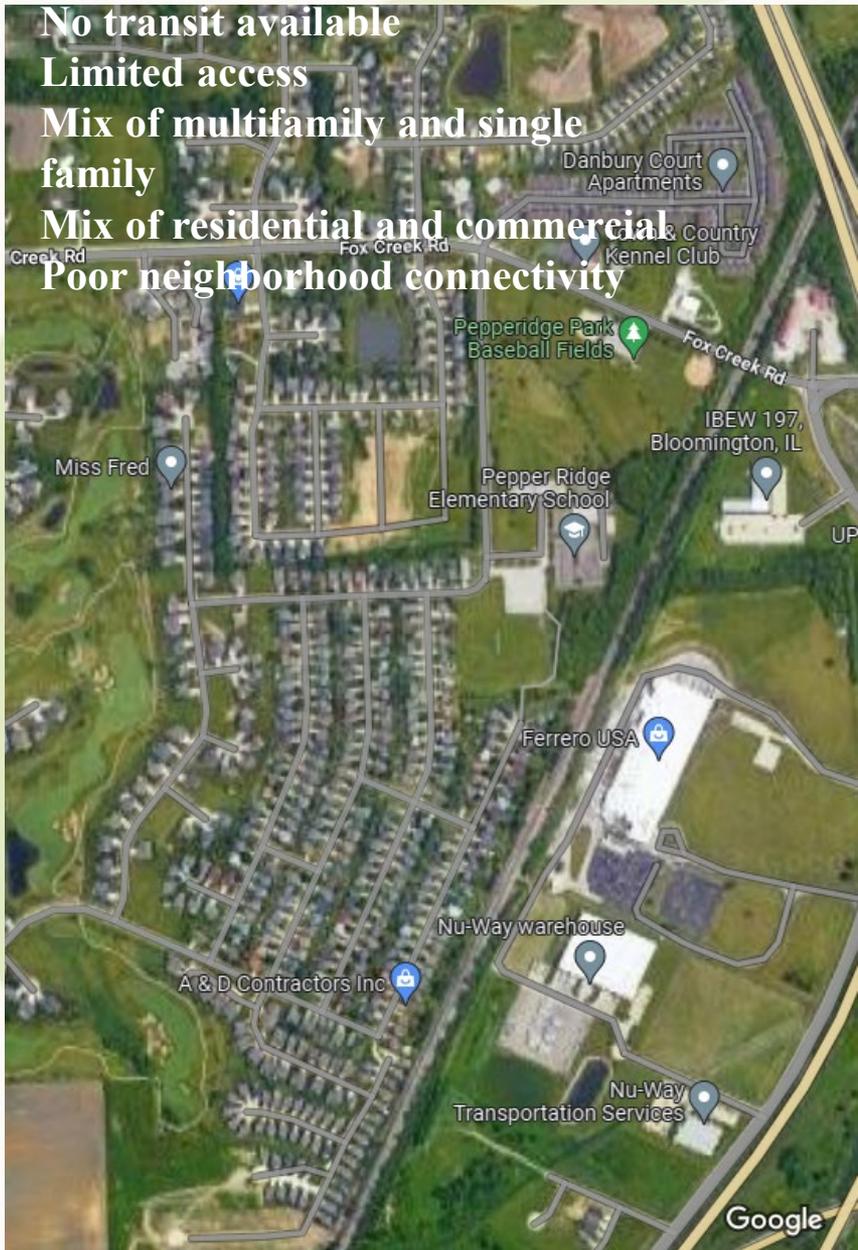
# Area 1



- Lower income area
- No transit available
- Limited access
- Mix of multifamily and single family
- Fringes of Town

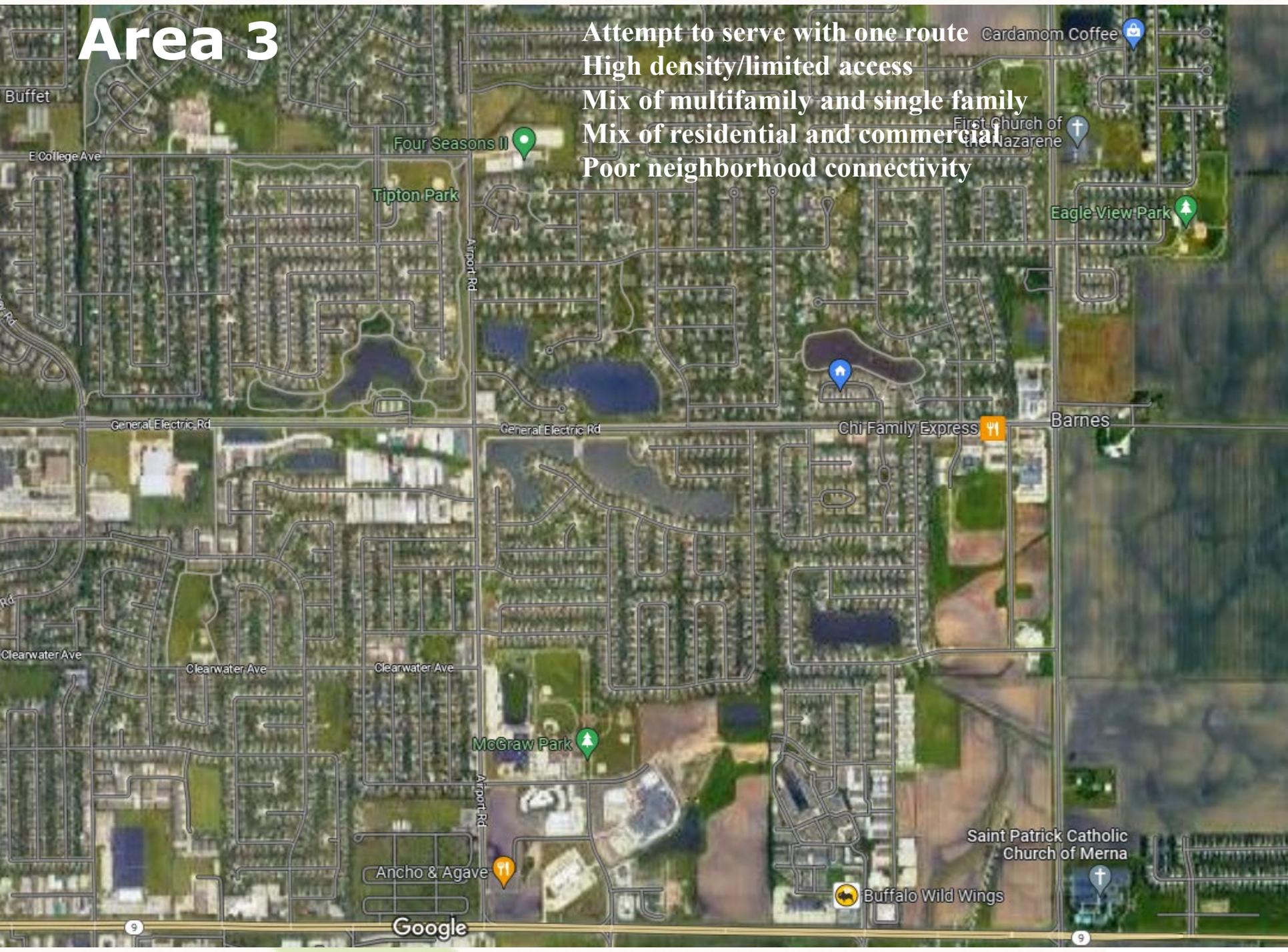


# Area 2



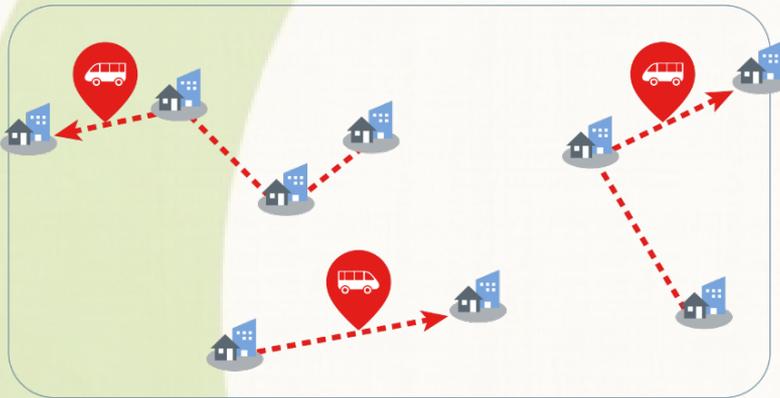
# Area 3

Attempt to serve with one route  
High density/limited access  
Mix of multifamily and single family  
Mix of residential and commercial  
Poor neighborhood connectivity



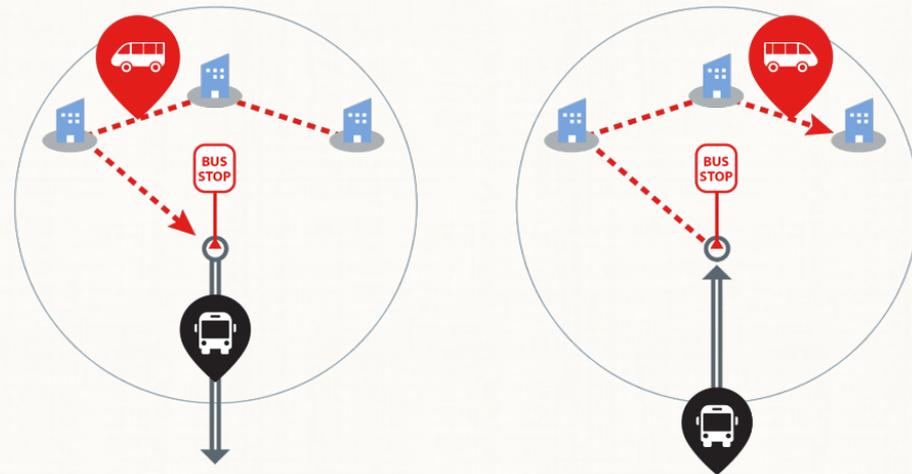
# How Microtransit Works

- **Point-to-Point Within Zone**



Point-to-Point

- **Point to Fixed Route / First-Last Mile Solution**



Point to Connect Fixed Route/  
First-Last Mile Solution

# Who Might Use Microtransit?

- **Neighborhood Circulator / Feeder Service**
  - Seniors
  - Student transportation - from school to after-school programs and home
  - Commuters – subscription trips
  - Shift workers / night classes
- **Replace Low Productivity Routes**
  - Weekend ridership
  - Circuitous routing
- **To/From Transit Hubs**
  - Link to Fixed Route to expand distance and network
- **Paratransit**
  - Empowered to book their trip on-demand or in advance based on their own schedules
- **Market Expansion**

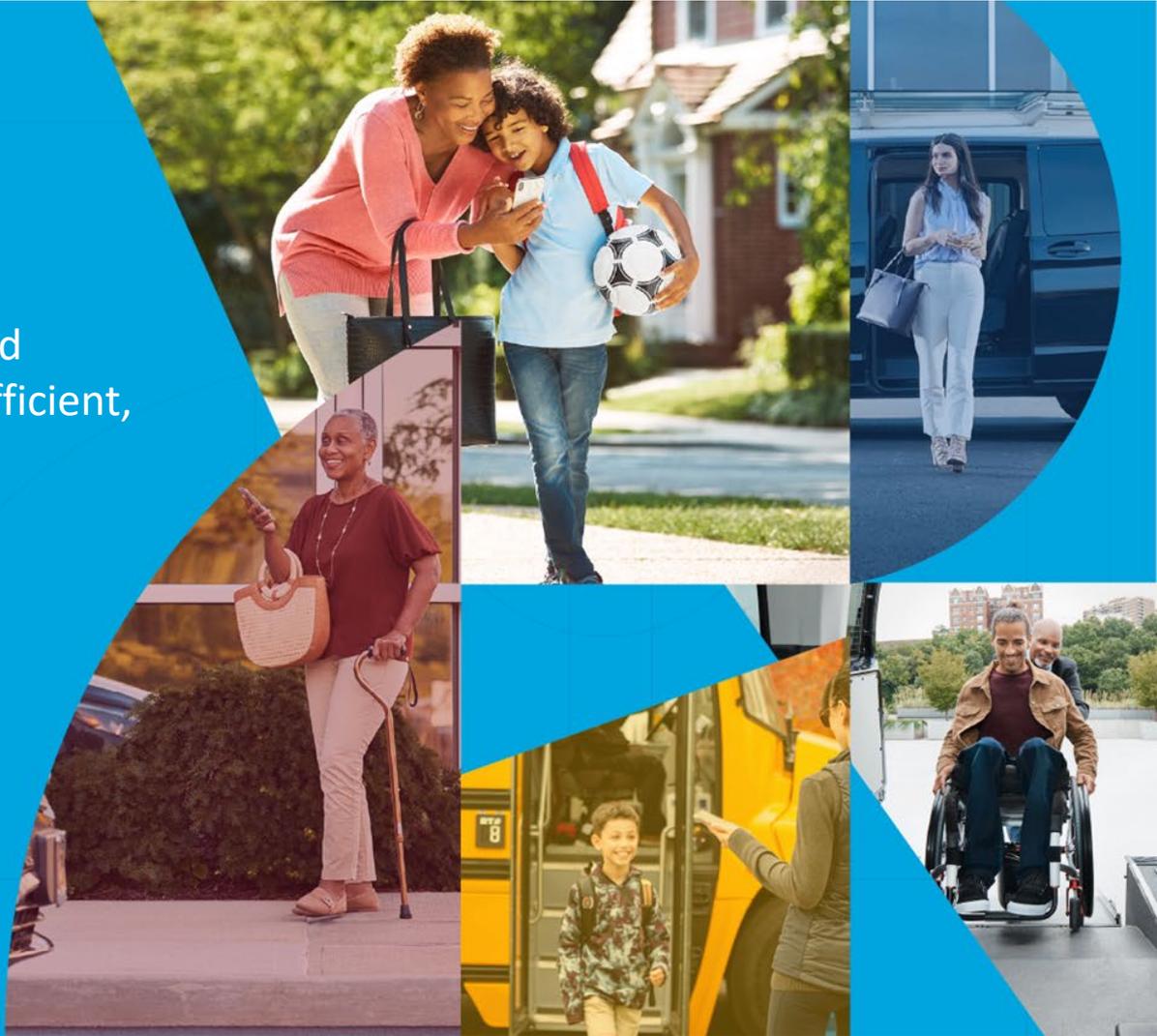
# Operating Strategy

- **Non-CDL Drivers with 3+ Years Driving Experience**
  - Part-time and full-time
  - College students
  - Stay-at-home parents
  - Immigration project
    - Opportunity to provide career & training
- **Start With One Type of Vehicle, Grow to Another**





Via believes in a connected world where everyone has access to efficient, affordable mobility through technology-enabled, data-driven transit.





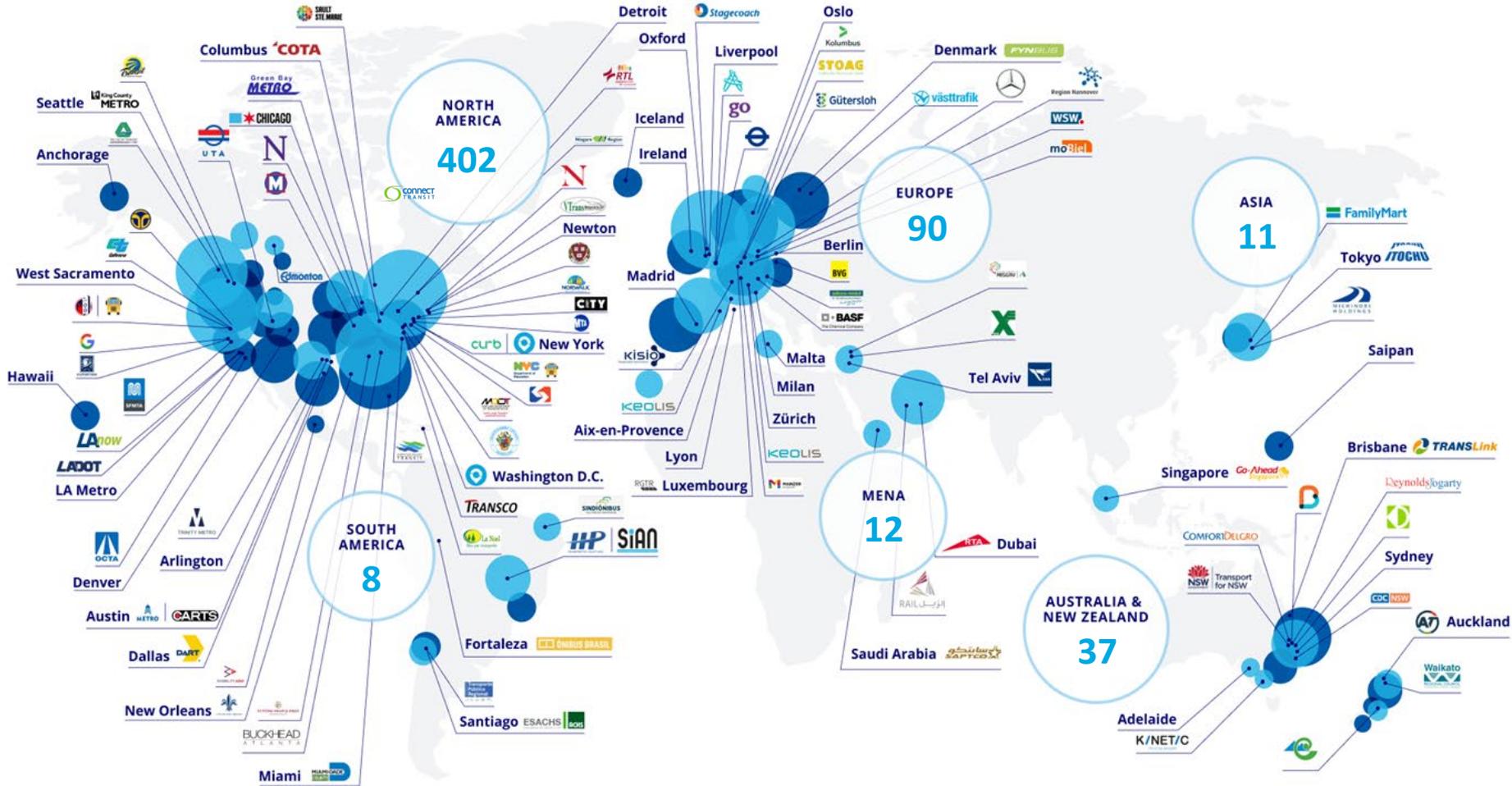
# **Connect Transit RFP-Dispatch Software**

**February 22, 2023**

## Agenda

- 1. Via Background**
- 2. High-Level Project Timeline**
- 3. The Via Solution**
- 4. Questions**

# Via is the world's leading provider of advanced public mobility solutions



**600+**  
Partnerships

**40**  
Countries

**200+**  
Microtransit  
deployments

**115M+**  
Trips

## Via has a deep commitment to transit in Illinois and the Midwest region

- Via has more than 45 major public transit agency, city, and university partners in the Midwest, across paratransit, microtransit, and campus transportation services
- Via has powered more than 6.1 million rides in the Midwest region
- Via Strategies (Consulting) has worked with nearby agencies such as Will County, IL and Greater Peoria Mass Transit District (GPMTD)

### Illinois Deployments



# High-Level Project Timeline for Connect Transit - Overview

A total of ~16 weeks from contract execution to service launch with pilot zone launch within ~12-14 weeks

## Consulting Study

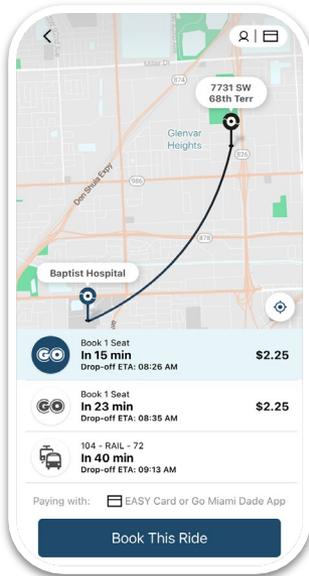


## Microtransit Service Launch

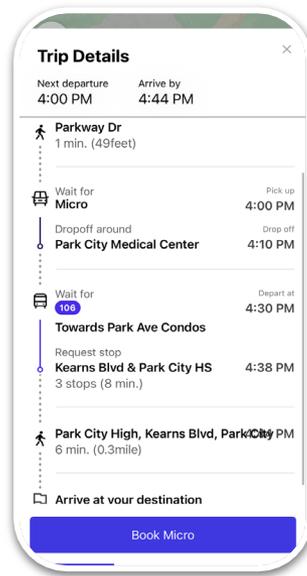




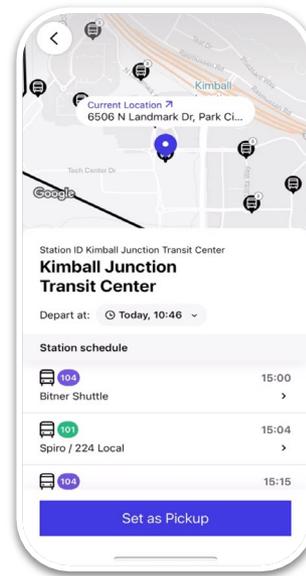
# Seamlessly provide fixed-route connections and multimodal planning



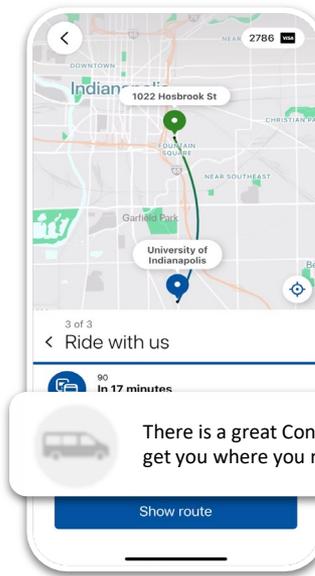
**Multimodal**  
Fixed route options presented as alternatives together with microtransit



**Intermodal**  
Multi-leg trip options with a connection to a fixed route bus



**Stops schedules**  
Bus stops presented as Points of Interest with dynamic schedules



**Proposal filtering**  
Direct trips to the fixed route network based on predetermined thresholds

# The Via Advantage for Connect Transit



## Unmatched experience and scale

- 115 million rides delivered across hundreds of deployments globally
- Proven operating experience, successfully growing on-demand pilots to large scale transit networks



## Proven service planning expertise

- A set of proprietary simulation tools to plan, model and design an optimal transit network
- Dedicated teams of experts to support service planning and optimization, before and after launch



## Exceptional service quality and efficiency

- Consumer grade rider app and web portal that are custom-branded, accessible, intuitive and fully customizable
- The most advanced routing and aggregation algorithm generates significant cost savings



## A true partnership

- Via team dedicated to ongoing partner success with 24/7 technical support and product upgrades, free of charge
- Ongoing support from Via's experienced operations team, coupled with advanced reporting module to continuously optimize the service post-launch

Questions?



# Marketing Plan for Microtransit Launch

# Branding of Microtransit

## ○ The Logo

- The Connect Transit logo is the primary logo to represent the agency, as well as to represent the majority of our service.
- Additional logos have been developed to represent the paratransit service (Connect Mobility) and the after-hours service (Connect Late Nite)
- These sub-brand logos should be used on communications specifically referring to these services.
- Other sub-brand logos could be developed in the future to represent new types of service.



## ○ Potential Ideas

- Connect NOW
- Connect GO
- Connect On Demand
- Connect OnTheGo
  - Will be working with Dovetail to develop

# Examples of Branding

## Understated or Bold?



# Microtransit Media Plan

## Owned Media:

- Press releases
- Social media posts
- Website page
- Current apps

## Earned Media:

- TV interviews
- Newspaper articles
- Others' social media posts

## Paid Media:

- TV interviews
- Geofencing
- Pre-roll video
- Targeted social media ads

# Marketing Materials

- Via has a large library of standardized content that we can leverage on our platforms, both educational and promotional. This will help us begin promoting the service pre-launch.
- Will create content of demonstrations using our app and specific use cases from actual riders as the service is implemented.



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# General Manager's Report Community

## Outreach

- 50<sup>th</sup> Birthday Party
- Bloomington Rehab & Health Center
- Co-hosted webinar on vanpool program
- McLean County Chamber of Commerce Gala

## Employee Welfare Events

- Super Bowl Potluck
- Town Hall Meetings

## Messaging Consultant Report



# General Manager's Report

## Employee Development

### ○ Pat Kuebrich, Finance Director

- Illinois Government Finance Officers Association (GFOA) 2023 Downstate Chapter Conference
  - Banking security, legislative update, new GATA issues, asset management, new finance issues

### ○ Carrie Bailey, Operations Supervisor

- Runcutter Course
  - How to complete runcutting/scheduling from start to finish without computer software.

# General Manager's Report

## Recruiting

### Positions Filled

- Bus Operator (7)
- Custodian (1)
- Dispatcher (1)

### Positions Open

- Bus Operator (8)
- Custodian (1) – new hire has given notice
- HR Manager (1)
- Mechanic (1)
- Service Technician (2)



# Agenda

- Executive Session – N/A
- Trustee Comments
- Adjournment
  - Roll Call Vote
- Next meeting: March 28, 2023
- Strategic Planning Session: March 28, 2023
  - Need responses