

# Board of Trustees

Regular Session  
September 26, 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 Regular Session Minutes for 7/25/23
- Approval of Fare Strategy & Fare Collection Workshop Minutes for 8/22/23
- Approval of Financial Information for June 2023
- Approval of Financial Information for July 2023
- Approval of Financial Information for August 2023
- Monthly Statistical Reports for July 2023
- Monthly Statistical Reports for August 2023
- ~~○ Cardinal Infrastructure Federal Report – Not Rec'd~~
- Cornerstone – Illinois Weekly Update
  
- Roll Call Vote

# New Business

- FY23 Ridership and Performance Update – Informational

# FY23 At-a-Glance

## Why Track Ridership?

We track ridership as raw boardings. Knowing how many passengers we serve is important, and as an agency trusted with public funding we want to make sure that we are being as good a steward of that public dollar as possible. Understanding how many people use transit every year, whether it be fixed route or Connect Mobility, allows us to prepare to serve our community.

2,131,046  
Total Rides in FY23

2,029,651  
Fixed Route Rides

101,395  
Connect Mobility Rides

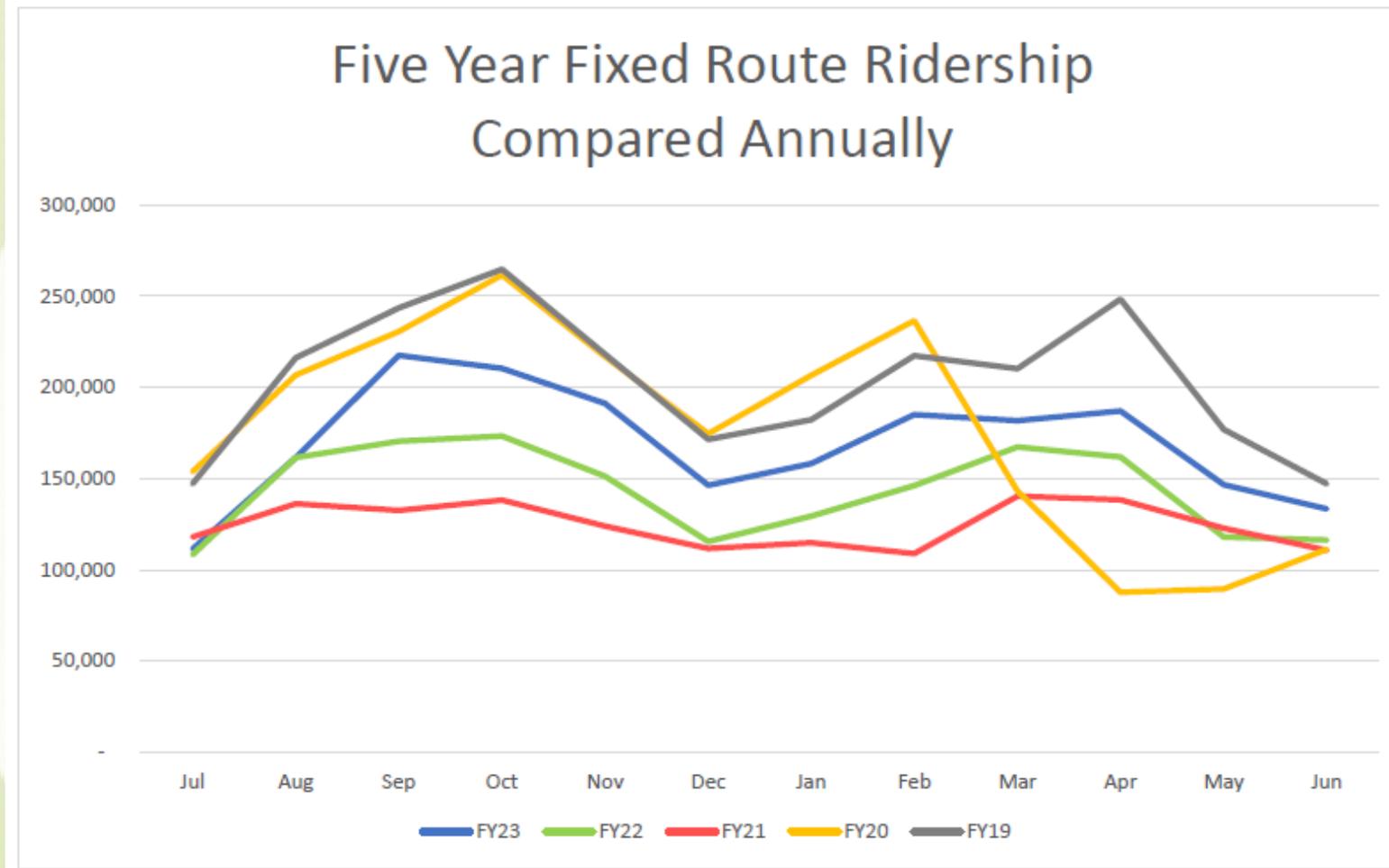
19.87  
Fixed Route  
Boardings per Passenger Hour

2.55  
Connect Mobility  
Boardings per Passenger Hour

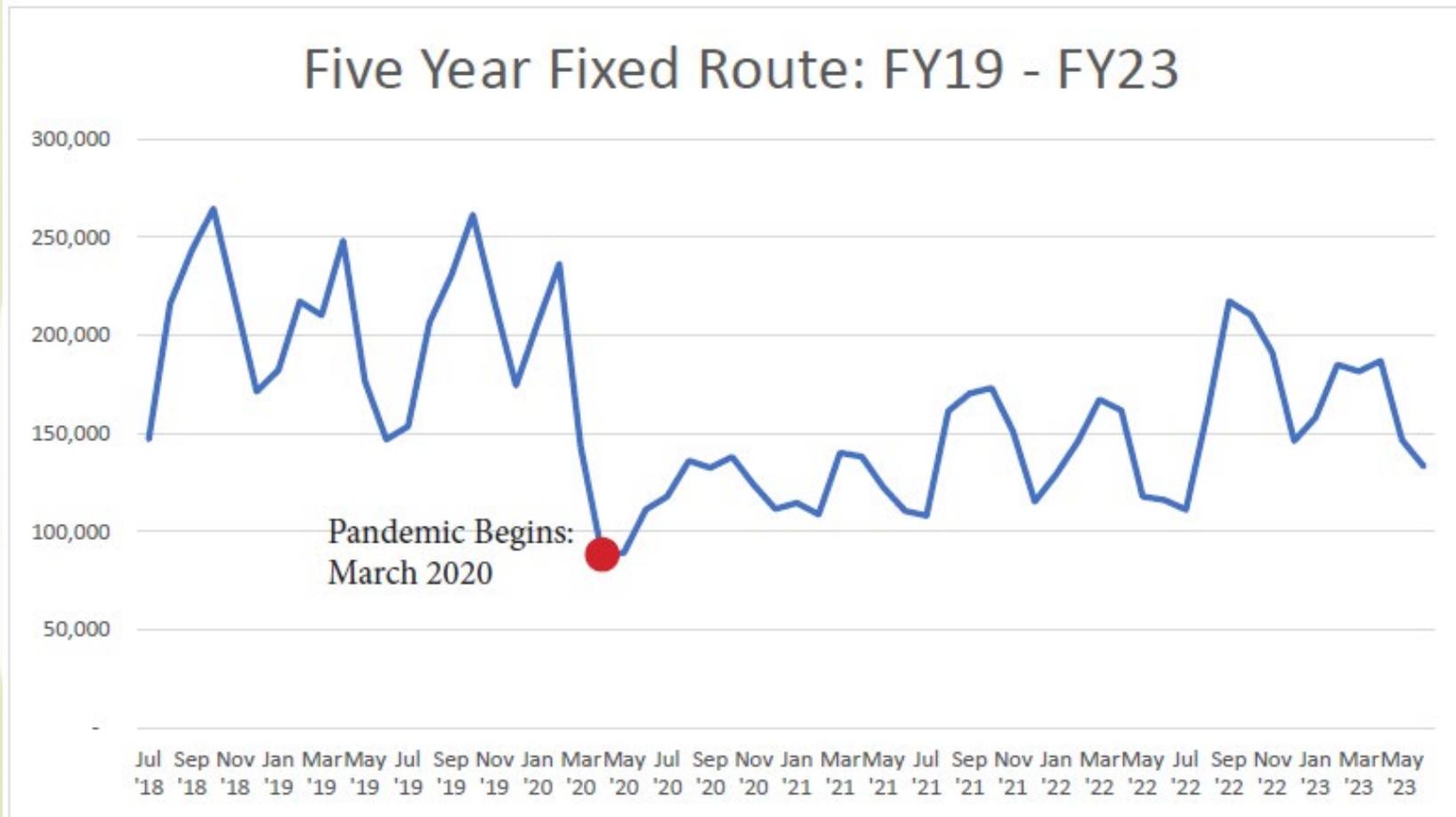
## Why Track Efficiency?

We calculate efficiency as boardings per revenue hour. By including revenue hours, we can put ridership into better perspective by considering the operating costs associated. Additional revenue hours means more hours required from staff, more vehicles or harder vehicle usage, and overall more spending. By tracking efficiency, we can assess which routes are performing best in perspective of resources spent.

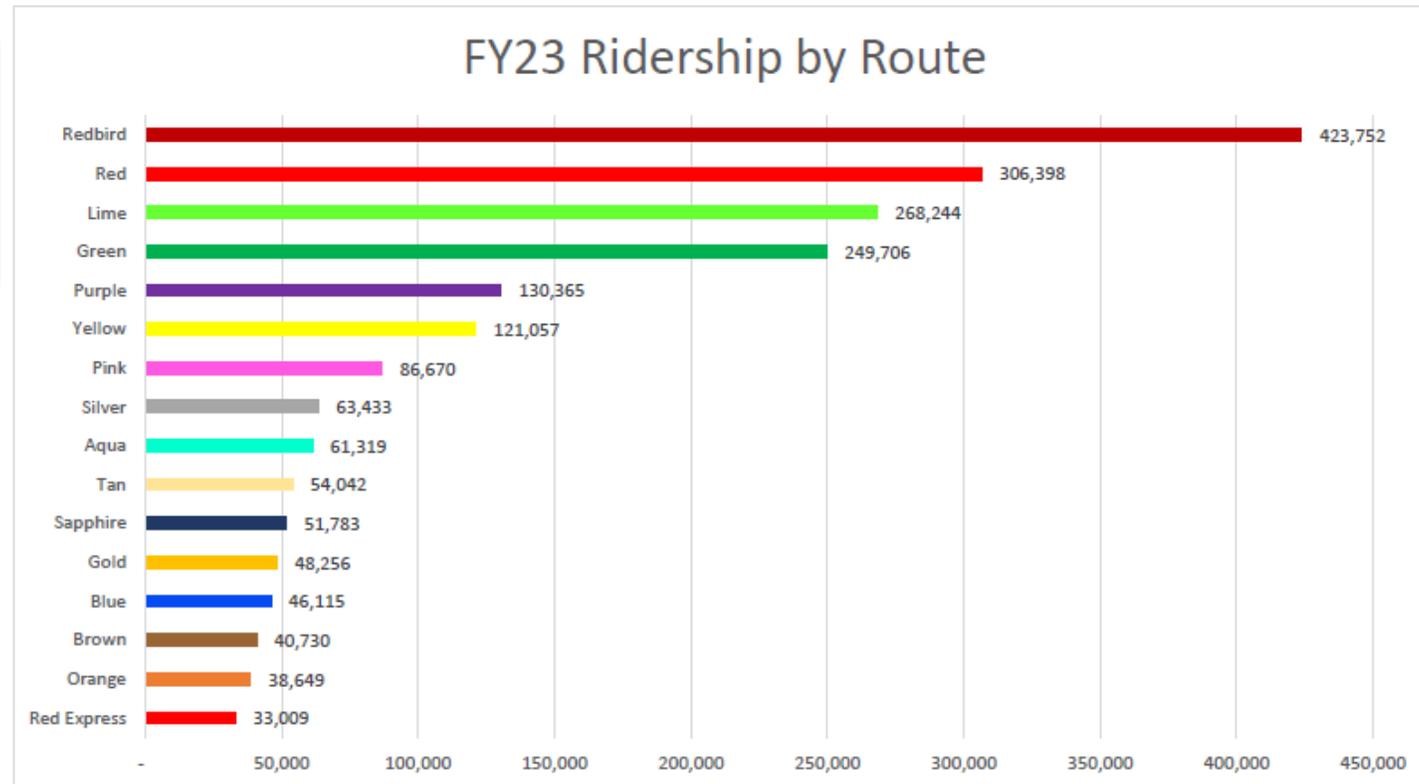
# FY23 Five Year Comparison



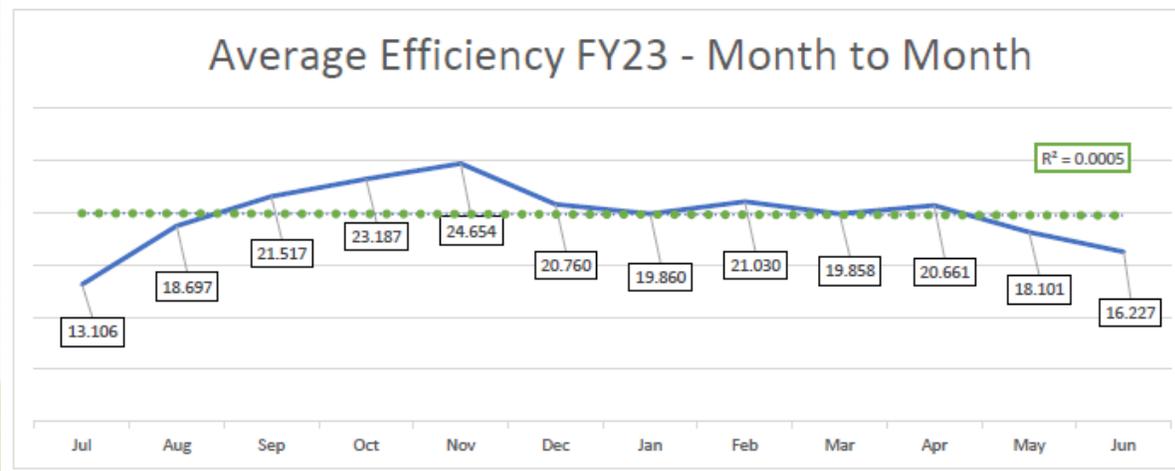
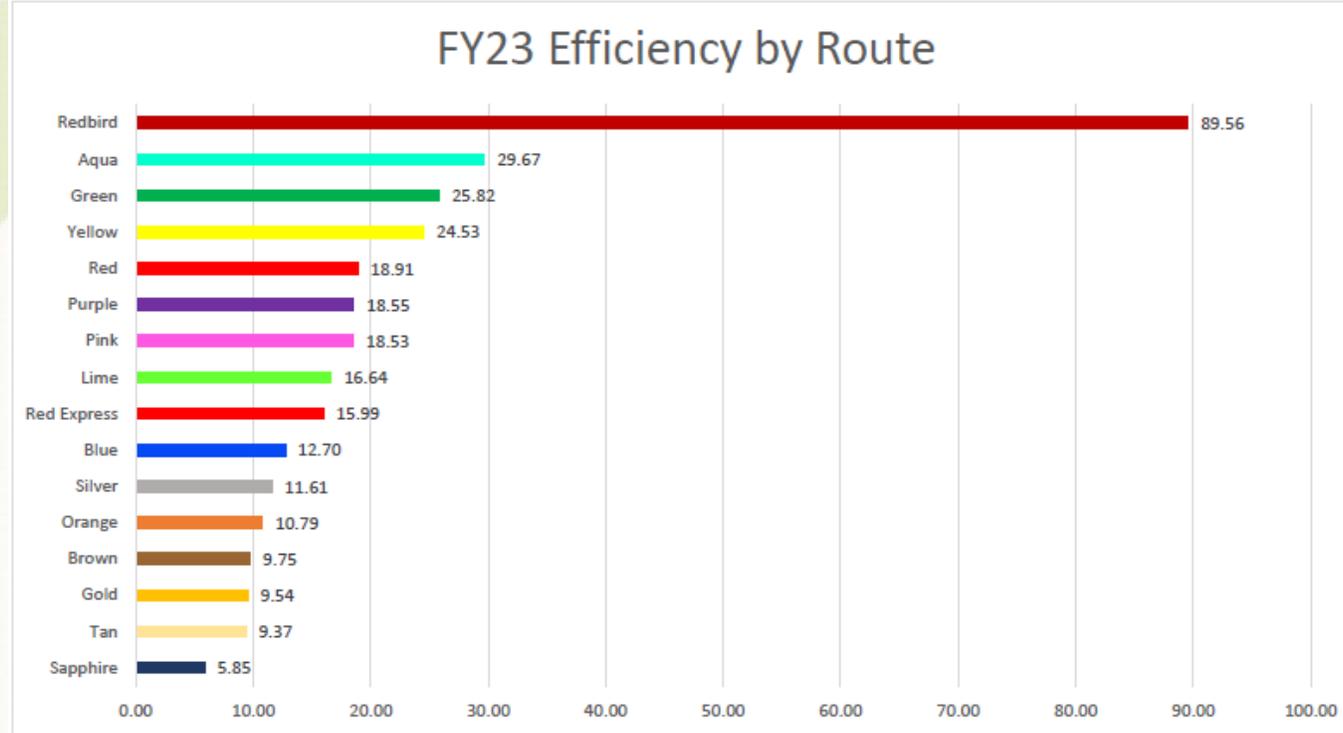
# FY23 Five Year Comparison



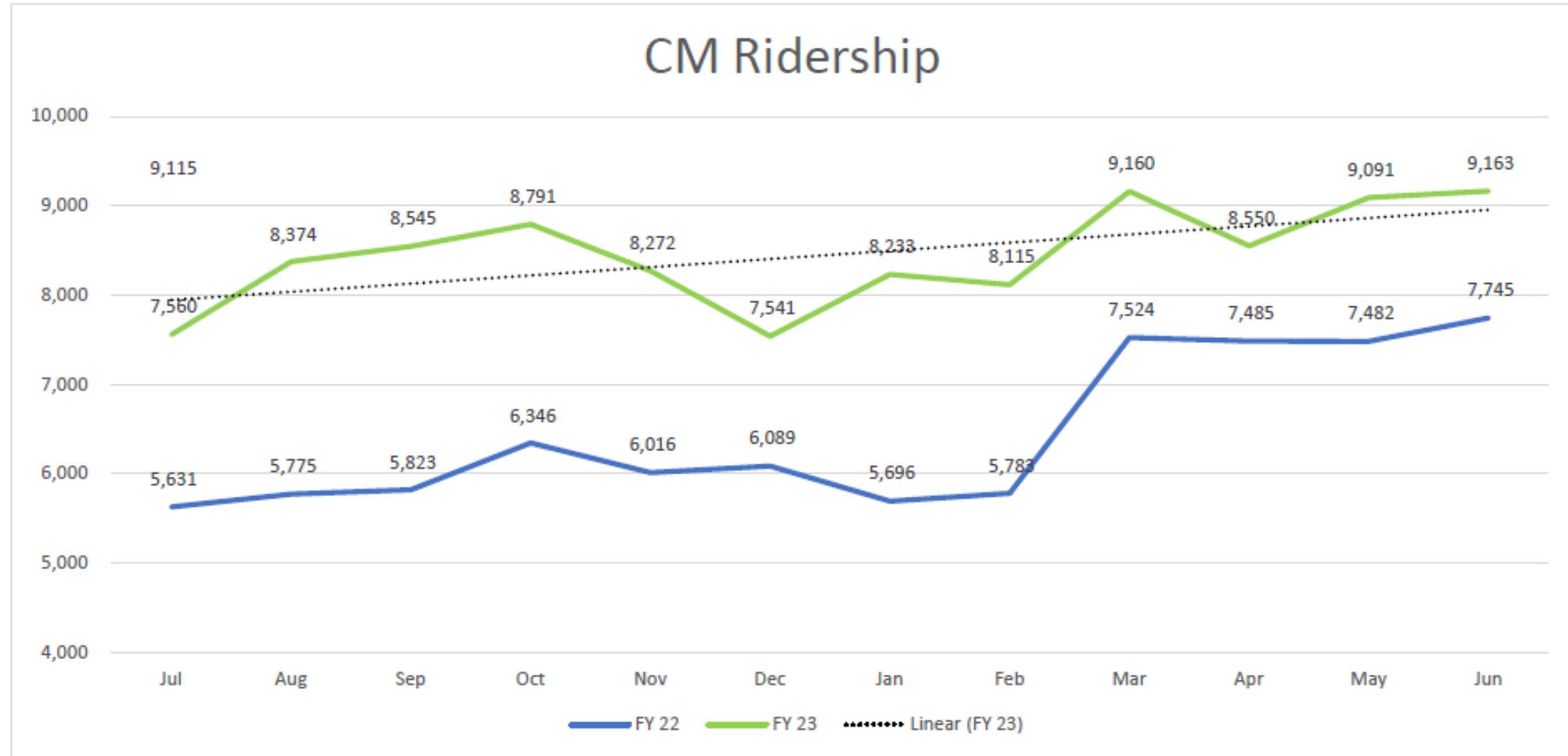
# FY23 Ridership Overview



# FY23 Efficiency Overview



# FY23 Mobility Overview



**2019**  
90,515  
Total Trips

**2020**  
70,066  
Total Trips

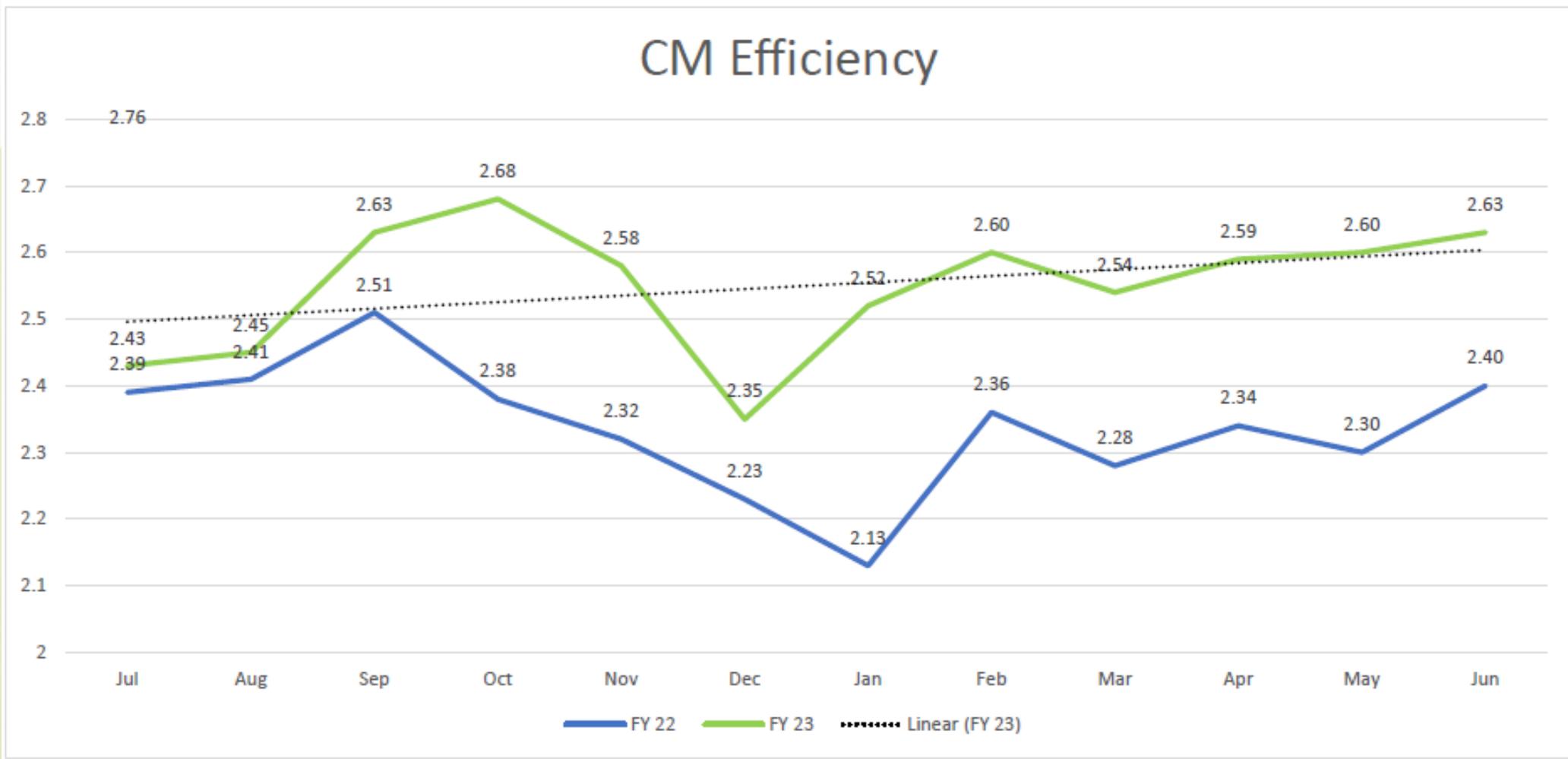
**2021**  
55,199  
Total Trips

**2022**  
77,395  
Total Trips

**2023**  
101,395  
Total Trips



# FY23 Mobility Overview



# New Business

○ Connect FLEX Update – Informational

# Connect FLEX – First Two Months

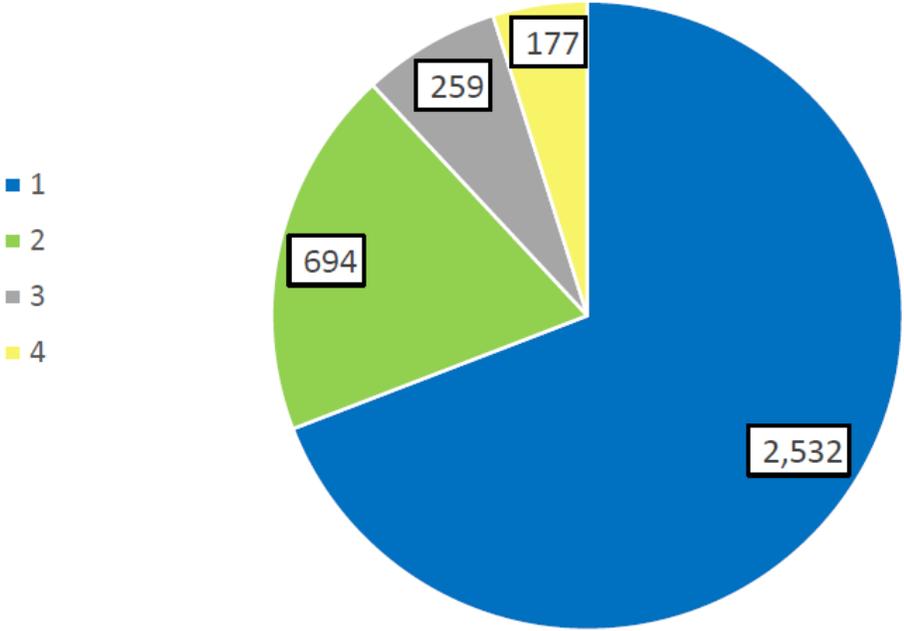
3,662  
Total Trips

5,405  
Passengers

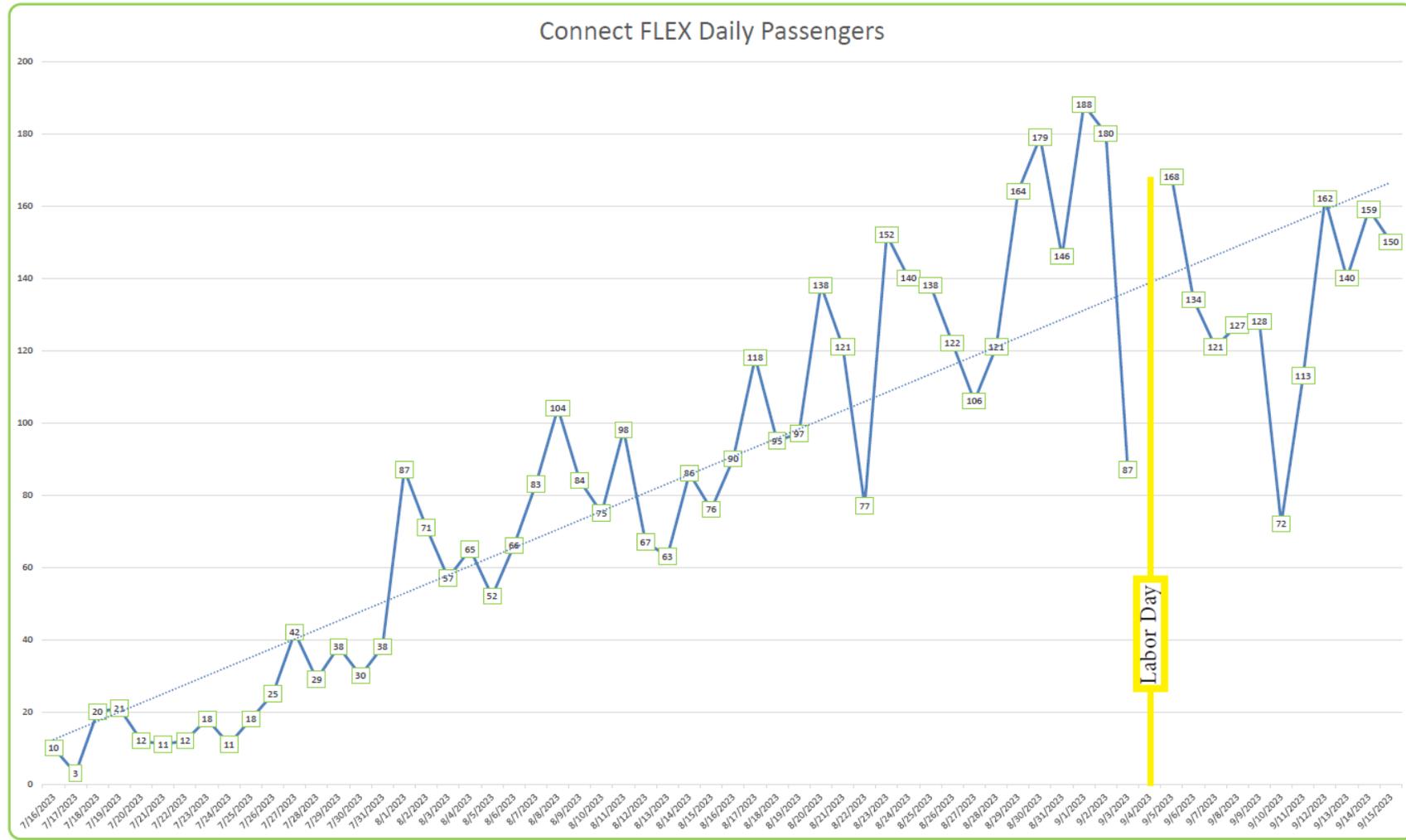
1.47 Passengers per Trip

40.82% Shared Rides

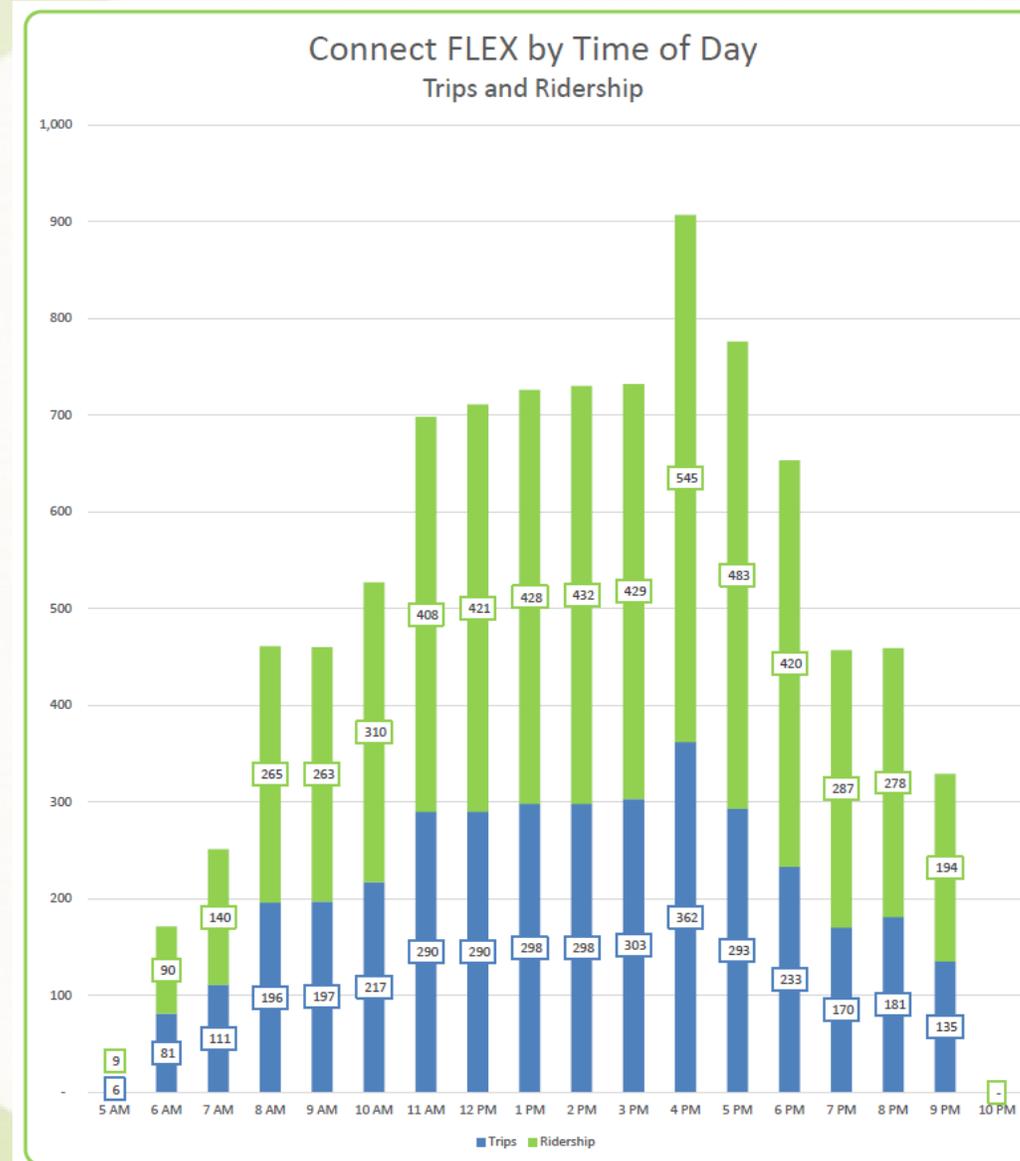
Connect FLEX Trips by Passenger Count



# Connect FLEX – Ridership Growth

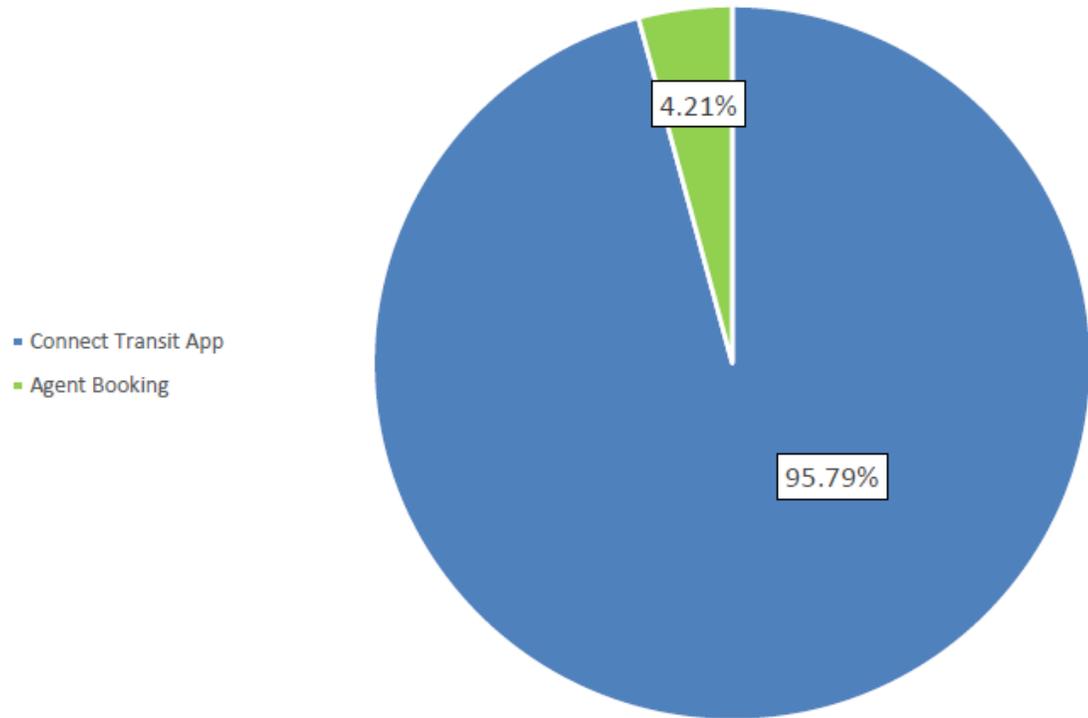


# Connect FLEX – Time of Day



# Connect FLEX – Bookings

Connect FLEX by Booking Method



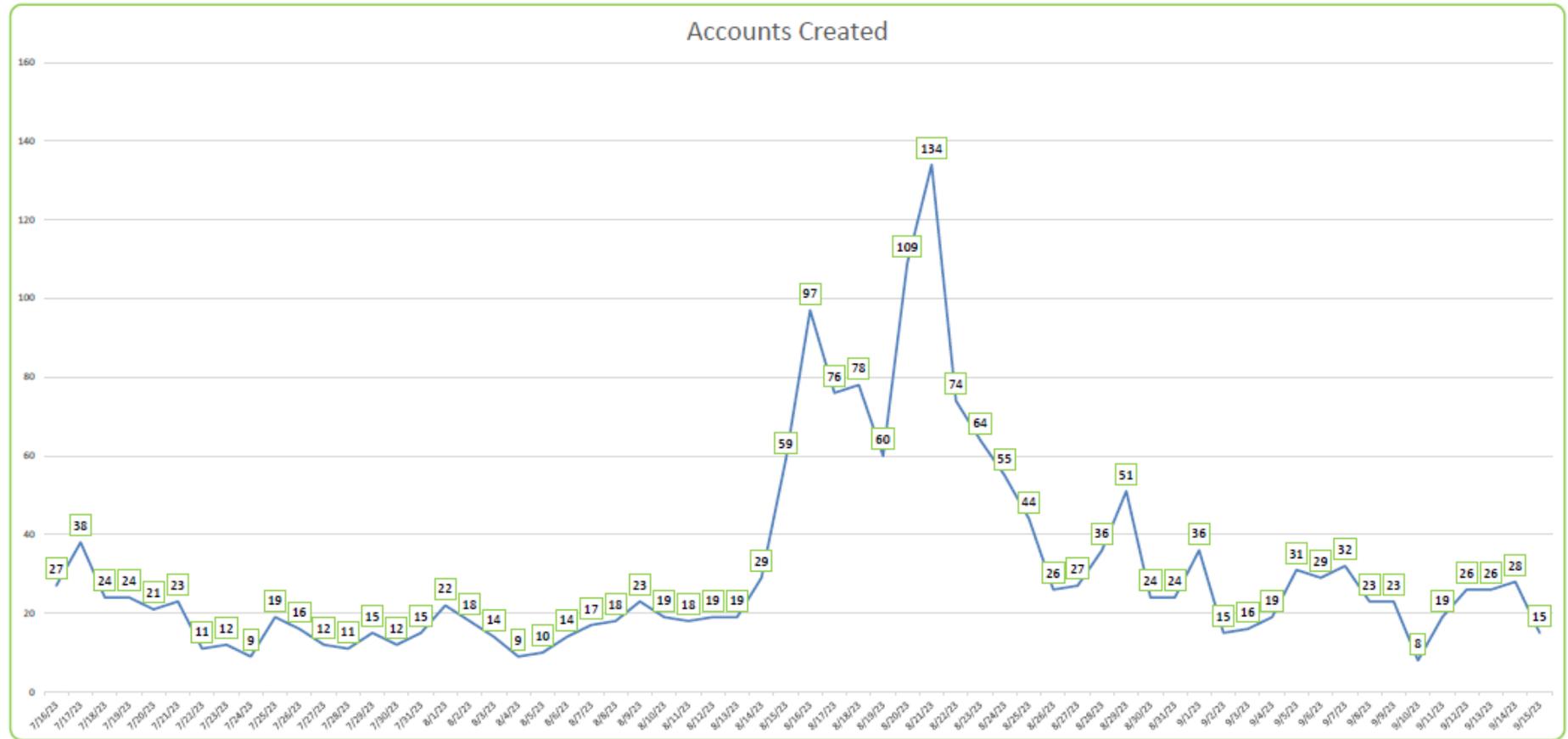
Connect Transit App: The new mobile application including Connect FLEX on-demand trip booking.

Mobile Agent: A call-in booking request for the Connect FLEX service fulfilled by a Customer Support Representative or Dispatcher.

# Connect FLEX – Accounts

**1,922** Total Accounts Created

**4.85** Average Ride Rating



# New Business

- APTA Technology and Sustainability/Operations Planning & Scheduling Workshop Conference Recap – Informational

# APTA Tech & Sustainability Planning and Scheduling Workshop

July 30 -August 2, 2023



# APTA Tech & Sustainability Planning and Scheduling Workshop Attendees

## Sustainability/Operations Planning and Scheduling Workshop

- Shelly Moss, Operations Director
- Brandon Miles, Operations Supervisor
- Jacob Smith, Transportation Planner

## APTA Tech

- Jon Spratt, Data Management Specialist
- Jared Simons, Operations Supervisor

# Sessions Attended - 28

## APTA Tech

- Future of Fare Technology and Data
- Special Fare Programs: Bringing Ridership Back
- Applied Research in Support of Public Transportation
- New Technology Training for a New Generation of Transit Workers
- AI Transforming Transit
- Emerging Technologies
- IT Technology Role in Improving Communications
- Open Contactless Payments
- Zero Emission Bus Technology
- Cyber Security
- Cyber Security in Fare Collection
- Emerging Technology
- Making Transit More Accessible and Equitable with Technology

## Sustainability and Planning Workshop

- New Projects in Transit Planning
- Navigating Your Career in Public Transit
- Collaboration and Outreach to Improve Ridership Equity
- Disruptions to Regular Service
- Implementing and Maintaining Environmental Management Systems
- Rapid Fire: Creative Thinking for Ridership Recovery, New Services, and Limited resources
- Preparing for the Unexpected: Making Climate Resilience a Reality
- The Great Debate: Pros and Cons of Zero Fares
- Transit Data to Evaluate, Standardize, and Advance Service Delivery
- Solving the Challenges of Small to Mid-Sized Agencies
- Addressing Operator Shortages
- A-Z Network Design
- Pre & Post Pandemic Travel Demand
- Transit Street Improvements & Bus Stop Design
- Transit Data to Evaluate, Standardize, and Advance Service Delivery
- You Can't Manage What You Don't Measure



# Key Takeaways – Sustainability and Operations Planning Workshop

## Increase Ridership Focus on Providing the Best Service for Current Ridership

- Focus on Providing the Best Service for Current Ridership
- **Cleanliness-**
  - This includes coach exterior/interior, as well as passenger infrastructure
- **Frequency-**
  - Agencies should aim for 30 minutes or less, even if a higher frequency results in buses not being filled to capacity
- **Efficiency-**
  - Your real time service should perform as closely as possible to what your service schedule suggests.
- **Access**
  - *Are the areas that need service (well-defined markets) being served. What can we do to serve those areas (micro-transit).*

## The Great Debate – Fare Free - Takeaways

- Sacramento Regional Transit – Shared two-month trial
- Paratransit Ridership – Increased 50%
- Fixed Route – 8%
- Service Efficiency % – Dropped from 90% to 40% in approximately 60 days

## Rapid Fire Discussion: Creative Thinking for Ridership Recovery, New Services, and Limited Resources

- RTD – Improving Ridership Satisfaction
- Started Sharing Ridership Data via Social Media
- Bi-monthly public survey via social media to gain insight into to what is and what is not working, as well as allowing public comments/suggestions

# Key Takeaways – APTA Tech

## AI

- Chat GPT+
- Dall-e
- The potential for improving processes and procedures is just being explored. There are so many areas of opportunity where AI can be a tool to assist transit professionals to be more productive and creative.

## Cybersecurity

- Just one attack can cost \$1million and take over a year to recover from.
- Cyber crime is the 3<sup>rd</sup> largest economy in the world.
- We are a small target because attackers are knocking on everyone's door and if your door is the weakest, you get attacked. 90% of attacks aren't targeted and there are 1000's of attempts to breach some transit agencies every day.

## WayFinding Software

- Connect Point
- Be My Eyes
- Waymap



Connectpoint

# Digital Bus Stop®

## Solar-Powered ePaper Displays

The Connectpoint® Digital Bus Stop® is the most advanced solar-powered or A/C wireless ePaper display providing real-time passenger transportation information 24/7.

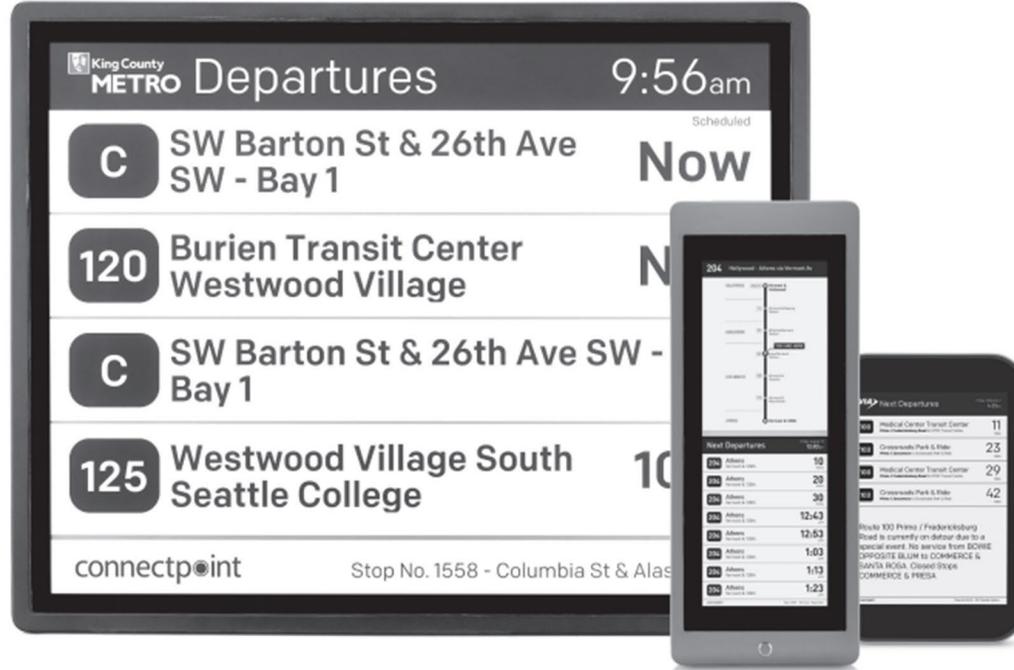
### Smart. Sleek. Transit Tested.

Our compact and portable displays feature sleek design and superior functionality for smart cities everywhere.

13", 23", 25", 28", 32" and 42" displays provide multiple options to display passenger information, alerts and advertisements at bus stops, BRT, transit centers, and rail stations. Install on poles, at shelters, or in stand-alone totems.

### The #1 choice to replace paper and energy inefficient signage

Connectpoint is the industry leader and has deployed ePaper solutions for 27 transit agencies across 14 states.



## Maximize your passengers' experience on every journey, 24/7



### Energy efficient

Exceptionally low energy consumption—that provides 30-day autonomous operation regardless of weather conditions—and wireless connectivity (cellular, WiFi, ethernet), provide always-on customer arrival information, alerts and maps at every stop across the network.



### Complete clarity

Our Connectpoint® displays are engineered for impressive visibility during sunny days. And at nighttime, our industry leading LED lighting provides complete clarity.



### Updated remotely

Accurate real-time information is delivered seamlessly to passengers across all your digital signage with our easy-to-use and powerful Connectpoint® Asset Management system.



### Versatile signage for all your passenger information needs

Our Connectpoint® displays can be installed in less than an hour—without electrical infrastructure. An eco-friendly solution for today's smart city environment (IP 66 environmental rating).



Pittsburgh Regional Transit

*"This is the kind of game-changing infrastructure that will make our system easier to use and provide riders with information at their fingertips."*

Scott Vetere Director of Service Planning - Pittsburgh Regional Transit





## Falcon®

The first solar powered, ADA compliant, text-to-speech device

Solves both real-time information needs and accessibility requirements.

Another Smart City Digital Solution from Connectpoint! For bus stops, shelters, BRT, and transit hubs.

### Features

- Stand alone device
- Solar powered
- Real-time information and alerts
- Custom audio messaging
- Wireless connectivity
- 5-year warranty



### Powered by CPAM®

Content management system designed specifically for the transit industry.



### Trusted

We have been providing information and innovation to transit agencies for 20 years.



## LCD and LED

Reliable and sustainable indoor and outdoor signage with vibrant color and optimal visibility.

Our LED and LCD signs are designed for optimal versatility, ease of use and low cost of operation. Highly efficient LEDs and LCDs optimize power settings and conserve electricity without sacrificing quality. Our displays connect wirelessly via 4G, existing WiFi network, or ethernet to bring real time information to riders. These displays can also be used for advertising and are UL approved.

Customize display size and shape for any deployment, and expand your network as your needs grow. Robust environmental and quality tests ensure maximum reliability.

### Real time information

Display real-time data such as GTFS realtime or any API/feed format. Automatically displays real-time alerts or choose to show scheduled times.

### Advertising

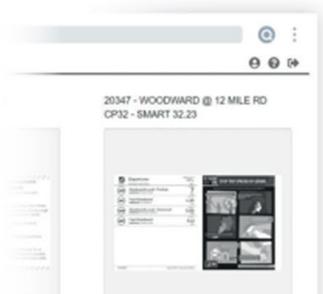
Allocate screen space and schedule four-color revenue generating advertising campaigns through CPAM.





## Connectpoint® Asset Management

We provide the only “out of the box” cloud-based content management system that seamlessly integrates with e-Paper, LCD, LED, and legacy systems, and is specifically designed for the complexities of public transportation. Guaranteed to boost passenger satisfaction.



### Asset management

Boost passenger satisfaction with instant and accurate real-time content. Manage arrivals, service interruptions, vehicle capacity, maps, alerts, custom messages and advertising. Push content to multiple displays at once from your desktop or mobile device.



### Analytics

Advance analytics significantly improve the accuracy of bus arrival predictions. Monitor hardware health. Gain insight into customer interactions with your content. Track advertising posts and special alerts.



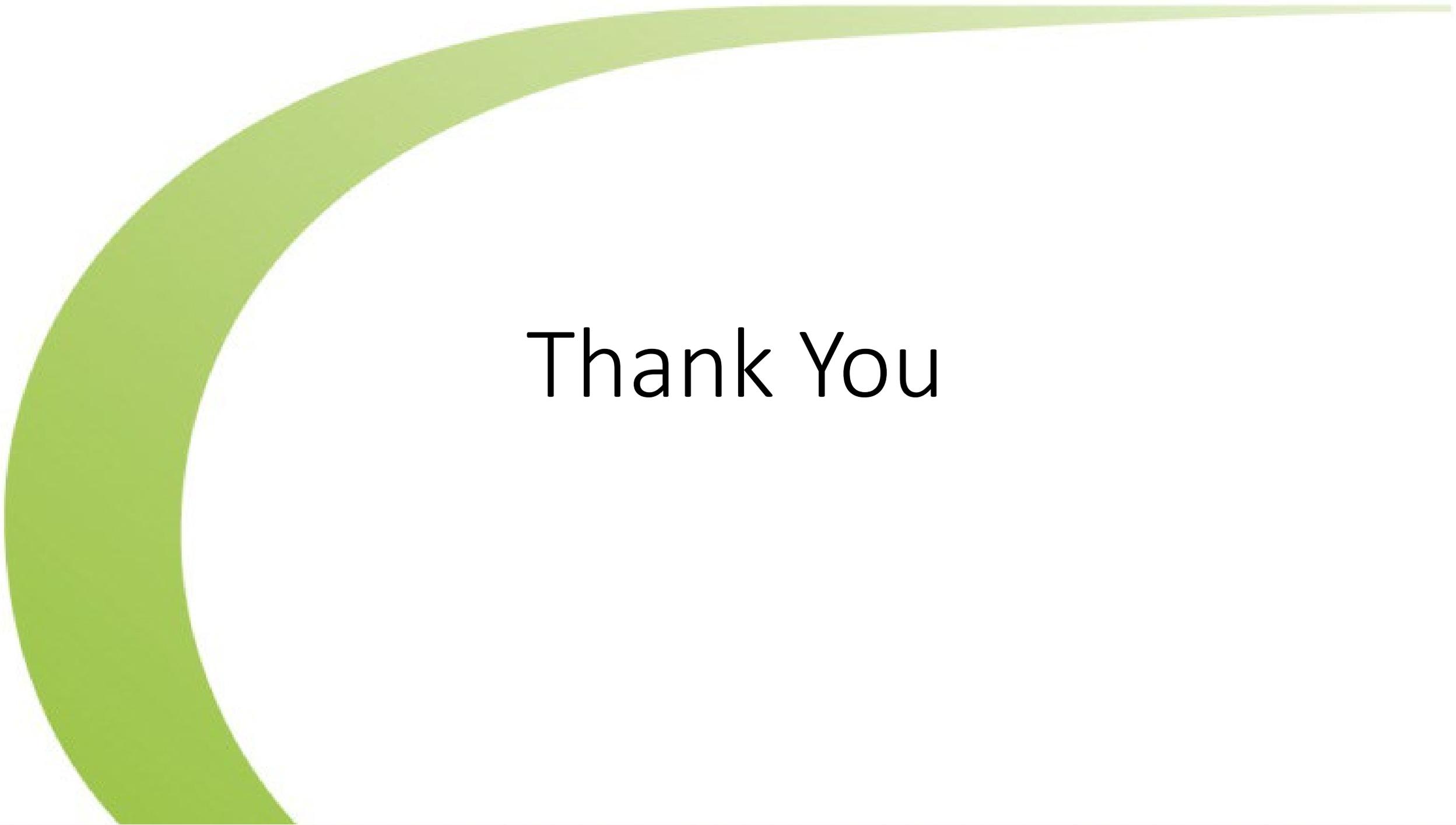
### Systems integration

Flexible integration with cloud services and legacy systems. Manage all your digital displays, including ePaper, LCD and LED signage through a single interface.

## Designed to fit any transportation network

The future of real time passenger information from Connectpoint®

	CP-13	CP-23	CP-32S	CP-42'	Falcon®
Applications	Office, Customer Service Center	✓	✓	✓	✓
	Transit Center (Central Location)	✓	✓	✓	✓
	Transit Center Bay	✓	✓	✓	✓
	Express or BRT Stop	✓	✓	✓	✓
	Bus Stop, Bus Shelter	✓	✓	✓	✓
Features	Solar Power	✓	✓	✓	✓
	Direct Lighting	✓	✓	✓	✓
	Battery Management	✓	✓	✓	✓
	AVL System Message Integration	✓	✓	✓	✓
	Sunlight & Nightlight Clarity	✓	✓	✓	✓
	Graphics, Maps	✓	✓	✓	✓
	Next Arrival Information	✓	✓	✓	✓
	Service Alert Display	✓	✓	✓	✓
	Text to Speech Capable	✓	✓	✓	✓
	Wireless Connectivity	✓	✓	✓	✓
	Standard and Custom Display	✓	✓	✓	✓
	Touchscreen	✓	✓		
	Easy Install	✓	✓	✓	✓



Thank You

# New Business

- Recommendation for Reimbursement to Vice Chair Hile
  - Roll Call Vote
- Recommendation for IDOT and MCRPC RAISE Grant Support – Roll Call Vote
- **Chairman's Report**

# General Manager's Report Promotion

Congratulations to  
Shelly Moss  
for her promotion to  
Operations Director!



# General Manager's Report Honoree

Congratulations to  
Aubrey Staton  
for being named to  
the Twenty Under  
Forty Class of 2023!

*Congratulations!*

**AUBREY STATON**



Connect Transit would like to congratulate Aubrey Staton on being named to the Twenty Under Forty Class of 2023. We admire your drive to ensure our customers have an exceptional experience, commitment to our community, and passion to strive for excellence.



# General Manager's Report Government

- IPTA raised Mandatory Paid Leave Act concerns
  - Collective Bargaining Agreement trumps the act, but...
  - Transit employees are unlike most other employees
  - Flexibility and inability to manage absenteeism
- Working with Cornerstone to address concerns



# General Manager's Report Community

## Outreach

- McLean County Fair
- Back2School Alliance Shuttle
- Senior Care Network
- Town of Normal Appreciation Reception
- West Bloomington Wellness Fair
- Cultural Fest
- Cedar Ridge Elementary Family Night
- Destination Uptown
- West Fest



# General Manager's Report Community

## Outreach

- Normal Sweet Corn Circus
- HCC Week of Welcome
- IWU Involvement Fair
- Union Labor Day Parade
- Day of the Dozer
- IPTA Conference
- Eugene Field Facility Tour
- St. Jude Run Event Shuttle



# General Manager's Report

## IPTA Annual Fall Conference

### ○ Sessions:

- Launching a Successful Microtransit Service
- Making Your Public Involvement Process Accessible and Equitable for All
- Cybersecurity: Protect Your Organization from Cyber Threats & Attacks
- Leadership Lessons Learned through the FBI
- Mental Health Stressors in Public Transit
- Safety: New Resources for Human Trafficking Awareness Training
- Is Your Drug and Alcohol Testing Program in Compliance with DOT Regulations
- Budget and Financial Planning
- Communications: Telling the Stories That Sell Transit
- The State of the Industry with APTA, IPTA, and CTAA
- Roundtable Discussions

### ○ Social:

- Welcome Dinner @ Destihl Barrel Room with live music by Sidewinder Serenades
- Evening Social @ BloNo Pizza Co.



# General Manager's Report Recruiting

## ○ Positions Filled

- Microtransit Operator (3)
  - Lucinda McCluskey
  - Camron Matlock
  - Quianna Mason
- Service Technician (2)
  - Shamier Austin
  - Wendell Letcher

## ○ Positions Open

- Bus Operator (5)
- Dispatcher (2)
- Mechanic (3)
- Microtransit Operator (1)
- Service Technician (1)

## ○ Offers Extended and Accepted

- n/a



# General Manager's Report REMINDER

- **If you have not done so, please contact Janice to schedule a two-on-one meeting with Chairman Whitehouse and David Braun to discuss our fare proposal prior to public recommendation.**

# Agenda

- Trustee Comments
  
- Executive Session
  - (ILCS 120/2(c)(1) – Personnel Matters
  
- Adjournment
  - Roll Call Vote
  
- Next Meeting: October 24, 2023