



# Board of Trustees

Regular Session

October 24, 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 9/26/23
- Approval of Executive Session Minutes for 9/26/23
- Approval of Financial Information for September 2023
- Monthly Statistical Reports for September 2023
- Cardinal Infrastructure Federal Report
- Cornerstone – Illinois Weekly Update
- Roll Call Vote



## New Business

- Attendance by Other Means for Executive Session Discussion – Informational

## New Business

- APTA Transit Board Member Seminar Recap - Informational





**American  
Public Transportation  
Association**

## **TBM Conference July 2023**

**“An educated board is a valuable board.” – Dorval Carter,  
President, Chicago Transit Authority and APTA Executive Board Chair**



# How can APTA benefit Connect Transit?

APTA Bipartisan  
Infrastructure Law  
Resource



Conferences,  
Webinars & Events



Online  
Communities

APTA  
**connect**

## A Strong + Effective Voice

Make your voice heard on important funding, legislative, regulatory, and policy issues thanks to APTA's skilled advocacy efforts.

## Knowledge + Expertise

Stay up-to-date on changing trends, industry news and best practices and solutions to every pressing challenge with APTA's content-rich conferences, award-winning publications, timely research, and technical expertise.

## Connections + Networks

Expand your network and foster community with opportunities to connect with APTA's diverse membership.

## Professional + Career Development

Advance your career and the skills of your workforce with APTA's exclusive portfolio of game-changing classroom and online courses, webinars, and learning programs. APTA helps you lead, attract, and support a future-ready workforce.

## TBM Seminar Welcome

### **Paul Skoutelus, APTA CEO**

- “We need to understand where the community is and where it needs to be.”
- “Are we at the table [in our communities]? Where? When? How effectively?”
- “Transit is not an easy business.”
- “Board Members bring community relationships.”

### **Doug Tisdale, TBM Board Chair**

- “APTA convenes, connects, communicates, and champions.”

## TBM Seminar Welcome (Continued)

### **Birmingham Mayor Randall Woodfin**

- "...the urgent need to keep our communities connected."

### **Birmingham Johnson County Transit Authority Charlotte Shaw and team**

- "The transit GM/CEO is the Phil Wood to TBM's Michael Jordans.
- "The fully transparent, connected Board talks to one another and gets it done."
- "Transportation is a human right. It must be treated as part of the public trust."

# TBM Sessions

## **Session 1: Welcome to APTA: TBMs and TBAs at the Table**

## **Session 2: APTA Advocacy Update: A View from Washington**

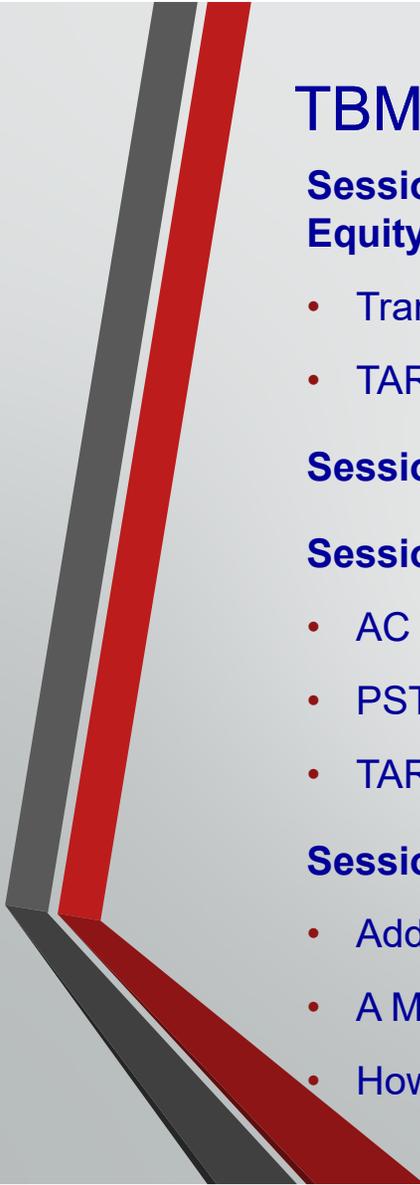
- Legislative Update and Advocacy
- Urge Your Members of Congress to Support Fully Funding the Bipartisan Infrastructure Law
- 2023 Legislative Advocacy Fly-In

## **Session 3: Being a Powerful Advocate: Telling the Transit Success Story**

- Being a Powerful Advocate Presentation
- COTA – Being a Powerful Advocate Marlon Moore
- VTA – Being a Powerful Advocate

## **Session 4: The Public and Workforce Safety Challenge**

- WMATA – Safety Management System



## TBM Sessions (Continued)

### **Session 5: Equity in Action: Aligning Service to the Needs of Your Community with an Equity Lens**

- Transit, Equity, and Justice
- TARTA Next Overview

### **Session 6: It's A New Season: Building Towards a Championship Team!**

### **Session 7: The Transition to Zero-Emissions**

- AC Transit ZEB Programs
- PSTA's Zero-Emission Journey
- TARC Overview

### **Session 8: Building the Transit Workforce**

- Addressing the Workforce Shortage
- A Multifaceted Approach to Recruitment and Retention
- How to Help Your Agency Deliver a Future-Ready Workforce



# 2023 Session Highlights

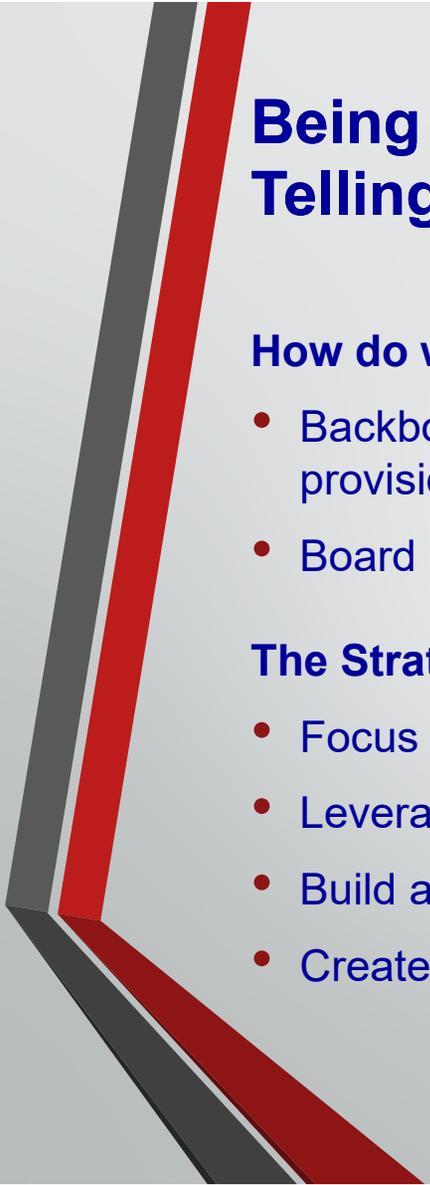
# Being a Powerful Advocate: Telling Transit Success Stories

## National Goals

- Strengthen existing congressional support
- Neutralize opposition to federal transit funding
- Broaden our voice by leveraging traditional and non-traditional allies

## Local Engagement: Cindy Chavez, Santa Clara County

- “Our riders tell the story better than we do.” – Boost their authentic stories, use influencers.
- “We need people to fall in love with transit every day.”
  - Green, good for economy, get people where they want to be.
  - Reach deep, be urgent, be bold.



## Being a Powerful Advocate: Telling Transit Success Stories

### How do we reach naysayers?

- Backbone lines with higher frequency to get customer satisfaction with service provision up.
- Board member talking points *with assignments on who we will talk to.*

### The Strategy

- Focus our outreach on key stakeholders
- Leverage the voices of those who benefit
- Build and leverage enthusiasm of APTA members
- Create resources for elected officials that show local impact

# Being a Powerful Advocate: Telling Transit Success Stories

## APTA Resources

- Social Media toolkits  
*#InvestInPublicTransportation*
- Key messages and talking points
- Campaign landing page with APTA resources
- Advocacy leave behinds



### A Legislative Conference Social Media Toolkit

#### Introduction

In 2023, our goals are simple but challenging – prevent cuts to public transportation funding and maintain a robust level of support and enthusiasm for the funding allocated in the IIA and other legislation in 2022. You can use your social media channels to remind your elected officials that public transportation is about the people we serve – and to show them we're unified in our efforts to protect public transportation funding.

#### Key Messages, Content, & Graphics

Download our [Social Graphics](#) and share with the suggested tweets and posts below. Looking to customize with local facts? Visit [APTA.com/Everyone](#) for resources that you can use to tell your story.

#### Sample Posts & Tweets

	Public transportation isn't just for those who ride it. The benefits are felt by everyone – from the businesses who need customers and employees, and the communities that want to grow and thrive. #APTAleg23 #InvestInPublicTransportation
	Every \$1 invested in public transportation means \$5 in economic returns. When Congress funds public transportation, it's investing in our workers, our businesses and our communities. #APTAleg23 #InvestInPublicTransportation
	A family can save nearly \$10,000 a year by taking public transportation. Protecting public transportation means protecting Americans' pocketbooks. #APTAleg23 #InvestInPublicTransportation
	Public transportation gives families a reliable way of getting to the jobs, schools, care and services they couldn't otherwise reach, ensuring more equitable opportunities for Americans to thrive. #APTAleg23 #InvestInPublicTransportation
	Communities across America are manufacturing critical components needed for public transportation, creating and supporting long-term job opportunities. #APTAleg23 #InvestInPublicTransportation
	Public transportation works for everyone. Thank you, Congress, for working to support public transportation. #APTAleg23 #InvestInPublicTransportation

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Tuesday, March 14

<b>Messaging opportunity</b>	<p>On Tuesday, we recommend using social to amplify the Hill visits and meetings with legislative staff, including:</p> <ul style="list-style-type: none"> <li>• Thank lawmakers after "Bipartisan Infrastructure Law and Infrastructure Investment Act" session, and share how your organization/state will be transformed by the historic investment in public transportation</li> <li>• Share organization and state-specific message points that were discussed during Hill visits to hold members accountable</li> <li>• If possible, record quotes or notable exchanges with lawmakers and staff</li> </ul>
<b>Engagement</b>	<ul style="list-style-type: none"> <li>• Tag lawmakers and their staff in posts and photos</li> <li>• Retweet/quote tweet lawmakers or staff who post positive content about Hill visits</li> </ul>

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transportation means more than buses and trains – ex. Chicagoans] get to work each day, [insert name] #APTAleg23 #InvestInPublicTransportation

sentiment @ [city/state/organization] at the [insert name] #APTAleg23

sessions and keynotes, including: [insert name] note address by Polly Trottenberg, Deputy Secretary of Transportation

in and how transportation promotes equitable economic growth on Award recipients; highlighting their impact

[insert name]

workshops or meet others during sessions, tag them throughout the day. Presentations and from the keynote address [insert name]

this morning at the @APTA\_info Legislative Conference that the rest of the week has in store. #APTAleg23

from @APTA-Info [insert name] recognized for [his/her] role in championing public transportation

in talked about something [insert name] – protecting public transportation is essential [insert name] X percent of the population relies on the [insert name] #APTAleg23

[insert name] was honored by @APTA\_info for their role in their leadership and support. [insert name] #APTAleg23

# The Public and Workforce Safety Challenge

Julie Hile, Vice Chair, Board of Trustees, Connect Transit

- Public safety is top of mind for transit agencies. Increased numbers of unhoused patrons and a perceived increase in crime can make employees and passengers feel unsafe. Speakers described multi-faceted efforts their transit agencies are taking on policing, community involvement, and a focus on customer service.

Jeffrey Travillion, Chair, Board of Directors, CAPMET, Austin, TX

Gardner C. Tabon, CSE, EVP, Systemwide Accessibility & Chief Safety Officer, CAPMET, Austin, TX

- CAPMET: “Multi-pronged teams—Public Safety Ambassador, Community Intervention Specialist, Transit Police—changing how we treat calls and promote customer and staff safety.” “Responding to incidents that are disruptive, but non-violent.”

Paul C. Smedberg, Chair, Board of Directors, WMATA, Washington, DC

- WMATA: “Working Differently: Compassion, Cameras, Cops.”

## Transit, Equity, and Justice

Rita Scott, moderator, Metropolitan Atlanta Rapid Transit Authority (MARTA)

Minneapolis Metropolitan Council, Charlie Selle, Sam O'Connell

- “We have moved past equity to justice.” “Adjusted to talking/feeling, being with it, being vulnerable.”
- Broad based response to George Floyd murder: MN Governor Tim Walz expanded Met Council authority and resources. Signed a ¾-cent transportation bill
  - 2-area “Fare Elimination” program.
  - 200 families moved into Section 8 housing.
  - Bus stops near murder site became public space for clothing exchange.
  - Murder location will never be driven over again. Considered sacred.
  - Stopped transit services and started listening: “We are here with you.”
  - Guides/Ambassadors who act as racial justice docents.

# APTA TBM Connect Seminar Opportunities

- Build our team through a well-structured national program
- Learn and connect to the history and purpose of public transit
- Benchmark with other systems on easy and hard issues
- Compare our priorities and projects to what other systems are working on
- Network with other TBMs, find colleagues and mentors
- Tell Connect's story, grow our regional and national influence
- Access other APTA resources

*Thanks, and hope you can join me at the TBM conference next year!*



## ○ Chairman's Report



# General Manager's Report

## Morale

### Employee Awards Banquet

- Years of Service
- Attendance
- Safety
- Vendor-provided raffle



# General Manager's Report Community

## Outreach

- Heartland Community College Social Services Fair
- Early Stuff the Bus
- Streetscapes Open House
- Brightpoint Fall Safety Event
- Eastland Suites & Tentac Trunk or Treat
- Bloomington Streetscape Steering Committee
- Downtown Bloomington Streetscapes Public Mtg.
- Presentation to Association of Professional Energy Consultants
- McLean County Behavioral Health Forum



# General Manager's Report

## Professional Development

- Training Classes, New Bus Operators:
  - One training class for new Bus Operators is currently underway. CDL testing will be completed before the end of the month.
- Justin Allen completed the Transportation Safety Institute Course for Advanced Problems in Bus Collision Investigation in September.
  - Justin is one class away from completing the FTA TSSP (Transportation Safety and Security Program) certification. His final class will be in February 2024.
- Dave White provided job shadowing/education for the new Safety and Training Director from CityLink in Peoria. Various topics were covered, and Dave provided several documents and forms to assist this colleague with his new duties.
  - He was very impressed with the Connecteam application that we are using on a daily basis. It was noted that the application gives us the ability to communicate quickly, create/store forms to replace paper documents, and has helped us be more efficient.



# General Manager's Report

## Recruiting

### ○ **Positions Filled**

- Bus Operator (3)
  - Phillip Ellis
  - Tom O'Shea
  - Michael Gravitt
- Service Technician (1)
  - Austin Denham
- Dispatcher (1)
  - Ashley Walls

### ○ **Positions Open**

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

### ○ **Offers Extended and Accepted**

- n/a



# Agenda

- Trustee Comments
- Executive Session
  - (ILCS 120/2(c)(1) – Personnel Matters

# Agenda

- Adjournment
  - Roll Call Vote
  
- Next Meeting: November 28, 2023

