

Approved 09/24/2025

about Connect's services and the value added by public transit. It's also important that a public entity, such as Connect Transit, advocate for themselves by talking about what we do and the benefit to the community. The rebrand helped to reposition Connect within the community. A brand is more than just a logo; it represents who the organization is and what they stand for. The rebrand also clears misconceptions in the public's mind about who Connect Transit is. The CVTD brand was also over 15 years old; the rebrand helped to modernize and future-proof the brand for new audiences. Connect Transit is also clear and simple. Another project RUMOR worked on was rebuilding the website completely twice; the second rebuild used information from tracking to prioritize the webpages used the most to improve navigation. It was also rebuilt for speed and mobile optimization, as well as ADA compliance. Digital advertising has been used to educate the public about the rebrand; consistent messaging has been used across platforms to build brand awareness, while also keeping the focus on the customers. Part of the public education initiative is to meet people where they are by using streaming ads and radio in addition to digital advertising (ads across the internet). Social media has been used for public outreach and education, for connection and community engagement, and for establishment of the brand on Connect's social media accounts. We utilize both organic and paid reach (it's pay to play). The visuals on Connect's social media are bright and energetic; we've also aimed to be authentic and strategic in our storytelling. What's next is making the case for Transit (why the public should support us), meeting people where they are (different people access information in different ways), and innovating how we engage with the public (how we can consistently engage people and cut through the noise). Discussion about the rebrand. It takes 6 months to a year to establish a new brand. Discussion about media shift. There's been a 60 to 70 percent shift from traditional broadcast to streaming services, especially in the last 5 years (COVID played a part). Because of this, a lot more data can be accessed about people; it is innovating how we engage the public. Todd Beutler presented the award that the South West Transit Association (SWTA) gave us (Spotlight Award for Top Campaign); while the reward was given to Connect, RUMOR is part of this because they partner with us.

- B. Presentation on CMPO's Regional Transportation Plan Update – Isaac Gardner, CMPO Planning Manager: The Regional Transportation Plan (RTP) is a long-range transportation plan; the plan identifies specific projects that will be needed to meet transportation demands of the region (CMPO is over the Cache Valley area). It includes all modes of travel (automobile, transit, and active transportation). The plan looks decades into the future to plan for transportation needs. The plan is updated every four years and divided into phases, including those that are high priority, those that are needed but don't have funding, and those that are longer term; it is a fiscally constrained plan. The planning process

compiles and analyzes socioeconomic data, coordinates with multiple agencies, meets with cities to identify projects, selects suitable projects through the project prioritization process, and phases projects based on available funding and project priority. Cache Valley's RTP also connects into the statewide plan. The CMPO collaborates with UDOT and the four other MPO's in the state to create a Unified Transportation Plan for the entire state. The development of models is divided between the MPOs; UDOT/UTA helps with all parts of the state to have the best overall model possible for the state. Projects are chosen through a rigorous process for Cache Valley; there are meetings with each city, the county, and Connect Transit to start the conversation about each agency's priorities. Each agency submits a list of desired projects; the projects are prioritized by the CMPO using a prioritization tool and the previous RTP. The projects are divided into phases 1, 2, or 3 depending on need, project readiness, and regional significance. Phasing shows both project priority and fundability. It's important for transit projects to be in the plan; most federal and state funding sources prioritize (or require) projects to be in transportation plans. The RTP is a comprehensive multi-modal transportation plan; public transit is an essential part of our transportation network. The role of the Board is to guide Connect's selection process and to think long-term. This whole next year is when everyone will be working on updating the plan in our valley. The process takes a while to complete; it won't be finalized until 2027.

- C. Connect's role in Regional Transportation Plan update – Steering Committee: Connect Transit aligns its transit planning with the CMPO's framework to ensure consistency. The Board's part of this process is establishing priorities and allocating funding. Connect is currently in the process of doing a long-range planning study with Kimley-Horn and this data will help feed into the priorities.
- D. Presentation of second quarter budget to actual – Glen Schmdit, Budget Committee Chair: There were no surprises in the second quarter financials, but just a couple of things to emphasize. Fuel has stayed lower than budgeted, which is good. There are a couple of things that related to the budget amendment – equipment purchases that didn't meet the capitalization amount (and are therefore operating expenses), as well as part of the building budget that was shifted into the current year because the project wasn't finished in December 2024 as initially anticipated.
- E. Presentation of FY2025 Budget Amendment – Curtis Roberts, Administration Director: There were several costs that couldn't be recognized in last year's (2024) budget, as they weren't able to finish the building like planned in December; this increased the capital outlay budget for real property by \$2,726,000. The overall building budget is still well within budget with a few

more things to fix. Another adjustment is to decrease the capital outlay budget by \$182,000 due to equipment that did not qualify for the capitalization threshold of \$5,000. Another thing that came up was an opportunity to get another bus (an additional cost of \$300,000 over what was budgeted for); there was a planned replacement bus for the bus that was totaled in 2024, but we were able to find two buses for purchase. There are numerous operational benefits to having a spare bus. The facility maintenance budget for professional services can be decreased by \$15,000. The Facility Maintenance budget for Small Equipment needs to be increased by \$200,000 for items that didn't meet the capitalization threshold of \$5,000. The interest income also needs to be increased by \$300,000 due to higher cash balances and interest rates than anticipated (basically the interest will pay for the additional bus). The Federal and State Grants also need to be increased by \$3,235,000 (where the interest came from); the grants could not be recognized in 2024 based on accounting rules. Overall, there's still about \$500,000 in revenue over expenses. The public hearing for the budget amendment will be in September (there could still be some tweaks to the final budget amendment).

6. Management Report:

- A. Update on routes 12 & 15 increased frequency – Jody Kimball, Operations Manager: We're still early into the implementation, but everything has gone well. Most of the passenger questions had to do with the new schedules. The additional staffing was in place and ready to go for the increased service.
- B. Update on transit demand study – Todd Beutler, CEO: Management will be working with the Board on service planning over the next year, with regular updates in board meetings leading up to project prioritization.
- C. Update on facility transition plan – Todd Beutler, CEO: Overall the facility transition is going well. As part of moving from a smaller facility to a much larger one, we need additional people; so far, we've identified 2 new positions that will need to be filled. This will be in the new budget.
- D. Update on signal priority – Todd Beutler, CEO: If you remember last year, UDOT partnered with us to do signal priority. There was no cost to us (aside from time and manpower) as they wanted to test this on a smaller system. All the stoplights and buses have been outfitted, so now if the bus is running behind schedule the lights will turn green to help them get back on schedule. This runs off our GTFS feed; we don't have to run special software. Drivers have mentioned being able to get certain lights they'd missed before. We haven't had this for long, so there will likely be adjustments over the coming months. This technology will help the dependability and timeliness of our routes.

169 7. **Board Chair Report:**

170 A. Recognition of employee anniversaries - Lieren Hansen, Board Chair: Employee
171 anniversaries include 23 years for Jennie Hoyt (driver), 19 years for Chad Shoop
172 (driver), 18 years for Chanin Gammill (driver), 16 years for Mindy Spackman
173 (admin), 14 years for Brian Corbridge (driver), 11 years for Rick Rose (driver), 10
174 years for Kari Thomas (admin), 10 years for Colton Fullmer (IT), 9 years for
175 Charise VanDyke (admin), 8 years for Angell Hooley (operations), 7 years for
176 Steven Lindsay (driver), 6 years for Joshua Jackman (driver), and 6 years for
177 Jason England (dispatcher).

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179 B. Report to City Councils: Lieren encouraged board members to present to their city
180 councils.

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182 8. Public comments: No comments or questions.

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184 9. **Adjourn:** Board Chair Lieren Hansen adjourned the meeting.