

**Regular Board Meeting Minutes
Cache Valley Transit District
DBA Connect Transit
Wednesday, August 27, 2025
5:30 pm
Connect Administration
3021 North 300 West, North Logan, Utah
Connect Transit Boardroom**

Present: Lieren Hansen, Glen Schmidt, Emily Fletcher, Ron Bushman, David Geary, Mike Arnold, and Jeff Turley

Excused: Flor Estrada and Shaun Bushman

Others: Todd Beutler, Curtis Roberts, and Charise VanDyke

Regular Meeting Agenda

1. *Call to order:* Board Chair Lieren Hansen
2. Pledge of Allegiance
3. Consent Agenda: Lieren Hansen asked for a motion to approve the consent agenda. Jeff Turley moved; Mike Arnold seconded. Vote unanimous.
 - A. Approval of Agenda
 - B. Acceptance of Minutes – June 25, 2025
 - C. Next Board Meeting – September 24, 2025
4. Public comments: No questions or comments.

Board Business

5. Board Business:

A. Update on public outreach campaign – Andres Ramos, RUMOR Advertising: RUMOR has been Connect’s Agency of Record since 2019. RUMOR worked with CVTD to create and execute a long-term strategic communications plan for 5 years; this included multiple phases of public awareness and engagement. RUMOR’s strategies have been aimed towards creating opportunities to engage the public and tell them who we are and what we do. Marketing can help an organization in multiple ways. As an organization, we want to control the narrative about who we are; we want them to talk about us in terms that we want them to use. Promoting ridership is another added value; people need to know

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

75

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

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

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107 C. Connect's role in Regional Transportation Plan update – Steering Committee:
108 Connect Transit aligns its transit planning with the CMPO's framework to ensure
109 consistency. The Board's part of this process is establishing priorities and
110 allocating funding. Connect is currently in the process of doing a long-range
111 planning study with Kimley-Horn and this data will help feed into the priorities.

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113 D. Presentation of second quarter budget to actual – Glen Schmdit, Budget
114 Committee Chair: There were no surprises in the second quarter financials, but
115 just a couple of things to emphasize. Fuel has stayed lower than budgeted, which
116 is good. There are a couple of things that related to the budget amendment –
117 equipment purchases that didn't meet the capitalization amount (and are therefore
118 operating expenses), as well as part of the building budget that was shifted into
119 the current year because the project wasn't finished in December 2024 as initially
120 anticipated.

121

122 E. Presentation of FY2025 Budget Amendment – Curtis Roberts, Administration
123 Director: There were several costs that couldn't be recognized in last year's
124 (2024) budget, as they weren't able to finish the building like planned in
125 December; this increased the capital outlay budget for real property by
126 \$2,726,000. The overall building budget is still well within budget with a few

127 more things to fix. Another adjustment is to decrease the capital outlay budget by
128 \$182,000 due to equipment that did not qualify for the capitalization threshold of
129 \$5,000. Another thing that came up was an opportunity to get another bus (an
130 additional cost of \$300,000 over what was budgeted for); there was a planned
131 replacement bus for the bus that was totaled in 2024, but we were able to find two
132 buses for purchase. There are numerous operational benefits to having a spare
133 bus. The facility maintenance budget for professional services can be decreased
134 by \$15,000. The Facility Maintenance budget for Small Equipment needs to be
135 increased by \$200,000 for items that didn't meet the capitalization threshold of
136 \$5,000. The interest income also needs to be increased by \$300,000 due to higher
137 cash balances and interest rates than anticipated (basically the interest will pay for
138 the additional bus). The Federal and State Grants also need to be increased by
139 \$3,235,000 (where the interest came from); the grants could not be recognized in
140 2024 based on accounting rules. Overall, there's still about \$500,000 in revenue
141 over expenses. The public hearing for the budget amendment will be in
142 September (there could still be some tweaks to the final budget amendment).
143

144 **6. Management Report:**

145 A. Update on routes 12 & 15 increased frequency – Jody Kimball, Operations
146 Manager: We're still early into the implementation, but everything has gone well.
147 Most of the passenger questions had to do with the new schedules. The additional
148 staffing was in place and ready to go for the increased service.

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150 B. Update on transit demand study – Todd Beutler, CEO: Management will be
151 working with the Board on service planning over the next year, with regular
152 updates in board meetings leading up to project prioritization.

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154 C. Update on facility transition plan – Todd Beutler, CEO: Overall the facility
155 transition is going well. As part of moving from a smaller facility to a much larger
156 one, we need additional people; so far, we've identified 2 new positions that will
157 need to be filled. This will be in the new budget.

158

159 D. Update on signal priority – Todd Beutler, CEO: If you remember last year, UDOT
160 partnered with us to do signal priority. There was no cost to us (aside from time
161 and manpower) as they wanted to test this on a smaller system. All the stoplights
162 and buses have been outfitted, so now if the bus is running behind schedule the
163 lights will turn green to help them get back on schedule. This runs off our GTFS
164 feed; we don't have to run special software. Drivers have mentioned being able to
165 get certain lights they'd missed before. We haven't had this for long, so there will
166 likely be adjustments over the coming months. This technology will help the
167 dependability and timeliness of our routes.

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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).

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