

CONNECT TRANSIT BOARD MEETING AGENDA

September 23, 2026

Notice is hereby given that the Cache Valley Transit District (dba Connect Transit) will hold its regular meeting beginning at: 5:30 pm on Wednesday, September 23, 2026. The meeting will be at the Connect Transit Board Room, 3021 N. 300 W. North Logan, Utah. The public may view the meeting via the link below. Public comments can be made at the anchor location.

Estimated time of
consideration

5:30 PM BOARD MEETING AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Consent agenda
 - a - approval of agenda
 - b - approval of minutes - August 26, 2026
 - c - next meeting - October 14, 2026**
4. Public comments

5:35 PM 5. Board Business

- A. Review planning study - Peter Soderberg, Nelson Nygaard
- B. Review third quarter education and outreach campaign - Julie Wilder, RUMOR Advertising
- C. Consideration of Resolution 2026-01 GM appointment to UASD Board - Lieren Hansen, Board Chair
- D. Review FY 2027 draft budget - Curtis Roberts, Administration Director

6:20 PM 6. Management Report

- A. Questions for management

6:25 PM 7. Board Chair Report

- A. Recognition of employee anniversaries
-
8. Public comments

6:35 PM 9. Adjourn

Board meetings are streamed live on the Connect Transit YouTube channel at: <https://www.youtube.com/@connecttransit>

1 **Regular Board Meeting Minutes**
2 **Cache Valley Transit District**
3 **DBA Connect Transit**
4 **Wednesday, August 26, 2026**
5 **5:30 pm**
6 **Connect Administration**
7 **3021 North 300 West, North Logan, Utah**
8 **Connect Transit Boardroom**
9

10
11 *Present:* Lieren Hansen, Glen Schmidt, Emily Fletcher, Flor Estrada, Paul Mortenson,
12 Ron Bushman, and Mike Arnold
13

14 *Excused:* Shaun Bushman and John Zsiray
15

16 *Others:* Todd Beutler, Curtis Roberts, Mindy Spackman, Kaylee Fommesbeck, Brad
17 Nelson, Jody Kimball, and Charise VanDyke
18

19 **Regular Meeting Agenda**
20

- 21 1. *Call to order:* Board Chair Lieren Hansen
22
23 2. Pledge of Allegiance
24
25 3. Consent Agenda: Lieren Hansen asked for a motion to approve the consent agenda.
26 Glen Schmidt moved; Mike Arnold seconded. Vote unanimous.
27 A. Approval of Agenda
28 B. Acceptance of Minutes – June 24 & July 15
29 C. Next Board Meeting – September 23, 2026
30
31 4. Public comments: No questions or comments.
32
33 5. **Board Business:**
34 A. Review planning study – Peter Soderberg, Nelson/Nygaard: Recapping the July
35 Board Workshop – the Board split into two groups and created hypothetical new
36 transit networks. The exercise was designed to test competing priorities with a
37 limited budget. Both groups created networks that were generally balanced;
38 Network 1 had more frequency and less geographic coverage, and Network 2 had
39 all 30-minute routes with more geographic coverage. The top priorities identified
40 through this: later evening service, more weekend service, balancing frequency
41 and coverage, service to new destinations, exploring new service models, and
42 attracting new riders to the system. This is generally aligned with feedback from

riders and the community. This was paired with the key findings from the Phase 1 engagement to develop a prioritization framework. The prioritization framework looks at the priorities and how to measure them. The priorities: frequency (more frequent service in high demand areas), service span (earlier, later, and/or more weekend service), coverage (service in growing or currently underserved communities and destinations), core service quality and reliability (improvements to maintain or strengthen service on existing high-demand routes), travel time and speed (trips faster and more direct), transit-dependent access (mobility for people who rely on transit), operational and financial feasibility (scenarios are realistic), and choice riders (expand transit's role beyond traditional commute trips). This framework will be used to develop three transit scenarios. A review of the process – the information from data, engagement, and stakeholder groups are used to create a prioritization framework, which is then used to develop transit network scenarios. Then the scenarios go through a feedback process to see which scenarios best achieve the priorities and meet the community's needs. The evaluation information combines into the recommended service network. Discussion about prioritization. Overall, the right priorities are there. Discussion about next steps. Next up is developing the three preliminary service scenarios to test different priorities and approaches to transit service and then evaluate them. The Phase 2 public engagement is similar to Phase 1 (survey, in person outreach, and stakeholders); the feedback will be used to identify which ones are liked and which ones aren't and then take the strongest elements and put them into one scenario. Near-term recommendations will work off the current budget. The project is on target for early 2027 completion.

- B. Review 2nd quarter financials – Glen Schmidt, Budget Committee Chair: Fuel is more of a concern this year; we don't anticipate a budget amendment, but one could still come later in the year. This year we budgeted to upgrade the cameras in the buses and put them under one system. There were 9 bids; the cheapest price wasn't selected, but the pricing was still lower than what was anticipated. Discussion about ads revenue. There's about an average of \$4,000 to \$5,000 a month from ads revenue on the buses; a good year for annual revenue can be as much as \$100,000. The policy about the ads revenue hasn't been evaluated for about 10 years; initially, there was no advertising on the buses, but local businesses wanted to use the space on the buses to advertise.
- C. Review budget timeline – Curtis Roberts, Administration Director: Curtis reviewed the timeline for the budget discussions. There will be three meetings where the Board needs to vote – October 28 (pass the employee benefit package for open enrollment), November 18 (pass the tentative budget), and December 9 (final budget adoption and public hearing).

85 D. Consideration of CEO compensation policy – Lieren Hansen, Board Chair: The
86 Board Executive Committee updated the CEO compensation policy. The goal was
87 to make it more simple, reasonable, and explainable. Every task or step now has a
88 deadline. The market assessment of CEO wage will be conducted every three
89 years so there aren't big jumps in salary; in the years between the market
90 assessment, the CEO is eligible for an annual salary adjustment tied to the June
91 Employment Cost Index (ECI) published by the Bureau of Labor Statistics. The
92 deadlines also coordinate with the budget process. Lieren asked for a motion to
93 approve the CEO Compensation policy. Glen Schmidt motioned; Ron Bushman
94 seconded. No further discussion. Vote unanimous.
95

96 **6. Management Report:**

97 A. Preventative Maintenance Review – Todd Beutler, General Manager: As part of
98 the behind the scenes of the day to day, we filmed a video to look at the vehicle
99 maintenance process. The video or parts of it are going to be put out on social
100 media and our YouTube channel.
101

102 B. Questions for management: Discussion about the Transit Center renovation (an
103 update to the interior and a redesign to fit the needs of passengers). We are
104 working with Congressman Blake Moore on funding; we asked for \$2 million, but
105 that amount was pulled back to \$1 million. We won't hear anything definitive
106 until January or February. We have redoing the windows in this year's budget; we
107 started the process and awarded the contractor, but they didn't show up to do the
108 job, so we have to redo the process. Discussion about the advertising policy. The
109 Board decided to assign the Legislative Committee to look over the advertising
110 policy and make a recommendation to the Board.
111

112 **7. Board Chair Report:**

113 A. Recognition of Employee Anniversaries: Employee anniversaries for June include
114 12 years for Richard Rose (driver), 7 years for Joshua Jackman (driver), and 5
115 years for Gustavo Abalos (driver). Employee anniversaries for June include 19
116 years for Chanin Gammill (driver), 11 years for Kari Thomas (admin), 10 years
117 for Charise VanDyke (admin), and 7 years for Jason England (dispatch).
118 Employee anniversaries for August include 24 years for Jennie Hoyt (driver), 20
119 years for Chad Shoop (driver), 15 years for Brian Corbridge (driver), 8 years for
120 Steven Lindsay (service worker), 5 years for Andrew Walker (driver), 5 years for
121 Nathan Schwartz (driver), 17 years for Mindy Spackman (admin), 11 years for
122 Colton Fullmer (IT), and 9 years for Angell Hooley (admin).
123

124 8. Public comments: No questions or comments.
125

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

RESOLUTION NO. 2026-01

A RESOLUTION OF THE BOARD OF TRUSTEES OF THE CACHE VALLEY TRANSIT DISTRICT DBA, CONNECT TRANSIT SUPPORTING AND APPROVING THE APPOINTMENT OF GENERAL MANAGER TODD BEUTLER TO THE BOARD OF TRUSTEES OF THE UTAH ASSOCIATION OF SPECIAL DISTRICTS

WHEREAS, the Connect Transit (“Connect ”) is a public transit district and political subdivision organized under the laws of the State of Utah; and

WHEREAS, the Utah Association of Special Districts (“UASD”) serves as the statewide advocacy, policy, and support association representing special districts and service districts across Utah; and

WHEREAS, General Manager and Chief Executive Officer Todd Beutler has been invited to serve as a member of the Board of Trustees of the Utah Association of Special Districts; and

WHEREAS, active representation on the UASD Board ensures that the interests of public transit, regional mobility, and local service districts are represented in statewide policy, legislative discussions, and governance decisions; and

WHEREAS, participation on the UASD Board fosters strategic relationships with state leadership and peer districts, directly benefiting Connect and its constituents; and

WHEREAS, the Utah Association of Special Districts requires a formal resolution from the governing body of a member district endorsing and supporting the appointment of its representative to the UASD Board.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF CONNECT TRANSIT AS FOLLOWS:

1. **Approval and Support:** The Board of Trustees hereby fully supports and approves the appointment of General Manager and CEO Todd Beutler to the Board of Trustees of the Utah Association of Special Districts.
2. **Authorization:** General Manager Todd Beutler is authorized to devote the necessary time and resources required to fulfill the duties and responsibilities associated with serving on the UASD Board of Trustees on behalf Connect Transit.
3. **Effective Date:** This Resolution shall take effect immediately upon passage.

PASSED AND APPROVED by the Board of Trustees of the Cache Valley Transit District this ____ day of _____, 2026.

Lieren Hansen Chair, Board of Trustees
Connect Transit

Glen Schmidt, Vice Chair Board of Trustees
ATTEST

Budget Timeline

- **August 26**
 - Budget priorities set by management
- **September 23**
 - Preliminary budget presented to Board
- **October 14***
 - Detailed budget discussion
- **October 28**
 - Budget discussion
 - Approval of benefit package
 - Quorum needed for a Board vote
- **November 18***
 - Adopt tentative budget
 - Quorum needed for a Board vote
- **December 9***
 - Adopt final budget
 - Quorum needed for a Board vote

***Note: these board meeting dates differ from the regular 4th Wednesday of the month**

Cache Valley Transit District
Comparative Presentation with TENTATIVE **PROPOSED BUDGET**

	2026 Budget	Not Ready Yet	2027 Proposed Budget	Dollar Increase over 2026 Budget	Percentage Increase over 2026 Budget
Revenues:					
Sales tax	8,665,000	8,948,000	9,217,000	552,000	6.37%
Federal and state grants	4,692,000	2,749,000	4,550,000	(142,000)	-3.03%
Charges for services	128,000	121,000	133,000	5,000	3.91%
Interest income	500,000	625,000	560,000	60,000	12.00%
Other	6,000	53,000	5,000	(1,000)	-16.67%
Total operating revenues	13,991,000	12,496,000	14,465,000	474,000	3.39%
Expenditures:					
Operations:					
Salaries and benefits	7,978,000	6,693,000	7,885,000	(93,000)	-1.17%
Professional fees	688,000	542,000	587,000	(101,000)	-14.68%
Insurance	292,000	261,000	322,000	30,000	10.27%
Public outreach/Community engagement	37,000	29,000	38,000	1,000	2.70%
Subscriptions and memberships	33,000	32,000	33,000	-	0.00%
Software	356,000	203,000	270,000	(86,000)	-24.16%
Supplies	71,000	56,000	83,000	12,000	16.90%
Fuel	922,000	710,000	1,208,000	286,000	31.02%
Tires	166,000	138,000	151,000	(15,000)	-9.04%
Training and travel	104,000	52,000	82,000	(22,000)	-21.15%
Utilities	279,000	281,000	255,000	(24,000)	-8.60%
Equipment purchases <\$20,000	382,000	616,000	655,000	273,000	71.47%
Total operations	11,308,000	9,613,000	11,569,000	261,000	2.31%
Preventative maintenance					
Salaries and benefits	915,000	728,000	1,145,000	230,000	25.14%
Professional fees	12,000	8,000	15,000	3,000	25.00%
Parts and operating costs	522,000	423,000	597,000	75,000	14.37%
Other maintenance costs	23,000	34,000	39,000	16,000	69.57%
Total preventative maintenance	1,472,000	1,193,000	1,796,000	324,000	22.01%
Facility maintenance					
Salaries and benefits	384,000	149,000	354,000	(30,000)	-7.81%
Contracted services	161,000	133,000	251,000	90,000	55.90%
Other maintenance costs	97,000	282,000	111,000	14,000	14.43%
Total facility maintenance	642,000	564,000	716,000	74,000	11.53%
Total operating expenses	13,422,000	11,370,000	14,081,000	659,000	4.91%
Operating revenues less expenses	569,000	1,126,000	384,000		
Capital Activities					
Capital grants revenue/asset sale	207,000	3,834,000	968,000		
Capital outlay					
Bus purchases	1,650,000	506,000	-		
Equipment	155,000	373,000	325,000		
Land and improvements	1,100,000	3,066,000	2,500,000		
Net capital outlay	(2,698,000)	(111,000)	(1,857,000)		
Net income (loss)	(2,129,000)	1,015,000	(1,473,000)		
Planned use of fund balance for capital outlay	2,129,000		-		
Net change to equity after planned uses	-		(1,473,000)		

Cache Valley Transit District
Board Detail - Budget by Line
For the year ending December 31, 2027

<u>Account</u>	<u>Account Number</u>	<u>Fiscal Year 2027 Budget</u>	<u>FY27 Category Budget</u>	<u>FY 2026 Budget</u>
Operations				
Professional Services				
Map design	502100	-		-
Audit fees	502200	20,000		20,000
Legal fees	502300	65,000		60,000
Planning fees	502350	38,000		200,000
IT Professional fees	502400	14,000		8,000
Marketing/PR fees	502450	245,000		200,000
Background and drug tests	502500	24,000		25,000
Retirement plan fees	502600	8,000		9,000
Uniform cleaning	502700	1,000		1,000
Government relation services	502800	55,000		55,000
Other professional fees	502900	50,000		47,000
Security professionals	602100	67,000		63,000
			587,000	688,000
Insurance				
Fidelity insurance	503100	10,000		-
Errors and omission	503200	-		-
Property insurance	503300	65,000		66,000
Auto Insurance	503400	105,000		100,000
General liability insurance	503500	58,000		55,000
Worker's Comp insurance	503600	63,000		50,000
Long Term Disability	503800	20,000		20,000
Other insurance	503900	-		-
Claims and Deductibles	603300	1,000		1,000
			322,000	292,000
Public Outreach/Community Engagement				
Marketing and Publicity	504100	-		-
Public notices	504110	1,000		1,000
Print advertising	504120	-		-
Radio and TV advertising	504125	-		-
TV advertising	504126	-		-
Internet advertising	504130	-		-
Graphic advertising	504135	22,000		25,000
Other advertising	504140	3,000		3,000
Promotional supplies	504150	12,000		8,000
Ridership awards	504155	-		-
			38,000	37,000
Subscriptions and memberships				
Rent and occupancy costs	504300	1,000		1,000
Subscriptions and memberships	504400	32,000		32,000
			33,000	33,000
Software				
Employee Management Software	504610	41,000		38,000
IT Software	504640	47,000		33,000
Software Tools	504650	11,000		20,000
Transit Software	604610	171,000		241,000
			270,000	332,000

changed account #

Account	Account Number	Fiscal Year 2027 Budget	Category Budget	FY 2026 Budget
Supplies				
Postage and mail	504210	3,000		4,000
Printing and copying	504220	11,000		6,000
Board meals	504510	2,000		2,000
Other meals	504520	10,000		11,000
Safety Meeting food	504580	-		-
Office supplies	505100	4,000		5,000
Clothing purchases	505300	22,000		24,000
Other supplies	505900	27,000		15,000
Other operational supplies	605900	4,000		4,000
			83,000	71,000
Fuel				
Diesel fuel	605510	1,049,000		781,000
Gasoline for buses	605520	144,000		126,000
Fuel for other vehicles	605530	15,000		15,000
			1,208,000	922,000
Tires				
Tires - large buses	605610	129,000		145,000
Tires - paratransit buses	605620	14,000		15,000
Tires - other vehicles	605630	8,000		6,000
			151,000	166,000
Travel and trainings				
Travel costs - non-training	506100	12,000		17,000
Travel costs	506210	37,000		50,000
Registration costs	506220	33,000		37,000
Other training costs	506230	-		-
			82,000	104,000
Utilities				
Gas/heat	507100	56,000		68,000
Telephone/internet	507200	80,000		110,000
Water, sewer and power	507300	119,000		101,000
			255,000	279,000
Small equipment				
Computer equipment	508100	33,000		34,000
Office equipment	508200	1,000		5,000
Software purchases	508300	-		-
Security Equipment	508800	38,000		335,000
Other equipment or furniture	508900	583,000		8,000
			655,000	382,000
Total Operations expenses		3,684,000	3,684,000	3,306,000

<u>Account</u>	<u>Account Number</u>	<u>Fiscal Year 2027 Budget</u>	<u>Category Budget</u>	<u>FY 2026 Budget</u>
Preventative maintenance				
Professional fees				
Uniform cleaning	702100	8,000		5,000
Cleaning Services	702110	7,000		7,000
			15,000	12,000
Parts and operating costs				
Parts - large buses	704110	396,000		360,000
Parts - paratransit buses	704120	71,000		55,000
Parts - other vehicles	704130	19,000		16,000
Supplies for vehicles	704210	5,000		8,000
Oil, fluids, etc.	704220	70,000		70,000
Towing	704300	4,000		3,000
Security equipment for buses	704500	-		8,000
Software	704610	30,000		24,000
Other operating costs	704900	2,000		2,000
			597,000	546,000
Other maintenance costs				
Cleaning supplies for shop	705100	12,000		12,000
Reimbursable items for employee	705200	3,000		7,000
Small tools	708100	2,000		4,000
Shop equipment	708200	6,000		-
Other equipment	708900	16,000		-
			39,000	23,000
Total Preventative Maintenance expenses		651,000	651,000	581,000
Facility maintenance				
Contracted services				
Cleaning services	802110	53,000		53,000
Grounds and perimeter	802115	21,000		17,000
Other professional services	802900	167,000		91,000
Rental Equipment	804300	6,000		- <i>new account</i>
Software	804610	4,000		- <i>new account</i>
			251,000	161,000
Other maintenance costs				
Cleaning supplies	805100	35,000		34,000
Replacement parts	805200	41,000		18,000
Signs	805300	3,000		4,000
Other supplies	805900	13,000		-
Small tools	808100	4,000		6,000
Other small equipment	808900	15,000		35,000
			111,000	97,000
Total Facility Maintenance expenses		362,000	362,000	258,000

Cache Valley Transit District
Planned Capital Projects
Fiscal Year 2027

Project Name	Project Budget	Quarter for Project Start	Quarter for Project End
Construct canopy for maintenance equipment	\$300,000	1st	4th
Start design work on remodel at transit center	\$200,000	3rd	Ongoing
Design and begin construction on training course	\$2,000,000	Ongoing	Ongoing
Capital portion of intelligent transit system (ITS)	\$205,000	2nd	3rd
Replace 2 support vans - high capacity vans	\$120,000	1st	1st
Total capital outlay	<u>\$2,825,000</u>		

Capital project definition:

Cost of \$20,000

Has a useful life of more than 1 year or extends the life of an asset by more than 1 year

Will result in a capital asset meeting the above 2 criteria

Initial Budget—Key Considerations

The following summarizes the significant management recommendations incorporated into the preliminary budget.

Budget Item	Key Consideration
1. Wages and Market Adjustments	The preliminary budget includes compensation adjustments to reflect current market conditions, including a \$0.75-per-hour increase in driver base pay , to support competitive recruitment and retention.
2. Health Insurance	The preliminary budget reflects a 9.9% increase in health insurance costs based on the projected renewal. Initial evaluation indicates that the rates appear competitive in the market.
3. Vehicle Maintenance Staffing	A new full-time vehicle maintenance position is included to address increased fleet mileage and the resulting increase in repair and routine-maintenance requirements.
4. Diesel Fuel	The preliminary budget increases the diesel fuel estimate from \$3.20 to \$4.30 per gallon . This estimate remains subject to revision as market conditions are volatile. Each \$0.10 change affects the budget by approximately \$28,000.
5. Intelligent Transportation System (ITS)	The ITS contract requires a competitive bid process and will need to be bid next year. The preliminary budget includes funding for small equipment, software, and implementation/setup costs .

Connect Transit Transit Route Study

September Board Update

September 23, 2026

Agenda

01 | Introduction

02 | Key Opportunities

03 | Scenario 1 - Multi-Hub

04 | Scenario 2 – New Destinations

05 | Scenario 3 – Service Span

06 | Scenario Analysis



Preliminary Service Scenarios Introduction

Designed to test tradeoffs and future priorities

- Each scenario has a **theme** based on identified priorities and key opportunities
- Scenarios are intended to represent **specific tradeoffs** and determine how the community feels about these tradeoffs
 - ex. Would you rather have later evening service or a new recreational route?
 - ex. Would you rather have faster more direct service or a shorter walk to your bus stop?
- All three scenarios represent **~10% increase in revenue hours**
 - This will identify both short-term and long-term priorities
- The Preferred Alternative will be **cost neutral** and include the most favorable elements of all three Preliminary Scenarios
- **Public engagement will help us understand which elements should move forward into the Preferred Alternative**

Key Opportunities to Explore

What is working well? Where are the challenges?

- Explore opportunities for a **Multi-Hub Network**
- **Later evening service**, increase **Saturday** service, add **Sunday** service
- Service to **new destinations**, like Brigham City or Recreational Areas
- Improve **on-time performance** for chronically delayed routes
- Improve operating efficiency by splitting some key destinations between routes
- Right-size service levels with observed demand to **improve productivity**
- **Expand Connect Pool** service to reach more areas of the community
- Provide **faster, more direct service** to improve travel times

Preliminary Service Scenarios

Designed to align with community priorities and test service tradeoffs

- **Scenario 1 – Multi-Hub**

- Most transformative scenario
- Introduces two new transfer locations outside of downtown and crosstown service

- **Scenario 2 – New Destinations**

- Adjustments to improve efficiency on local routes
- New routes to commonly requested destinations
- Expansion of Connect Pool service

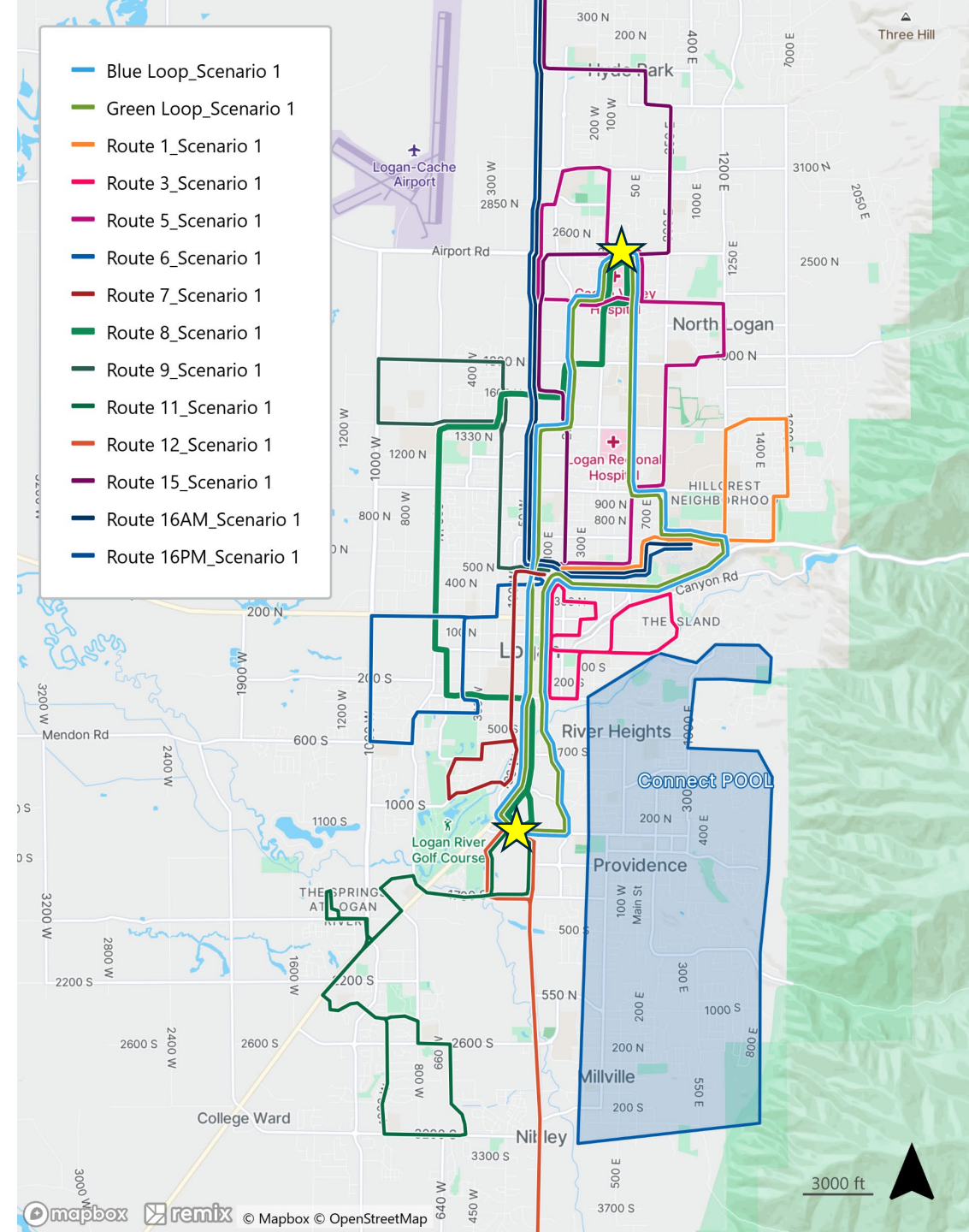
- **Scenario 3 – Service Span**

- Later evening service and Sunday service on highest ridership routes
- No changes to route alignments

Scenario 1 – Multi-Hub

System Map

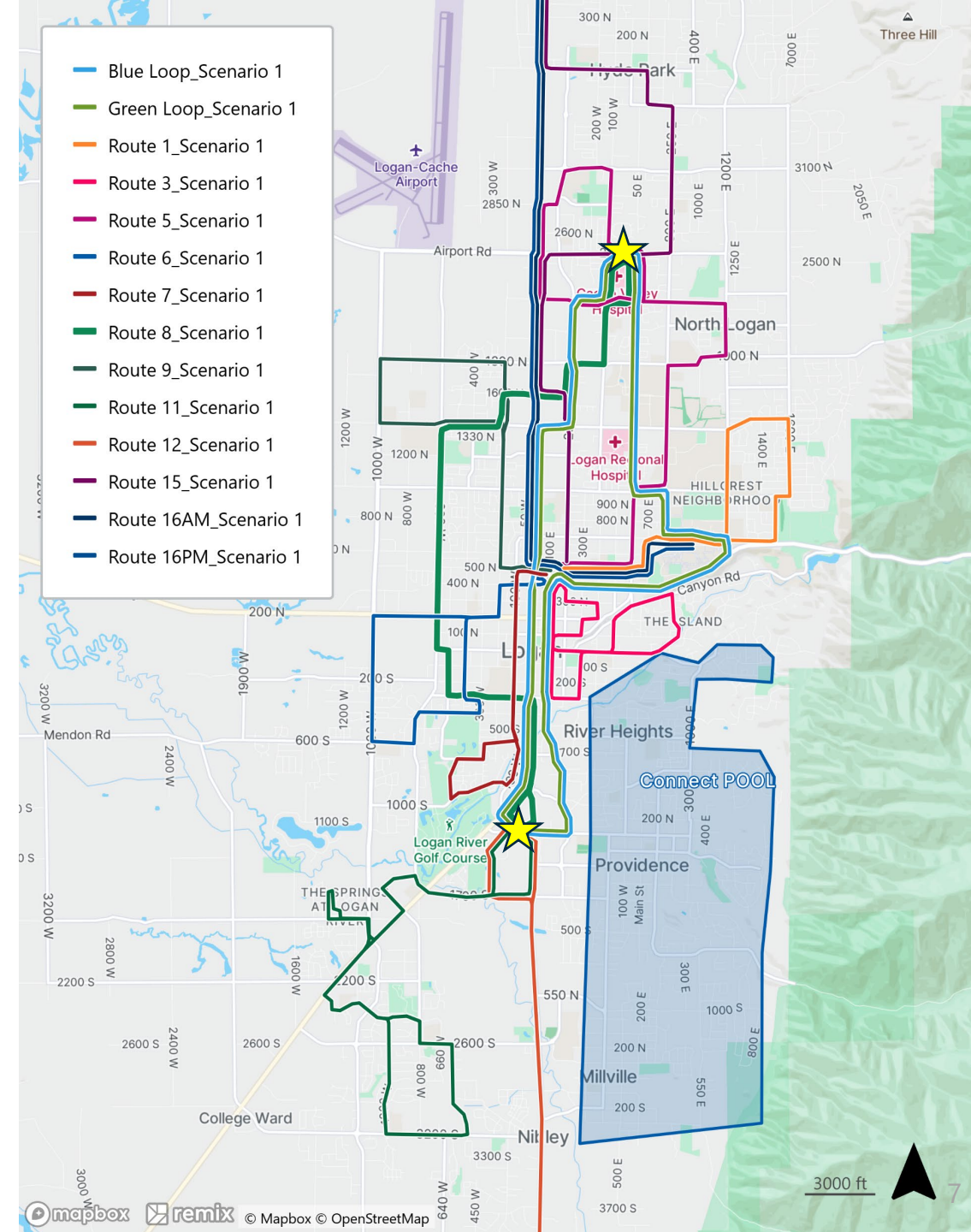
- No Changes – Routes 1, 3, 16 and Connect Pool
- New Transfer Points (conceptual)
- Blue and Green Loops extended to North Transfer Point
- Routes 11 and 12 are truncated
- Route 8 connects provides new North-South Crosstown service



Scenario 1 – Multi-Hub

What does this achieve?

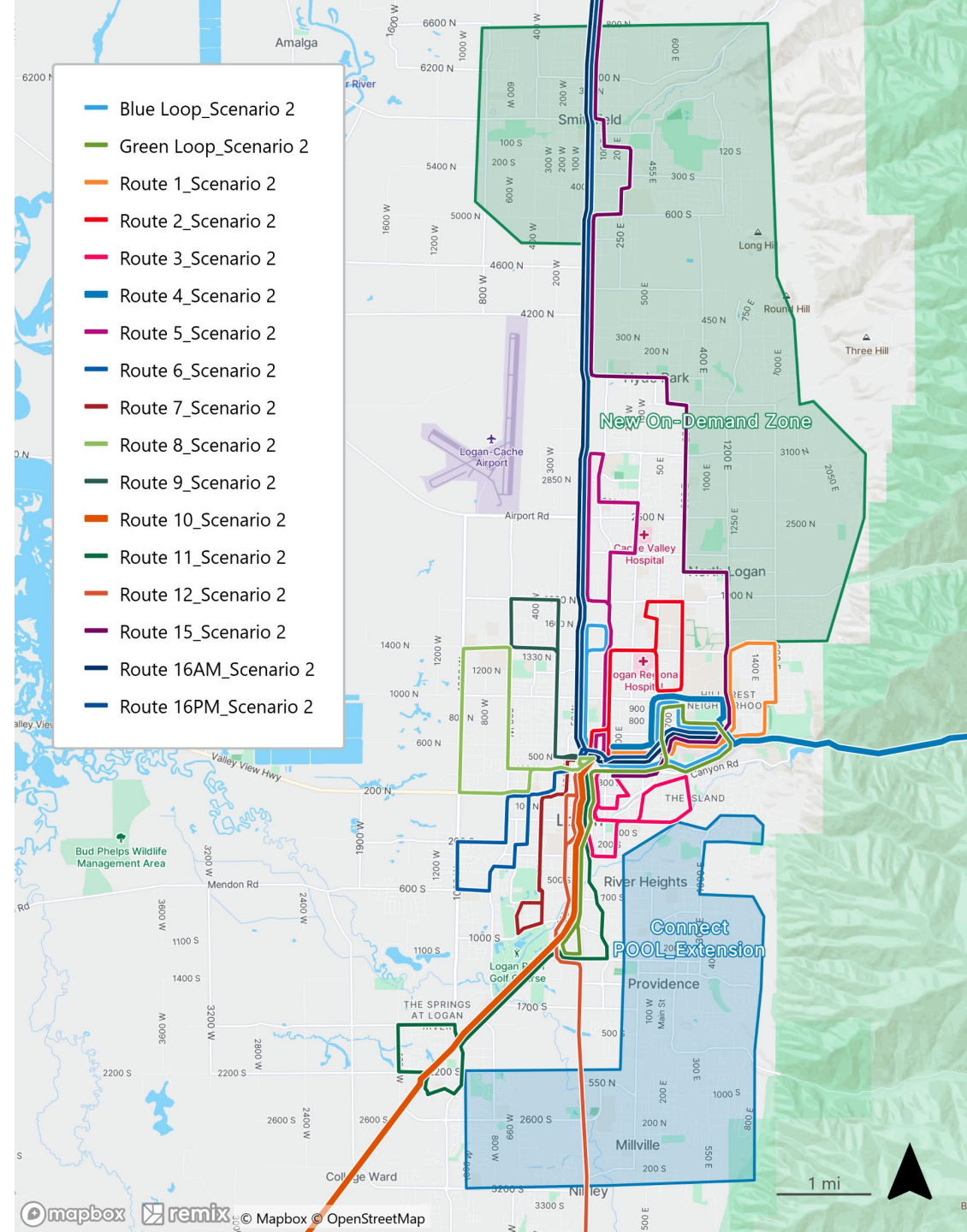
- Improved OTP on Blue & Green Loops, Routes 11 and 12
- Improved frequency on Route 11
- Expands access to frequent service on Blue & Green Loops
- Maintains coverage to highest ridership stops
- Improved mobility without requiring travel through downtown Logan



Scenario 2 – New Destinations

System Map

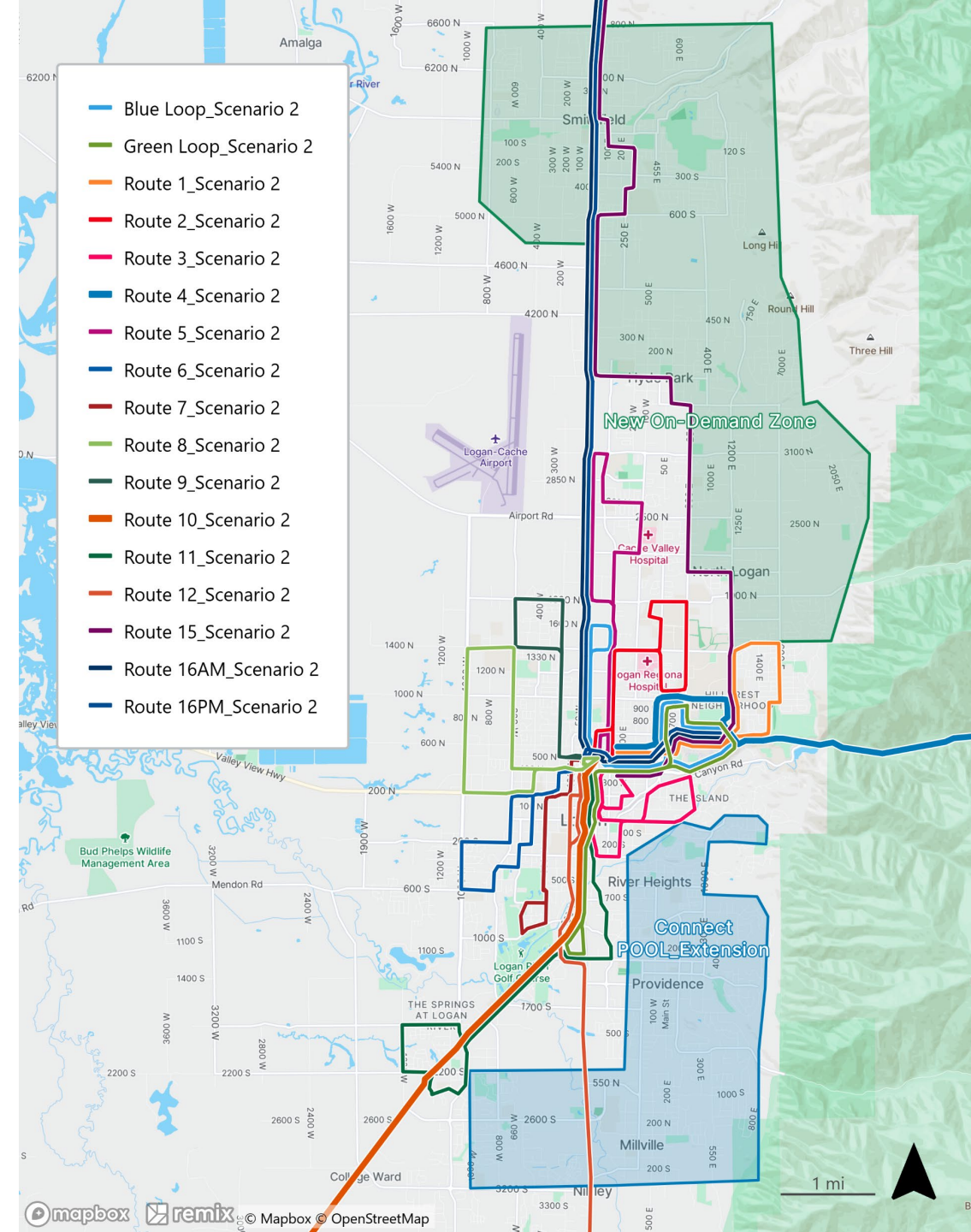
- No Changes – Routes 1, 2, 3, 6, 8, and 9
- Two new routes:
 - Route 4 – Logan Canyon
 - Route 10 – Brigham City
- Simplified Blue and Green Loops
- Expanded Connect Pool in Nibley, North Logan, Hyde Park, and Smithfield



Scenario 2 – New Destinations

What does this achieve?

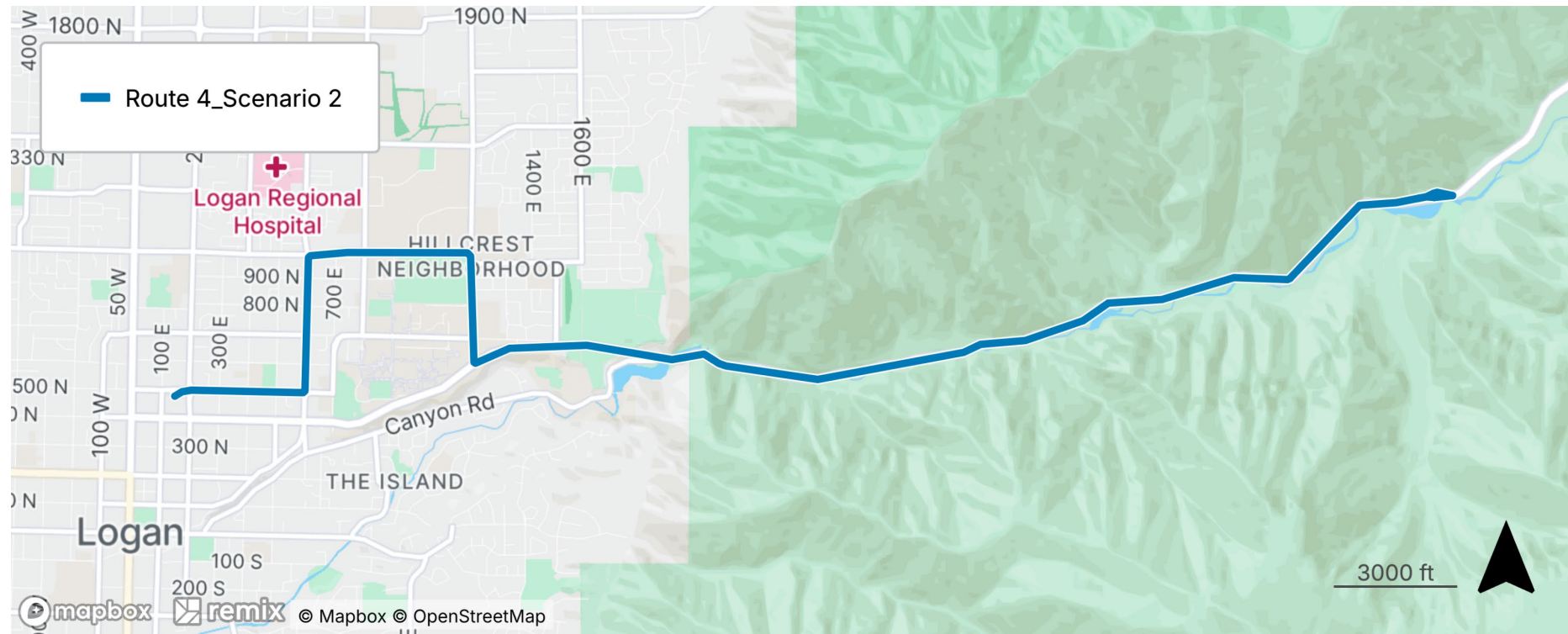
- Improved OTP on Blue & Green Loops, Routes 11 and 12
- Improved frequency on Route 11
- Expanded Connect Pool service to reach more areas of the community
- Conceptual service to new regional and local destinations
- Route adjustments to improve operating efficiency and productivity



Scenario 2 – New Destinations

Route 4

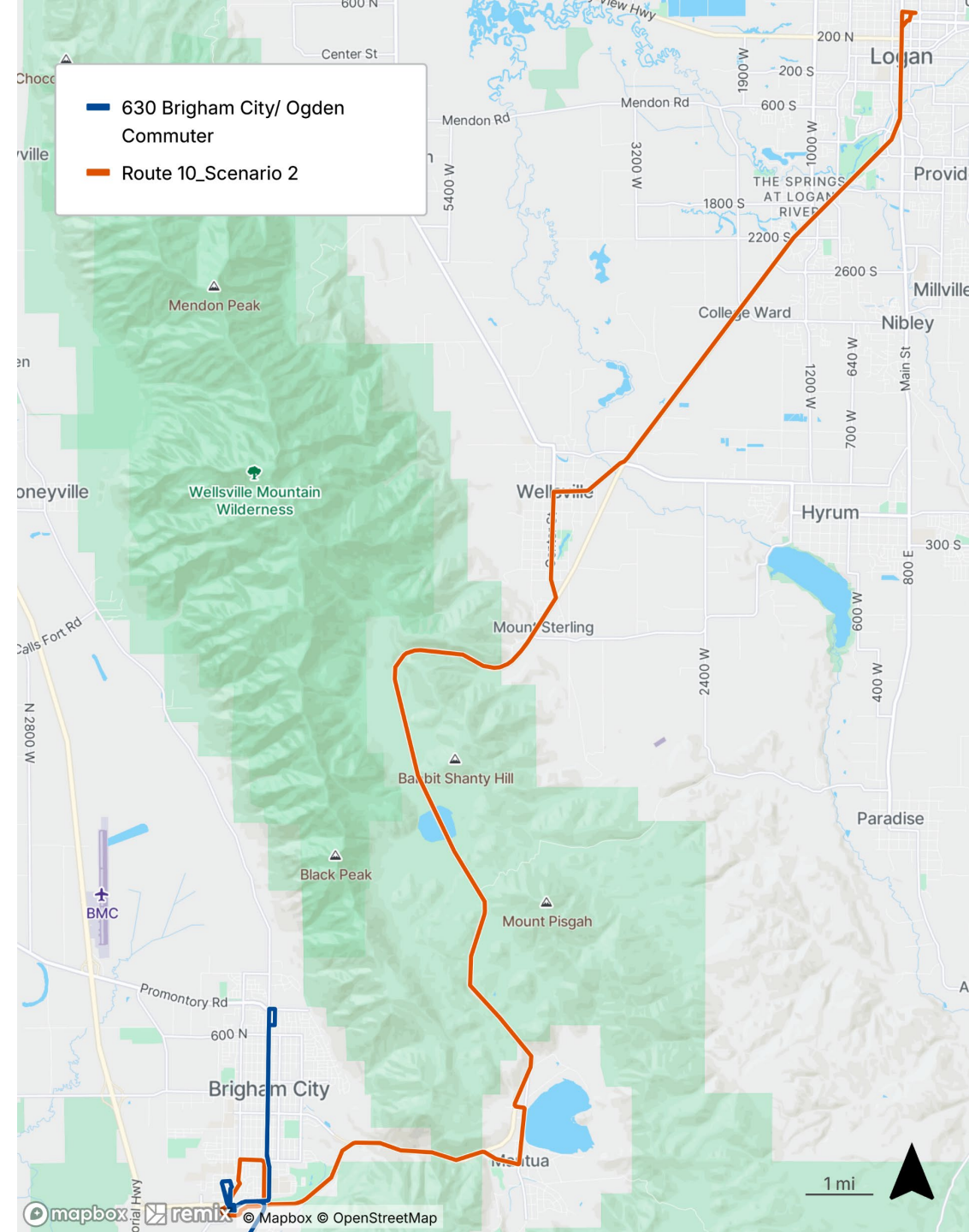
- New Pilot Service connecting Downtown Transit Center and USU housing with recreational areas in Logan Canyon, including First Dam, Second Dam, and Bridger Campground
- Provides hourly service on Saturdays during the Summers only
- Route is currently conceptual, specific stop siting requires safety review



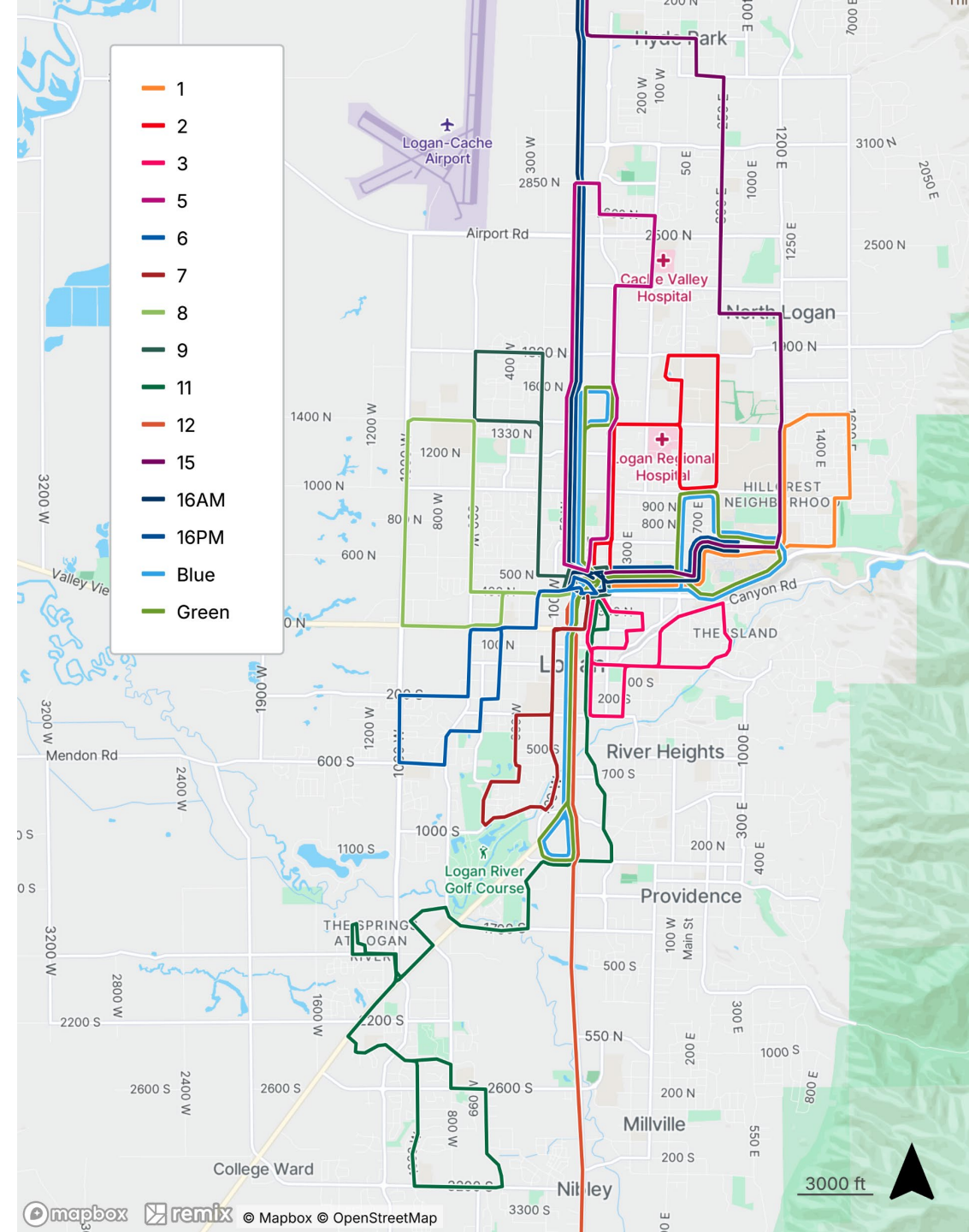
Scenario 2 – New Destinations

Route 10

- New intercity service connecting Logan, Wellsville, Mantua, and Brigham City
- Transfer opportunities with UTA Route 630 at Walmart and Brigham City Community Hospital
- Hourly service, transfer timing in Brigham City may be a challenge
- Route is illustrative example only, pursuant to regional/interlocal funding agreements



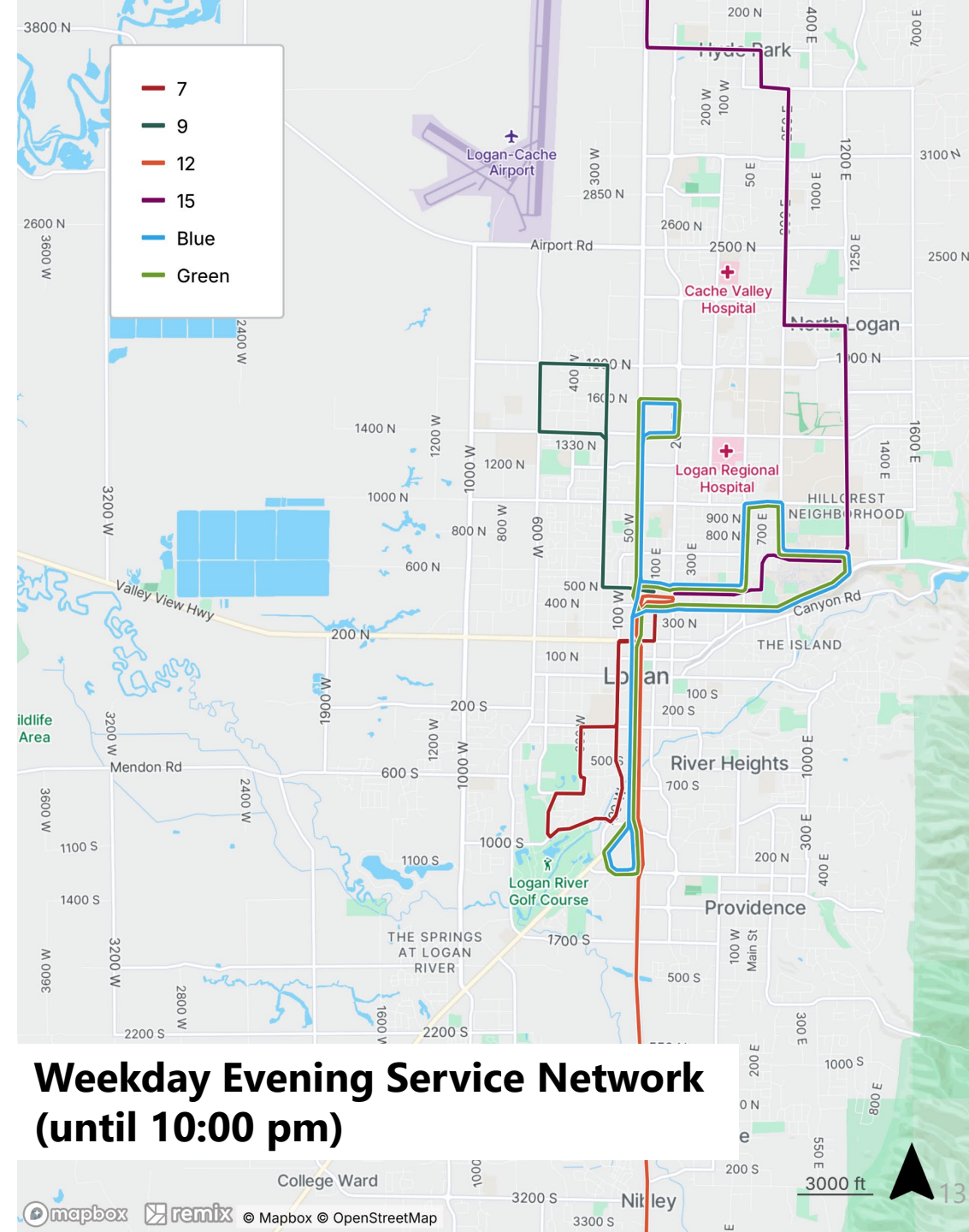
- No changes to route alignments



Scenario 3 – Service Span

System Map

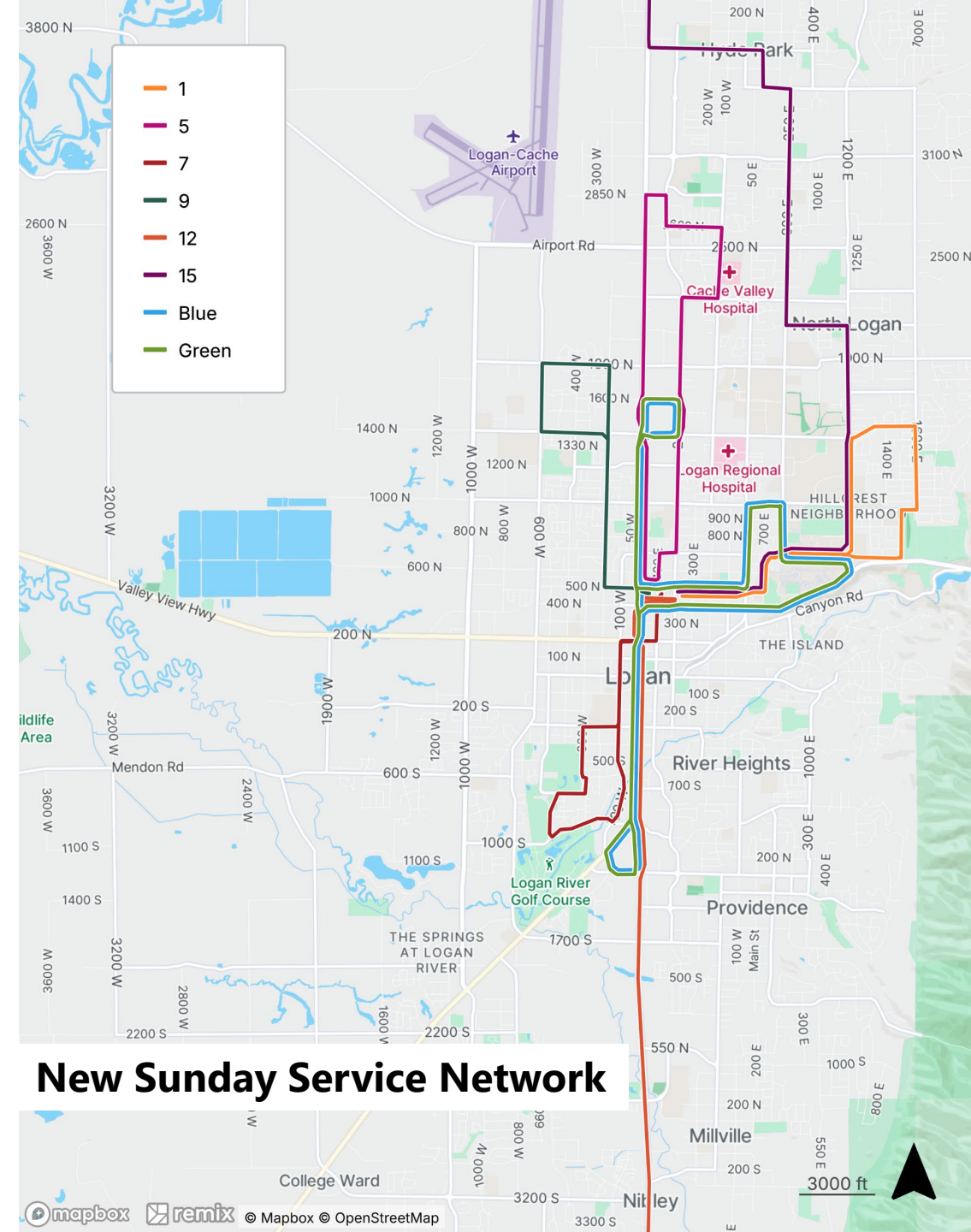
- No changes to route alignments
- Later evening service on Blue and Green Loops & Routes 7, 9, 12, and 15



Scenario 3 – Service Span

System Map

- No changes to route alignments
- Later evening service on Blue and Green Loops & Routes 7, 9, 12, and 15
- Sunday service added to Blue and Green Loops & Routes 1, 5, 7, 9, 12, and 15



Scenario Evaluation

Prioritization Framework and Metrics

	Scenario 1	Scenario 2	Scenario 3
Population with access to transit	-3%	+13%	No change
Jobs with access to transit	-4%	+6%	No change
Population with access to frequent transit	+38%	-2%	No change
Jobs with access to frequent transit	+73%	-2%	No change
Population with access to service after 8:30 pm	No change	No change	+47,800 people (56% of service area)
Population with access to Sunday service	No change	No change	+54,700 people (65% of service area)

Next Steps

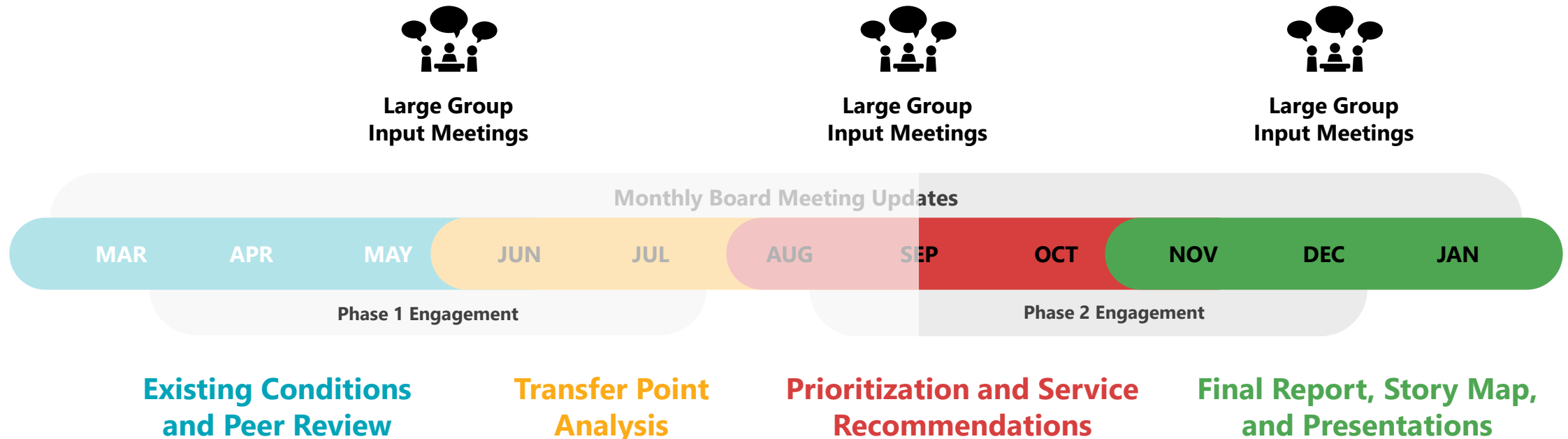
Develop Preliminary Service Scenarios

- Evaluate Preliminary Service Scenarios through Prioritization Framework
- Phase 2 Public Engagement
 - Online Survey, Public Meetings, Pop-Up Outreach
 - What are the most supported elements of each Preliminary Service Scenario?
- Combine strongest elements of Preliminary Service Scenarios into Preferred Alternative
- Identify and develop long-term recommendations

Project Timeline

Important milestones

- Phase II Public Engagement in October and November
- Final Report and Recommendations in the Winter



THANK YOU!



Peter Soderberg

Project Manager

206-576-9974

psoderberg@nelsonnygaard.com



Connect Transit

2026 Campaign Update
Board Presentation

6/1/26 – 8/31/26

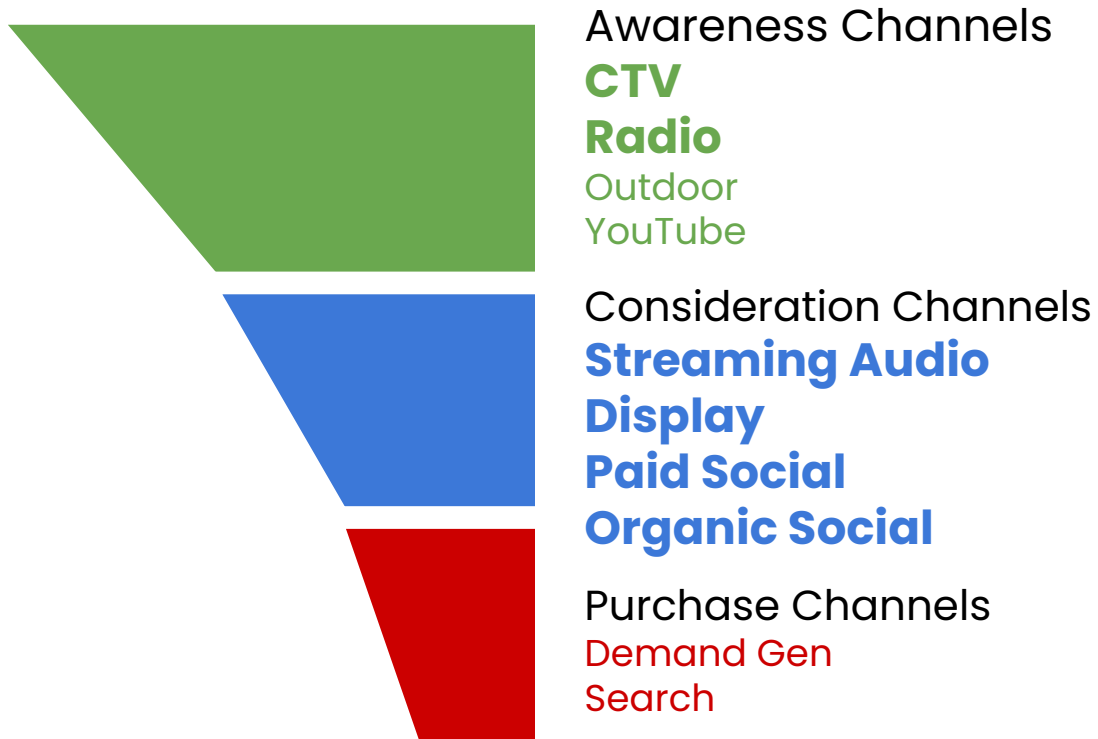


Campaign Objectives

Build broad community awareness while increasing consideration and engagement with Connect Transit. Through an integrated media approach, the campaign focuses on delivering consistent exposure, extending reach across key audiences, and keeping Connect Transit top of mind throughout the community.



Integrated Media Strategy



Organic Social Performance Summary

June to August 2026 Organic and Paid Social Media

Facebook

Net New Followers	Impressions (Views)	Total Reach	Interactions	Profile Visits
55	818,296	260,143	3,283	3,065

Instagram

Net New Followers	Impressions (Views)	Total Reach	Interactions	Profile Visits
38	172,012	72,073	1,735	476

Organic Social Breakdown

RUMOR

 **Connect Public Transit**
6 Jul 2026, 12:03 PM CVT... +1

We mean it though! We just want the best for you and Cache Valley. ❤️



Views	92.03K
Interactions	186
Engagement rate	0.1%

 **Connect Public Transit**
30 Jun 2026, 4:01 PM CV... +1

Our drivers don't just hop in the bus and go. 🚌...



Views	75.53K
Interactions	315
Engagement rate	0.24%

 **Connect Public Transit**
8 Jun 2026, 3:26 PM

Just another day at Connect Transit, where everyone keeps “copying” eac...



Views	48.98K
Interactions	95
Engagement rate	0.09%

 **Connect Public Transit**
11 Aug 2026, 1:07 PM Reel +1

Our buses look good from all angles 🚌



Views	40.58K
Interactions	295
Engagement rate	0.33%

Radio Performance Summary

Cache Valley | Adults 18-64 | June -August 2026

Station Formats

4

Number of Weeks

10

Paid Spots

360

Dayparts

M-F
6AM-7PM

Strategy

Leverage a balanced format mix to maximize adult reach. Utilize a strategic combination of Adult Contemporary, Classic Rock, Country, and News Talk stations to efficiently reach a broad section of Adults 18 - 64 across the Cache Valley area.



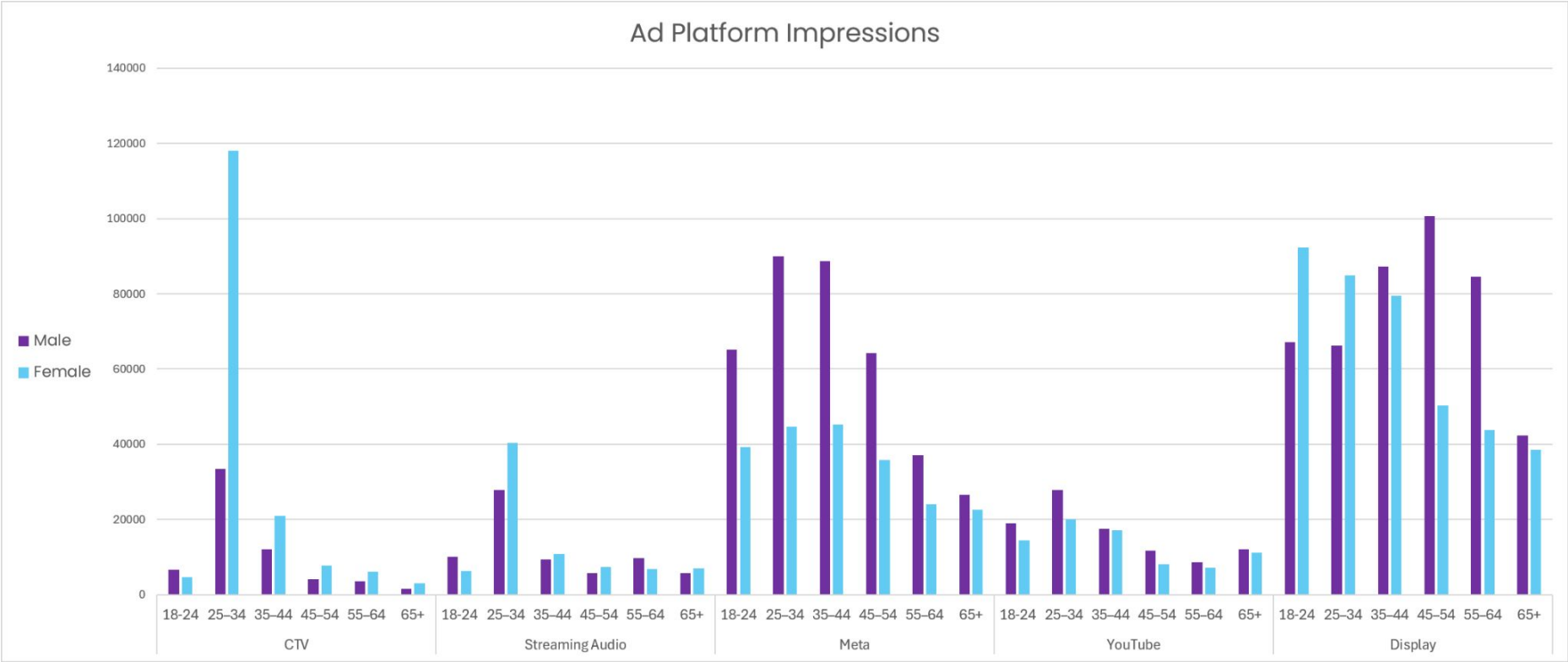
Digital Performance Summary

RUMOR

CAMPAIGN	IMPs	REACH	FREQ.	CLICKS	CTR	PAGE VIEWS	CPV	25% WR	50% WR	75% WR	100% WR
CTV	221,746	61,124	4.4	-	-	6,529	\$1.23	-	-	-	-
Youtube	277,010	116,621	2.9	19	0.01%	-	-	87.55%	69.33%	61.16%	57.16%
Streaming Audio	146,611	34,411	4.2	10	0.01%	10,701	\$0.33	99.26%	98.45%	96.87%	94.78%
Display Ads	981,580	310,382	3.2	427	0.04%	-	-	-	-	-	-
Social Ads	588,949	116,738	5.05	518	0.09%	313	\$5.68	-	-	-	-

Digital Demographic Breakdown

RUMOR



Key Takeaways

1 **The integrated media mix is doing its job.**

Each channels is playing a different roles, working together to build broad awareness, consistent frequency and ongoing engagement. We are reaching audiences across multiple platforms throughout their day.

2 **Upcoming creative refresh.**

With a very concentrated market and consistent presence, we'll refresh the creative to help maintain audience attention. We are currently preparing a new campaign that will rollout toward the end of this year / start of next.