Regular Board Meeting Minutes
Cache Valley Transit District
DBA Connect Transit
Wednesday, September 23, 2026
5:30 pm
Connect Administration
3021 North 300 West, North Logan, Utah
Connect Transit Boardroom

Present: Lieren Hansen, Glen Schmidt, Emily Fletcher, Flor Estrada, Shaun Bushman, and John Zsiray

Excused: Mike Arnold, Ron Bushman, and Paul Mortenson

Others: Mindy Spackman, Curtis Roberts, Colton Fullmer, Todd Beutler, and Kaylee Fonnesbeck

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. Shaun Bushman moved; Emily Fletcher seconded. Vote unanimous.
   A. Approval of Agenda
   B. Acceptance of Minutes – August 26, 2026
   C. Next Board Meeting – October 14, 2026

4. Public comments: No questions or comments.

5. **Board Business:**
   A. Review planning study – Peter Soderberg, Nelson/Nygaard: Three preliminary service scenarios have been created to test tradeoffs and community priorities. All three scenarios represent about a 10 percent increase in revenue hours to identify short-term and long-term priorities. The preferred alternative will be cost neutral and include the most favorable elements of all the three preliminary scenarios; public engagement in Phase 2 will help us understand which elements should be included. Some components and routes are conceptual and would require funding agreements, safety inspections, additional planning, etc. before implementation. Each service scenario represents a theme, and tests specific tradeoffs with the

public. The scenarios were created from the feedback received during Phase 1 which includes later evening service, more Saturday service, added Sunday service, new destinations (Brigham City, recreational areas, etc.), and improving on-time performance for chronically delayed routes. There's also exploring opportunities for a multi-hub network, improving productivity, expanding Connect Pool service, and faster more direct service to improve travel times. Scenario 1 is a Multi-Hub scenario. It is the most transformative scenario and introduces two new transfer locations outside of downtown (i.e. transit center) and introduces crosstown service. There would be no changes to Routes 1, 3, 16, and Connect Pool. Routes 11 and 12 would be shortened with the Blue and Green Loops extended to a North Transfer Point. Route 8 would provide a new North-South cross-town service via 600 West and no longer go to the transit center, but still connect a lot of destinations. Scenario 1 would improve on time performance on both Loops and on Routes 11 and 12. It would also improve frequency on Route 11 (30 minute service). It also removes service off main street to get out of congestion. It increases walking time for some individuals. It also expands access to frequent service on both Loops and maintains coverage to the highest ridership stops. It also improves mobility without requiring people to travel through downtown Logan. This scenario decreases population with access to transit by 3 percent and decreases jobs with access to transit by 4 percent, however it also increases population access to frequent transit service by 38 percent and job access to frequent transit by 73 percent. Scenario 2 is a New Destinations scenario. It focuses on adjustments to improve local routes, new routes to commonly requested destinations, and expansion of the Connect Pool service. It's closer to the current service with no changes to Routes 1, 2, 3, 6, 8, and 9. It introduces Route 4 as a Summer only Saturday pilot service connecting the Transit Center to USU housing then to Logan Canyon recreational areas (most hiking occurs on Saturday). It also introduces Route 10 as an hourly intercity commuter service connecting Logan, Wellsville, Mantua, and Brigham City (it would likely connect to UTA Route 630 at Walmart and Brigham City Community Hospital). It also simplifies the Blue and Green Loops, so the Blue Loop serves the North and the Green Loop serves the South (service is still clockwise and counterclockwise and it moves most of the service off of main street); these changes still maintains the level of service to USU. Additionally, it expands the Connect Pool on-demand service into Nibley, North Logan, Hyde Park, and Smithfield. These proposed changes for Scenario 2 increase on time performance for Blue and Green Loops and Routes 11 and 12. It also improves frequency on Route 11. The Pool expansion reaches more areas of the community. It adds new conceptual service to new regional and local destinations. And finally, the Route adjustments improve operating efficiency and productivity. This scenario increases population access to transit by 13 percent and increases jobs with access to transit by 6 percent; it also slightly decreases population and

jobs with access to frequent transit by 2 percent. Scenario 3 is a Service Span scenario. It adds later evening service until 10 PM on the highest ridership routes (Blue and Green Loops and Routes 7, 9, 12, and 15) and Sunday service to Blue and Green Loops and Routes 1, 5, 7, 9, 12, and 15 (with same level of service as Saturday). It has no changes to route alignments. This scenario doesn't increase or decrease access to transit or frequent transit but gives 47,800 people (56 percent of service area) access to service after 8:30 PM and 54,700 (65 percent of service area) access to Sunday service. Phase 2 engagement is focused on getting feedback on what the community likes and what they don't, while also giving them the option of the same level of service to identify what they want to change and what they don't want to change. Phase 2 engagement includes online surveys, public meetings, and pop-up outreach, and will take place in October and November. The most supported elements will be combined into a Preferred Alternative (with longer term recommendations as more funding becomes available); the final recommendations are anticipated in early 2027. Discussion about commuters. Possible transfers and timing should be communicated so commuters are aware during the feedback process. Discussion about recreational route. Safety considerations with areas to turn a bus around are an important part of the considerations for service in Logan Canyon; it's best to err on the side of caution so a bus doesn't get stuck.

B. Review third quarter education and outreach campaign – Julie Wilder and Sadie Baum, RUMOR Advertising: This presentation examines the outreach campaign during June through August to see how we're performing across all media channels. The goal is to keep Connect Transit visible in the community across multiple channels and to increase awareness of the value of public transit. Because the goal is awareness, we're not basing success on one specific action, but looking at whether it's reaching people in the community with a healthy frequency in multiple places. Like they could hear it on the radio, see an ad while watching TV, and scroll past it on social media or as a display ad on a website. This layering builds familiarity over time. During this 3-month window, organic and paid Facebook content generated 818,296 impressions (up 37% year-over-year), reaching 260,143 users with 3,283 interactions, 3,065 profile visits, and 55 net new followers. Instagram generated 172,012 impressions (up 52% year-over-year), reaching 72,073 users with 1,735 interactions and 38 net new followers. Profile visits increased 24% year-over-year overall, with approximately 50% of the audience located in Cache Valley. Demographically, Instagram skews younger while Facebook skews older. The top four organic posts during the quarter were all employee-focused content, confirming that authentic content resonates best with the audience (each with 40 thousand to 90 thousand views). A total of $913 spent on paid social boosting reached 332,000 people ($3.24 CPM, performing above industry averages) and added 140 new followers. To convert

strong video views into higher interaction rates, future social content will feature stronger calls to action (CTAs). 360 paid radio spots ran over 10 weeks across 4 local stations. This established essential local reach across adults 18–64 in Cache Valley. Overall, the integrated media mix (i.e. Connected TV, YouTube, streaming audio, display ads, and social ads) is doing its job. Each channel plays different roles and works together to build broad awareness, consistent frequency, and ongoing engagement. Rumor is working on an upcoming creative refresh to help maintain audience attention. The new campaign is planned to roll out toward the end of this year and the start of next year.

C. Consideration of Resolution 2026-01 GM appointment to UASD Board – Lieren Hansen, Board Chair: Resolution 2026-01 approves the appointment of General Manager/CEO Todd Beutler to the Board of Trustees of the Utah Association of Special Districts (UASD). Active representation on the UASD Board ensures direct advocacy for public transit in statewide policy and legislative discussions. Board Chair Lieren Hansen requested a motion to approve Resolution 2026-01. John Zsiray motioned and Flor Estrada seconded. Vote unanimous.

D. Review of FY 2027 draft budget – Curtis Roberts, Administration Director: This is the preliminary budget. A few key considerations for FY 2027 include a few things. The first is a 75 cent per hour increase to the base wage for drivers (bringing it up to $22.75 as the new base wage); this would be applied to all drivers (so if they're maxed out on increases it will keep them in the market). The number of applications has been declining so we're trying to stay in the sweet spot to bring quality people in. The second key consideration is a 9.9 percent increase in insurance costs (roughly $85 thousand). This is especially relevant to the October 28 meeting where we will be asking for approval of the employee benefit package. Given our utilization rate, increases in staffing, and the recommendations of our insurance broker, we're still competitive (if we bid out there's a chance the rates could go up). A third consideration is adding a new full-time vehicle maintenance position. With the increase in service miles, it's increased preventative maintenance, so to stay on top of the increase we need an additional person. A fourth consideration is diesel fuel; it's particularly volatile right now and just hit $5.20 per gallon. We're monitoring this amount constantly. To give an idea for budgeting purposes, if we adjust up 10 cents it will increase the budget by $28 thousand (so 50 cents would equal a $140 thousand increase). Our contract has been favorable, so our overall net cost is lower, but the volatility is still affecting us. The last key consideration is that our five-year contract for the Intelligent Transportation System (ITS) is up, so we have to bid it out. The system includes automatic passenger counters, automatic vehicle location, stop annunciators, etc. Because of new accounting rules it will be reflected in both capital projects and operating costs. We tried to isolate out one-time costs (like

equipment) and ongoing costs (like software). The startup will likely be around $800 thousand with an ongoing yearly software cost of around $80 thousand. That cost could come down depending on the winning bid (like they could say that the sensors are still good and don't need to be replaced, etc.). Overall, our expected expenses are still less than our expected revenue ($384,000 in revenues over expenses). We'll be drawing down on the fund balance for some capital projects and we're still working out grant money for certain items. In the past, we've also put contingencies in the budget, but we're pulling a lot of those out. Contingencies would be one-time expenses, such as losing a server or a generator. If something happened, we'd need to come back to the Board with a budget amendment.

6. **Management Report:**
   A. Questions for management: Todd Beutler reported on recent visits from congressional staff during the August congressional recess. Staff representing Senator Lee and Senator Curtis visited Connect Transit on separate days with short notice. They discussed regulations and policy priorities ahead of the upcoming five-year federal transportation bill renewal. Congressional staff were also given hands-on experience learning to parallel park a large bus. This is also the first time Senator Lee's staff have visited Connect Transit on-site. This helps give us access to our representatives.

7. **Board Chair Report:**
   A. Recognition of Employee Anniversaries: Employee anniversaries include 32 years for Jody Kimball (Maintenance Manager), 30 years for Todd Beutler (General Manager), 20 years for Matt McEwan (Operations Supervisor), and 12 years for Aumer Irhaim (driver).

8. Public comments: No comments or questions.

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