

CONNECT TRANSIT BOARD MEETING AGENDA

October 28, 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, October 28, 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 - September 23, 2026 & October 14, 2026
 - c - next meeting - November 18, 2026**
4. Public comments

5:35 PM 5. Board Business

- A. Review planning study - Peter Soderberg, Nelson Nygaard
- B. Federal transit update - Tim Stewart, Bennett Capitol Group
- C. Review FY 2027 draft budget - Curtis Roberts, Administration Director
- D. Consideration of employee benefit package - Curtis Roberts
- E. Consideration of Connect Transit Board's Global Ends - Mike Arnold, Legislative Committee Chair
- F. Consideration of external advertising on buses - Mike Arnold, Legislative Committee Chair
- G. Consideration of training course masterplan - John Zsiray, Building Committee

6:50 PM 6. Management Report

- A. Video of bus cleaning process - Todd Beutler, General Manager
- Questions for management

7:00 PM 7. Board Chair Report

- A. Recognition of employee anniversaries
- B. Review of CEO's monitoring report

8. Public comments

7:15 PM 9. Adjourn

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

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

169 equipment) and ongoing costs (like software). The startup will likely be around
170 \$800 thousand with an ongoing yearly software cost of around \$80 thousand. That
171 cost could come down depending on the winning bid (like they could say that the
172 sensors are still good and don't need to be replaced, etc.). Overall, our expected
173 expenses are still less than our expected revenue (\$384,000 in revenues over
174 expenses). We'll be drawing down on the fund balance for some capital projects
175 and we're still working out grant money for certain items. In the past, we've also
176 put contingencies in the budget, but we're pulling a lot of those out.
177 Contingencies would be one-time expenses, such as losing a server or a generator.
178 If something happened, we'd need to come back to the Board with a budget
179 amendment.

180
181 **6. Management Report:**

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

190
191 **7. Board Chair Report:**

- 192 A. Recognition of Employee Anniversaries: Employee anniversaries include 32 years
193 for Jody Kimball (Maintenance Manager), 30 years for Todd Beutler (General
194 Manager), 20 years for Matt McEwan (Operations Supervisor), and 12 years for
195 Aumer Irhaim (driver).

196
197 **8. Public comments:** No comments or questions.

198
199 **9. Adjourn:** Board Chair Lieren Hansen adjourned the meeting.

1 **Regular Board Meeting Minutes**
2 **Cache Valley Transit District**
3 **DBA Connect Transit**
4 **Wednesday, October 14, 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, Paul Mortenson, Ron Bushman, Shaun Bushman,
12 John Zsiray, Flor Estrada, and Mike Arnold
13

14 *Excused:* Emily Fletcher
15

16 *Others:* Todd Beutler, Curtis Roberts, Mindy Spackman, Kaylee Fommesbeck, Brad
17 Nelson, 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 John Zsiray moved; Mike Arnold seconded. Vote unanimous.
27 A. Approval of Agenda
28 B. Next Board Meeting – October 28, 2026
29
30 4. Public comments: No questions or comments. Lieren took a minute to recognize
31 Todd Beutler's 30th work anniversary.
32
33 5. **Board Business:**
34 A. Discuss the FY 2027 budget – Curtis Roberts, Administration Director: As talked
35 about in the last meeting, there are a few key considerations for the FY 2027
36 budget. The proposed budget includes a 75 cent per-hour increase in driver pay to
37 support competitive recruitment and retention. The second consideration is a 9.9
38 percent increase in health insurance costs based on the projected renewal
39 (competitive rate). The third consideration is the addition of a full-time
40 maintenance position because of the increased fleet mileage and the increase in
41 repair and preventative maintenance. The fourth consideration is an increase to
42 diesel fuel from \$3.20 to \$4.30 per gallon; this estimate can still change due to

volatile market conditions (currently \$5.40 per gallon). The Intelligent Transportation System (ITS) needs to go out to bid next year; the preliminary budget includes funding for small equipment, software, and implementation/setup costs. The projections to year end should be ready for the October 28 board meeting. Discussion about diesel fuel. This is one number that we maybe be adjusting to the final budget because of the volatility. There's no clear solution for diesel to come back down in cost. We're contemplating going to \$5 per gallon; historically there's a little bit of a drop in winter and an uptick in spring, which is why we're contemplating \$5 per gallon versus \$5.40 per gallon. It's likely to flatten out, but not drop back to last year's amounts (\$2.16 per gallon in January 2025). There may be a budget amendment to this year's budget due to the high fuel prices; we'll likely know for the next October board meeting. Discussion about sales tax. We budgeted flat for the 2026 budget; for FY 2027 we're projecting a 3 percent increase to tax revenue. Our tax revenue actually goes up when fuel goes up (people tend to spend through inflation). We've tracked sales tax for 20 years; when gas prices were really high in 2012, we saw an uptick in sales tax. The governor's office puts out an economic forecast that we also use to project revenue for the year. Discussion about wages and benefits. In the past we've budgeted for every employee to take the family benefit; we've found that about one third take the single, one third the double, and one third the family. There's about a \$1,000 dollar difference between single and family, so this has been inflating the budget; this year we're doing a number closer in line with what is happening (taking into account turnover, etc.). Discussion about maintenance. The maintenance manager position was created this last year; they split their time to about 60 percent to the facility and 40 percent to maintenance. With facility maintenance stabilizing, it should be a 50-50 split between facility and vehicle maintenance. So, this will decrease budget in the facility maintenance. Then there's the addition of one new position in vehicle maintenance. This last year we've figured out more about what facility maintenance we can take care of in house and what things need to be contracted out (and what equipment needs to be rented). Discussion about professional services. We have been doing an annual boiler maintenance, but that has been increased to biannual; we're hoping to do more preventative maintenance so we don't have to do replacements. There's also an additional amount for adding accessibility improvements to some bus stops; the ADA laws changed that new stops need to be fully accessible with concrete from curb to sidewalk. We've identified some areas we need to improve and plan to contract that out. There are also things like HVAC inspections and bay door repairs. Discussion about planning study. Most of the cost was budgeted for this year, but some of that cost will be carried over into 2027 as the plan will be finished next year. Discussion about advertising on the buses. This will be on the agenda for the October 28 meeting. The current budget has budgeted 50 thousand dollars of revenue from advertising. Discussion about buses. The buses that will

85 be coming in 2028 are being ordered now. The price was more than what was
86 initially thought. Management has debated the small vs large bus issue multiple
87 times (should we do more small buses? Or stay with large buses?). Some of the
88 key issues come down to the price not being that different; small buses have a 5-
89 year life span and large buses have about a 10-year life span, which narrows the
90 gap in the cost between the two. With smaller buses, it would also require running
91 two buses during peak loads. Thus far, it doesn't make financial sense to use
92 smaller buses. Discussion about larger buses. For large buses, the FTA standard is
93 12 years or 500 thousand miles; with the increase in service miles, we're getting
94 about 10 years on the life span now (before we could even go up to 14 years).
95 Going past the recommended lifespan results in heftier repairs. Refurbished buses
96 also don't last as well as new buses. Discussion about the indoor storage of buses.
97 So far, the biggest savings come from startup times; it's faster to get the bus out
98 on the street, especially for the CAR buses which were completely exposed to the
99 elements and had to be heated or cooled internally before they hit the road. This
100 saves gas, employee time, etc. It's too early to project the long-term cost savings
101 this will have. Discussion about the Intelligent Transportation System (ITS).
102 There have been dramatic improvements in technology where it can better tell the
103 difference between objects and people. There's no facial recognition technology,
104 but the new cameras have very clear footage. Privacy is important to us, and we
105 have policies and procedures in place to limit access (even internally). Discussion
106 about operating revenue vs expenses. The amount has reduced from \$384
107 thousand to \$208 thousand to adjust for diesel fuel prices.
108

109 **6. Management Report:**

110 A. Questions for management: The Christmas board social is coming up. The date
111 still needs to be finalized.
112

113 **7. Adjourn:** Board Chair Lieren Hansen adjourned the meeting.

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	2026 Projected to Year-end	2027 Proposed Budget	Dollar Increase over 2026 Budget	Percentage Increase over 2026 Budget
Revenues:					
Sales tax	8,665,000	9,086,000	9,358,000	693,000	8.00%
Federal and state grants	4,692,000	4,516,000	4,550,000	(142,000)	-3.03%
Charges for services	128,000	118,000	133,000	5,000	3.91%
Interest income	500,000	690,000	560,000	60,000	12.00%
Other	6,000	30,000	5,000	(1,000)	-16.67%
Total operating revenues	13,991,000	14,440,000	14,606,000	615,000	4.40%
Expenditures:					
Operations:					
Salaries and benefits	7,978,000	7,242,000	7,885,000	(93,000)	-1.17%
Professional fees	688,000	627,000	565,000	(123,000)	-17.88%
Insurance	292,000	290,000	322,000	30,000	10.27%
Public outreach/Community engagement	37,000	19,000	38,000	1,000	2.70%
Subscriptions and memberships	33,000	32,000	33,000	-	0.00%
Software	356,000	214,000	270,000	(86,000)	-24.16%
Supplies	71,000	59,000	83,000	12,000	16.90%
Fuel	922,000	1,120,000	1,379,000	457,000	49.57%
Tires	166,000	145,000	151,000	(15,000)	-9.04%
Training and travel	104,000	58,000	82,000	(22,000)	-21.15%
Utilities	279,000	216,000	255,000	(24,000)	-8.60%
Equipment purchases <\$20,000	382,000	380,000	655,000	273,000	71.47%
Total operations	11,308,000	10,402,000	11,718,000	410,000	3.63%
Preventative maintenance					
Salaries and benefits	915,000	888,000	1,145,000	230,000	25.14%
Professional fees	12,000	13,000	15,000	3,000	25.00%
Parts and operating costs	522,000	543,000	597,000	75,000	14.37%
Other maintenance costs	23,000	19,000	39,000	16,000	69.57%
Total preventative maintenance	1,472,000	1,463,000	1,796,000	324,000	22.01%
Facility maintenance					
Salaries and benefits	384,000	349,000	354,000	(30,000)	-7.81%
Contracted services	161,000	195,000	251,000	90,000	55.90%
Other maintenance costs	97,000	82,000	111,000	14,000	14.43%
Total facility maintenance	642,000	626,000	716,000	74,000	11.53%
Total operating expenses	13,422,000	12,491,000	14,230,000	808,000	6.02%
Operating revenues less expenses	569,000	1,949,000	376,000		
Capital Activities					
Capital grants revenue/asset sale	207,000	207,000	968,000		
Capital outlay					
Bus purchases	1,650,000	1,430,000	-		
Equipment	155,000	143,000	325,000		
Land and improvements	1,100,000	169,000	2,500,000		
Net capital outlay	(2,698,000)	(1,535,000)	(1,857,000)		
Net income (loss)	(2,129,000)	414,000	(1,481,000)		
Planned use of fund balance for capital outlay	2,129,000		1,481,000		
Net change to equity after planned uses	-		-		

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 .

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	43,000		200,000
IT Professional fees	502400	14,000		8,000
Marketing/PR fees	502450	218,000		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
			565,000	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 #

<u>Account</u>	<u>Account Number</u>	<u>Fiscal Year 2027 Budget</u>	<u>Category Budget</u>	<u>FY 2026 Budget</u>
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	1,220,000		781,000
Gasoline for buses	605520	144,000		126,000
Fuel for other vehicles	605530	15,000		15,000
			1,379,000	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		3,833,000	3,833,000	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		- new account
Software	804610	4,000		- new account
			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

MISSION

Connect Public Transit connects our passengers and communities to the people and places that matter most to them.

SECTION 1: GLOBAL ENDS

The Board of Trustees sets the Global Ends, which establish the standard results. Through the process of governance, the Board of Trustees provides oversight of the CEO. The CEO utilizes organizational resources to then achieve the Global Ends. The Global Ends are achieved when the CEO follows the Executive Standards and the Board follows the Governance Process.

The Global Ends of the Cache Valley Transit District are to:

theEnsure equitable and reliable community access for residents, adhering to the adopted standards of service~~Deliver services to the community that meets the adopted standard of service.~~

Strengthen economic opportunity and community connection through mobility, ensuring the organization operates at the standards outlined in this policy.~~Administer resources for the organization to function at the standard as outlined in this policy.~~

Enhance regional transportation choices while ensuring fiscal responsibility.~~Be fiscally responsible in providing transportation services to the community.~~

Provide transportation services that address the community's needs and values.

SECTION 2: EXECUTIVE STANDARDS

The Executive Standards are set by the Board and define the standard of service, which informs the CEO what results are acceptable. The Executive Standards define how the CEO assists the Board in achieving the Global Ends.

2.1 ~~Deliver services to the community that meets the~~Ensure equitable and reliable community access for residents, adhering to the adopted standards of service-adopted standard of service.

The following sub policies define how the CEO will assist the Board in achieving the above Global End:

- 2.1.1 Standard of service is comparable to an average of the District's approved peer transit systems.
- 2.1.2 Safety and reliability are maintained according to industry (National Transit Database) standards.
- 2.1.3 The area of service that is served is Cache County and southern Franklin County. Additionally, the District evaluates opportunities to connect with other areas.
- 2.1.4 Communications with citizens are maintained by following a clear feedback process, setting forth clear policies posted publicly, and informing the public of changes to the service.

2.2 ~~Administer resources~~Strengthen economic opportunity and community connection through mobility for the organization to functionensuring the organization operates at the standards s as outlined in this policy.

The following sub policies define how the CEO will assist the Board in achieving the above Global End:

- 2.2.1 The CEO shall have a culture and mechanisms in place to attract and retain staff.
- 2.2.2 The Board of Trustees has adequate support from the CEO to perform its duties.
- 2.2.3 Collaborative, strategic relationships are maintained with external stakeholders.
- 2.2.4 Requisite federal and state regulations are maintained.

2.3 ~~Be fiscally responsible in providing transportation services to the community~~ Enhance regional transportation choices while ensuring fiscal responsibility.

The following sub policies define how the CEO will assist the Board in achieving the above Global End:

- 2.3.1 District finances are managed according to an approved budget.
- 2.3.2 The District pursues private, local, state, and federal funding opportunities to sustain and improve services. ~~offers services that can be sustained through local and federal funding.~~
- 2.3.3 The District has financial controls in place and operates within its financial policies.
- 2.3.4 Financial directives from the Board are followed.

2.4 Provide transportation services that address the community's needs and values.

The following sub policies define how the CEO will assist the Board in achieving the above Global End:

- 2.4.1 The community is engaged in conversation to determine values and needs.
- 2.4.2 The District follows established community values, i.e. zero fare service and service focused on persons with barriers to mobility.
- 2.4.3 The community is educated about the services the District provides.
- 2.4.4 Plans for service arise from the Board's vision to address the community's mobility needs.

End Policy Procedures

Peer System Identification

- Five peer systems will be identified for monitoring purposes at least once every five years. This selection may be reviewed or updated more frequently at management's discretion, subject to Board approval.

Major Community Surveys

- To ensure the Agency actively hears from the public and fully understands community desires, a comprehensive community survey shall be conducted at least once every five years. The survey will be designed to provide residents within the service area an opportunity to share their input.

MEMO

To: Connect Board - Legislative Committee
From: CEO\General Manager
Date: September 12, 2026
Subj: Exterior Bus Advertising

As your General Manager, I maintain a neutral stance regarding the continuation of exterior bus advertising. My intent in providing this document is to support the Board's governance role by outlining the relevant financial, stakeholder, and public-perception considerations. Ultimately, this framework is intended to help the Board evaluate whether this practice remains aligned with the Board's Global Ends.

Alignment with Board's Global Ends:

As the Board deliberates the future of exterior bus advertising, the following Global Ends serve as a strategic compass for evaluating the policy's broader impact on Connect's operations, community trust, and long-term financial impacts.

- **2.2.3 — Collaborative Relationships:** *Collaborative, strategic relationships are maintained with external stakeholders.*
- **2.3.2 — Financial Sustainability:** *The District offers services that can be sustained through local and federal funding.*
- **2.4.1 — Community Engagement:** *The community is engaged in conversation to determine values and needs.*
- **2.4.3 — Public Education:** *The community is educated about the services Connect provides.*

Transit Advertising – Contract, Revenue, & Advertiser Overview

Connect Transit's current transit advertising contract expires **June 30, 2028**, with one remaining two-year renewal option that could extend the contract through June 30, 2030.

The contract allows Connect to terminate for convenience.

Advertising revenue:

Year	Advertising Revenue
2023	\$24,382.57*
2024	\$45,715
2025	\$60,640
2026 through June	\$29,920

**2023 was a transition year between advertising vendors, with Lamar winding down its services and Houck beginning the current contract.*

Houck currently has advertising commitments extending through **July 2027**.

Community Use of Transit Advertising

In addition to generating revenue, transit advertising provides businesses and community organizations with a highly visible way to reach residents throughout Cache Valley.

Of the **24 businesses and organizations that have advertised on Connect Transit buses this year, 22 (approximately 92%) are local to Cache Valley**. Advertisers represent a mix of local businesses, nonprofit and community organizations, public agencies, educational institutions, and community events.

Local advertisers include:

- Anniversary Inn
- Assisting Hands
- Bear River Health Department – multiple public health campaigns, including suicide prevention and Way to Quit
- Big-O Tires
- Cache County Fair
- Cache Valley Birth Center
- CAPSA
- Chick-fil-A
- Four Seasons Heating & Cooling
- HH Mobile Mechanic
- Kid to Kid Logan
- Nora Eccles
- Roof Rescue
- Schreiber Foods
- Summerfest Arts Faire
- USU Lyric Repertory Company
- Utah State University – MBA

The two advertisers from outside Cache Valley are **Oz Marketing** and **Hometown Media (CVBHA)**, located in Layton and Salt Lake City.

Repeat Advertiser Analysis (2024–2026)

An analysis of transit advertisers over the past two years shows that a significant portion of businesses continue advertising from year to year.

- In 2025, **18 of 29 advertisers (62%)** had also advertised in 2024.
- In 2026, **14 of 20 advertisers (70%)** had also advertised in 2025.
- Nine advertisers have advertised in all three years (2024, 2025 & 2026).

These figures represent the number of unique advertisers, not the total number of advertising campaigns, as some businesses advertise multiple times throughout the year. Additionally, 2026 is not yet complete, so the number of advertisers may continue to increase.

Key Policy Considerations

1. Financial Impact & Revenue Options

- **Net Revenue Integration:** How does the \$60,000 net profit compare to the overall operating budget, and which specific operational, capital, or service areas does this revenue currently fund?
- **Financial Alternatives:** If the program is altered or discontinued, what potential revenue adjustments, fare modifications, or reserve allocation strategies would be considered to address the budget impact?
- **Contractual Commitments:** What are the terms, durations, and potential financial or legal obligations associated with current advertising agreements and vendor contracts?

2. Local Business & Community Partner Impacts

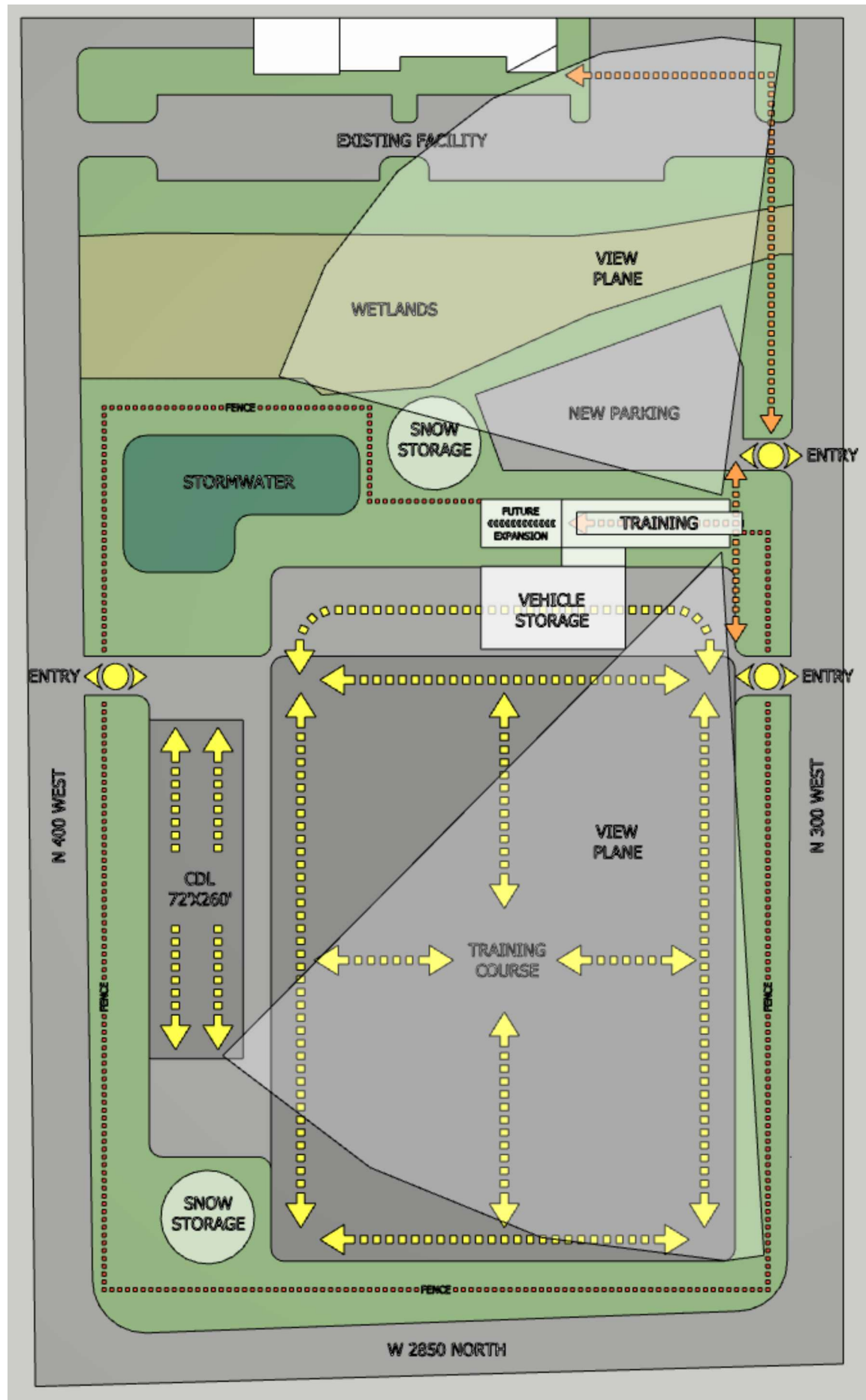
- **Stakeholder Feedback:** How do local businesses, non-profits, government agencies, and educational partners currently utilize this platform, and what feedback have they provided regarding exterior bus advertising?
- **Advertiser Composition:** What is the breakdown between local business/entity advertising and national or programmatic advertising?
- **Format Evaluation:** Does community and stakeholder feedback differ based on ad format (e.g., full vehicle wraps versus side and rear display panels)?

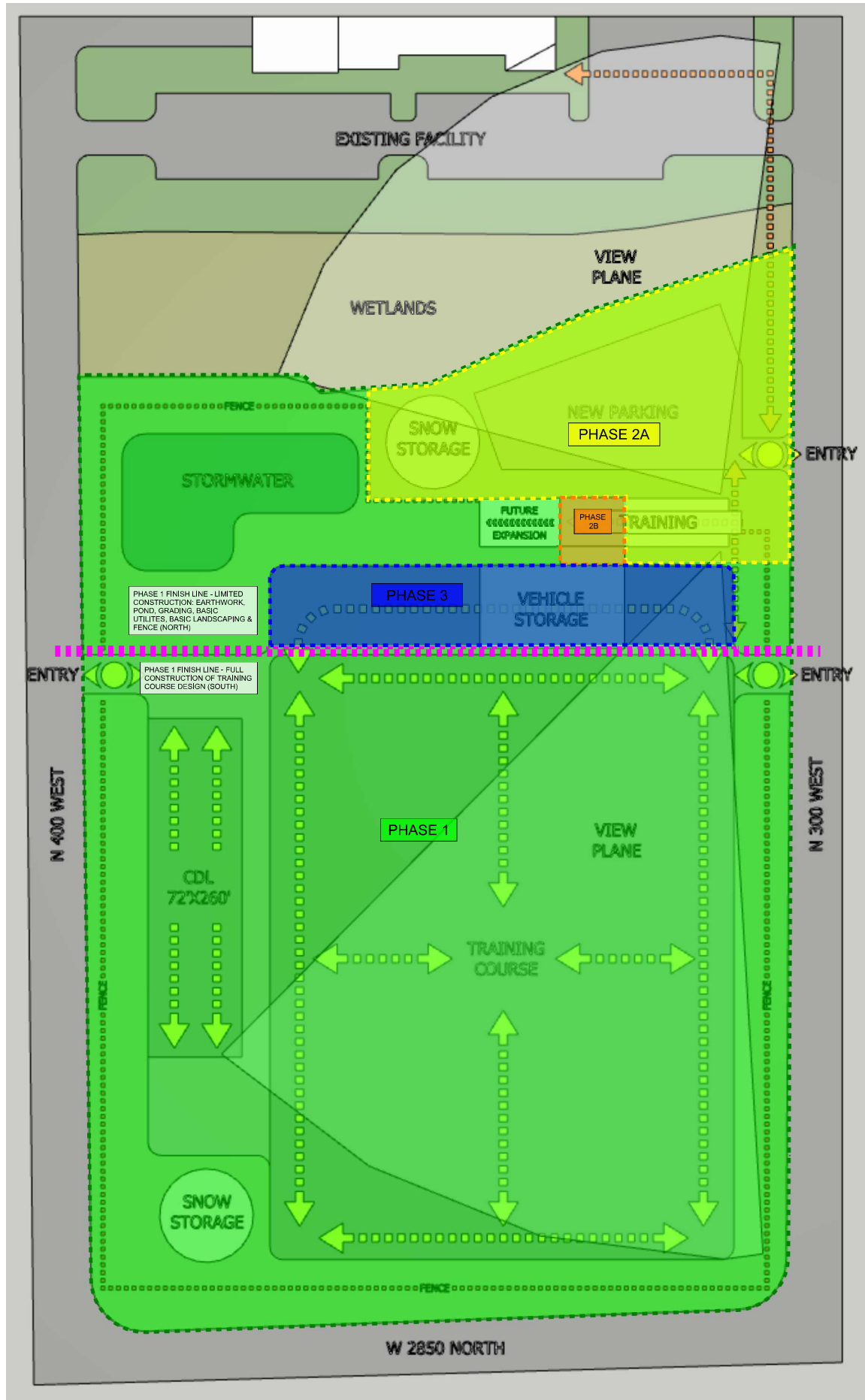
3. Policy, Design & Fleet Aesthetics

- **Policy & Design Options:** Could updated content standards or graphic guidelines—such as limits on full wraps, window coverage standards, or specific visual criteria—address aesthetic considerations while maintaining a commercial program?
- **Public Perception & Community Input:** What input, rider survey data, or formal public comments have been received regarding the visual appearance and branding of the fleet?
- **Brand & Safety Alignment:** How do exterior advertisements align with current agency branding guidelines, fleet visibility parameters, and safety standards?

4. Legal & Governance Considerations

- **Forum Designation:** How is the transit vehicle designated under current policy (e.g., non-public forum), and how are advertising guidelines structured?
- **Policy Consistency & Risk Management:** How will potential updates to advertising policy be evaluated and administered to ensure consistent application and compliance with constitutional and legal standards?





Connect Transit Transit Route Study

October Board Update

October 28, 2026

Agenda

01 | Introduction

02 | Phase II Engagement

03 | Online Survey

04 | Pop-Up Outreach

05 | Public Meetings

06 | Next Steps

Phase II Engagement

Testing tradeoffs and future priorities

- Second phase of engagement is about **testing tradeoffs and evaluating priorities** in preliminary service scenarios
- Targeting bus riders, non-riders, community leaders, and stakeholder groups
- Combination of **virtual and in-person** engagement
- What do you like about each scenario?
- What don't you like about each scenario?

Online Survey

Broad engagement across the community

- Survey will launch at the end of October and run for at least one month
- Planned targeted advertising through:
 - Connect Transit and municipal partners **social media** accounts
 - **Utah State University** student email blast
 - **Flyers** on-board buses, in shelters, and at the transit center

Share your thoughts!



Connect Transit wants to make our service better.

Your **feedback** helps improve service, enhance your experience, and shape the future of Connect Transit.



www.surveymonkey.com/r/connect-transit-scenarios

Scan the QR code or follow the link to take our survey.

connect

¡Comparte tu opinión!



Connect Transit quiere mejorar nuestro servicio.

Tus **comentarios** nos ayudan a mejorar el servicio, a optimizar tu experiencia y a dar forma al futuro de Connect Transit.



www.surveymonkey.com/r/connect-transit-scenarios?lang=es

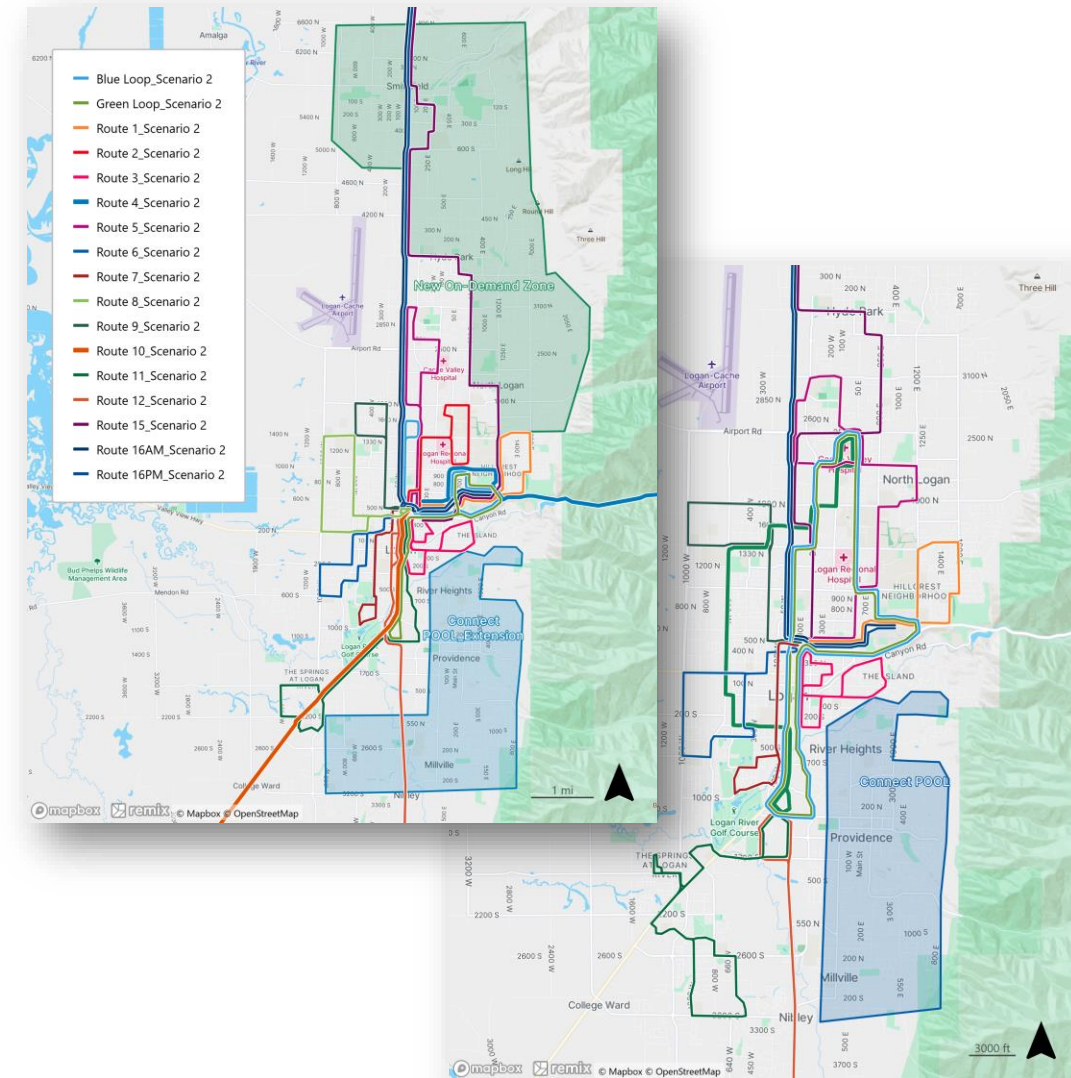
Escanea el código QR o sigue el enlace para responder a nuestra encuesta.

connect

Online Survey Approach

System maps and route by route changes

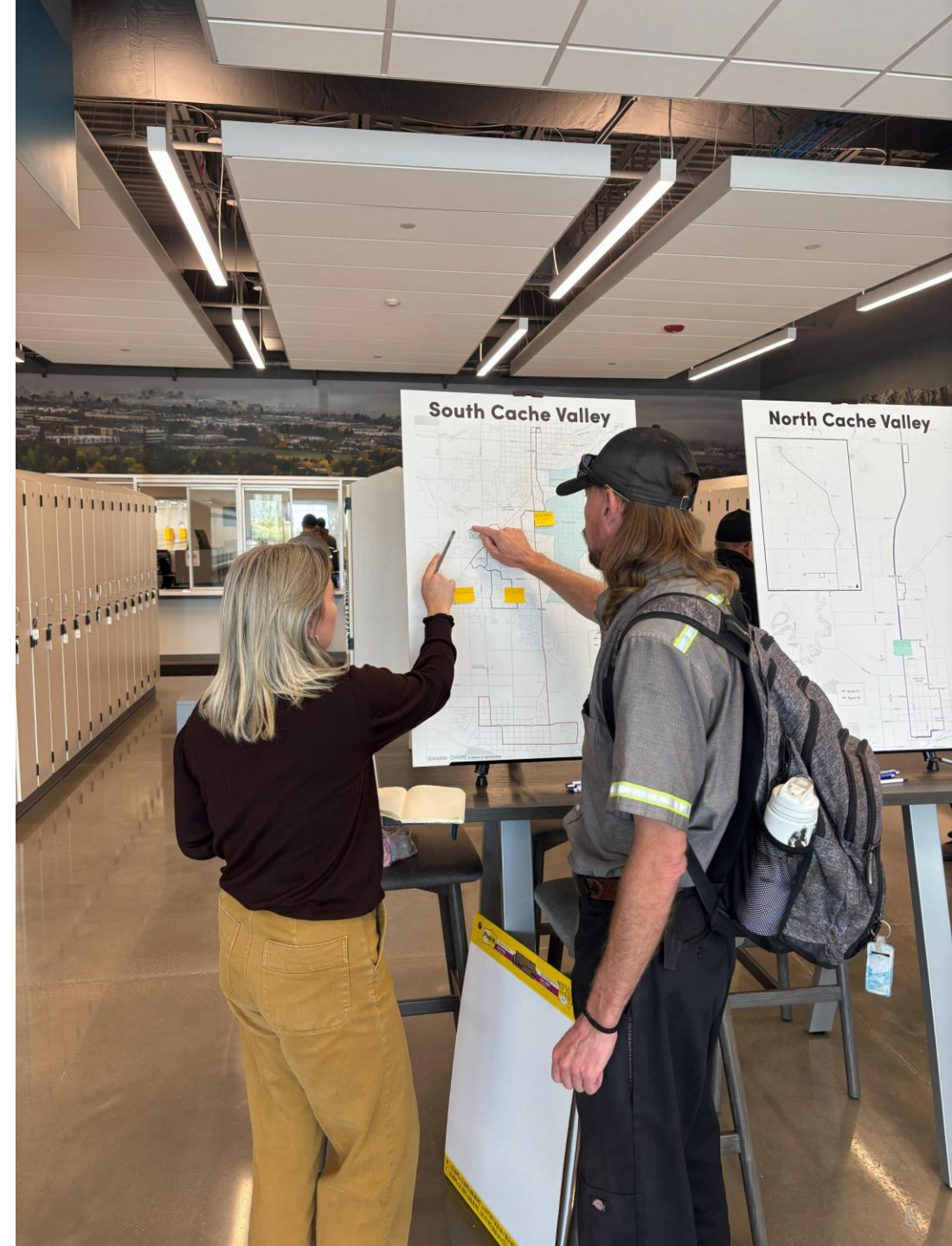
- Survey will provide detailed information on tradeoffs and all changes included in the preliminary scenarios
- Questions will emphasize what respondents like and dislike about each scenario
- **Strongest aspects of all three scenarios will be used to develop the Preferred Alternative**



Operator Engagement

The eyes and ears of the system

- Project Team will engage directly with operators:
 - Review all three preliminary service scenarios
 - Identify potential operational concerns
 - Understand unique perspectives on potential service changes
 - Identify any elements missing from preliminary scenarios



Pop-Up Outreach & Public Meetings

Meeting people where they are

- Building on Phase I Pop-Ups, the project team will hold Phase II Pop-Ups at the **Transit Center and Utah State University Campus**
- **CMPO Meeting and one open Public Meeting are also planned at the County Administration Building**
- Review preliminary service scenarios, answer questions, and direct people to the online survey



Engagement Schedule

Fall 2026

- **Online Survey – November – Early December**
- **In-Person Engagement**
 - CMPO Meeting – 11/9
 - Stakeholder Engagement – 11/10
 - Operator Engagement – 11/11
 - Public Meeting – 11/10
 - Pop Ups 11/10-11/12
- **Phase II Engagement will conclude in early December**



Next Steps

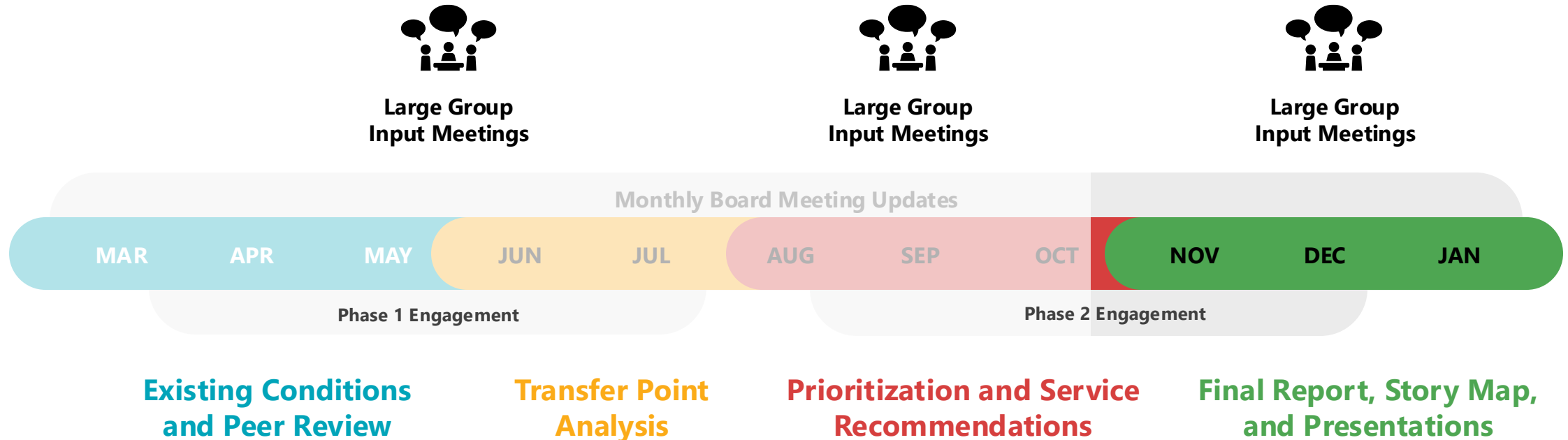
Phase II Engagement and Preferred Alternative

- Conduct Phase 2 Public Engagement
 - Online Survey, Public Meetings, Pop-Up Outreach
- Combine strongest elements of Preliminary Service Scenarios into **Preferred Alternative**
- Identify and develop long-term recommendations
- Develop Final Report and Story Map

Project Timeline

Important milestones

- **Phase II Public Engagement in November**
- **Preferred Alternative and Recommendations in the Winter**



THANK YOU!



Peter Soderberg

Project Manager

206-576-9974

psoderberg@nelsonnygaard.com