

**IOWA NORTHLAND REGIONAL
TRANSIT ADVISORY COMMITTEE (TAC)
MEETING NOTICE**

**INRCOG BOARD ROOM
229 EAST PARK AVENUE
WATERLOO, IA**

WEDNESDAY, April 16, 2025, 10:00 AM

AGENDA

A. Introductions

B. Actionable Items

1. Approval of the agenda.
2. Review and consider approval of the minutes for the March 6, 2025 meeting.

C. Discussion Items

1. MET Transit “How to Ride” Signage
2. Discuss & review the draft FY 2026-2030 Passenger Transportation Plan (PTP).
 - a. <https://drive.google.com/drive/folders/1HFJsc5cF5Xs-YZqda8kOuUZ3JlckbEXW?usp=sharing>
3. TAC Priority/Goal Setting.
 - a. Short Term Goals
 - b. Long Term Goals
4. Update on Commute with Enterprise.
5. National Center for Mobility Management (NCMM) Grant.
6. General discussion.

D. Adjournment

www.bhcmpo.org/transit-planning/

Everyone can come to this meeting. If you need special help to join, call INRCOG at (319) 235-0311 at least two days before the meeting.

**IOWA NORTHLAND REGIONAL
TRANSIT ADVISORY COMMITTEE**

THURSDAY, MARCH 6, 2025

MINUTES

Durant called the meeting of the Iowa Northland Regional Transit Advisory Committee (TAC) to order at 1:00 PM. Introductions were offered to all in attendance.

Meeting Attendees:

Name	Title	Representing
Leticia Chabotte*	Community Health Worker	Black Hawk County Public Health
Lisa Sesterhenn	Public Health Planner	Black Hawk County Public Health
Bryan Burton*	CEO	Boys & Girls Clubs of the Cedar Valley
George Phillips*	Teen & Educational Center Director	Boys & Girls Clubs of the Cedar Valley
Hector Salamanca-Arroyo*	Director of Resource Development	Boys & Girls Clubs of the Cedar Valley
Thomas Weintraut*	Planner III	City of Cedar Falls
Todd Rickert*	Regional Coordinator of Adult Services	County Social Services
Nicole Ericson*	Community Development Director	Exceptional Persons, Inc.
Norman Coley Jr.*	Dean of Students	Hawkeye Community College
Nina Grant*	Vice President of Student Affairs	Hawkeye Community College
Karen Siler*	Work Force Advisor	Iowa Workforce Development
Megan McKenzie	Executive Director	McElroy Trust
Phil Golden	Para Transit Operations Manager	MET Transit
David Sturch	General Manager	MET Transit
Rosalyn Middleton	Board Member	MET Transit Board
Shannon Bass*	Director of Programs	Northeast Iowa Food Bank
Cathy Showalter	CEO/Executive Director	Otto Schoitz Foundation
Julie Molisho*	President	The River ARC
Trista Hill	Family Service Worker	Tri-County Head Start
Erin Tink	Executive Director	Waterloo Community Foundation
Terrance Hollingsworth*	Program Manager	Project Health
Kyle Durant	Transportation Planner II	INRCOG
Nick Fratzke	Director of Transportation	INRCOG / OnBoard Public Transit
Oghogho Oriakhi	Transportation Planner I	INRCOG

**Attended Online*

The first item was approval of the agenda. It was moved by Middleton, seconded by Golden to approve the agenda as presented. Motion carried unanimously.

Next was to review and consider approval of the minutes for the January 15, 2025 meeting. It was moved by Showalter, seconded by Sesterhenn to approve the minutes as presented. Motion carried unanimously.

Next was Discussion Items:

1. PTP Survey

Fratzke provided an overview of the survey and the results. The online survey was shared with passenger transportation providers and human service agencies across the region. Its purpose was to identify transportation challenges and opportunities to inform the update of the Passenger Transportation Plan. The goal is to establish actionable and attainable goals and projects that all TAC

members can contribute to implementing. A total of 21 responses were received, though staff had hoped for greater participation from businesses. Grow Cedar Valley could be a great resource to receive additional feedback and insights on transportation needs for employers and employees.

2. Review the draft FY 2026-2030 Passenger Transportation Plan (PTP)

This item was tabled.

3. TAC Priority/Goal Setting

The group identified the following potential priorities:

- Increasing education on how to use MET Transit
- Target educational outreach to persons seeking sustainable employment, newcomer populations, existing users, etc.
- Develop a MET Transit App
- Expand available hours of service, not necessarily through public transit only
- Communication with employers on transportation challenges and opportunities
- "How to Ride with MET Transit" YouTube video

The TAC Priority and Goal Setting process was tabled to a future meeting.

4. Update on the restructure of MET Transit fixed routes and ways TAC can assist in marketing and outreach

Durant shared that the new routes have been added to Google Maps. INRCOG staff created a "How to Ride with MET Transit" flyer for the public, which will be distributed to the TAC mailing list once a few final edits are made. The group discussed the possibility of adding these flyers as metal signs along fixed routes where people frequently board. Durant mentioned he would coordinate a discussion with MET and city staff. It was also recommended to include additional languages in the educational materials.

5. Update on Commute with Enterprise

Fratzke mentioned that this is still an opportunity to collaborate with Grow Cedar Valley to identify employers who may be interested in participating.

6. National Center for Mobility Management

This item was tabled.

7. General Discussion

In general discussion, Durant asked the group to come prepared to the next meeting to discuss potential "Champions" for projects and initiatives. This will help ensure the successful implementation of these efforts.

There being no further discussion, Durant declared the meeting adjourned at 2:40 PM.

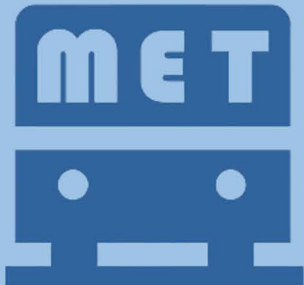
Respectfully submitted,

Kyle Durant
Secretary

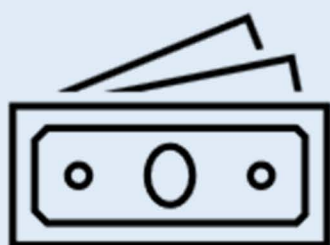
How to Ride with MET Transit



1. Wave Hand



Wave to a MET bus at any street corner on a route—no bus stop needed!



2. Get On

Adult: \$1.50

Seniors/Disabled/Students: \$0.75

Kids under 6 free!



3. Request Stop

Pull the STOP cord one block before your stop. Cross the street safely!

Routes are available on Google Maps!



Bus Hours

Mon-Fri: 5:45 AM to 6:15 PM

Saturday: 7:15 AM to 6:15 PM

Hours vary by route

Live Bus Tracker



Visit www.mettransit.org or call 319-234-5713