

**IOWA NORTHLAND REGIONAL
TRANSIT ADVISORY COMMITTEE**

Wednesday, June 18, 2025

MINUTES

Oriakhi called the meeting of the Iowa Northland Regional Transit Advisory Committee (TAC) to order at 10:04 AM. Introductions by attendees.

Meeting Attendees:

Name	Title	Representing
Alecia Allen	Public Health Planner	Black Hawk County Public Health
Aaron Reinke	Public Health Planner	Black Hawk County Public Health
David Sturch	Manager	MET Transit
Rosalyn Middleton	Board Member	MET Transit
Todd Rickert	Regional Coordinator of Adult Services	County Social Services (Online)
Mindy Benson*	Coordinator	BHC EMA (Online)
Cathy Showalter	Executive Director	Otto Schoitz Foundation
Emily Hanson	CEO/Executive Director	Otto Schoitz Foundation
Megan McKenzie	Executive Director	McElroy Foundation
Melissa Dennings*	Supervisor	Community Services (Online)
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 Hanson, seconded by Reinke, to approve the agenda as presented. Motion carried unanimously.

Next was to review and consider approval of the minutes for the May 21, 2025, meeting. It was moved by Showalter, seconded by Allen, to approve the minutes as presented. Motion carried unanimously.

Next was Discussion Items:

1. MET Transit

Sturch mentioned that the Ridership is strong and doing well, with signs indicating a good response for the summer. Sturch added that the 11th Street reopening has improved accessibility, eliminating detours. Sturch stated that the Summer Route, park-to-park program is a 25-cent fare for children and teens (18 and under), which is funded by donations that will fund approximately 400 rides through the end of August, and has been popular for summer programming. McKenzie asked if there was a communication strategy for the youth-serving programs about the park-to-park summer option. Fratzke suggested using temporary signage options such as sign gypsies or sandwich boards. Sturch responded, describing the current approach, and noted that drivers would be tracking the number of rides provided under the promotion. For long-term signage and accessibility, Sturch mentioned MET Transit is still working on finalizing sign locations and coordinating with the City of Cedar Falls and Waterloo while noting the intent is to have signs on existing infrastructure, like bus stops and benches, incorporating QR codes to improve accessibility and ensuring multilingual communication; Spanish, Marshallese, French to better serve diverse community members.

2. Discuss & review the TAC work session on Draft Section 4 of the FY 2026-2030 Passenger Transportation Plan (PTP)

Oriakhi noted that the draft goals for the 2026–2030 Passenger Transportation Plan have been organized but emphasized the need to balance short- and long-term objectives and assign lead agencies to specific action items. Hanson expressed concern about the lack of multilingual access and inclusion in the plan. Fratzke acknowledged that while some of the goals and strategies may overlap, committee members are encouraged to review the draft and submit any comments or suggested edits. Reinke proposed using a prioritization matrix to help guide the implementation of the goals and offered to assist with this effort during the upcoming TAC work session. The committee agreed that Reinke would take the lead, given his experience in this area. Fratzke asked if the group would be open to holding a work session in place of the July meeting. McKenzie suggested using the Union Block Board Room for the session and offered to provide lunch. The group agreed to hold the work session on Wednesday, July 9, from 11:30 a.m. to 1:30 p.m. at the Union Block Board Room. Fratzke confirmed that the purpose of the session will be to finalize goals, establish priorities, and assign lead agencies for the plan. Attendees were kindly asked to RSVP to assist with lunch planning.

3. New Hire – Transportation Planner II

Oriakhi mentioned that the newly hired Transportation Planner II will be resuming in July. Fratzke added that they hold a master's in urban planning with a focus on transportation Planning, and we are looking forward to them joining the organization.

4. Update on Commute Enterprise

Fratzke stressed the need for the RTC Board to stay committed to the Enterprise vanpool program to encourage employer participation, despite funding challenges. Efforts are underway with Grow Cedar Valley to identify interested employees, and Enterprise recommended using local contributions to incentivize ridership.

5. National Center for Mobility Management (NCMM) Grant.

Fratzke provided an update on the second phase of the grant focused on engaging youth in mobility initiatives, noting challenges such as limited staffing and restricted service hours. Phillips added that, based on their experience with the Boys and Girls Club, one of the primary barriers to recruitment is the short two-hour workday, which makes participation difficult for many young people.

General Discussions

There being no further discussion, the motion was moved by Allen, seconded by Reinke. Motion carried unanimously. Oriakhi declared the meeting adjourned at 11:35 AM.

Respectfully submitted,

Oghogho Oriakhi
Secretary