

IOWA NORTHLAND REGIONAL TRANSIT ADVISORY COMMITTEE

Wednesday, July 9, 2025

MINUTES

Fratzke, Director of Transportation, opened the meeting of the Iowa Northland Regional Transit Advisory Committee (TAC) at 11:32 a.m. Following that, Attendees introduced themselves. Fratzke noted that the meeting would take an informal shape, focusing on the work session, with other agenda items tabled for a later date.

Meeting Attendees:

Name	Title	Representing
Thom Weintraut	Planner III	Cedar Falls
Lisa Sesterhenn	Public Health Planner	Black Hawk County Public Health
Aaron Reinke	Epidemiologist	Black Hawk County Public Health
Alecia Allen	Epidemiologist	Black Hawk County Public Health
Rachel Mayer	Nutrition Health Planner	Black Hawk County Public Health
Heidi Witt	Community Benefit Coordinator	Mercy One
David Sturch	Manager	MET Transit
Rosalyn Middleton	Board Member	MET Transit Board
Norman Coley Jr.	Dean of Students	Hawkeye Community College
Nilvia Reyes Rodriguez	Director of Community Impact & Engagement	Cedar Valley United Way
Erin Tink	Executive Director	Waterloo Community Foundation
Mindy Benson*	Coordinator	BHC EMA (Online)
Cathy Showalter	CEO/Executive Director	Otto Schoitz Foundation
Emily Hanson	Executive Director	BHCGA
Megan Mckenzie	Executive Director	McElroy Foundation
Nick Fratzke	Director of Transportation	INRCOG/OnBoard Public Transit
Sanzida Rahmatu Setu	Transportation Planner II	INRCOG
Oghogho Oriakhi	Transportation Planner I	INRCOG

**Attended Online*

Next was the Work session to discuss & review the Draft Section 4 of the FY 2026-2030 Passenger Transportation Plan (PTP). Fratzke mentioned that the intent of the work session is to focus on realistic and actionable objectives, rather than broad or overly ambitious goals that may not be achievable within the 2026–2030 timeframe due to various constraints. Fratzke stated that the goals/project initiatives had been numbered for easy identification and efficiency. Fratzke introduced Reinke, an Epidemiologist with the Black Hawk County Public Health, who volunteered to facilitate the workshop, seeing they had done similar exercises in the past.

Reinke gave an overview of the exercise with the materials to be utilized, noting that the rubrics for prioritization will be impact versus ease/feasibility/Strategic Implementation. Reinke noted that each quadrant of the chart would capture goals/projective initiatives by their ranking in impact versus ease. Impact increases across the board vertically, while Ease increases horizontally. The committee agreed to adopt the impact versus ease to prioritize high-impact goals with high ease of implementation as high priorities in the chart. Tink suggested the group split into sub-groups of four (4), with a Transportation specialist present in each group to be efficient with time and the entire work session. Four (4) groups were created, and each group was allocated 30 minutes and assigned specific goals and objectives to review. Following that, each group took turns with a representative to speak on the reasons for their review and prioritization criteria for each goal/project initiative reviewed.

Overall, goals numbered 17, 24, & 33 were identified as high impact and high ease of implementation. The goals are Continued Performance Monitoring and KPI (17), Fleet Capacity Audit (24), & Emergency Operations Planning (33).

The group discussed and assigned the lead agencies for these initiatives. However, Showalter inquired about the possibilities of moving the initiatives from other quadrants as a second priority, because high-impact and ease initiatives that were identified were all led by MET Transit and INRCOG, whilst TAC and other lead agencies were mainly involved in marketing initiatives. Oriakhi noted that from the June TAC meeting, the Winter Maintenance Awareness Campaign (2) was agreed upon by the committee to be removed since the local jurisdictions and cities are actively involved in that, the committee agreed, and the initiative was removed.

Fratzke gave brief closing remarks, thanked all who attended the work session for their participation and input. A Calendar invite will be sent out for the August TAC meeting, where the group will revisit and conclude the work session.

The work session ended at 01:31 p.m.

Respectfully submitted,

Oghogho Oriakhi
Secretary

