

**IOWA NORTHLAND REGIONAL
TRANSIT ADVISORY COMMITTEE**

Wednesday, October 22, 2025

MINUTES

Fratzke opened the meeting of the Iowa Northland Regional Transit Advisory Committee (TAC) at 10:01 a.m. Following that, attendees introduced themselves.

Meeting Attendees:

| Name | Title | Representing |
|-------------------------|------------------------------|---------------------------------|
| Thom Weintraut | Planner III | Cedar Falls |
| Aaron Reinke | Epidemiologist | Black Hawk County Public Health |
| Rachel Mayer | Epidemiologist | Black Hawk County Public Health |
| Alecia Allen | Nutrition Health Educator | Black Hawk County Public Health |
| David Sturch | General Manager | MET Transit |
| David Deeds | Airport Board | Waterloo Regional Airport |
| Norman Coley Jr.* | Dean of Students | Hawkeye Community College |
| Mindy Benson* | Coordinator | BHC EMA |
| Nilvia Reyes Rodriguez* | Director of Community Impact | Cedar Valley United Way |
| Erin Tink | Executive Director | Waterloo Community Foundation |
| Megan McKenzie | Executive Director | McElroy Foundation |
| Nick Fratzke | Transportation Director | INRCOG/RTC |
| Sanzida Rahmatu Setu | Transportation Planner II | INRCOG |
| Oghogho Oriakhi | Transportation Planner | INRCOG |

**Attended Online*

Actionable items

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

Next on the agenda was the review and consideration of the minutes from the September 24, 2025, meeting for approval. McKenzie noted an error in the second-to-last paragraph, recommending that “2024” be replaced with “2025.” It was moved by Tink, seconded by Allen, to approve the minutes as amended. The motion carried unanimously.

Next was the Discussion Items

1. Final Discussion on the FY 2026-2030 Passenger Transportation Plan (PTP)

Fratzke provided an update on the FY 2026–2030 Passenger Transportation Plan submitted to the DOT. He noted that the plan required no corrections from the reviewing team. The plan meets all DOT requirements and is considered complete. Fratzke also mentioned the DOT is developing a “best practices” document for future PTP guidance and may request to use sections of the plan as examples. Fratzke commended Oriakhi for leading the project and the Transit Advisory Committee (TAC) for their efforts and collaborative work. Oriakhi mentioned a significant aspect of the DOT’s commendation worthy of mention was the input from TAC, which was evident in the work sessions and minutes attached to the plan.

2. Establish Subcommittees for Implementation of FY 2026–2030 Passenger Transportation Plan (PTP) Project Initiatives.

Oriakhi explained that the session aimed to review prioritized goals and establish subcommittees to guide implementation efforts. Participants were divided into three groups to discuss project initiatives and potential partners.

Reinke summarized that MET Transit and INRCOG are central to all initiatives, with additional collaboration from organizations like Grow Cedar Valley and the Waterloo Center for the Arts.

Sturch provided updates on the “How to Ride” signage and local resolutions. Deeds noted that the micromobility study supports Waterloo Regional Airport’s efforts to reduce car travel as flight traffic increases through enhanced rideshare and transit options, particularly for inbound travelers.

Fratzke suggested inviting experts and local jurisdictions to facilitate a robust conversation on micromobility and its financial perspective. Additionally, involving workforce development and Hawkeye Community College would bring value.

Tink highlighted key focus areas, including Micromobility, additional seasonal routes to points of interest, while emphasizing the importance of improving driver retention by assessing competitive pay strategies in cities of similar size and capacity to ensure fair compensation. Tink also highlighted the need to foster pride among drivers in serving their communities, support Hawkeye Community College’s Regional Transportation Training Center through enhanced testing and training resources, and promote greater job flexibility by offering adaptable driving schedules. Setu highlighted the involvement of UNI and Hawkeye CC to encourage innovation and student ridership.

Finally, Sturch proposed involving the Waterloo Center for the Arts, and Allen agreed, noting that engaging the center would be an effective way to involve youth in community building. He added that displaying their artwork on buses could help young people feel more connected and comfortable using transit while also promoting community awareness.

Fratzke mentioned we would send out the minutes of the meeting and the details of the subcommittee organizations to the group before the next meeting.

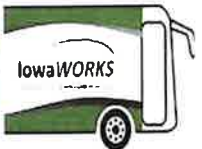
General Discussion

There being no further discussion, Fratzke declared the meeting adjourned at 11:07 a.m.

Respectfully submitted,

Oghogho Oriakhi
Secretary

Promote health and wellness by increasing family-friendly summer activities that encourage kids, youth, and families to engage with parks and recreational facilities



Consider Additional Seasonal Routes to Points of Interest

- What's your take on the feasibility and potential to the region
- What organizations best fit this subcommittee?

After School Programs
B+GCCOYMCA
HeadStart
Conservation
Live the Valley
BHEPH
MET , Hockey rink area

Alecia



Increase awareness and knowledge of transit services, reduce barriers to usage, and encourage ridership by improving accessibility for a diverse population.



Summer Guide for Waterloo Middle & High School Students:
How to Ride with MET Transit

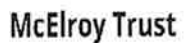
- 1. Flag Down**
Flag down a MET bus anywhere along a route. You do not have to be at a bus stop.
- 2. Board**
Students ride for free! Show your current student ID badge or bus pass upon entering the bus.
- 3. Request Stop**
Flag the stop request signal about one block before your stop. Cross safely.

Students who have bus stops throughout the city pass their bus stop stops prior to the start of the school year or at least 10 business days before the start of the school year. Students who do not have a stop should contact MET at 319-234-5713.

MET Transit Bus Hours
Mon-Fri: 5:45 AM to 6:15 PM
Saturday: 7:15 AM to 6:15 PM

Need help? Routes are available on Google Maps!

Visit mettransit.org or call 319-234-5713 for more information.



Free Ride "Try Transit Out!" Event

- How can local businesses help promote the Try Free Ride event?
- What organizations best fit this subcommittee?

Mutual benefits for Met and the business.

Grow Cedar Valley, Met, See Seasonal rates

Aaron



Enhance first- and last-mile connectivity by promoting alternative and flexible travel modes that support community needs and advance sustainability goals



Micromobility Integration Feasibility Study

- What's your take on the feasibility and potential benefits of micromobility integration?
- What organizations best fit this subcommittee?

Feasible, priority and learn from others that it works well.

INRCOG, BHC, MET, Hawkeye, Cities

Funding

Aaron



Address driver shortages and high turnover by enhancing operational flexibility, and creating clear career growth opportunities.



Driver Workforce Development

- How can we strengthen the region's driver workforce?
- What organizations best fit this subcommittee

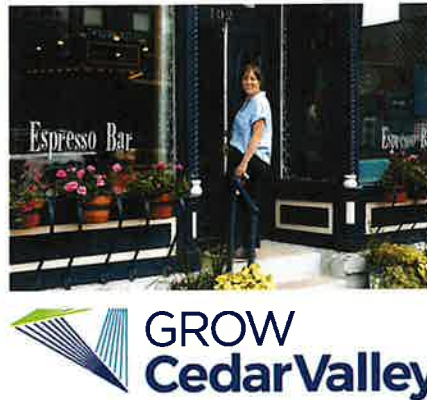
- Partnering with Iowa Works
- High School Career Center

Grove Cedar, MET
Onboard, BHC (Hawkeye)

OS.



Enhance local business visibility and economic support by increasing community engagement and strengthening partnerships throughout the Cedar Valley area.

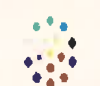


Partner with Local Agencies and Organizations to Create Art and Designs to Place on Buses and Facilities

- Which local agencies or organizations align with this initiative?
- What organizations best fit this subcommittee

Waterloo Youth Art,
Waterloo Center for the
arts, Boy & Girls club
after school programs
MET, On board Public
transit

Rachael



Promote health and wellness by increasing family-friendly summer activities that encourage kids, youth, and families to engage with parks and recreational facilities



Consider Additional Seasonal Routes to Points of Interest

- What's your take on the feasibility and potential to the region
- What organizations best fit this subcommittee?

events
summer -
kids, parks,
library,
sportsplex,
day camps,
croust

is related to micro mobility conversation. needs permission from MET if they are not interested in being the provider.



*Increase awareness and knowledge of transit services,
reduce barriers to usage, and encourage ridership by
improving accessibility for a diverse population.*



Summer Guide for Waterloo
Middle & High School Students:
How to Ride with MET Transit

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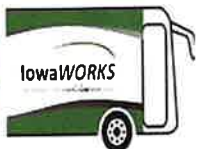
Visit metransit.org or call 319-234-5713 for more information.

Free Ride "Try Transit Out!" Event

- How can local businesses help promote the Try Free Ride event?
- What organizations best fit this subcommittee?

bus system and employers

grow cv after school programs



NORTHEAST IOWA
Area Agency on Aging



WATERLOO
COMMUNITY
FOUNDATION

McElroy Trust



EMPOWERME



NORTHEAST IOWA
FOOD BANK



HELPING THE CEDAR VALLEY PROSPER



Enhance local business visibility and economic support by increasing community engagement and strengthening partnerships throughout the Cedar Valley area.



Partner with Local Agencies and Organizations to Create Art and Designs to Place on Buses and Facilities

- Which local agencies or organizations align with this initiative?
- What organizations best fit this subcommittee

a tracking ridership particularly for young riders. need to improve security approachable and safe

youth art team

WCFA, after school programs

Address driver shortages and high turnover by enhancing operational flexibility, and creating clear career growth opportunities.



Driver Workforce Development

*flexibility
comp & w/ similar
sized cities/systems*

- How can we strengthen the region's driver workforce?
- What organizations best fit this subcommittee

*long-term emp.
benefits
create career path
instilling pride
in public service
cost of program
(norman)
Hawkeye, MET,
INRCOG, IA WORKS*

*BH County Public
Health (experience)
Waterloo Career
Center
workforce development*



Enhance first- and last-mile connectivity by promoting alternative and flexible travel modes that support community needs and advance sustainability goals



Micromobility Integration Feasibility Study

- What's your take on the feasibility and potential benefits of micromobility integration?
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*Wider geographic reach
young people
employment
off hours*

*healthcare,
employers
fundraisers, Go! Transportation*

INRCOG, cities

*will have via present at a TAC meeting.
they have reached out to INRCOG
- doesn't have to be with just MET or
onBoard - maybe Go!*

vehicle + drivers or just software, for ex.

