

**IOWA NORTHLAND REGION  
TRANSIT ADVISORY COMMITTEE  
WEDNESDAY, JANUARY 29, 2020**

**MINUTES**

Durant called the meeting of the Iowa Northland Regional Transit Advisory Committee (TAC) to order at 9:00 a.m.

Meeting Attendees:	Lisa Sesterhenn	Black Hawk County Health Department
	Sheila Baird	Cedar Valley United Way
	Kyle Clabby-Kane	Iowa Works
	Debra Hodges Harmon	Iowa Works
	Todd Rickert	Grundy County Social Services
	Susan Backes	House of Hope
	Mark Little	MET Transit
	Lon Kammeyer	MET Transit Board
	Ben Kvigne	INRCOG/RTC
	Kyle Durant	INRCOG
	Codie Leseman	INRCOG

The first item was to review and consider approval of the minutes for the November 26, 2019 Transit Advisory Committee meeting. It was moved by Hodges Harmon, seconded by Baird to approve the minutes as presented. Motion carried unanimously.

The next item was to review and discuss results of the Passenger Transportation Survey. Durant presented information from the Passenger Transportation Survey Report. The purpose of the survey was to help identify existing transportation services, transportation needs, and opportunities for coordinated services in the Iowa Northland Region. Surveys were sent to assisted living facilities, retirement communities, hospitals, clinics, human service agencies, taxi services, and transit providers in the region. It was decided not to send the survey to daycares and religious organizations, which had been done so in the past. A total of 50 responses were received. Durant briefly went over each survey question and the responses. Common needs and coordination issues identified include the following:

- Transportation services are provided most often Monday through Friday from 7:00 AM to 5:00 PM
- Clients want to use transportation services, but currently cannot during the weekends, mostly from 8:00 AM to 5:00 PM
- Waverly and Grundy Center are the top destination cities outside of the metropolitan area
- The top seven most frequently traveled to destinations are all hospitals/mental health facilities; #3 are University Hospitals and Clinics in Iowa City
- The top two destinations clients would like to travel to, but currently cannot are University Hospitals in Iowa City, and Pathways Behavioral Services in Waterloo
- The Mayo Clinic in Rochester, Minnesota was identified as a current destination and a desired destination
- 81 percent of respondents agree that the demand for transportation services is growing at their agency
- 78 percent of respondents agree that the cost of providing transportation services is becoming increasingly challenging
- 61 percent of respondents agree that their clients' income prevents them from using local transportation services as much as they would like
- 49 percent of respondents agree that the cost of maintaining their vehicles is becoming increasingly challenging
- 38 percent of respondents disagreed that language barriers are a challenge for many of their clients
- Limited transportation service availability weekday nights and on weekends has a negative impact on clients

Next on the agenda was to review the draft 2021-2025 Passenger Transportation Plan (PTP). Durant briefly went over each section of the draft document. Section IV – Priorities and Strategies will be completed using discussion from today's meeting. The draft document is due to the Iowa DOT by February 1, and the final document is due May 1.

The next item was to identify goals and objectives for the 2021-2025 Passenger Transportation Plan. Durant said the goal for the 2015-2019 PTP was to *“Ensure that the public has access to safe, reliable, convenient, and efficient transit systems, placing special emphasis on providing transit service for those that are most dependent on transit.”* The group agreed to carry this goal forward to the 2021-2025 PTP.

Durant presented a list of potential objectives. The group agreed to the following objectives:

- Promote and improve the image of the public transit system
- Build awareness of the existing public transportation system through education and marketing
- Enhance the efficiency of the public transit system
- Improve accessibility and availability of public transit
- Improve fleet conditions and reliability
- Improve transportation to medical appointments
- Coordinate transportation planning and services with other community organizations and workforce development

Next was to identify transportation investment strategies and projects for the 2021-2025 Passenger Transportation Plan, focusing on meaningful priorities and strategies that could meet identified needs and eventually lead to projects. Durant presented a list of potential objectives. Discussion continued about the 2015 Special Outreach Survey to non-English speaking and homeless residents. The group agreed to the following projects and initiatives:

- MET Transit: Preventative Maintenance – Section 5310 Funding
- MET Transit: Route Restructuring
- MET Transit: Ambassador Program (train the trainer)
- MET Transit and RTC: Joint Mobility Coordinator and Marketing position
- MET Transit: Extend weekday service hours and weekend hours
- MET Transit: Transit audits for the metropolitan area
- MET Transit: Hold a free ride event (try us out!)
- RTC: Passenger Transportation Survey for businesses in the region
- RTC: Develop a marketing strategy
- RTC: Increase outreach with partnering groups, agencies, and companies
- RTC: Vanpools to businesses and medical facilities in the region and outside of the region
- Winter maintenance of bus stops in the metropolitan area
- Create a “Day in the Life” video of challenges for persons using public transit
- Improve accommodations at bus stops in the metropolitan area
- Develop a marketing plan/strategy of existing services for the TAC
- Conduct a follow-up Special Outreach Survey for non-English speaking and homeless residents

Durant said he would email the goal, objectives, and projects and initiatives to the group. Suggested changes or additions should be submitted by February 12, 2020. Comments on the draft 2021-2025 Passenger Transportation Plan should be submitted by February 28, 2020.

There being no further business, the meeting was adjourned at 10:55 a.m.

Respectfully submitted,

Codie Leseman  
Acting Secretary