

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

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

**WEDNESDAY, July 15, 2026, 10:00 AM**

**AGENDA**

**A. Introduction**

**B. Actionable Items**

1. Approval of the agenda.
2. Review and consider approval of the minutes for the April 15, 2026, meeting.

**C. Discussion Items**

1. NADO National Award - INRCOG received the 2026 Excellence in Regional Transportation Award for its FY 2026–2030 Passenger Transportation Plan (PTP) - [Link](#)
2. FY 2026-2030 Passengers Transportation Plan (PTP) Priorities and Strategies Update [PTP](#)
  - a. [How to Ride Signage](#) – AARP Grant
  - b. Micromobility Integration – Task force update [Link](#)
  - c. Continuing to Explore Efficiencies in Transit Routes
  - d. Free Ride “Try Transit Out!” Event
3. Onboard Public Transit Rate Increase
4. 2055 MPO Long Range Transportation Plan (LRTP) Update
  - a. Group Discussion on Regional Transportation (LRTP)
5. General discussion.

**D. Adjournment**

Online Attendance: [Microsoft Teams Meeting](#)

Meeting ID: 277 206 354 897 816

Passcode: kX6u4k3d

**[www.bhcmpo.org/transit-planning/](http://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

Wednesday, April 15, 2026,

### MINUTES

- A. Setu 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                    |
|----------------------|---------------------------|---------------------------------|
| Aaron Reinke         | Epidemiologist            | Black Hawk County Public Health |
| Rachel Mayer         | Epidemiologist            | Black Hawk County Public Health |
| Lisa Sesterhenn      | Public Health Planner     | Black Hawk County Public Health |
| Alecia Allen         | Nutrition Health Educator | Black Hawk County Public Health |
| David Sturch         | General Manager           | MET Transit                     |
| Erin Tink            | Executive Director        | Waterloo Community Foundation   |
| Norman Coley Jr.*    | Dean of Students          | Hawkeye Community College       |
| Martin Wissenberg*   | Executive Director        | Rider's Club of America         |
| Nick Fratzke         | Transportation Director   | INRCOG/RTC                      |
| Sanzida Rahmatu Setu | Transportation Planner II | INRCOG                          |
| Oghogho Oriakhi      | Transportation Planner    | INRCOG                          |

*\*Attended Online*

#### B. Actionable items

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

Next on the agenda was the review and approval of the minutes from the January 21, 2026, meeting. It was moved by Sturch, seconded by Allen, to approve the minutes as amended. The motion carried unanimously.

#### C. Discussion Items

##### 1. Microtransit Solutions progress

Fratzke and Sturch discussed ongoing coordination with VIA to explore a microtransit pilot program for the Waterloo - Cedar Falls metro area. VIA has proposed an initial structure of three zones, one in Cedar Falls and two in Waterloo including Evansdale and Elk Run. These zones are still being refined based on transit data. The service would operate within defined zones only, emphasizing first-mile/last-mile connections and coverage of underserved areas without competing with existing fixed-route transit; trips across zones would require transfers. The concept is for a two to three-year pilot program to evaluate effectiveness. Funding strategies include pursuing state and federal support, with the understanding that ridership and mileage data could increase future transit funding. The group also discussed potential service hours, including expanded hours, Sunday service, and accommodation for shift workers. The steering committee will continue refining plans and provide updates to the TAC members.

### **Rider's Club of America**

Wissenberg from Riders Club in Cedar Rapids presented their nonprofit transportation model, which provides low cost, volunteer driven rides for seniors and individuals who no longer drive. The program has been operating for 17 years and serves about 250 families with 50 volunteer drivers, offering 24/7 coverage within a defined service area. The service is designed to complement existing transportation options, and it requires advance booking by noon the prior business day. Wissenberg views Waterloo as a potential location lacking a similar service and expressed interest in exploring expansion in the metro area.

### **2. Free Ride "Try Transit Out!" Event – [FY 2026-2030 Passenger Transportation Plan](#)**

Setu discussed implementing summer free rides "Try Transit Out" campaign which is one of the strategies prioritized in the 2026 - 2030 Passenger Transportation Plan (PTP). Setu emphasized the need to establish an initial plan, track data for future grant applications, and evaluate real world effectiveness. The group discussed marketing and outreach ideas including partnerships with schools and community organizations, leveraging summer programs (e.g., library, camps, youth centers), and creating short, student-led videos demonstrating how to use transit. INRCOG team with MET will continue exploring opportunities for outreaching activities and planning this event.

### **3. General Discussion**

Oriakhi and Sturch discussed the status of an AARP grant application submitted in early March, requesting about \$10,000 to fund ADA compliant wayfinding signs for transit shelters and benches. The project is currently under review, with a decision expected in May or June, and installation targeted for completion by the end of the year. Both Cedar Falls and Waterloo have already agreed to participate and have agreements in place. Regardless of the outcome of the funding decision, the signs are expected to be placed along the streets.

There being no further discussion, Setu called for a motion to adjourn. Reinke moved the motion, seconded by Allen. Motion carried unanimously. The meeting was adjourned at 11:15 a.m.

Sincerely

Sanzida Rahman Setu  
MPO Staff