CEDAR VALLEY
CEDAR FALLS • WATERLOO

MICROTRANSIT

Mobility. Access. Community.

Data-Driven Insights for
Smarter Local Mobility



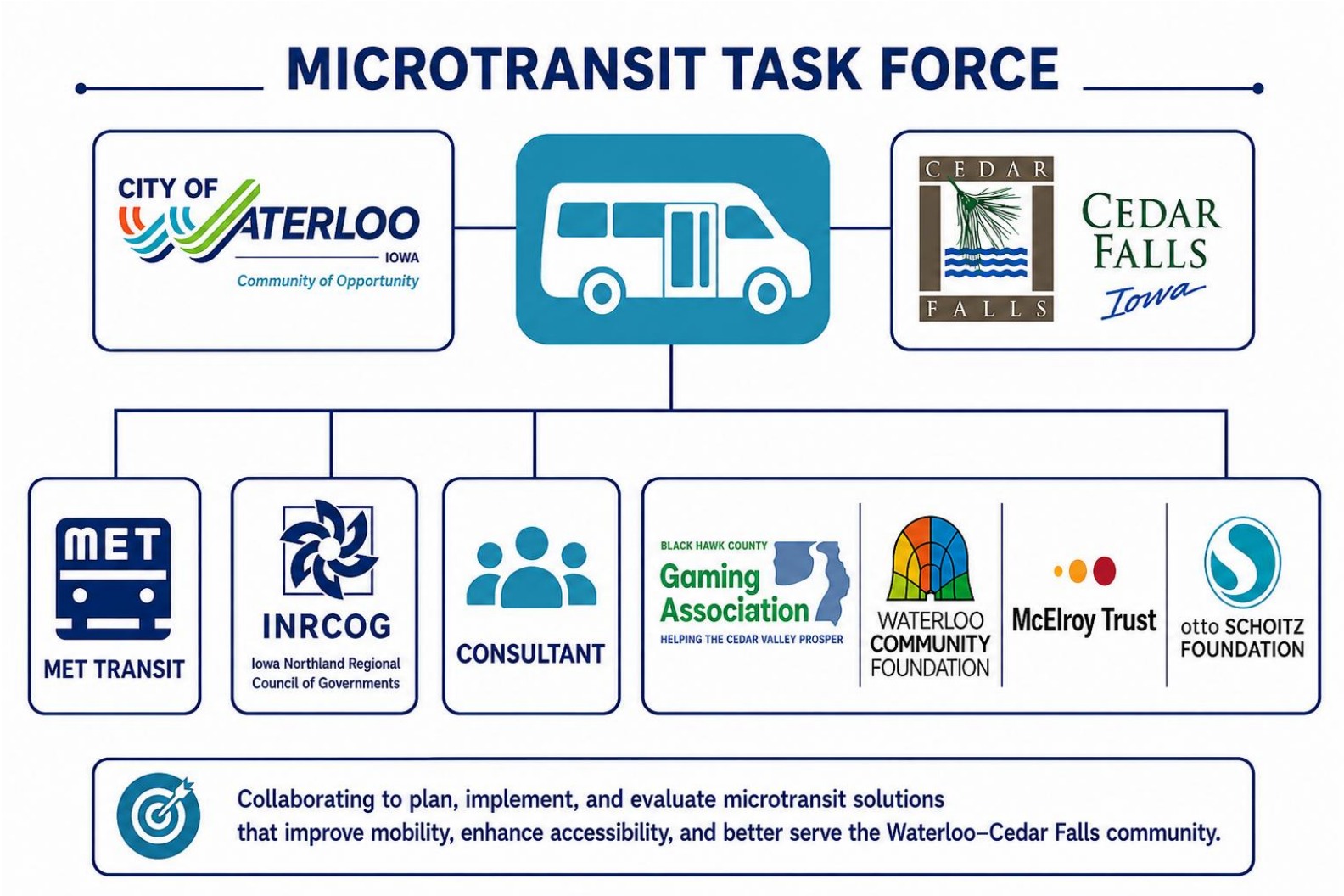
FIRST MILE
LAST MILE

ACCESSIBLE
FOR ALL

ACCESS TO
EMPLOYMENT

CONNECTED
COMMUNITIES

SUSTAINABLE
MOBILITY



Connecting People. Improving Access. Expanding Mobility.

GOALS

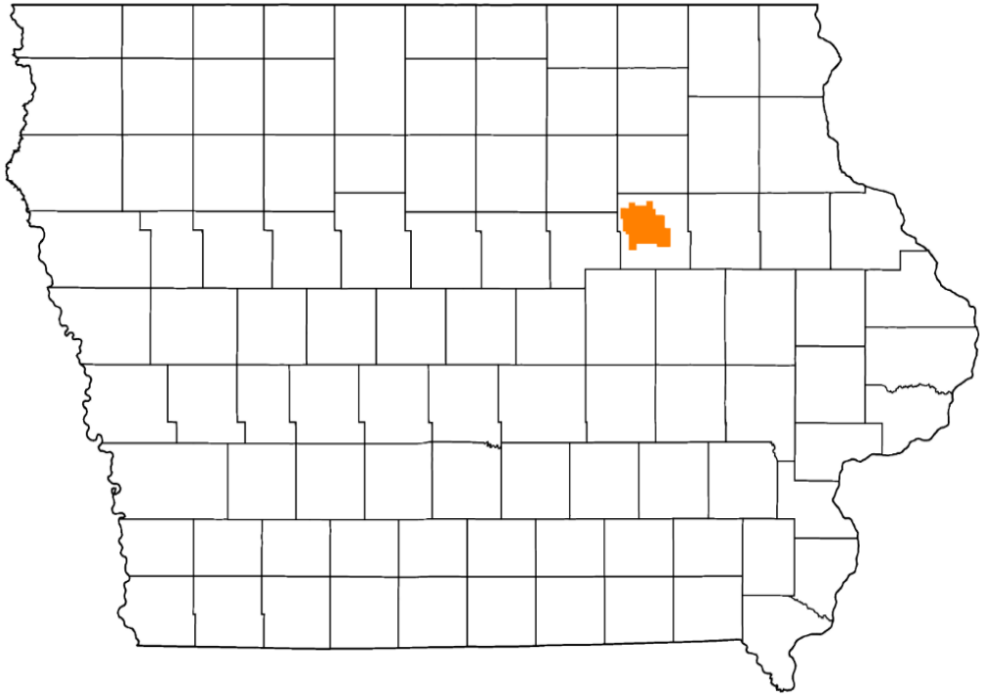
1. Improve first/last-mile connections
2. Increase access to employment
3. Serve low-density neighborhoods
4. Reduce transportation barriers
5. Improve mobility for seniors and people with disabilities
6. Complement fixed routes

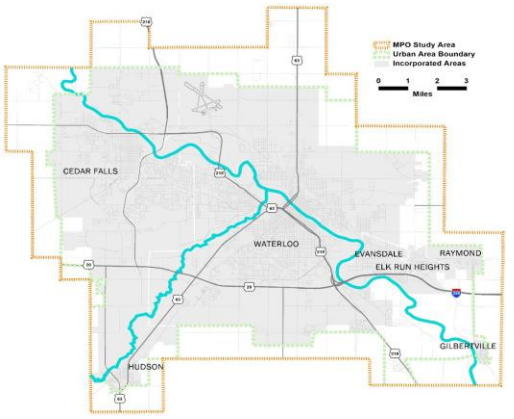
DEMOGRAPHIC ANAYLSIS

Black Hawk County MPO Demographics

The Black Hawk County MPO covers the contiguous urbanized area in central Black Hawk County, including the cities of Cedar Falls, Elk Run Heights, Evansdale, Hudson, Raymond, and Waterloo. It has two planning boundaries: the **urban area boundary**, which encompasses all census-defined urbanized areas and determines whether roadways are classified as urban or rural for federal functional classification, and the **study area boundary**, which extends beyond the current urbanized area to account for anticipated growth over at least the next 20 years. The study area also includes the City of Gilbertville and portions of unincorporated Black Hawk County

Map 1.1: Location of the Black Hawk County MPO





BLACK HAWK COUNTY MPO

1 COUNTY
Black Hawk County

7 CITIES
Cedar Falls
Elk Run Heights
Evansdale
Gilbertville
Hudson
Raymond
Waterloo

2 TRANSPORTATION SERVICES
Metropolitan Transit Authority
Waterloo Regional Airport

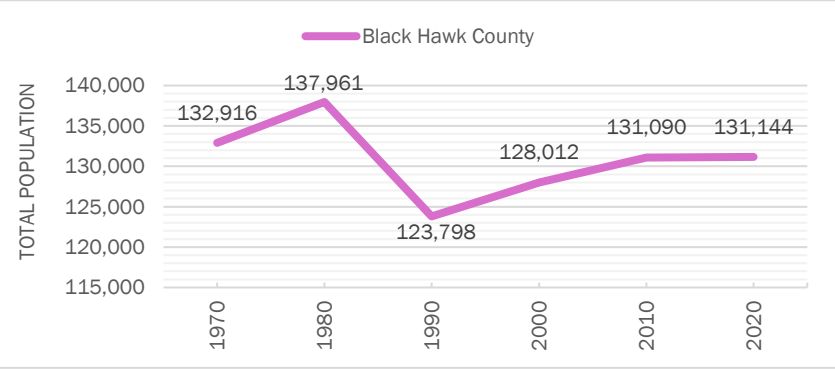
POPULATION

Black Hawk County MPO has experienced a significant population decline following the economic recession of the 1980s, when downturns in the manufacturing and agricultural sectors led to job losses and outmigration. Since then, the county has experienced gradual population recovery, although growth has remained relatively modest and has stabilized in recent decades.

Table 1.0 Population U.S. Decennial Census Total

Black Hawk County MPO	
Waterloo	67,314
Cedar Falls	40,713
Evansdale	4,561
Hudson	2,546
Elk Run Heights	1,069
Raymond	759
Gilbertville	794
Unincorp.	3,749
MPO Total	**121,414**

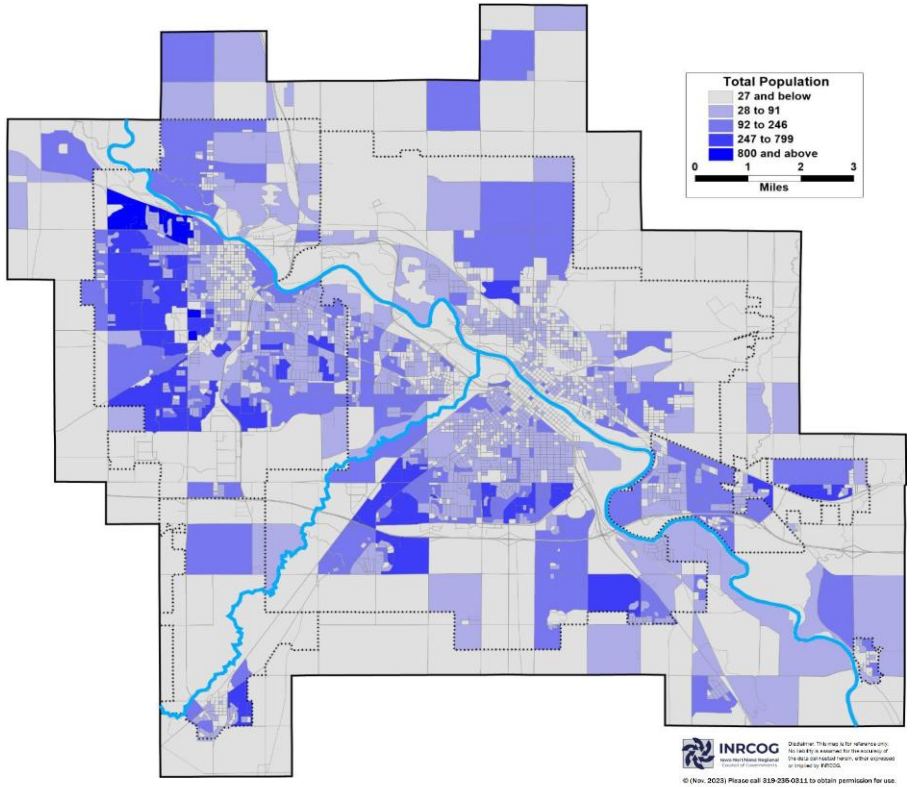
Figure 1.1 Black Hawk County Historical Population



Source: U.S. Decennial Census, 1960 to 2020

Map 1.1: Total Population by Census Block

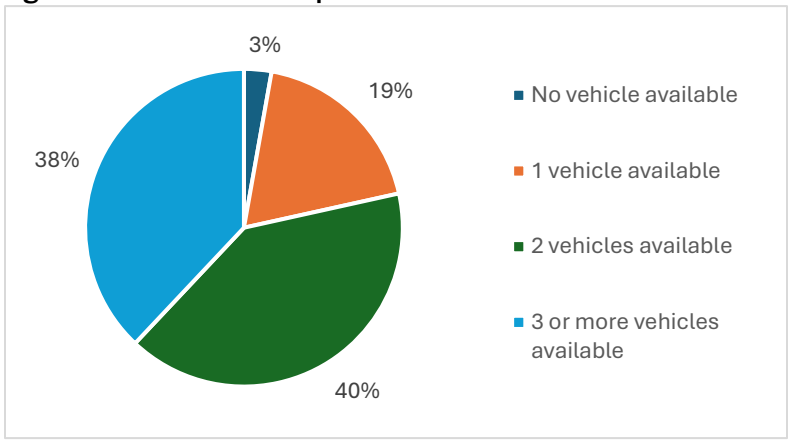
Source: U.S. Census Bureau, Decennial Census, 2020

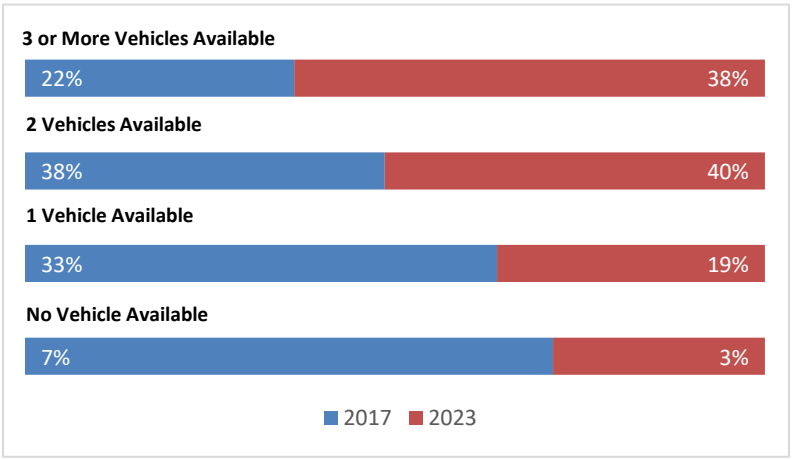


Vehicles per Household

Figure 1.2 illustrates the distribution of vehicle availability among households in the region based on the 2023 American Community Survey (ACS) 5-Year Estimates. Approximately 78% of households own two or more vehicles, with 40% owning two vehicles and 38% owning three or more, indicating a strong reliance on personal automobiles. In contrast, 22% of households have one or no available vehicle**,** making them more likely to depend on public transit, walking, bicycling, ridesharing, or carpooling to access employment, education, healthcare, and other essential services.

Figure 1.2: Vehicles Occupied Per Household for Black Hawk County

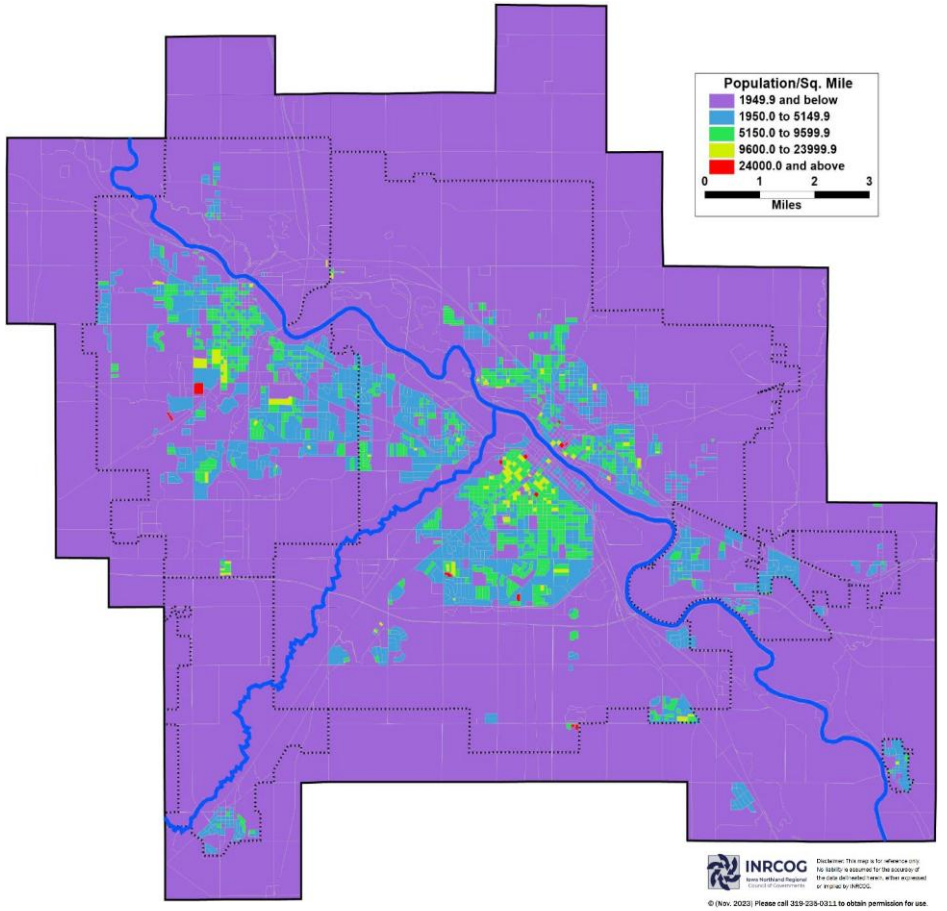




Source: U.S. Census Bureau, American Community Survey 5-year Estimates, 2017 vs 2023

Map 1.2: Population Per Square Mile by Census Block

Source: U.S. Census Bureau, Decennial Census, 2020



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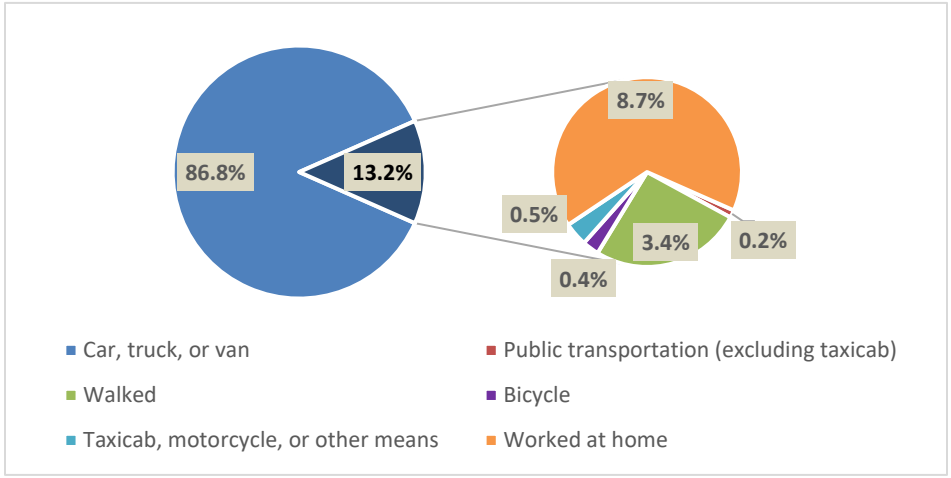
MODE OF TRANSPORTATION TO WORK

The Iowa Northland Region remains an auto-oriented community. About 87 % of residents utilize an automobile for travel to work (Figure 1.3). Walking, taxicab, or bicycling are the next highest modes of transportation at about 4 % combined. Public transportation makes up a small % of all commuting trips.
The number of people working from home is on the rise, not dissimilar to the rest of the nation. In 2021, 6.7% of people worked from home, an increase of 4.2 percent since 2010.

Figure 1.3: Mode of Transportation to Work

Source: U.S. Census Bureau, American Community Survey 5-year Estimates, 2023





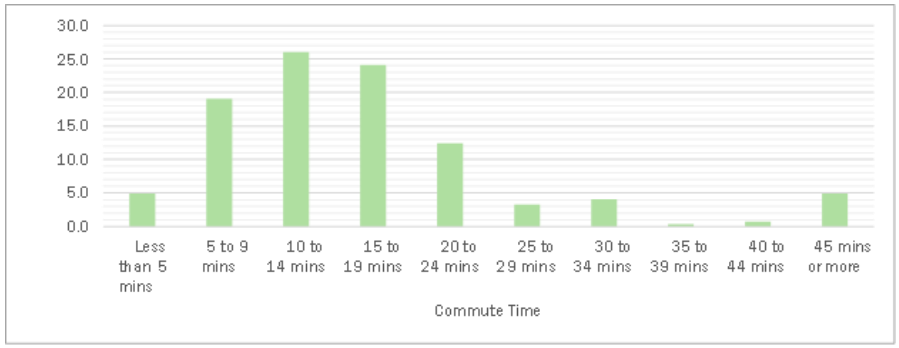
COMMUTE TO WORK

Like other smaller metropolitan areas, most work trips are short in time; 90 percent of workers in Black Hawk County have travel times less than 30 minutes. For comparison, 83 percent of workers in Linn County have travel times of less than 30 minutes.



Figure 1.4: Commute Time to Work

Source: U.S. Census Bureau, American Community Survey 5-year Estimates, 2023



Average Housing and Transportation Costs

Traditional measures of housing affordability do not consider transportation costs. According to the Center for Neighborhood Technology, a household's second-largest expenditure is typically transportation costs. Compact and dynamic neighborhoods with walkable streets and high access to jobs, transit, and a wide variety of businesses can be more efficient, affordable, and sustainable. Figure 1.5 illustrates the average housing and transportation costs as a percentage of household income.



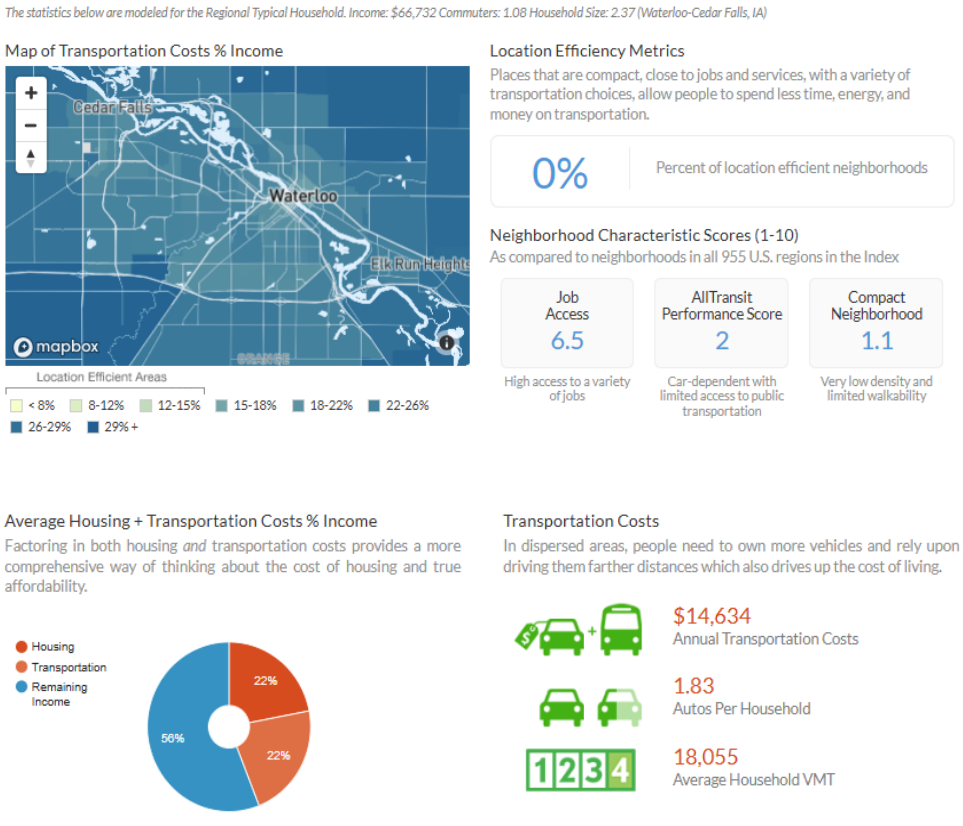
Table 1.2: Selected Housing Characteristics for Black Hawk County

Sources: U.S. Census Bureau, American Community Survey 5-year Estimates, 2021

	Black Hawk County	Margin of Error
Housing Occupancy		
Homeowner vacancy rate	1.4	±0.5
Rental vacancy rate	5.2	±1.5
Housing Tenure		
Owner-occupied housing units	66.3%	±2.5
Renter-occupied housing units	33.7%	±2.5
Year Structure Built		
2000 or later	14.4%	±1.6
1960 to 1999	44.1%	±3.5
1959 or earlier	41.5%	±2.7

Figure 1.5: Housing and Transportation Fact Sheet, Black Hawk County

Source: Center for Neighborhood Technology, Housing and Transportation Facts Sheet



Population Projections

The MPO growth rate was estimated using 1990–2020 U.S. Census Bureau Decennial Census data and linear population projections, supplemented by GIS analysis to estimate the unincorporated MPO population, which totaled approximately 3,749 residents in 2020.

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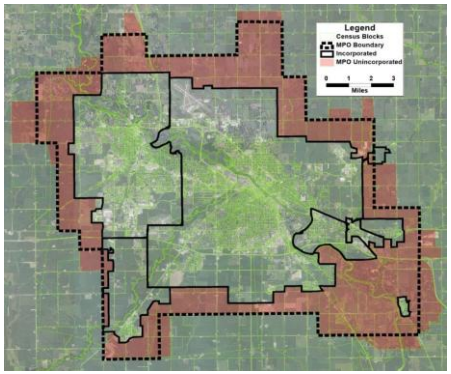
Table 1.3: Population Projection

		1990	2000	2010	2017 (Base)	2020	2030	2040	2050	2017-2050
1990-2020 Linear	Waterloo	66,814	67,781	68,406	67,642	67,314	68,110	68,323	68,535	893
	Cedar Falls	33,894	35,020	39,260	40,277	40,713	43,396	45,866	48,336	8,059
	Evansdale	4,685	4,606	4,751	4,618	4,561	4,594	4,571	4,549	-69
	Hudson	2,013	2,065	2,282	2,467	2,546	2,681	2,862	3,044	577
	Elk Run Heights	1,087	1,070	1,117	1,083	1,069	1,084	1,083	1,083	0
	Raymond	615	576	788	768	759	846	910	974	206
	Gilbertville	749	758	712	769	794	776	784	793	24
	Unincorp.	3,943	3,972	3,884	3,790	3,749	3,617	3,489	3,366	-424
	MPO Total	113,800	115,876	121,200	121,414	121,505	125,102	127,889	130,680	9,266



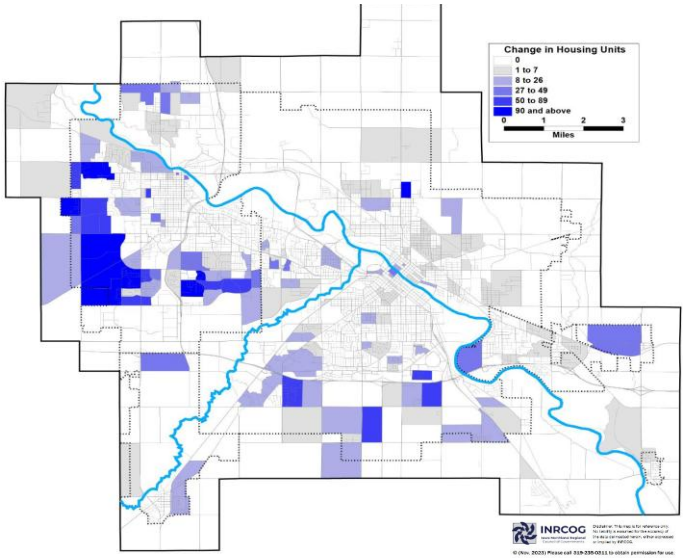
Travel Demand Modeling (TDM)

The Travel Demand Model (TDM) uses housing data to estimate trip generation in residential areas. Black Hawk County parcel data identified an estimated 52,710 housing units in the 2017 base year. Future housing units were projected by dividing each jurisdiction's 2050 population projection by its average 2017 household size, resulting in an estimated increase of 3,718 housing units by 2050.

Table 1.4: Housing Unit Control Totals

	2017 Population	2017 Housing Units	Average Household Size	2050 Population	2050 Housing Units	Housing Units 2017-2050
Waterloo	67,642	30,963	2.1846	68,535	31,372	409
Cedar Falls	40,277	15,989	2.5191	48,336	19,188	3,199
Evansdale	4,618	2,050	2.2531	4,549	2,019	-31
Hudson	2,467	953	2.5884	3,044	1,176	223
Elk Run Heights	1,083	464	2.3341	1,083	464	0
Raymond	768	326	2.3527	974	414	88
Gilbertville	769	349	2.2028	793	360	11
Unincorp.	3,790	1,616	2.3456	3,366	1,435	-181
MPO Total	121,414	52,710		130,680	56,428	3,718

Map 1.3: Projected Change in Housing Units, 2017 to 2050, by TAZ
Source: Black Hawk County MPO 2050 Travel Demand Model



MAJOR EMPLOYERS

Table 1.5 lists the major employers in the metropolitan area. Of these top employers, manufacturing, education, and health care are the top three industries by number of employees

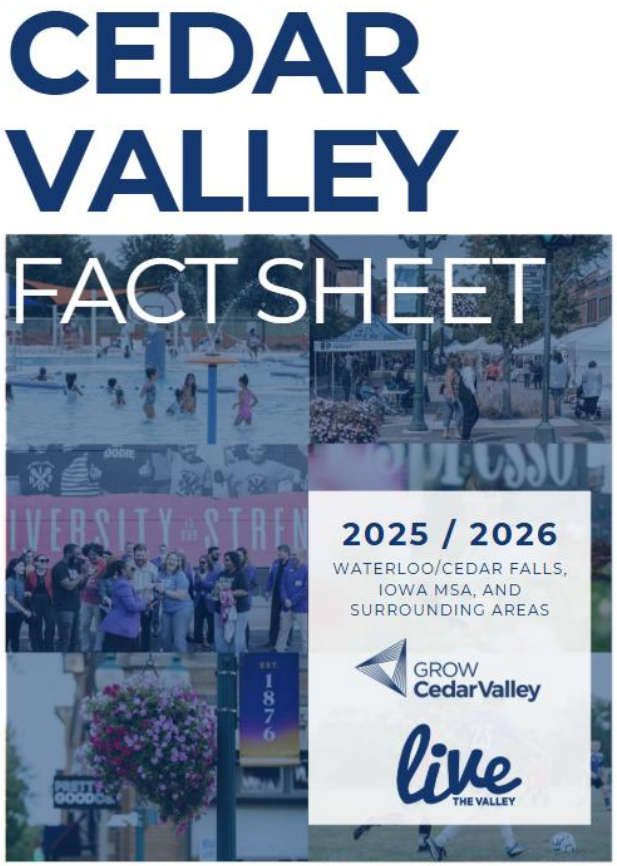


Table 1.5: Top Major Employers

Source: Grow Cedar Valley, 2025/2026 Cedar Valley Fact Sheet
https://issuu.com/growcedarvalley/docs/25_26_cedar_valley_fact_sheet?fr=sOGQ1NzkwNjk4NTc

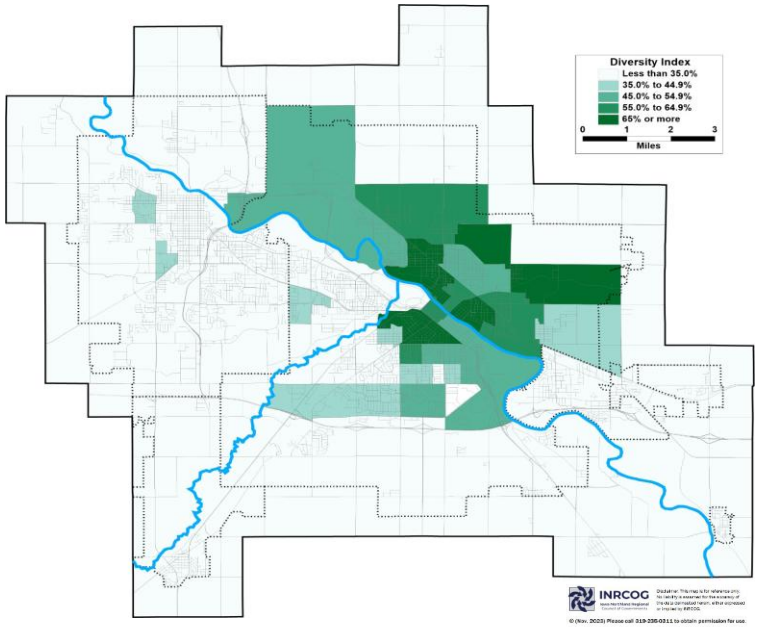
Company	Industry	Approx. Employees
John Deere	Agricultural & Construction Equipment Manufacturing	4,300
UnityPoint Health	Healthcare	3,805
Tyson Foods	Food Processing & Meat Production	2,969
Mercy One	Healthcare	2,392
Waterloo Community Schools	Public Education	1,750
University of Northern Iowa (UNI)	Higher Education	1,560
Target Distribution Center	Retail & Distribution	1,400
CF Community Schools	Public Education	1,391
Masterbrand Cabinets	Manufacturing (Cabinetry)	1,118
VGM Group	Healthcare Services	1,000
Hy-Vee	Grocery Retail	981
Western Home Communities	Senior Living & Healthcare	924
Hawkeye Community College	Higher Education	724
City of Waterloo	Local Government	711
Veridian Credit Union	Financial Services	702
Martin Bros. Distributing	Food Distribution	660
City of Cedar Falls	Local Government	556
Wartburg College	Higher Education	538
Central Rivers AEA	Educational Services	502
TruStage Financial Group	Insurance & Financial Services	456
Cedar Valley Medical Specialists	Healthcare	440
Black Hawk County	County Government	400
Viking Pump	Manufacturing (Industrial Pumps)	375
Isle Casino Hotel Waterloo	Hospitality & Gaming	308
CBE Companies	Outsourcing / Customer Support	300
TrinityRail	Railcar Manufacturing & Services	255
Conagra Brands	Food Manufacturing	246
Lincoln Savings Bank	Banking & Financial Services	235

Ethnic Diversity Index

According to the U.S. Census Bureau, the overall racial and ethnic diversity of the country has increased since 2010. The U.S. Census Bureau uses a Diversity Index (DI) to measure the probability that two people chosen at random will be from different racial and ethnic groups. The DI is bounded between 0% and 100%. A value closer to 100% indicates that much of the population has different racial and ethnic characteristics. Map 1.4 shows the DI for the metropolitan area by Census block group. For comparison, Iowa and Black Hawk County have DI of 30.8% and 39.0%, respectively. Black Hawk County has the ninth highest Diversity Index in the state. https://www.census.gov/library/visualizations/interactive/racial-and-ethnic-diversity-in-the-united-states-2010-and-2020-census.html

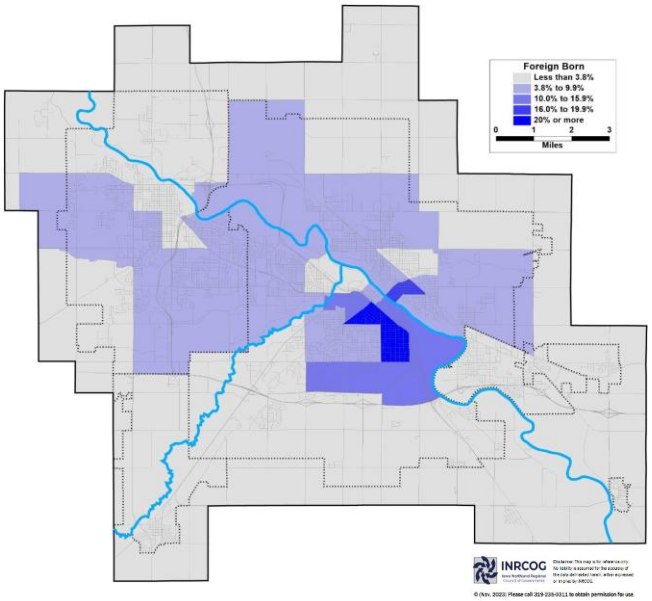
Map 1.4: Ethnic Diversity Index by Census Block Group

Source: U.S. Census Bureau. Decennial Census. 2020



Map 1.5: Foreign Born Population by Census Tract

Source: U.S. Census Bureau, American Community Survey 5-year Estimates, 2021





Persons with Disabilities

To capture a variety of characteristics that encompass the definition of disability, the U.S. Census Bureau American Community Survey identifies serious difficulty with four basic areas of functioning – hearing, vision, cognition, and ambulation (movement); difficulty bathing and dressing; and difficulty performing errands such as shopping. Approximately 13.6% of the total civilian noninstitutionalized population within Black Hawk County has at least one disability. Map 2.9 shows the percentage of the population with disabilities by Census tract.

Figure 1.6: Total Population Estimate with Disability

Source: U.S. Census Bureau, 2023 American Community Survey 5-year Estimates

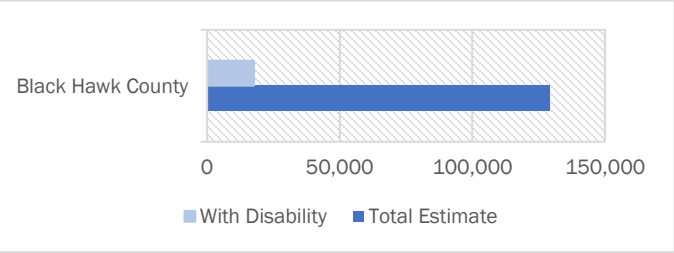
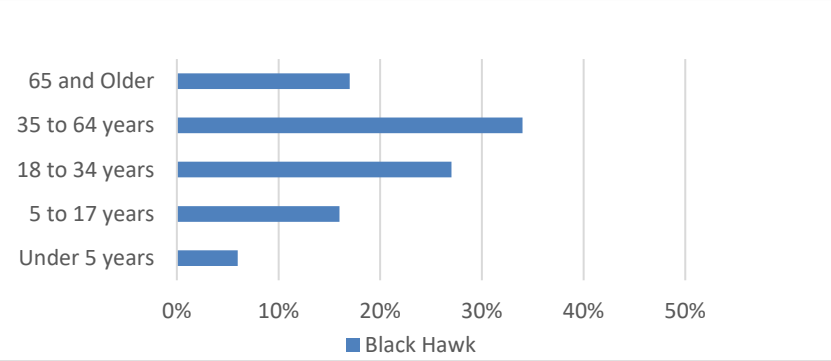


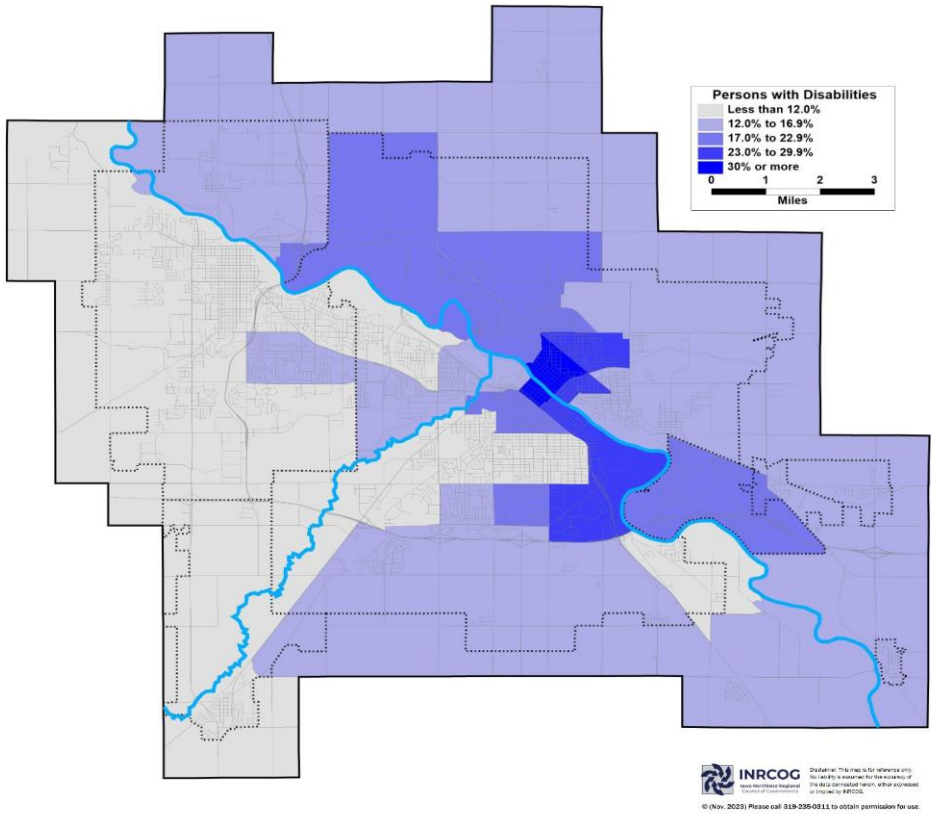
Figure 1.7: Total Population Estimate of Disability by Age

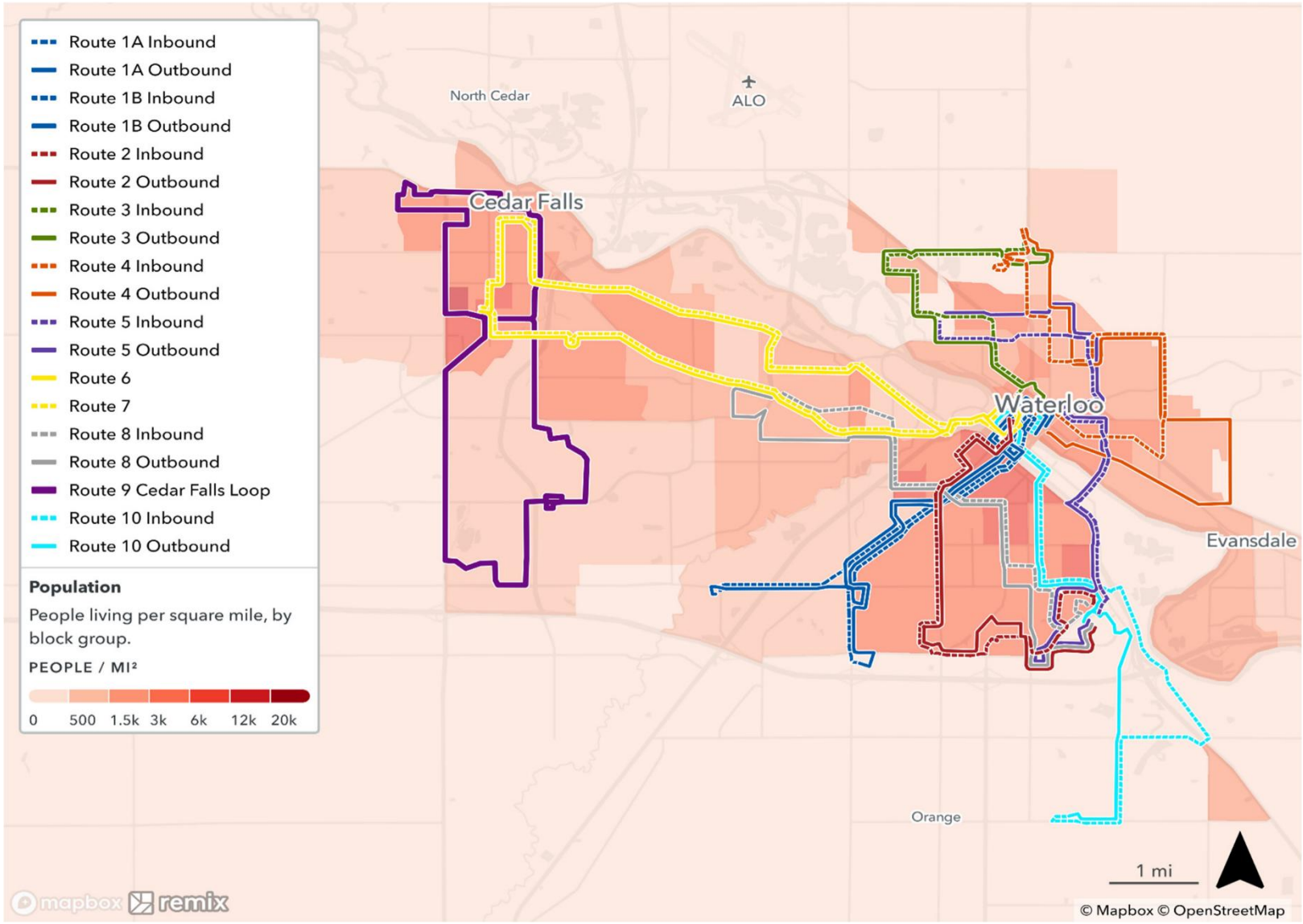
Source: U.S. Census Bureau, 2023 American Community Survey 5-year Estimates



Map 1.5: Persons with Disabilities

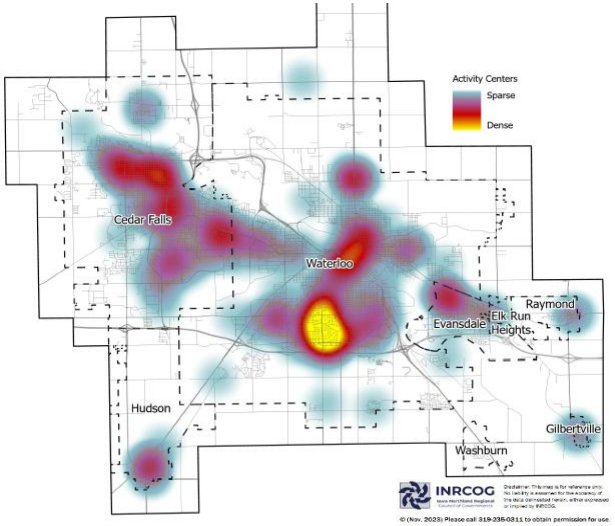
Source: U.S. Census Bureau, American Community Survey 5-year Estimates, 2021




Route 1A Inbound
Route 1A Outbound
Route 1B Inbound
Route 1B Outbound
Route 2 Inbound
Route 2 Outbound
Route 3 Inbound
Route 3 Outbound
Route 4 Inbound
Route 4 Outbound
Route 5 Inbound
Route 5 Outbound
Route 6
Route 7
Route 8 Inbound
Route 8 Outbound
Route 9 Cedar Falls Loop
Route 10 Inbound
Route 10 Outbound
Population
People living per square mile, by block group.
PEOPLE / MI²
0 500 1.5k 3k 6k 12k 20k
North Cedar
ALO
Cedar Falls
Waterloo
Evansdale
Orange
1 mi
mapbox remix
© Mapbox © OpenStreetMap

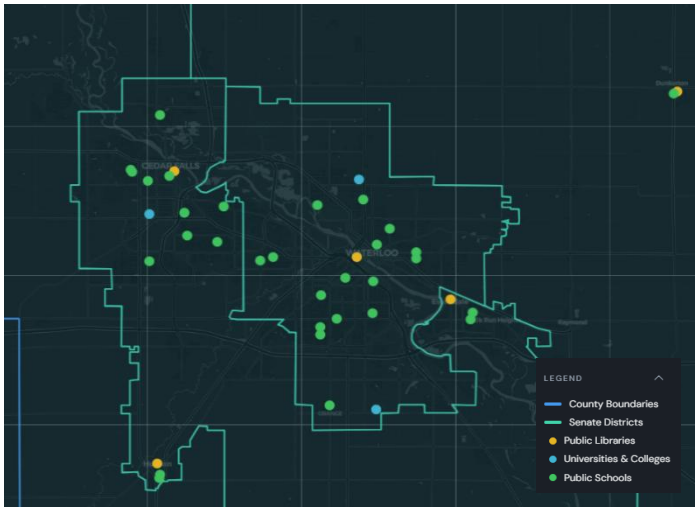
EMPLOYMENT AND ACTIVITY CENTERS

Map 1.6: Heat Map of Activity Centers



Map 1.7 Universities, Colleges, Public Libraries & Schools

https://iowa-map.libraryleverage.com/

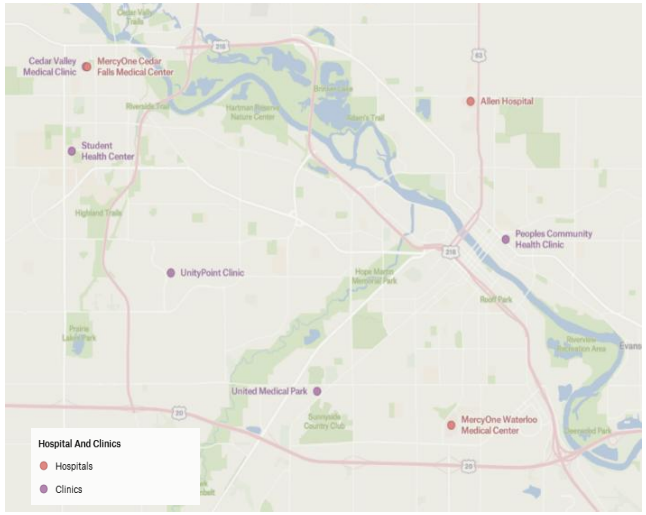


Map 1.8 Senior Assisted Living



Map 1.9 Hospitals and Clinics

https://felt.com/map/Hospitals-and-Clinics-uaEHvnaxR6SLChLvkRz4HB?loc=42.49889,-92.38192,12.86z



EXISTING SERVICE INVENTORY

Service Inventory

The MPO is served by both public and private transportation providers, which include MET Transit, ridesharing, private taxi operators, etc. The following section provides a summary of the region's transportation providers.

METROPOLITAN TRANSIT AUTHOORITY

MET Transit is the designated public transit provider for Waterloo and Cedar Falls under a 28E agreement. The system operates 10 fixed routes serving Waterloo, Cedar Falls, and Evansdale, along with ADA-compliant paratransit service within ¾ mile of fixed-route service. A recent route restructuring converted several Waterloo routes into a more efficient bidirectional, corridor-based network, while Cedar Falls routes remain unchanged. Table 2.2 summarizes each route's operations and FY 2024 ridership.



MET Transit's Central Transfer Facility Downtown Waterloo

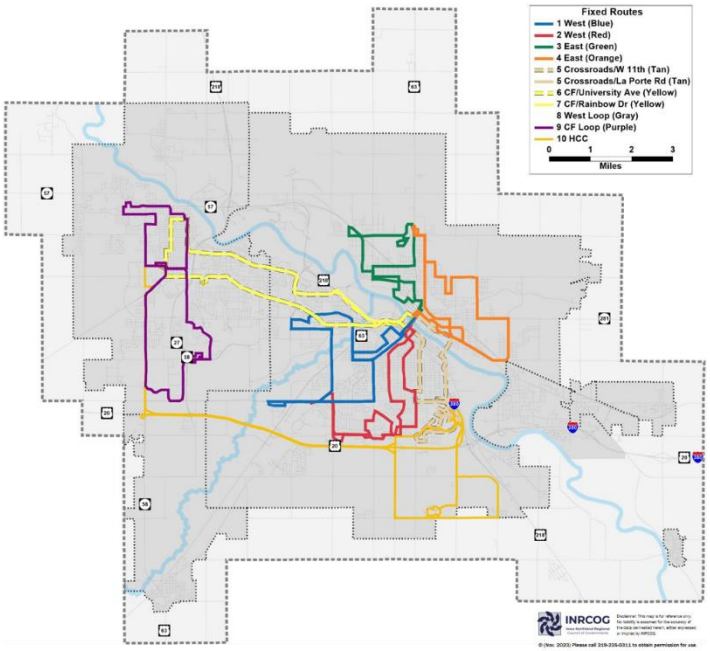
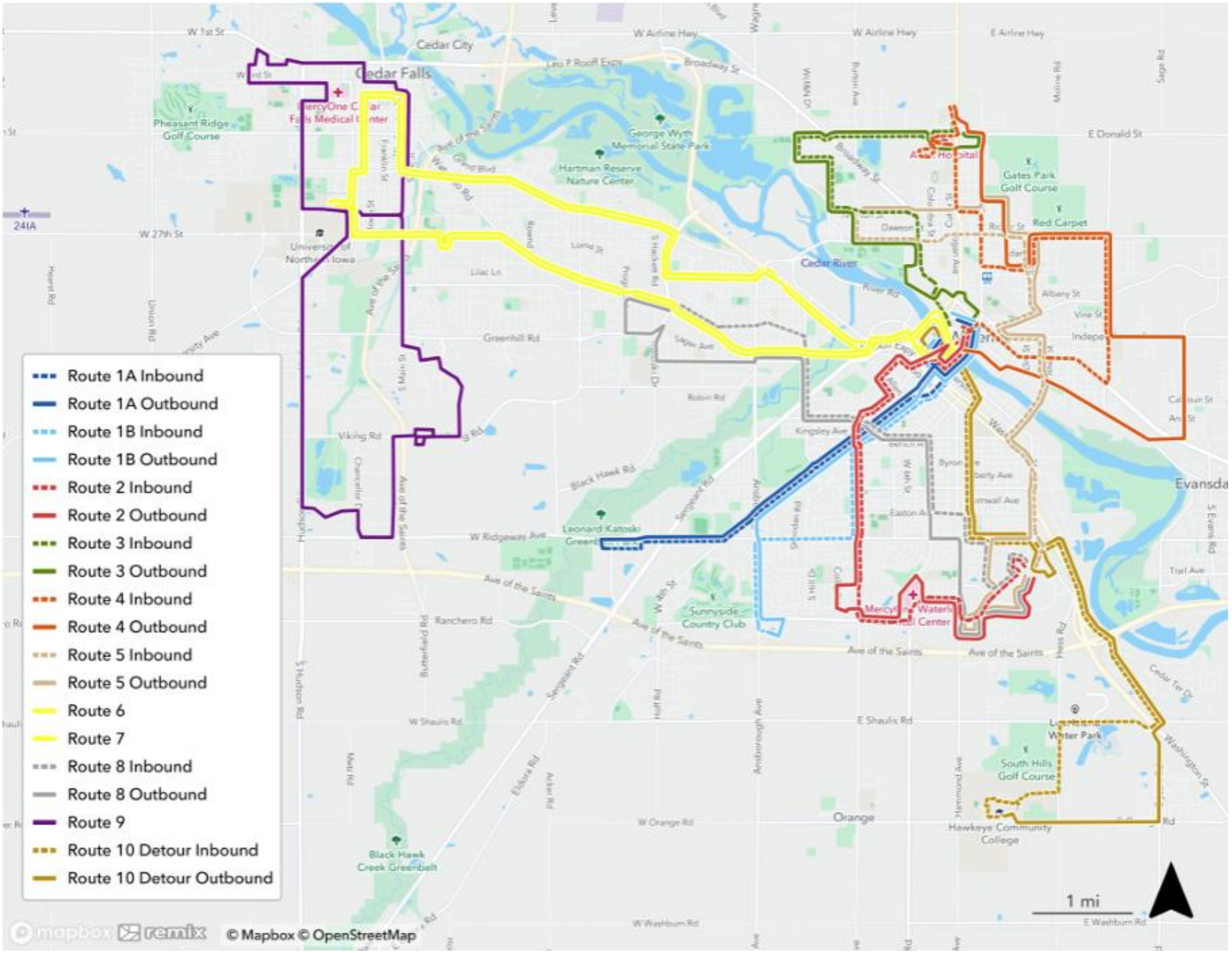


Table 2.1 MET Fixed Route Ridership

Route	Annual Operations	Daily Operations	2024 Avg. Annual Rides
1 West (Blue)	All year	All day	19918
2 West (Red)	All year	All day	27276
3 East (Green)	All year	All day	21880
4 East (Orange)	All year	All day	20735
5 Crossroads/W 11th (Tan)	All year	All day	48000
6 CF/University Ave (Yellow)	All year	All day	12809
7 CF/Rainbow Dr (Yellow)	All year	All day	28985
8 Loop (Grey)	All year	All day	
9 CF Loop (Purple)	All year	All day	9668
10 HCC (Gold)	Reduced summer service	No mid-day service	1726



MET Paratransit



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Restructured Routes September 2024

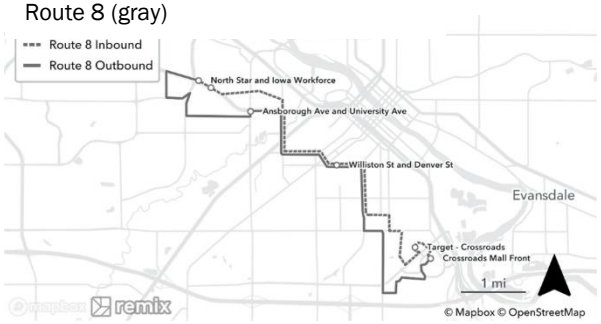
Route 1 (Blue)



Route 4 (Orange)



Route 8 (gray)



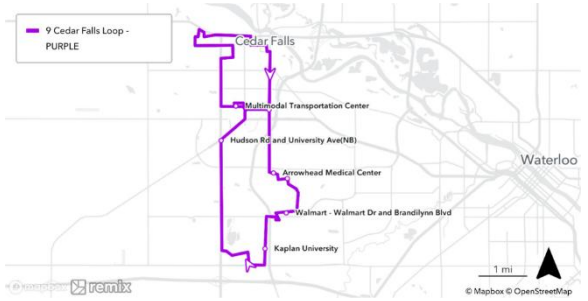
Route 2 (Red)



Route 5 (Tan)



Route 9 (Purple)



Route 3 (Green)



Route 6 & 7 (Yellow)



Route 10 (Aqua)



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Table 2.2 highlights key demographic characteristics and transit needs along MET Transit's fixed routes. Route 6 serves the largest population (17,200 residents) and the highest concentration of employment (9,900 jobs), underscoring its importance in connecting residents to major employment centers. Meanwhile, Route 7 has the highest poverty rate (27%), indicating a greater reliance on affordable public transportation and emphasizing its critical role in serving low-income communities.

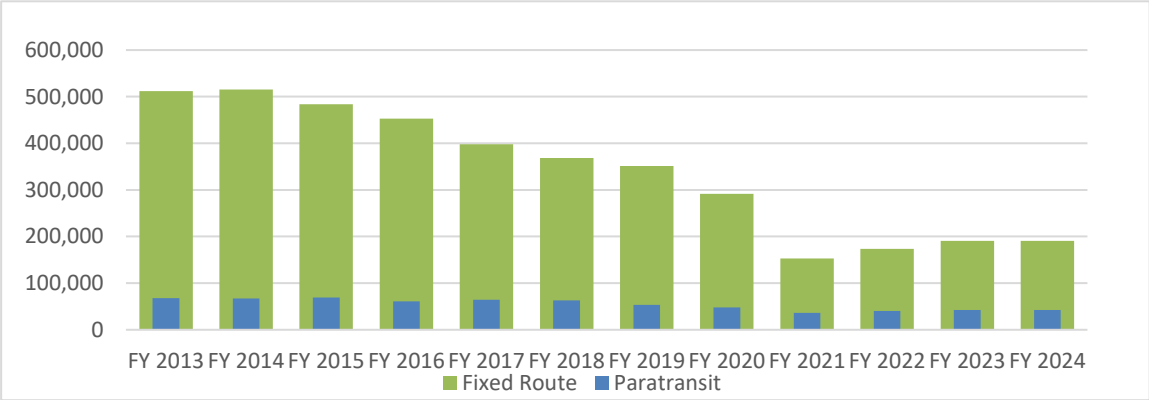
Table 2.2: Demographic Characteristics within ¼ Mile of MET Transit Fixed Routes

Route	Population	Jobs	Poverty	Minority	Seniors	Youth	Non-English	Disability	No Vehicle
Route 1A	≈8000	3,000	24%	36%	16%	16.8%	11%	15%	12%
Route 1B	≈8800	3,200	22%	36%	16%	17.0%	11%	15%	12%
Route 2	≈12,300	6,600	20%	38%	17%	17.2%	10%	18%	13%
Route 3	≈4,900	3,000	25%	51%	18%	18.3%	7%	23%	24%
Route 4	≈8,500	3,300	22%	61%	14%	17.6%	5%	21%	17%
Route 5	≈7,400	4,100	19%	52%	13%	19.0%	11%	19%	14%
Route 6	≈17,200	9,900	22%	19%	15%	37.9	1%	13%	9%
Route 7	≈13,100	8,900	27%	22%	14%	39.9%	2%	14%	10%
Route 8	≈14,800	5,300	17%	29%	15%	17.5%	10%	16%	7%
Route 9	≈13,300	8,200	21%	16%	11%	52.1%	1%	11%	7%
Route 10	≈7,000	3,600	16%	33%	17%	17.5%	16%	15%	14%



University of Northern Iowa Multimodal Transportation Center (MTC)

Figure 2.1: MET Transit Annual Number of Passenger Trips by Route



https://mettransit.org/

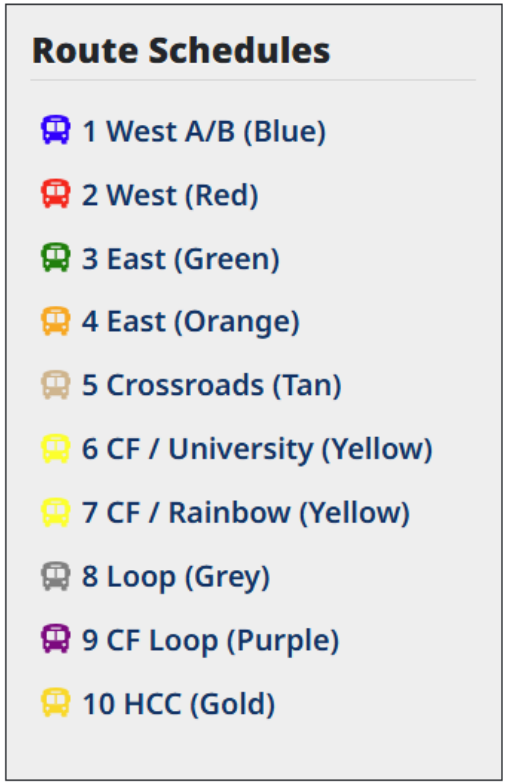




Figure 2.2: MET Transit Fixed Route Ridership by Month, FY 2014-2024

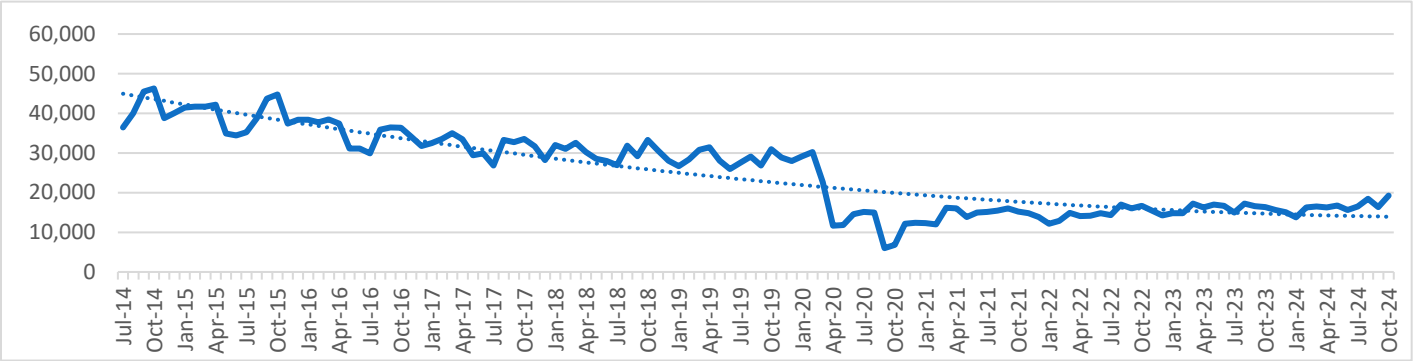


Figure 2.3: MET Transit Paratransit Ridership by Month, FY 2014-2024 Source: MET Transit

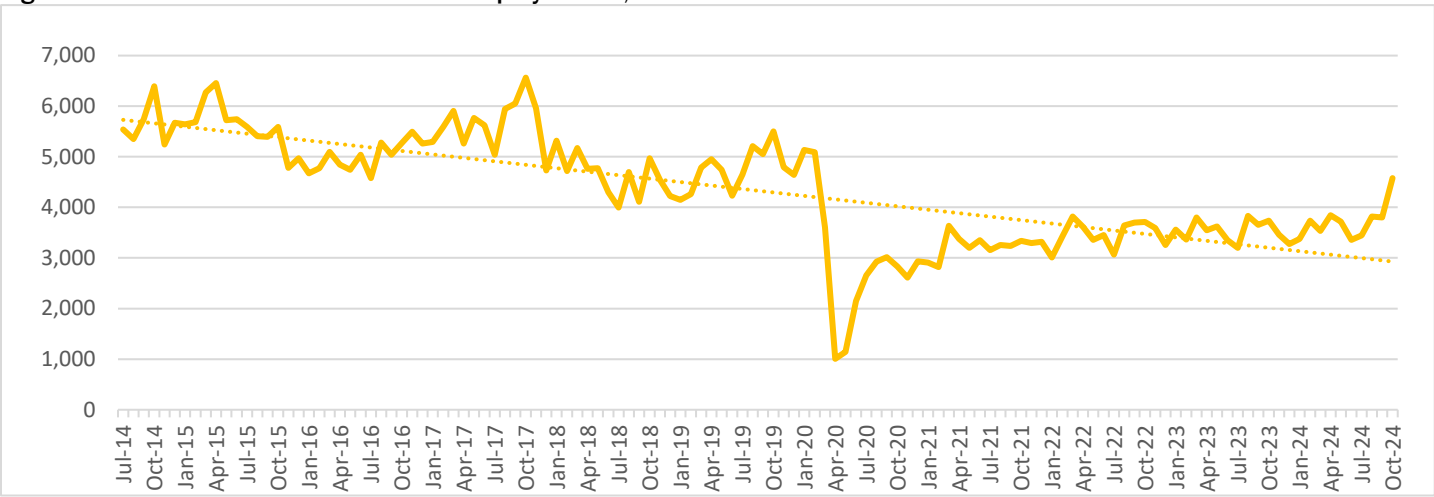


Table 2.3: MET Operating Statistics over 5-Year Period

Operating Statistic	2019	2020	2021	2022	2023	Annual Rate of Change
Revenue Hours	35,892	34,437	29,507	33,465	32,533	-3.7%
Passenger Trips	351,264	313,464	152,992	173,738	190,592	-12.9%
Operating Expenses	$3,171,115	$5,463,828	$3,799,132	$4,342,112	$3,716,769	0.8%
Passenger Revenue	$240,014	$140,665	$137,466	$248,510	$233,373	-11.8%

Table 2.4: MET Performance Statistics over 5-Year Period

Operating Statistic	2019	2020	2021	2022	2023	% Annual Change
Operating Expense Per Passenger Trip	$9.03	$17.43	$24.83	$24.99	$19.50	23.2%
Operating Expense Per Revenue Hour	$75.98	$129.66	$90.27	$104.49	$89.62	3.6%
Passenger Trips Per Revenue Hour	8.42	7.44	3.64	4.18	4.60	-9.1%
Average Fare Per Passenger Trip	$0.68	$0.45	$0.90	$1.43	$1.22	15.8%
Operating Ratio	7.6%	2.6%	3.6%	5.7%	6.3%	-3.4%
Subsidy Per Passenger Trip	$8.34	$16.98	$23.93	$23.56	$18.28	23.8%

Table 2.5: Fixed Route Passenger Trips by Peer Transit, 2019-2023

Agency	2019	2020	2021	2022	2023
MET	**351,264**	**313,464**	**152,992**	**173,738**	**190,592**
Green Bay Metro	1,292,700	526,958	495,371	681,502	758,383
Metropolitan Evansville Transit System	1,209,953	703,849	686,013	786,470	876,998
Cedar Rapids Transit	1,246,374	997,565	556,654	739,445	982,336
The Jule (City of Dubuque)	421,693	333,244	278,457	279,518	285,640
Sioux City Transit System	834,379	698,623	520,346	587,085	644,143
City of Billings MET Transit	424,671	373,146	284,306	302,015	325,561
Pueblo Transit	775,512	466,709	434,708	497,528	570,690
Peer Average	**886,469**	**585,728**	**465,122**	**553,366**	**634,822**



SUMMARY

MET Transit's ridership and overall system performance were significantly affected by the COVID-19 pandemic, experiencing larger declines in ridership and a slower recovery than comparable transit agencies. Although ridership, fare revenue, and other performance measures have steadily improved since the pandemic, service effectiveness and cost efficiency remained below peer averages during the 2019–2023 evaluation period. This assessment is based on data reported to the Federal Transit Administration's National Transit Database (NTD), the national repository for transit ridership, service, operating, and financial data. Because 2023 is the most recent year of finalized annual NTD data and many agencies were still recovering from pandemic-related impacts, the peer comparison should be revisited as newer NTD data become available to better reflect long-term performance trends.

Figure 2.4: Operating Cost Per Revenue Hour Compared to Peer Average, 2017-

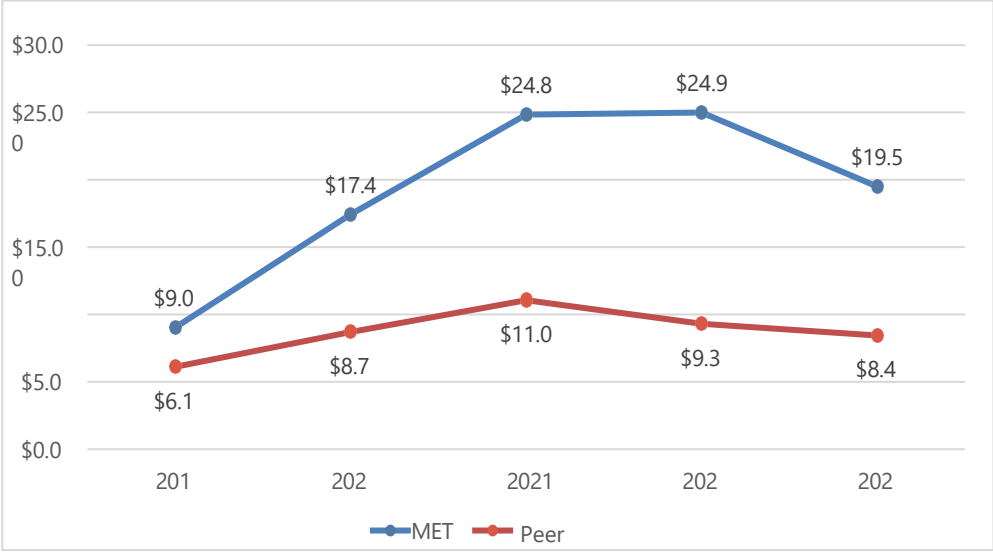
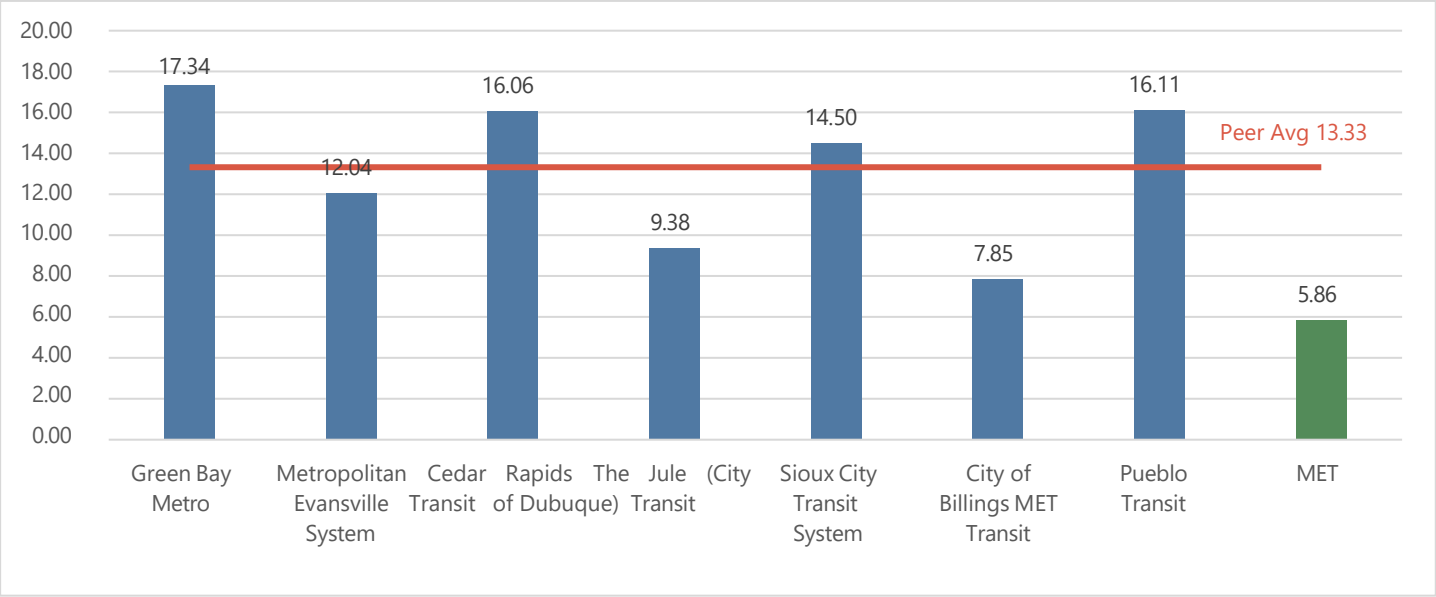


Figure 2.5: Passenger Trips Per Revenue Hour, 2023



Ridesharing (Uber/Lyft)

Although public transit ridership has declined in recent years, the use of ridesharing services such as Uber and Lyft has continued to grow. Increasing smartphone adoption and the convenience of app-based, on-demand travel have contributed to this shift, reflecting a broader preference for flexible transportation options.



Non-profit transportation providers

The Waterloo–Cedar Falls metropolitan area is served by numerous nonprofit and community organizations that provide transportation or transportation-related support to older adults, individuals with disabilities, low-income households, veterans, and other vulnerable populations. Key providers include Exceptional Persons, Inc. (EPI), Black Hawk-Grundy Mental Health Center, Center of Attention, Community-Based Services (CBS), East Central Region (ECR), Eastside Ministerial Alliance, House of Hope, Iowa WORKS, Jesse Cosby neighborhood center, North Star Community Services, Northeast Iowa Area Agency on Aging (NEI3A), Operation Threshold, Pathways Behavioral Services, People's Community Health Clinic, Tri-County Child & Family Development, and several retirement communities and assisted living facilities that provide resident transportation. Limited private taxi services also operate within the Waterloo–Cedar Falls metropolitan area



IDENTIFIED MOBILITY GAPS

SHIFT WORKERS

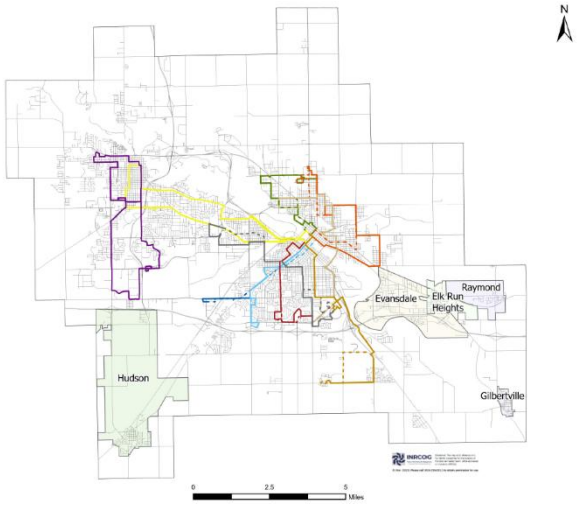
The Cedar Valley is home to several major manufacturing and food processing employers that operate multiple shifts, including evenings, overnight, and weekends. Employees working outside traditional fixed route transit service hours often face transportation barriers, particularly those without access to a personal vehicle. The proposed microtransit service would improve reliable access to major employers and strengthen workforce mobility.

Table 3.1 Major Employers and Representative Shift Schedules

Employer	Typical Operations	Representative Shift Schedule	Transportation Need
John Deere (Agricultural-Equipment)	24-hour manufacturing	1st: 6:00 AM–2:30 PM 2nd: 2:30 PM–11:00 PM 3rd: 10:30 PM–7:00 AM	High demand before 6:00 AM and after 11:00 PM
Tyson Fresh Meats (Food Processing)	Continuous 24/7 production	1st: 6:00 AM–2:30 PM 2nd: 2:30 PM–11:00 PM 3rd: 10:30 PM–7:00 AM	Very high demand for overnight and weekend trips
UnityPoint Health – Allen Hospital	24/7 hospital	Days: 7:00 AM–7:00 PM Nights: 7:00 PM–7:00 AM Some departments use 8-hour shifts	Shift changes every day, weekends and holidays
MercyOne Waterloo Medical Center	24/7 hospital	Days: 7:00 AM–7:00 PM Nights: 7:00 PM–7:00 AM Some departments use 8- or 12-hour rotations	High demand for early morning, evening, overnight, and weekend travel
MasterBrand Cabinets	Multiple manufacturing shifts	1st: ~5:30 AM–4:00 PM 2nd: ~3:00 PM–11:00 PM Some departments operate 12-hour shifts	Early morning and late evening worker transportation

Note: Representative shift schedules are based on publicly available job postings and typical operating practices. Actual shift times vary by department, position, and collective bargaining agreements.





URBAN/RURAL FRINGES

While the initial microtransit pilot will focus on Waterloo and Cedar Falls, future expansion is intended to serve surrounding urban & rural fringe communities such as Evansdale, Raymond, Elk Run Heights, Hudson, and Gilbertville. Following evaluation of the pilot, these areas will be considered for phased implementation to improve access to employment, healthcare, education, and other essential services where traditional fixed-route transit is less practicable.

The Need: Transportation Gap Limit Opportunity

Transportation to work, health, services and community participation

26.2

of residents earning < $20,000

reported transportation access problems

#1

of residents earning < $20,000

reported transportation access problems

"6pm"

of residents earning < $20,000

reported transportation access problems

WHAT RESIDENTS ARE TELLING US

- Transportation was identified as the most needed improvement by Marshallese and Burmese survey respondents.
- Focus groups described transportation as affecting employment, healthcare, school activities, food, services, and community participation

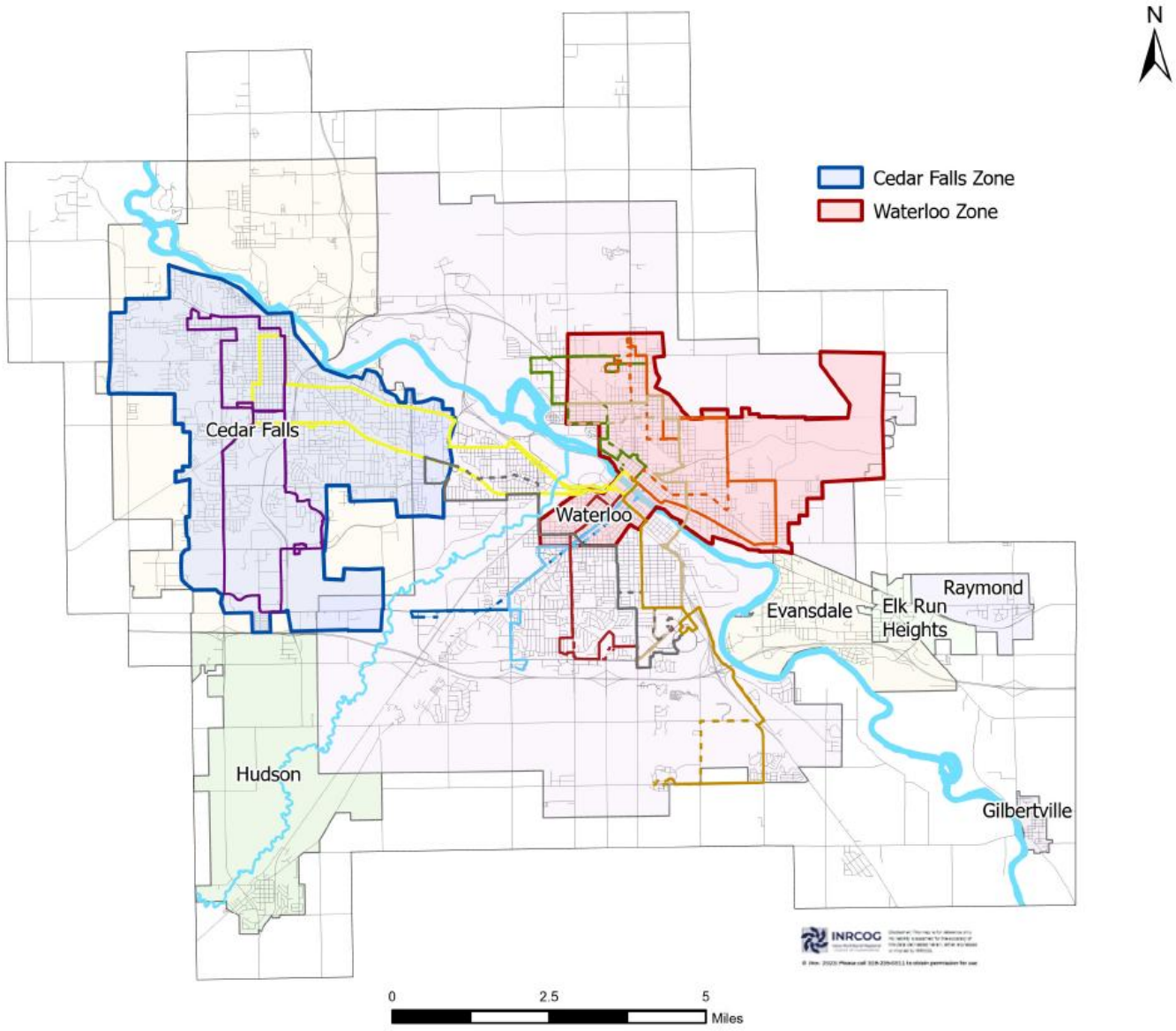
MICROTRANSIT OPPORTUNITY → Extend the reach and hours of existing transit where fixed routes cannot efficiently meet community needs

2025 Cedar Valley United Way focus group findings are preliminary and have not yet been formally released. BRFSS figures are for Black Hawk County.

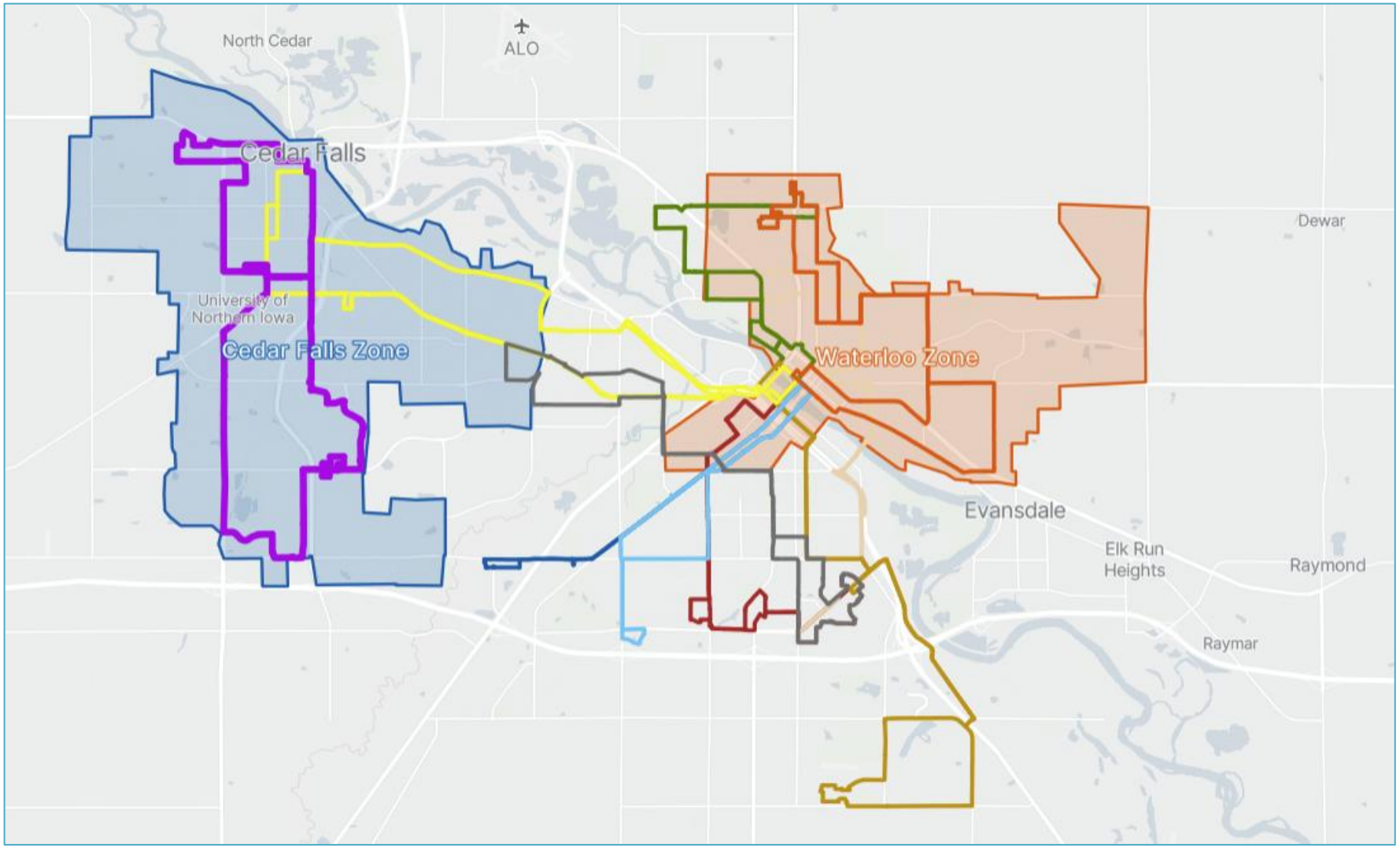
PILOT ZONES


Cedar Falls
9
University of Northern Iowa
Waterloo
Evansdale
Raymond
Hudson
Hudson
Gilbertville
Washburn
Book Your Ride
From
Your Location
To
Destination
Passengers
Book Ride

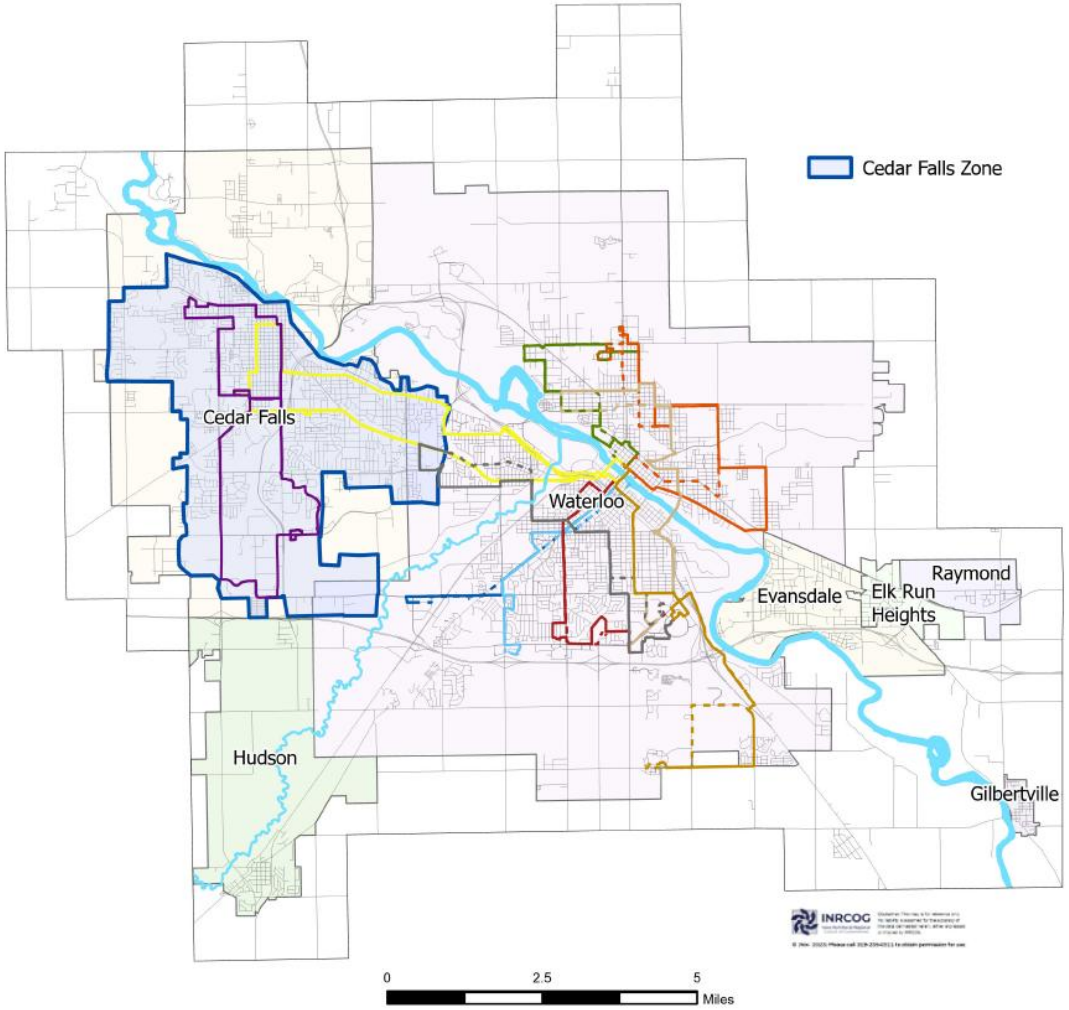
CEDAR FALLS & WATERLOO PILOT ZONES

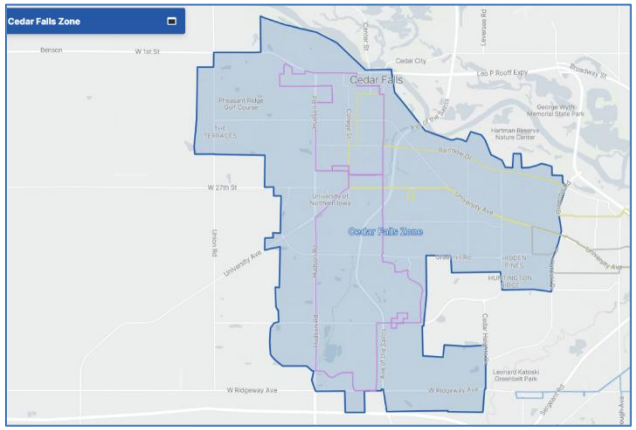


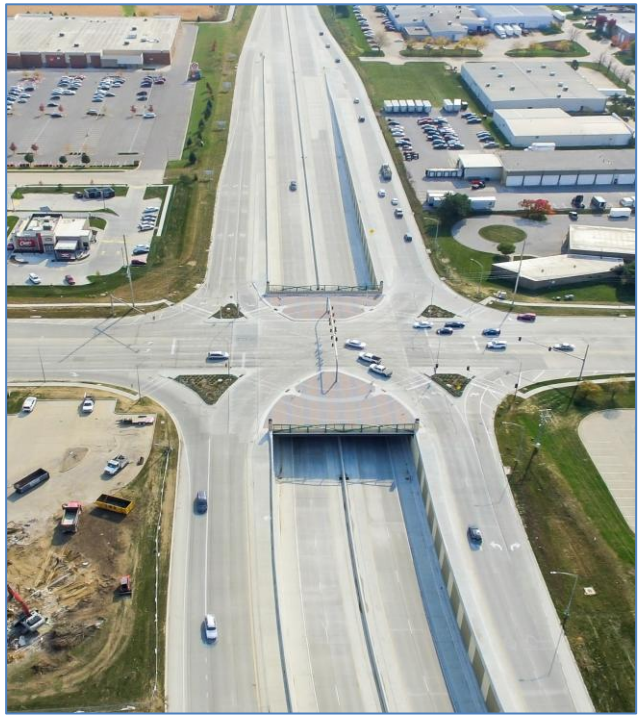
PILOT ZONES


North Cedar
ALO
Cedar Falls
University of Northern Iowa
Cedar Falls Zone
Waterloo Zone
Dewar
Evansdale
Elk Run Heights
Raymond
Raymar

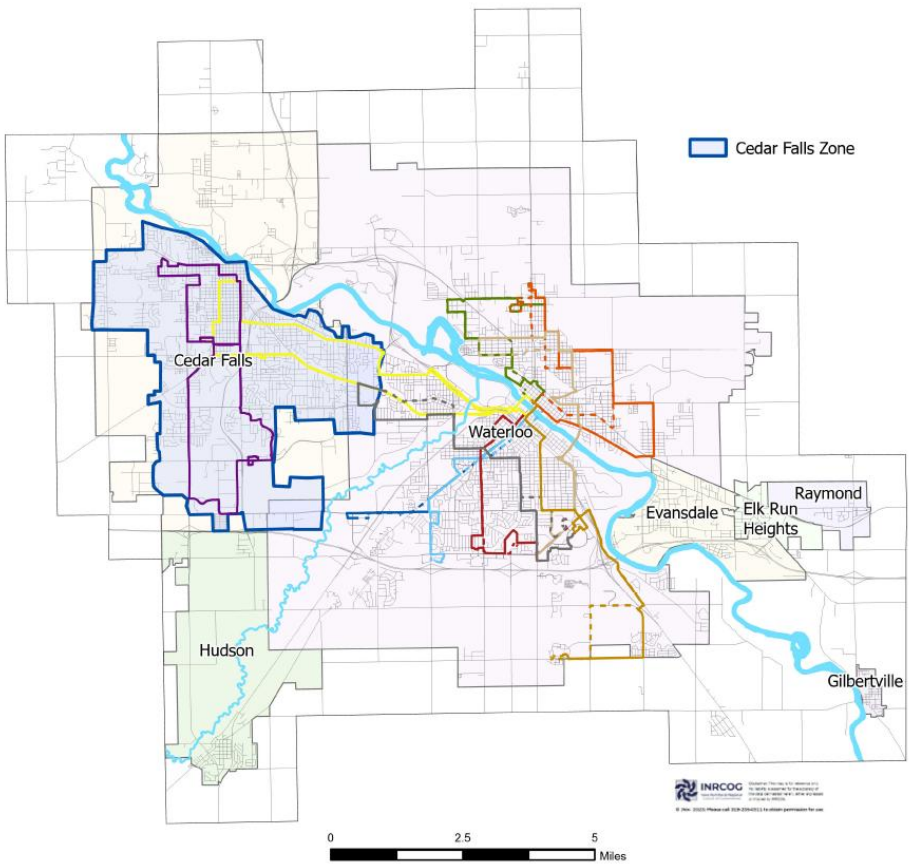
CEDAR FALLS PILOT ZONE – 17.42 SQUARE MILES







CEDAR FALLS PILOT ZONE



Coverage Stats

- 39,000 population (Census 2020)
- 18,200 jobs (work)
- 18% of people in poverty
- 14% of people who are non-White or of Hispanic / Latino origin (Census 2020)
- 7% of households that are car free
- 11% of people living with a disability
- 14% of people who are 65+
- 1% of people who speak English less than very well

CEDAR FALLS SERVICE AREA ANALYTICS

ZONE SCHEDULE				
DAY	START TIME	END TIME	RIDERS PER HOUR	VEHICLE COUNT
Weekday Service Window 1	6:00 AM	20:00 PM	8.7	4
Saturday Service Window 1	6:00 AM	20:00 PM	6.1	3
Sunday Service Window 1	6:00 AM	20:00 PM	6.1	3

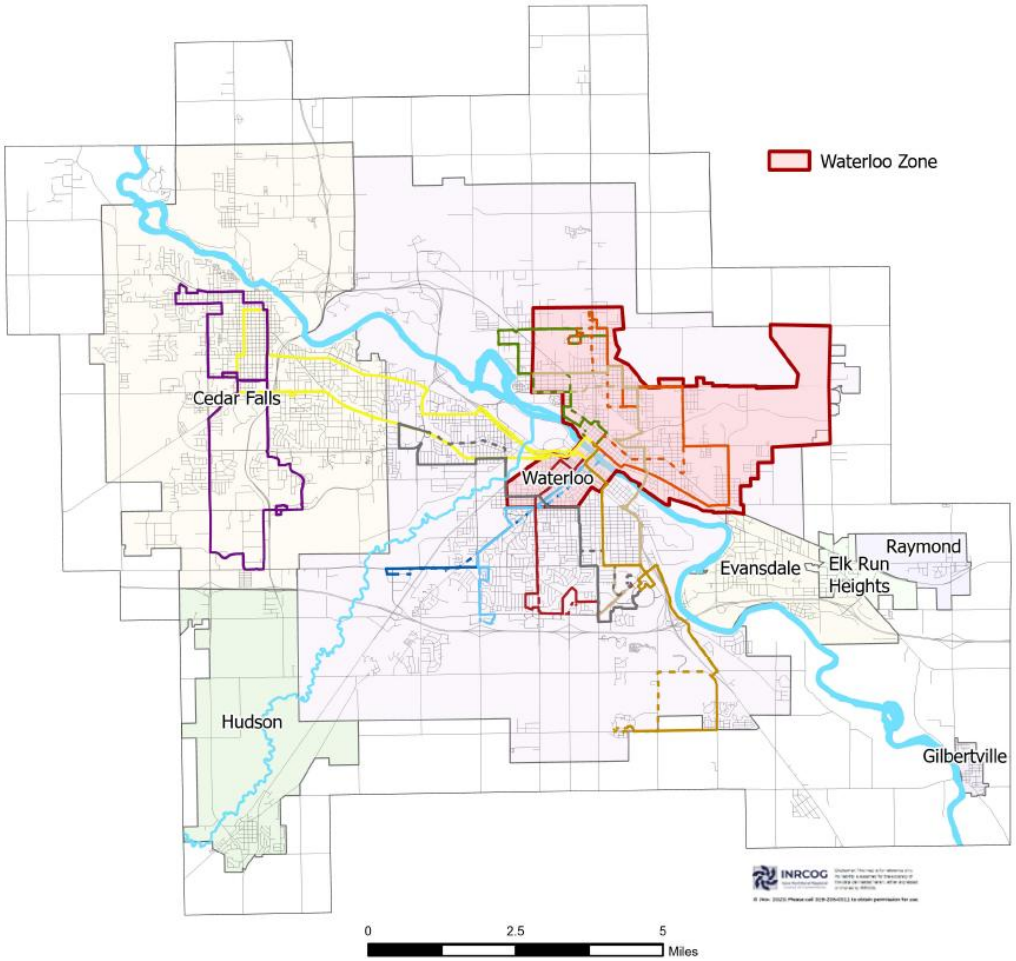
ZONE ANNUAL OPERATING COSTS	
$18,928	Total Revenue Hours Per Year
$14,560	Weekday Revenue Hours Per Year
$2,184	Saturday Revenue Hours Per Year
$2,184	Sunday Revenue Hours Per Year
$80	Base Cost Per Vehicle Hour ($)

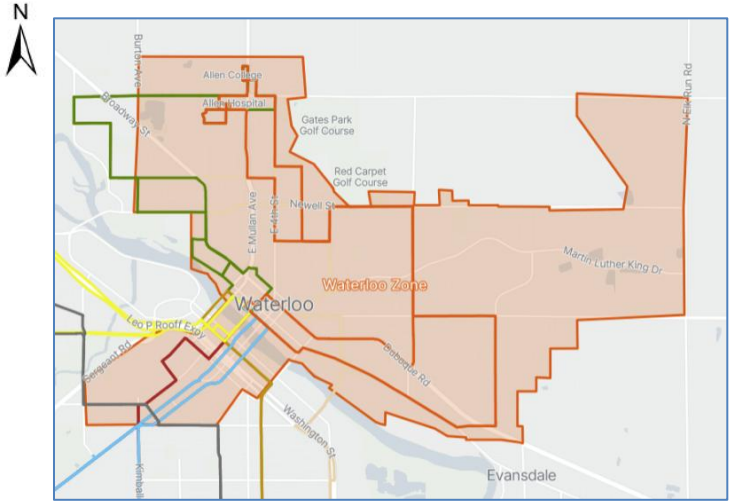
ZONE SETTINGS	
780	Total Rides Per Week
15	Target Average Wait Time (Minutes)
80	Base Cost Per Vehicle Hour ($)
26.1	Average Trip Speed (MPH)

RIDERSHIP SCENARIOS			
Scenario	50%	Current	150%
Total Rides Per Week	390	780	1170
Vehicles at Peak	3	4	5
Vehicles Hours Per Week	266	364	462
Average Rider waits time (Minutes)	15	15	15
Rides Per Vehicle Hour	1.5	2.1	2.5
Annual Cost, Thousand Per Year	$1,106,560	$1,514,240	$1,921920

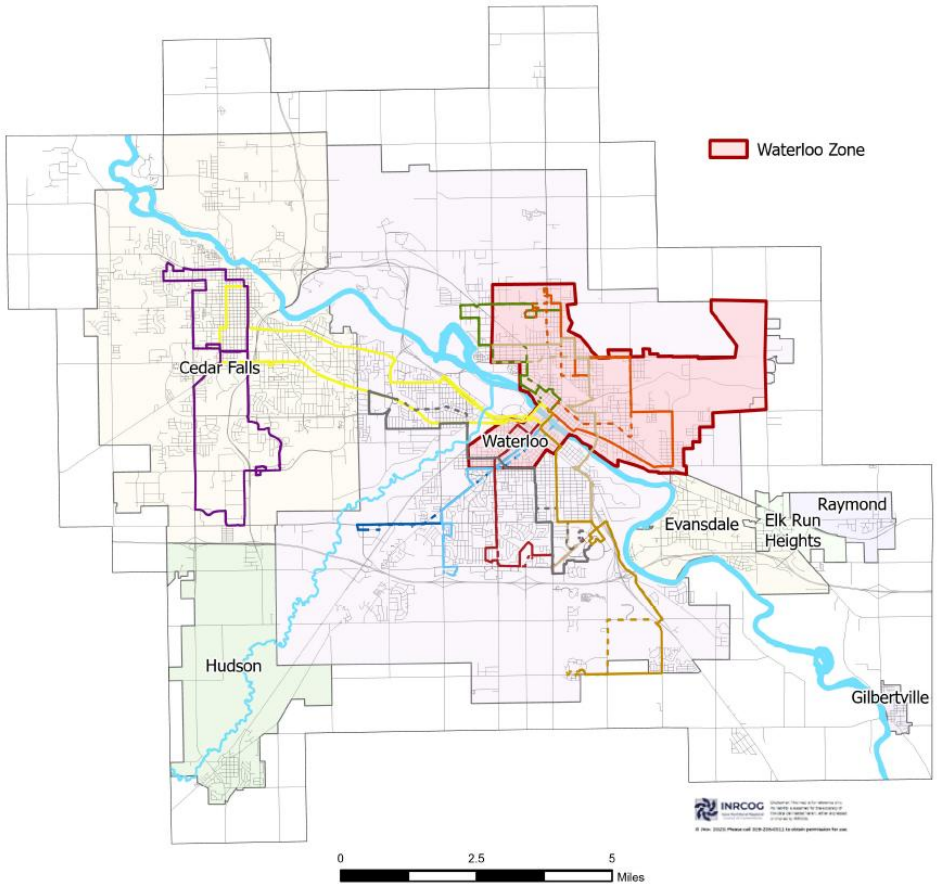
ZONE STATISTICS	
17.42	Zone Area (Square Mile)
4	Estimated Supply Needs (Vehicle Count)
364	Vehicle Revenue Hours Per Week
1514240	Annual Operating Cost Per Year ($)
15	Average Rider Wait Time (Minutes)
2.1	Rides Per Vehicle Hour (Utilization)
780	Total Rides Per Week

WATERLOO PILOT ZONE – 11 SQUARE MILES









N

Coverage Stats

- 24,000 population (Census 2020)
- 8,200 jobs (work)
- 26% of people in poverty
- 56% of people who are non-White or of Hispanic / Latino origin (Census 2020)
- 15% of households that are car free
- 20% of people living with a disability
- 13% of people who are 65+
- 10% of people who speak English less than very well

WATERLOO SERVICE AREA ANALYTICS

ZONE SCHEDULE				
DAY	START TIME	END TIME	RIDERS PER HOUR	VEHICLE COUNT
Weekday Service Window 1	6:00 AM	20:00 PM	7.7	3
Saturday Service Window 1	6:00 AM	20:00 PM	5.4	3
Sunday Service Window 1	6:00 AM	20:00 PM	5.4	3

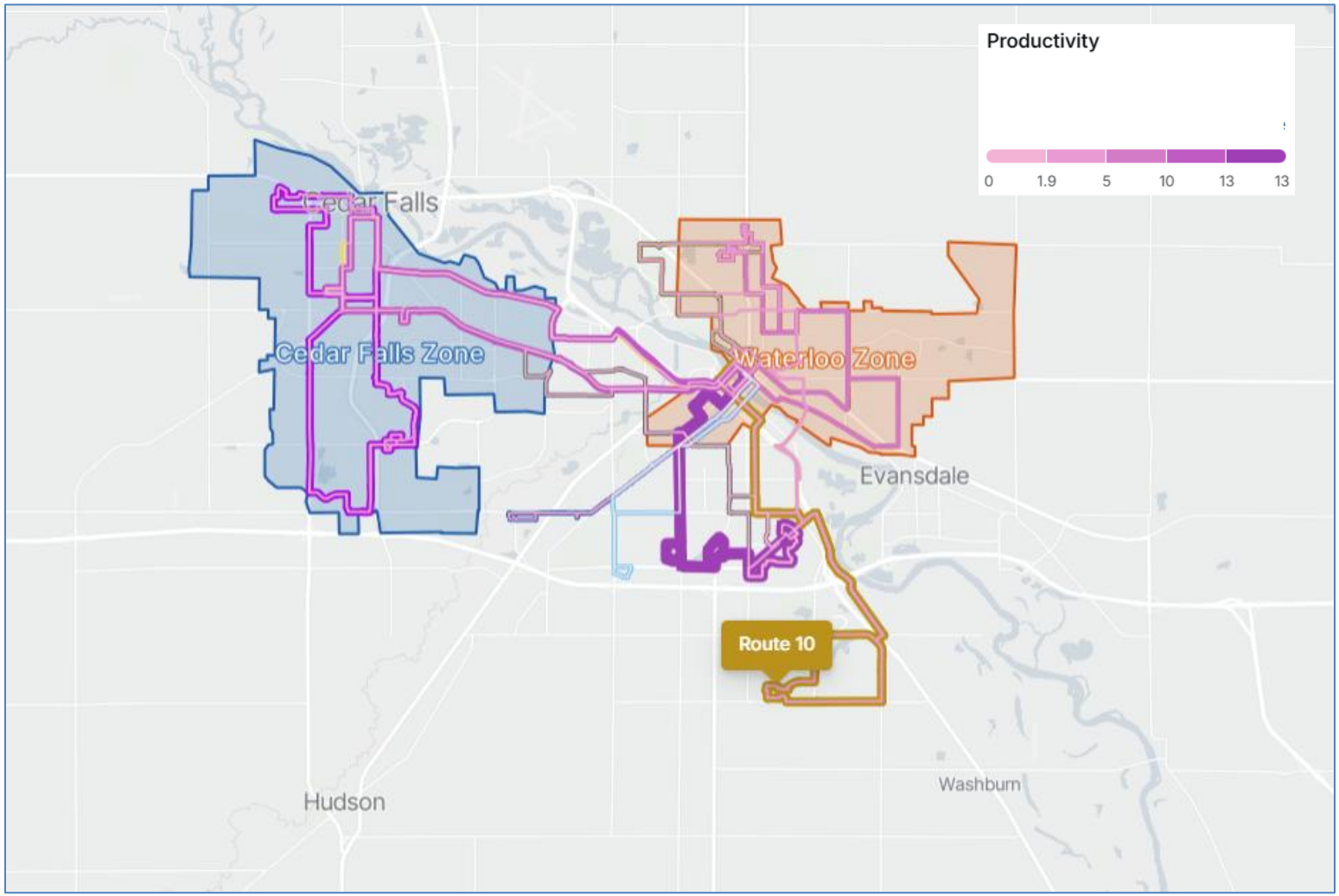
ZONE ANNUAL OPERATING COSTS	
$15,288	Total Revenue Hours Per Year
$10,920	Weekday Revenue Hours Per Year
$2,184	Saturday Revenue Hours Per Year
$2,184	Sunday Revenue Hours Per Year
$80	Base Cost Per Vehicle Hour ($)

ZONE SETTINGS	
691	Total Rides Per Week
15	Target Average Wait Time (Minutes)
80	Base Cost Per Vehicle Hour ($)
24.7	Average Trip Speed (MPH)

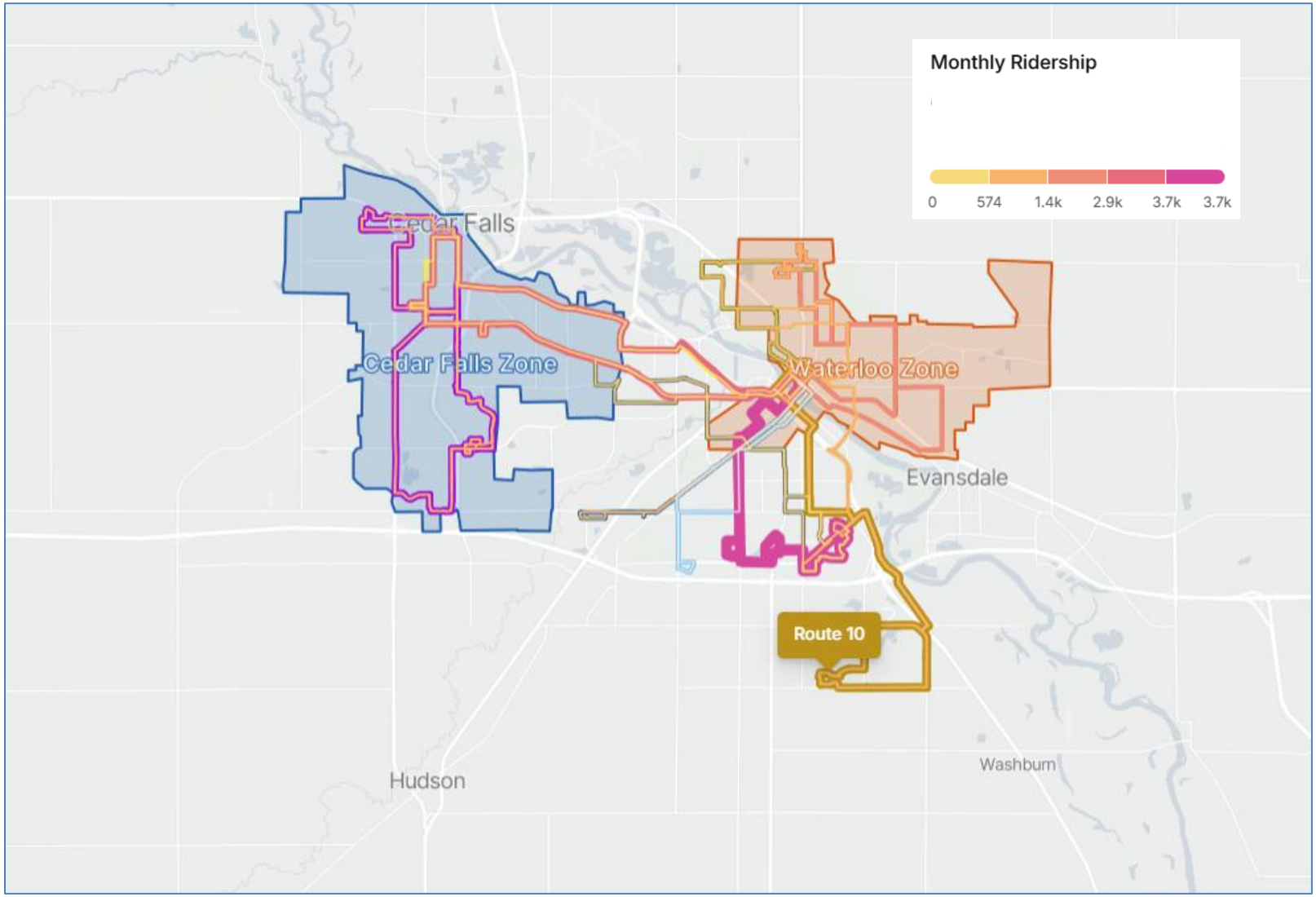
RIDERSHIP SCENARIOS			
Scenario	50%	Current	150%
Total Rides Per Week	346	691	1037
Vehicles at Peak	2	3	4
Vehicles Hours Per Week	196	294	364
Average Rider waits time (Minutes)	15	15	15
Rides Per Vehicle Hour	1.8	2.4	2.8
Annual Cost, Thousand Per Year	$815,360	$1,223,040	$1,514,240

ZONE STATISTICS	
11	Zone Area (Square Mile)
3	Estimated Supply Needs (Vehicle Count)
294	Vehicle Revenue Hours Per Week
1223040	Annual Operating Cost Per Year ($)
15	Average Rider Wait Time (Minutes)
2.4	Rides Per Vehicle Hour (Utilization)
691	Total Rides Per Week

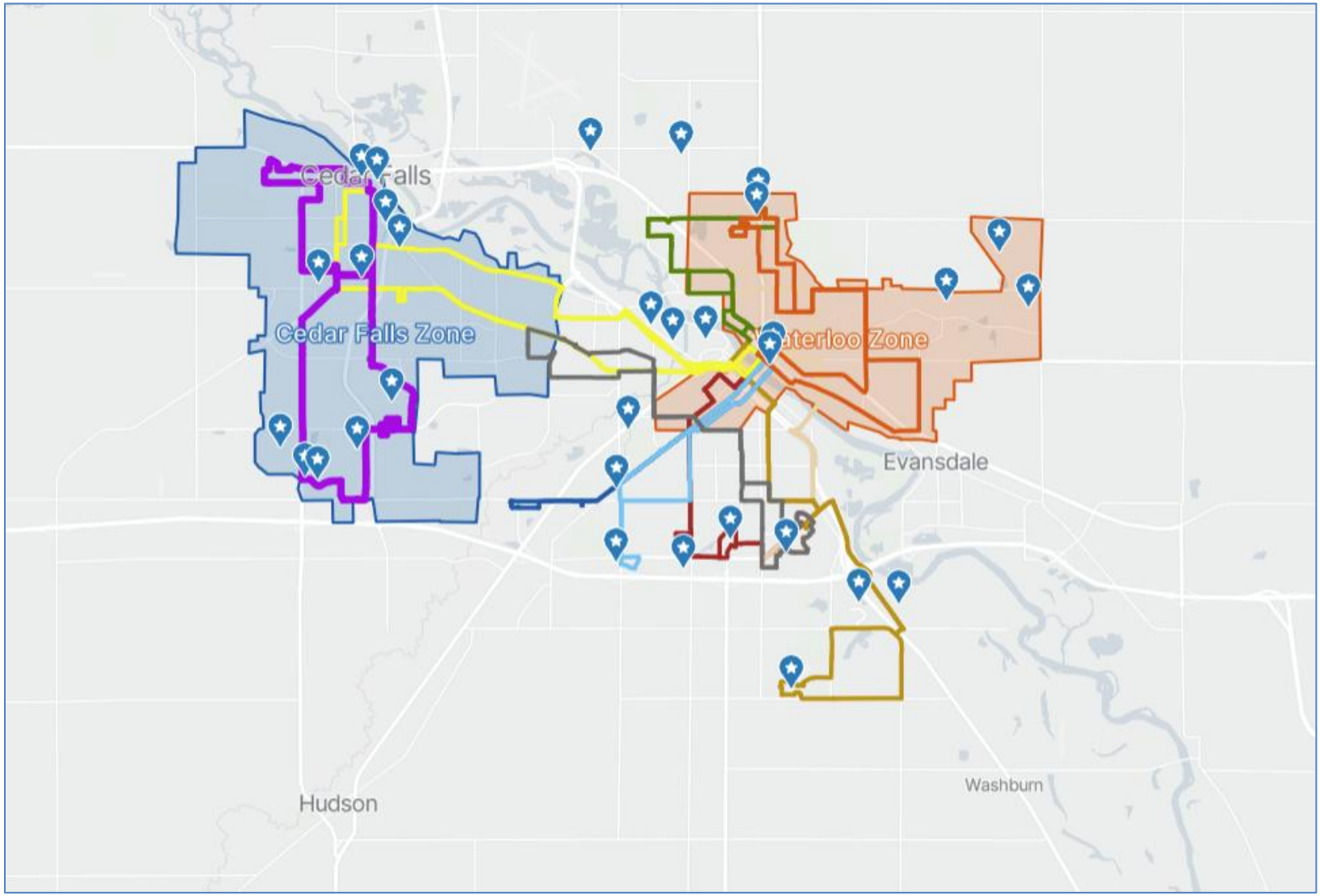
PILOT ZONES – FIXED ROUTES PRODUCTIVITY



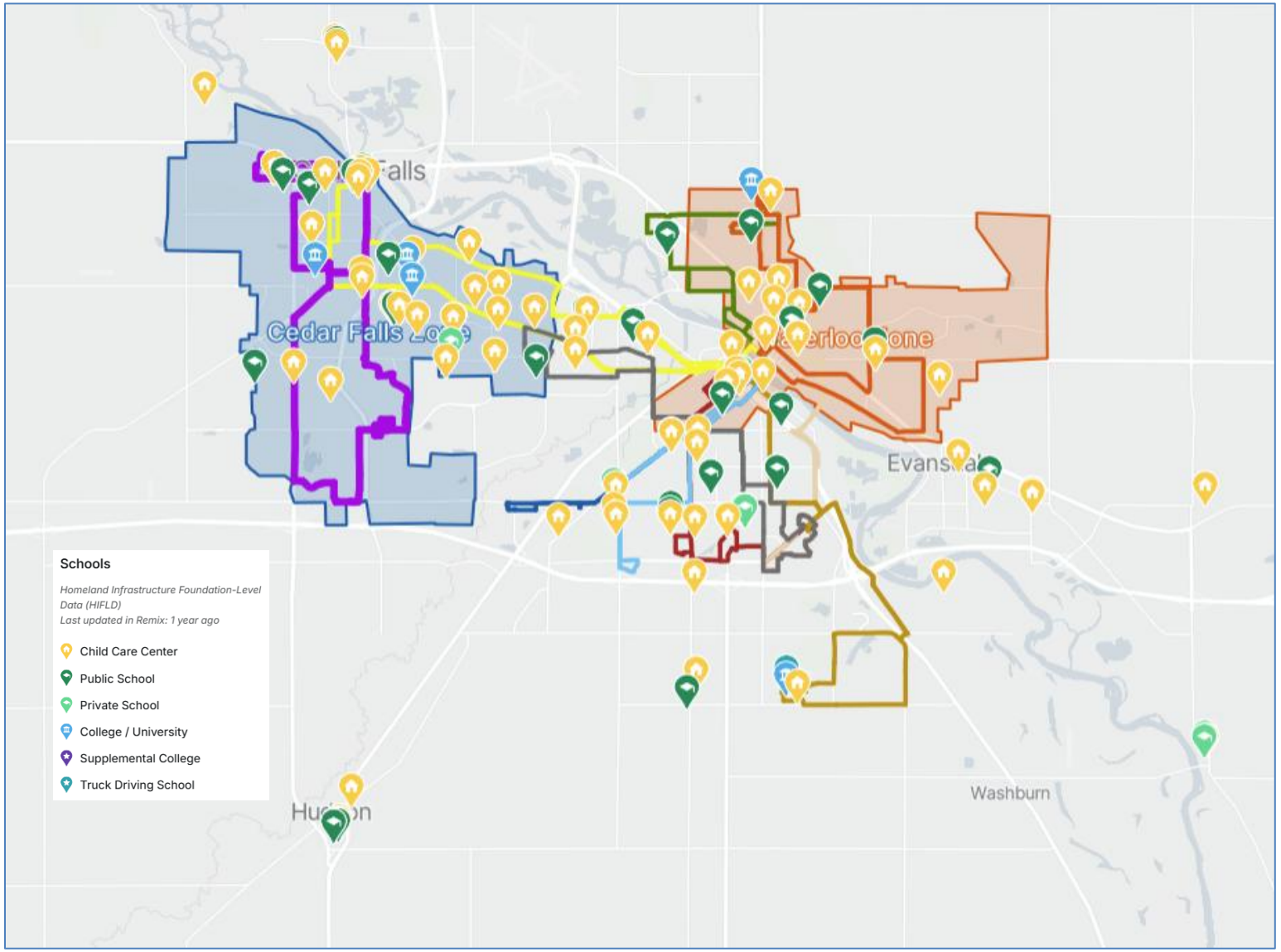
PILOT ZONES – FIXED ROUTE RIDERSHIP



PILOT ZONES – MAJOR EMPLOYERS



PILOT ZONES – SCHOOLS



BUDGET SCENARIOS

BUDGET SCENARIO 1

Scenario 1 – Preliminary Microtransit Budget (8:00 AM–6:00 PM | 7 Days/Week)

DRAFT – Planning purposes only.

Service Area	Fleet Composition	3-Year Cost	Start-Up Cost	FY2028	FY2029	FY2030
Zone 1 – Cedar Falls	3 vans + shared spares	$2,300,000	$67,700	$670,000	$700,000	$730,000
Zone 2 – Waterloo	3 vans + shared spares	$2,300,000	$67,700	$670,000	$700,000	$730,000
TOTAL PROGRAM	6 Vans (2 WAV) + 2 Spares	$4,600,000	$135,400	$1,340,000	$1,400,000	$1,460,000

Waterloo

Funding Source	FY2028	FY2029	FY2030	Notes
Annual Operating Cost	$737,700	$700,000	$730,000	Estimated operating cost
Existing Tax Levy	TBD	TBD	TBD	Evaluate current levy
Additional Tax Levy	$31,337	$31,961	$32,600	2% levy growth
State Transit Grants	$200,000	$200,000	$100,000	STA + ICAAP
Fare Revenue	$10,000	$11,000	$12,100	10% annual growth
Remaining Funding Gap	$496,363	$457,039	$585,300	

Cedar Falls

Funding Source	FY2028	FY2029	FY2030	Notes
Annual Operating Cost	$737,700	$700,000	$730,000	Estimated operating cost
Existing Property Tax Levy	TBD	TBD	TBD	Evaluate current levy
Additional Tax Levy	$10,160	$10,363	$10,570	2% levy growth
State Transit Grants	$200,000	$200,000	$100,000	STA + ICAAP
Fare Revenue	$10,000	$11,000	$12,100	10% annual growth
Remaining Funding Gap	$517,540	$478,637	$607,330	

Potential Supplemental Funding

Funding Source	FY2028	FY2029	FY2030	Notes
CDBG	TBD	TBD	TBD	Potential eligibility
County Contributions	TBD	TBD	TBD	Potential partnership
Local & Regional Grants	$500,000	$500,000	-$500,000	BHCG, Otto Schoitz, etc.
Corporate Partnerships	$50,000	$50,000	-$50,000	Major employers
Remaining Program Gap	$463,903	$385,676	$642,630	

BUDGET SCENARIO 2

Scenario 2 – Preliminary Microtransit Budget (6:00 AM–11:00 PM | 7 Days/Week)

DRAFT – Planning purposes only. Preliminary estimates for evaluating funding strategies.

Service Area	Fleet Composition	3-Year Cost	Start-Up Cost	FY2028	FY2029	FY2030
Zone 1 – Cedar Falls	3 vans + shared spares	$2,720,000	$68,800	$810,000	$840,000	$870,000
Zone 2 – Waterloo	3 vans + shared spares	$2,720,000	$68,800	$810,000	$840,000	$870,000
TOTAL PROGRAM	**6 Vans (2 WAV) + 2 Spares**	**$5,440,000**	**$137,600**	**$1,620,000**	**$1,680,000**	**$1,740,000**

Waterloo

Funding Source	FY2028	FY2029	FY2030	Notes
Annual Operating Cost	$878,800	$840,000	$870,000	Estimated operating cost
Existing Tax Levy	TBD	TBD	TBD	Evaluate current levy
Additional Tax Levy	$31,337	$31,961	$32,600	2% levy growth
State Transit Grants	$250,000	$250,000	$125,000	STA + ICAAP
Fare Revenue	$12,000	$13,200	$14,520	10% annual growth
Remaining Funding Gap	$585,463	$544,839	$697,880	

Cedar Falls

Funding Source	FY2028	FY2029	FY2030	Notes
Annual Operating Cost	$878,800	$840,000	$870,000	Estimated operating cost
Existing Tax Levy	TBD	TBD	TBD	Evaluate current levy
Additional Tax Levy	$10,160	$10,363	$10,570	2% levy growth
State Transit Grants	$250,000	$250,000	$125,000	STA + ICAAP
Fare Revenue	$12,000	$13,200	$14,520	10% annual growth
Remaining Funding Gap	$606,640	$566,437	$719,910	

Potential Supplemental Funding

Funding Source	FY2028	FY2029	FY2030	Notes
CDBG	TBD	TBD	TBD	Potential eligibility
County Contributions	TBD	TBD	TBD	Potential partnership
Local & Regional Grants	$500,000	$500,000	$500,000	BHCG, Otto Schoitz, Housing Trust Fund
Corporate Partnerships	$100,000	$100,000	$100,000	Major employers
Remaining Program Gap	$592,103	$511,276	$817,790	

Potential Options to Close the Funding Gap

- Increase fare revenue
- Pursue additional State/Federal operating assistance and mileage reimbursement
- Expand local and private funding partnerships

Itemized breakdown

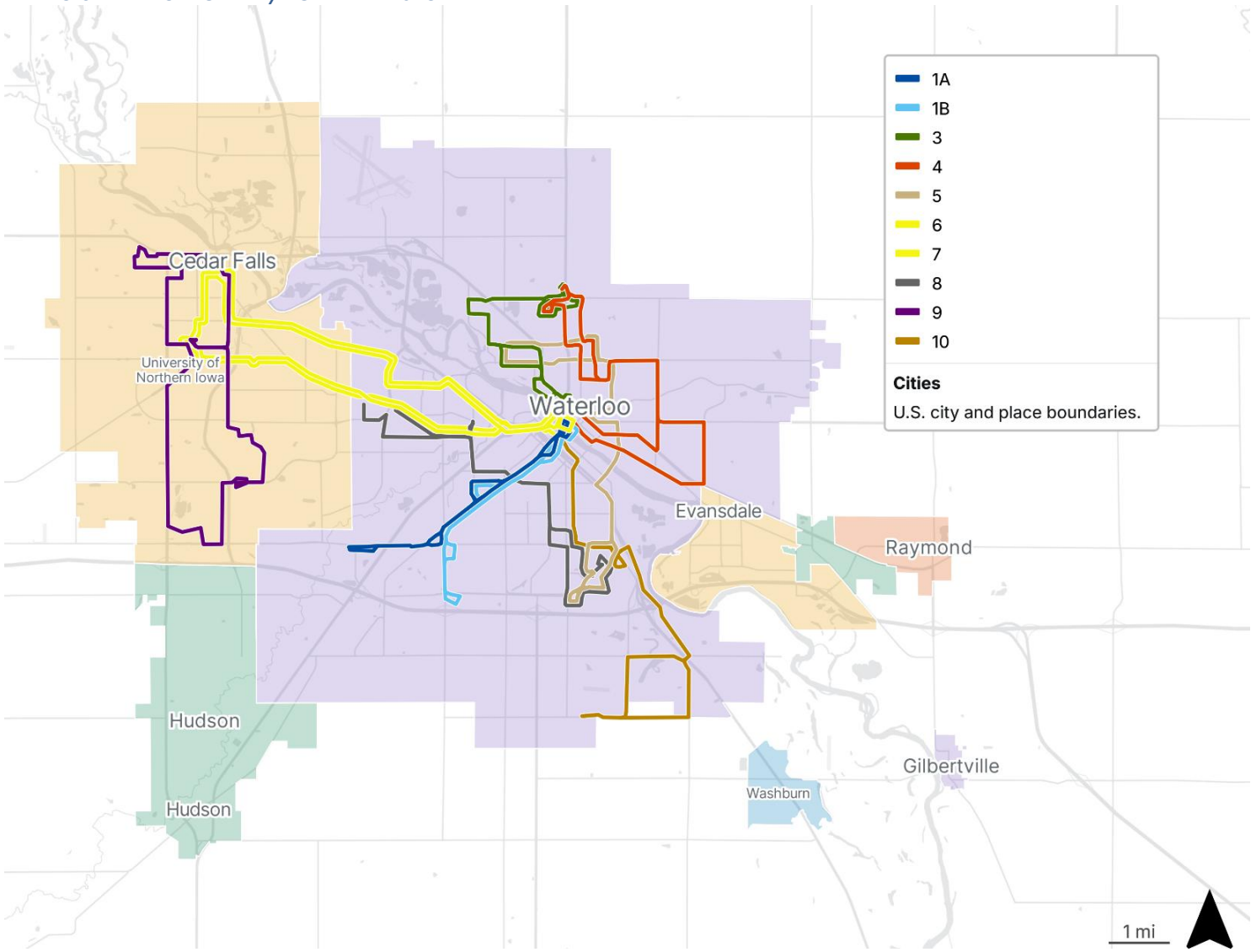
Cost Category	Description	Year 1	Year 2	Year 3	3-Year Total / Cost
Vanhour Cost Breakdown					
Driver Pay	Cost per vanhour	$21.75	$22.62	$23.53	—
Vehicle Cost	Cost per vanhour	$19.24	$20.01	$20.82	—
Customer Support	Cost per vanhour	$5.22	$5.43	$5.65	—
Technology	Cost per vanhour	$4.62	$4.81	$5.00	—
Other (Field Manager, Central Support Staff, Marketing, Insurance, etc.)	Cost per vanhour	$26.21	$27.26	$28.35	—
Total Cost per Hour	**Vanhour rate**	**$77.06**	**$80.14**	**$83.35**	**—**
Upfront Cost Breakdown					
Upfront Vehicle Costs	Vehicles	$102,000	$0	$0	$102,000
WAVs	*Accessible vehicles*	$63,000	$0	$0	$63,000
Wraps	*Vehicle wraps*	$24,000	$0	$0	$24,000
Hardware	*Vehicle technology/equipment*	$15,000	$0	$0	$15,000
Tech Installation Fee	Installation	$15,000	$0	$0	$15,000
Driver Acquisition, Marketing & Launch	Startup costs	$18,400	$0	$0	$18,400
Total Upfront Cost		**$135,400**	**$0**	**$0**	**$135,400**
Total Operating Cost Breakdown					
Operating Days	*Total Annual Operating Days*	365 days	365 days	365 days	
Number of Van	*Number of Vans (Waterloo & Cedar Falls)*	6	6	6	
Hours/Van/Day	*Average Daily Operating Hours*	8	8	8	
Annual Vehicle Hours	*Total Annual Service hrs. – All operating Vans*	17.389			
Cost per Vehicle Hour	*Average Operating Cost per Vehicle Service Hour*	$77	$80.14	$83.35	
Total Operating Cost		$1,340,000	**$1,400,000**	**$1,460,000**	
Annual Operational Costs					
Zone 1 – Cedar Falls	3 vans, plus spares shared between zones	$670,000	$700,000	$730,000	$2,100,000
Zone 2 – Waterloo	3 vans, plus spares shared between zones	$670,000	$700,000	$730,000	$2,100,000
Total Operating Cost	6 passenger vans (including 2 WAV), plus 2 spare vehicles.	$1,340,000	$1,400,000	$1,460,000	$4,200,000
Total Project Cost	**Operating Cost + Upfront Cost**	**$1,475,000**	**$1,400,000**	**$1,460,000**	**$$4,335,000**

TIMELINE & EXPANSION AREAS

PROJECT SCHEDULE

Phase	Activity	Target Timeline	Deliverable / Outcome
1. Service Planning	Fine-tune proposed microtransit service area, routes, operating hours, fleet size, and fare structure	May – August 2026	Final recommended service plan
	Conduct stakeholder coordination with task force	May – July	Community feedback incorporated into service design
2. Grant Preparation	Prepare grant application materials, budget, and supporting documentation	September 2026	Complete application package
3. Grant Submission	Submit Special Project Fund application	October 1, 2026	Ongoing
	Submit ICAAP application	October 1, 2026	Ongoing
	Submit Black Hawk County Gaming application (if applicable)	Fall 2026	Ongoing
	Submit Otto Schoitz Foundation Letter of Intent	July 5, 2026	LOI submitted
4. Funding Decisions	Submit Otto Schoitz Foundation Full Application	August 16, 2026	Ongoing
	Otto Schoitz Foundation award announcement	November 2026	TBD
	Special Project Fund award announcement	January 2027	TBD
	ICAAP award announcement	January 2027	TBD
5. Procurement	Confirm all funding commitments and finalize project budget	January 2027	Project funding secured
	Develop Request for Proposals (RFP) for microtransit provider	January – February 2027	RFP issued
	Advertise RFP and evaluate consultant/vendor proposals	February – April 2027	Preferred consultant/operator selected
	Negotiate and execute consultant/operator contract	May – June 2027	Executed contract
6. Pilot Launch Preparation	Finalize service branding, technology integration, driver training, and marketing	May – June 2027	Service ready for deployment
7. Implementation	Launch Microtransit Pilot Program	July 1, 2027	Pilot service begins operations

Expansion Areas – Urban/Rural Fringes



HOW TO GET INVOLVED

Contact or visit INRCOG staff during normal business hours from 8:00 a.m. to 4:00 p.m. Monday through Friday.

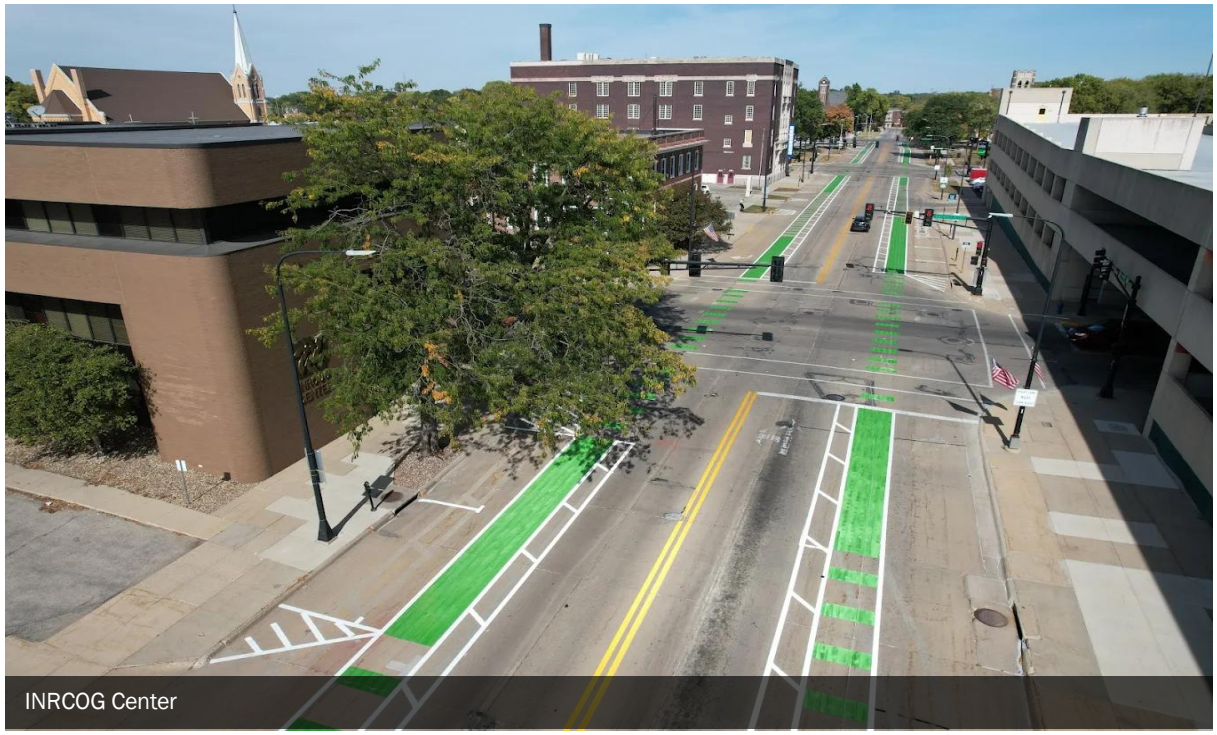
Oghogho Oriakhi
Transportation Planner I
ooriakhi@inrcog.org

Sanzida Rahman-Setu
Transportation Planner II
srsetu@inrcog.org

Nick Fratzke
Director of Transportation
nfratzke@inrcog.org

Brian Schoon
Executive Director
bschoon@inrcog.org

Iowa Northland Regional Council of Governments
229 E Park Ave
Waterloo, IA 50703
(319) 235-0311



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