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NEWS RELEASE

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Help Re-Brand Dubuque's Public Transit System

DUBUQUE, Iowa – A number of positive changes are in store for the City of Dubuque's Keyline Transit System in the coming months, including a new name and brand to reflect those changes. Dubuque residents are invited to share their ideas for a new name for the service.

The City of Dubuque recently awarded the management contract for its public transit system to the East Central Intergovernmental Association (ECIA). The contract went into effect on July 1 and plans to modify Dubuque's fixed route, mini-bus, and trolley services to better meet the needs of residents are being developed.

"The existing Keyline Transit name and brand represent our past approach. As we work with ECIA to improve Dubuque's public transit system, it's important that the image change as well," said Economic Development Director David Heiar. "We welcome and encourage the public to provide input in this process."

Interested residents can participate in the process in two ways:

1. Submit new name ideas online at www.cityofdubuque.org/transit or drop their ideas off in suggestion boxes at the following locations by July 26, 2010:

- Dubuque City Hall Utility Billing Desk, 50 W 13th Street
- Carnegie-Stout Public Library 2nd Floor Reference Desk, 360 W 11th Street
- Historic Federal Building Main Lobby, 350 W 6th Street
- Keyline Management Office Main Lobby, 2401 Central Avenue

2. Attend the public brainstorming session on **Thursday, July 29**, from 2:30 - 4:30 p.m. at the Prescott Elementary Neighborhood Resource Center, 1151 White Street.

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