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NEWS RELEASE

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The Jule Announces Route Changes to Expand Service and Reduce Travel Time

DUBUQUE, Iowa – The Jule, Dubuque’s public transit division, has added a new “shopping circulator” route and modified four existing bus routes to increase its coverage area, decrease travel time for Dubuque’s public transit users, and attract new passengers. The new route and existing route modifications go into effect on Monday, Nov. 21.

In January 2011, The Jule was awarded an Iowa Clean Air Attainment Project (ICAAP) grant to fund a new route called the “Shopping Circulator.” This route was also recommended in the 2009 LSC Transit Study to make travel between the major shopping areas located on the west side of Dubuque more efficient and effective. The grant funds became available for use effective October 1, 2011.

As part of the route development process, a public meeting was held in September 2011 to gather input from the community. “We received a lot of good input on the new route and requests for new service in areas not currently covered by our fixed route service,” said The Jule Transportation Director Barbara Morck. “That input was used to develop the Shopping Circulator and modify The Jule’s existing Red, Green, and Grey Line routes.”

The Shopping Circulator will provide service to Dubuque’s West End residential areas and businesses. The transfer of passengers between the Shopping Circulator and The Jule’s Red, Green and Grey Lines will occur at the JFK Circle. The “northern” section of the Shopping Circulator will be 25 minutes in length, and will provide fixed-route service to locations including Sam’s Club, the Asbury Plaza area, and the Goodwill Store. The “southern” section will be 35 minutes in length, and will provide service to locations including Wal-Mart, Lowe’s, the Warren Plaza area, and the Kennedy Mall.

Because the Shopping Circulator will serve areas currently serviced by the Red, Green and Grey Lines, these three routes will be adjusted accordingly.

- Westbound **Red Line** (“Red Kennedy”) travel time from the downtown interchange (Iowa and 6th Street) to the west end and back has been reduced by 15 minutes to one hour and 30 minutes. This route will now include additional service west as far as Chavenelle Court in Dubuque Industrial Center West but no longer goes to Wal-Mart, Lowe’s, or Kennedy Mall. The eastbound Red Line (“Red Linwood”) schedule (30 minutes to/from downtown) and route will remain the same.
- Westbound **Green Line** (“Green Hempstead”) will take the same amount of time as it does now, 1 hour, 30 minutes to/from downtown, and will continue to serve the K-Mart area and Shopko, with the addition of the Diamond Apartments, the Kennedy Mall, a section of Cross Park and Starlight Drive, and Warren Plaza. It will no longer travel on Pennsylvania between JFK and Radford (past Hempstead) and the Prairie-11th-Race-Rose section has been removed from this route. The eastbound Green Line (“Green 32nd”) schedule (30 minutes to/from downtown) and route will remain the same. Two buses will be used for the Green Line routes.
- Westbound **Grey Line** (“Grey Kennedy”) in the new configuration will only take 60 minutes to complete its travel to/from downtown and the west end, a 30-minute reduction. The Grey Line will no longer serve the Kennedy Mall, but will continue to provide service to the St. Mary’s and Sunset Park areas with the addition of a section of Chaney between Kaufmann and Asbury past The Forum (inbound only). The eastbound Grey Line (“Grey Point”) schedule (30 minutes to/from downtown) and route will remain the same except for the addition of hourly service hourly to Chaplain Schmitt Island/Mystique Casino.
- The only change to The Jule’s **Medical Loop/Orange Line** is the addition of regular/hourly service to the Key West area (Driver’s License Bureau), which was previously only served on-demand.

For more information on The Jule’s routes, fares, passes, or other information, please visit www.cityofdubuque.org/thejule, call 563-589-4196, or visit the The Jule’s offices at 2401 Central Avenue. You can also use The Jule’s online “TripMaker” request form to submit your travel plans and The Jule’s staff will respond with the information you need to get where you want to go on time.

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This initiative supports the Sustainable Dubuque principles of Reasonable Mobility and Healthy Air. For more information, visit www.sustainabledubuque.org.

