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NEWS RELEASE

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Smarter Travel Awarded \$1.6 Million ICAAP Grant

DUBUQUE, Iowa – The Iowa Transportation Commission recently awarded the City of Dubuque and the Dubuque Metropolitan Area Transportation Study (DMATS) \$1.6 million through Iowa’s Clean Air Attainment Program (ICAAP) for the SmartTransit component of Dubuque’s Smarter Travel Pilot Study.

“We are extremely grateful to the State of Iowa and Transportation Commission for their support of this important project improve the overall performance of our public transit system and to increase ridership, utilization and sustainability,” said Dubuque Mayor Roy D. Buol. “We are confident that the findings of this research will be helpful to many communities across the state as they address similar transportation-related challenges.”

Dubuque’s Smarter Travel Pilot Study is using smartphone GPS data and radio-frequency identification (RFID) technology developed by IBM Research to collect anonymous data on how, when and where volunteer participants travel within the community. The anonymous, aggregate data collected will be analyzed by IBM and the findings used by the City of Dubuque and its transit partners to implement practices and policies that incorporate lower-cost and lower-impact travel options within Dubuque. For more information, visit www.cityofdubuque.org/smartertravel.

The SmartTransit project is divided into three integrated components, each relying on the others to provide a comprehensive approach to transforming Dubuque’s transit system with the goal of increasing ridership and reducing emissions. These components include: (1) Smarter Travel data collection, analysis, and route optimization, (2) a peak hour Midtown Loop pilot route, and (3) a weekend evening pilot route, the “Nightrider.” The Jule’s existing route system will be redesigned based on the output from the Smarter Travel study and input from pilot projects.

This award was part of \$4.7 million in total funding for 11 projects from Iowa’s Clean Air Attainment Program. The program was created in 1994 for the purpose of reducing transportation-related congestion and air pollution. Funding is available to cities, counties, state agencies and nonprofit organizations through an annual application-based program. For more information on ICAAP, visit http://www.iowadot.gov/systems_planning/icaap.htm.