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# NEWS RELEASE

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## Iowa DOT Names The Jule ‘Most Improved Urban Transit System of the Year’

DUBUQUE, Iowa – The Jule, Dubuque’s public transit system, was named “Most Improved Urban Transit System of the Year” by the Iowa Department of Transportation (DOT) at an annual awards banquet in Ames cosponsored by the Iowa Public Transit Association and the Iowa DOT.

Each year at the Iowa Public Transit Association Conference and Annual Meeting, the Iowa DOT recognizes one regional transit system and one urban transit system for the highest percentage increase in ridership coupled with a decrease or lowest increase in operating costs. Ridership on The Jule increased 11.8 percent in the 2012 fiscal year, while operating costs only increased 4.9 percent. Jodi Johnson, interim transit manager with The Jule, stated that through a partnership with the local colleges, offering free rides to IBM Smarter Travel Study research participants, and more effective marketing of their fixed routes, The Jule was able to increase ridership on their existing fixed route service with limited increases to their costs of operation.

This is the second time Dubuque has received this award; the first being in 2010. The transit system from Carroll, Ia., won the award for the “Most Improved Regional Transit System of the Year.”

For more information on The Jule, visit [www.juletransit.org](http://www.juletransit.org) or call (563) 589-4196 during business hours.

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