



# NEWS RELEASE

**November 9, 2015 – For Immediate Release**

## **Jule Transit Sees Record Ridership & Seeks Input on Future Service**

DUBUQUE, Iowa – The Jule continues to see increases in transit ridership for a sixth consecutive year. Transit usage in Dubuque is up to over 500,000 annual rides from a low in 2003 of 205,700. The Jule's crosstown Express service, west-end Shopping Circulator routes, Nightrider evening service, and service from downtown to Senior High School have led to significant increases in ridership for Fiscal Year 2015.

This year's increases build on previous years' success; transit ridership in Dubuque has increased from 373,376 to 548,794, over 175,000 rides or 47 percent in the past six years. Routes were restructured in January 2014 and again with the opening of the Intermodal Facility in August 2015.

We made cost-saving changes to routes with the opening of the Intermodal Facility that allowed us to maintain service to all but one area, and continue to provide service to areas with low ridership, but at reduced frequency. We've seen good ridership so far this year and are on track to see an increase in rides per dollar spent on transit service for FY2016.

Moving forward, and building on the Inclusive Dubuque Equity Profile, The Jule is seeking more detailed input from residents who use or consider using public transit services. "We need to have information in hand as we go forward, seeking grants and other funding sources to adjust or increase service. We get amazing detail on ridership during our current hours of service from our onboard software, but we keep hearing from the public and the Equity Profile that people want service until 9pm or later. What we need the public to tell us through this survey process is 'where do you want to go from 6-9pm? From 9-midnight? Which routes would you use?'"

Surveys are available online at [www.JuleTransit.org](http://www.JuleTransit.org), at the Intermodal Facility and City Hall at the City Clerk's Office. Staff will be reaching out to service providers to gather input from their clients. If your organization would like to host an information and input session or provide surveys to your staff or the public, please contact Candace Eudaley-Loebach, Transit Manager, at 563-589-4341 or email at [ceudaley@cityofdubuque.org](mailto:ceudaley@cityofdubuque.org).