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NEWS RELEASE

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Volunteers Still Needed for Smarter Travel Study

DUBUQUE, Iowa — The City of Dubuque and East Central Intergovernmental Association (ECIA) are seeking volunteers to participate in a Smarter Travel Study that will gather data to improve travel options within Dubuque. **Volunteers selected for the study who complete the requirements will be compensated with a \$50 gift card.** There is still time to participate. The current recruitment period will end March 31.

The project is part of the Smarter Sustainable Dubuque initiative and will include the collection of anonymous data through smartphone technology on how, when, and where study participants travel within the community. The aggregate data will be analyzed 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. The goal of the research is to identify and create travel options to save money, conserve resources, and improve the environment through better travel choices.

Participation in the Smarter Travel Study is open to anyone who lives in Dubuque or surrounding communities and commutes and travels in Dubuque by car, public transportation, biking, walking, or any other mode. Volunteers will be considered to be part of a research group that will provide necessary baseline information to guide the future transportation and travel policies and practices in Dubuque. Participants must have an Android or iPhone smartphone.

To participate in the study or learn more, visit <http://www.eciatrans.org/DMATS/SmarterTravel.cfm> . Click on “First Step = Survey” to begin the process. Volunteers who complete the survey will be eligible to participate in the 7-day study. For more information on the Smarter Travel Study, call ECIA Director of Transportation Chandra Ravada at 563-556-4166.

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