Transit Advisory Board
The Transit Advisory Board consists of five members appointed by the City Council to three-year terms. Members meet monthly to establish routes & schedules, regulate fares, and prioritize transit projects.

Visit www.cityofdubuque.org/62/Boards-Commissions to apply.

Advertise on The Jule!
The Jule offers interior and exterior advertising options for local businesses and non-profit organizations. Advertising on the Jule offers over 60,000 views per day.

Exterior advertisers can choose from 3 bus sizes and 8 ad space options. Discounts are offered for multi-bus advertising, rear and side advertising, and non-profit organizations. Interior ad space is also available for poster display.

Connect with Us!

JuleTransit
www.JuleTransit.org
563.589.4196

Get Involved!

Transit Advisory Board
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Jule Transit Timeline 2010-2016

**2010**
- Sept.: New green buses are on the road

**2011**
- Aug.: Improved Facilities - JFK Circle Canopy opens
- Sept.: Public Transit rebranding campaign begins

**2012**
- Sept.: New Service - Nightrider evening service begins

**2013**
- June: New Service - JFK Circle Canopy opens
- June: Improved Facilities - Route Restructuring: Express bus and new fixed-route service model begins

**2014**
- Jan.: Improved Facilities - Dubuque Intermodal Transportation Center opens and routes change
- Jan.: Safety & Accident Prevention - Jule drivers complete an average of 100 hours of training before they transport passengers on their own. All drivers receive 4 hours of annual SMITH ride-a-long training to refresh and reinforce safe driving habits.

**2015**
- Aug.: Bike & Ride - Bike racks are installed on the front of all Jule fixed-route buses. Bikes ride free with a paying passenger and indoor bike storage is available at the Intermodal Parking Ramp.
- Aug.: Improved Facilities - Transition to Nightrider local funding through a partnership with colleges and the Greater Dubuque Development Corporation

**2016**
- July: Route Support - Switch to swipe cards for Monthly passes and Youth passes
- July: Accessibility - All Jule buses are equipped with either ramps or lifts to provide access for passengers with wheelchairs or other mobility devices. As vehicles are replaced, ramps will be the preferred access option, resulting in greater independence and reduced maintenance costs.

- Apr.: Ongoing training has led to a 32% reduction in the number of at-fault accidents since 2014 and a 62% decrease in accident costs over the same period.
Community Partners

The Nightrider
The Nightrider provides nighttime weekend service for the public. This route is partially funded through a partnership with Loras College, Clarke University, and the University of Dubuque, allowing college students free access to all daytime and evening routes.

Annual Youth (K-12) Pass
Youth can ride the Jule with a $10 Annual Youth Pass or by paying $0.75. 92% of schools are within a 5 minute walk from a bus stop.

173,424 student rides in 2016

2,449 Passes provided through non-profit partners in 2016

Project Pass
The Jule partners with many organizations to improve access to transit passes. These organizations purchase passes in bulk at a 25% discount and provide them to their clients in need.

Future Initiatives: FY17-18

ADA Review and Infrastructure
The Jule is conducting an annual review of stops by route and ridership to evaluate and improve access and amenities in accordance with the Americans with Disabilities Act.

Bus Storage Facility
Build a new Bus Storage Facility. The facility will be built on a city-owned Superfund site.

Routes & Ridership

Transit rides have increased 39% since 2011

The Jule provided 553,387 rides in FY2016

75% of residents live within a five minute walk from a bus stop

MiniBus & DuRide

MiniBus is a door to door service offered by The Jule for qualifying individuals who are unable to use the Jule’s fixed-route bus service due to a disability. An application process is required to ensure that the service is reserved for those with severe disabilities.

Seniors over 65 are eligible for MiniBus service but also have the option to travel with our partner DuRide.

DuRide continues to grow as more become aware of the service and more find they need some help.

DuRide now provides 1,000 or more rides per month and now over 170 volunteers serve nearly 275 members.

Service is limited to residency and destinations in Dubuque, East Dubuque and Asbury.
Facilities

The JFK Circle is the transfer point for west-end routes. A canopy was constructed in the summer of 2013 to provide a covered waiting area for passengers. Phase Two of this project includes restrooms and indoor waiting space. Grant funds and local match need to be secured to complete this phase.

Intermodal Transportation Center
950 Elm Street
The Intermodal Transportation Center is located in the Historic Millwork District to improve access to The Jule and other transportation services in Dubuque. The Intermodal and downtown transfer features public restrooms, indoor and outdoor seating, bike parking, ticket windows, and connections to Trailways and other out-of-town bus services.

JFK Circle Transfer
3355 Kennedy Circle
The JFK Circle is the transfer point for west-end routes. A canopy was constructed in the summer of 2013 to provide a covered waiting area for passengers.

Phase Two of this project includes restrooms and indoor waiting space. Grant funds and local match need to be secured to complete this phase.

Bus Shelters and Stops
Various Locations
The Jule provides over 270 bus stops with 75% of businesses and residences within a five minute walk to a Jule bus stop.

The stops include 12 bus shelters located in high-priority locations which serve 86% of the routes. Stop access and amenities serving elderly and disabled riders are currently being reviewed and improved.

New Developments

SWIPE CARDS
The Jule updated Monthly Bus Passes from paper passes to plastic swipe cards. The cards offer a more permanent, reloadable pass option. The Jule also implemented Annual Youth Passes for students in grades K-12. The update will also improve ridership data research with more consistent passenger tracking.

FOUR MOUNDS DAY CAMP PARTNERSHIP
The Jule partnered with the Four Mounds Adventure Day Camp to provide bus and trolley rides for campers from convenient Dubuque locations to the four parks youth explore during camp. Four Mounds Day Camp is a full day, week long outdoor adventure camp targeted at serving low-income youth.