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 and multi-panel advertising and for non-profit organizations. Interior ad space is also available on fixed-route buses.

**Connect with Us!**


**Get Involved!**

**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.

*Apply here:*  www.cityofdubuque.org/boards

**DuRide**

Seniors eligible to ride the Minibus have the option to travel with our partner, DuRide. DuRide provides over 1,000 rides per month and serves hundreds of riders through a network of volunteers.

*Volunteer to drive for DuRide:*  www.duridedbq.com
A LETTER FROM THE TRANSIT BOARD CHAIR

Public transportation ensures people from all socioeconomic backgrounds have equal access to all the opportunities to live, work, and play in their community. Shared transit, pedestrian, and bicycle, are some of the many multi-modal transportation options which play a key role in reducing Dubuque’s overall carbon footprint and helping achieve benchmarks for sustainability.

Fiscal Year 2017 (July 1, 2016—June 30, 2017) was a busy and exciting year for public transit in Dubuque. The Jule provided 519,184 rides in FY17 — a 16% ridership increase over the past five years. FY17 was spent reviewing routes and preparing for another service milestone: extended service hours until 9:00 p.m., Monday through Saturday beginning in August 2017.

To continue to serve current passengers and attract new riders, the Transit Advisory Board established three are areas of focus for the next five years:

Outreach
We will actively promote how easy and affordable it is to ride the bus -- especially outreach to students, individuals over 65, those who use English as a second language, and car-free households.

Passenger Experience and Accessibility
We pride ourselves in giving passengers a pleasant experience and will continue to replace buses, to include ramps instead of lifts, and improve transfer areas and bus stops with benches and other passenger amenities.

Data-based Service Improvements
Finally, we are excited about the extension of service hours that began in August 2017 and we are exploring more options for increasing operating hours, frequency, and geographic areas served.

The Jule is not the same transit system it was 10 years ago, and we’re positioning it to be a robust, evolving system that continues to serve the needs of our populace. Let’s keep transit moving forward in this community.

Matt Esser
Chairperson, Transit Advisory Board
City of Dubuque Transit Division/The Jule

WHAT’S NEW

Dubuque Marshall Islands Health Project

The Jule partnered with the Marshall Islands Health Project to translate outreach materials, provide training on how to ride, and provide grant-funded passes to individuals receiving healthcare through the program.

Jule Operations & Training Center

The Jule Operations and Training Center construction was constructed on a city-owned, Superfund site. The facility includes bus storage, dispatch and administrative offices, indoor classroom and outdoor vehicle training areas.

MyRide

MyRide is an interactive website designed to help users get route and schedule information on-the-go. MyRide allows passengers to find a bus stop, view upcoming pickup times, track the bus in real time, and plan a trip.

Check it out: myride.cityofdubuque.org

Timeline

New Message
Sept 2010 Public Transit rebranding campaign begins

New Service Hours
March 2017 City Council approves reduced Saturday service to fund weekday service hours until 9PM starting August 2017
**PARTNERSHIPS**

The Nightrider provides late-night weekend service for the public. This route is funded in part through a partnership with Loras College, Clarke University, and the University of Dubuque, providing college students free access to all Jule routes, day or night.

The Jule partners with many organizations to provide discounted passes for clients in need.

**Project Pass**

3,386 Passes provided through non-profit partners in 2017

123,425 Rides provided to K-12 youth in FY17

92% of Dubuque schools are within a 5-minute walk of a bus stop

**FIXED ROUTE 5-YEAR PERFORMANCE**  
**FY13-FY17**

Fixed-route ridership and passenger-related revenue are increasing faster than costs—that means we’re providing a more useful service at a better value to residents.

- **Operating Cost per Passenger**  
  -16%  
  Ridership is increasing faster than costs, reducing the cost per passenger by 16%

- **Passenger-Related Revenue**  
  +153%  
  Diversifying revenue streams and pre-paid ride contracts resulted in increased passenger-related revenue

- **Operating Expenses**  
  +11.5%  
  More service with a minimal cost increase over 5 years

- **Revenue Miles**  
  +28%  
  Revenue miles and hours have increased since FY13. More service areas and increased service frequency are helping to make public transit a viable option for more residents.

- **Revenue Hours**  
  +12%  
  The Jule provided 442,995 rides in FY17

- **Ridership**  
  +33%  
  Fixed route ridership has increased steadily since FY13

**New Passes**  
July 2016 Switch to swipe cards for Monthly passes and Youth passes

**New Partner**  
January 2017 Jule partners with the Dubuque Marshall Islands Health Project

**New Look**  
Aug 2011 New green buses are on the road

**New Service**  
Sept 2012 Nightrider evening service begins

**Improved Facility**  
June 2013 JFK Circle Transfer Canopy opens
The Jule's door-to-door transportation service provides accessible service to two of the most transit-dependent populations: seniors and residents with disabilities.

- **Operating Expenses**
  - Increased by 13%

- **Passenger-Related Revenue**
  - Increased by 148%

- **Revenue Miles**
  - Decreased by 0.8%

- **Revenue Hours**
  - Decreased by 4.6%

- **Ridership**
  - Decreased by 12%

**Farebox Recovery Ratio**
Farebox recovery increased from 5.6% to 12.3%, that's 120% in five years.

All Jule buses are equipped with ramps or lifts to provide accessibility for passengers with mobility challenges or devices. Stops and facilities are continually reviewed for ADA-compliance.

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.

**New Service**
- **Jan 2014** Route Restructuring: Express bus and new fixed-route service model begins

**New Facility**
- **Aug 2015** Dubuque opens and
- **Intermodal Center** New routes begin.

**New Partnership**
- **April 2016** Nightrider funded by partnership with colleges & Greater Dubuque Development Corp.