



Linda Lovejoy was presented with her 2018 WIPTA Public Service Award on May 11th in recognition of her distinguished service while at the Wisconsin Department of Transportation, Bureau of Transit in the 1990's and early 2000's. She had been travelling during WIPTA's fall meeting in 2018 in La Crosse, and was unable to receive the award then. During her career she encouraged creative and productive partnerships with public transit systems across the state, including marketing and technology innovations that led to public image and ridership campaigns for transit, and research that pointed towards the need for new automated vehicle location systems for improved transit operations and customers service. Transit systems like Metro Transit in Madison today have real time bus apps that feed off data from AVL systems and provide important customer information on real time bus location and trip scheduling through Google and other systems. In the early 2000's WisDOT sponsored research under Linda's leadership to look at the economic return on investment resulting from public transit services to jobs, to schools, to medical facilities, and other economic sectors. This research showed that in our state there is more than a \$3 return on investment for every \$1 of transit service. This resulted from the measurements of the benefits of getting people to work and to better paying jobs, helping people to access medical appointments and avoid institutional care, and reducing congestion in larger urban areas. Her work supporting transit systems during her career has helped Wisconsin produce some of the most effective and efficient transit systems in the country, and WIPTA wanted to recognize those contributions. Congratulations and thanks to Linda Lovejoy for all her work.