

**Ann Arbor Downtown Development Authority Meeting Minutes
Wednesday, January 8, 2020**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: Vice Chair Letaw called the meeting to order at 12:04 p.m.

1. ROLL CALL

Present: Alexandra Dieck, Bob Guenzel, Tyler Kinley, Marie Klopff, Jessica A.S. Letaw, Molly McFarland, Darren McKinnon, Rishi Narayan, Phil Weiss

Absent: Micah Bartelme, Howard Lazarus, Keith Orr

Staff: Susan Pollay, Executive Director
Sara McCallum, Deputy Director
Jada Hahlbrock, Parking Services Manager
Maura Thomson, Communications Manager
Amber Miller, Capital & Private Projects Manager
Kelley Graves, Management Assistant

Audience: Mike McKiness, Republic Parking System
Ray Detter, CAC
Steve Kaplan, CAC
David Diephuis, Resident
Adam Oxner

2. APPROVAL OF THE BOARD MEETING AGENDA

Ms. Klopff moved and Mr. Weiss seconded the motion to approve the meeting agenda.

A vote on the motion showed:

Ayes: Dieck, Guenzel, Kinley, Klopff, Letaw, McFarland, McKinnon, Narayan, Weiss

Nays: None

Absent: Bartelme, Lazarus, Orr

The motion was approved.

3. AUDIENCE PARTICIPATION

None.

4. REPORTS FROM CITY BOARDS AND COMMISSIONS

Downtown Area Citizens Advisory Council: Given that he was still healing from a car accident, Mr. Detter announced that Steve Kaplan has agreed to help lead the CAC. Steve lived downtown, and now lives just steps outside the DDA. Mr. Kaplan reported on the CAC meeting the night before. Norm Tyler gave an update on the Center of the City Taskforce. The CAC discussed the various alternatives outlined by Mr. Tyler. No one is clear yet on what a "Commons" is, what funding sources may be available, or what kinds of activities might take place. Members urged the Taskforce to be limited by the deadline, and instead to take its time and think broadly to find

concepts that will inspire us. The CAC also discussed a proposed Historic Sound District which would amend the existing noise ordinance, raising the acceptable sound level exponentially and extending the hours when noise is allowed. While CAC members agreed it is an interesting concept, the noise impacts on residents must be considered.

5. DDA MEMBER COMMUNICATIONS

Ms. Letaw said her Downtown Halls will start again in March and will be quarterly. All are welcome. She reported that AAATA and Regional Transit Authority are holding a public hearing tonight to discuss a pilot express transit service between downtown Ann Arbor and Detroit.

6. EXECUTIVE DIRECTOR COMMUNICATIONS

Ms. Pollay reminded the group about the DDA's retreat/facilitated strategic session on February 4 asking board and staff members to fill out a survey to help frame an agenda for the session. Ms. Pollay announced that she plans to retire in 2020 after nearly 24 years of service, and she looked forward to assisting through the upcoming transition.

7. APPROVAL OF MINUTES

Mr. McKinnon moved and Ms. Klopf seconded the motion to approve the December minutes.

A vote on the motion showed:

Ayes: Dieck, Guenzel, Kinley, Klopf, Letaw, McFarland, McKinnon, Narayan, Weiss

Nays: None

Absent: Bartelme, Lazarus, Orr

The motion was approved.

8A. SUBCOMMITTEE REPORTS - OPERATIONS COMMITTEE

Mr. Weiss moved and Ms. Klopf seconded the following resolution:

RESOLUTION TO PURCHASE AND INSTALL PARKING ACCESS AND REVENUE CONTROL EQUIPMENT

Whereas, The DDA mission is to strengthen the downtown area and attract new private investments, and it manages the Ann Arbor public parking system as a means to help it accomplish its mission;

Whereas, This parking system serves many thousands of users on a daily basis, and parking revenue control equipment is an integral component;

Whereas, Current equipment has reached the end of its useful life, and an RFP for new equipment and software was distributed in October 2019 and four responses were received in November 2019;

Whereas, DDA and Republic Parking staff reviewed the submissions, and input was sought from other parking systems through reference checks and a site visit, and DDA staff recommend approval of the Traffic & Safety Control Systems proposal as best meeting the needs of the DDA parking system;

Whereas, The cost for equipment and installation under this proposal is calculated to be \$1,440,485.00 and it is recommended that an additional 10% be included for other project-related costs for a total project budget of \$1,584,533.50;

Whereas, Funds for this project will come from the DDA's FY20 and FY21 parking budgets;

Whereas, The DDA Operations Committee reviewed this recommendation and endorses its approval by the DDA Board;

RESOLVED, The DDA approves the Traffic & Safety Control Systems proposal for new parking revenue control equipment and software;

RESOLVED, The DDA approves a project budget not to exceed \$1,584,533.50;

RESOLVED, Following review by the DDA Attorney, the DDA authorizes its Executive Director to execute a contract with Traffic & Safety Control Systems for the purchase and installation of this equipment and software.

A vote on the motion to approve the resolution showed:

Ayes: Dieck, Guenzel, Kinley, Klopff, Letaw, McFarland, McKinnon, Narayan, Weiss

Nays: None

Absent: Bartelme, Lazarus, Orr

The resolution was approved.

Mr. Weiss said the monthly parking and transportation report was in the board packet; there were no questions. He said the committee has begun a discussion about parking permits, including policies and posting the wait list on the website, and this will continue at the next meeting. Mr. Weiss reported that staff once again met with architects regarding the Maynard office/ customer service area and determined that relocating the restroom door wasn't feasible. The Committee didn't have further direction to give staff at this time.

The next Operations Committee meeting is scheduled for Thursday, January 29 at 11am.

8B. SUBCOMMITTEE REPORTS – PARTNERSHIPS COMMITTEE
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Mr. Kinley said the Committee met earlier in the morning, and the discussion focused on affordable housing. Jennifer Hall shared the presentation she will give to Council showing an analysis and results of the public engagement sessions regarding the potential affordable housing sites. It was very informative, and Ms. Hall will be asked to give this presentation again so DDA members who missed today's Committee meeting can attend and ask questions.

Partner updates included the Planning Commission's approval of the Main/William St site plan. The Commission will strive to support the City's recently approved 2030 Climate Emergency Plan,

but certain policies must change. City Council voted to allow AirBNBs in Single Family neighborhoods where the owner resides on site to lessen the chance of disturbance. AAATA reported that a new express transit service between downtown Detroit and Ann Arbor (A2D2) will begin soon. AADL reported that its board continues its work exploring options to address its deteriorating downtown building, including how a new building could take shape without asking for a new tax. It was noted that more people come to the downtown library than any other destination except the UM stadium. There was robust discussion following the suggestion that the AADL shift locations and build a new building atop the Library Lane parking garage.

8C. SUBCOMMITTEE REPORTS – CAPITAL IMPROVEMENTS COMMITTEE

Ms. Letaw said the December Committee meeting was cancelled due to a lack of agenda items.

The next Capital Improvements Committee meeting is scheduled for Wednesday, January 22 (which is one week later than usual) at 11 am and will focus the vendor selection for the First and Ashley Streets project.

8D. SUBCOMMITTEE REPORTS- FINANCE COMMITTEE

Mr. Guenzel said the December Committee meeting was cancelled due to a lack of agenda items.

The next Committee meeting will be on Thursday, January 30 at 1pm and will focus on developing the DDA's FY21 and FY22 budgets.

8E. SUBCOMMITTEE REPORTS- EXECUTIVE COMMITTEE

Ms. Letaw said the Executive Committee reviewed today's meeting agenda, and also touched on the February retreat.

The next Executive Committee meeting is scheduled for Wednesday, February 5 at 11 am.

9. NEW BUSINESS

None.

10. OTHER AUDIENCE PARTICIPATION

None.

11. ADJOURNMENT

There being no other business Mr. McKinnon moved and Mr. Narayan seconded the motion to adjourn. Ms. Letaw declared the meeting adjourned at 12:30 pm.

Respectfully submitted,
Susan Pollay, Executive Director

ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
Executive Committee Meeting
Wednesday, January 8, 2020

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 11:00 a.m.

Present: Tyler Kinley, Marie Klopff, Jessica A.S. Letaw, Darren McKinnon, Susan Pollay

Absent: Keith Orr

Others: Bob Guenzel, Phil Weiss

Committee actions and discussions

Agenda Review. The Committee reviewed the January meeting agenda. Ms. Pollay said that she would use her time during Executive Director comments to announce her retirement sometime in 2020. Questions were asked and answered. Ms. Pollay also noted that Steve Kaplan, a regular attendee at the monthly Downtown Area Citizens Advisory Council meetings had volunteered to assist Ray Detter in leading the CAC meetings during Mr. Detter's continuing recovery from injuries sustained from an automobile crash this summer. This would include presenting the monthly CAC reports to the DDA.

DDA Retreat. Ms. Pollay noted the board retreat on February 4th, 9am to 4pm. She said the session would include a discussion about governance and about the DDA's long-term role. Questions were asked and answered.

There being no other business, the meeting adjourned at 11:50 a.m.

Susan Pollay, Executive Director

PARTNERSHIPS & ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES
Wednesday, January 8, 2020

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 9:00 a.m.

Present: Bob Guenzel, Tyler Kinley

Absent: Micah Bartelme, Alexandra Dieck, Howard Lazarus Marie Klopf, Jessica A.S. Letaw, Molly McFarland, Darren McKinnon, Rishi Narayan, Keith Orr, Phil Weiss

Others: Matt Carpenter/AAATA, Ali Ramlawi/City Council, Shannon Gibbs-Randall/Planning Commission, Josie Parker/AADL, Marc Norman/UM, Jennifer Hall/AAHC

Staff: Amber, Miller, Maura Thomson, Kelley Graves

Public: None

Affordable Housing: Ms. Hall gave an early preview of the power point that will be shared at next week's City Council work session. Information included feedback received at multiple community engagement workshops, plus an analysis of tax credit, HUD, MSDHA and DDA funding eligibility and other data. The two locations approved by Council to move forward on are the 4th & Catherine and 404 N. Ashley. Staff are recommending that City Council approve hiring a consultant for public engagement on these sites, similar to what was done for 415 W. Washington and 350 S. Fifth Ave. Other locations are being set aside for more study or because they appear less likely to garner funding. Ms. Hall said that Low Income Tax Credits are used to fund nearly all affordable housing projects, and the City is more likely to secure LITC for its downtown properties, in particular the smaller sites, rather than sites outside the downtown. There are no subsidies for property acquisition, only construction, making some sites impossible to consider unless the City were to sell property to free up funds for property acquisition. Ms. Hall was asked if the DDA should take on the role of developing affordable housing; Ms. Hall said she strongly recommended against this due to the complexity and high-level of expertise required. Instead, she and other affordable housing developers look to the DDA to provide infrastructure and grants.

It was noted that Kerrytown area residents and businesses have expressed concerns about the loss of parking spaces at 4th & Catherine if it was used to construct affordable housing. Mr. Ramlawi suggested that underground parking be constructed on this site. Ms. Pollay said that this was feasible, but the need for ramping on this small footprint would likely require at least two floors of underground parking to generate 47 spaces. This cost could be considered against the cost to construct at Ann Ashley, which is only two blocks away and would serve the development of affordable housing on other sites in the neighborhood, as well. Ms. Gibbs-Randall said the distance to Ann Ashley can be an issue when purchasing large heavy items at the Farmers Market, and there was discussion regarding how to enhance the opportunities for patrons to load/unload next to the Market, including better signage.

Partner Updates:

Library: Ms. Parker praised Ms. Hall for her excellent analysis of the City properties as potential sites for affordable housing. She reported that the AADL Board continues its work analyzing potential alternatives for their downtown library building. Studies show that more people come to the

downtown library than any other destination in the city except the UM Stadium. Satisfaction continues to score high. There was robust discussion following the suggestion that the AADL move to the top of the Library Lane parking structure, thereby providing a civic use.

Planning Commission: Ms. Gibbs-Randall reported that the site plan for The Standard development at Main/William was approved. She said that the recent approval of the City's 2030 Climate Action, Carbon-Neutral Plan will require policy changes and is already affecting site plan approvals as Planning considers future impacts of proposed developments.

City Council: Council approved moving forward to pursue Option 3 related to short-term airbnb rentals, which would permit this use in Single Family Home neighborhoods only where the owner resides on site.

AAATA: Mr. Carpenter announced the AAATA and Regional Transit Authority's are holding a public hearing tonight at the AADL on the new downtown Detroit / downtown Ann Arbor express transit service which will begin soon.

Public Comment: None.

The next Partnerships Committee meeting (DDA only) is scheduled for February 12 at 9:00 am.

The meeting adjourned at 11:20 am

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
CAPITAL IMPROVEMENTS COMMITTEE MEETING MINUTES
Wednesday, January 22, 2020 11:00 am**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:00 a.m.
Present: Micah Bartelme, Alexandra Dieck, Robert Guenzel, Tyler Kinley, Howard Lazarus, Jessica A.S. Letaw, Molly McFarland, Darren McKinnon, Keith Orr, Phil Weiss
Absent: Marie Klopf, Rishi Narayan
Staff: Susan Pollay, Amber Miller, Maura Thomson, Liz Rolla, Jada Hahlbrock, Sara McCallum, Kelley Graves
Public: David Diephuis

First & Ashley Street Project: Ms. Miller outlined the details of the project, including the construction bid process in a memo format that she said will be used with future projects, including a new graph listing how the project matches DDA Plan Principles/Goals. Ms. Miller also provided a one-page project benefits summary for First & Ashley, including data on how it will improve safety, sustainability and infrastructure. She said that three construction bids were received; Fonson Company, Inc. was the low bidder at \$7,848,826.75. Ms. Miller said that the DDA and City will share costs and she outlined the various percentages of costs assigned to each.

Staff recommended and the committee approved bringing a draft resolution to approve the construction contract with Fonson Company, Inc., establishing a 12% contingency and approving the cost share agreement with the City to the Board at its February 5th meeting. Because the construction bid was under budget, next month staff will bring to the committee for its consideration a list of project elements that could be added.

Urban Heat Island Effect Case Study: Ms. Miller reported that SmithGroup has a case study underway on Huron Street that will measure the effect trees have combatting urban heat islands. The case study results to-date are under internal review by SmithGroup management and will be shared once approved.

People-Friendly Streets 2 RFQ: The RFQ has been released and includes the City's components for State Street. Recommendations will be brought to the next Committee meeting.

Public Comment: None.

The next Capital Improvements Committee meeting will be on Wednesday, February 19 at 11 am.

The meeting adjourned at 11:40 am.

Respectfully submitted,
Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
OPERATIONS COMMITTEE MEETING MINUTES
Wednesday, January 29, 2020**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 11:05 am

Present: Micah Bartelme, Alexandra Dieck, Robert Guenzel, Tyler Kinley, Darren McKinnon, Phil Weiss

Absent: Marie Klopff, Howard Lazarus, Jessica A.S. Letaw, Molly McFarland, Rishi Narayan, Keith Orr

Staff: Susan Pollay, Sara McCallum, Jada Hahlbrock, Kelley Graves

Others: John Fournier/City, Mike McKiness/RPS, Chris Simmons/GetDowntown

Public: David Diephuis

Annual Structure Repairs: Ms. Hahlbrock described the DDA's annual repair program which is drawn from a 20-year assessment tri-annually assembled by WGI. This year's work will take place in several garages, is expected to run July 1-November 30 with some work deferred to Spring 2021, and the estimate for repairs is approximately \$1.5M. Ms. Hahlbrock said she recommends hiring WGI to serve as the DDA's engineer to oversee these repairs given their extensive knowledge of the garages. She said that separately she would like to commission from them studies that will enable her to develop a plan to install many additional electric vehicle (EV) chargers in the garages; these studies include an update to their 2013 electrical capacity assessment, an evaluation of cost and strategies to add significant electrical capacity to the garages, and an assessment of the parking system's electrical and mechanical systems. She said this future EV installation is directly tied to the City's recently approved 2030 Carbon Neutrality goals. There was consensus to bring the resolution to the Board to authorize a contract in the amount of \$122,570 with WGI for engineering services and repair oversight.

Parking Permit Wait List: Ms. Hahlbrock reminded the group about permit types, the policies contributing to permit wait list size, and the council member request that the list be placed on the DDA website, and a fee be assessed to be on this list. She explained that there were a couple ways the permit wait list could be shown on the DDA website; the quickest, no-cost option would be to post a regularly updated PDF. Another option that would take time to develop would be to work with the DDA's website designer to create online functionality for patrons to add themselves to the wait list. There was consensus to move immediately to begin posting updated wait list PDFs to the website. Separately, there was interest to develop online functionality for this and other parking-related options; Ms. Hahlbrock said she will investigate and make a recommendation. The Committee also discussed the councilmember suggestion to assign a fee for the wait list; there was consensus there was logic to a fee tied to the expense to create and update this online presence and asked staff for a recommendation to consider.

Permit Rate Changes: Ms. Hahlbrock said that at the last meeting there was interest to explore escalating future permit rates to attain a goal of creating cost equivalency between the permit and paying by the hour. Ms. Hahlbrock shared the currently approved 5-year rate change chart, and rate increases which would enable this equivalency to be attained by 2023, at which time the rate would be \$220. Separately, there was discussion about tying the cost of the premium parking permits to the standard permits, thus they would increase in tandem. There was discussion regarding retaining the reserved parking spaces or converting them to metered parking.

Parking Study: Ms. Pollay reported that DDA and Housing Commission staff are developing what may be an update the 2015 Nelson-Nygaard parking study as a way of providing the public with 2020 parking demand data as part of the public engagement about using city parking lots for affordable housing sites. Mr. Fournier asked if this could be included as part of the City's Transportation Master Plan effort; Ms. Pollay said yes, this was also an option and she will reach out to Transportation staff to talk about this. Mr. Kinley said that If the study is undertaken as part of the affordable housing analysis, Smith Group, not the DDA, should oversee N/N's work. Mr. McKinnon recommended that at the outset of the study the Kerrytown Association should be asked to provide questions to be answered by the study.

Ann Ashley: Ms. Pollay reported that she will ask the Board to include the Ann Ashley expansion/improvement project in the DDA's FY21 proposed budget, given the attention the project received during the discussion about using city parking lots for affordable housing.

Maynard Customer Service Space: Ms. Hahlbrock said a leasing opportunity has arisen near the garage. She said she recommended against it given the cost over 13 years to lease versus the one-time cost to construct at the Maynard garage. There was consensus by the Committee to pursue this lease and Mr. Kinley and Mr. McKinnon both offered to help her.

Parking & Transportation Report: Mr. Simmons reported TheRide will review its scheduling to improve on-time issues reported by patrons. Conquer the Cold data will be provided at the next meeting. The RTA's D2A2 service is up for approval at the February RTA Board meeting for potential March launch.

Public Comment: Mr. Diephuis said he supports including individuals' addresses on the published waitlist and he supports increasing monthly permit rates. He said he also agrees with reaching out the Kerrytown Association regarding the parking study and supports SmithGroup conducting the study.

The next Operations Committee meeting will be on Wednesday, February 26 at 11:00 am.

The meeting adjourned at 1:08 pm

Respectfully submitted,
Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
FINANCE COMMITTEE MEETING MINUTES
Thursday, January 30, 2020**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 1:00 p.m.
Present: Bob Guenzel
Absent: Micah Bartelme, Alexandra Dieck, Tyler Kinley, Marie Klopff, Howard Lazarus, Jessica A.S. Letaw, Molly McFarland, Darren McKinnon, Rishi Narayan, Keith Orr, Phil Weiss
City: Tom Crawford/City CFO
Staff: Susan Pollay, Sara McCallum, Jada Hahlbrock, Kelley Graves
Public: None

Investment Portfolio: Bank of Ann Arbor representatives provided an overview of the issues affecting the stock market, the restrictions placed on investing public funds, and the status of the DDA's investment portfolio. Questions were asked and answered.

Financial Reports: Financial statements, including expense registers for October, November and December 2019, quarterly balance sheets and quarterly revenue and expenditure reports were reviewed. Questions were asked and answered.

Draft FY21 Budget and 10-Year Plan: The first draft of the FY21 budget was shared. Questions were asked and answered. The Committee will be asked to put forward the budget to the board at its next meeting on February 27th. A City Council budget work session including a review of the proposed DDA budget has been scheduled Monday March 23. And the City is expected to approve its FY21 budget on May 18, with DDA budget approval on June 3rd.

An updated 10-year plan was reviewed. Ms. McCallum recommended and it was agreed that an updated 10-year plan would be voted on at least annually by the Committee going forward.

Public Comment: None.

The next Finance Committee meeting will be on Thursday, February 27 at 1:00 pm.

The meeting adjourned at 2:25 pm.

Respectfully submitted by
Susan Pollay, Executive Director

Parking & Transportation Report January 2020

Parking

Special Events in January

January 12-17 Restaurant Week

January 18 A2SO at Hill Auditorium

January 19 Worst Day of the Year Ride

January 31 & February 1 Folk Festival

Special Event Meter Bag Fee Waivers/ Free Parking in January

January 31 & February 1 Folk Festival \$1,240.00

Meters

Meter staff worked with UM to remove meter space markers and equipment on E Ann ahead of a construction project.

Parking System Maintenance & Operations

Meter and maintenance staff spent time clearing snow and ice. Sunny days and cold nights mean melting and refreeze. RPS staff worked hard to keep facilities safe for patrons.

Parking Equipment

DDA and RPS staff had multiple internal meetings and meetings with the selected dealer to begin planning for installation.

City/DDA Parking Enforcement and Operations Group

The January meeting included a review of upcoming events and a discussion about signage in parking lots.

Tally Hall Condominium Meeting

Next meeting is scheduled to take place in late January.

First & Washington Condominium Meeting

The next meeting has yet to be scheduled. The structure opened in late 2013 and a condominium board has yet to be formally established.

Transportation

Bike Parking

Current rentals-January 2020:

- Bike Locker Rentals: 6 rentals of 10 available lockers (60%)
- Maynard Bike House Rentals: 14 of 28 spaces (50%)
- Ann Ashley Bike House Rentals: 38 of 27 spaces (140%)

Go!pass Summary – December 2019

Total # of companies in program = 393

Total # of active passes (# distributed less deactivations) = 5,040

Total # of unique passes used =

New go!pass companies for December 2019

- Campus Barber

- Engage HQ
- USPS
- Liberty Title

Engagement for December 2019

Social Media:

- Facebook
 - 1608 Page Likes (-2)
 - 0.75% Page Engagement (benchmark .5-1.0%)
 - 371 Average Daily Reach
 - 73 Organic Reach
 - 298 Paid Reach
- Twitter
 - .70% Tweet Engagement (benchmark .5-1.0%)
 - 29 Profile Visits (+8)
 - 12,700 tweet impressions (+7527) – sponsored tweets

Quarterly go!pass Ridership

	<i>October 2019</i>	<i>November 2019</i>	<i>December 2019</i>
Go!Pass Usage	51,909	39,071	42,120
NightRide Usage	393	447	510
ExpressRide Flexpass *est	1916	1386	1219

Usage for Q2 took its annual dip due to the start of the pass year occurring on November 1 as well as the holidays. In comparison to Q2 last year, this is approximately a 6% drop. For the year so far, this is approximately a 5% drop. In comparison to the AAATA system as a whole for the same periods, the AAATA saw ridership losses of approximately 2% and 3% respectively.

AAATA is compiling an analysis of the impacts of the 5YTIP expansion plan to put forward as a part of the long-range planning process. Parts of that preliminary analysis indicate that the on-time performance on many of the routes during peak periods has degraded, causing bus operations to make continuing daily adjustments to ensure that riders are at least able to board a bus as close to their scheduled times as possible. Program staff is anxiously awaiting the results of the City’s Transportation Planning process, the 2020 Census data, and the results of the numerous residential surveys around the A2Zero initiative to indicate where the shifts are occurring in the residences of downtown commuters. As we reported last quarter, it is our continuing hypothesis that more workers, especially those in the service and hospitality industry, are coming from beyond the AAATA service area and are not able to or willing to use a park and ride option, and are therefore finding near-neighborhood locations to park and walk in to work. We are exploring opportunities to find better service options for that segment of downtown employment but believe this will continue to be a long-term effort.

Other Activities

- getDowntown launched the media component of the 20th Anniversary messaging with items in the Ann Arbor News and A2Y Chamber newsletter. Additional promotional activity will be occurring around this message through April.
- Conquer the Cold is underway through January 31st. We are encouraging anyone who uses an alternative to driving alone at least once during the month of January to sign up and log their

commute. A full list of weekly challenges, sponsors, and prizes is being updated and may be found through ConquertheCold.org. This is the last campaign on the current software platform. getDowntown has selected a new software platform and will have it up for the May Commuter Challenge. Our intent is to carry over as many of the features (badges, leaderboards, organizational competition) that users enjoy while providing a smoother, more reliable platform that allows for new methods.

- The Regional Transit Authority of Southeast Michigan (RTA) has solicited public input regarding a proposed new service offering express trips from Grand Circus Park in Detroit to and from downtown Ann Arbor. The proposal is for hourly service from 6 AM – 10 PM weekdays and limited service on weekends. Trips are proposed to be \$12 one way, \$10 if booked in advance, or \$6 for seniors or eligible disabled. Operational details are still being finalized, and the RTA Board has postponed final decisions on fares and service details until their February board meeting. However, the service has initial funding from a state earmark and regional CMAQ funding, and we anticipate the service launching sometime this spring. Service details are available at <https://rtamichigan.org/introducing-d2a2/>.
- getDowntown is always looking for additional business testimonials on how the program or how go!pass contributes to their success. Board members are encouraged to contact the office and provide their success stories or provide staff with information on stories they've heard for follow-up.

