

# get Downtown

Program Update

Ann Arbor Transportation Commission

4/17/2024

# About the getDowntown Program

- Provides commuting programs and services to employees and employers
- Founded in 1999
- Ongoing partnership between the TheRide, Ann Arbor DDA, and the City of Ann Arbor
- Collaborates with City of Ann Arbor Transportation and OSI



# Program Highlights

Spring 2023 - Spring 2024

- Surveyed downtown commuters and employers to learn how services can better suit their needs
- Ran three challenges to encourage, amplify and reward alternative commuting
- Supplied 200+ employers (and counting) with go!passes



Mathematical Reviews joined the bike parade during Ann Arbor's Green Fair.

# 2023 Commuter and Employer Surveys

Completed by Level 7, the study sought to understand and measure of commute behaviors and the impact of AAATA's getDowntown Program. The results were compared against results from a 2018 study where possible and appropriate.

## Sample:

The survey was distributed to various employers in downtown Ann Arbor and employees (commuters).

*Employers n=97 (2018 survey had 77 respondents)*

*Commuters n=199 (2018 survey had 380 respondents)*

## Field Dates:

*Employers: 4/4/2023 - 4/24/2023*

*Commuters: 4/10/2023 - 5/10/2023*

# World Car-Free Challenge

- Kickoff at A2Zero Green Fair
- September 22-29, 2023
- Collaboration with City of Ann Arbor
- Participants exceeded:
  - ✓ 200 miles by walking,
  - ✓ 300 miles by carpooling,
  - ✓ 800 miles by biking, and
  - ✓ 1,000 miles using local buses.



Spencer, winner of the inaugural World Car-Free Day Challenge

# Conquer the Cold 2024



Xinyi (left) and Rob (right) had the top two highest point totals during Conquer the Cold 2024.

 **CONQUER THE COLD**  

**Retro Edition**

**CONGRATULATIONS TO**

**XINYI G., TEAM FELIZ Y SANO**

**ROB U., TEAM WARD 5**

**NAOMI C., TEAM PEBBLE REBELS**

**FOR EARNING THE MOST POINTS DURING CONQUER THE COLD 2024!**

During the challenge **170 participants** took **4,979 trips** without driving alone. By carpooling, reducing travel, and using active modes of transportation, our community saved money, reduced greenhouse gas emissions, and reduced traffic congestion.

Help us make an even bigger impact during the Commuter Challenge in May!  
Registration begins in April!

[www.GetDowntown.org](http://www.GetDowntown.org)

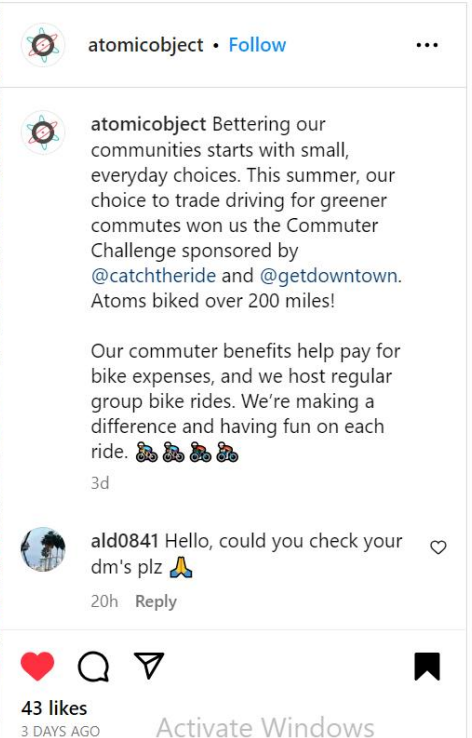
# 2023 Commuter Challenge Winners

Mathematical Reviews (50-100 employees)

Atomic Object (21-49 employees)

MAP (2-20 employees)

AADL (101+ employees)

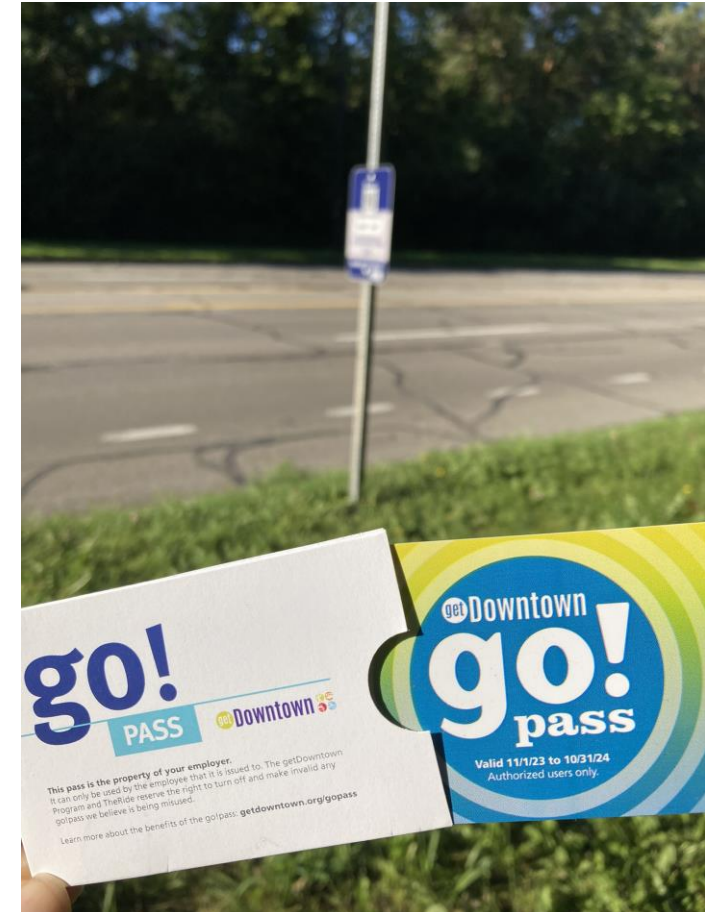


Local business Atomic Object had high participation among employees.

# go!pass Program

- Estimated \$1.48 million in annual savings for downtown employees
- 53,560 gallons of fuel saved compared to taking conventional vehicle
- 503 tons of GHG saved by bus trips compared to midsize vehicle

Celebrating 25 years since launch of this successful transportation demand management program!





# Questions?

**Sign up for the  
Commuter Challenge**

**MAY 1-31**

BROUGHT TO YOU BY

get Downtown TheRide DDA CITY OF ANN ARBOR MICHIGAN

20 COMMUTER CHALLENGE 24

The graphic features a blue city skyline background with icons for a bus, a car, and a bicycle. A central circular logo contains the text 'COMMUTER CHALLENGE' and icons for a bus, a bicycle, and a car. Two red banners on either side of the logo display the numbers '20' and '24'. Logos for 'get Downtown', 'TheRide', 'DDA', and the 'CITY OF ANN ARBOR MICHIGAN' seal are arranged horizontally above the central logo.

Sign up at [www.CommuteAndWin.org](http://www.CommuteAndWin.org)