



getDowntown Grant for DDA FY26  
May 21, 2025 Work Session

# go!pass Program

- Unlimited ride pass on TheRide and FlexRide East/West
- Discount on FlexRide Holiday and Late-Night Service
- Discounts at local businesses
- Workplace must be within DDA boundary to be eligible
- More than 250 workplaces opt in annually



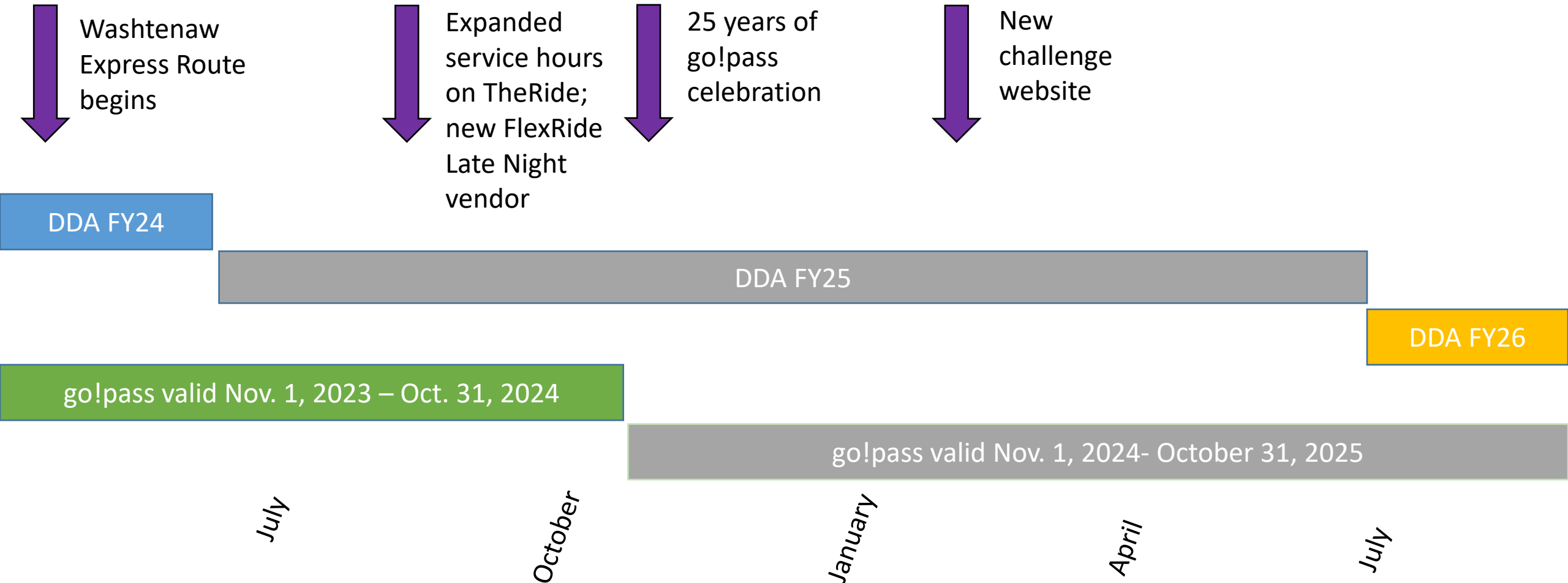
# Education and Challenges

- Encourage and educate commuters about using alternative modes of transportation
- Increase points of contact and awareness of program
- Understand commuter patterns

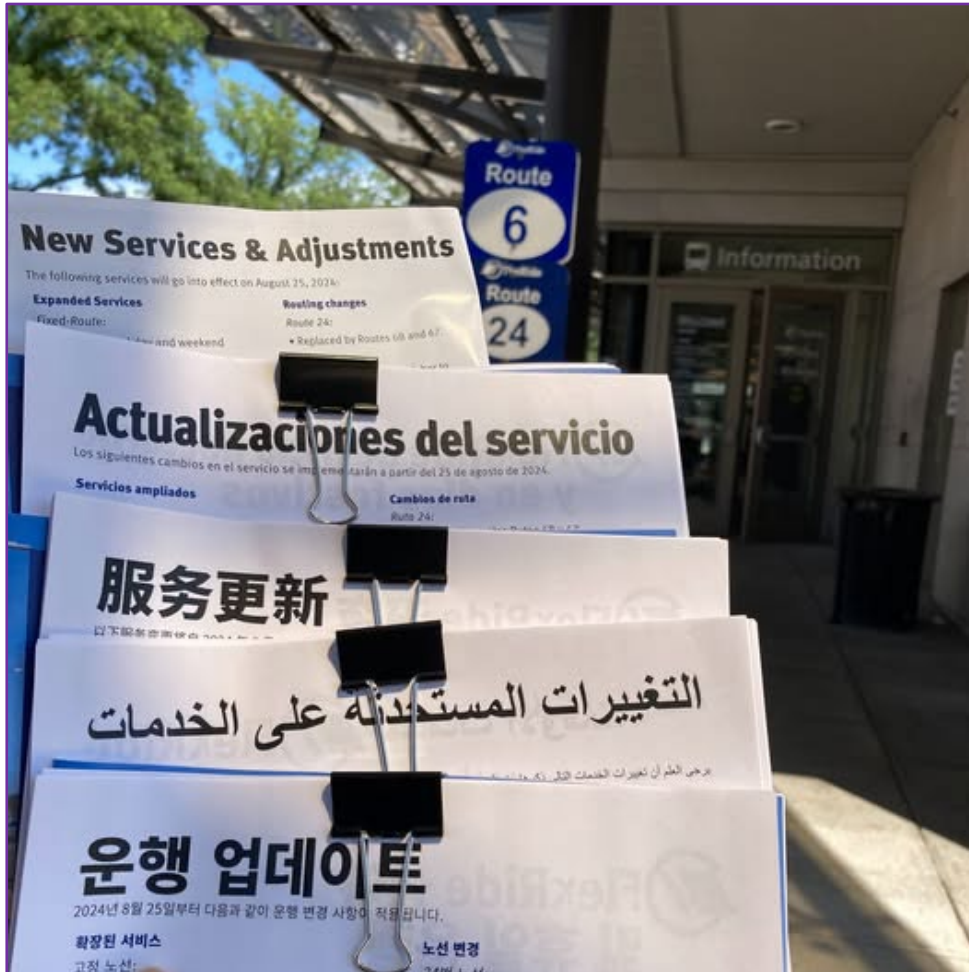


# FY25 Activities and Success

# Timing & Milestones FY25



# Increasing Awareness Efforts



## Celebrate 25 years of go!pass

- Visit restaurants and shops
- Receive discounts with your go!pass
- Support downtown Ann Arbor




**November 3rd through 9th**

Visit **getDown** for more details

## The Ark

Free admissions at select shows by showing your go!pass card

Available November 3, 4, 8 and 9th



## State Theatre

Enjoy one free popcorn and a BOGO ticket for any regularly priced film screening (events not included) with your go!pass card

Available November 3rd - 9th

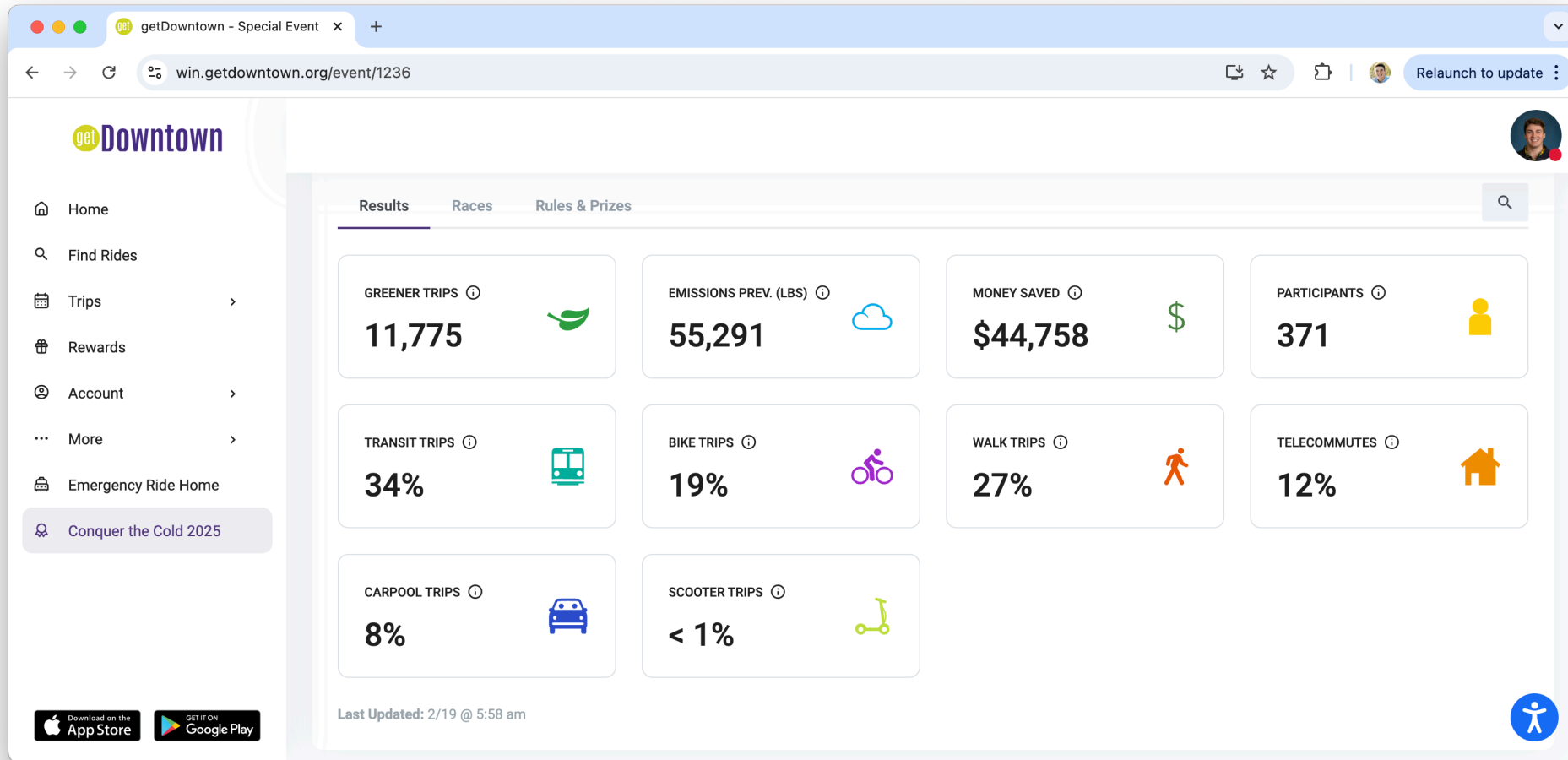


getDowntown

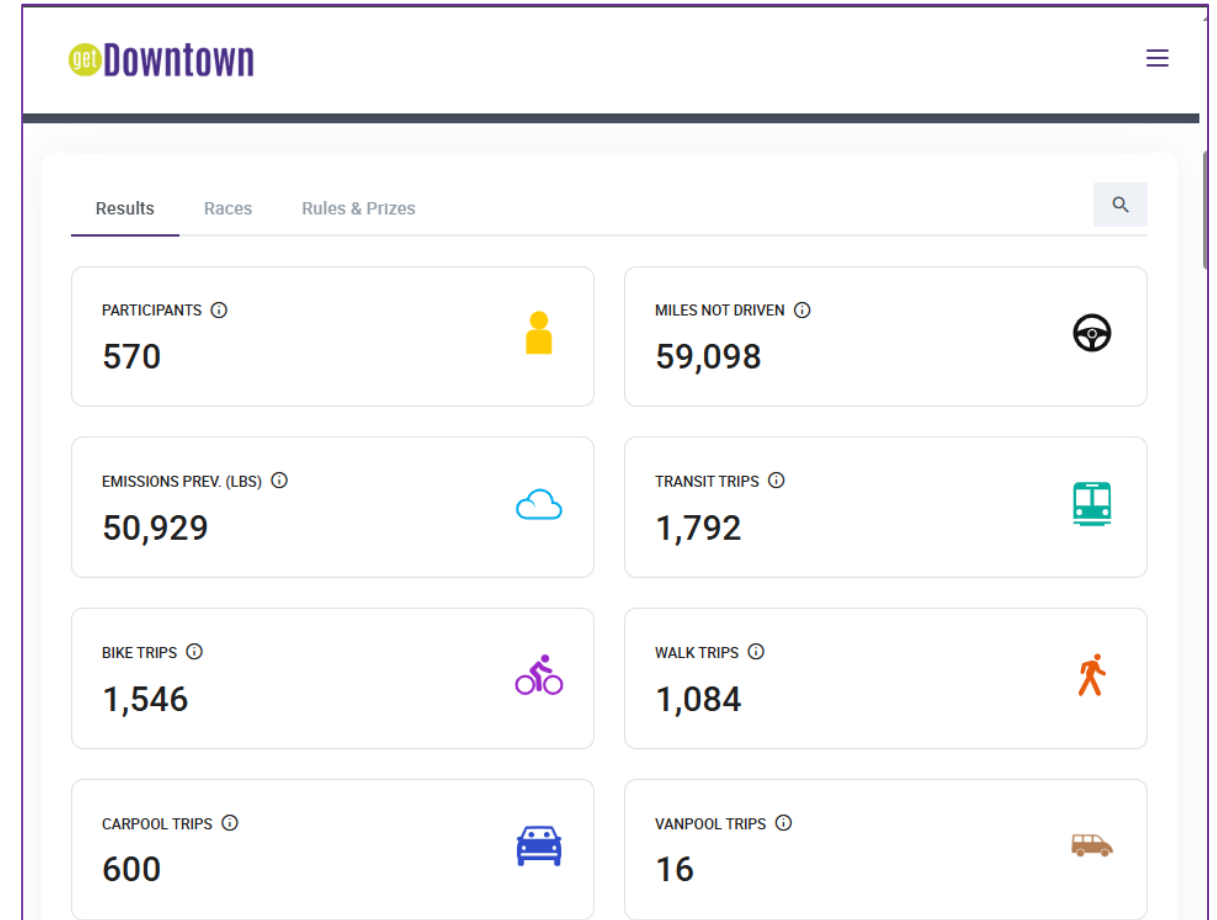
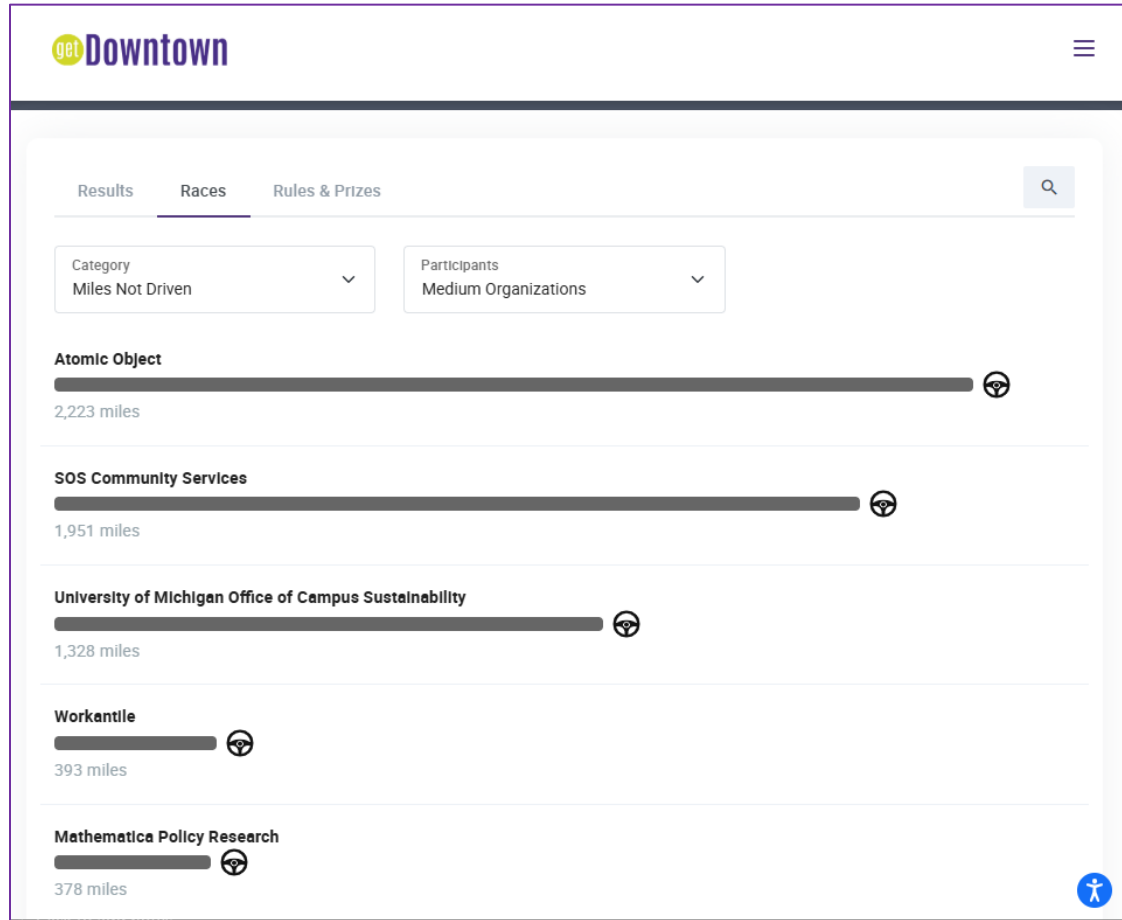




# New Challenge Platform



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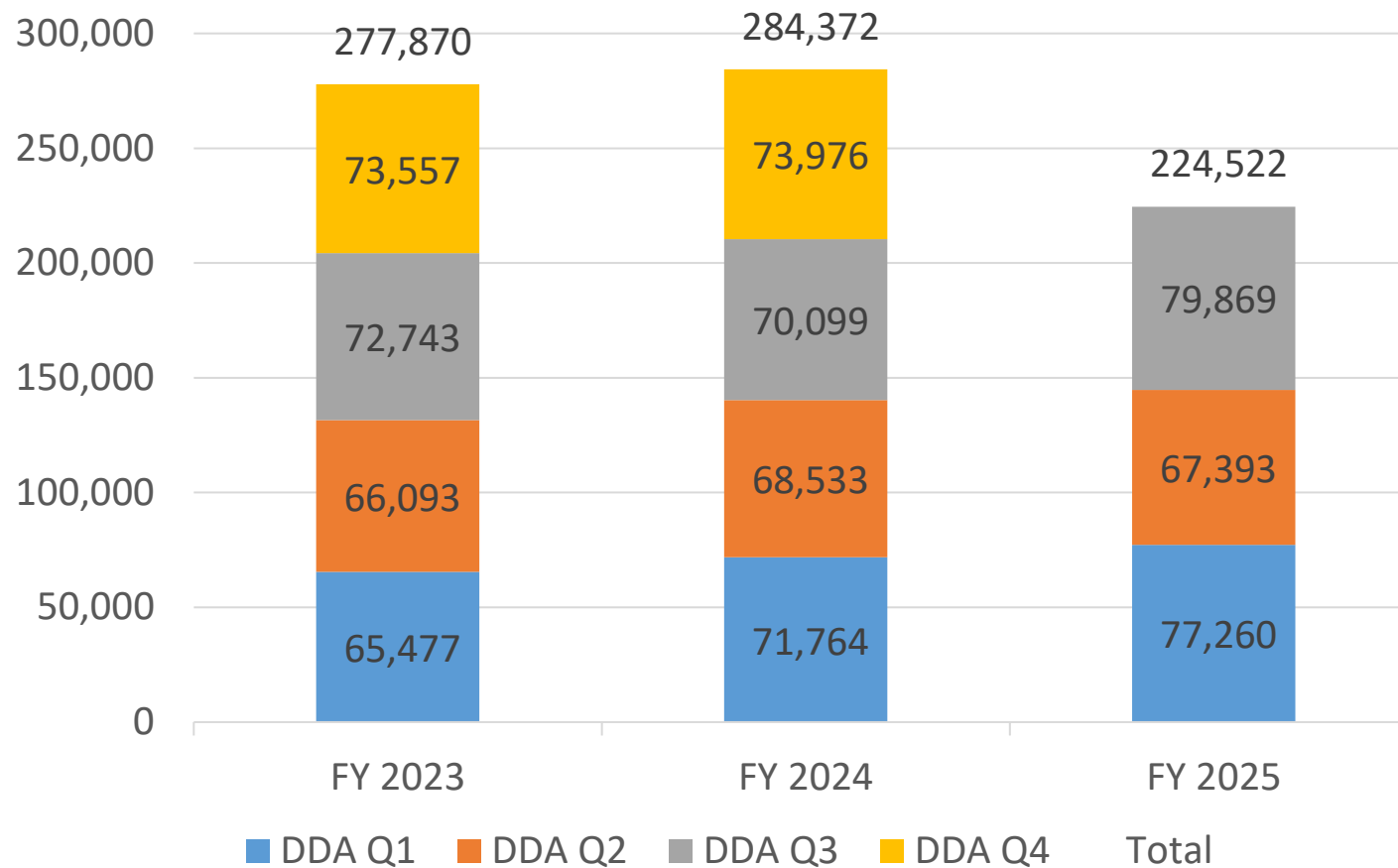




# go!pass status

For go!pass period Nov. 2024 – Oct. 2025

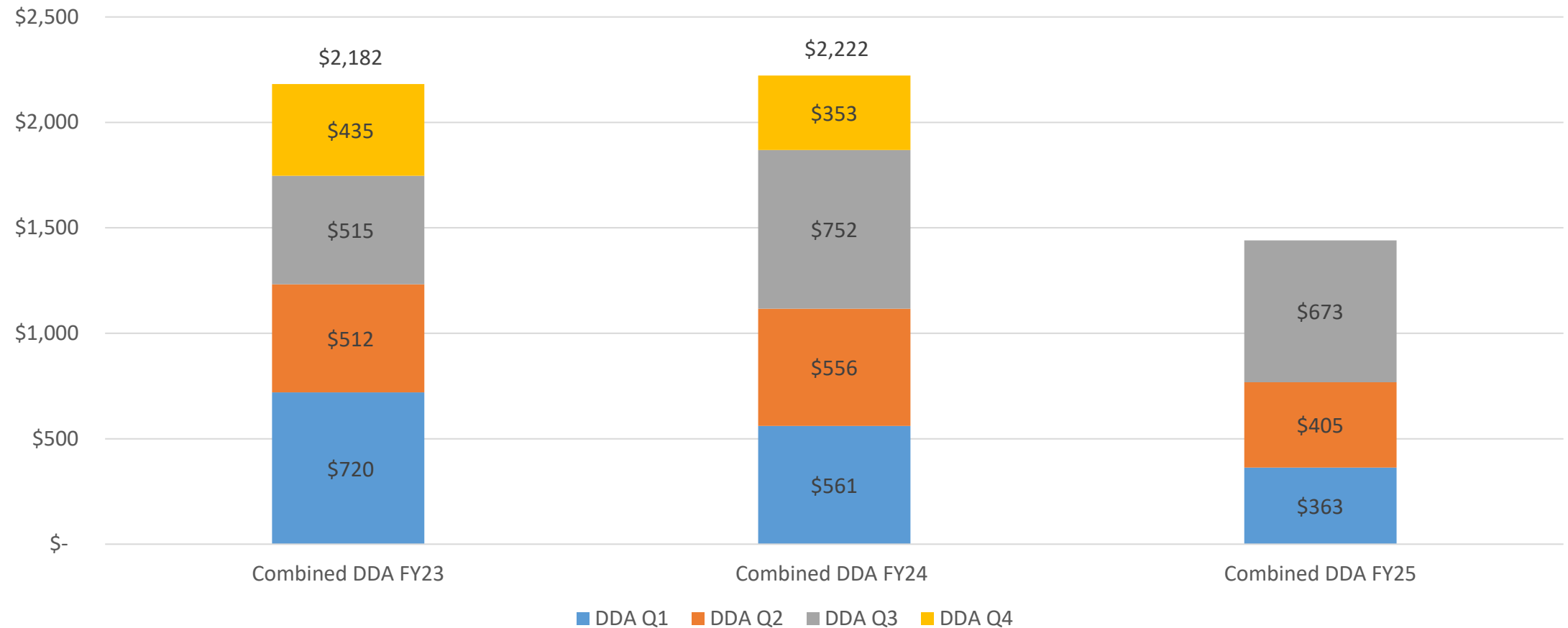
# go!pass use on fixed-route



- On track to reach 298,000 rides for FY25
- Could see quarters with 80,000+ rides in FY26

\*go!passes expire and are redistributed in Q2.  
Q2 also includes Thanksgiving and Christmas.

# FlexRide Fares Paid by DDA for go!passes

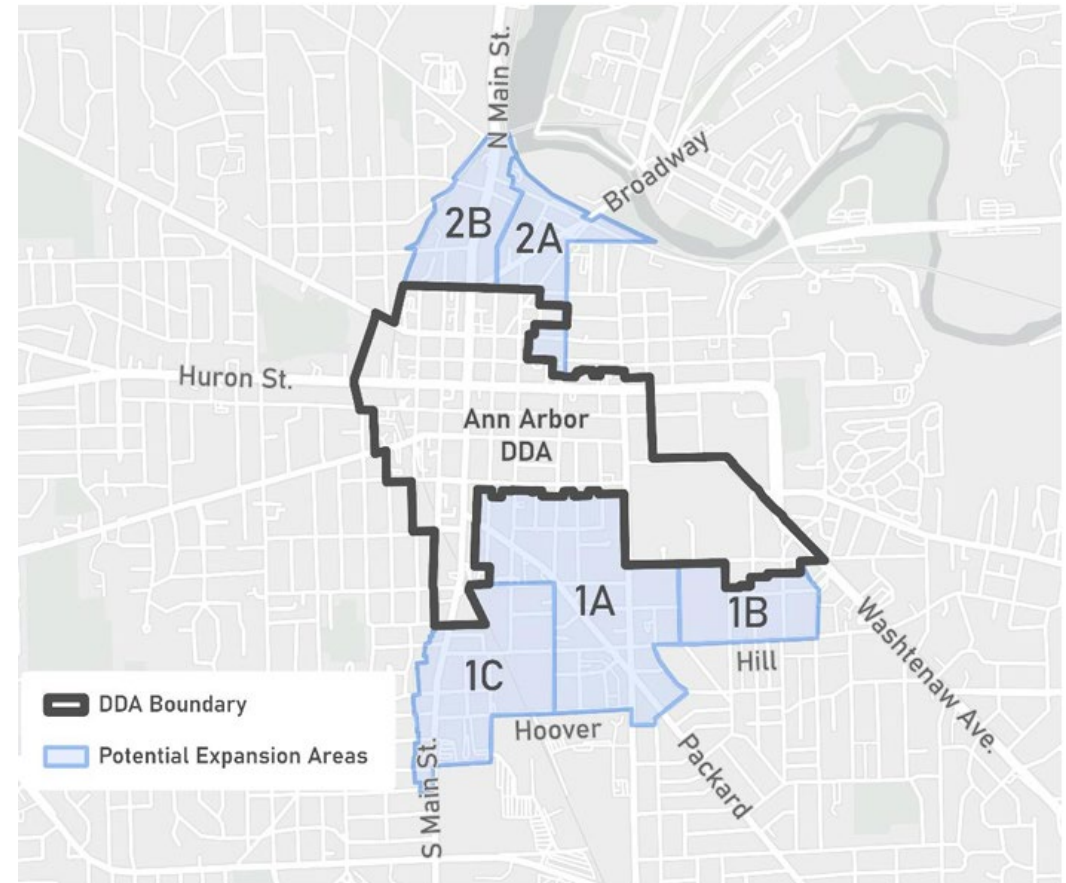


go!passes expire October 31<sup>st</sup> of each year

# Anticipated FY26 Opportunities

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- Improve supports & education for go!pass coordinators
- Evaluate commute patterns from FlexRide Late Night & Commuter Challenge
- Monitor DDA boundary decision from Council



# Recommended Grant for getDowntown in DDA FY26 (July 1, 2025 – June 30, 2026)

Program or Service	FY 2025-26	Expected use
Education and outreach	<i>Not to exceed</i> \$120,000	Accommodate increasing participation in getDowntown challenges; increase utilization by businesses; ongoing outreach to new businesses
Fixed-Route Fares (go!pass)	<i>Not to exceed</i> \$481,914	Increases based on above outreach efforts
FlexRide, Night & Holiday Discounts	<i>Not to exceed</i> \$4,000	Adjustment based on steady ridership over several years
<b>Total:</b>	<b>\$605,914</b>	



# Education & Outreach

- Expenses include:
  - Print materials & postage
  - Ads and promotion for go!pass, Conquer the Cold, and Commuter Challenge
  - Commute information and challenge website maintenance
  - Supplies and incentives for outreach events (such as Green Fair)

Actual expenses will vary depending on the number of employers and individuals opting for commute support.

# Questions?

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