

**RESOLUTION TO PROVIDE A GRANT TO FUND THE GO!PASS AND THE
GETDOWNTOWN PROGRAM FOR FY25**

Whereas, The getDowntown program was co-created by the DDA in 1999 and remains a partnership between the DDA, AAATA and the City of Ann Arbor to provide transportation assistance to downtown employers, including the distribution of the DDA’s go!pass;

Whereas, In support of its mission and mobility initiatives, and in support of the City’s A2Zero plan, the DDA has provided funding for go!passes and the getDowntown Program since 2001;

Whereas, The funding request for FY25 for the getDowntown program, go!pass, and other transportation programs as follows:

Program or Service	FY25 Request	Purpose
getDowntown Promotion and Marketing	\$105,000.00 (not to exceed)	Outreach for service improvements, 25 years of the go!pass, anticipated investment in challenge platform, increasing visibility of employer exemplars.
Fixed-Route Fares (go!pass)	\$468,914.00 (not to exceed)	Transit incentive for employees that increases bus use and frees up parking spaces for other users.
Non-Fixed Route Discounts	\$32,000.00 (not to exceed)	Expanded service area and improvements to shuttle deployment. Includes discounts for NightRide, HolidayRide and FlexRide East and West.
TOTAL	\$605,914.00	

Whereas, The FY25 request represents a not to exceed amount and the DDA is charged only for actual usage of the go!Pass, non-fixed route services, and getDowntown program promotion and marketing expenses;

RESOLVED, The DDA Board approves a grant to fund transportation services and programs provided by AAATA, not to exceed \$605,914.00 with funds coming from the DDA’s FY25 Parking Operations Fund.