



getDowntown Grant for DDA FY27

May 6, 2026

Ann Arbor DDA Executive Committee

# getDowntown Program Partners

- TheRide: program operation + education & outreach
- Ann Arbor DDA: go!pass program fares + education & outreach
- Employers: annual participation fee + per pass fee for go!pass program
- City of Ann Arbor: education & outreach



# go!pass Program

- Unlimited ride pass on TheRide and FlexRide East
- Discount on FlexRide Holiday and Late-Night Service
- Discounts at local businesses
- Workplace must be within DDA boundary to be eligible
- Around 250 downtown 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



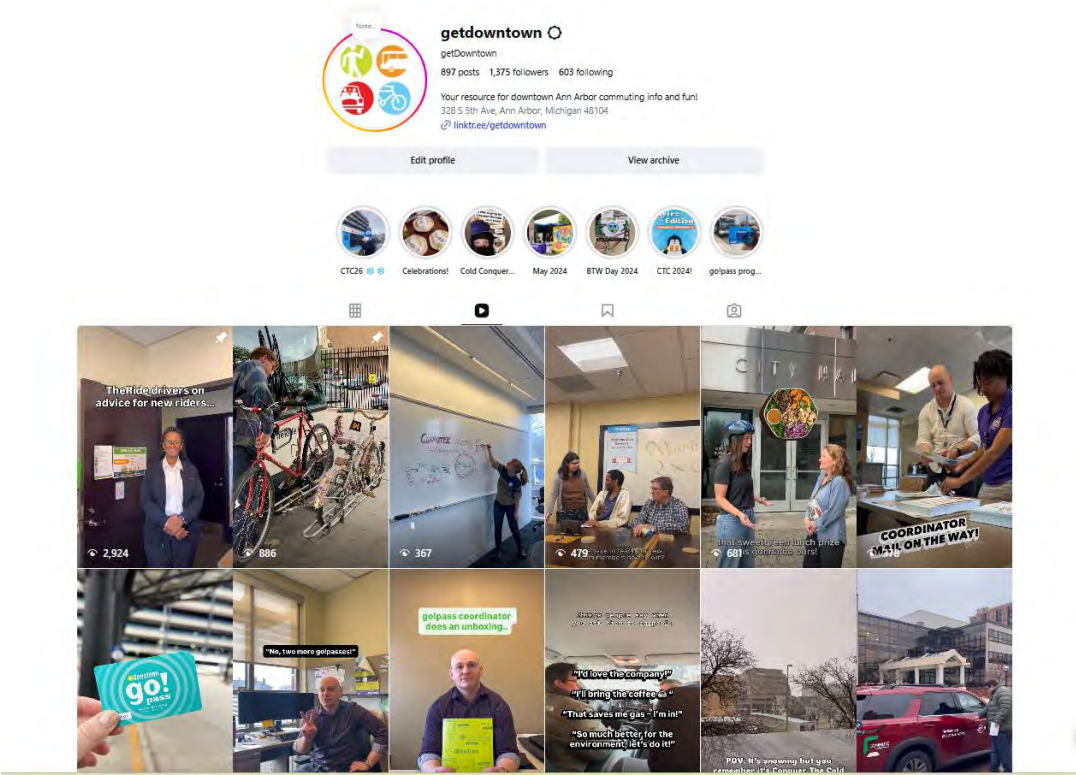
# FY26 Activities and Success

# New opportunities emerged in FY26

## Increased in person activities



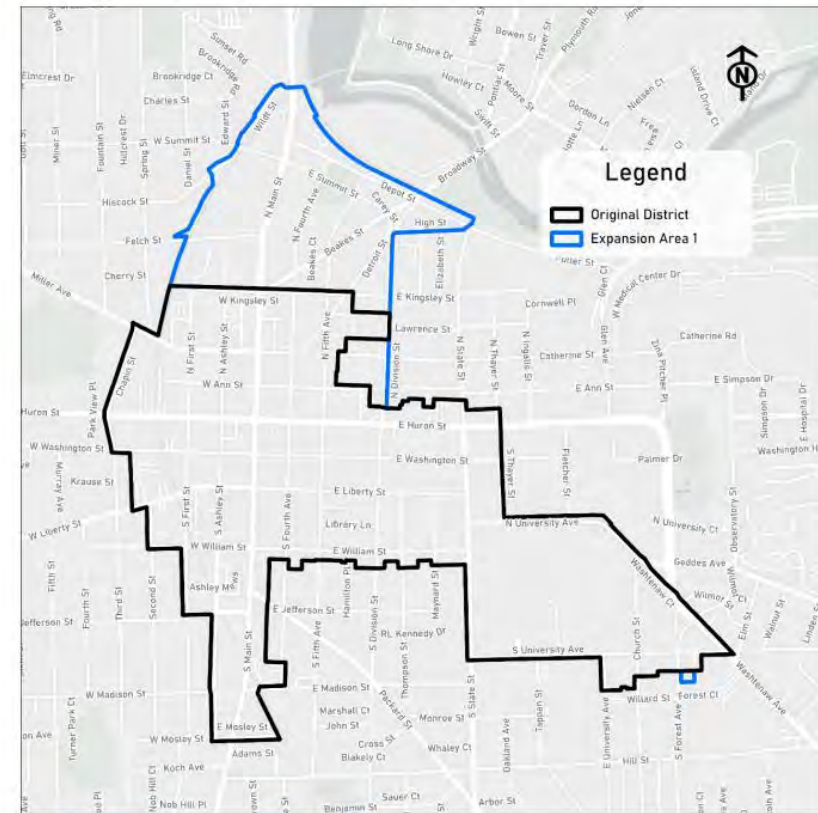
## Increased Activity for Social Media



# New opportunities emerged in FY26



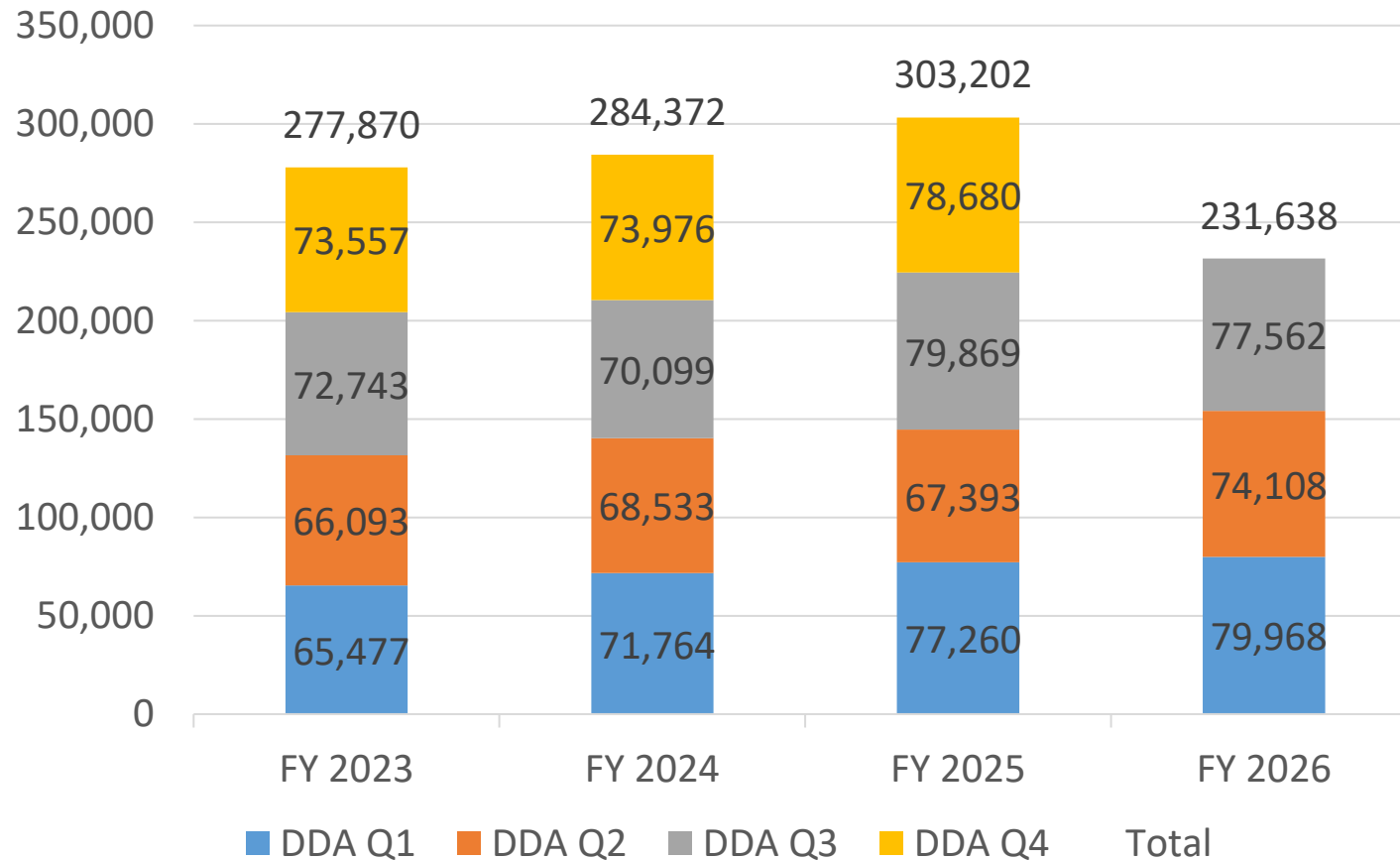
**MAP #1: ANN ARBOR DDA BOUNDARIES**



# go!pass usage and participation

For go!pass period Nov. 2025 – Oct. 2026

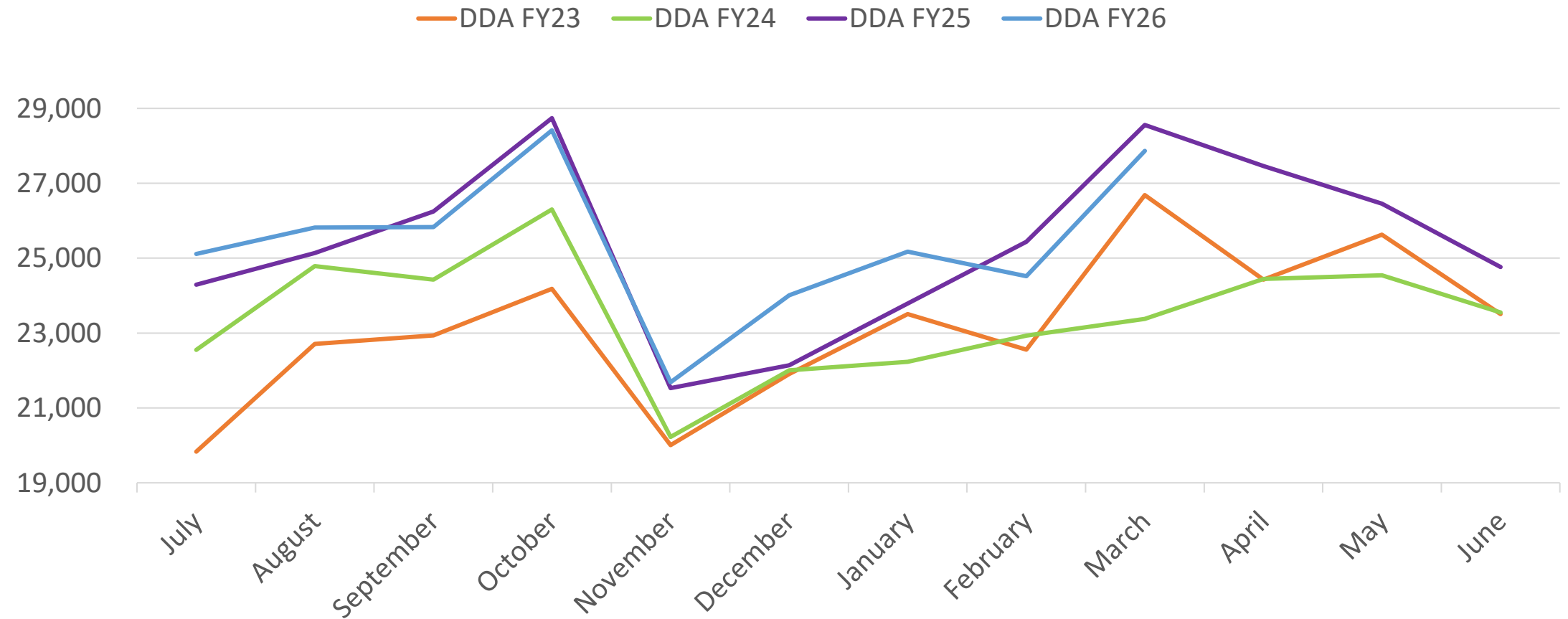
# go!pass use on fixed-route



- Anticipate an impact in Q4 due to road construction projects
- Eligibility constrained by businesses in operation

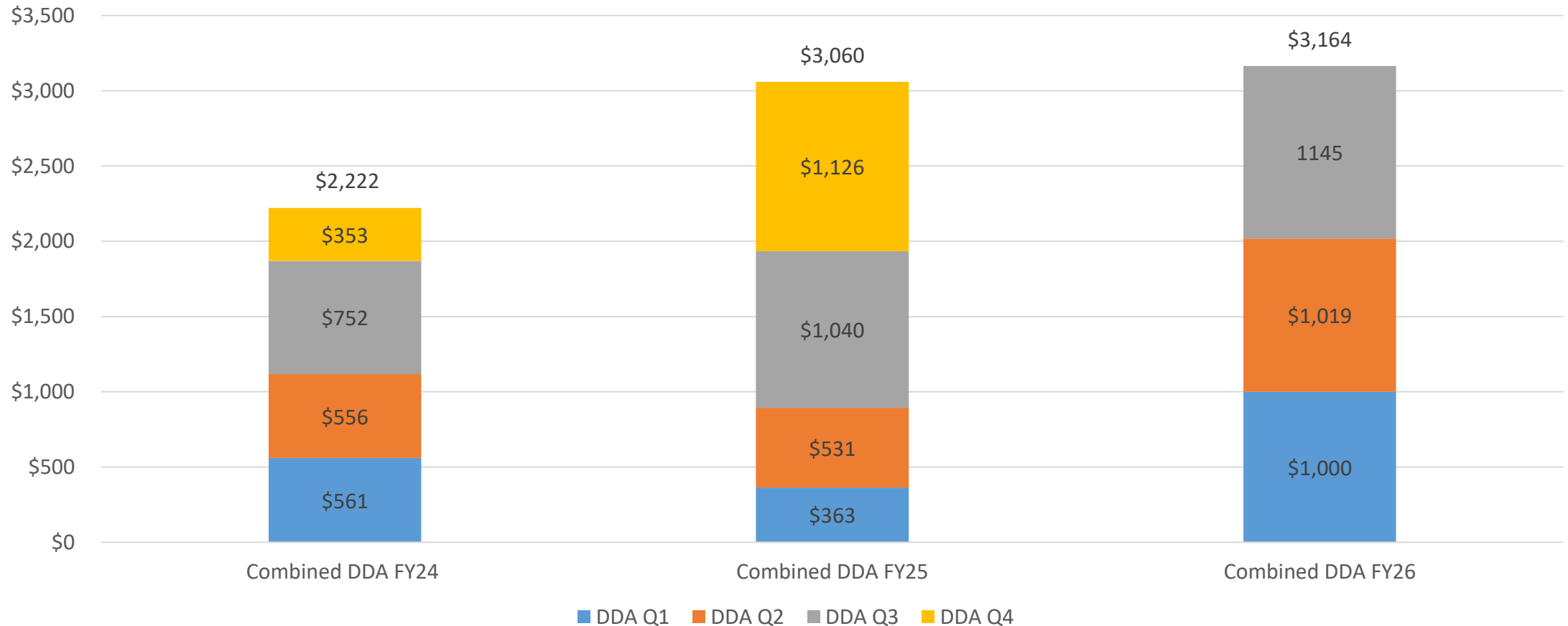
\*go!passes expire and are redistributed in Q2. Q2 also includes Thanksgiving and Christmas.

# Monthly go!pass Usage in Past DDA FY



\*go!passes expire on October 31<sup>st</sup> each year.

# FlexRide Fares Paid by DDA for go!passes



Vendor change in Q1 FY25.

Correction issued for FY25 rides following FY26 presentation in May 2025.

No go!pass usage reported for FlexRide West (Pittsfield Twp) since 2024 so no impact to go!pass following Jan. 2026 change to service.

# Anticipated FY27 Opportunities

# Requested Grant for getDowntown in FY27 (July 1, 2026 – June 30, 2027)

Program or Service	FY27	Expected use
Outreach & education	<i>Not to exceed</i> \$118,000	Engagement for new businesses, extra outreach related to construction impacting downtown transportation throughout 2026.
Fixed-Route Fares (go!pass)	<i>Not to exceed</i> \$481,914	Construction impacts and business closures likely to impact ridership growth.
FlexRide, Night & Holiday Discounts	<i>Not to exceed</i> \$6,000	Room for growth after steady ridership over several years.
<b>Total:</b>	<b>\$605,914</b>	

# Questions?

Lilliane Webb

Transportation Demand Lead

[lwebb@theride.org](mailto:lwebb@theride.org)

