



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



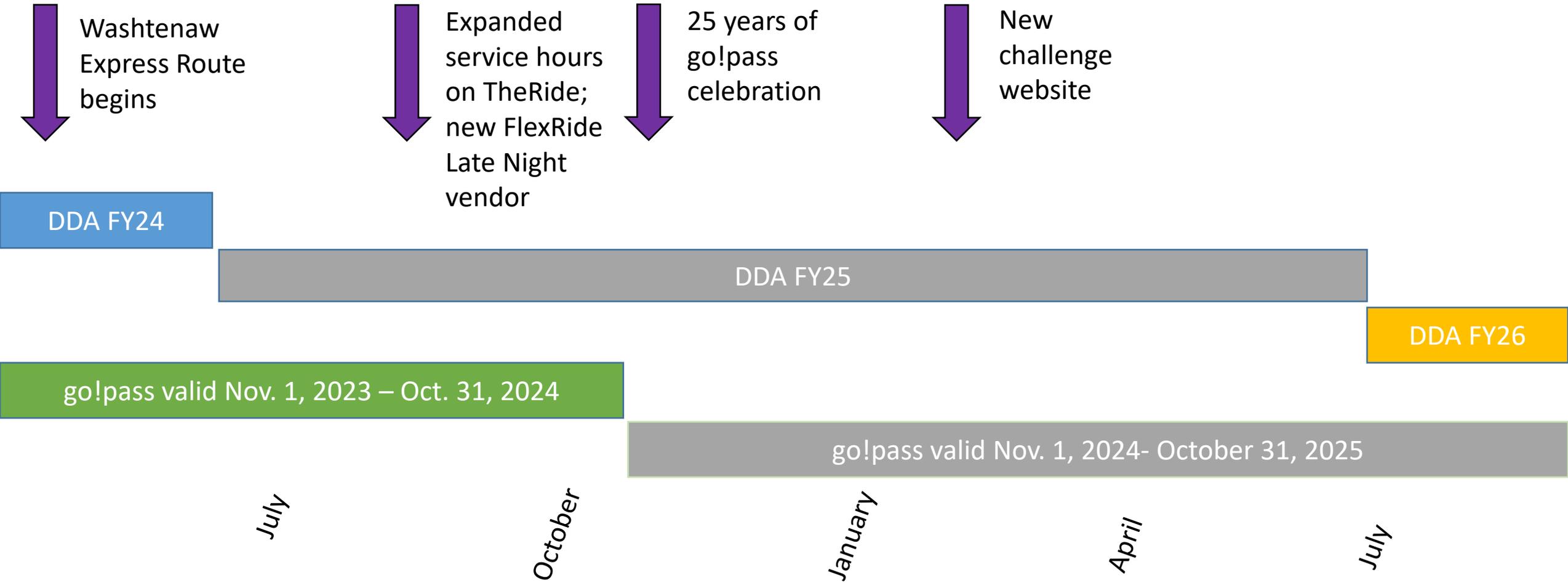
Education and Challenges

- 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

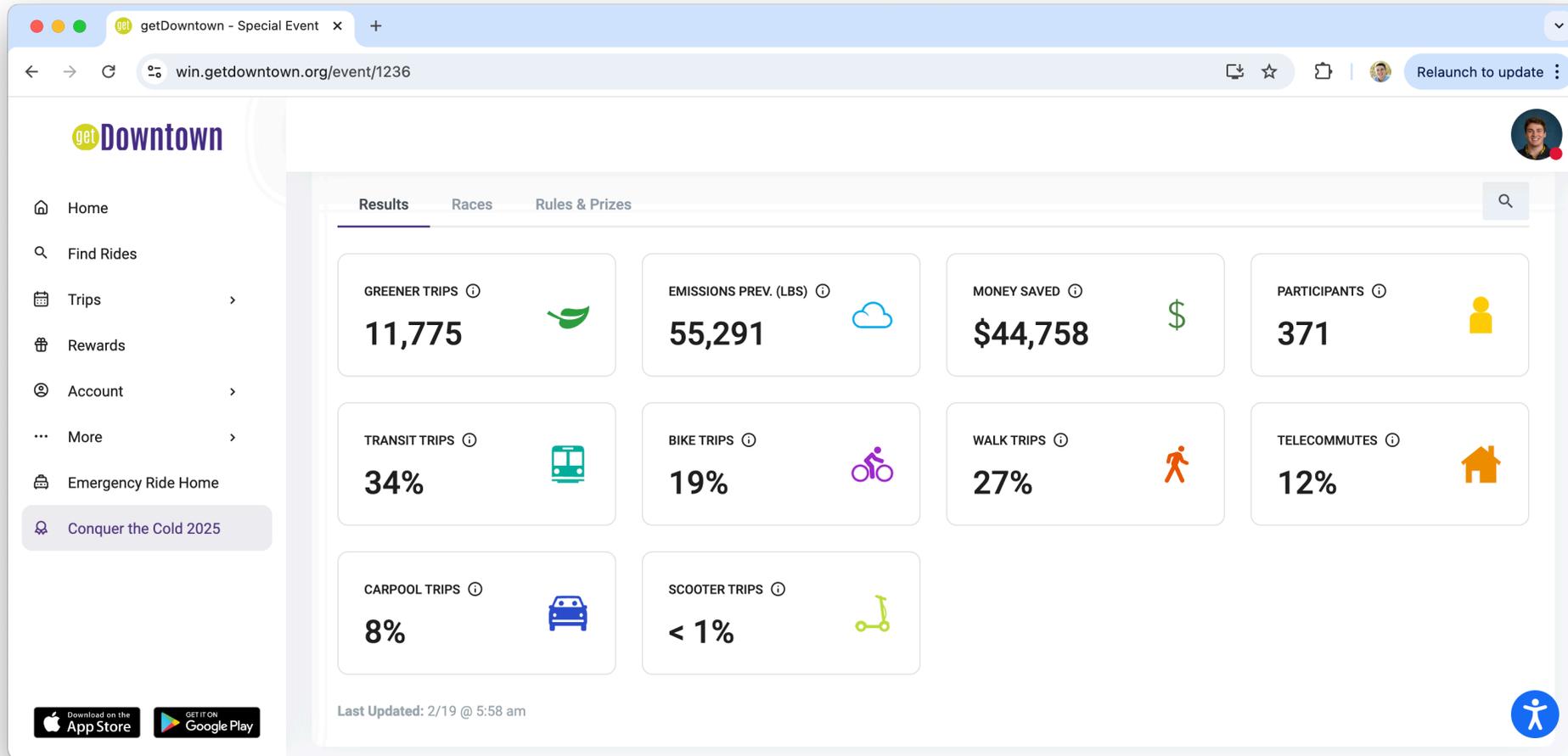
Enjoy one free popcorn and a BOGO ticket for any regularly priced film screening (events not included) with your go!pass card

Available November 3rd - 9th



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New Challenge Platform



New Challenge Platform

The screenshot shows the 'getDowntown' interface with a navigation bar containing 'Results', 'Races', and 'Rules & Prizes'. Below the navigation are two dropdown menus: 'Category' set to 'Miles Not Driven' and 'Participants' set to 'Medium Organizations'. The main content area displays a list of challenges, each with a title, a progress bar, and a 'miles' value:

- Atomic Object**: 2,223 miles
- SOS Community Services**: 1,951 miles
- University of Michigan Office of Campus Sustainability**: 1,328 miles
- Workantile**: 393 miles
- Mathematica Policy Research**: 378 miles

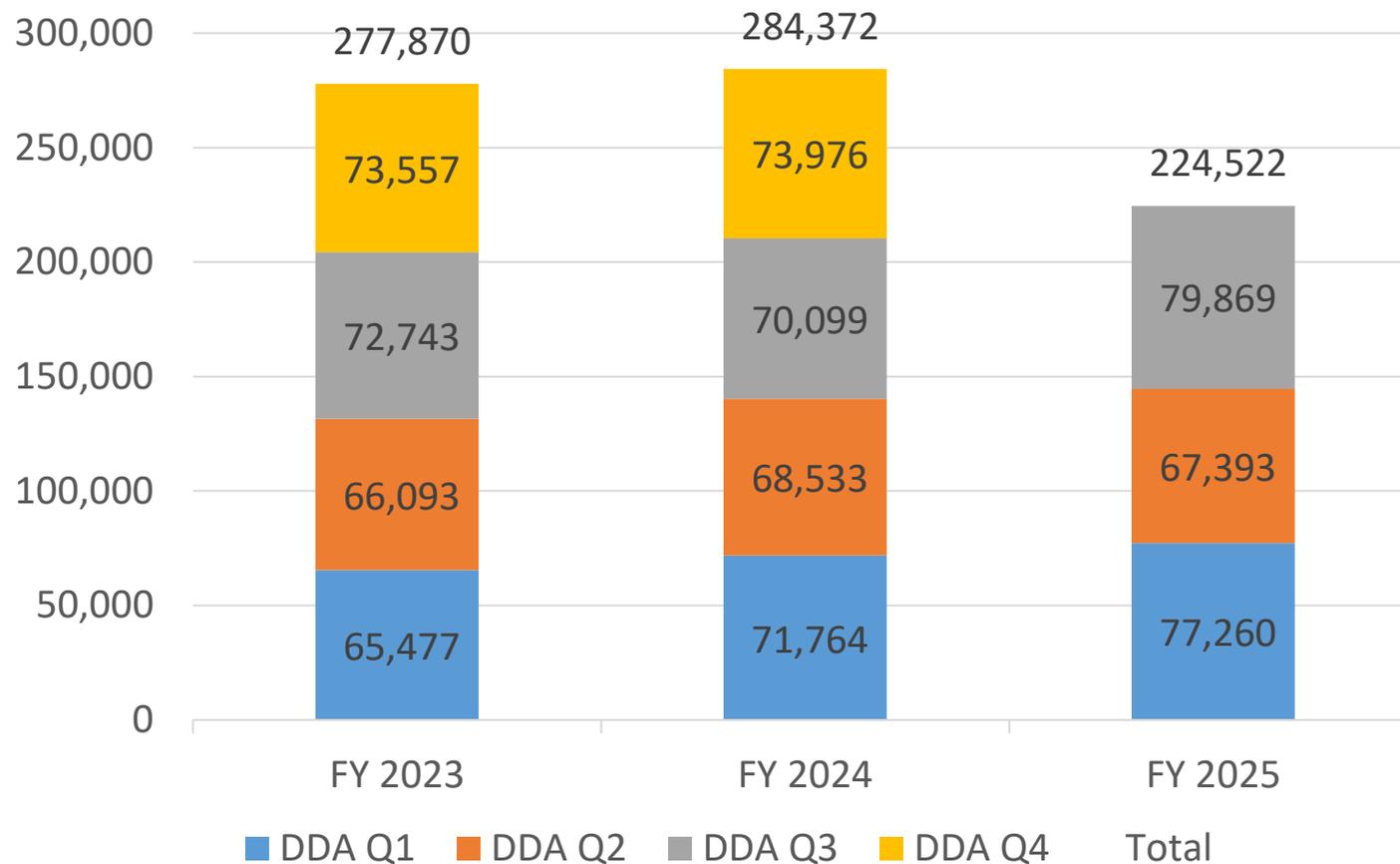
The screenshot shows the 'getDowntown' interface with a dashboard of aggregate statistics. The navigation bar is the same as in the previous screenshot. The dashboard consists of ten cards arranged in a 5x2 grid, each representing a different challenge metric:

- PARTICIPANTS**: 570
- MILES NOT DRIVEN**: 59,098
- EMISSIONS PREV. (LBS)**: 50,929
- TRANSIT TRIPS**: 1,792
- BIKE TRIPS**: 1,546
- WALK TRIPS**: 1,084
- CARPPOOL TRIPS**: 600
- VANPOOL TRIPS**: 16

go!pass status

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

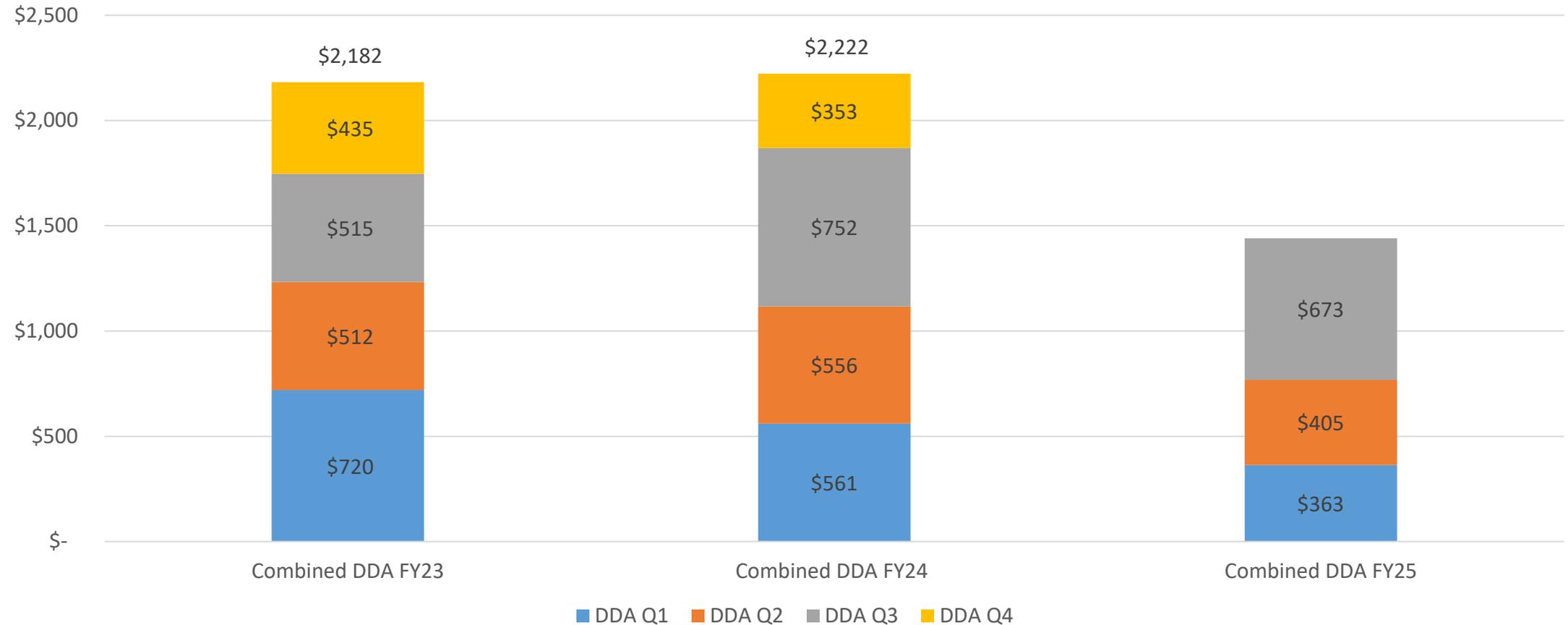
go!pass use on fixed-route



- 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

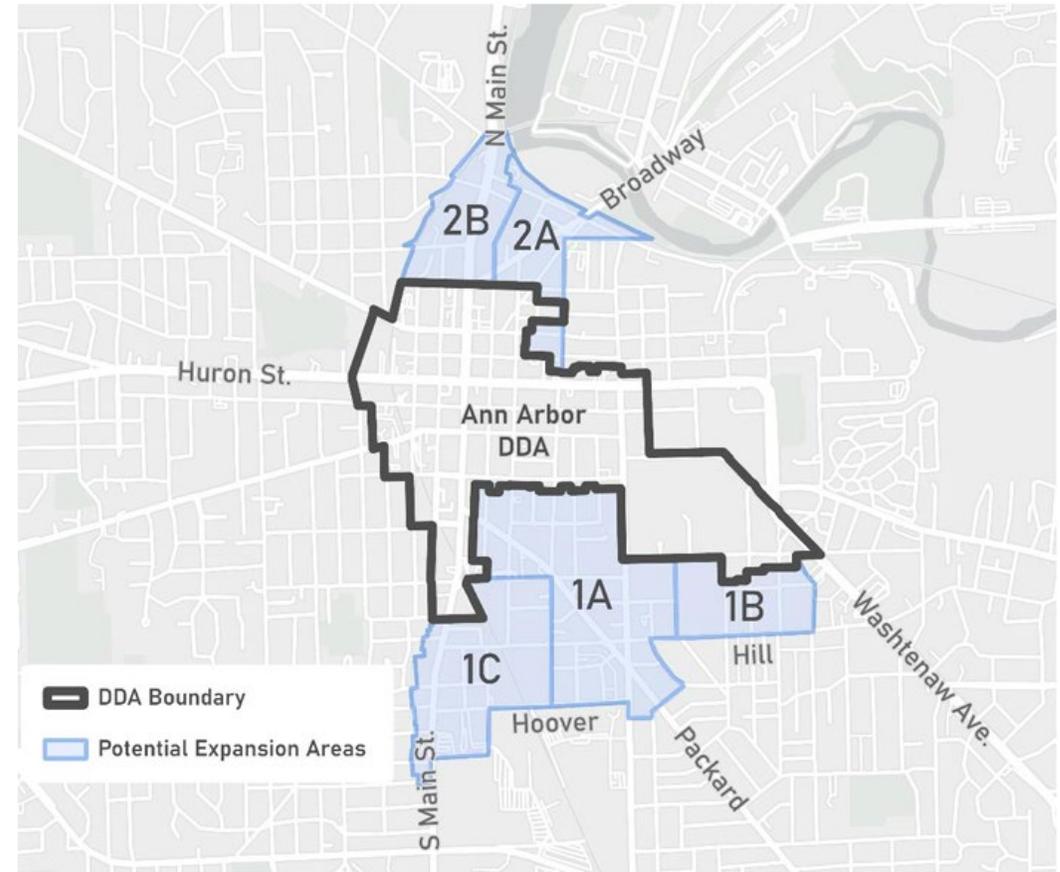


go!passes expire October 31st of each year

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
Total:	\$605,914	

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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