



# Reviewing the 2018 getDowntown Program Survey

City of Ann Arbor Transportation Commission

April 17, 2019

# getDowntown Program History

- 1999 co-created by the DDA, TheRide, the City, and the Chamber
- Today, as a partnership of the DDA, the City, and TheRide, the program continues to provide transportation assistance to downtown employers and employees, with the aim of reducing the number of single-occupant vehicle trips into downtown

# getDowntown Program

- getDowntown is designed to encourage use of all transportation system options with the goal of downtown vibrancy
  - Walking
  - Biking
  - Telecommuting (avoided trips)
  - Shared rides (carpool and vanpool)
  - Busing
  - Park & Ride
- Housed by the AAATA since 2012, program design remains multimodal and downtown employee-focused

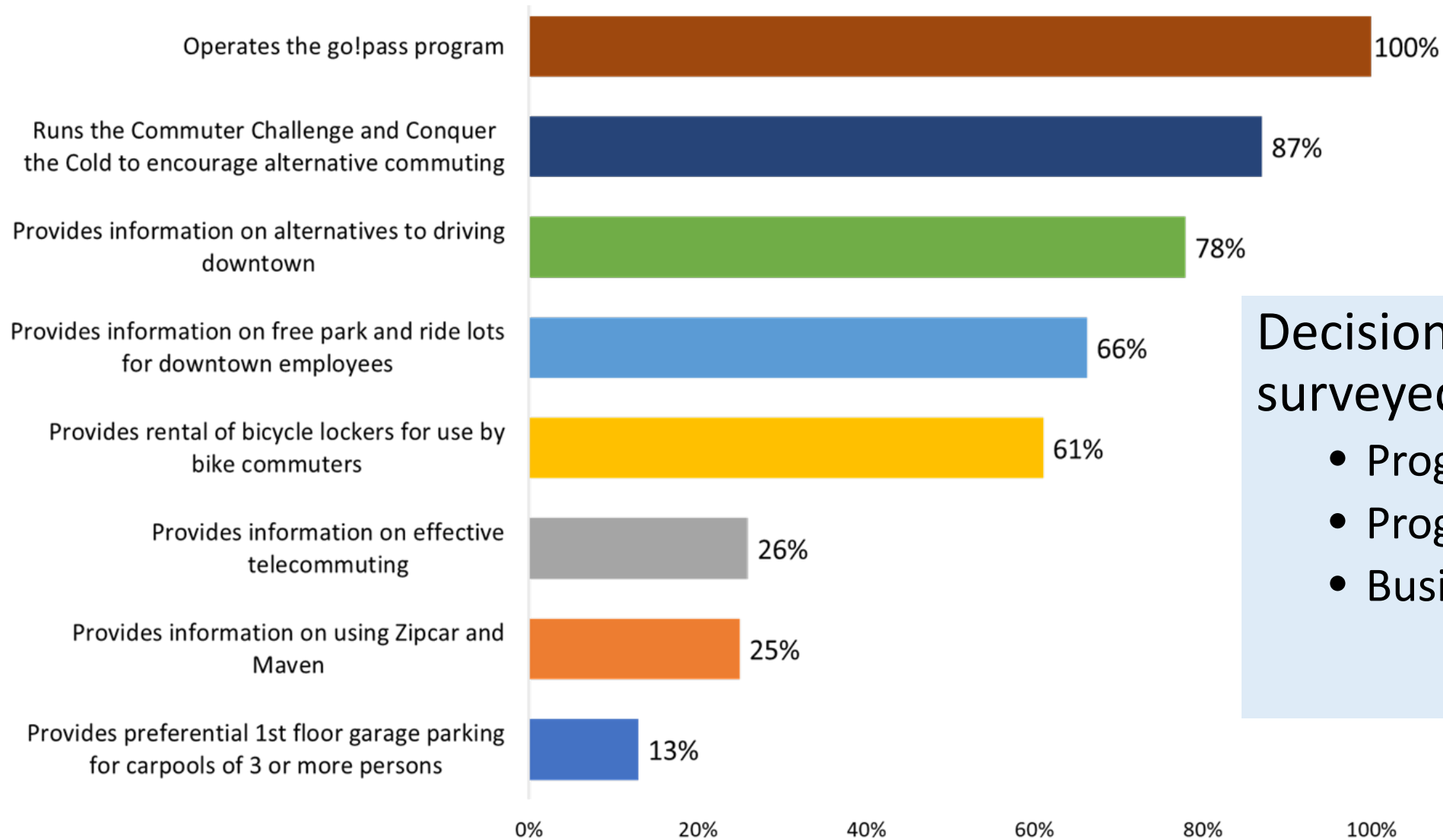


Photo by Marc-Gregor Campredon

# getDowntown Program Survey

- Program conducts periodic surveys of downtown commuting environment – 2001, 2005, 2009, 2011, 2013, 2018
- Two separate surveys conducted in sequence
  - Business decisionmakers, whether their business has go!pass or not
  - Downtown employees, whether they use the go!pass or not
- 2018 version included 77 decisionmakers and 380 employees

## Q20. Before this survey, were you aware that the getDowntown program

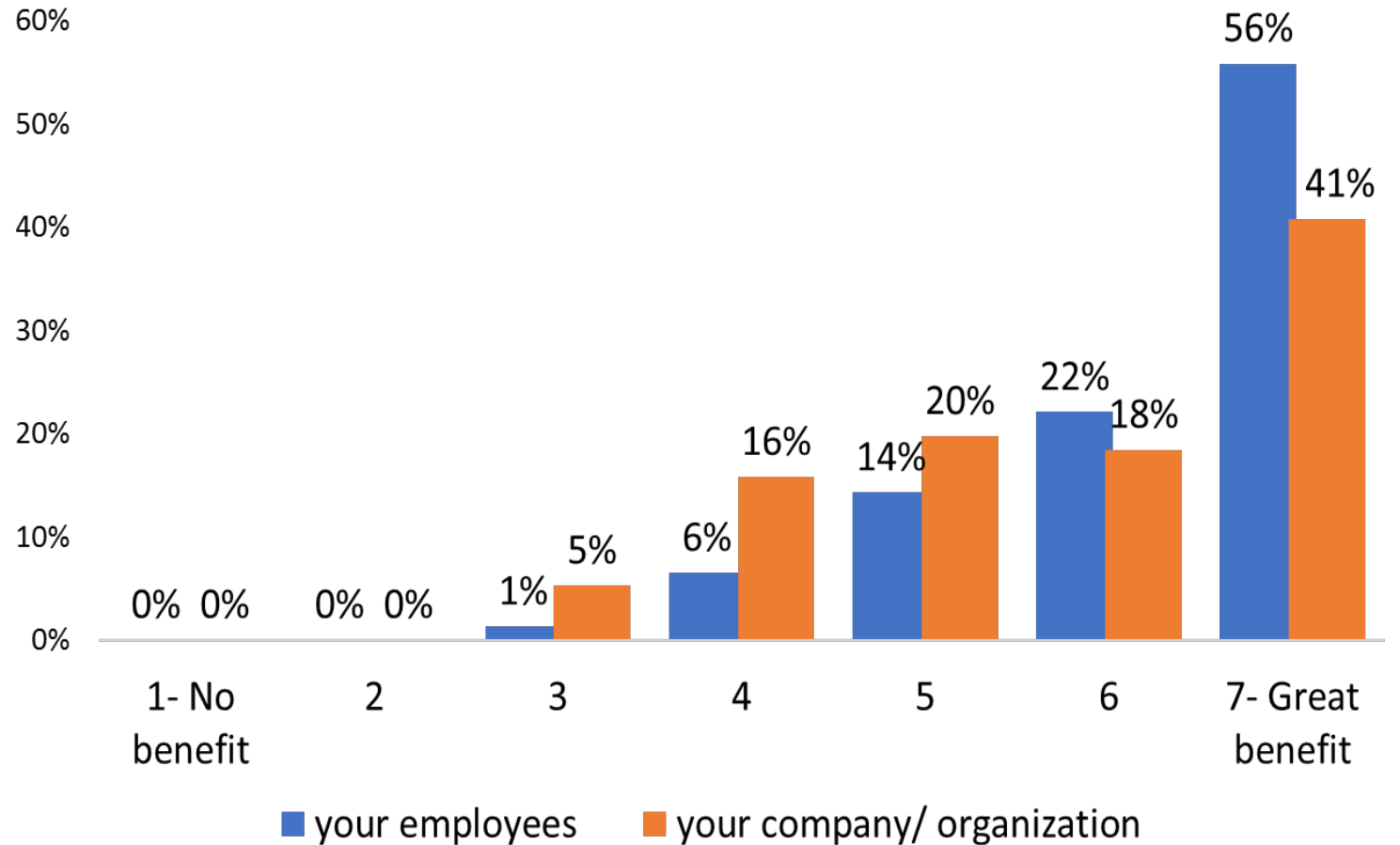


### Decisionmakers are surveyed on:

- Program Awareness
- Program Benefits
- Business Needs

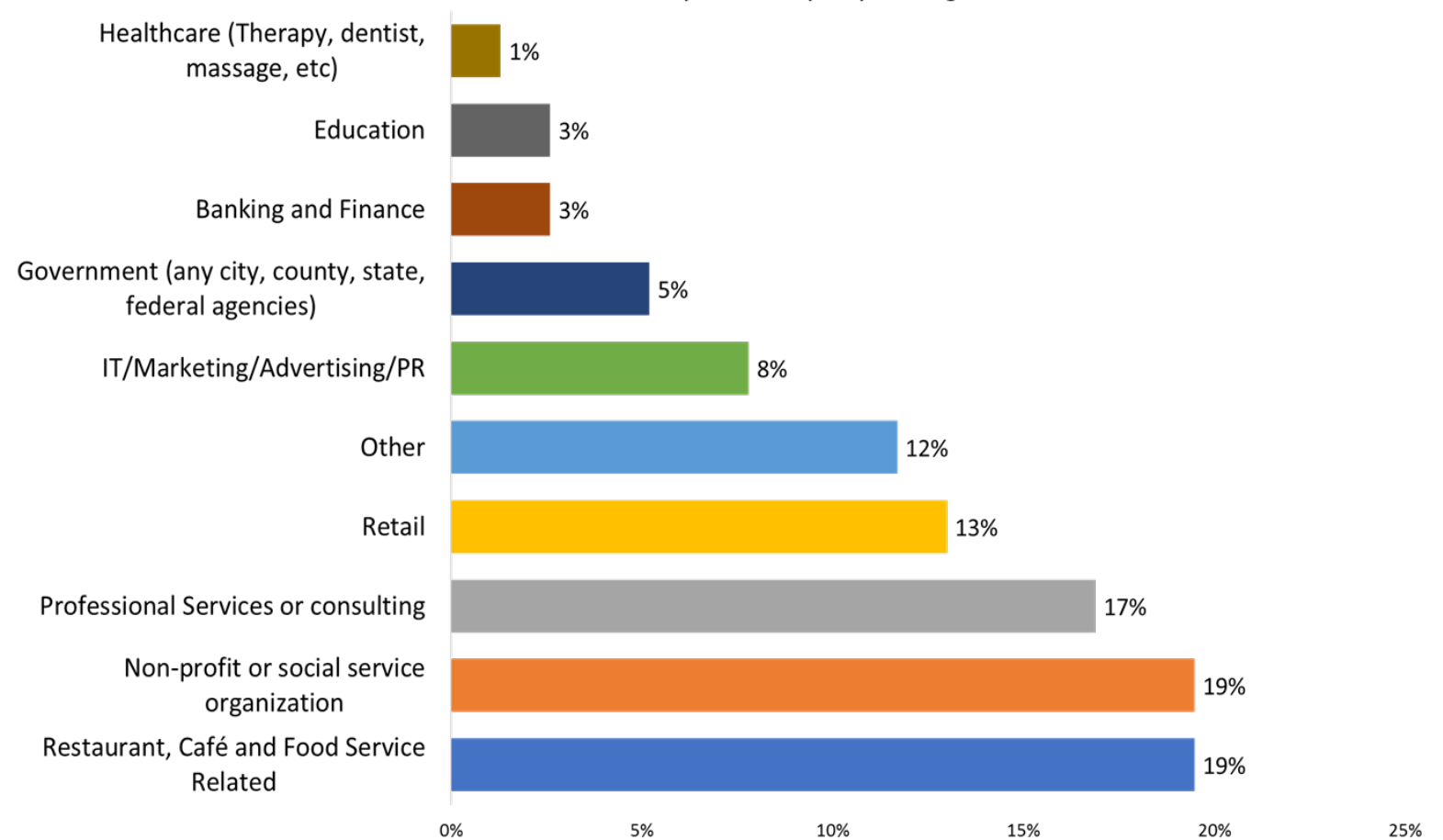
Q24. How much of a benefit do you think getDowntown's program and services are for

- **80%** of Decisionmakers surveyed see program as a benefit to them
- **92%** of Decisionmakers see program as benefit to employees



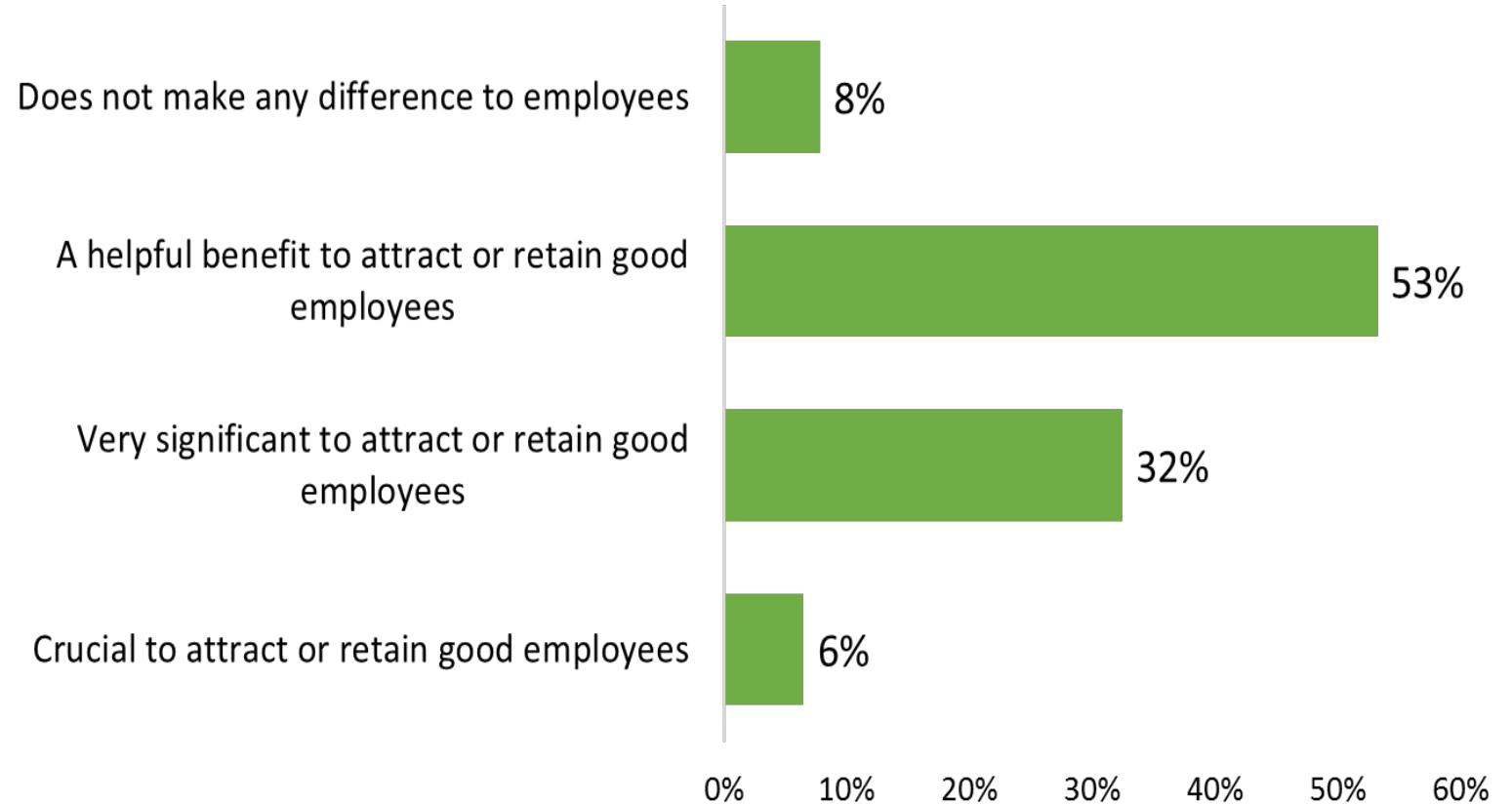
# Q1. Which best describes your company or organization?

Wide variety  
of business  
types means  
there is no  
one-size-fits-all  
transportation  
solution



Q29. How important is it to your business or organization for downtown employers to have a comprehensive commuting benefit program available that they can provide to employees?

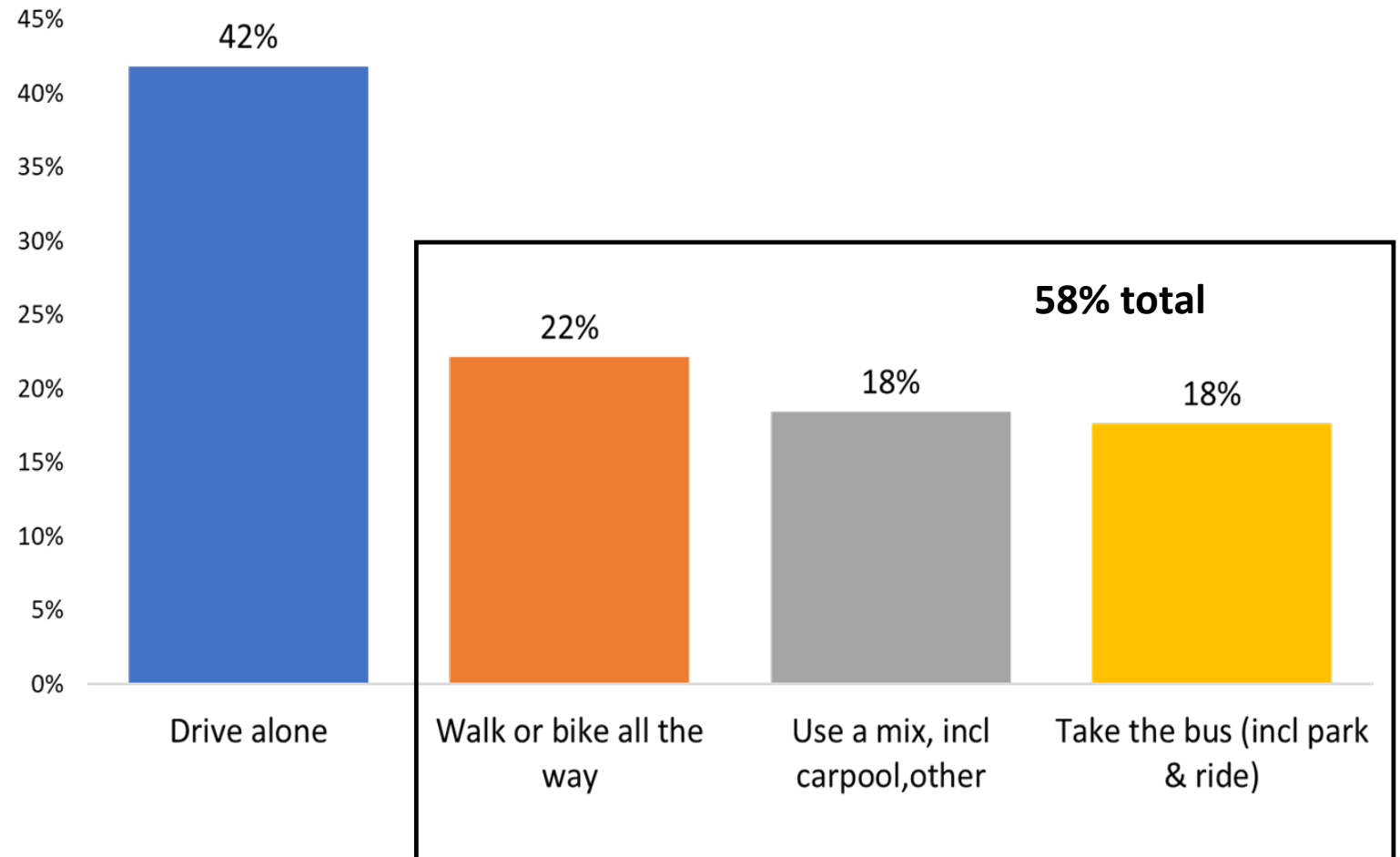
**92%** of employers rely on the getDowntown program to attract and retain employees.





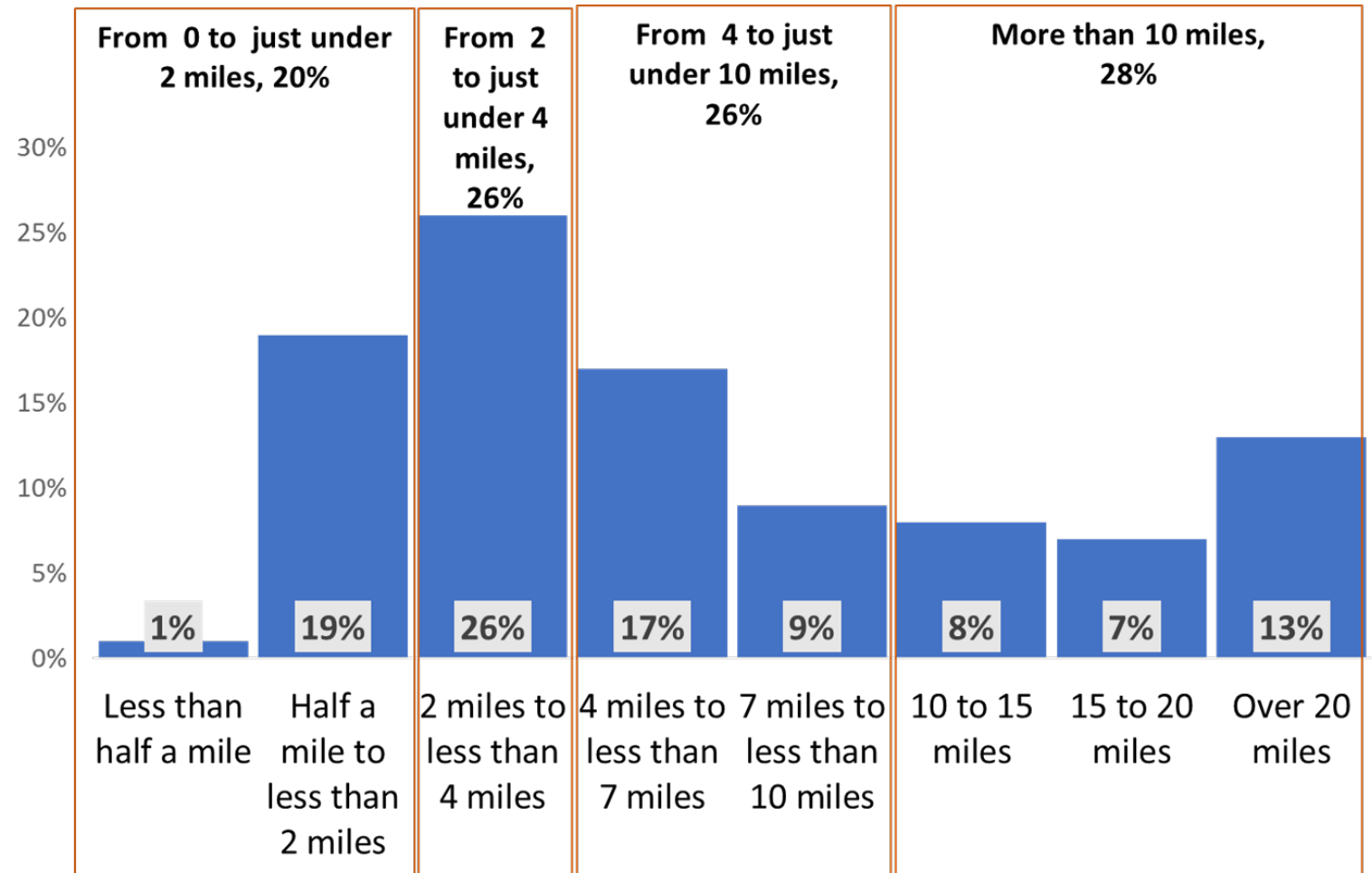
## Q7. Usual mode to get to work

Nearly **60%** of commuters to downtown do something other than driving alone to work

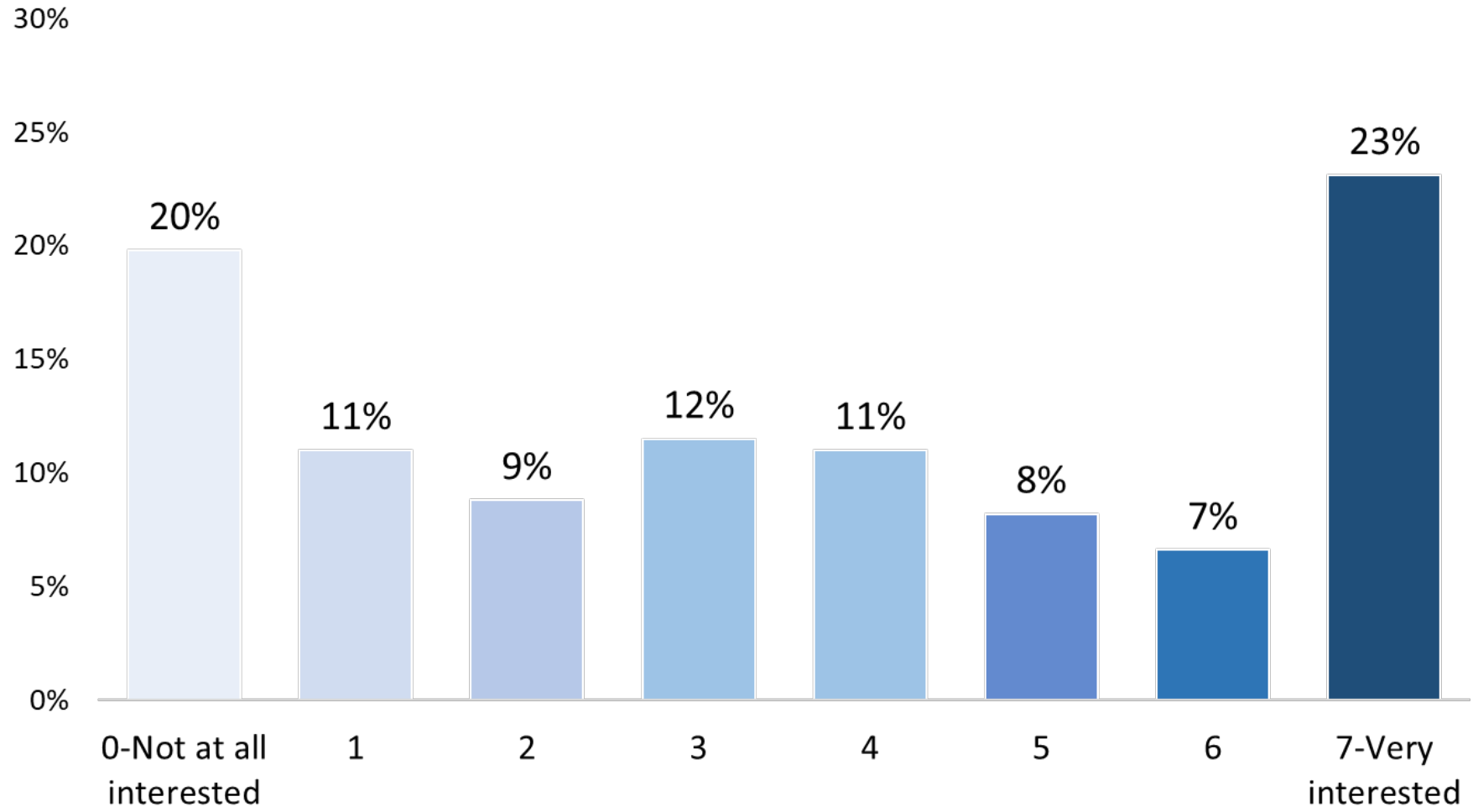


## Distance from home to work

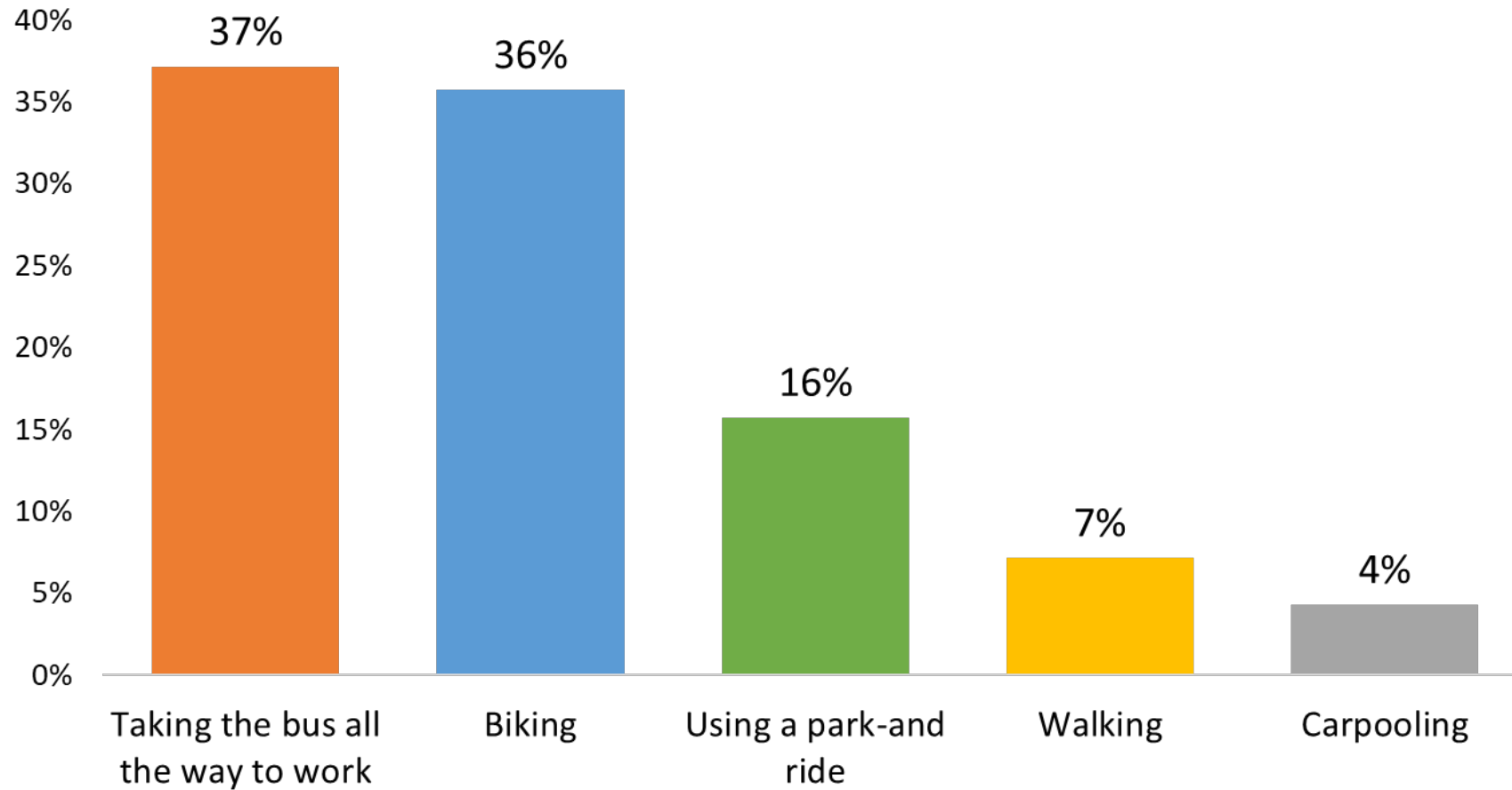
- 0-2 miles = walk or bike option
- 2-4 miles = bike or walk to transit option
- 4-10 miles = transit
- More than 10 miles = some transit but likely carpool or vanpool



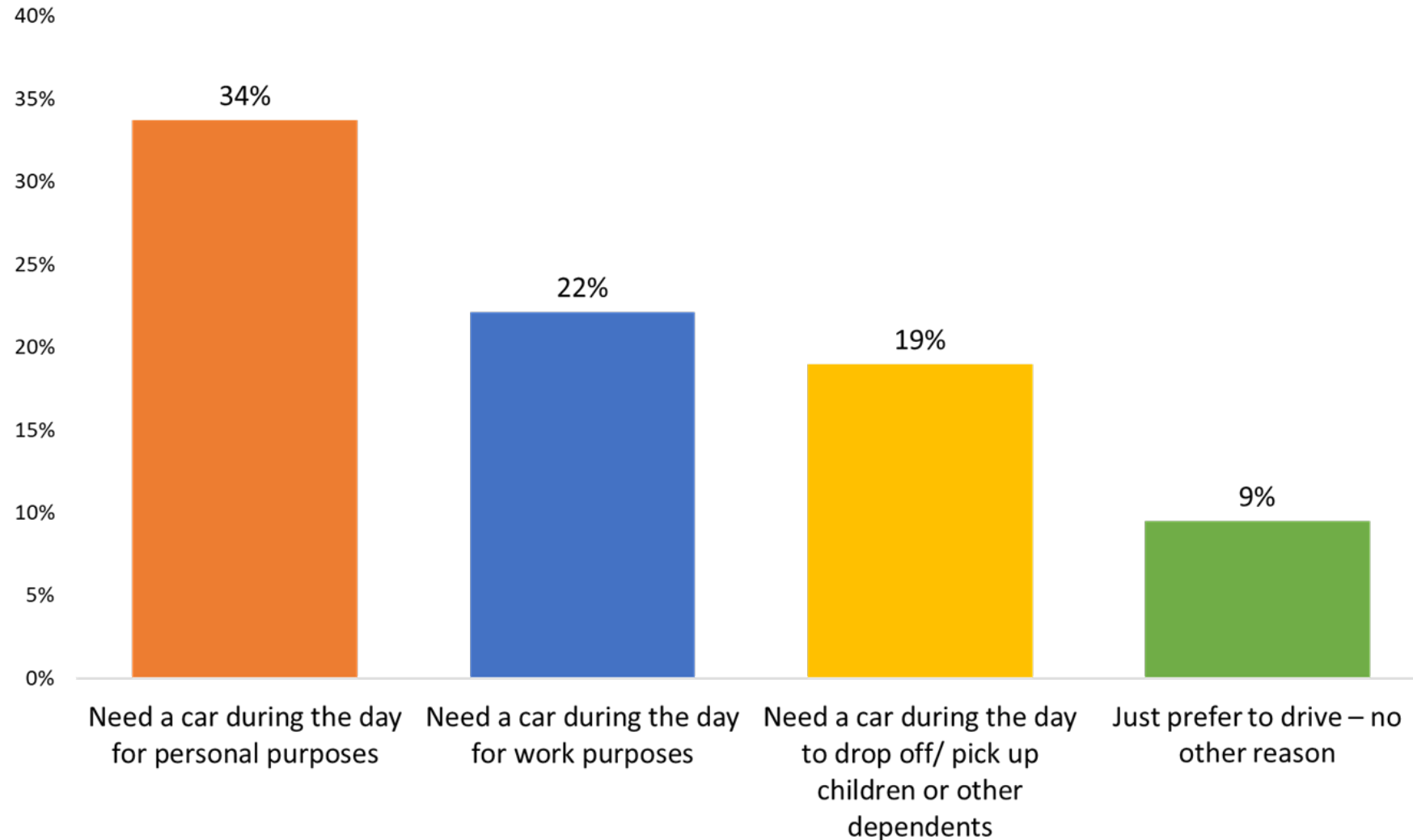
Q27. How interested are you in considering alternative ways to get to work? (Asked of those who normally drive a car to and from work)



Q28. Which would you be most likely to seriously consider as an alternative to driving to and from work? (Asked of those who answered "5", "6", or "7" on scale of interest in alternatives)



# Q29. Which of the following, if any, keeps you from using alternative means of commuting now? (Asked of those interested in alternative means of commuting)



# 2018 Program Survey – Next Steps

- Use the distance to work data for marketing
  - Messaging for those living 4 miles or closer on mix of walk/bike/bus
  - Networking for those more than 10 miles from work on carpool/vanpool
  - Continue to promote go!pass, especially for use of Park and Ride lots
- Celebrate 20 years of program in 2020
  - Program awareness should be recognized and built upon with employers
- Create opportunities for people to overcome their “need” to drive
  - Show other options for mid-day trips
  - Promote Emergency Ride Home, ArborBike, carshare, transit use



Sign up now!  
[commuteandwin.org](http://commuteandwin.org)



# A brief update on ArborBike...

- A review of all equipment has been completed, with only minor updates necessary
- Anticipating a re-launch later this spring, with exact date TBD
- WATS is looking at future needs, updates at [arborbikeshareplan.com](http://arborbikeshareplan.com)
- Program updates through new website: [ArborBike.net](http://ArborBike.net)



# Questions?

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