

get Downtown

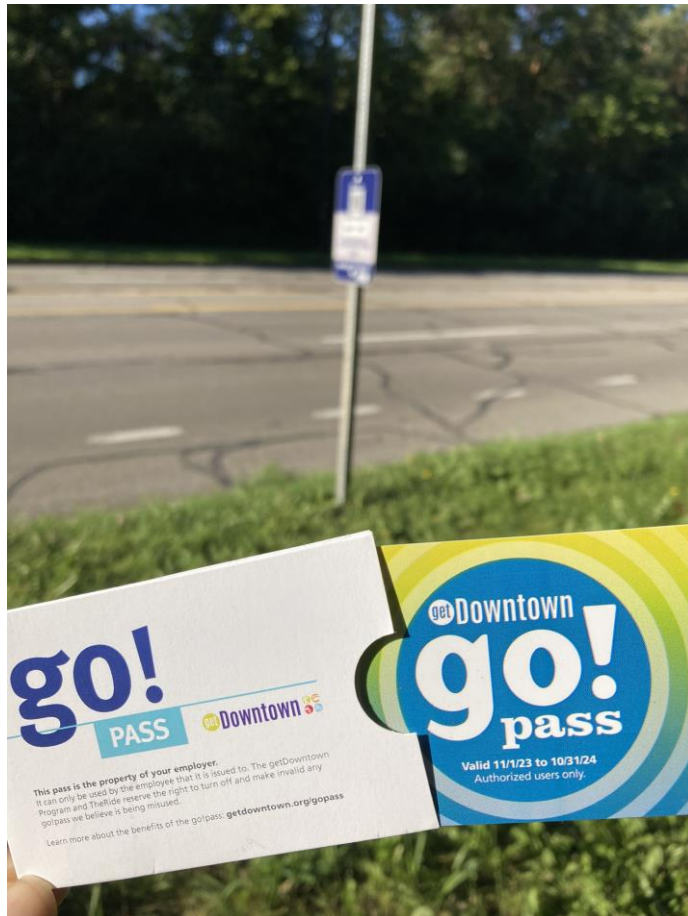
Ann Arbor DDA Board Meeting
April 3, 2024

getDowntown Program

- Provides commuting programs and services to employees and employers
- Founded in 1999
- Ongoing partnership between the TheRide, Ann Arbor DDA, and the City of Ann Arbor
- Maintains office hours at Blake Transit Center



Benefits for Employers and Commuters



- Free services
 - Commute consulting & resources
 - Challenge participation
- Benefits linked to go!pass
 - Unlimited ride pass on TheRide and FlexRide
 - Discount on Holiday and Late Night Service
 - Emergency Ride Home reimbursement
 - Discounts at local businesses
 - Workplace must be within DDA boundary to be eligible

Program Activities

Spring 2023 through Spring 2024 Activities

- Surveyed downtown commuters and employers to learn how services can better suit their needs
- Ran three challenges to encourage, amplify and reward alternative commuting
- Supplied 237 employers (and counting) with go!passes valid until October
- Increased frequency of e-newsletter



Remaining Activities for FY24

- Continue go!pass outreach
- Promote Commuter Challenge, Bike to Wherever Day, and Bike-a-Palooza
- Share information regarding expanded service offerings from TheRide and Ann Arbor planning initiatives



Anticipated Activities for FY25

- Celebrate 25th anniversary of go!pass program
- Maintain staple challenges with improvements to challenge platform
- Highlight exemplar employers supporting commute options
- Provide information on changes to TheRide and other emerging alternative transportation options



2024/2025 go!pass Outlook

Happenings in the community that may impact ridership expectations

Expanded Services and Opportunities for Improved Partnership

Expanded Services on TheRide begins in 2024

Spring

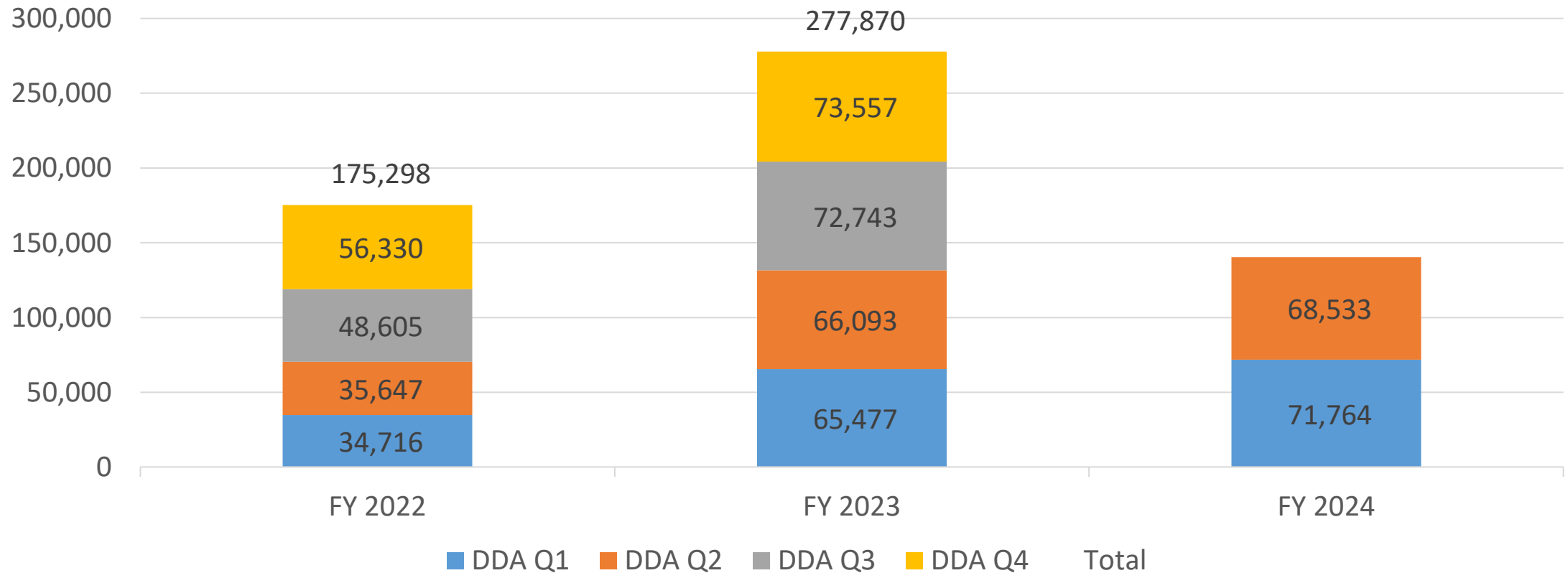
- Limited-stop express route between Ann Arbor-Ypsilanti

Late Summer

- Longer hours of service on weekdays and weekend evenings
- Increased frequency of service on the weekends
- Expanded and improved overnight service

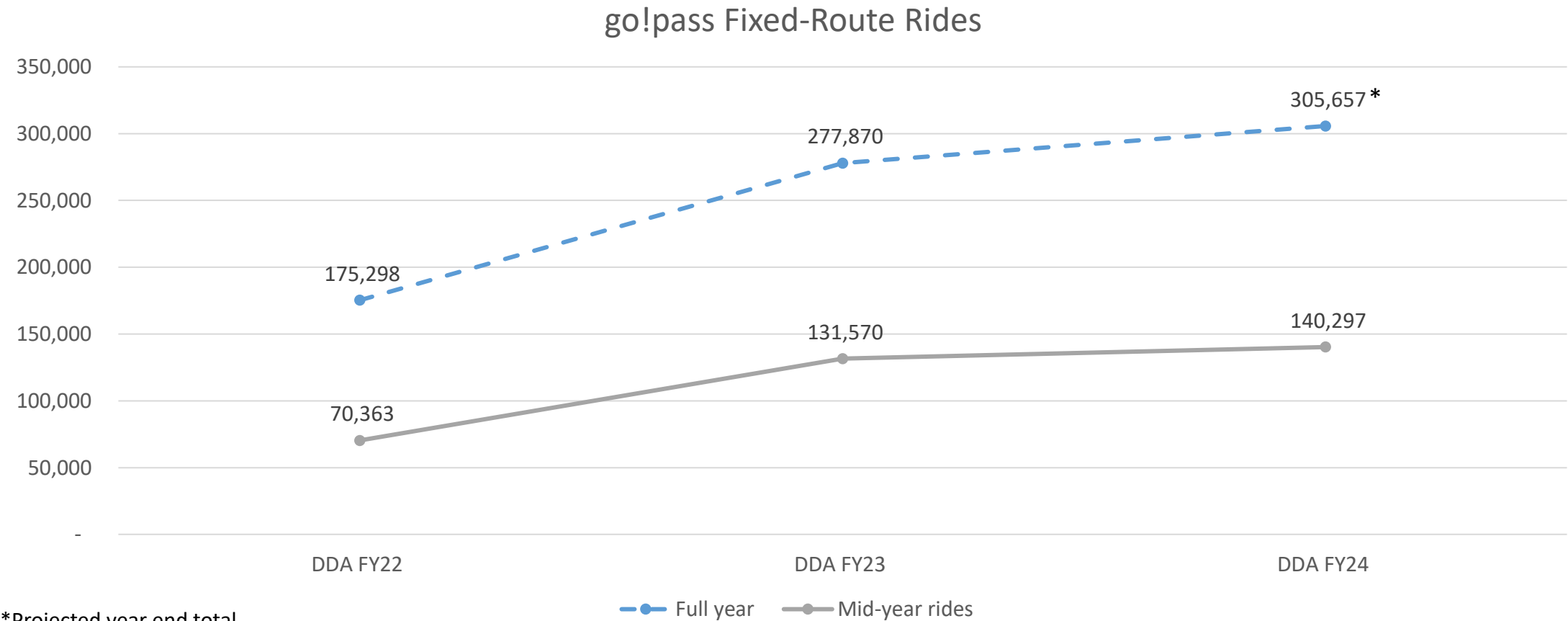
Shift from parking downtown to TheRide

go!pass Use on TheRide is Still Increasing

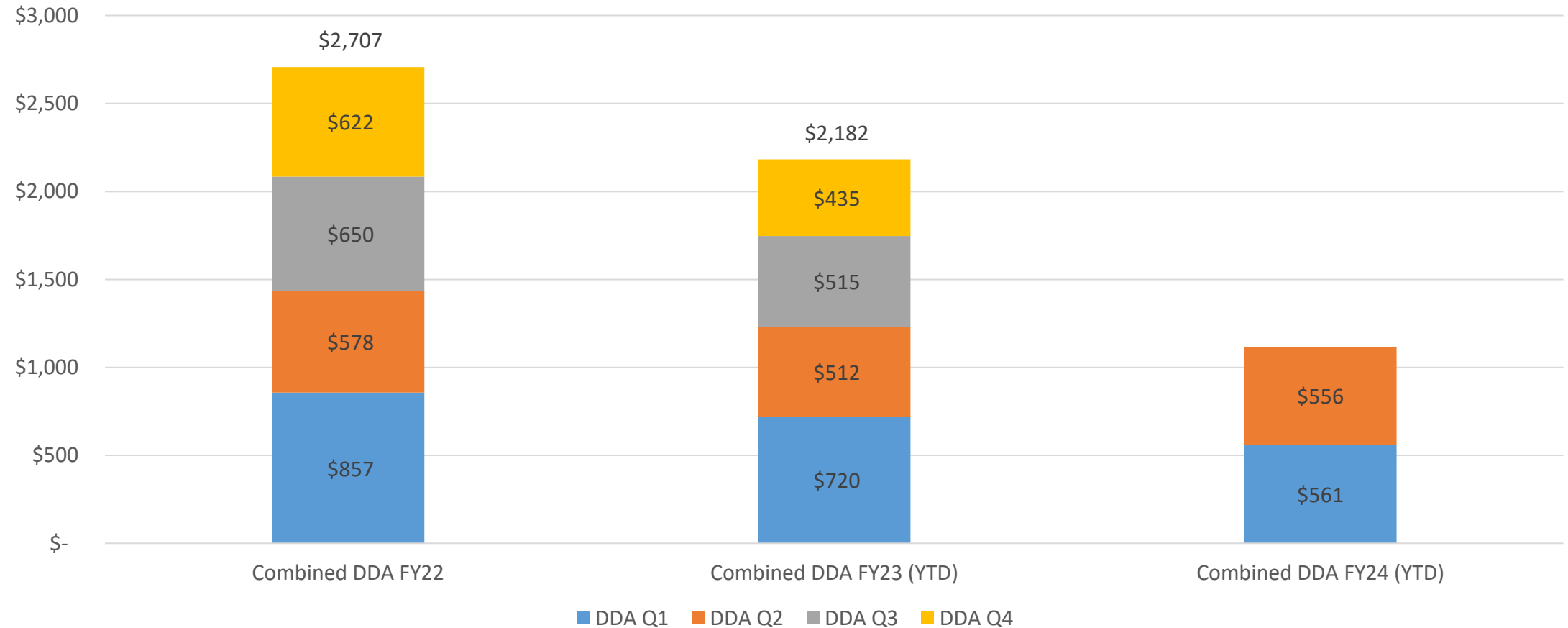


Q3 note: go!passes expire October 31st of each year and employees rely on their employer to provide new passes to ride in November.

The percentage increase in ridership can be unpredictable year to year.



FlexRides Fares Paid by DDA for go!passes



go!passes expire October 31st of each year

getDowntown Funding Request for DDA FY25

Program or Service	FY24	FY25	Purpose
Promotion and Marketing	<i>Not to exceed</i> \$75,000	<i>Not to exceed</i> \$105,000	Increase due to 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)	<i>Not to exceed</i> \$498,914	<i>Not to exceed</i> \$468,914	Transit incentive for employees that increases bus use and frees up parking spaces for other users.
Non-fixed Route Discounts	<i>Not to exceed</i> \$32,000	<i>Not to exceed</i> \$32,000	Expanded service area and improvements to shuttle deployment could increase utilization. Includes discounts for NightRide, HolidayRide and FlexRide East and West.
Total:	\$605,914	\$605,914	No change.

Impact of DDA getDowntown grants

- Estimated \$1.48 million in annual savings for downtown employees
- 53,560 gallons of fuel saved compared to taking conventional vehicle
- 503 tons of GHG saved by bus trips compared to midsize vehicle

What Downtown Employers Say

“We have a limited number of parking spaces, so getting some employees to take the bus, bike, or walk to work allows those who drive to have parking.”

“As a very small and fairly new business, there are a limited number of benefits that we can provide for our part-time employees. Being able to offer a goPass is a big perk, and at least half of our employees take us up on the offer.”

Feedback from 2023 getDowntown Employer Survey

Questions?

