

get Downtown

Program Update

Ann Arbor Transportation Commission

5/17/2023

Agenda

- getDowntown Overview
- go!pass Program
- Conquer the Cold
- Commuter Challenge
- Looking Ahead



Program Background

- Founded to provide an alternative for parking garages due to a renovation and reconstruction campaign in 1999
- Dedicated to helping downtown employees commute into work via alternative transportation modes
- Provides commuting programs and services to employees and employers in downtown Ann Arbor

getDowntown Program Partners

- TheRide: program operation + marketing & promotion
- Ann Arbor DDA: go!pass program fares + marketing & promotion
- City of Ann Arbor: marketing & promotion (challenges)
- Employers and champions



getDowntown Program Benefits

- Challenge participation
- Free commute consulting
- Information compiled on getDowntown.org
- go!pass program for eligible downtown workers



go!pass program

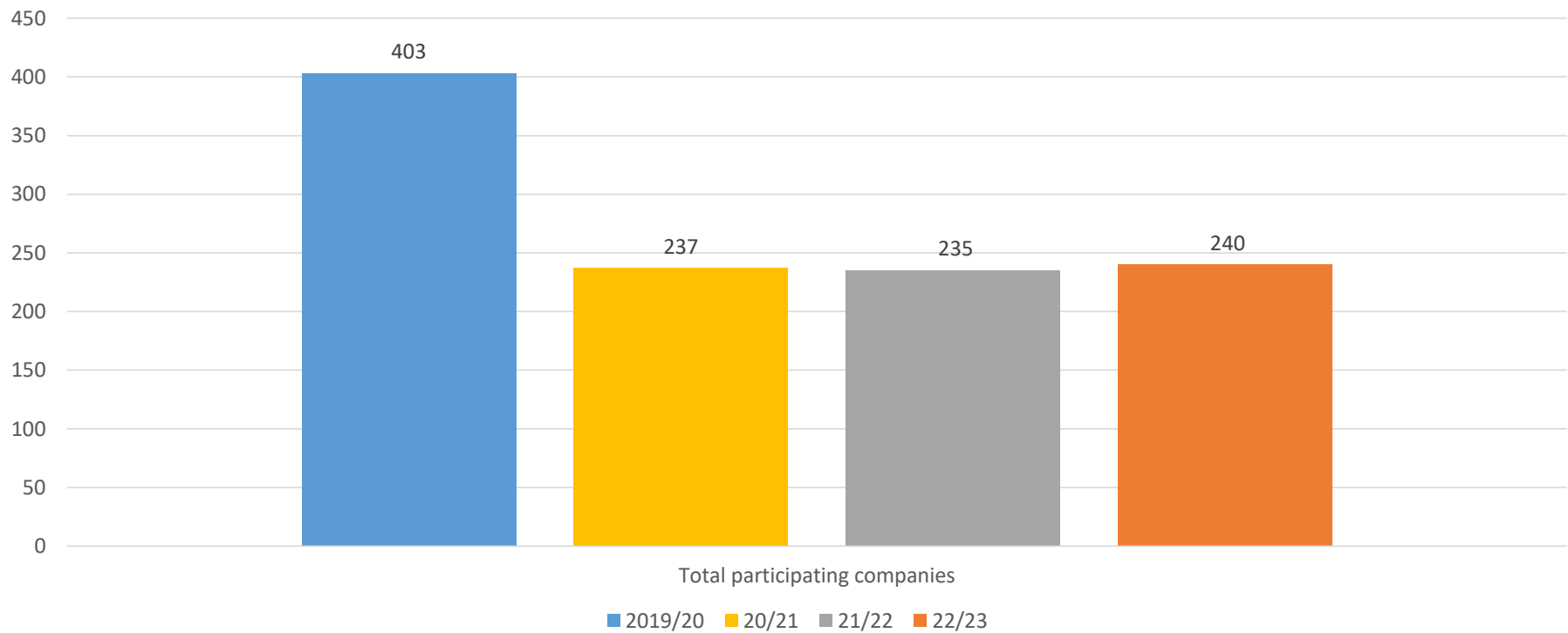
Passes are valid November 1 – October 31 and are available for use by qualifying downtown employees through a grant from the Ann Arbor DDA.

go!pass Program Benefits

- 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



go!pass Employer Participation



As of May 12, 2023. Additional orders anticipated in remaining 5 months of 22/23 go!pass season

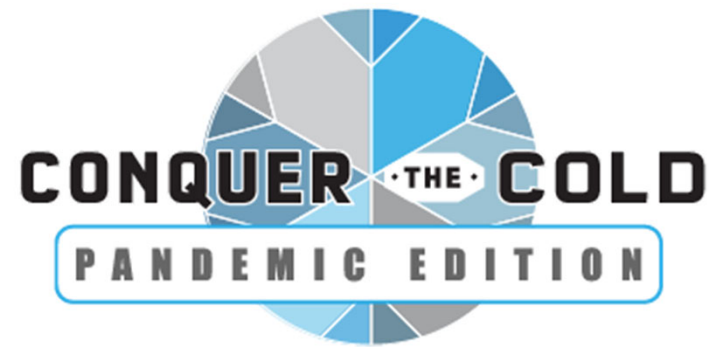


Conquer the Cold

Challenge to encourage and educate commuters to use alternative modes of transportation during the cold winter months

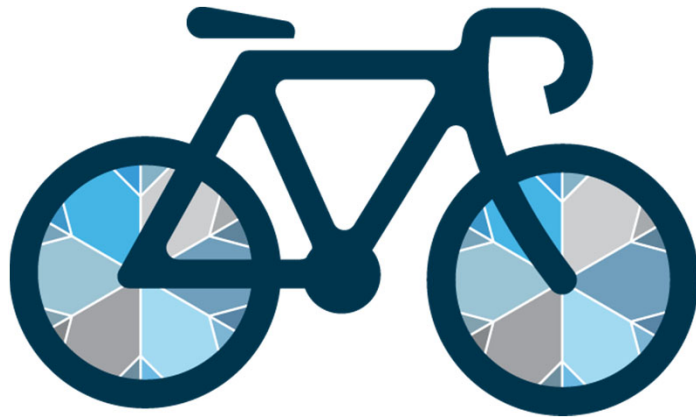
Previous Conquer the Cold

- Held in January 2021
- 48 people logged trips
- Represented 20 teams
- “Pandemic Edition” added supporting local business to the challenge



Conquer the Cold 2023 Results

214 participants recorded 6,430 trips



Participants saved 13 times more fuel and greenhouse gases than they burned or produced.

Most points were earned through walking and biking trips (teleworking was only worth 1 point)

Commuter Challenge

Help commuters become more inclined to commute to work via walking, biking, carpooling, vanpooling, and taking the bus and continue to do so after the competition

Previous Commuter Challenge

- Last held in September 2021
- 48 people logged trips
- Represented 33 teams



Commuter Challenge 2023

In progress now!

- 180+ people logging trips
- 50 teams and growing
- Focus on workplace teams with high participation





Looking Ahead

Emerging from Transitional Period

- Continue renewal and growth of staple programs
- Increase points of contact and awareness of program



Emerging from Transitional Period

- Assess commuters' needs via survey and discussion
- Harness momentum of communities approving millages supportive towards alternative commuting methods:
 - Walking and biking infrastructure via Community Climate Action funds available July 2023
 - Increased service frequency, longer hours of service, and expanded overnight service on TheRide to go into effect 2024

Questions?

Lilliane Webb

getDowntown Director

information@getdowntown.org



getDowntown

20 COMMUTE CHALLENGE 23

TheRide

Participate in the Commuter Challenge!

MAY 1-31, 2023

Log your commutes, participate in activities and contests, motivate others, and win prizes! Join a team to participate in this year's challenge.

Walk | Bus | Carpool | Bike



Scan for more details

Visit CommuteandWin.org for details on how to sign-up and show us the ways you commute!

The poster features a light blue background with a stylized city skyline in shades of blue and green. At the top, there are logos for 'getDowntown', a circular 'COMMUTE CHALLENGE 2023' logo with icons for a bus, bicycle, car, and person, and 'TheRide'. The main title 'Participate in the Commuter Challenge!' is in a bold, dark font. Below it, the dates 'MAY 1-31, 2023' are in a red banner. The central text describes the challenge and lists transportation modes: 'Walk | Bus | Carpool | Bike'. A QR code is located in the bottom left, with the text 'Scan for more details' below it. The bottom right text encourages visiting 'CommuteandWin.org' for more information.