



getDowntown

Presentation by Mary Sell
Commuter Services
Specialist

ABOUT getDowntown

- Partnership between the AATA (TheRide), the City of Ann Arbor and the DDA
- Provides commuting resources for downtown staff, including distribution of over 7,000 go! passes
- Hosts Commuter Challenge in May and Conquer the Cold in January to promote use of alternative transportation



Hit the Brakes



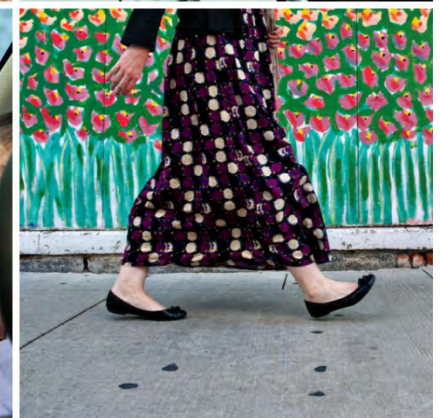
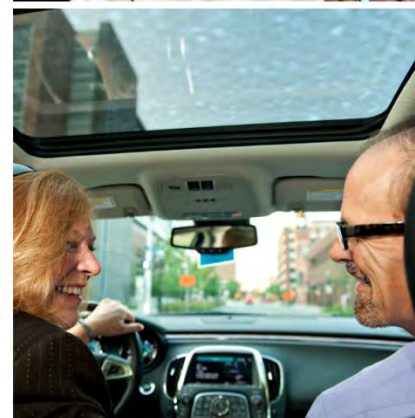
- 700+ Municipal staff members forced to relocate parking
- Go!pass brought about in interim
- Help with downtown congestion
- Offer alternatives

Dollars Well Spent

\$56,400,000

VS.

\$500,000

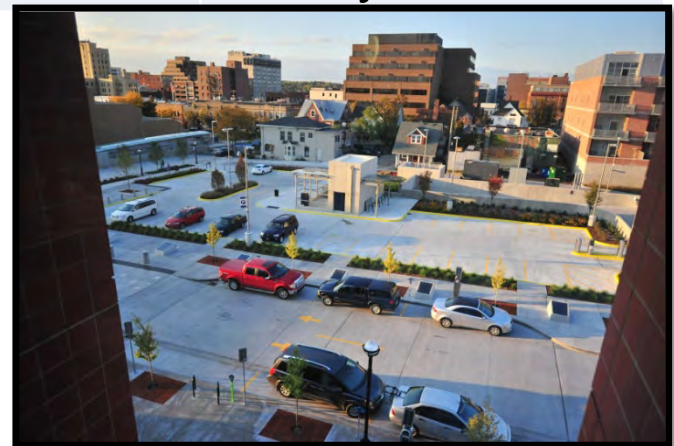


go!Pass

A Successful TDM Tool

Program or Service (2011-2012 season)	Impact
% of go!pass workers who said they would have driven alone without available bus service	20%
Total # of go!pass workers	4,130 employees
Total # of go!pass workers that would driven alone without bus service available.	826 employees
# of Parking Structures this represents	Library Lane +

go!pass use = 826 less vehicles downtown clogging our downtown streets and using up valuable customer parking.



The go!pass Program

What you
pay

\$10

Per full-time
employee
Optional: \$10 per
part-time
employee

What your
employees
get

1. Free Commuting Assistance
2. Unlimited Trips on all AATA routes
3. 50% off ExpressRide Commuter Bus Service from Canton and Chelsea
4. \$3 NightRide fare
5. Discounts to dozens of downtown stores
6. Emergency Ride Home service
7. Access to Commuter Challenge and Conquer the Cold Commuting Competitions

What you
get

1. A great, low-cost employee benefit
2. Don't have to pay for employee parking
3. Assistance with employee's commuting needs
4. Advocates for your organization that can share your commuting concerns with the DDA, the City of Ann Arbor and the AATA



go!pass Eligibility

Eligible

- Full-time employees that work **40 or more** hours per week

- Employees, interns, volunteers and contract workers who work **at least 16 hours** a week in the DDA boundaries

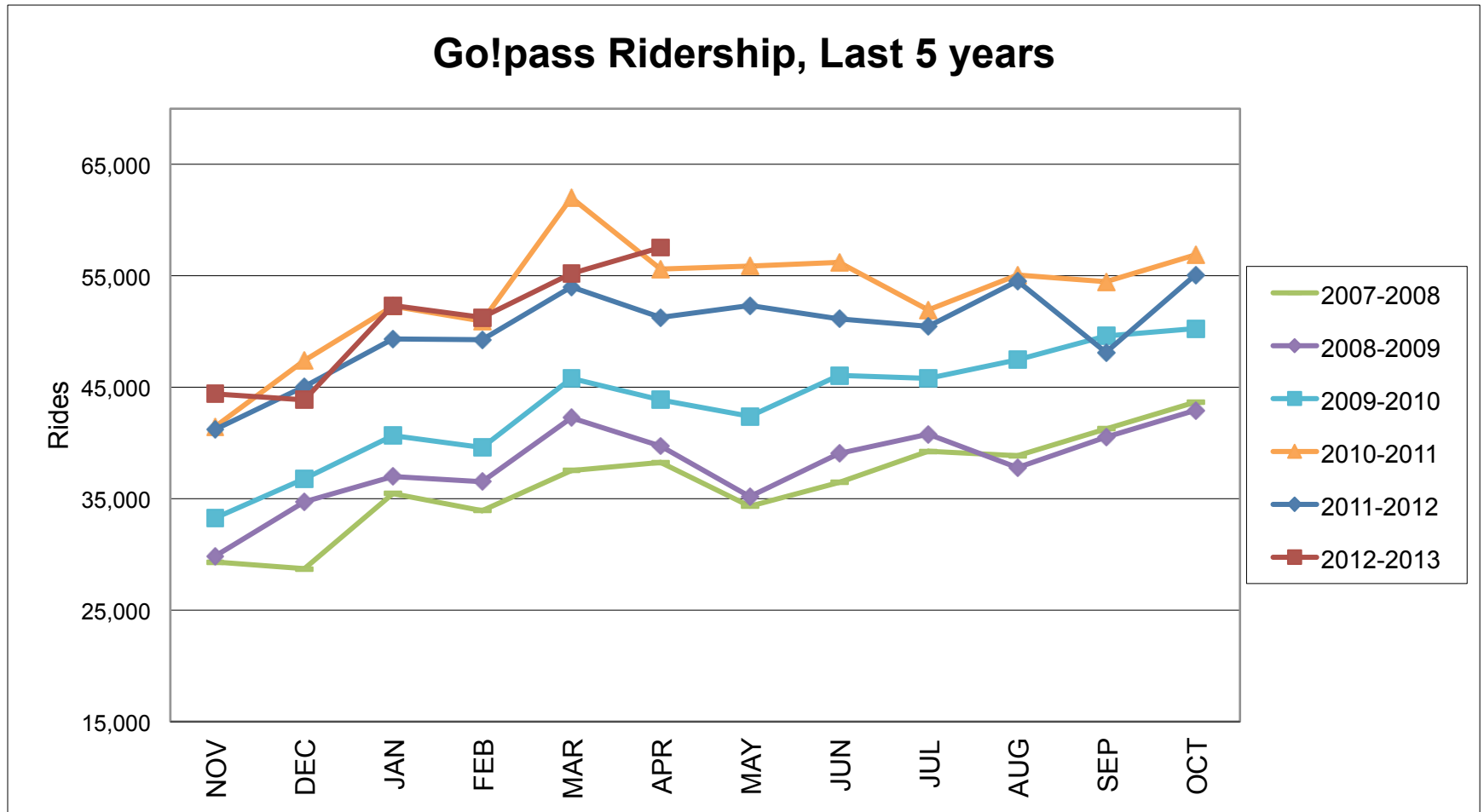
Not-Eligible

- Any employee who works for you but **does not work** in downtown Ann Arbor at least **16 hours**

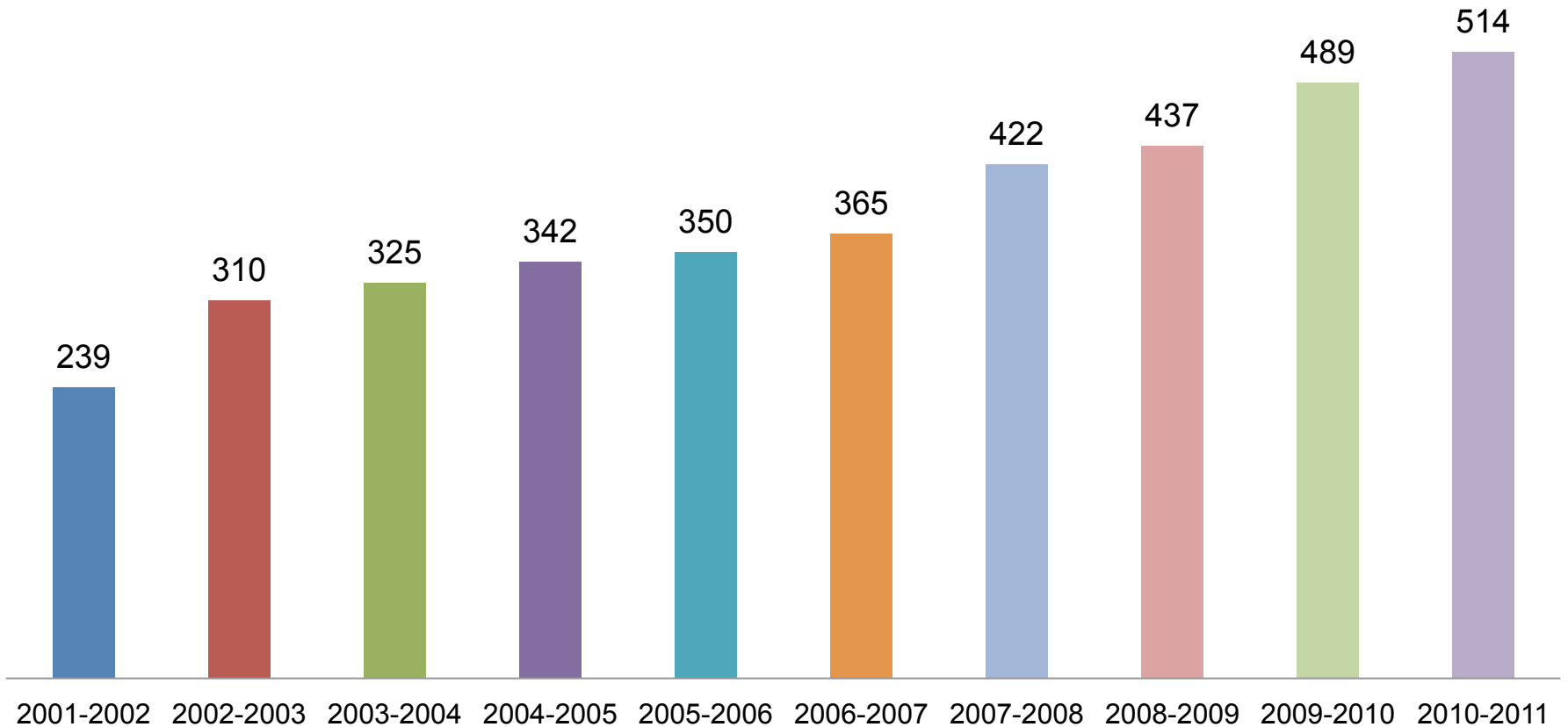
- Employees **paid by cash** (not taxed)

- **University of Michigan** students, faculty and staff with **Mcard** and contracted UM staff

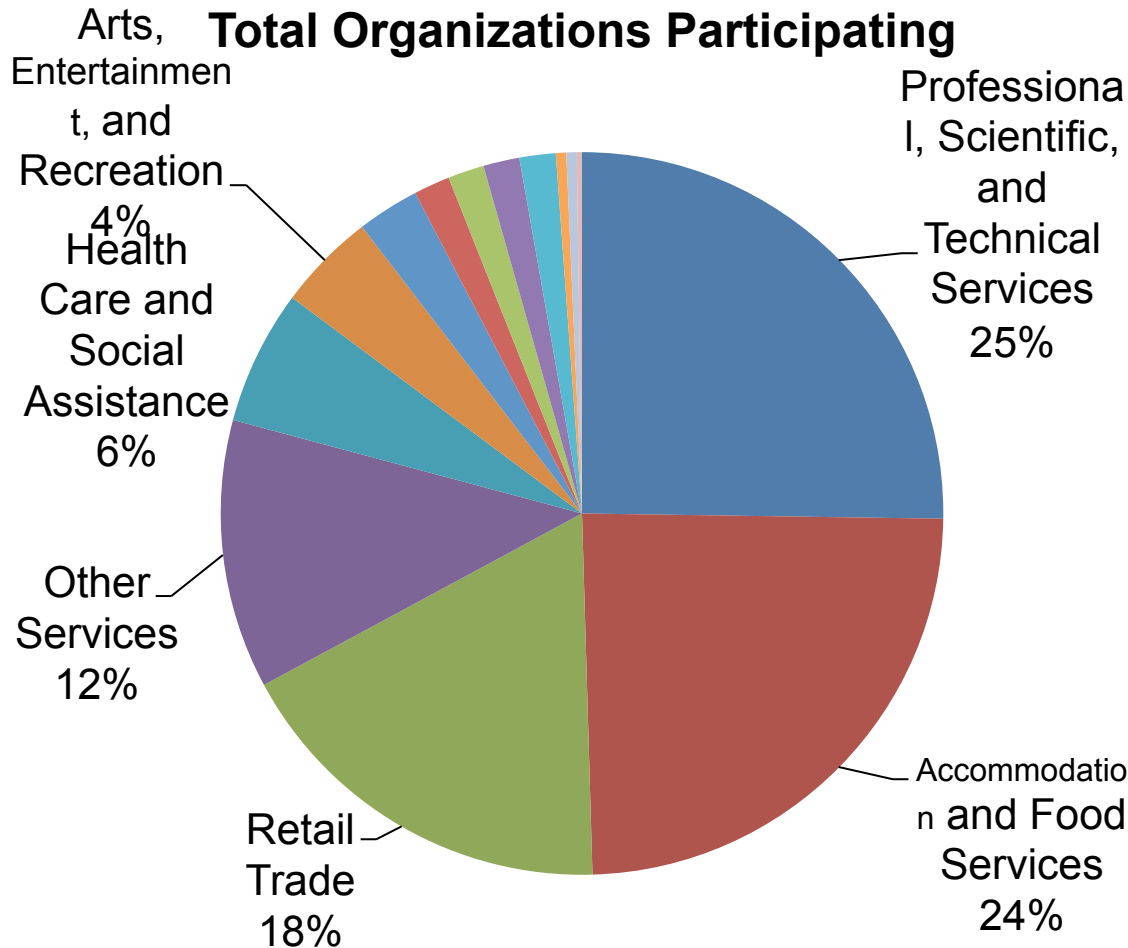
Historical go!pass Ridership



go!pass Program Participating Organizations



What Businesses Value the go!Pass?



Top go!pass Users

GOOGLE

ITHAKA/JSTOR

Zingerman's Deli

Ann Arbor District Library

City of Ann Arbor

Douglas J Aveda Institute

Gratzi / Chop House

Ann Arbor YMCA

Sava's State Street Café

Amers on State

Commuter Benefits



- Pay employees not to drive, win-win
- Largest go!pass user
- Alternative transportation culture
 - Bike sharing pilot
 - Talent retention



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Commuter Benefits



- New downtown employer
- Hiring 2-3 staff members weekly
- Part of new tech arb in downtown
- Quality of life and Talent Retention
- Significant Interest in Maynard Bike House

Commuter Benefits



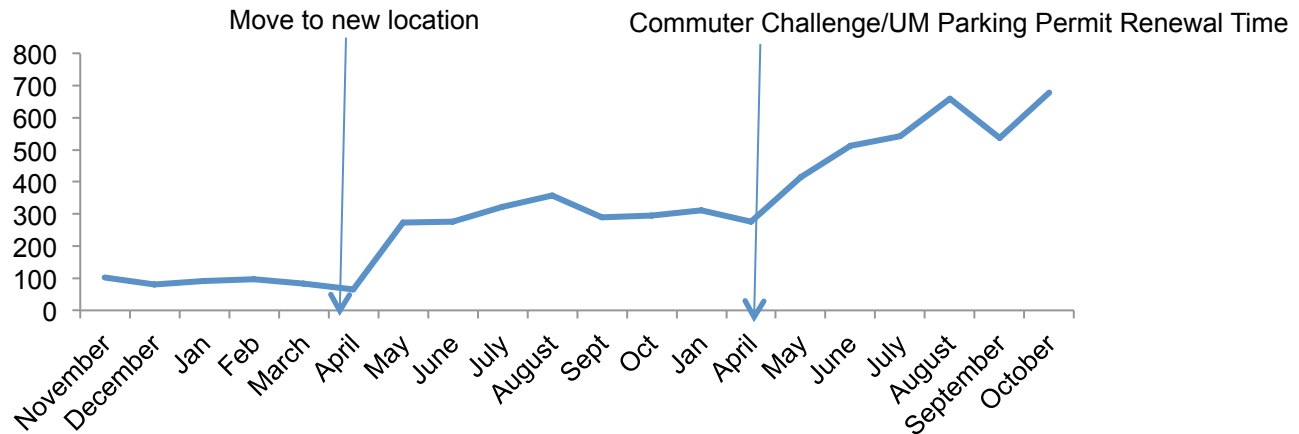
- Located in the tech arb
- 50+ full-time staff
- Alternative transportation focus
- Quality of life and Talent Retention
- Strong participant in commuter challenges



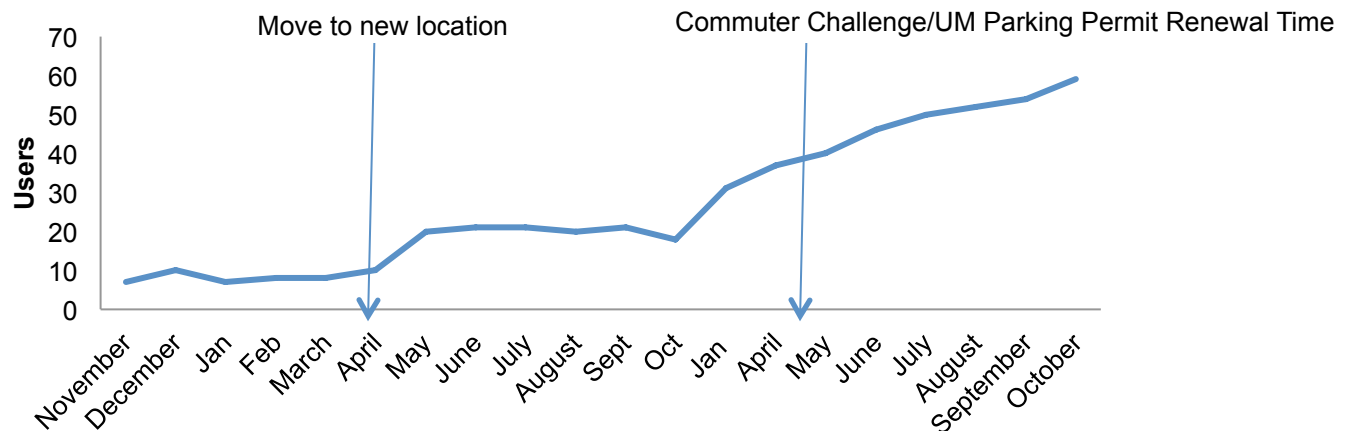
TDM Poster Child

Arbor Research Collaborative for Health

Go!Pass Rides by Month 2010-2012



Go!Pass Users by Month 2010-2012



go!pass impacts:

Talent Recruitment and Retention

Jessica's Skin and Body Apothecary

“4 out of 9 of our staff members use their go!pass to come to work every day. As a business owner I appreciate the ability to offer my employees the benefit of free transportation.

In some instances if I was not able to offer this benefit the employee may have not taken the position because the cost of parking would have offset their pay.”

—Jessica Elkins, Owner,
Jessica's Skin and Body



Photo Credit: AnnArbor.Com

Federal Commuter Benefit

	Transit	Vanpool	Parking	Bicycle
Incentive Level	Up to \$245/month	Up to \$245/month	Up to \$245/month	Up to \$20 per month
Employer Benefit	Employer gives \$245 (\$20 for bicycle), gets a tax deduction and saves over value it gross income (save on payroll tax)			
Employee Benefit	Employee gets tax free benefit of \$245 per month (\$20 for bicycle)			

Employee Engagement



- May of every year
- Encourages alternative commuting in Ann Arbor region
- 301 organizations, 2,320 participants



- January of every year
- Promotes maintaining alternative commutes in cold weather
- 2013 first year, 161 participants



- Spring Commuting Competition
- 2013 record breaking year
- Organizational level





getDowntown

- Winter Commuting Competition
- 2013 First Year
- Individual competes vs. organizational

CONQUER THE COLD

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2013 Conquer the Cold

The 2013 Conquer the Cold Winter Commuting Challenge had record breaking participation, in large thanks to our sponsors. Below, we've provided an overview of the impact you had on the event, along with a quantification of the audience your sponsorship reached.

Stats

- 161 Participants
- 13,783 Miles Logged
- 317,343 Calories Burned
- 11,797 lbs of CO2 Emissions Avoided
- 1,719 Commutes Logged!

Social Media + Website

In the month of January:



Peak Daily Page Views: 119 people

Peak Daily Reach: 891 people



Followers: 1,209

Mentions + Re-tweets: 52

Conquer the Cold Website: 1,927 page views

Buttons and Beanies

Participants had the opportunity to earn buttons for reaching achievements during the challenge including:



Cold Scout Badge - awarded for completing your first commute.



Abominable Snowman - for completing a commute on the snowiest/coldest day.



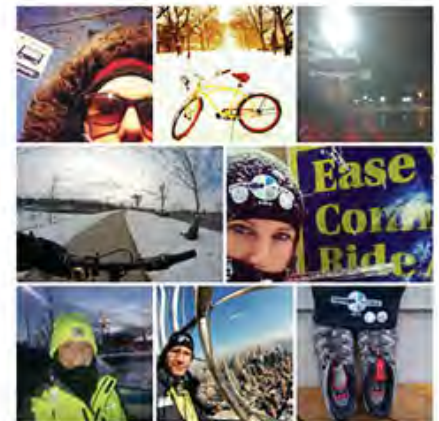
Triathlete - for completing a bike/bus/walk commute.



Winter Dominator - for completing at least 15 commutes.

Participants

We had over 160 participants from 51 businesses participate in the challenge.



WHAT BUSINESSES SAY ABOUT **getDowntown**

“Employees benefit greatly [from the getDowntown Program] since there is no parking subsidy provided by our organization”

“Our employee’s cherish their go! passes!”

"getDowntown's services are invaluable to our employees."

"go!passes have allowed us to commute by bus at no cost to employees. This is of great financial benefit to us and an ecological benefit to the planet."