

## 2007-2008 getDowntown Program Accomplishments

- **Contacts with Businesses**
  - Individually met with the following major downtown employers to promote getDowntown programs and services: Washtenaw County, Ann Arbor District Library, Google, HealthMedia, Arbor Research Collaborative for Health, YMCA, Ann Arbor News, Arbor Networks, City of Ann Arbor, DTE Energy, JSTOR.
  - Gave presentations to employees at downtown organizations: Google, Arbor Research Collaborative for Health, JJR, Hobbs and Black, DTE Energy, JSTOR.
  - Created a new booklet to better market all of the sustainable transportation options to downtown employees.
  - Started a “Commute Chat Program,” which invites employers to network and learn more about different commuting options in the downtown. Commute Chat has been held every other month in 2007 and 2008 with 5-15 employers at each event.
  - Organized two employer-focused receptions attended by over 80 business owners and employees. These appeared to be successful in terms of the turnout and interest.
  - Send a monthly e-newsletter, the Commuter Connection, to over 500 downtown employees.
  - Frequently attended the Area Association meetings and Chamber Events.
- **Increased Awareness of the getDowntown Program**
  - Started getdowntown blog which increased hits to the website
  - Got media coverage in print, radio and online for Curb Your Car Month (May 2008).
  - Got quoted in the Wall Street Journal and appeared in the Ann Arbor Business Review.
  - Continually updated the website and increased the number of “hits” to the website.
  - Successfully created an e-newsletter that is distributed every month to subscribers.
  - Created a go!pass dash contest for people who have go!passes to encourage them to ride the bus.
- **New Programs**
  - Initiated bringing Zipcars to downtown Ann Arbor for use by employees.
  - Worked with the AATA to create an enhanced NightRide Service for downtown employees based on survey data.
  - Started a “Commute Chat Program,” which invites employers to network and learn more about different commuting options in the downtown. Commute Chat has been every other month in 2007 and 2008 with 5-15 employers at each event.
  - Started working with the City of Ann Arbor to create a customized Commuter Choices Program for downtown City Employees (April 2008-present).
  - Supported AATA’s marketing of the A2Chelsea Express Commuter Bus.
  - Marketed AATA’s new rideshare software to downtown workers
  - Created preferential carpool and vanpool spaces in downtown parking structures for use by downtown employees.
  - With the help of the DDA, creating preferential parking spaces for carpools and vanpools at downtown Lots.
  - Received funding from the DDA to hire an administrative staff person.
- **Continuing Programs**
  - Continued to market and sell bike lockers
  - Initiated a process for fixing the bike lockers in the downtown
  - Worked with the DDA to create more bike parking for downtown employees.
  - getDowntown Advisory Board met almost every month.
  - Organized Bike Fest in conjunction with local bike shops and groups and handed it over to them for next year. Created a Green Commute section of the Green Fair this year to highlight green commuting options.
  - Initiated meetings with UM to talk about creating a stronger relationship between our program and Parking and Transportation.

- **Commuter Challenge**
  - Over 1,400 people from 114 organizations participated in the Commuter Challenge in May 2008.
  - In an evaluation survey, 53% of the respondents said the Commuter Challenge changed their commuting behavior.
  - In an evaluation survey, 24% of the respondents had rarely or never used sustainable transportation before the Commuter Challenge.
  - Several organizations, including Washtenaw County, US EPA, and Thomson Reuters became motivated to encourage employees to use sustainable transportation as a result of the Commuter Challenge.
  - Commuter Challenge was highlighted at a special Morning Edition.
  
- **go!Pass Program**
  - For the 2007-2008 season, getDowntown sold 5739 go!passes to 422 businesses. This is an increase from the last several years.
    - 2006-2007: 365 businesses and 5,466 passes. 2005-2006: 350 businesses and 5,049 passes.
    - 52 businesses purchased go!passes for the first time during this fiscal year (as of May 2008).
  - Employees whose employer participates in the go!pass program are 10% less likely to drive alone than employees whose employer does not participate in the program (2005 Study).
  - Ridership of people with a go!pass also increased this year as compared to the last several years (see table below).
  - When asked in a 2007 survey what sorts of programs or services downtown businesses would like to see the getDowntown program provide, the top response (70% of respondents) was the go!pass program. (2007 Ear to the Street Survey)
  - Created a discount card so that people can view their go!pass discounts.

<b>go!pass use</b>							
<b>(the number of times a person boards an AATA bus and shows a go!pass in a given month)</b>							
	<b>2001-2002</b>	<b>2002-2003</b>	<b>2003-2004</b>	<b>2004-2005</b>	<b>2005-2006</b>	<b>2006-2007</b>	<b>2007-2008</b>
<b>NOV</b>	22,228	19,574	16,582	19,211	24,473	24,434	29,341
<b>DEC</b>	23,002	23,245	19,550	21,511	26,461	25,282	28,703
<b>JAN</b>	29,224	27,127	24,515	24,660	28,996	29,407	35,446
<b>FEB</b>	27,665	25,528	24,247	24,927	26,938	27,102	33,935
<b>MAR</b>	29,466	27,447	28,363	28,310	32,946	31,332	37,516
<b>APR</b>	26,164	26,976	27,013	26,986	28,742	29,968	38,240
<b>MAY</b>	29,304	26,835	24,952	25,537	30,335	31,000	34,313
<b>JUN</b>	26,035	25,409	25,920	25,108	28,709	30,478	36,487
<b>JUL</b>	27,331	26,528	24,913	23,925	27,343	31,057	39,245
<b>AUG</b>	26,505	25,056	25,201	27,336	31,735	34,373	38,892
<b>SEP</b>	25,714	28,343	26,314	28,684	30,698	32,701	41,253
<b>OCT</b>	27,869	29,285	26,054	30,043	32,641	38,422	
<b>TOTAL</b>	<b>320,507</b>	<b>311,353</b>	<b>293,624</b>	<b>306,238</b>	<b>350,017</b>	<b>365,556</b>	<b>393,371</b>