

## 2009-2010 (August 2009-June 2010) getDowntown Program Accomplishments

### 1. Contacts with Businesses/Employers

- a. **Increased Engagement with Employers:** During the first half of 2010, the getDowntown Program has made a stronger effort to engage with downtown employers through walk-in visits, go!pass deliveries and employer lunches.
- b. **Advocating for Employers:** The getDowntown Program solicited feedback from downtown employers through focus groups and emails on a variety of topics this past year including evening employee transportation issues and bus service in Ypsilanti. This information was provided to the DDA and AATA to help them make decisions on transportation to downtown Ann Arbor.
- c. **10 Year Anniversary Reception:** Planned and executed a 10 year anniversary reception for the getDowntown Program, attended by around 40 employers and other key stakeholders.
- d. **Better Documentation of Employer Interactions:** The getDowntown Program created a stats dashboard to better document visits with employers.
- e. **Commuter Connection E-news:** Continue to provide a monthly email newsletter to a list of almost 900 contacts, with commuting information and resources.
- f. **Creation of general employer brochure:** Created a general brochure of getDowntown Programs and Services targeted to employers. This is the first time such a brochure has been created.

### 2. Contacts with Employees

- a. **Snack Breaks:** Conducted 11 getDowntown “snack breaks” with downtown employers in Spring 2010 to provide information and resources for commuting downtown as well as for the Commuter Challenge.
- b. **Orientation Visits:** getDowntown visited the City of Ann Arbor and Douglas J Aveda Institute, providing information to new employees and students.
- c. **Commuting Question Form:** Created a Commuting Question form for the getDowntown website, allowing employees to easily contact us with a Commuting Question.
- d. **Love Your Commute Booklet:** Revised the How to Love Your Commute booklet to provide downtown employees with a quick overview of their alternative commuting options.
- e. **Provided employee feedback for the DDA Parking and Transportation Plan:** Conducted focus groups with around 60 downtown employees to provide feedback to the DDA on their Parking and Transportation Plan.
- f. **Commuter Connection E-news:** Continue to provide a monthly email newsletter to all go!pass contacts (around 400) with commuting information and resources, which gets forwarded on to employees.
- g. **Commuting Club:** Working on the creation of a Commuting Club program to provide incentives and motivation for downtown employees to continue to use sustainable transportation after the Commuter Challenge.

### 3. Increased Awareness of the getDowntown Program

- a. getDowntown website and Blog continue to have robust views.
- b. **getDowntown Facebook Page:** 195 Fans
- c. **getDowntown Twitter:** 341 Followers

- d. **Media Coverage:** Have the ability to post information to AnnArbor.Com at any time. Received media coverage on WEMU for Anniversary Reception, on AnnArbor.Com for the Commuter Challenge, and on Concentrate for a variety of efforts.
- e. **New Materials:** The creation of our general commuting options booklet and

#### 4. New Programs

- a. **Commuting Club:** Working on the creation of a Commuting Club program to provide incentives and motivation for downtown employees to continue to use sustainable transportation after the Commuter Challenge.
- b. **Try Transit Week:** Plan on creating awareness around using transit during National Try Transit Week in September 2010.

#### 5. Continuing Programs

- a. **Zipcars**
  - i. Added 2 more Zipcars to downtown fleet in November 2009 for a total of 6 downtown Zipcars.
  - ii. Downtown Ann Arbor membership and utilization continues to increase.
  - iii. The current Zipcar program has been so successful the DDA have only had to provide \$6,000 of the \$108,000 it has granted for the Zipcar Program since February 2009.
- b. **Bike Lockers and Bike Parking**
  - i. Continued to market and rent bike lockers to downtown employees.
  - ii. Provided the DDA with feedback on placement of on-street bike racks and other bike parking. Are currently working with the DDA to evaluate on-street bike parking.
- c. **Green Commute 2010 (June)**
  - i. Organized a Green Commute section of Green Fair to showcase different Green Commute options to the public. Exhibitors in the Green Commute Section included the City of Ann Arbor, MichiVan, the AATA, and more.
- d. **Marketing of AATA services to downtown employees**
  - i. Worked with the AATA to provide information to downtown employees on the new Nightride go!pass discount, A2 Express Service, Park and Ride Service, and more.
- e. **Commuter Challenge**
  - i. **Most participation ever:** This year's Commuter Challenge saw the best participation level ever with 1,848 participants from 164 organizations and more downtown Organizations participating than ever before.
  - ii. **Most on street visits ever:** Made personal visits to over 80 downtown businesses to provide them information about the Commuter Challenge.
  - iii. In an evaluation survey, 68% of downtown respondents who typically drive to work said their use of sustainable transportation increased during the 2010 Commuter Challenge.
  - iv. In an evaluation survey, downtown employees who increased their use of sustainable commuting in the past year noted that participating in the Commuter Challenge was one of the top three reasons for this increase (behind Health/Fitness and the Desire to be more environmentally friendly).
- f. **go!pass Program**
  - i. **Most participation ever:** As of June 2010 471 organizations and 6,533 downtown employees participate in the program. This is an increase from the last several years. getDowntown often gets a call from a new business about go!passes as soon as they locate downtown.
  - ii. In addition to the A2Express go!pass discount and businesses discounts, getDowntown also added a go!pass discount for NightRide, which saw an increase in ridership for people using their go!pass from August 2009 to the present.
  - iii. 47 businesses purchased go!passes for the first time during this fiscal year (as of June 2010).

- iv. Ridership of people with a go!pass remains strong. Average ridership for the Nov 2008-Oct 2009 go!pass season was 38,050 rides per month compared to the Nov 2009- Apr 2010 average of 40,000 rides per month.
- g. **AATA Nightride Transition**
  - i. Transitioned from an unsuccessful Night Ride Shuttle Program to providing a go!pass discount for the current Night Ride Service. Saw ridership with those using a go!pass increase from 70 riders in August 2009 to a high of 532 riders in January 2010.
- h. **Cultivating partnerships with affiliated organizations**
  - i. Continue to foster relationships, provide feedback, and work with area merchant associations, the AATA, DDA, City of Ann Arbor, Ann Arbor Ypsi Chamber of Commerce, UM, Washtenaw Area Transportation Study and Washtenaw Biking and Walking Organization to further the mission of the getDowntown Program.