

2010-2011 (July 2010-July 2011) getDowntown Program Accomplishments

1. Increased downtown employer and employee awareness of green transportation options

a. Reaching out to large employers

- i. This year, getDowntown made a greater effort to reach out to the top 20 restaurant and top 20 office employers located downtown through creating customized commuting brochures, soliciting feedback about changes to the go!pass program, conducting commuting workshops, providing employers with kits filled with commuting information, promoting the Commuter Challenge and targeting an A2 Express promotion at these employers.

b. Commuting presentations and materials distribution

- i. This year, getDowntown conducted 23 snack breaks (presentations to employees on commuting information) and distributed 20 snack break kits (bags of commuting information for employees) to large employers in downtown Ann Arbor.

c. Customized commuting brochures

- i. getDowntown created customized commuting brochures for 5 major downtown employers and created customized commuting brochures for office and restaurant/retail employees that work in the 4 different parts of downtown. GetDowntown distributed these brochures at snack breaks and presentations to employers and well as when handing out go!pass information. The brochure for restaurant/retail employees has information on the evening commuting options for these employees.

d. Online e-newsletter for employers and employees

- i. getDowntown provided a monthly email newsletter (The Commuter Connection) with commuting information and resources to a list of almost 900 contacts, many of which are either downtown employees or employer participants in the go!pass program.

e. Visibility at public events

- i. **Green Commute 2011:** Organized a Green Commute section of Mayor's 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, the Michigan Association of Railroad Passengers, and more.
- ii. **Townie Street Party 2010:** Brought a Zipcar to the Townie Street Party and promoted getDowntown's programs and services to local residents and employees.

f. getDowntown Commuter Club

- i. getDowntown had a successful pilot of the Commuter Club program in 2010-2011. We had about 60 downtown Ann Arbor employees participate and log commutes from July 2010-March 2011. In addition to having these individuals log commutes, we sent them emails with commuting information and resources and provided incentives to encourage them to continue their green commutes. This Club represents another way for getDowntown to interface with employees and communicate with them about the different green commuting options available downtown.

2. Increased go!pass participation by employers and employees

- a. More employers are participating in the go!pass program than ever before. As of June 2011 (the go!pass season ends Nov 1, 2011), 506 employers are participating in the go!pass program, up from 489 for the entire 2009-2010 season.
- b. At the same time, ridership for the go!pass is at an all time high, with 421,771 rides from Nov 2010-June 2011. This is a 22% increase over the same period in the previous year.

3. Successfully transitioned to a swipe-able go!pass

- a. In 2010, the getDowntown Program worked with staff from the Ann Arbor Transportation Authority to make go!passes swipe-able. These new swipe-able go!passes allow getDowntown to turn off passes that are lost or misplaced and allow the getDowntown Program to provide reports to its funding partners on how many passes are being used and by which industries. This information will be used to increase the success of the go!pass program in the future.

4. Commuter Challenge accomplishments

- a. **Most organizational participation ever:** This year's Commuter Challenge saw the best organizational participation level ever with 190 organizations participating in the Commuter Challenge.
- b. **Doing a better job of attracting the target audience:** Compared to 2010, more people who typically drive alone participated in the 2011 Commuter Challenge.
- c. **The Challenge increases green commuting for downtown employees:** Compared to 2010, more downtown employees surveyed said they increased their green commuting during the 2011 Commuter Challenge and that this increase was caused by the 2011 Commuter Challenge. In 2011, 55% of downtown respondents said they increased their green commuting during the Challenge, and of those 75% said the increase was because of the Challenge.
- d. **The Challenge increases green commuting for downtown employees who typically drive alone and/or sometimes, rarely or never do a green commute:** Even more significant is that compared to all downtown employees, an even higher percentage of downtown employees who either typically drive alone or do a green commute 4 times a month or less said their green commuting increased during the Commuter Challenge and that it was the 2011 Commuter Challenge that caused this increase. In 2011, 82% of respondents that typically drive alone and 85% of respondents who never, rarely or sometimes do a green commute said their green commuting increased during the Challenge. Of those respondents, 82% of those who typically drive alone and 87% of those who sometimes, rarely or never do a green commute said the Challenge was the main reason their use of green commuting increased.
- e. **The Commuter Challenge changes commuting behavior over time:** 44% of all downtown respondents who participated in the 2010 Commuter Challenge said they made a change in how they got to work in the past year, with 93% saying they increased their use of green commuting.
 - i. Of the factors that caused an increase in yearly green commuting use, getDowntown factors—the Commuter Challenge and the go!pass (an unlimited use transit pass sold to employers by getDowntown), were a top reason for this change. Gas prices and the desire to be more environmentally friendly also rated highly.

5. Increased use of Bike Lockers

- a. Downtown employees are using Bike Lockers at a high rate. Since last year, 80% of all bike lockers have been rented. Since June 2011, the usage rate increased to 85%, which is the highest rate yet. In fact, use is so high that the getDowntown Program is looking at refurbishing some bike lockers that were removed for the Library Lot construction and placing them at a strategic downtown location.

6. Increased Visibility in the Media and Social Media

- a. Media Coverage:** Received media coverage on WEMU, Concentrate and AnnArbor.Com for the Commuter Challenge and on WEMU for go!passes.
- b. getDowntown Facebook Page:** 335 Likes (up from 195 in 2010)
- c. getDowntown Twitter:** 668 Followers (up from 341 in 2010)

7. Continued success of the Zipcar program

- a.** Added 2 more Zipcars to downtown fleet in November 2010 for a total of 8 downtown Zipcars.
- b.** Downtown Ann Arbor membership and utilization continues to demonstrate the success of the program.

8. Cultivation of partnerships with affiliated organizations

- a.** Continue to foster relationships, provide feedback, and work with area merchant associations, the Ann Arbor Transportation Authority, The Downtown Development Authority, The City of Ann Arbor, Ann Arbor Ypsi Chamber of Commerce, U or M, Washtenaw Area Transportation Study and the Washtenaw Biking and Walking Coalition to further the mission of the getDowntown Program.