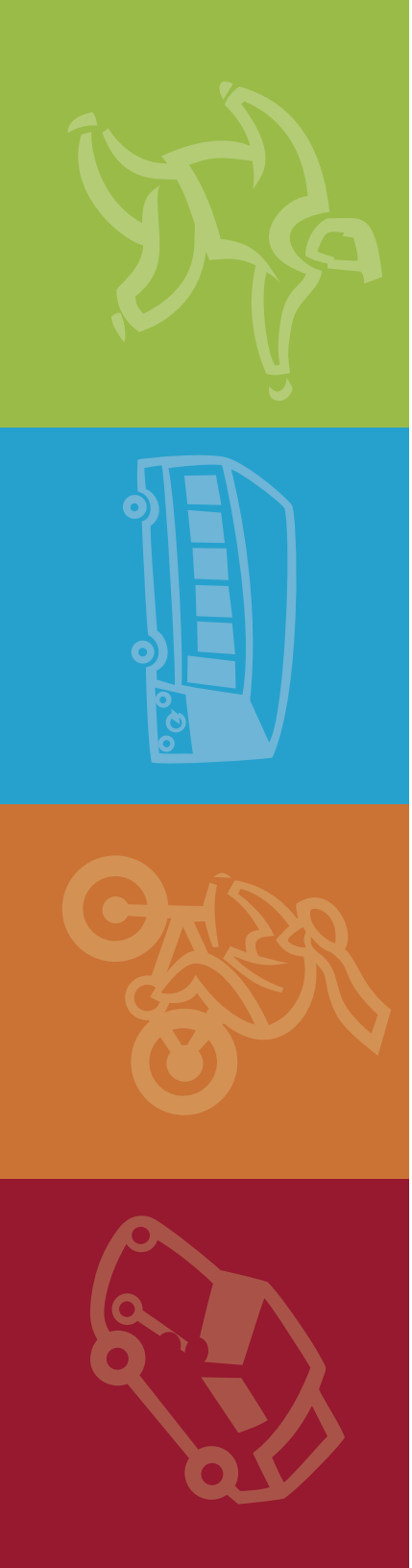


For just \$5 each, your employees get free parking and unlimited bus rides. Here's how.

**getDowntown**

518 E. Washington  
Ann Arbor, MI 48104



Free Parking + Unlimited Bus Rides =  
Happy Employees

PRSRT STD  
US Postage  
**PAID**  
Ann Arbor, MI  
Permit No. 508

# New Swipeable go!pass



The 2010-2011 go!pass looks a bit different! After 10 years, they're now a swipeable go!pass! When you board the bus, swipe your pass...its just that easy. When you need additional passes, they can be ready the same day! Tracking the pass numbers will be critical - these passes can be deactivated to prevent unauthorized use.

## What is the go!pass?

The go!pass allows unlimited rides on any AATA fixed route or from any AATA Park & Ride Lot. The go!pass is available to businesses and employees within the Downtown Development Authority boundaries.

The go!pass program has been so successful this year (2010-2011) that the yearly grant provided by the DDA to cover a large portion of the go!pass cost has run out. This means that until October 31, 2011 any pass purchased for the 2010-2011 go!pass season will be for the full price of \$35.50 per pass.

## Benefits of the go!pass

The benefits of the go!pass include discounts at downtown businesses, and discounts on other AATA services, like the A2 Express and Night Ride. Want to learn more about the go!pass program? Visit [www.getdowntown.org/bus](http://www.getdowntown.org/bus).

The getDowntown program provides information and assistance to downtown businesses and employees on commuting options, such as riding the bus, biking, walking, and carpooling. Partners in getDowntown include the Ann Arbor Transportation Authority, the Downtown Development Authority and the City of Ann Arbor.

## Ordering your go!pass:

- You are required to purchase go!passes for all full-time employees. You must verify that you are purchasing passes for all full-time employees by checking Box #5 on the form.
- Businesses are encouraged, but not required, to purchase go!passes for part-time employees.
- If this is your first time ordering go!passes, you must submit verification of the number of full time employees.
- Payment is due before you can receive your go!passes.
- Questions about the go!pass? Visit [www.getdowntown.org/bus](http://www.getdowntown.org/bus) or call 734-214-0100.
- go!passes are valid from November 1, 2010 through October 31, 2011. Additional go!passes can be ordered throughout the year to meet changes in your staff.

# 2011 go!pass order form

Business Name \_\_\_\_\_

Business Owner/Manager \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

#1 New Businesses: You must submit verification of the number of full time employees with your order.

#2  Total Number of Full-Time Employees (You must to purchase go!passes for all your full-time staff at the \$35.50 per go!pass.)

#3 +  Total Number of Part-Time Employees (You are welcome to purchase go!passes for your part-time staff, but not required.)

#4 =  x \$35.50 =   
total number of go!passes requested per pass

#5  Yes, I am purchasing go!passes for all full time employees. You MUST check this box in order to receive go!passes.

Payment info:

- Check/money order enclosed (Payable to the getDowntown Program)
- Visa  MasterCard

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Card Security Code (on back) \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

2011 go!passes are valid from November 1, 2010 through October 31, 2011, and can be ordered at any time during the year.

Please return completed form and payment to:  
getDowntown Program  
518 E. Washington  
Ann Arbor, MI 48104  
tel: 734-214-0100  
fax: 734-668-2525  
email: [info@getdowntown.org](mailto:info@getdowntown.org)