

RESOLUTION PROVIDING FOR THE GO!PASS AND GETDOWNTOWN PROGRAM FROM NOVEMBER 2008 THROUGH OCTOBER 2009

Whereas, The getDowntown program began in 1999 as a partnership between the DDA, AATA, City of Ann Arbor, and Chamber to provide the services of a full-time transportation manager to provide transportation assistance to downtown employers, including the distribution of the go!pass;

Whereas, The DDA has provided funding for go!passes and the getDowntown Program since 2001;

Whereas, An independent evaluation of the getDowntown program in 2005 showed that the number of downtown employees driving alone to work dropped from 63.3% in 2001 to 56.4% in 2005, demonstrating the greater awareness and use of alternative modes of transportation;

Whereas, 399 downtown employers currently participate in the go!pass program with 5,535 passes in the hands of downtown employees;

Whereas, The 2007 Nelson/Nygaard Parking Strategies Report highlighted the getDowntown program as an important tool for managing commuter parking demand, and it recommended future program enhancements including adding additional staff to allow for more personalized contacts with downtown businesses;

Whereas, The DDA received a request from the getDowntown program to renew its go!pass funding for November 2008 through October 2009 in the amount of \$311,480 for 6,500 passes;

Whereas, The DDA is charged only for the go!passes that are distributed;

Whereas, The DDA has also received a request for getDowntown program funding in the amount of \$40,000;

Whereas, The DDA ROC Committee recommends that the DDA provide funding for the go!pass and the getDowntown program for fiscal year 2008/09, with costs assigned to the DDA's 063 Parking Fund;

RESOLVED, The DDA will provide funding for the go!pass and getDowntown program in the amount of \$351,480 to support these programs from November 2008 through October 2009.

RESOLVED, That this resolution amends the FY 08/09 budget for this expenditure with the funds coming from the 063 Parking Fund, Other Grants line item.

Res gopass – 2008.doc
July 2, 2008



Go!Pass and getDowntown Program Funding Renewal Request Overview

	2008-09	2009-10	2010-11
go!pass Cost	\$52.92	\$54.91	\$56.56
Cost of go!pass to Downtown Businesses	\$5	\$5	\$5
Cost of the go!pass to the DDA	\$47.92	\$49.91	\$51.56
Estimated number of passes to be sold	6,500	7,000	7,500
Total Employer Contribution	\$32,500	\$35,000	\$37,500
Total DDA go!pass Contribution	\$311,480	\$349,370	\$386,700
getDowntown Program Contribution	\$40,000	\$40,000	\$7,174.26
Total DDA Contribution	\$351,480	\$389,370	\$393,874.26

GO!PASS FUNDING REQUEST OVERVIEW

The go!pass continues to be an integral service provided to employers by the getDowntown Program. As gas prices increase, we are seeing a significant increase in requests for go!passes from downtown businesses. **As of May 2008, we have sold 5,535 passes to 399 businesses, which is more than we have sold in a single season since we started charging for go!passes in 2001.**

The getDowntown program, largely due to the success of the go!pass program, has significantly reduced parking stress and traffic congestion in downtown Ann Arbor. Through the generous support of The Downtown Development Authority, the go!pass program provides an excellent commuting option to downtown workers.

IMPACTS OF THE GO!PASS PROGRAM

- 399 businesses and 5,535 downtown employees currently participate in the program.
- 52 businesses purchased go!passes for the first time during this fiscal year.
- 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).
- 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)

The go!pass Encourages Businesses to Move Downtown

Recently the getDowntown Program Director received a call from Keith Bourne of Adaptive Campus who was looking at a place to move his business. The getDowntown Program gave Keith information about the go!pass and other commuting options to the downtown. Later, **Keith told getDowntown that he decided to move his business to the downtown because of the go!pass:**

Hi Nancy,

The go!pass played a critical role in my decision [to move downtown]. It was essential to provide a lower cost alternative for my employees compared to the parking passes, since the higher cost options represent a significant portion of their take-home pay. I can say, without a doubt, that our office would be located in either West Ann Arbor or Dexter if the go!pass wasn't available.

Just to show you the emphasis we put on parking options, I have attached the parking section of our employee manual, feel free to share that with anyone.

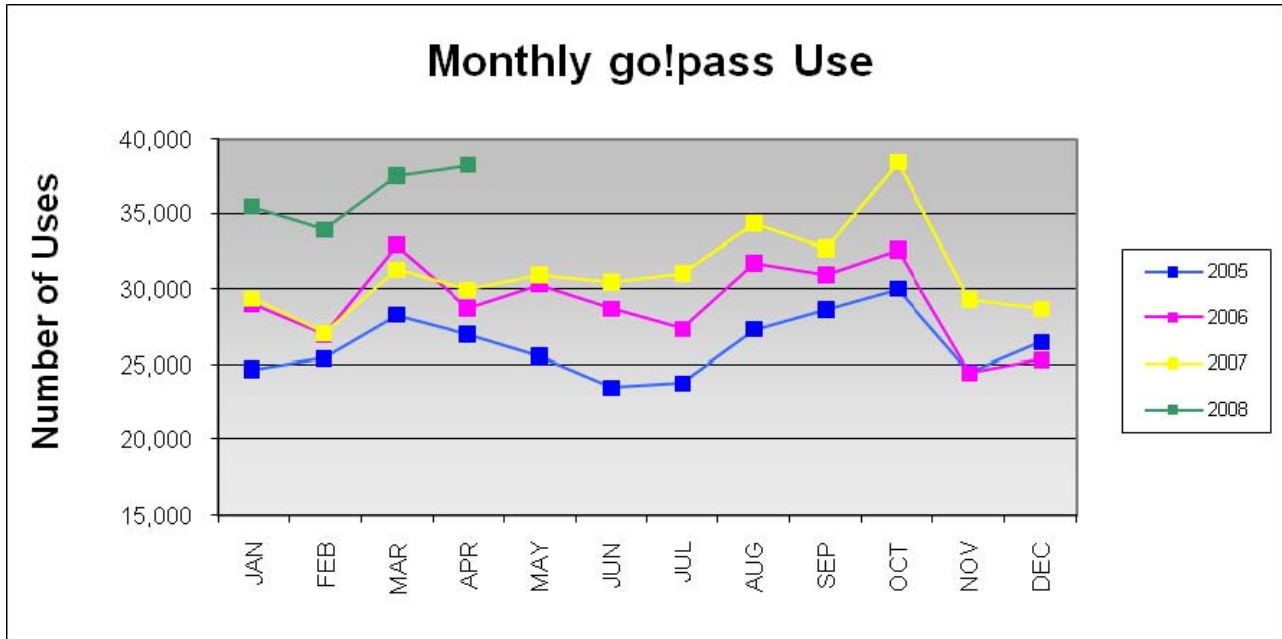
I also found your website to be very helpful in collecting this information.

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GO!PASS USE HAS INCREASED FROM APRIL 2007 TO APRIL 2008

	April 2008	Change from April 2007
go!pass rides	34,313	+11%
avg. weekday go!pass rides	1,447	+11%
go!passes issued	5,420	+16%
# of participating businesses/organizations	390	+16%

Monthly go!pass Use



go!pass Program Participation

Fiscal Year (Nov-Oct.)	Companies Participating	go!passes Issued
2007-2008	399	5,635
2006-2007	365	5,095
2005-2006	350	5,049
2004-2005	342	4,943

GETDOWNTOWN FUNDING REQUEST OVERVIEW

In order to meet the increasing demand for alternative commuting options to the downtown, the getDowntown Program is requesting \$40,000 for each of the next two fiscal years to cover program costs and pay for another full time staff person to handle program administration and services. By fiscal year 2010-2011, the funding for a full-time staff person will be covered by a CMAQ grant written through the AATA. The funding from the DDA would provide a bridge between now and the future grant funding.

As the Downtown Development Authority looks to switch from monthly parking to transportation demand management, it is important that the getDowntown Program increasingly play a role in helping downtown employees best utilize all of their transportation options.

Increasing staffing at the getDowntown Program was also one of the recommendations from the 2007 Nelson Nygaard Comprehensive Parking Strategies Report (A2D2):

“raising the profile of the activities carried out by the getDowntown program can increase the impact of existing services and reduce commuter parking demand. This will also be crucial to the success of the majority of [transportation demand management] options. Additional staffing and funding are recommended.” (Phase II Parking Study [A2D2], June 2007:

http://a2dda.org/downloads/Phase_II_Part_6.pdf)

IMPACTS OF THE GETDOWNTOWN PROGRAM (JULY 2007-JUNE 2008)

- **Contacts with Businesses**
 - Individually met with 10 major downtown employers to promote getDowntown programs and services.
 - Gave presentations to employees at 4 different downtown organizations (Google, Arbor Research Collaborative for Health, JJR, Hobbs and Black) in April-May 2008.
 - Created a new booklet to better market all of the sustainable transportation options to downtown employees.
 - Started a “Commuter Chat Program,” which invites employers to network and learn more about different commuting options in the downtown. Commuter Chat has been held 5 times this past year with 5-15 employers at each event.
 - Organized two employer-focused receptions attended by over 80 business owners and employees
 - Send a monthly e-newsletter, the Commuter Connection, to over 500 downtown employees.

- **New Programs**
 - Initiated bringing Zipcars to downtown Ann Arbor for use by employees.
 - Surveyed evening employees, and then worked with AATA to create an enhanced NightRide Service.
 - Started a “Commuter Chat Program,” which invites employers to network and learn more about different commuting options in the downtown. Commuter Chat has been held 5 times this past year 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.

- **Commuter Challenge**
 - Over 1,400 people from 120 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.
 - When asked “Did the Commuter Challenge change your commuting behavior?” here is how some downtown employees replied:
 - Ann Arbor District Library Employee: “Yes. I took the bus even when I was able to use library parking. AND I took the bus downtown for a social engagement. That's not something I typically do but it felt so FREEING! No parking to pay for either.”
 - Ann Arbor YMCA Employee: “Yes. When I had an opportunity to drive in to work, I took the bus instead because the Commuter Challenge was a great reminder of how my daily choices affect the world around me. It gave me pause, to remember that convenience isn't too high a price to sacrifice for something as worthwhile as living more in harmony with the world around me. It also helped me celebrate my daily sustainable choices! (Fun is a great motivator)”
 - Google Employee: “Yes. I carpooled a lot more often. I live really far away and it helped to have others involved in commuting so that I could find someone to carpool with.”
 - Richner and Richner Employee: “Yes. The getDowntown program really sparked my interest in carpooling. I found relevant resources via the getDowntown website. The Commuter Challenge raised my awareness about using public transportation (i.e. bus) during my work day.”

GETDOWNTOWN PROGRAM HISTORY

The getDowntown Program, created in July 1999, is a partnership program of the Ann Arbor DDA, Ann Arbor Transportation Authority, City of Ann Arbor and Ann Arbor Area Chamber of Commerce. The mission of the program is to reduce parking stress and traffic congestion by promoting viable transportation options for downtown employees such as public transit, walking, bicycling, park and ride, carpooling, vanpooling and other alternatives to driving alone and parking downtown.

Go!pass History

The go!pass was established in November 1999 as an unlimited usage bus pass available to all downtown employees. Initial funding, provided by a CMAQ grant received by AATA, made it possible to provide go!passes free of charge to participating downtown employers through October, 31st 2001. In the pilot project, over 475 businesses and 11,300 employees participated in the free go!pass program. When federal funding for the go!pass ran out November 1st, 2001, the DDA made it possible to continue offering the go!pass to downtown employees by substantially increasing their funding for the go!pass program. In 2001-2002 pass year, downtown businesses were for the 1st time asked to make a financial commitment to the program. Participating downtown employers currently pay \$5 per employee (participating businesses are required to purchase go!passes for all full-time employees- part-time employees are optional) and the DDA provides the funding for the remaining cost of each go!pass. **For the 2007-2008 go!pass year, the total cost of each go!pass was \$51.38 and the DDA contributed \$256,000 initially plus an additional \$13,750 in April 2008.**