



## The Early Bird Gets the Parking Space – DDA to Pilot \$5 Daily Parking

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Starting September 1<sup>st</sup>, 2010, the Ann Arbor Downtown Development Authority (DDA) will begin a pilot \$5 “early bird” program in the [Fourth and William parking structure](#). This pilot project will provide all-day discounted parking for patrons on the roof level of the parking structure, Monday through Friday. Patrons must arrive prior to 9am and exit the same day between 3pm and 6pm, they will be asked to park in a designated area on the roof level of the structure, and will need to use their “early bird” ticket to receive the discount upon exiting.

In early 2010, the DDA compiled community input and best practice information in its [Public Parking and Transportation Demand Management Strategies Plan](#). One key element in this plan is to provide parking patrons with more parking options so they can make choices based on price, convenience, and other considerations. The roof top discounted parking idea came from this Strategies Plan.

The DDA and Republic Parking have elected to pilot this “early bird” program in the [4<sup>th</sup> and William parking structure](#). If the program proves to be popular it may be extended to other downtown public parking structures. Susan Pollay, Executive Director of the Ann Arbor DDA, says, “We are excited to implement this pilot project, as it will give us another opportunity to find ways to use the public parking system to serve our community.”

In addition to discounted roof top parking, other flexible and affordable downtown transportation options include the [discounted evening/overnight parking permit](#), \$2 entry after 3:30 pm at Liberty Square and 4:00 pm at Ann Ashley Parking Structures, and the availability of the free [go!pass](#), subsidized [Night Ride](#) and [Zipcar](#) programs, in addition to extensive [downtown bicycle parking](#).

*The mission of the Ann Arbor Downtown Development Authority (DDA) is to undertake public improvements that have the greatest impact in strengthening the downtown area and attracting new private investments. Parking and transportation efforts are among the many ways in which the DDA supports the vitality of downtown. For more information on DDA programs and projects visit [www.a2dda.org](http://www.a2dda.org)*

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