

Ann Arbor Downtown Development Authority Meeting Agenda
Wednesday, September 4, 2019 12:00 pm
DDA Offices, 150 S. Fifth Avenue, Ann Arbor, MI 48104

1. Roll Call
Bob Guenzel, Tyler Kinley, Marie Klopf, Howard Lazarus, Jessica A. S. Letaw, Joan Lowenstein, Molly McFarland, Darren McKinnon, John Mouat, Rishi Narayan, Keith Orr, Phil Weiss
2. Approval of the Board Meeting Agenda
3. Audience Participation (4 people maximum, 4 minutes each)
 - 1.
 - 2.
 - 3.
 - 4.
4. Reports from City Boards and Commissions
 - Ray Detter, Downtown Area Citizens Advisory Council
5. DDA Members Communications
6. Executive Director Communications
 - City Council/DDA Joint Work Session on October 14
7. Approval of Minutes: August meeting minutes
8. Subcommittee Reports
 - A. Capital Improvements Committee –J. Letaw and M. McFarland
 - 5th & Detroit Stop-Compliance Evaluation
 - Bikeway Education and Outreach
 - Project updates: First/Ashley, 5th & Detroit, William Street, Huron Street
 - Next meeting: Wednesday, September 18 at 11 am
 - B. Operations Committee –P. Weiss
 - Ann Ashley-Update
 - Parking and Transportation Report-August
 - FY19 Special Event Meter Bag Fee Waiver Report
 - Next Committee meeting: Wednesday, September 25 at 11am
 - C. Finance Committee – B. Guenzel
 - Next Committee meeting: Thursday, September 26 at 1:00 pm

D. Partnerships/Economic Development Committee – T. Kinley

· Next Committee meeting: Wednesday, September 18 at 9:00 am (with Partners)

E. Executive Committee –K. Orr

· Next Committee meeting: Wednesday, October 2 at 11 am

9. New Business

10. Other Audience Participation (4 minutes each)

11. Adjournment

**Ann Arbor Downtown Development Authority Meeting Minutes
Wednesday, August 7, 2019**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: Chair Orr called the meeting to order at 12:01 p.m.

1. ROLL CALL

Present: Bob Guenzel, Howard Lazarus, Tyler Kinley, Marie Klopf, Jessica A. S. Letaw, Joan Lowenstein, Molly McFarland, Darren McKinnon, John Mouat, Rishi Narayan, Keith Orr, Phil Weiss

Absent: None

Staff: Susan Pollay, Executive Director
Sara McCallum, Deputy Director
Maura Thomson, Communications Manager
Amber Miller, Capital & Private Projects Manager
Kelley Graves, Management Assistant
Liz Rolla, DDA Project Manager

Audience: Chris Simmons, getDowntown
Mike McKiness, Republic Parking System

2. APPROVAL OF THE BOARD MEETING AGENDA

Mr. McKinnon moved and Ms. Letaw seconded the motion to approve the agenda.

A vote on the motion showed:

Ayes: Guenzel, Lazarus, Kinley, Klopf, Letaw, Lowenstein, McFarland, McKinnon, Mouat, Narayan, Orr, Weiss

Nays: None

Absent: None

The motion was approved.

3. AUDIENCE PARTICIPATION

None.

4. REPORTS FROM CITY BOARDS AND COMMISSIONS

Downtown Area Citizens Advisory Council: No report.

5. DDA MEMBER COMMUNICATIONS

Ms. Letaw said her next Downtown Hall will take place September 4 at 7 pm at the Circ Bar and her next Walk & Talk will be on September 7 at 10 am starting at the BTC. All are welcome.

6.

EXECUTIVE DIRECTOR COMMUNICATIONS

Ms. Pollay shared copies of letters sent by Lurie Terrace residents to MDOT, Governor Whitmer, MI State Senator Irwin, Mi State Representative Rabhi and City Administrator Lazarus asking that MDOT install a full traffic signal at Huron/Chapin to address pedestrian safety concerns.

7.

APPROVAL OF MINUTES

Ms. Klopf moved and Mr. Weiss seconded the motion to approve the July minutes.

A vote on the motion showed:

Ayes: Guenzel, Lazarus, Kinley, Klopf, Letaw, Lowenstein, McFarland, McKinnon, Mouat, Narayan, Orr, Weiss

Nays: None

Absent: None

The motion was approved.

8A.

SUBCOMMITTEE REPORTS - OPERATIONS COMMITTEE

Mr. Weiss moved and Ms. Klopf seconded the following resolution:

RESOLUTION TO INCREASE THE ANN ASHLEY PROJECT BUDGET TO CONSTRUCT MEETING AND OFFICE SPACE

Whereas, The DDA has managed public parking in pursuit of its mission since 1992;

Whereas, The Ann Ashley structure was designed to be expanded, and the DDA Board resolved to pursue an expansion to help encourage new development and activity west of Main Street;

Whereas, In October 2017 the DDA voted to establish a \$18,000,000 project budget, which included the costs to construct a three-floor expansion, plus additional elements such as added electricity and EV chargers, LED lights, deterrent fencing and anchors for future rooftop solar panels;

Whereas, In April 2018 the DDA voted to increase the project budget to \$21,700,000 to include design changes such as architectural louvers and demolition of the north end of the garage near Miller Street;

Whereas, in June 2018 the DDA voted to eliminate these design elements but resolved to keep the project budget at \$21,700,000;

Whereas, The Operations Committee directed the project design team to develop a strategy to utilize the ground floor of the southern-most portion of the garage, which may include an office for the DDA, an office for the DDA's parking operator, and a space that could be used for large public meetings;

Whereas, The cost for this office construction has been estimated to be \$4,000,000, and upon consideration, the Operations Committee recommends the DDA increase its project budget as follows:

Original Project Budget

Base cost (3 added floors, added elevator Ann St elevator)	\$16,000,000
Add'l scope (fencing, electrical & EVs, LEDs, storm detention)	\$ 1,300,000
Project bond issuance costs	\$ 700,000
Garage concrete stain	\$ 375,000
New stair/elevator enclosures	\$ 885,000
Ann St lighting, signage, stain	\$ 275,000
Landscaping & north stair grade enclosure	\$ 140,000
Garage repairs/restoration (per 20-year repair plan)	<u>\$ 775,000</u>
	\$20,450,000
Bidding contingency (created by louver elimination, etc.)	<u>\$ 1,250,000</u>
	\$21,700,000
Offices and public meeting space	<u>\$ 4,000,000</u>
Revised Project Budget Including Buildout	\$25,700,000

Resolved, The DDA approves an increase in its project budget for the Ann Ashley project to \$25,700,000 and authorizes its staff to submit a site plan for the office space to the City for its review and approval.

A vote on the resolution showed:

Ayes: Guenzel, Lazarus, Kinley, Klopf, Letaw, Lowenstein, McFarland, McKinnon, Mouat, Narayan, Orr, Weiss

Nays: None

Absent: None

The resolution was approved.

Mr. Weiss moved and Ms. Letaw seconded the following resolution:

RESOLUTION AUTHORIZING A CONTRACT WITH WGI FOR THE DESIGN/ENGINEERING AND CONSTRUCTION OVERSIGHT OF THE ANN ASHLEY BUILDOUT PROJECT

Whereas, The DDA has managed public parking in pursuit of its mission since 1992;

Whereas, At the July 2019 meeting, the DDA board indicated consensus support to pursue an office buildout at the Ann Ashley structure and instructed staff to bring forward financial information, and a conceptual space allocation;

Whereas, An office build out at Ann Ashley will necessitate another site plan;

Whereas, WGI had been retained under a separate contract for design and engineering for the Ann Ashley expansion project;

Whereas, WGI's proposal to oversee the site plan, engineering, and construction oversight processes for an office build out is \$268,000.00, which is included in the soft cost estimate for the office build out;

Whereas, The Operations Committee recommends the DDA approval of this proposal;

RESOLVED, The DDA authorizes a contract with WGI for \$268,000 to cover design, engineering and construction oversight of the Ann Ashley office buildout.

RESOLVED, Upon review by the DDA Attorney, the DDA directs the DDA Executive Director and Operations Committee Chair to sign a contract with WGI to complete the engineering, prepare a site plan, construction drawings for this project.

A vote on the resolution showed:

Ayes: Guenzel, Lazarus, Kinley, Klopf, Letaw, Lowenstein, McFarland, McKinnon, Mouat, Narayan, Orr, Weiss

Nays: None

Absent: None

The resolution was approved.

2019 Art Fair: Mr. Weiss reported that the 2019 Art Fair Off-Street Parking Revenue Report showed a decrease for the third year in a row. Mr. Mouat suggested that the DDA consider what role it could play to support the event; Ms. Klopf said she didn't feel this was within the DDA's mission but instead should continue to be handled by Destination Ann Arbor. Mr. Narayan suggested that the DDA could assist the Fair by installing infrastructure to improve pedestrian safety (e.g. bollards). Mr. Lazarus noted that given the encouragement of other modes of transportation, parking revenue may not be a good barometer of event success.

Parking & Transportation Report: The July report was provided in the packet. There were no questions.

The next Operations Committee meeting is scheduled for Wednesday, August 28 at 11 am.

8B. SUBCOMMITTEE REPORTS – CAPITAL IMPROVEMENTS COMMITTEE

Ms. Letaw said that due to the timing of projects, the July CIC meeting had been cancelled.

5th/Detroit: Ms. Letaw said that the project is substantially complete. Staff continues to work with City Engineering to resolve the brick quality issue.

Huron: The DDA contractor is working between Ashley St and 4th Ave installing permeable brick pavers and between 4th Ave and Division St on light pole foundations, electrical and concrete.

Street light pole delivery was delayed due to steel tariffs and high volume of construction; the first batch is expected to arrive next week. DTE's gas main installation on 4th Ave was slower than planned due to site conditions; this has delayed the DDA's sidewalk restoration work.

William Street: Final paving between State and Division was being done that day; preparations for phase II between 5th Avenue and Division Street was underway.

The next Capital Improvements Committee is scheduled a week earlier than usual on Wednesday, August 14 at 11 am. It will follow the 9am Partnerships Committee meeting.

8C. SUBCOMMITTEE REPORTS – FINANCE COMMITTEE

Mr. Guenzel said the July meeting, scheduled for August 1 had been cancelled.

The next Finance Committee meeting is scheduled for Thursday, August 29 at 1 pm.

8D. SUBCOMMITTEE REPORTS- PARTNERSHIPS COMMITTEE

Mr. Kinley said the next Partnerships Committee meeting is scheduled for next Wednesday, August 14 at 9:00 and will be a DDA-only meeting.

8E. SUBCOMMITTEE REPORTS- EXECUTIVE COMMITTEE

Mr. Orr said the Executive Committee reviewed today's meeting agenda.

The next Executive Committee meeting is scheduled for Wednesday, September 4 at 11 am.

9. NEW BUSINESS

None.

10. OTHER AUDIENCE PARTICIPATION

Mr. Simmons said TheRide's FY20 budget was posted on the AAATA site for public comment and will be voted on by their board on 8/15. This budget would eliminate the Art Fair and UM football shuttles; Mr. Simmons said Art Fair organizers were informed of this proposed change.

11. ADJOURNMENT

There being no other business, Ms. Klopff moved and Ms. Letaw seconded the motion to adjourn. Mr. Orr declared the meeting adjourned at 12:40 pm.

Respectfully submitted,
Susan Pollay, Executive Director

PARTNERSHIPS & ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES
Wednesday, August 14, 2019

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 9:00 a.m.
Present: Tyler Kinley, Jessica A.S. Letaw, Joan Lowenstein
Absent: Bob Guenzel, Marie Klopf, Howard Lazarus, Molly McFarland, Darren McKinnon, John Mouat, Keith Orr, Rishi Narayan, Phil Weiss
Others: None
Staff: Susan Pollay, Kelley Graves, Amber Miller, Dylan Han
Public: Peter Honeyman

Strategic Direction and Goals: Mr. Kinley set out the focus of the meeting, which was to shape a committee workplan for FY20. It was also suggested that the group shape an agenda for the September meeting with partners. There was much discussion. Ideas for topic areas that would be of interest to partners and DDA this year included:

- Downtown city properties (e.g. old Y lot, 415 W. Washington, Library Lane)
- Downtown alleys (include City solid waste plan implementation)
- Economic development (nurturing future jobs/growth, supporting a diverse economy)

Public Comment: Mr. Honeyman said he appreciated the committee's plans to structure meetings around common topics. He suggested that with the number of meetings with partners, the committee may need to pare down the list of topics to focus on.

Next Meeting: The next Partnerships Committee meeting is scheduled for Wednesday, September 11, 2019 at 9 am. The meeting will include Partners.

The meeting adjourned at 10:50 am.

Respectfully submitted,
Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
CAPITAL IMPROVEMENTS COMMITTEE MEETING MINUTES
Wednesday, August 14, 2019 11:00 am**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:00 a.m.
Present: Tyler Kinley, Howard Lazarus, Jessica A.S. Letaw, Joan Lowenstein, Molly McFarland, John Mouat, Keith Orr
Absent: Robert Guenzel, Marie Klopf, Darren McKinnon, Rishi Narayan, Phil Weiss
Staff: Susan Pollay, Amber Miller, Liz Rolla, Maura Thomson, Kelley Graves, Dylan Han
Other: Oliver Kiley and Bob Doyle, Smith Group
Public: Peter Honeyman

5th & Detroit Stop-Compliance Evaluation: An important project goal had been to make pedestrian crossings safer; to that end the project design added crosswalks and a median to eliminate the ‘double threat’. The team presented before and after data documenting the increase in drivers who stopped for pedestrians, going from 52% compliance to 97%. A fuller evaluation will be undertaken this fall to measure stop-compliance as well as speed and traffic volumes. Ms. Letaw said that she thought overall feedback on the project has been positive.

Bikeway Education and Outreach: Ms. Thomson provided an overview of the awareness and education campaign. She said people receive information in different ways so she was taking a multi-faceted approach, using elements such as social media posts, interviews, street banners, pedicab ads, attending local events and providing backpacks to Safety Town participants. She pointed to a sample 4’x6’ educational sign that will be posted along William St. Ms. Pollay gave kudos to Ms. Thomson for her exceptional communication and marketing efforts.

First & Ashley: The team provided an update on watermain leads, floodplain and vaults. It appears that there is significant property owner support to pursue new lights on Ashley, including a willingness to close underground vaults. A floodplain model is underway to share with MDEQ. Communication and outreach to begin ahead of the project start.

5th & Detroit: The City continues to work with the brick vendor to ensure they meet their contract obligation to replace the failed bricks they provided. When the new bricks arrive, the team will work with the installer and area stakeholders to schedule installation. Ms. McFarland asked about impacts to adjacent businesses due to all the problems with the brick vendor; Ms. Thomson and Ms. Miller shared information.

William Street: The team shared the progress to-date on the bikeway. Questions were asked and answered about the possibility of getting some of the bikeway open as quickly as possible.

Huron Street: Ms. Miller said that MDOT has indicated it will pay for the new 5th Avenue signal and “no turn on red” sign; it has not yet agreed to new leading pedestrian indicators, nor has it yet agreed to replacing the Hawk signal at 3rd with a full signal, although it did say that it will undertake its own examination when school is back in session. Ms. Miller reported the project has been delayed approximately one-month; issues have included impacts from the DTE gas main installation, conduit installation, vault issues, additional curb/road restoration and weather conditions. She said she anticipates the project may require use of all its contingency funds, but it is still slated to come in within budget. Questions were asked and answered.

Public Comment: None.

Next Meeting: The next meeting is scheduled for Wednesday, October 16, 2019 at 11 am.

The meeting adjourned at 12:55 pm.

Respectively submitted,
Susan Pollay, Executive Director

STAFF DRAFT

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
OPERATIONS COMMITTEE MEETING MINUTES
Wednesday, August 28, 2019**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 11:00 am
Present: Robert Guenzel, Tyler Kinley, Joan Lowenstein, Phil Weiss
Absent: Marie Klopff, Howard Lazarus, Jessica A.S. Letaw, Molly McFarland, Darren McKinnon, John Mouat, Keith Orr, Rishi Narayan
Staff: Susan Pollay, Sara McCallum, Jada Hahlbrock, Maura Thomson, Kelley Graves
Others: Mike McKiness/RPS, Mike Ortlieb/WGI, Dan Mooney/Edge Design, Dylan Han/DDA Intern
Public: Adam (did not provide last name)

402 E. Huron: The committee reviewed a request from Mortenson Development for 27 parking permits for its proposed hotel at the current Firestone location. The group asked Ms. Hahlbrock to determine if these permits are required by zoning, if offpeak permits would suffice, if the developer had made plans to encourage guests to use AirRide, and what its trash handling strategies were. Mr. Weiss pointed out the connection between this investment and the DDA's Huron (and former Division) St projects. Questions were asked and answered. Ms. Hahlbrock said the developer will attend the next committee meeting to provide additional information.

Ann Ashley Buildout: Ms. Pollay said that a site plan will be needed for an office buildout, which will include a citizen engagement meeting, the Design Review Board, and Planning Commission. Mr. Ortlieb and Mr. Mooney reviewed an early draft plan for input, including placing the new RPS customer service office at the Ann/Ashley corner, the DDA office located between that and the new Ashley St elevator, and a new public meeting room on the east side of the site. There was discussion about the pros and cons of maximizing the 2nd floor space during the construction even if much of this space wasn't immediately needed. Questions were asked and answered. Mr. Ortlieb presented the potential timeline, bundling the expansion and buildout in one RFP with a possible January or February construction start date. The project bond goes before Council on Tuesday, September 3.

Parking and Transportation Report: Ms. Hahlbrock presented highlights including the busy August event schedule and the completion of the 4G modem and software updates on the epark machines. The Parking Enforcement and Operations Group met in August and the group was asked to weigh in on a plan to expand the number of loading zones reserved after 6pm for food delivery vehicles. This map of locations was given to Mr. Fournier to share with the downtown business owner who asked for assistance with food delivery vehicles. Mr. McKiness reported on the enhancements RPS made to its maintenance work order system.

Ms. Hahlbrock shared a graph showing EV usage around the system, and data relating to the DDA's solar carport at 4th and Catherine from July 2018-July 2019.

Ms. Pollay said that getDowntown partners met last week to refine the metrics it uses to demonstrate getDowntown program impacts beyond go!Pass usage, including social media and website engagement, event participation, and more. Ms. Pollay shared a request that the DDA consider expanding its funding of go!Passes to include businesses located outside the DDA District. There was discussion about the benefits and risks. The topic will be revisited at a future meeting.

FY19 Special Event Meter Bag Fee Waiver Report: Ms. Hahlbrock and Ms. Thomson highlighted the DDA's involvement with and support for downtown special events last fiscal year.

Public Comment: Adam said he appreciated the committee discussion on providing off-peak parking for the new hotel and agreed that there are several alternate transportation options available.

The next Operations Committee meeting is scheduled for Wednesday, September 25 at 11 am.

The meeting adjourned at 12:50 pm

Respectfully submitted
Susan Pollay, Executive Director

STAFF DRAFT

ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
Executive Committee Meeting
Wednesday, August 7, 2019

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 11:00 a.m.

Present: Marie Klopf, Jessica A.S. Letaw, Darren McKinnon, Keith Orr, Susan Pollay, Tyler Kinley

Absent: none

Others: Bob Guenzel, Phil Weiss

Committee actions and discussions

Agenda Review. The Committee reviewed the August monthly meeting agenda. There was a general discussion about the Ann Ashley office build out. Ms. Pollay was asked to relay questions about the bond to City CFO Crawford. She was also asked if project team representatives could attend the next Operations Committee meeting to refine the office and meeting room details.

There being no other business, the meeting adjourned at 11:20 a.m.
Susan Pollay, Executive Director

Parking & Transportation Report August 2019

Parking

Special Events in August

August 1, 15, 22 & 29 Sonic Lunch
August 2-4 A2 Pride
August 7 Movies at the Market
August 9 ICC Street Festival
August 10 ICC Soccer game at UM
August 12 UA Block party and 5K
August 22 Nash Bash at Farmers Market lot
August 31 UM Football vs. Middle Tennessee State

Special Event Meter Bag Fee Waivers/ Free Parking in August

August 1, 15, 22 & 29 Sonic Lunch \$1,560
August 2-4 A2 Pride \$2,600
August 9 ICC Street Festival \$1,675
August 12 UA Block party and 5K \$5,100
August 22 Nash Bash at Farmers Market lot \$1,825

Meters

The upgrade to 4G modems and software updates in the epark machines are complete. This work has improved speed and connectivity.

Meter staff worked to replace faded and outdated signage in many lots including the Farmers Market lot.

Parking System Operations

Plans for prepay event rates for the football season are in place. On home game days the Forest and 4th & William structures will operate at a \$15 event rate. The Ann Ashley structure will also operate with a prepay event rate of \$15, however the normal \$4 rate will be maintained through noon (and beyond depending on game time) to accommodate Farmers Market visitors.

Parking System Equipment- Procurement Process

DDA and RPS continue to meet to draft RFP. Will provide future updates as more information becomes available.

Parking System Maintenance/Equipment

RPS staff made improvements to their maintenance work order system.

The DDA's annual structure restoration work continues. Work has been focused at Maynard and 4th & Washington. Next phases of work will include alley and street work at Library Lane and exterior work at 4th & William.

The elevator modernization at 4th & William is on schedule. Work is expected to be complete by late September. Many mechanical components of the elevator are being replaced. The interior of the elevator cab (floor, panels and ceiling) will not be replaced but there will be a new car operating panel with a digital display. This updated equipment will provide more reliable operation. While the speed isn't increasing, the efficiency will, so most users will feel like they will get to their designated floor faster.

City/DDA Parking Enforcement and Operations Group

The group met on August 15. Community Standards, Treasury, Republic Parking, and DDA staff shared updates and information. Art Fair issues, questions and parking numbers were reviewed. DDA staff presented information on existing loading zones in the Liberty and Washington corridors. DDA staff shared the recent history of after 6 pm designations in loading zones and asked the committee for feedback.

Tally Hall Condominium Meeting

No meeting this month. The next meeting will take place in January 2020.

First & Washington Condominium Meeting

The next meeting has yet to be scheduled. The structure opened in late 2013 and a condominium board has yet to be formally established.

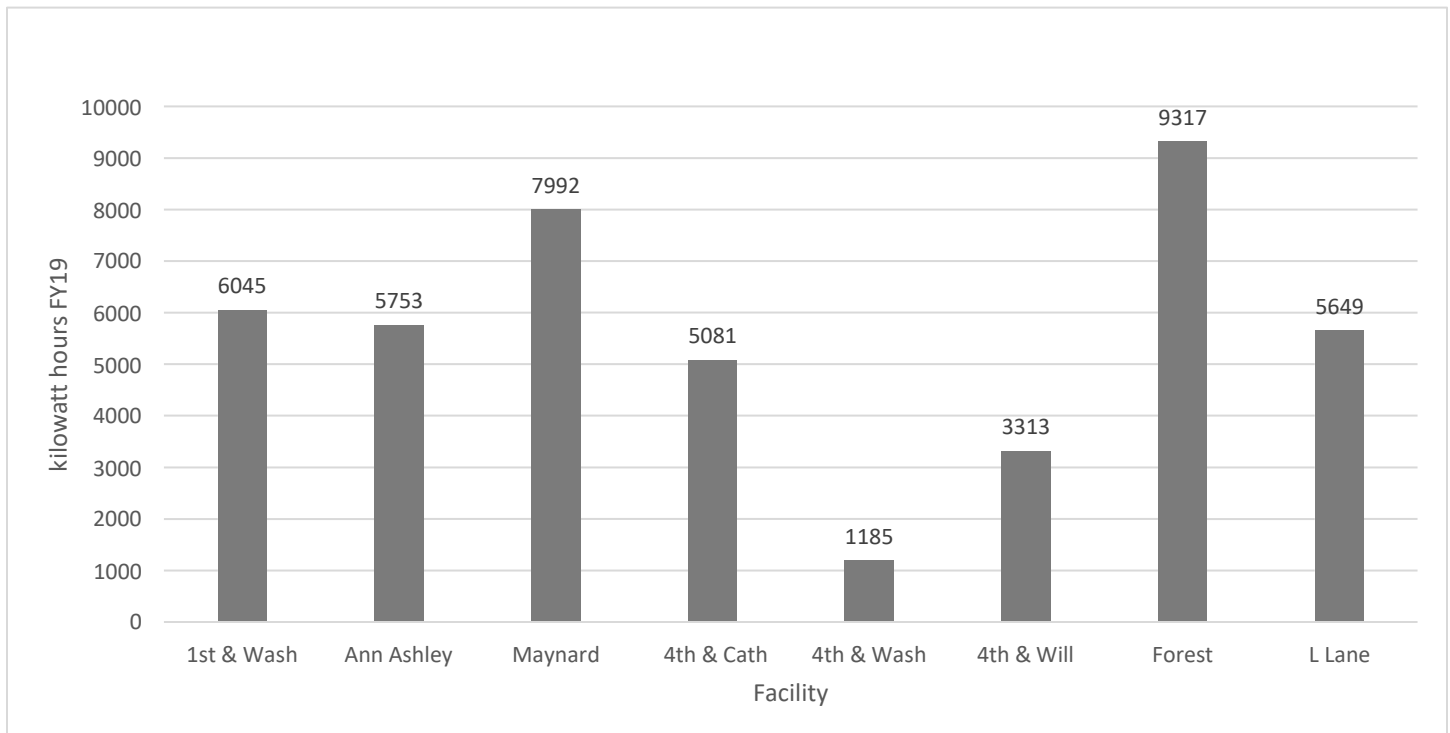
Parking Construction

Ann Ashley

DDA staff and the project team have continued to develop plans for the buildout of the office and meeting space. The bond issuance will go to City Council at their first meeting in September.

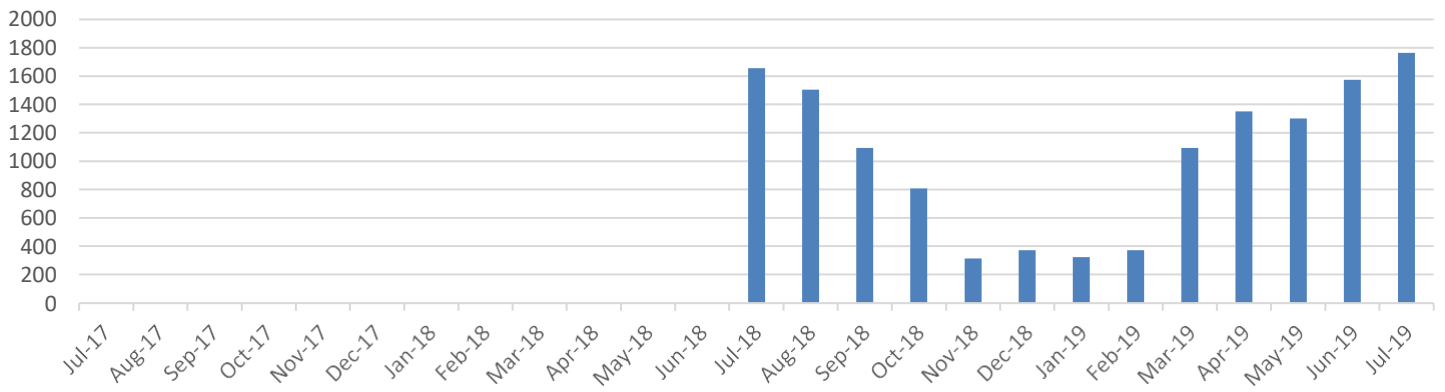
Electric Vehicle Charging Stations & Solar Carport

There are 30 electric vehicle charging units across the parking system for a total of 37 ev spaces. Usage remains strong especially at the Maynard & Forest structures. Below are the FY19 total kilowatt hours for each facility, adjusted for number of units per facility.

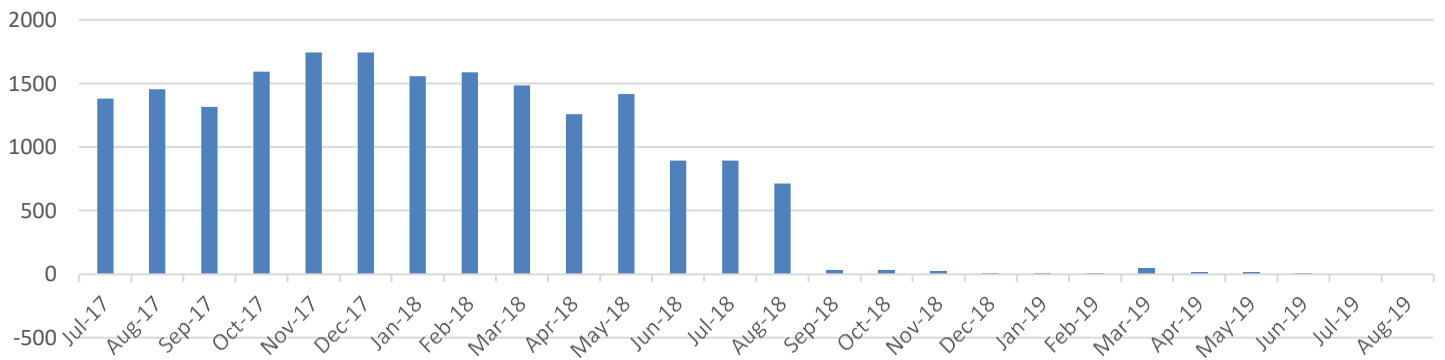


Solar canopy was installed at the 4th & Catherine surface lot spring 2018. Data collection began in July 2018.

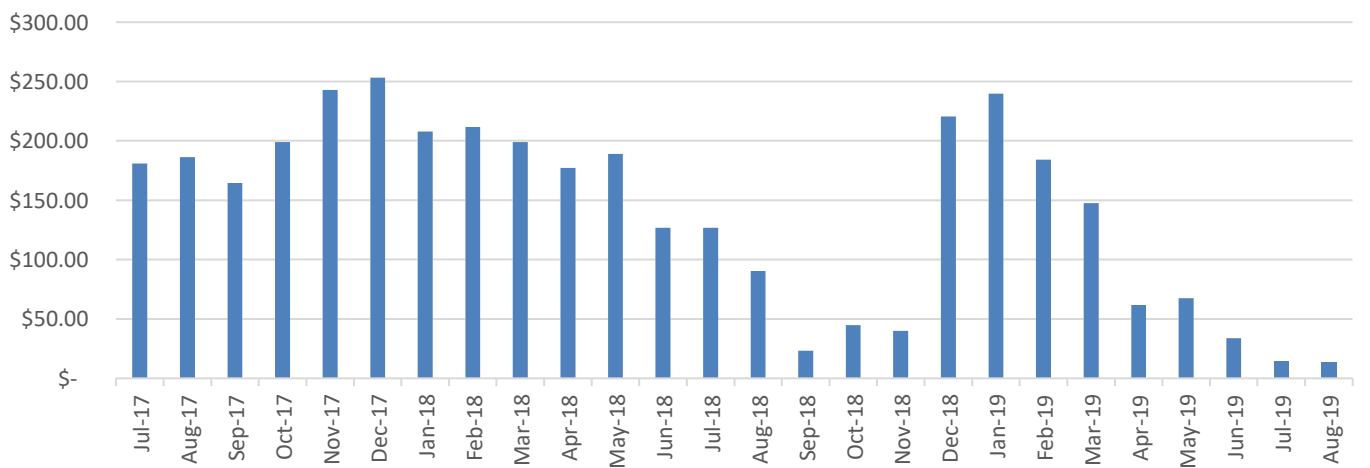
4th and Catherine Solar Canopy Energy Production in KWH July 2107-July 2019



4th & Catherine Electricity Usage in KWH July 2017-July 2019



4th & Catherine Electricity Charges July 2107 -June 2019



4th and Catherine Solar Canopy

Related Systems ▾

Republic Ann Arbor (4th and Catherine)
Ann Arbor, MI 48104
LAT/LONG: 42.2832295, -83.7471602

Energy Performance

Equivalents

Installation

Map

Since monitoring began 7/02/2018, this system has generated **14,665 kilowatt hours** of clean energy.

Enough to offset...



000019666

lbs. of CO2 emissions, the main cause of global warming.



000021469

miles worth of CO2 emissions from the average American car.

Enough power for...



000000477

days of electricity usage in an average American house.



000047003

days using a 13-watt energy-efficient CFL light bulb.

Transportation

Bike Parking

Current rentals-August 2019:

- Bike Locker Rentals: 6 rentals of 10 available lockers (60%)
- Maynard Bike House Rentals: 13 of 28 spaces (46%)
- Ann Ashley Bike House Rentals: 38 of 27 spaces (140%)

Go!pass Summary – July 2019

Total # of companies in program = 426

Total # of active passes (# distributed less deactivations) = 5,417

Total # of unique passes used = 3,637

New go!pass companies for July 2019

- MySwimPro
- Openly, Inc.
- Clinc, Inc.

Engagement for July 2019

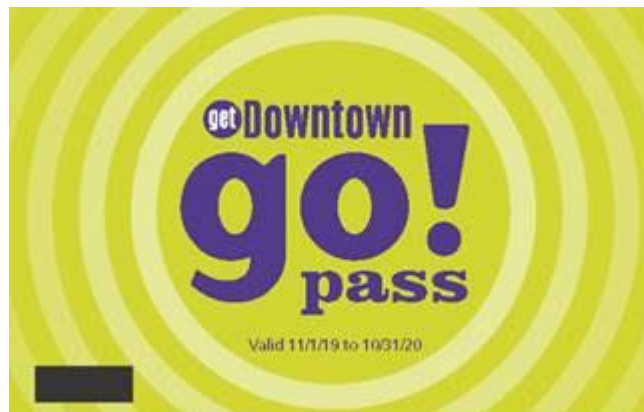
Social Media:

- Facebook
 - 1597 Page Likes
 - .39% Page Engagement (benchmark .5-1.0%)
 - 60 Average Daily Reach
 - 60 Organic Reach
 - 0 Paid Reach
- Twitter
 - .20% Tweet Engagement (benchmark .5-1.0%)
 - 77 Profile Visits
 - 7,104 tweet impressions

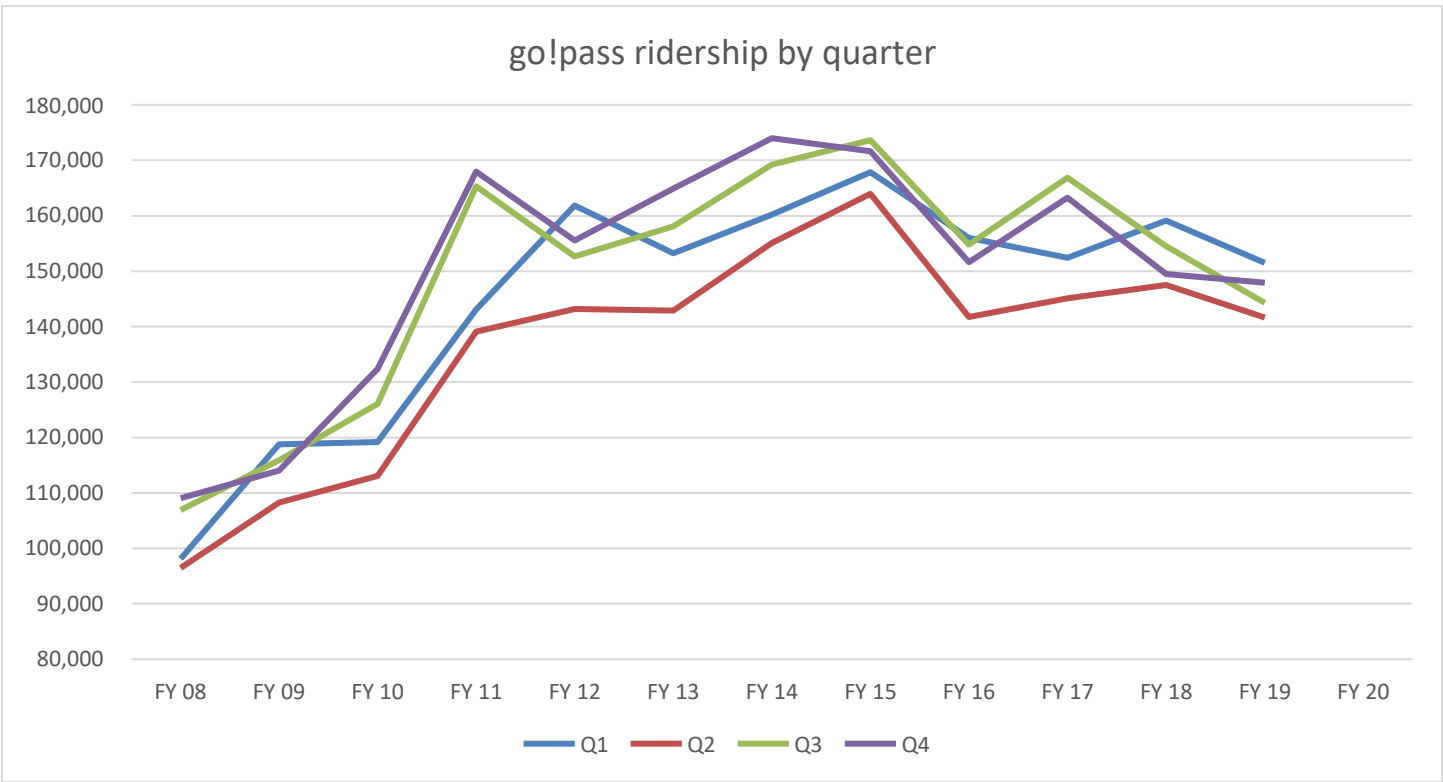
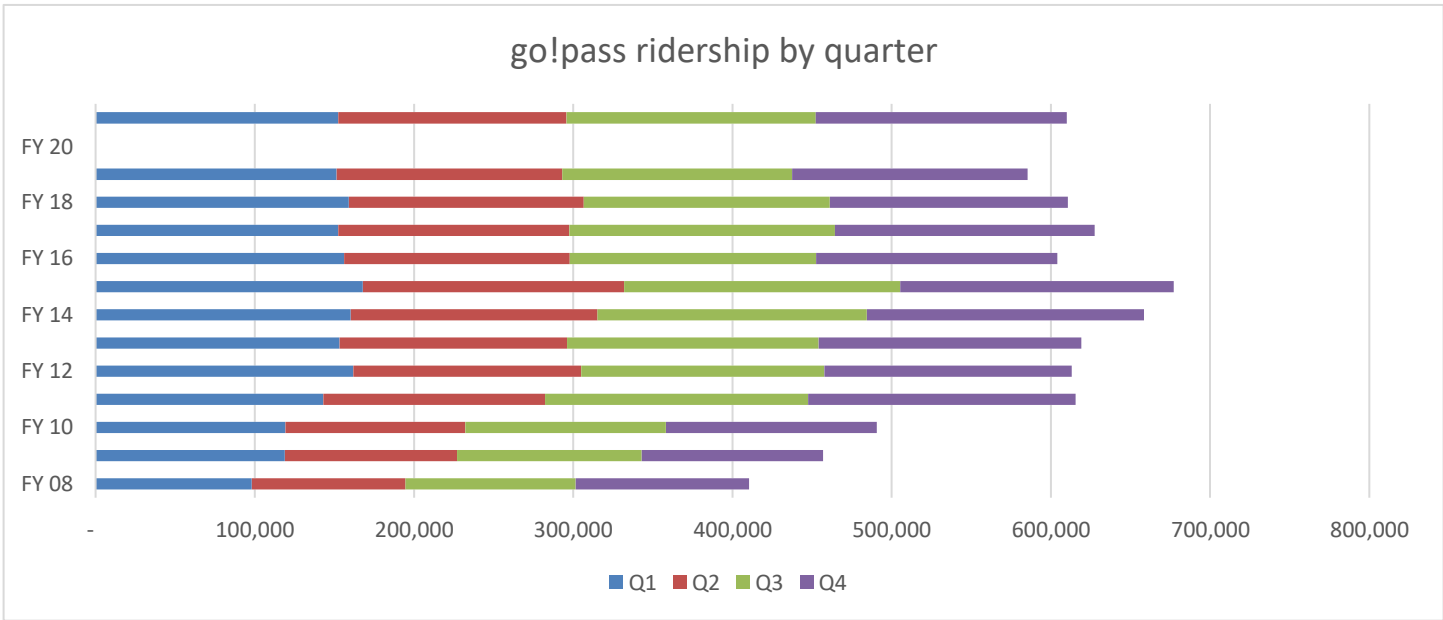
Quarterly go!pass Ridership will be reported again in October, 2019

Other Activities

- Go!pass renewal—The annual renewal period for the go!pass opened on 8/20 All go!pass coordinators have received their renewal information. Anyone missing that information should visit the website (getdowntown.org). In order to guarantee deliveries for the November 1 start date on the new pass year, businesses should have their orders in no later than September 27th.



- Dashboard project—The getDowntown Partners have continued discussions regarding the tracking dashboard for evaluating both the program on its own and in the context of the downtown environment. The partners have agreed that this is a work in progress, encompassing many of the stats and figures from various sources that have been reviewed in this Committee. The current intent is to begin to use that dashboard in the annual program reporting, as well as to use selected measurements in this report. We've begun to alter the outreach numbers reflected above based on the current conclusions of the partners. Going forward, we will continue to report on monthly social media engagement, not just total audience. Within the next couple of months we will also begin to report on all new businesses contacted, newsletter engagement figures, and look to tie the quarterly ridership numbers with the quarterly parking numbers for context.
- Follow-up on quarterly ridership—Per the request of the Committee from last month, we have reformatted our ridership figures into quarterly rather than monthly assessments. The following graphs re-illustrate the same figures by the DDA Fiscal Year:



- Staff met with the new grants staff from Common Cycle to explore ways that the program can support the mission of Common Cycle in education on bicycle use and maintenance. Having outside experts on bicycle usage and commuting is a cost-effective way for the program to support the commuter cyclist community, and we're looking forward to growing our partnership with this organization.
- getDowntown is always looking for additional business testimonials on how the program or how go!pass contributes to their success. Board members are encouraged to contact the office and provide their success stories or provide staff with information on stories they've heard for follow-up.

Special Event Meter Bag/Parking Fee Waivers- FY19

AA Jaycees	4th of July Parade	\$400.00
AACTMD	Dancing in the Street	\$200.00
Ann Arbor District Library	Various Events	\$425.00
Ann Arbor Film Festival	Staging	\$950.00
Ann Arbor Pride	A2 Pride Festival	\$2,400.00
Ann Arbor Summer Festival	Summer Fest	\$27,925.00
Ann Arbor Symphony	School Bus Parking	\$1,800.00
Arbor Brewing/ Washtenaw Cycle	Brewery Bike Ride	\$100.00
Bank of Ann Arbor	Sonic Lunch	\$2,700.00
Champions for Charity	Firecracker 500 Run	\$400.00
Cinetopia	Film Festival	\$990.00
Community Leaning Post	African American Festival	\$2,400.00
Conor O'Neils/Running Fit	Shamrock and Shenningans Run	\$400.00
Destination Ann Arbor	ICC Championship Festival	\$1,400.00
Destination Ann Arbor	Electrician's Block Party	\$500.00
Destination Ann Arbor	UA Block Party and Run	\$5,100.00
Dexter Ann Arbor Run	Dexter Ann Arbor Run	\$1,125.00
Kerrytown	Kindlefest	\$2,550.00
Kerrytown	Nash Bash	\$300.00
Kerrytown Bookfest	Kerrytown Bookfest	\$200.00
Main Street Area Association	Rolling Sculpture Car Show	\$3,750.00
Main Street Area Association	Ice Sculpture Event	\$300.00
Main Street Area Association	Bloomfest	\$50.00
Main Street Area Association	Taste of Ann Arbor	\$575.00
Mayors Green Fair	Green Fair	\$2,000.00
Meddiggo Peace Project	Earth Day	\$1,150.00
Meddiggo Peace Project	Peace Day	\$200.00
NAACP	Juneteenth	\$775.00
Neutral Zone	Special Event	\$300.00
SPARK	Tech Trek	\$325.00
State Street Area Association	Rock the District	\$350.00
State Street Area Association	Movies on Maynard	\$200.00
The Ark	Ann Arbor Folk Festival	\$2,050.00
Treeverb	Special Event	\$500.00
Wonderfool Productions	Fool Moon Event	\$2,575.00
Wonderfool Productions	Festifools Event	\$200.00
YMCA Block Party	Special Event	\$200.00
		\$67,765.00

Art Fair- FY19

AAATA	Art Fair Bus Stops	\$2,300.00
Ann Arbor South University	Art Fair	\$6,200.00
Ann Arbor Street Art Fair	Art Fair	\$4,325.00
Ann Arbor Street Art Fair	Townie Party/Dart for Art Run	\$5,450.00
Art Zone Parking	Art Zone	\$800.00
City of Ann Arbor	Community Standards	\$400.00
City of Ann Arbor	Street Closures, non-profit booths, traffic control	\$9,200.00
DDA/City of Ann Arbor	Trolley Stops	\$1,400.00
Michigan Guild	Art Fair	\$16,150.00
MSAA	Art Fair Food Court	\$1,700.00
State Street Area Art Fair	Art Fair	\$14,700.00
		\$62,625.00

Total	\$130,390.00
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