

getDowntown

2011 Employer and Employee Survey Key Findings

Part 1: getDowntown Employer Survey

A total of 260 Employers completed the online Employer Survey.

The employers included:

Authentic Art Tattoo Studio
Arbormoon Software
Olson Law Group
Five Guys Burgers
Mobiata
Resonant Venture Partners
Ragstock
revive + replenish
Chinese Acupuncture
Dickinson Wright PLLC
Google
Lecturers Employee Organization LEO
Clean Water Action
Vault of Midnight
State Theater
Gratzi / Chop House
Menlo Innovations
Monahan's Seafood Market
Gold Bond Cleaners
Campus Inn
Butzel Long
Café Felix
Hobbs + Black Associates

Top 3 Industry Categories:

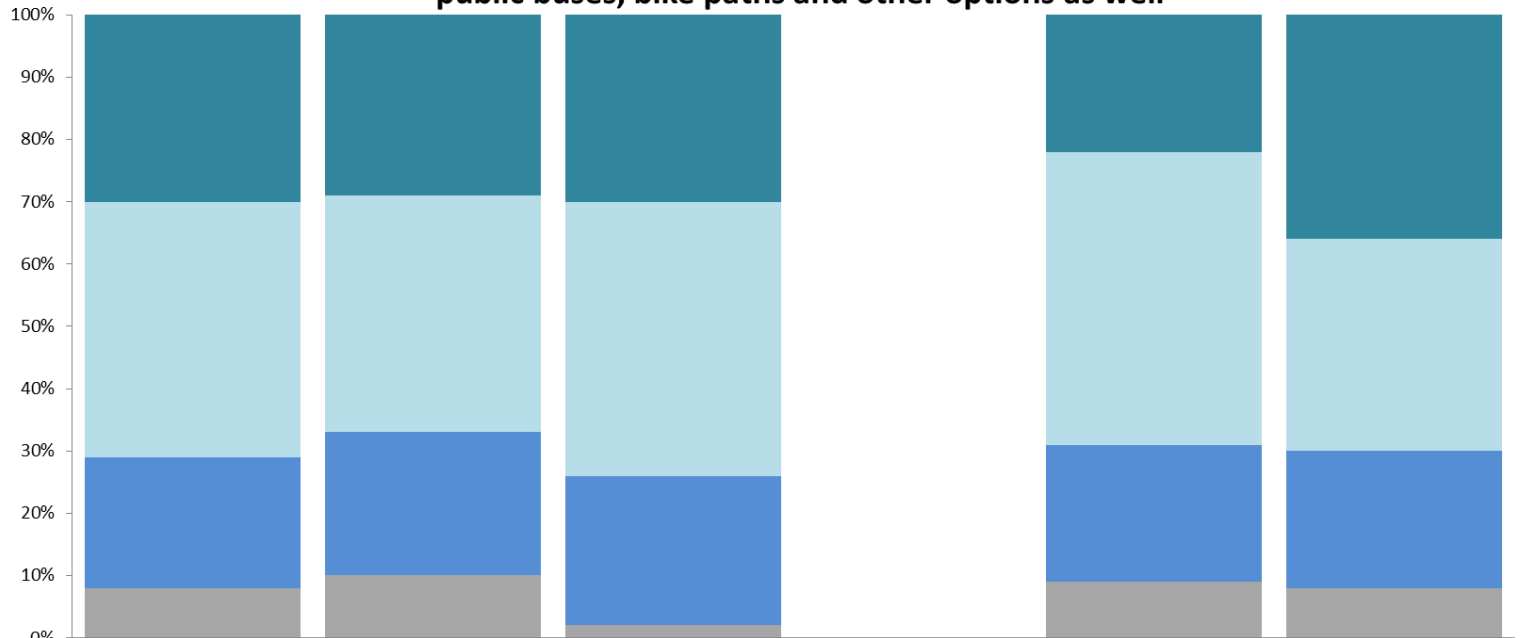
37% Professional/Managerial/Technical

18% Retail

10% Food Related Service

For Recruiting Workers, How Important Are Transportation Options?

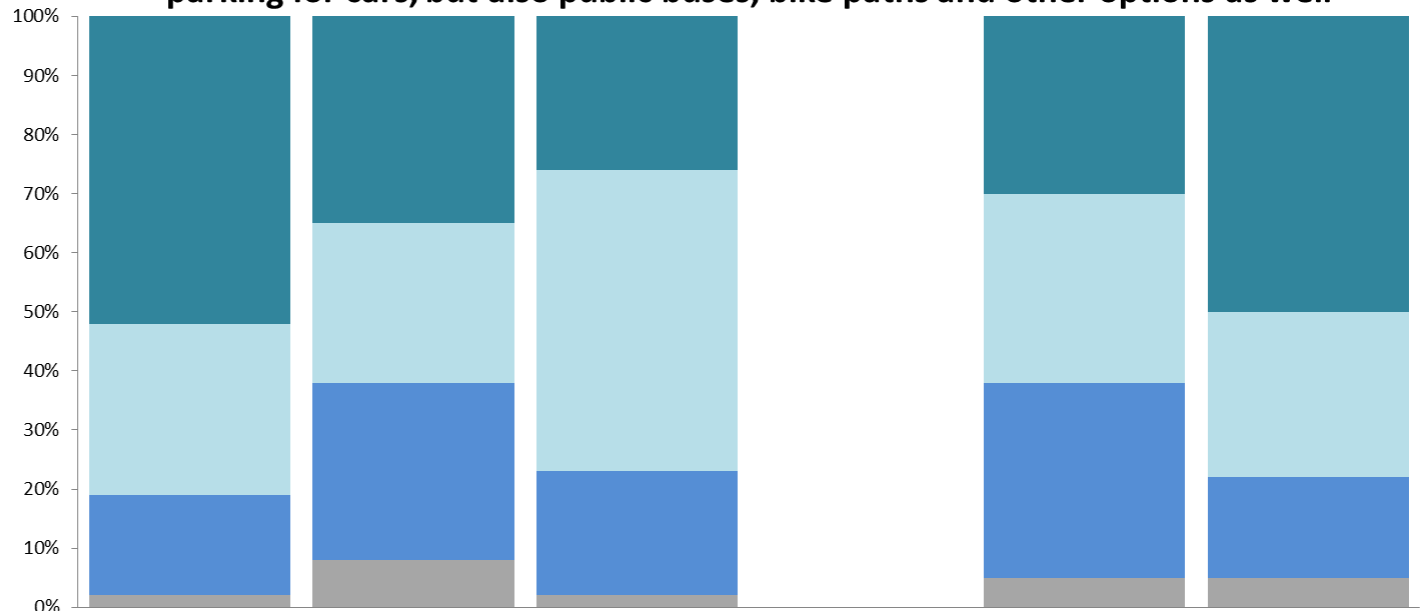
For attracting high quality workers to your business or organization, how important is it for them to have a choice among a variety of transportation options including not only parking for cars, but also public buses, bike paths and other options as well



	One employee	Two through twenty employees	Twenty-one or more employees	Professional and other mind-work	Rote or manual work
Very important	30%	29%	30%	22%	36%
Somewhat important	41%	38%	44%	47%	34%
Not at all important	21%	23%	24%	22%	22%
Don't know	8%	10%	2%	9%	8%

For Attracting Customers, How Important Are Transportation Options?

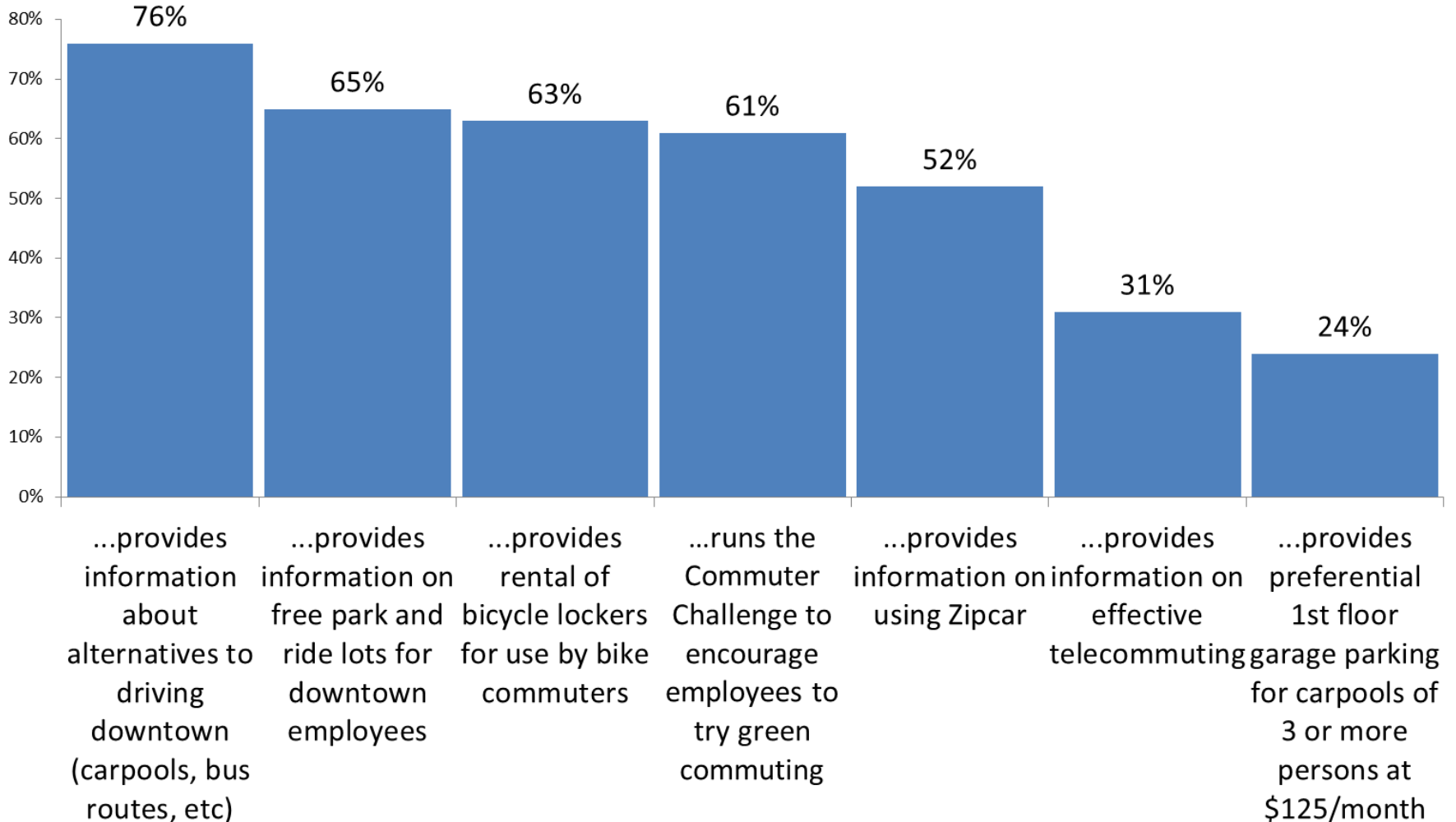
For attracting customers and clients to your business or organization, how important is it for them to have a choice among a variety of transportation options including not only parking for cars, but also public buses, bike paths and other options as well



	One employee	Two through twenty employees	Twenty-one or more employees	Professional and other mind-work	Rote or manual work
Very important	52%	35%	26%	30%	50%
Somewhat important	29%	27%	51%	32%	28%
Not at all important	17%	30%	21%	33%	17%
Don't know	2%	8%	2%	5%	5%

How Aware Are Employers of getDowntown Programs?

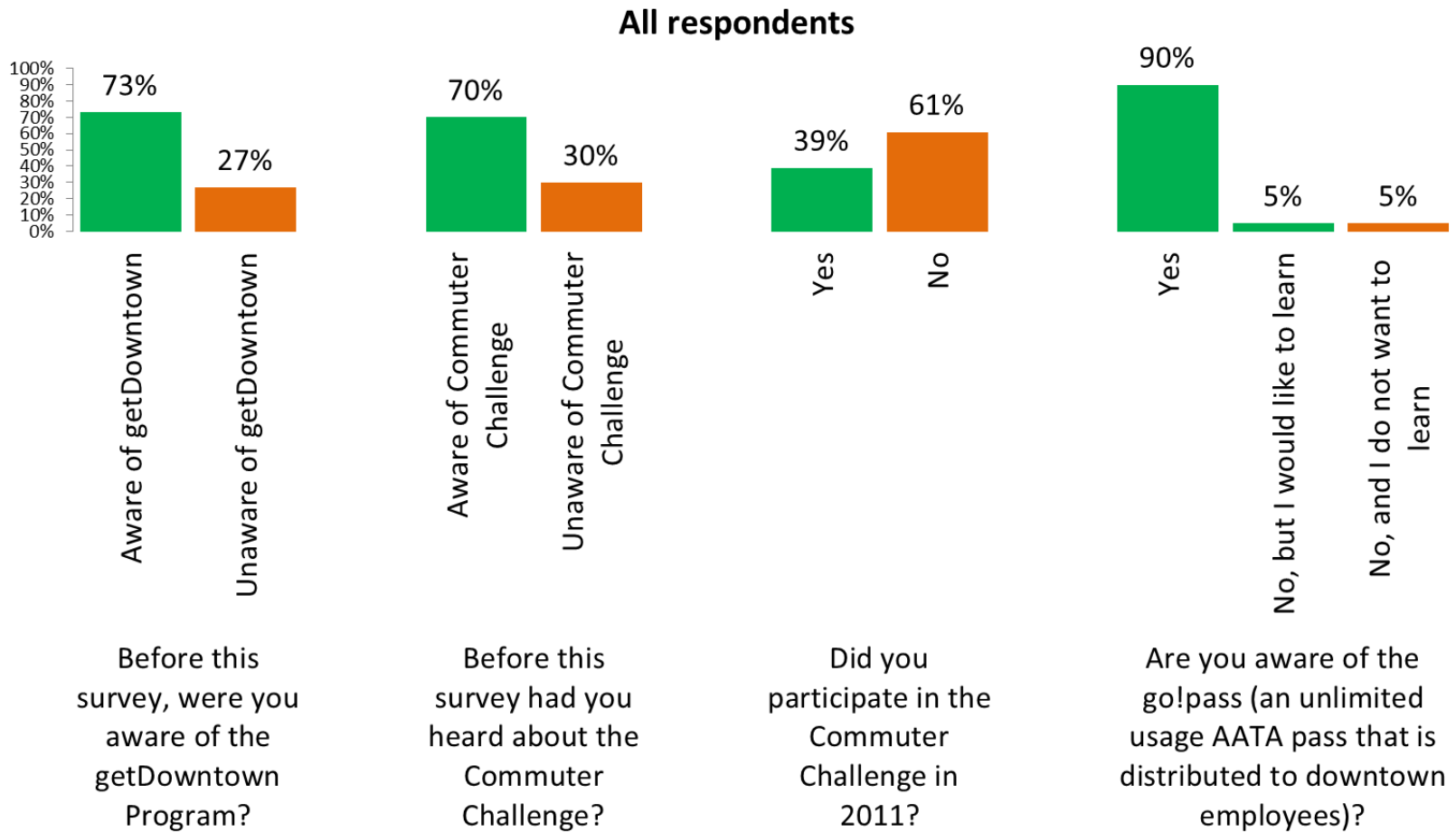
Awareness of getDowntown programs
Before this survey, were you aware that getDowntown...



Part 2: The Employee Survey

- A total of 279 employees from eleven employers responded online or on paper.
- The employers included:
 - Ann Arbor District Library
 - AnnArbor.Com
 - ApplEcon LLC
 - Bank of Ann Arbor
 - Conor O'Neills
 - Digital Ops
 - First United Methodist Church Ann Arbor
 - NovoDynamics, Inc.
 - People's Food Coop
 - Seva Restaurant
 - Zingerman's Deli

Awareness of getDowntown

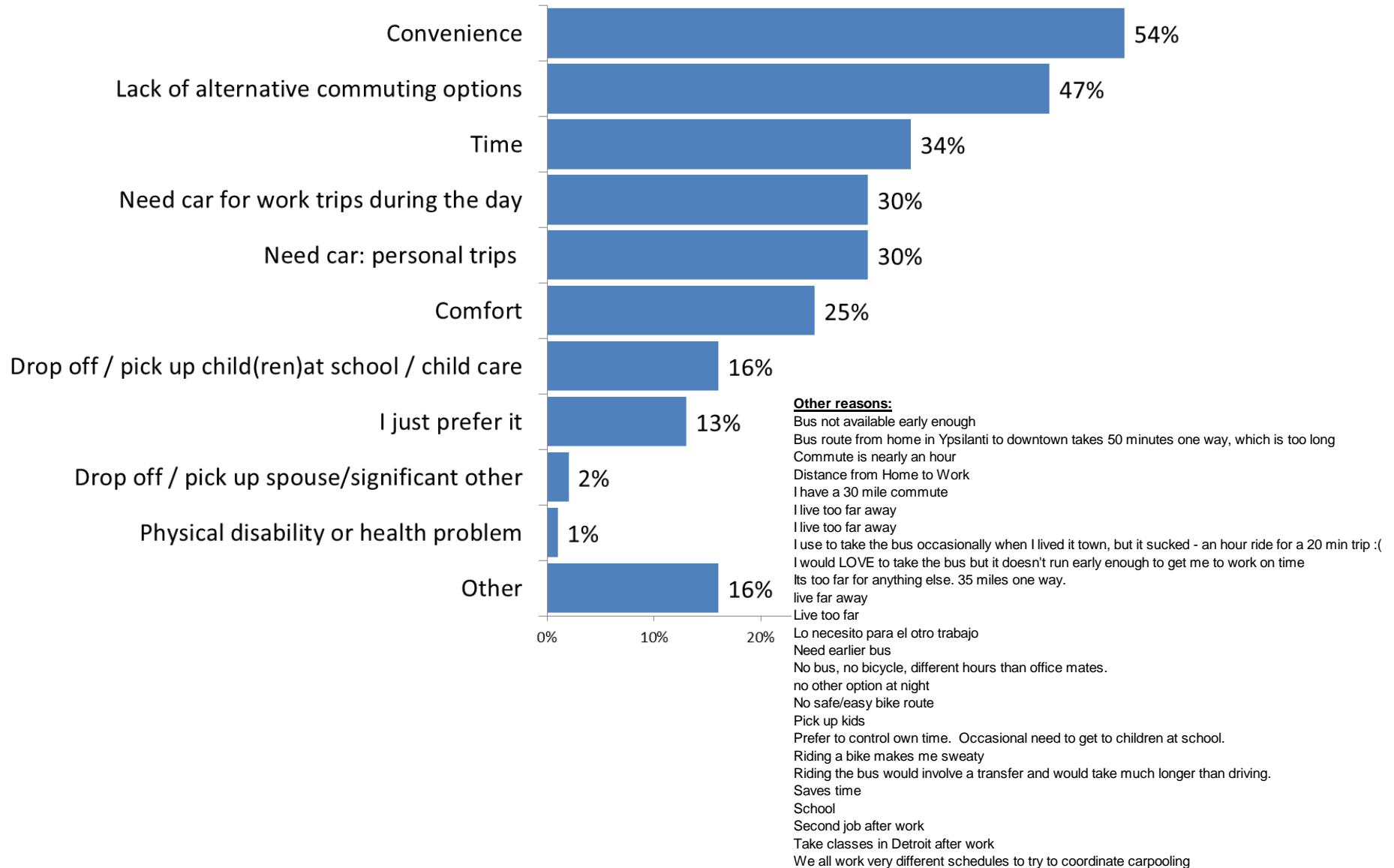


How Employees Commute to Work

Mode to work	2011 Survey	2009 Survey	2000 Census
Drive Alone	57%	61%	65%
Public Transit	18%	15%	8%
Walk	13%	14%	17%
Rideshare	3%	6%	7%
Bicycle	6%	2%	2%
Other	3%	1%	1%

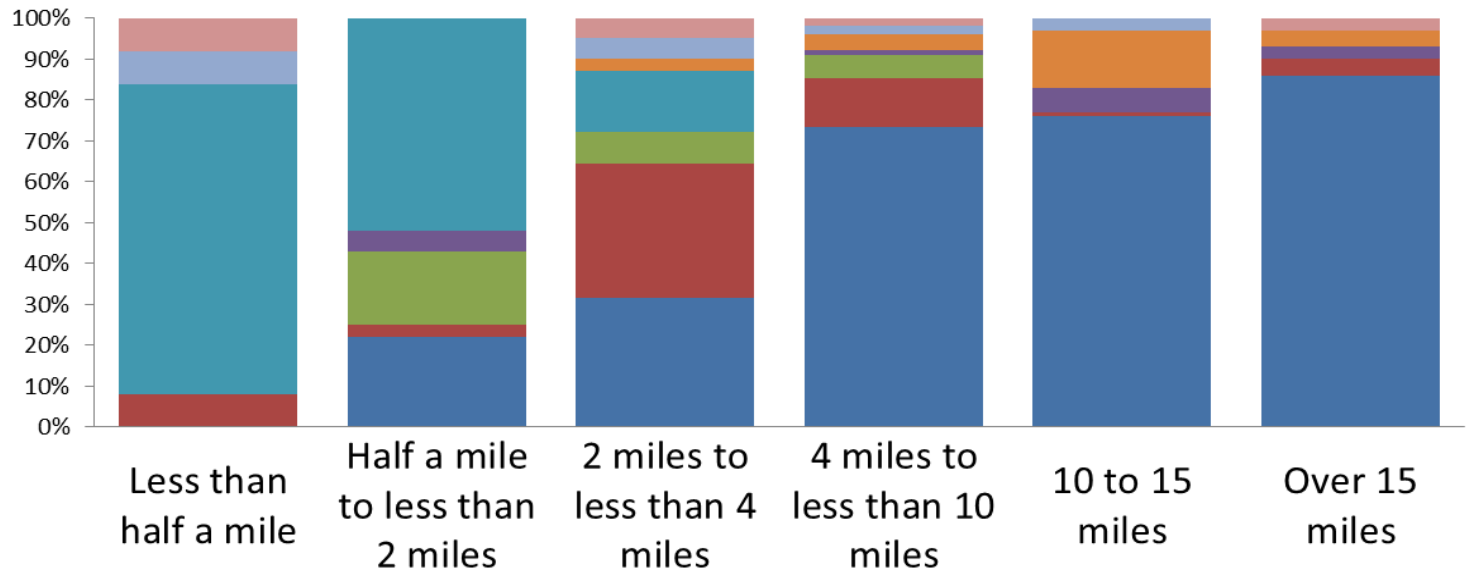
Why Do Employees Say They Drive Alone to Work?

Reason to drive alone

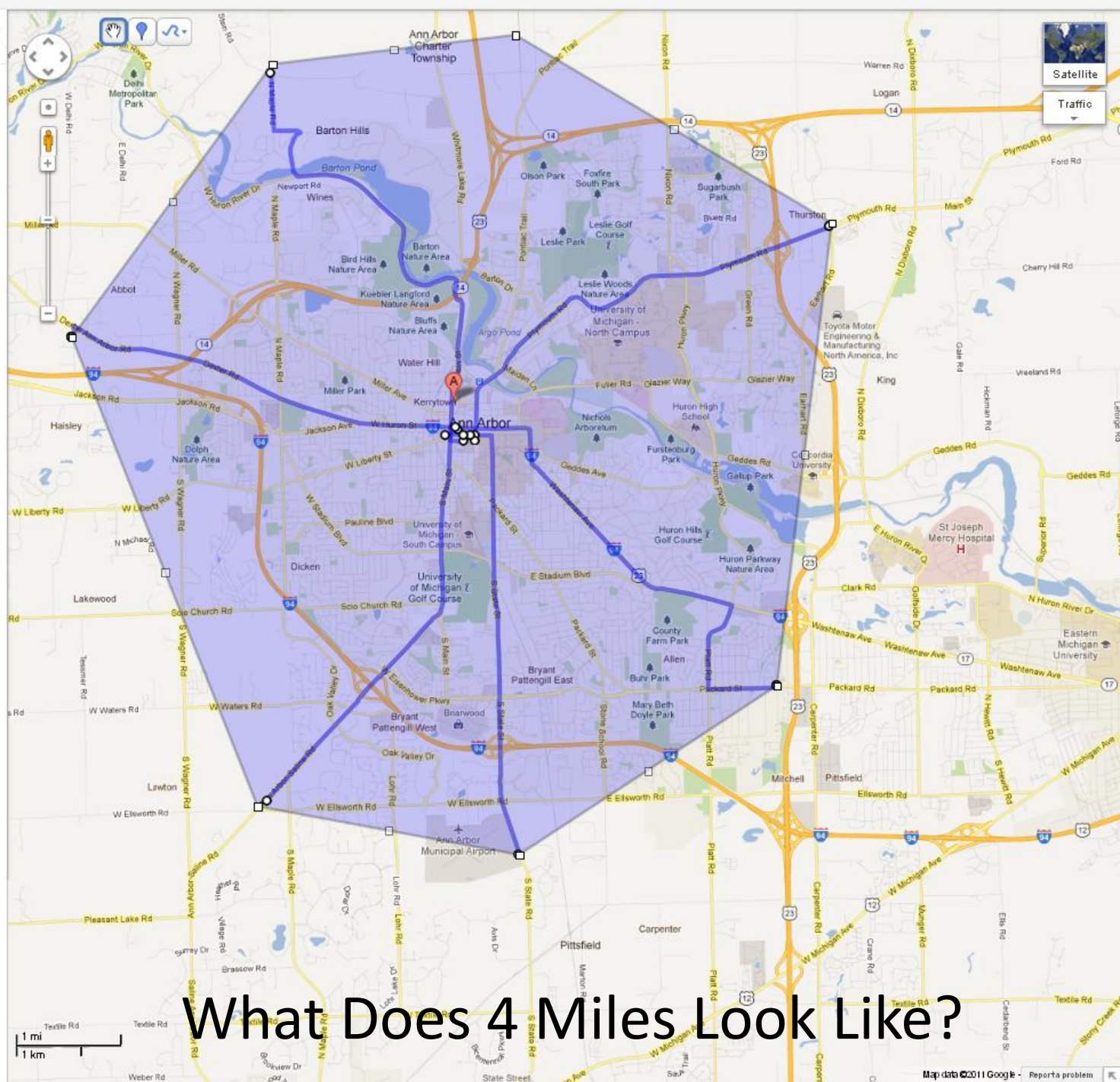


How Does Mode to Work Vary with Distance to Work?

Mode to work by distance from home to work



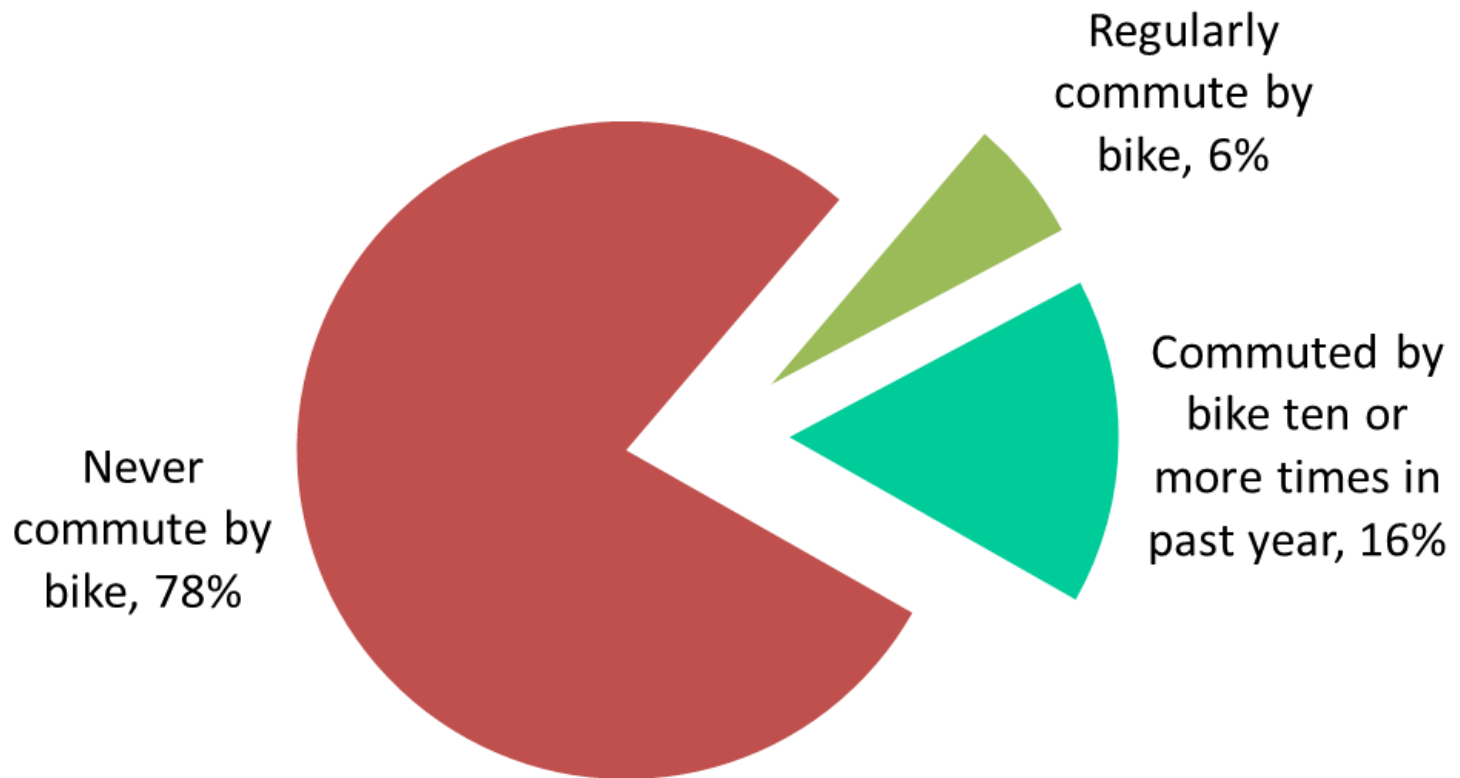
	Less than half a mile	Half a mile to less than 2 miles	2 miles to less than 4 miles	4 miles to less than 10 miles	10 to 15 miles	Over 15 miles
Use another mix	8%	0%	5%	2%	0%	3%
Bike and take the bus	8%	0%	5%	2%	3%	0%
Drive and take the bus	0%	0%	3%	4%	14%	4%
Walk all the way	75%	52%	15%	0%	0%	0%
Carpool	0%	5%	0%	1%	6%	3%
Bicycle all the way	0%	18%	8%	6%	0%	0%
Take a bus all the way	8%	3%	33%	12%	1%	4%
Drive alone all the way	0%	22%	32%	74%	76%	86%



What Does 4 Miles Look Like?

Bicycling to Work

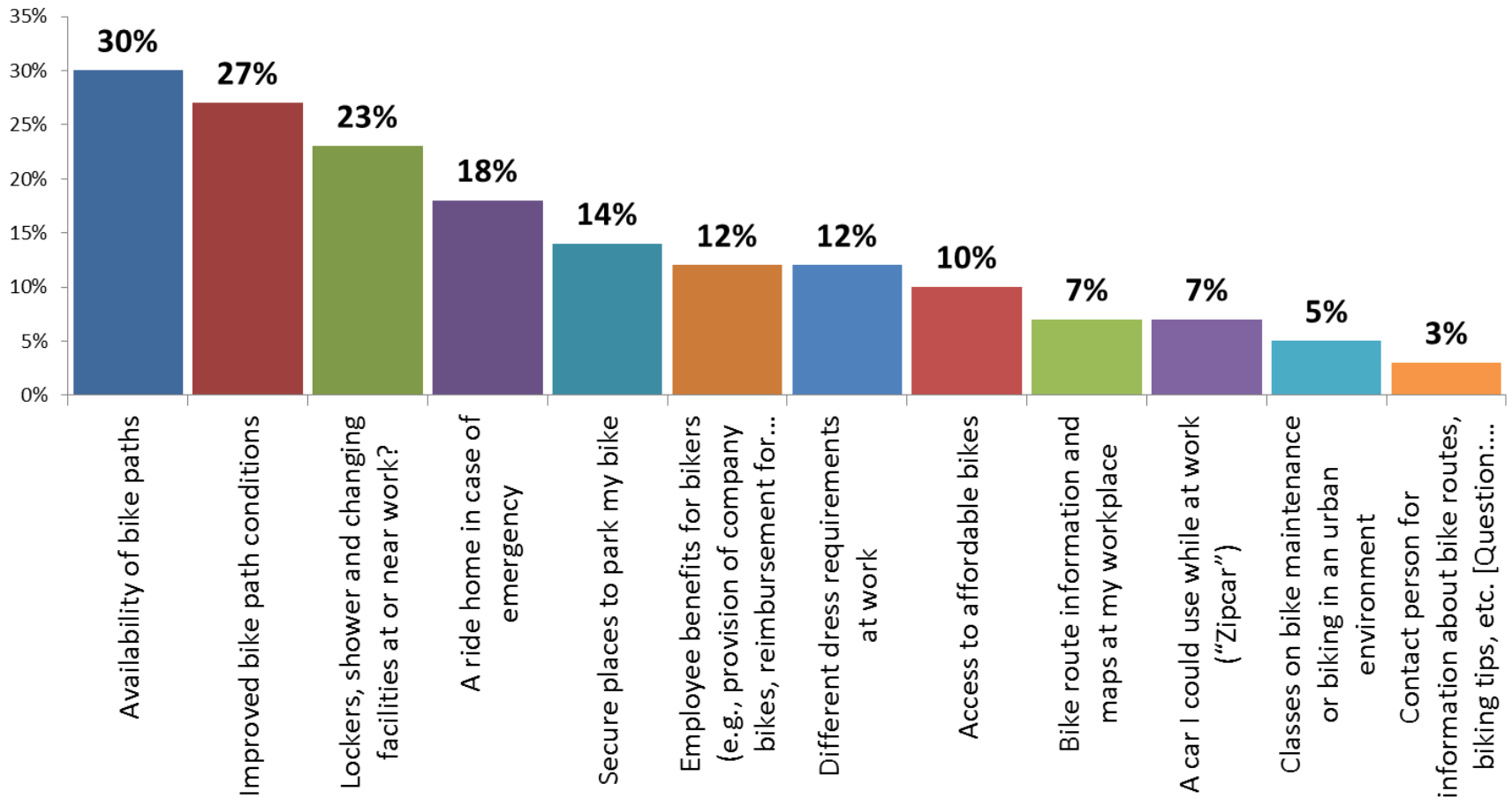
Use of bicycle to commute



How to Promote Bicycling

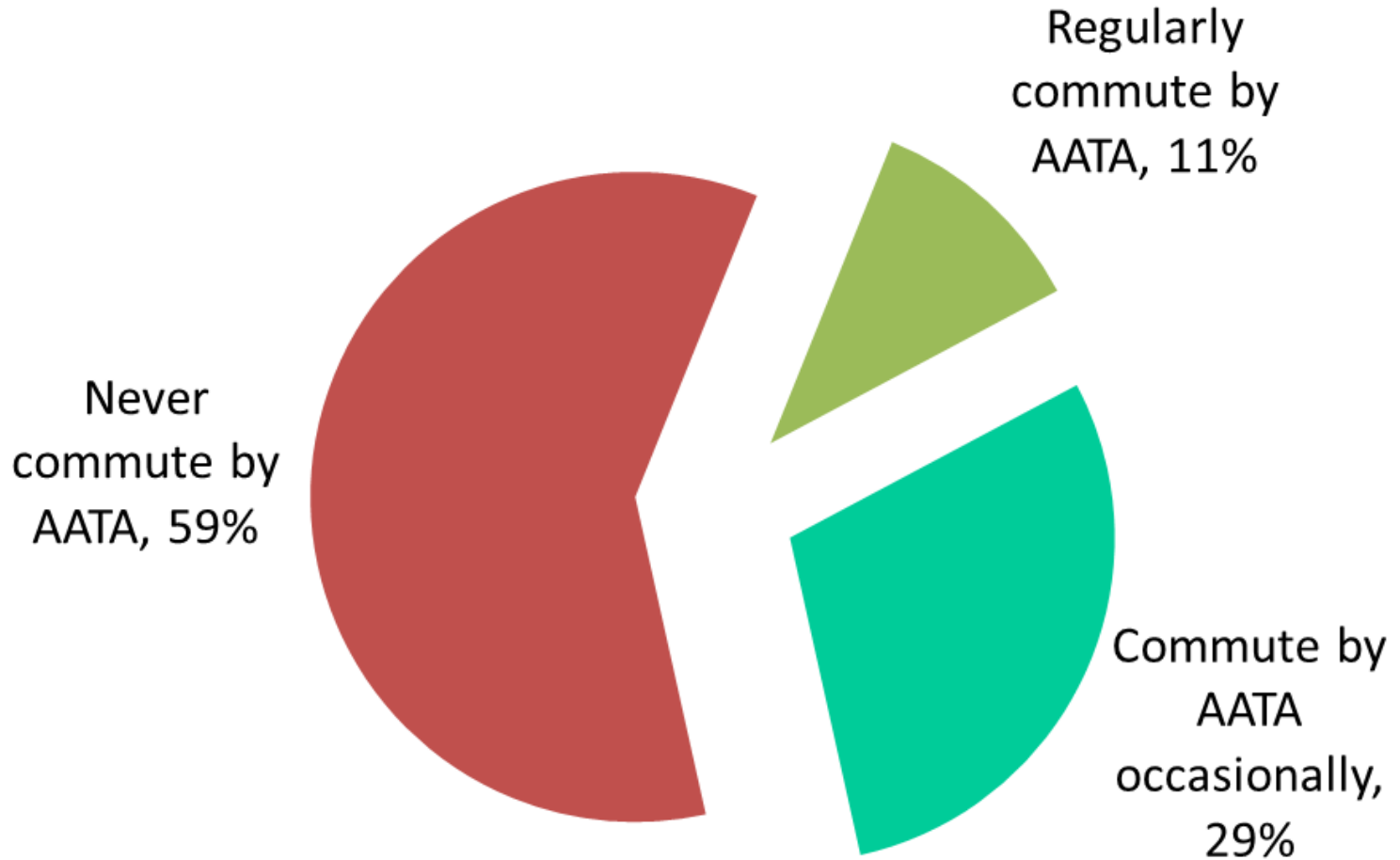
What would make it more realistic for you to bike to or from work more often?

(Asked of those whose primary mode is other than bicycling to work. n=259)



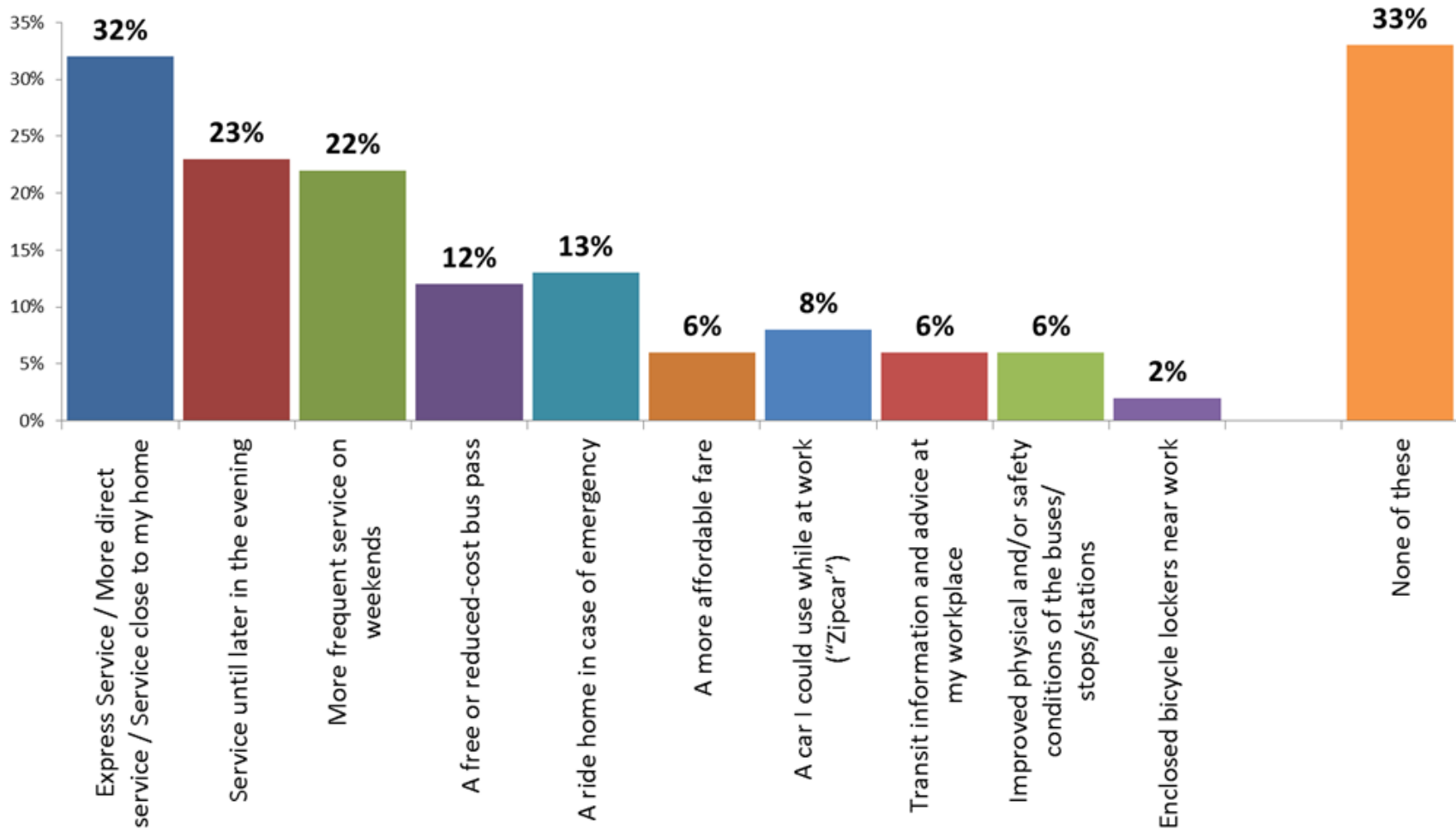
Commuting *Via* AATA

Use of AATA to commute



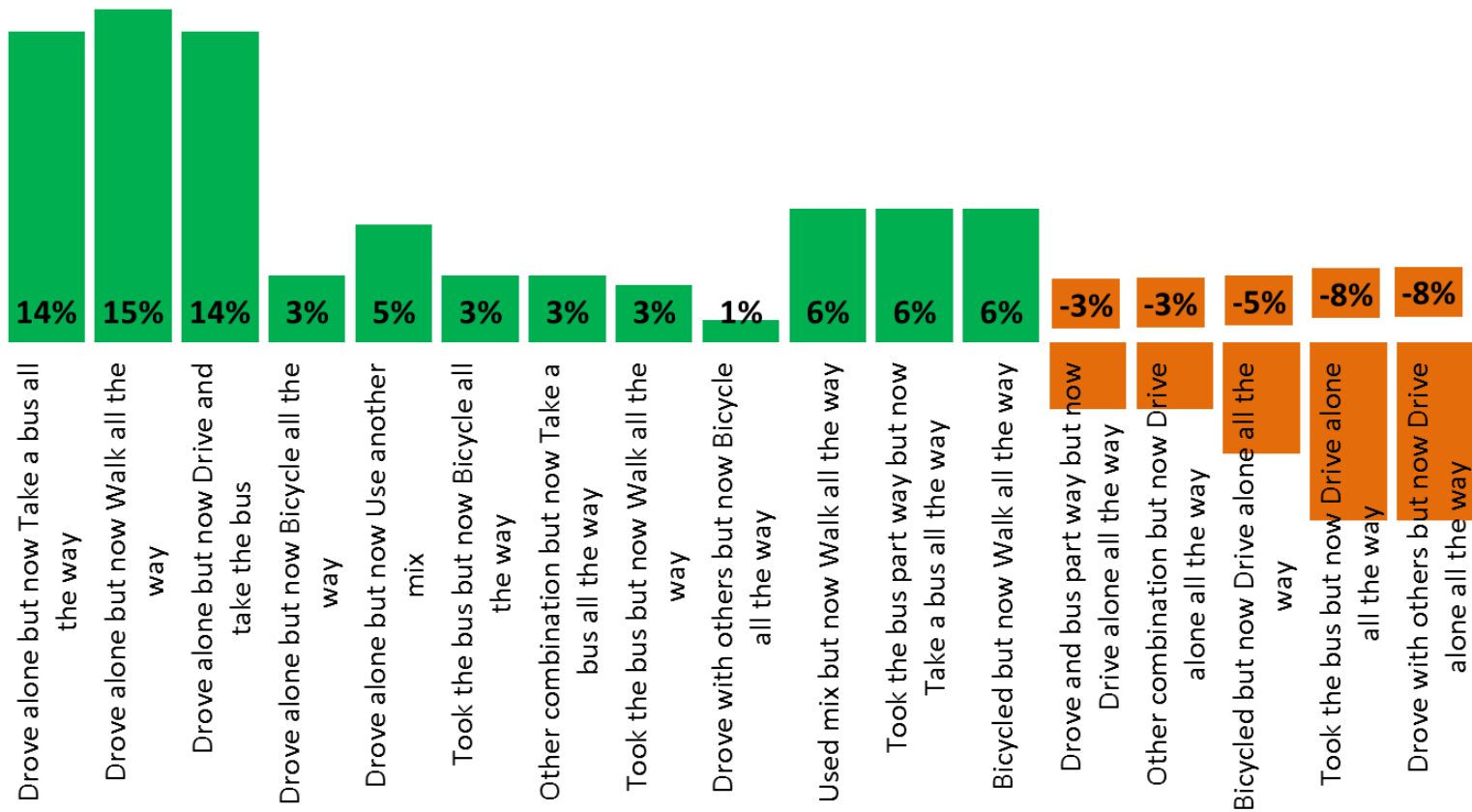
Encouraging More Use of Transit

What would make it more realistic for you to take the bus to or from work or to take it more often?



How Have Commuting Modes Changed?

Type of mode change
(Net green-commute gain = 40% of the 14% changing, or 6% of all respondents)



Why Do those Who Changed Modes Say they Changed?

Reasons for change of mode

(Only those with a complete change of mode (n=43) were asked. Multiple responses allowed)

