



## **Destination Downtown Program Overview**

### **How the Destination Downtown Program Works**

As a business within the Traverse City Downtown Development Authority (DDA) District you can offer the Destination Downtown Program to your employees. The Destination Downtown pass provides you and your employees with unlimited use of all Bay Area Transportation Authority (BATA) City Loop and Village Loop routes for the purpose of commuting to and from work. This is a commuter benefit which saves you and your employee from having to pay for parking while working downtown. Traverse City Parking Services will fund the program and be invoiced per trip from BATA. Therefore, the pass will only be permitted for commuting to and from work.

### **Destination Downtown Business Coordinator**

#### *Coordinator Responsibilities*

As a business participating in the Destination Downtown Program, you must designate a Business Coordinator. The Coordinator will be a staff member and be responsible for managing and promoting the program to its staff. They will also serve as the contact between the business and Traverse City Parking Services. The Coordinator must keep a list of employees assigned Destination Downtown passes and the pass numbers. The list must be updated when passes are reassigned, employees depart, new employees are hired, and when replacement pass numbers are assigned. We will provide informational materials that can be used to promote this commuter benefit program to your employees.

#### *Keep track of your Destination Downtown Passes*

- Destination Downtown passes are a benefit you give to employees within the DDA district. Similar to building/store keys, parking passes, proximity cards or other items that you give to your employees while they are employed with you, they are your property.
- Since the passes are your property, the Coordinator is required to keep track of the pass numbers and which employees they have been assigned. The Destination Downtown pass number is located in the upper right-hand corner on the back of the pass.
- If an employee leaves your organization, the pass should be returned to the Coordinator so that it can be reassigned to a new employee. An employee should not be using a pass if they no longer work for you. We will check in regularly to verify employment for current pass holders.

- Traverse City Parking Services reserves the right to have one or all of the passes deactivated if we find that you are not keeping track of assigned passes or passes are being misused i.e. used for purposes other than commuting to and from work.

## **Program Participation**

### *Participation Fee (required)*

To participate in the Destination Downtown Program, you are required to pay an annual participation fee based on the number of full and part-time employees on your payroll. If the number of your employees increases during the year, you will be charged the difference should you get to the next participation level.

### *Participation Fees\**

76+ employees \$100

26-75 employees \$50

1-25 employees \$25

\*All participation fees and pass fees are non-refundable.

## **Destination Downtown Passes**

### *Destination Downtown Pass Fee (required)*

You can order a Destination Downtown pass for all of your employees or just some of your employees. In addition to the Participation Fee, each new pass you order will be \$5. Returned passes may be reassigned to a new employee. A replacement pass fee is required for any new pass that needs to be replaced when a pass is not returned from an existing employee. A lost/stolen pass fee is required anytime an employee loses a pass and is in need of replacement.

### *Pass Fees\**

New Pass \$5

Replacement Pass \$10

Lost/Stolen Pass \$15

\*All participation fees and pass fees are non-refundable.

## **Frequently Asked Questions**

### **Who at my organization can participate in the Destination Downtown program?**

Any employee on the payroll who works at your location within the DDA District, including owners, managers, full-time and part-time employees.

### **Who cannot get a Destination Downtown pass?**

- Employees at your organization cannot give or sell their Destination Downtown pass to anyone else. The pass should only be used by the employee it was assigned to and should never be given to a spouse, friend, child or anyone except the intended employee.
- Employees who work for the organization, but at a location that is outside of the DDA District.
- Organizations outside of the DDA District.

### **What if I hire new employees during the year?**

You can get Destination Downtown passes at any time for new employees by completing the Destination Downtown Employee Registration Form on our website. The cost to add a pass for a new employee is \$5.

### **What if an employee leaves and takes a pass with them?**

A \$10 fee will be charged to replace the pass. We will need the number of the pass that was not returned so we can deactivate the old pass before we can issue you a replacement pass. You can get replacement passes by emailing [destination@downtowntc.com](mailto:destination@downtowntc.com).

### **What if an employee's pass is lost or stolen?**

You can email [destination@downtowntc.com](mailto:destination@downtowntc.com) to get a lost or stolen pass replaced. Lost/Stolen passes are \$15 to replace. We will need the number of the lost or stolen pass so we can deactivate the old pass before we can issue you a replacement.

### **What if an employee's pass is not functioning properly?**

Non-functioning passes can be replaced at no charge. You can email [destination@downtowntc.com](mailto:destination@downtowntc.com) to get a damaged pass replaced. We will need the non-functioning pass back before we can issue a replacement at no charge.

## **Destination Downtown Code of Conduct**

### *DO'S*

- Do use your pass to commute to and from work downtown only.
- Do treat the Destination Downtown Program like your property, similar to building/store keys, parking passes, proximity cards, etc.
- Do keep track of all of your Destination Downtown pass numbers.
- Do get Destination Downtown passes back from employees who no longer work for you. Notify our office when returned passes are reissued to new hires.
- Do report lost/stolen/non-returned Destination Downtown passes to (231) 922-0241 or [destination@downtowntc.com](mailto:destination@downtowntc.com).

*DON'TS*

- Don't use your pass outside of your commute to and from work in downtown or for recreational pleasure.
- Don't give the pass to anyone else other than an eligible employee. The Destination Downtown Program reserves the right to deactivate and make invalid any Destination Downtown pass we believe is being misused by an employee. If we suspect abuse, this may jeopardize the Destination Downtown program for all your employees, and we may deactivate one or all of your Destination Downtown passes.
- Don't let your employees give their Destination Downtown pass to friends or family. If we find out this is happening, we may deactivate one or all of your Destination Downtown passes.
- Don't keep your passes if your organization closes or moves out of downtown. Contact us at 231-922-0241 or [destination@downtowntc.com](mailto:destination@downtowntc.com) to let us know the passes should be deactivated.