



RTA



Building Equitable Sustainable Transit

Gratiot Avenue

PURPOSE AND NEED STATEMENT

AUGUST 2015

Acknowledgements

FEDERAL TRANSIT ADMINISTRATION

REGIONAL TRANSIT AUTHORITY OF SOUTHEAST MICHIGAN

BEST: GRATIOT POLICY AND TECHNICAL ADVISORY COMMITTEES

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CITY OF DETROIT

CITY OF EASTPOINTE

CITY OF ROSEVILLE

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DETROIT DEPARTMENT OF TRANSPORTATION

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DETROIT TRAFFIC ENGINEERING DEPARTMENT

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MACOMB COUNTY

MACOMB COUNTY DEPARTMENT OF ROADS

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SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

SUBURBAN MOBILITY AUTHORITY FOR REGIONAL TRANSPORTATION

WAYNE COUNTY

Table of Contents

1.0 Introduction	1
2.0 Public and Stakeholder Involvement	7
3.0 Goals and Objectives	8
4.0 Evaluation Criteria	9
5.0 Project Need #1	11
6.0 Project Need #2	20
7.0 Project Need #3	24
8.0 Project Need #4	28
9.0 Project Need #5	32

List of Figures

FIGURE 1-1	BEST: GRATIOT STUDY AREA.....	3
FIGURE 1-2	GRATIOT AVENUE DESTINATIONS.....	6
FIGURE 2-1	COMMUNITY NEEDS EVALUATION.....	7
FIGURE 5-1	ZERO CAR HOUSEHOLDS.....	12
FIGURE 5-2	POPULATION LIVING IN POVERTY.....	13
FIGURE 5-3	SENIOR POPULATION.....	14
FIGURE 5-4	POPULATION DENSITY.....	15
FIGURE 5-5	PEDESTRIAN CRASHES.....	17
FIGURE 5-6	BICYCLE CRASHES.....	18
FIGURE 6-1	TRAVEL TIME ON I-94 [M-59 TO DETROIT].....	23
FIGURE 6-2	TRAVEL TIME ON GRATIOT [M-59 TO DETROIT].....	23
FIGURE 7-1	POPULATION DENSITY.....	25
FIGURE 8-1	PERCENTAGE OF POPULATION THAT WALK, BICYCLE, OR TAKE TRANSIT BY COMM.....	30
FIGURE 8-2	CHANGE IN AGE OF POPULATION FROM 2010 TO 2040.....	31
FIGURE 9-1	GRATIOT AVENUE DESTINATIONS.....	33

List of Tables

TABLE 3-1	BEST: GRATIOT GOALS AND OBJECTIVES.....	8
TABLE 4-1	BEST: GRATIOT EVALUATION CRITERIA.....	10
TABLE 5-1	ZERO CAR HOUSEHOLDS BY COMMUNITY.....	12
TABLE 5-2	POPULATION LIVING IN POVERTY BY COMMUNITY.....	13
TABLE 5-3	SENIOR POPULATION BY COMMUNITY.....	14
TABLE 5-4	POPULATION CHANGE [2010-2040] BY COMMUNITY.....	16
TABLE 6-1	TRAVEL TIME FOR AUTOS AND TRANSIT [M-59 TO DETROIT].....	22
TABLE 7-1	NUMBER OF HOUSING UNITS BY COMMUNITY.....	25
TABLE 7-2	NUMBER OF HOUSING VACANCIES BY COMMUNITY.....	26
TABLE 7-3	EMPLOYMENT BY COMMUNITY.....	27
TABLE 8-1	POPULATION AGED 20 TO 40 BY COMMUNITY.....	29
TABLE 8-2	COMMUTING BEHAVIOR BY GENERATION.....	30

1.0 Introduction

1.1 Project Description

The Building Equitable Sustainable Transit (BEST): Gratiot Avenue Corridor Study represents a crucial early step in the development of enhanced transit along Gratiot Avenue. This 12-month study is being led by the Regional Transit Authority of Southeast Michigan (RTA) and will include the development and evaluation of multiple rapid transit alternatives between Downtown Detroit and M-59. BEST: Gratiot Avenue was initiated in April 2015 with an anticipated selection of a Locally Preferred Alternative (LPA) in March 2016. The study area spans the 23-mile Gratiot Avenue corridor that serves portions of Wayne and Macomb counties.

The corridor communities along Gratiot Avenue include the following cities and townships within Wayne and Macomb Counties:

- Clinton Township
- Detroit
- Eastpointe
- Mount Clemens
- Roseville

As represented in Figure 1-1, the study area includes a one-mile area on each side of Gratiot Avenue for the development of the Purpose and Need. This multi-phase, iterative alternative development and evaluation process is supported by input from study's Technical and Policy Committees comprised from all of the municipalities, counties, transit agencies and other key institutional stakeholders. After extensive public engagement activities, the RTA Planning and Service Coordination Committee will recommend the Locally Preferred Alternative (LPA) to the RTA Board of Directors (Board) for adoption. The LPA will include a recommendation of mode, alignment and generalized station locations and will be the transit investment alternative that best meets the purpose and need for the project (as defined in this report) and ideally will be competitive for funding through the FTA's New/Small Starts capital funding program. The RTA Board will submit the LPA to the Southeast Michigan Council of Governments (SEMCOG) for adoption into its 2040 Regional Transportation Plan for Southeast Michigan.

1.2 Gratiot Corridor Overview

Gratiot Avenue (M-3) is one of the oldest and most significant transportation corridors in southeast Michigan and continues to serve as a main artery that extends northeastward from Downtown Detroit to Macomb and St. Clair counties. Prior to the development of the interstate highway system, Gratiot Avenue was the main route connecting communities along Lake St. Clair cities and townships of Detroit, Eastpointe, Roseville, Clinton Township, Mount Clemens, New Haven, Richmond, Marysville, and Port Huron. Much of the development of these communities is due to the existence of the Gratiot Avenue corridor. Given its importance to southeast Michigan, travel along the corridor has increased throughout the years, and it remains one of the primary routes connecting Downtown Detroit to Port Huron and Canada.

Streetcars were introduced on Gratiot Avenue in 1863, which served as a very popular route. Service remained until 1956 when the transit system converted to bus only operations in parallel with the construction of Interstate I-94 at that time. Gratiot Avenue is currently served by buses by the Detroit Department of Transportation (DDOT) and Suburban Mobility Authority for Regional Transportation (SMART) and remains one of the highest ridership transit corridors in southeast Michigan.

HISTORIC GRATIOT STREETCAR



Source: www.detroittransithistory.info

The corridor changes significantly between Downtown Detroit, Mount Clemens, and up through M-59 in Clinton Township. Gratiot Avenue transitions from a seven-lane roadway with a wider outer lane for parking along its southern section to a median-divided boulevard between 8 Mile Road in Eastpointe and Mount Clemens, to a one-way pair in Mount Clemens, and finally to a five-lane roadway near M-59. Typically, heavy traffic flows occur southbound in the morning and northbound in the evening.

Prior to the opening of I-94, Gratiot Avenue was the major route between Downtown Detroit and Port Huron and required a wide roadway to accommodate heavy traffic volumes. Today, I-94 provides faster travel time than Gratiot. However, when I-94 is congested, several points along Gratiot Avenue serve as an efficient alternate route. The planned widening of I-94 is expected to occur during the next 25 years and will likely result in reduced traffic volumes on Gratiot Avenue.

Residential density varies along the Gratiot Avenue corridor. The southern portion of the corridor is characterized by higher densities within Greater Downtown Detroit, including the Paradise Valley district, Lafayette Park, and Eastern Market. The middle portion of the corridor (between Eastern Market and Conner Street) is characterized by the lowest densities within the corridor. Densities normalize north of Conner Street and are consistent through Macomb County to the northern terminus of the study area. In contrast transit dependency is much higher in the City of Detroit than in Macomb County. Major destinations along the corridor include Eastern Market, Macomb Mall, Downtown Mount Clemens, a variety of shopping centers, several schools, and multiple religious institutions.



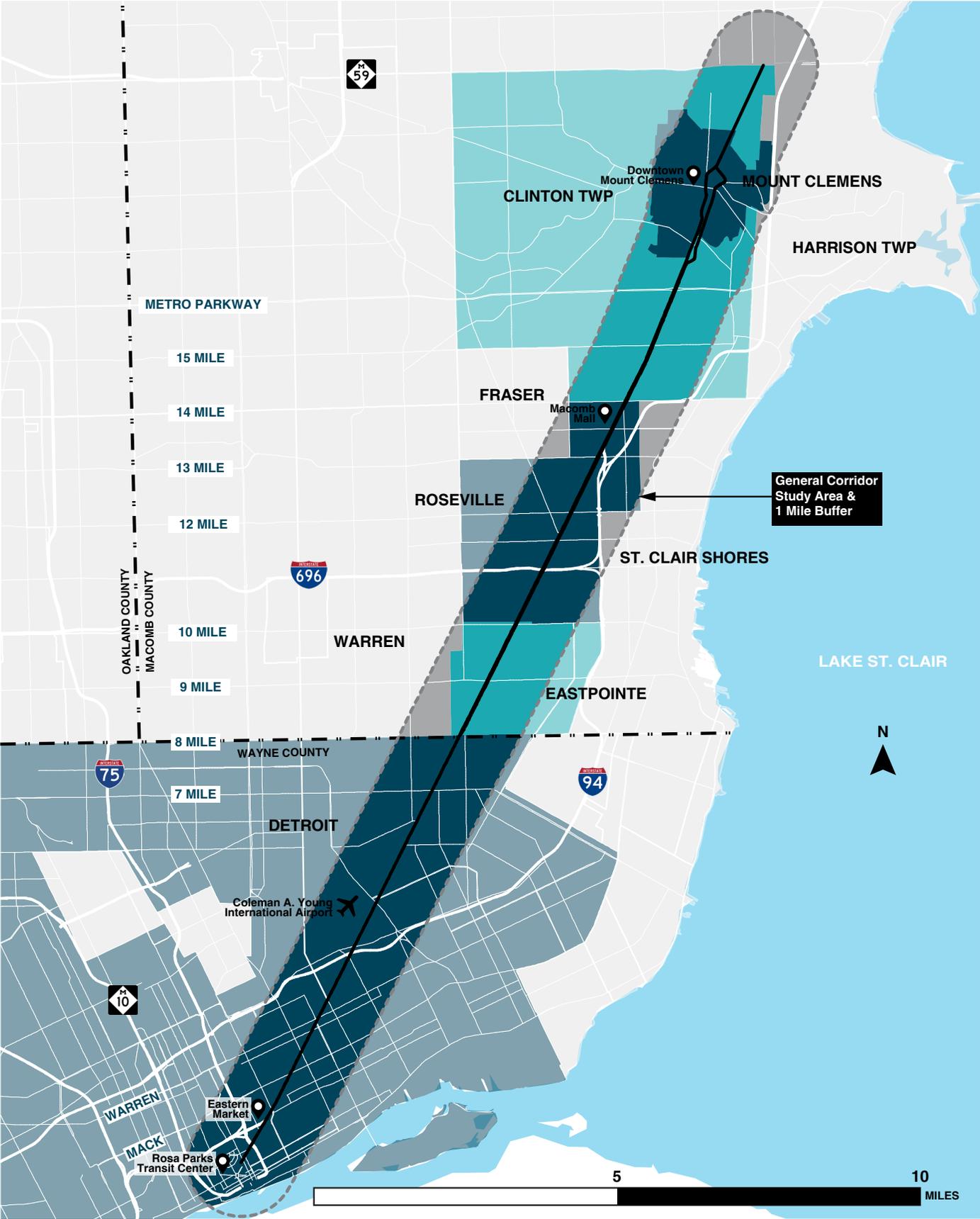


FIGURE 1-1. BEST: GRATIOT STUDY AREA



1.3 Summary of Project Purpose and Need

PURPOSE

The purpose of this study is to identify the most feasible alternative(s) for high-capacity rapid transit along the Gratiot Avenue corridor from Downtown Detroit to Mount Clemens and M-59. The objectives are to provide additional mobility options for both dependent and choice transit users, improve transit capacity and reliability, support ongoing economic development efforts within the region, encourage additional investment along the corridor, and connect with other rapid transit corridors that have been identified.

NEED #1 – IMPROVE AND INCREASE MOBILITY OPTIONS ALONG THE CORRIDOR

Transit along the Gratiot Avenue corridor serves several population segments that are currently dependent on transit for their daily mobility needs. The current fixed routes along the corridor are operating at or near capacity and operated by two different transit providers: DDOT and SMART. The gaps in service coverage, both in terms of area of coverage and in frequencies of these fixed routes, create a less viable travel option among other transit sensitive population groups that could benefit from a frequent, reliable one seat ride. These groups include, but are not limited to, those without access to vehicles, residents living in poverty, senior citizens, students, and many others.

These additional unmet transit needs along the corridor that, along with established transit ridership, creates the need for high-capacity rapid transit service along Gratiot Avenue. Such a system would support current users while providing new, viable transportation alternatives for the corridor's residents, employees, and visitors.

- The proportion of zero-car households within the study area is currently 14%, well above the regional average.
- Residents living in poverty account for over 25% of the study area's population, a rate that is nearly double the RTA region. This rate is nearly double the RTA region and continues to rise, based on trends in the last decade.
- The senior population is expected to grow by over 50% through to 2040, Elderly populations are generally more reliant on transit or other alternative forms of personal transportation for their daily mobility needs.
- Most of the communities within the study area are also expected to lose population through 2040 with the largest decrease occurring within the City of Detroit. The remaining population in the corridor will be disproportionately more dependent on public transit as a result of the compounding effect of the aging demographic.
- Gratiot Avenue has a high number of pedestrian and bicycle crashes along the corridor, approximately 4.3% of all crashes along the corridor involve a pedestrian or bicyclist. This number could be reduced by attracting additional motorists to transit, focusing bus service in exclusive guideways, providing safe pedestrian connections to and from stations and transfer points, and promoting the use of transit by bicyclists.

NEED #2 – PROVIDE FREQUENT, RELIABLE, ONE-SEAT TRANSIT SERVICE THAT GENERATES ADDITIONAL TRIPS AND ATTRACTS NEW RIDERS TO TRANSIT

There are two main transit routes along Gratiot Avenue between Mount Clemens and Downtown Detroit. DDOT Route 34 operates from Downtown Detroit to 8 Mile Road, SMART Route 560 provides local service between 23 Mile Road in Macomb County and Downtown Detroit. SMART Route 565 mimics the 560 route but is a commuter route service that has three morning inbound and three afternoon outbound trips. The function of these routes, both individually and as a system, can be inefficient and lack the ability as a mode to compete with automobiles.

- Current bus service can be slow, unreliable and crowded during peak hours. Users have noted that service could be more frequent. Even with headways of 10-minutes for DDOT Route 34 and SMART Route 560, there are crush loads during peak times.
- There is currently not continuous SMART service between Macomb County and Detroit throughout the entire day. During the weekday mid-day, SMART service arrives every 15 minutes, indicating that the most a person would wait to transfer from DDOT to SMART is 15 minutes. DDOT service during the weekday mid-day is every 12 minutes, indicating that the most a person would wait to transfer from SMART to DDOT is 12 minutes. Transfer times for Saturday and Sunday increase to 20 to 30 minutes between the two services.



- The average travel time for DDOT Route 34 is 45 minutes between 8 Mile Road and Downtown Detroit, while the average travel time for SMART Route 560 is 31 minutes between M-59 and 8 Mile and 62 minutes between M-59 and Downtown Detroit. The average travel time for automobiles is 45 minutes between M-59 to Downtown Detroit.
- While there is limited traffic congestion along Gratiot Avenue, there is considerable congestion along neighboring I-94. During the mid-day, a trip along I-94 between M-59 and Downtown Detroit takes around 25 minutes; however, during rush hour, this trip can easily take 70 minutes, with congestion mainly within the City of Detroit. Reconstruction along I-94 is expected to begin in 2017, causing further delay and congestion within the area. Provision of rapid transit can increase the “person” capacity of Gratiot Avenue.

NEED #3 - STIMULATE ECONOMIC DEVELOPMENT ALONG THE CORRIDOR

The Gratiot Avenue corridor within the City of Detroit has been hit hard during the last fifteen years, resulting in population loss along the Gratiot Avenue corridor and in the cities of Detroit and Mount Clemens. However, there have been employment gains along the corridor. Nationally, rapid transit investment has been shown to increase economic development within a corridor by \$3-4 dollars for every \$1 dollar spent (American Public Transit Association - Public Transportation: Moving America Forward, 2010). A transit investment in the corridor will assist in increasing the economic development along this corridor.

- The number of homes within the City of Detroit has decreased by nearly 35,000 in the last 15 years. As a result, population density along the corridor is lower in Detroit than in Macomb County.
- Residential vacancy in the City of Mount Clemens nearly doubled, from 6.2 percent to 11.4 percent, between 2000 and 2010, coinciding with the recession and housing crisis of 2008.
- While population is expected to decrease in the corridor, employment within the Gratiot Avenue corridor is expected to increase by nearly 7 percent. Employment growth is expected to be higher in various communities along the corridor, with a 14 percent increase in Clinton Township and a 13 percent increase in Mount Clemens.

NEED #4 - RETAIN AND ATTRACT PEOPLE OF ALL AGES TO THE AREA BY INCREASING THE QUALITY OF LIFE

The communities along the Gratiot Avenue corridor have lost approximately 26 percent of their population during the last fifteen years. Studies have shown that adding enhanced transit along a corridor, with the placement of stations in strategic locations will retain and attract more people to a corridor.

- According to an American Public Transit Association survey, most millennials prefer to utilize transit or biking over utilizing a car. Communities that attract this specific demographic offer a multitude of transportation choices, including access to good public transit.
- More millennials are also looking for ways to reduce their footprint on the environment by choosing multi-modal means of transportation, with a larger percentage utilizing non-motorized transportation than any other age group that has access to an automobile.
- With an increasing senior population expected within the corridor, it is important to provide additional transportation options to retain and also assist that growing demographic.



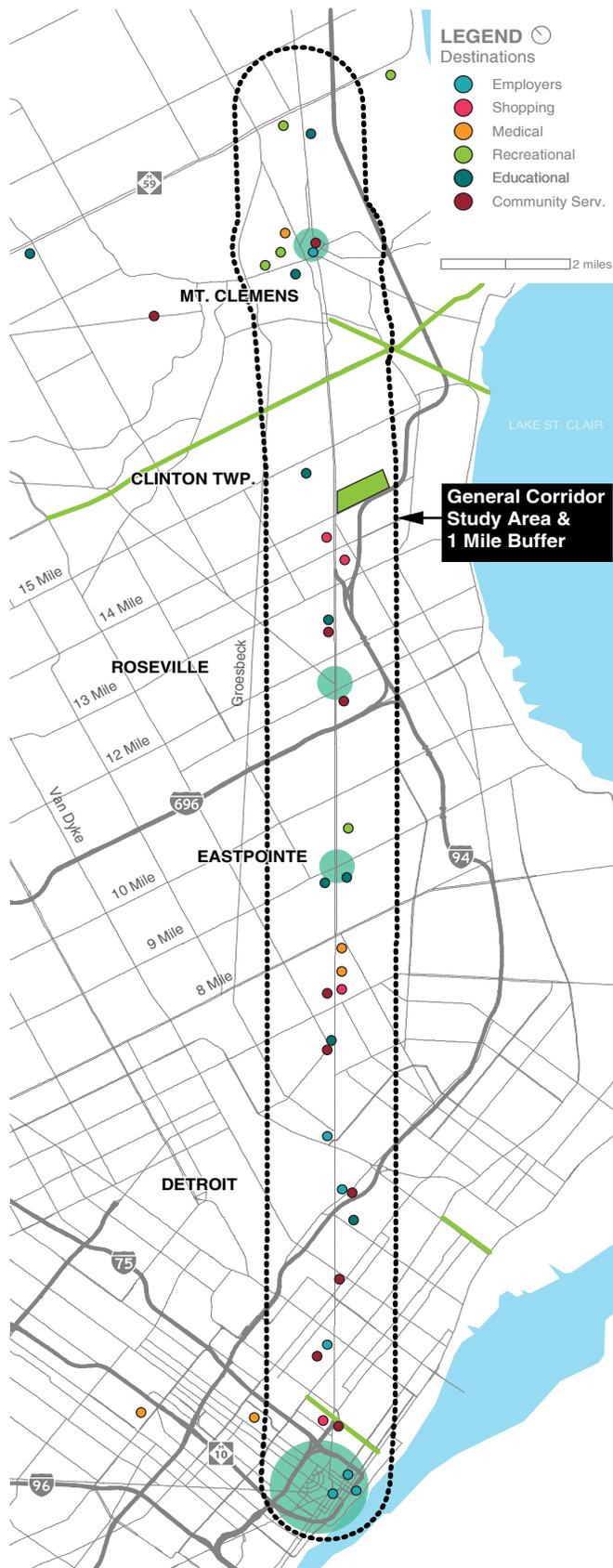
NEED #5 - DEVELOP A TRANSIT SYSTEM THAT IMPROVES CONNECTIVITY BETWEEN ORIGINS AND KEY DESTINATIONS, INCLUDING MAJOR REGIONAL EMPLOYERS

There are many significant destinations along Gratiot Avenue between Downtown Detroit and M-59 which could be better served by improved transportation options, including:

- **Major Employers:** General Motors, Blue Cross/Blue Shield, Quicken Loans, Macomb County, Faygo, Better Made Snack Foods
- **Downtown Districts:** Detroit, Eastpointe, Roseville, Mount Clemens, Gratiot DDA in Clinton Township
- **Major Shopping:** Eastern Market, Macomb Mall, Gratiot Plaza Shopping Center, The Shops at Northeast Village Shopping Center
- **Recreational:** Dequindre Cut Greenway, Conner Creek Greenway, Metro Parkway Trail, Clinton River Spillway Trail, Lincoln Memorial Park, Better Made Snack Foods, Michigan Military Technical & Historical Society, Michigan Transit Museum, Sanders Chocolate & Ice Cream Shoppe, Selfridge Military Air Museum, Crocker House Museum
- **Educational:** Detroit Public Library, Roseville Public Library, Eastpointe Public Library, Baker College, Oakland Community College, Macomb Community College, East Detroit High School, Mount Clemens High School, Catherine C. Blackwell Institute, Dianne M. Pellerin Center
- **Medical Facilities:** Detroit Medical Group, Henry Ford Macomb Hospital, Select Specialty Hospital, Professional Medical, StoneCrest Center
- **Community Services:** Smart Senior Services, Matrix Human Services, Michigan Department of Human Services, Operation Get Down, Bethlehem House, Franklin-Wright Settlements, Detroit Housing Commission, Clinton Township Senior Center, Roseville Senior Center, Macomb County Action Center

FIGURE 1-2. GRATIOT AVENUE DESTINATIONS

Source: Parsons Brinckerhoff, 2015



2.0 Public and Stakeholder Involvement

The process of community engagement began with the strategic selection of community leaders, staff, and stakeholders that would serve as members of the project's Technical and Policy Advisory Committees. The project team held targeted meetings with leadership from each corridor community to provide an overview of the planning process, confirm their participation on the Policy Advisory Committee, determine key staff to include on the Technical Advisory Committee, and uncover additional stakeholder groups within their community to engage in the planning process. The project officially launched on May 12, 2015 with a public rally in Campus Martius Park in Downtown Detroit that included an introduction to the RTA and all four BEST projects that will be occurring simultaneously. The event also featured multiple keynote addresses provided by local, state, and federal transit policy advocates. Attendees of the event were provided with general information on each project and methods for their continued engagement, including a schedule of upcoming public events along with written and digital outlets for providing input throughout the process.

The RTA hosted events in each of the four counties between May 18 and May 21 to further introduce the RTA and all four BEST projects to attendees. The events included targeted information on each project through a variety of displays and multimedia presentations. An additional meeting was held along Gratiot Avenue in Detroit on June 9, 2015. Attendees were able to engage directly with RTA staff and the project team to learn more about each project and provide corresponding input. Several exercises were developed by the project team to determine the components of transit that attendees value most, which directly informed the purpose and need statements of each project. Additional exercises provided an opportunity for attendees to pinpoint the location of their home, work, and frequent destinations, providing the project team with an initial understanding of population and employment centers along the corridor and

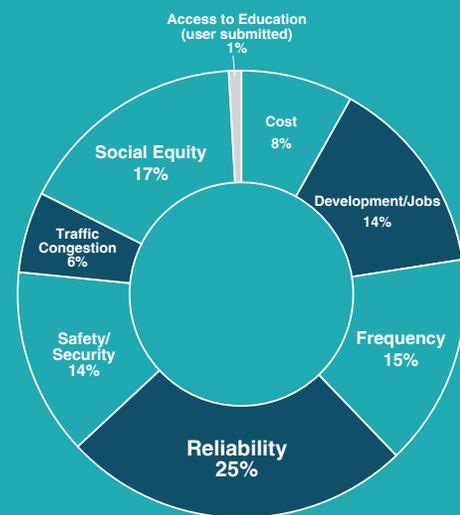


FIGURE 2-1. COMMUNITY NEEDS EVALUATION

Source: Parsons Brinckerhoff

typical travel patterns throughout. This series of events were attended by over 500 residents, who provided input through discussions with the project team, written comments, and digital comments via mySidewalk and social media. Figure 2-1 illustrates a summary of digital and written responses on community needs to date.

Through each public event, targeted stakeholder meetings, and engagement with the project's Technical and Policy Advisory committees, "reliability" consistently surfaced as the most important component of future rapid transit service. Reliability was identified as critical by many public event attendees that depend on transit service for their daily commute and other needs, and was additionally found to be important to policy-makers and technical stakeholders who viewed it as the factor that could potentially encourage more choice riders. Other themes that surfaced as part of initial outreach efforts included Social Equity, Frequency, Safety/Security, and Development/Jobs.

3.0

Goals and Objectives

The following goals and objectives were developed in response to public and stakeholder input gathered throughout the first phase of the planning process along with technical analysis that examined the current and future conditions of the Gratiot Avenue Corridor.

TABLE 3-1. BEST: GRATIOT GOALS AND OBJECTIVES

GOAL	OBJECTIVE
Provide a reliable alternative to driving	Improve on-time performance and frequency of service
Provide transportation options for people that cannot drive or do not have access to a car	Increase transit accessibility
Stimulate economic development along the corridor	Provide transit service that can influence more mixed-use development along the corridor.
Retain and attract people of all ages to the area	Provide flexible, reliable transportation options
Provide a service that is competitive with vehicular travel times	Improve transit travel times and speeds within the study area
Provide one-seat transit service between Macomb County and Detroit during the mid-day	Reduce the number of transit trips that require a transfer
Develop a transit system that improves connectivity between origins and key destinations, including major regional employers	Provide convenient and accessible transit service to activity centers
Improve safety for all users along the corridor including those using transit, non-motorized, and vehicular.	Identify improvements at high crash locations and separate modes where feasible, provide a system with security features at stations
Reduce traffic congestion within the region	Provide additional transit options that are competitive with the automobile to promote a mode-shift
Develop a rapid transit system that is economically viable for the region	Provide transit service that can be constructed, operated and maintained at low costs
Provide a transit service that is integrated with a multi-modal transportation network	Provide connections to non-motorized facilities that are along or cross the corridor and design a system that can enhance the non-motorized experience along Gratiot Avenue.

4.0 Evaluation Criteria

In order to evaluate the different transit modes and alignment options and identify the appropriate mode-alignment pairings that will define the detailed alternatives, the BEST: Gratiot Avenue study will follow a three-step method:

- The first step (“Tier 1: Mode Analysis”) is an assessment of each mode relative to overall implementation viability.
- The second step (“Tier 2: Detailed Evaluation”) is an assessment of the mode(s) that passed the Tier 1 Analysis. Alignment/station options will be developed and evaluated.
- The third step will result on the identification of the Locally Preferred Alternative (LPA). The alternative(s) that fare(s) best against the detailed criteria in the second step will be further refined in the third step (“Tier 3: Refine the LPA”).

The evaluation criteria associated with each step combine quantitative and qualitative performance measures. The Tier 1 phase will apply fewer and broader measures, including information from previous corridor/area studies, than Tier 2. The Tier 2 phase will apply more and finer performance measures and will identify the Preferred Alternative(s); the third step will evaluate the Preferred Alternative(s) against federal New Starts criteria to determine the Locally Preferred Alternative. This three-step process will result in the identification of an LPA that not only meets locally-identified project purpose and needs, but is also eligible and competitive for federal funding.

TABLE 4-1. BEST: GRATIOT EVALUATION CRITERIA

GOAL	TIER 1: FATAL FLAW ANALYSIS (QUALITATIVE)	TIER 2: DETAILED EVALUATION (QUALITATIVE AND QUANTITATIVE)	TIER 3: REFINE THE LPA
Provide a reliable alternative to driving	Flexibility in Routing / Improve on-time performance	Service Plan Opportunities Transit travel time	Congestion relief*
Provide transportation options for people that cannot drive or do not have access to a car	Accessibility	Proximity to/number of zero car and transit dependent households	Mobility improvements*
Stimulate economic development along the corridor	Economic development potential	Land use and economic development opportunities	Economic development* Land use*
Retain and attract people of all ages to the area	Reliability	Service Plan Opportunities Transit travel time Connections to multi-modal systems	Economic development*
Provide a service that is competitive with vehicular travel times	Potential for Mode Shift	Transit travel times Ridership	Congestion relief*
Provide one-seat transit service between Macomb County and Detroit during the mid-day	Frequency	Service Plan Opportunities	Mobility improvements*
Develop a transit system that improves connectivity between origins and key destinations, including major regional employers	Local and Regional Connectivity	Connections to key origins and destinations along corridor Connections to Transit Centers and other routes	Mobility improvements*
Improve safety for all users along the corridor including those using transit, non-motorized, and vehicular.	Safety / Security	Safety impacts to transit, non-motorized and vehicular Security enhancements	Mobility improvements*
Reduce traffic congestion within the region	Potential for Mode Shift	Potential for reduction in traffic congestion	Environmental benefits* Congestion relief*
Develop a rapid transit system that is economically viable for the region	Cost to Build, Operate and Maintain	Cost to Build, Operate and Maintain Cost effectiveness Community Support	Financial capacity analysis* Cost effectiveness*
Provide a transit service that is integrated with a multi-modal transportation network	Multi-modal connectivity	Connections to non-motorized system Existing and Potential Walkability	Environmental benefits* Congestion relief*

*Consistent with FTA New Starts/Small Starts criteria



5.0 Project Need #1

Project Need #1 - Improve and increase mobility options along the corridor

Transit along the Gratiot Avenue corridor serves several population segments that are currently dependent on transit for their daily mobility needs. The current fixed routes along the corridor are operating at or near capacity and operated by two different transit providers: DDOT and SMART. The gaps in service coverage, both in terms of area of coverage and in frequencies of these fixed routes, create a less viable travel option among other transit sensitive population groups that could benefit from a frequent, reliable one seat ride. These groups include, but are not limited to, those without access to vehicles, residents living in poverty, senior citizens, students, and many others.

These additional unmet transit needs along the corridor that, along with established transit ridership, creates the need for high-capacity rapid transit service along Gratiot Avenue. Such a system would support current users while providing new, viable transportation alternatives for the corridor's residents, employees, and visitors.

5.1 The proportion of zero-car households within the study area is currently 14%, well above the regional average.

In absence of adequate transit or non-motorized transportation options, residents must rely on automobiles for virtually all of their work and non-work trips. It is estimated that it costs drivers nearly \$9,000 annually to operate a typical vehicle (Source: AAA Driving Cost Study), which would represent over 18% of the average Michigan resident’s income. Low-income households are particularly vulnerable to this transportation cost, as it represents a larger share of their overall income with less funds available for other household needs. It is critical to ensure that the needs of transit-dependent residents while developing rapid transit solutions, as those without access to vehicles tend to rely more heavily on public transportation to access employment, education, medical facilities, and other daily needs.

Within the study area, the current percentage of zero car households is 14.5%, well above the regional average of 7.8%. The areas with the largest concentration of transit dependent populations are within the City of Detroit. By 2040, the percentage of zero-car households is expected to decrease to 12.4%, primarily due to projected decline in population along Gratiot Avenue between I-94 and 8 Mile Road.

FIGURE 5-1. ZERO CAR HH

Source: 2010 Census

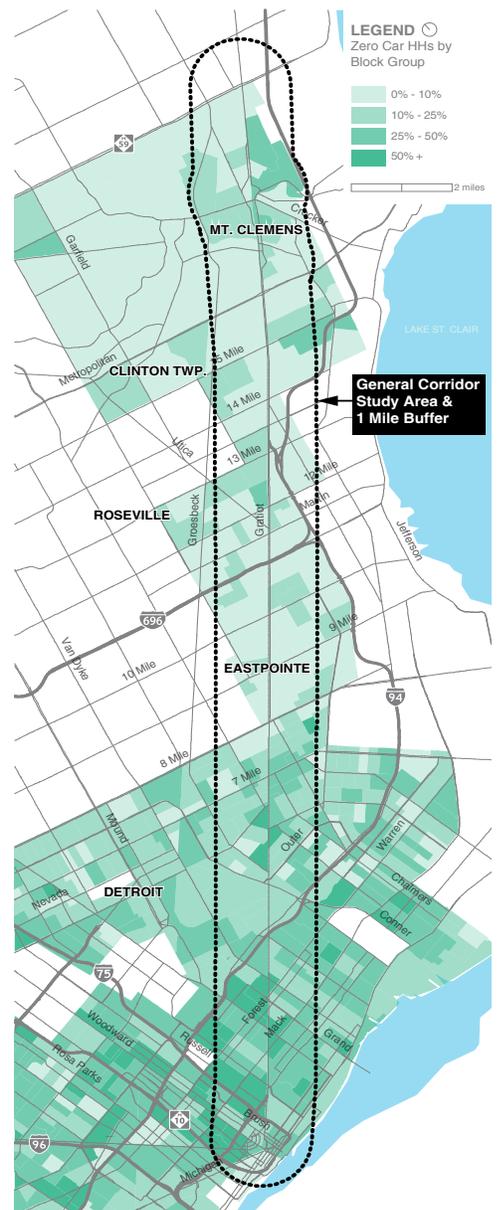


TABLE 5-1. ZERO CAR HOUSEHOLDS BY COMMUNITY

Source: 2010 Census and SEMCOG 2040 Forecast Report

COMMUNITY	2010	% TOTAL	2040	% TOTAL	% CHANGE
CLINTON TOWNSHIP	2,331	5.5%	3,248	7.1%	39.3%
DETROIT	56,580	21.0%	52,947	20.7%	-6.4%
EASTPOINTE	583	7.2%	572	6.5%	-1.9%
MT. CLEMENS	527	7.8%	544	8.0%	3.2%
ROSEVILLE	1,155	7.5%	1,247	7.9%	8.0%
STUDY AREA	11,163	14.5%	9,502	12.4%	-14.9%
CORRIDOR COMMUNITIES	61,176	17.9%	58,588	17.6%	-4.2%
RTA REGION	143,358	7.8%	167,249	8.6%	16.7%



5.2 Residents living in poverty account for over 25% of the study area’s population. This rate is nearly double the RTA region and continues to rise, based on trends in the last decade.

Poverty status is determined by comparing annual income to a set of dollar values (poverty thresholds), which are updated annually to allow for changes in the cost of living using the Consumer Price Index (CPI-U). (US Census Bureau)

The percentage of the population living in poverty within Gratiot Avenue corridor communities is much higher than the national average of 15.3%, and continues to rise. As illustrated in Table 5-2, each corridor community experienced a rise in residents living below the poverty level in the last decade. Communities at both the north (Mount Clemens) and south (Detroit) termini of the study area saw the most drastic increases, and populations living in poverty comprise over 1/5 of their total population. This increase is consistent with the densities illustrated in Figure 5-2, where the highest concentrations of people living in poverty can be found in most Detroit neighborhoods and select areas of Mount Clemens. Reliable rapid transit service and better mobility options along Gratiot are critical to connecting residents living in poverty to jobs, education, and their daily needs.

FIGURE 5-2. POPULATION LIVING IN POVERTY Source: 2010 Census

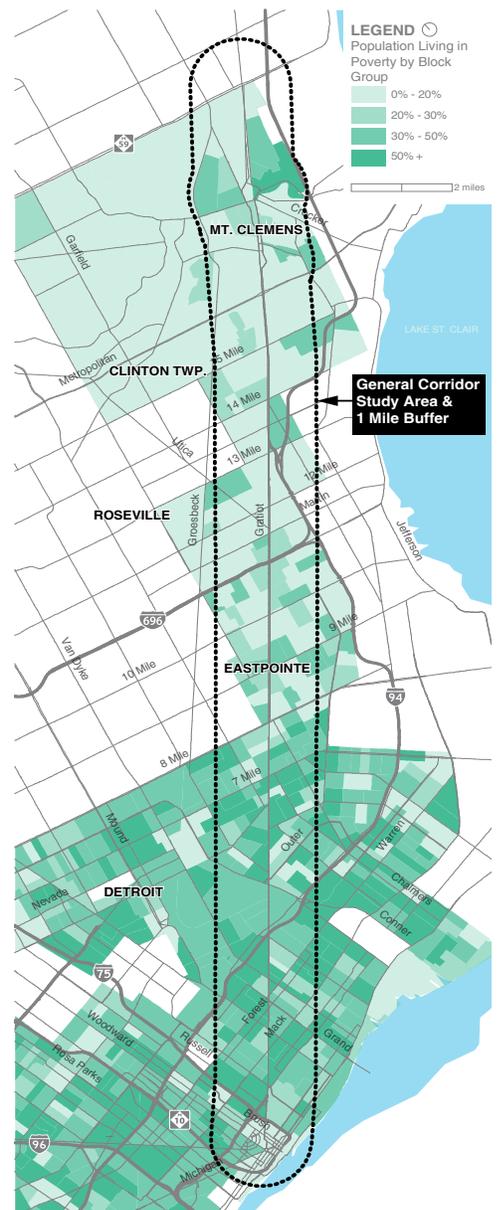


TABLE 5-2. POPULATION LIVING IN POVERTY BY COMMUNITY

Source: 2000 Census and 2010 ACS

COMMUNITY	2000	% TOTAL	2010	% TOTAL	% CHANGE
CLINTON TOWNSHIP	5,500	5.8%	9,933	10.3%	4.5%
DETROIT	243,153	26.1%	258,295	34.5%	8.4%
EASTPOINTE	2,174	6.4%	4,242	12.9%	6.5%
MT. CLEMENS	2,206	14.1%	3,139	21.5%	7.4%
ROSEVILLE	3,781	7.9%	6,169	13.0%	5.0%
STUDY AREA	63,272	17.9%	78,463	26.3%	24.0%
CORRIDOR COMMUNITIES	256,814	22.4%	281,778	31.1%	8.7%
RTA REGION	475,536	10.9%	623,803	14.8%	31.2%



5.3 The senior population along Gratiot is expected to grow by over 50% through 2040. Elderly populations are generally more reliant on transit or other alternative forms of personal transportation for their daily mobility needs.

As residents age, lifestyle changes and changes in their abilities result in gradual decline in the use of single-occupant vehicles as their primary means of transportation. While some residents over the age of 65 are still able to arrange for other options, many in that age group rely on public transportation for their daily mobility needs. Rapid transit investments along Gratiot Avenue must not only be a reliable option for seniors, but be designed and managed with their specific needs in mind. This includes the ability to locate transit stops near services that are important to seniors, such as housing, medical facilities and social and recreation centers. If reliable, convenient transit options are provided for seniors within corridor communities, those residents will be much more apt to “age in place” and maintain their quality of life.

As Table 5-3 illustrates, many Gratiot Avenue corridor communities are expected gain senior populations rapidly through 2040 with each expected to grow by at least 40%. Overall, senior populations within Gratiot Avenue corridor communities are expected to grow by a staggering 55% through 2040. As Figure 5-3 illustrates, the highest densities of senior populations occur in Clinton Township, with several similar concentrations spaced intermittently throughout the corridor. As suggested by current projections, concentrations of seniors are expected to become much more consistent along the corridor as baby boomers age, further establishing the need to provide better, more sustainable mobility options to prepare for this demographic shift.

FIGURE 5-3. SENIOR POPULATION

Source: 2010 Census

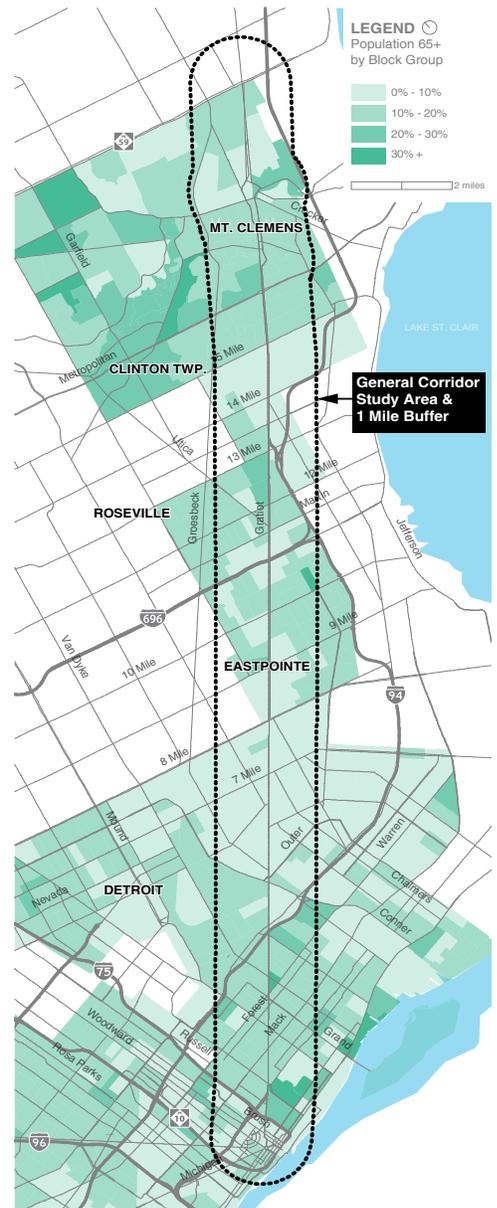


TABLE 5-3. SENIOR (AGE 65+) POPULATION BY COMMUNITY

Source: 2010 Census and SEMCOG 2040 Forecast Report

COMMUNITY	2010	2040	ANTICIPATED CHANGE	% CHANGE
CLINTON TOWNSHIP	15,677	28,179	12,502	79.75%
DETROIT	81,925	118,756	36,831	44.96%
EASTPOINTE	3,677	7,987	4,310	117.22%
MT. CLEMENS	2,120	3,683	1,563	73.73%
ROSEVILLE	6,198	10,894	4,696	75.77%
STUDY AREA	40,364	N/A	N/A	N/A
CORRIDOR COMMUNITIES	109,597	169,499	59,902	54.66%
RTA REGION	544,958	993,704	448,746	82.30%



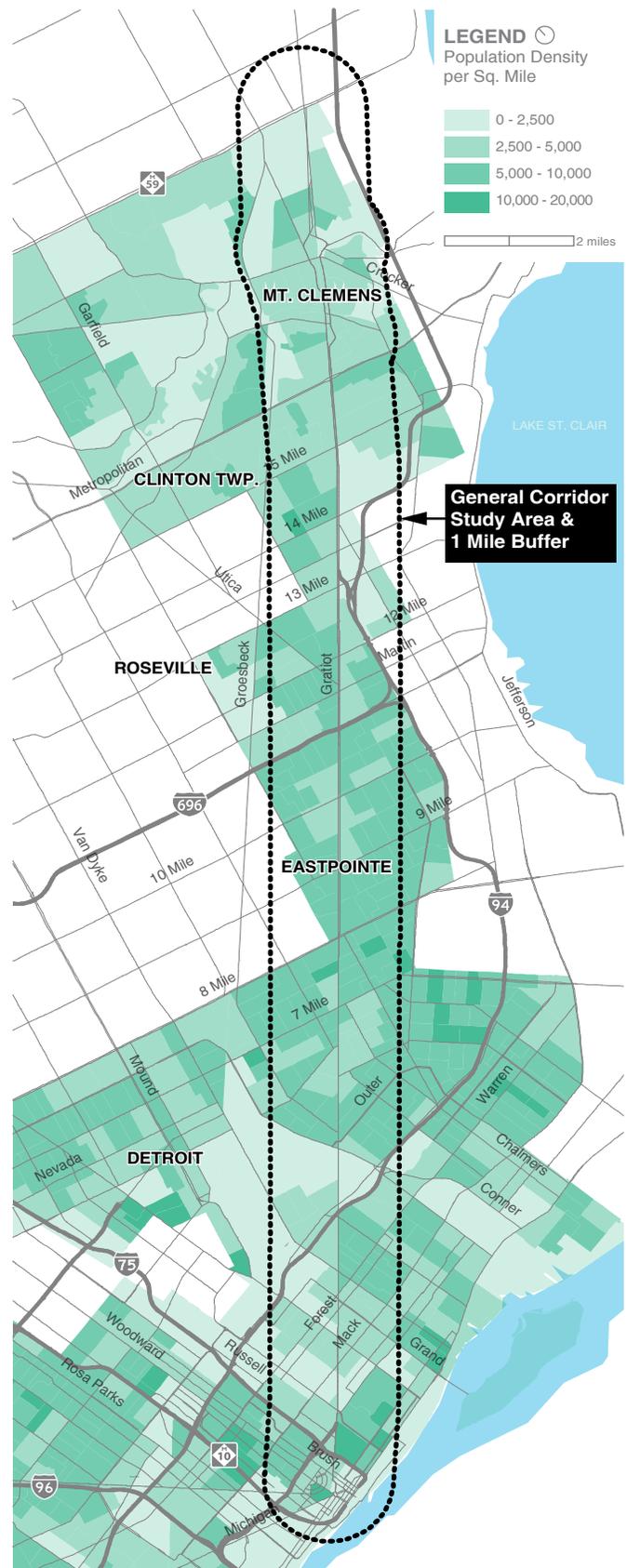
5.4 Most of the study area communities are also expected to lose population through 2040 with the largest decrease occurring within the City of Detroit. The remaining population in the corridor will be disproportionately more dependent on public transit as a result of the compounding effect of the aging demographic.

Despite dramatic population loss over the previous decade, Detroit is witnessing renewed investment and economic activity in downtown and midtown area; the effects of reinvestment and economic activities are yet to trickle down to the neighborhoods. As Figure 5-4 illustrates, densities near Downtown Detroit (especially within neighborhoods directly adjacent to the east) are some of the highest within the study area. A large segment of the corridor within Detroit, particularly from the Eastern Market area to Outer Drive, is characterized by vacancy (both land and housing) that contributes to lower densities within the area.

Population density tends to stabilize from the northern portion of Detroit to Mount Clemens, where most neighborhoods within this segment have densities between 2,500 and 10,000 per square mile. Forecasts through 2040 suggest that population trends from 2000 to 2010 will continue, with the exception of Eastpointe, which is expected to gain population back that was lost during the 2000s. Detroit will remain the largest community in the Gratiot Avenue corridor, but it is projected to continue to lose population through 2040, declining by nearly 100,000 residents.

FIGURE 5-4. POPULATION DENSITY

Source: 2010 Census



Overall, communities within the Gratiot corridor are expected to lose population at a more accelerated pace than the four county RTA region, which is projected to decline only slightly through 2040. Rapid transit investments along this corridor can play a critical role in stabilizing population trends in the short term. It can also help to reverse the expected population decline in the long term by attracting new residents through coordinated land use plans that encourage residential, employment, and mixed-use development at transit stations, and by locating transit stations at key employment nodes.

TABLE 5-4. POPULATION CHANGE [2010-2040] BY COMMUNITY

Source: 2010 Census and SEMCOG 2040 Forecast Report

COMMUNITY	2010	2040	ANTICIPATED CHANGE	% CHANGE
CLINTON TOWNSHIP	96,796	103,823	7,027	7.30%
DETROIT	713,862	614,969	-98,893	-13.85%
EASTPOINTE	32,442	34,467	2,025	6.20%
MT. CLEMENS	16,314	15,461	-853	-5.20%
ROSEVILLE	47,299	45,263	-2,036	-4.30%
STUDY AREA	302,409	278,578	-23,831	-7.90%
CORRIDOR COMMUNITIES	906,713	813,983	-92,730	-10.23%
RTA REGION	4,208,715	4,195,419	-13,296	-0.30%



5.5 Gratiot Avenue has a high number of pedestrian and bicycle crashes along the corridor, approximately 4.3% of all crashes along the corridor involve a pedestrian or bicyclist. This number could be reduced by attracting additional motorists to transit, focusing bus service in exclusive guideways, providing safe pedestrian connections to and from stations and transfer points, and promoting the use of transit by bicyclists.

Facilities created for use by pedestrians and bicyclists are generally considered active or non-motorized transportation facilities. These facilities are particularly important for transit riders for travel to and from stations at the beginning and end of their trips. The Gratiot Avenue corridor and the one mile buffer around the corridor include a few non-motorized facilities including separated pathways, on-road bike lanes and shared-use paths, but the bulk of the non-motorized facilities along the corridor are limited to sidewalks.

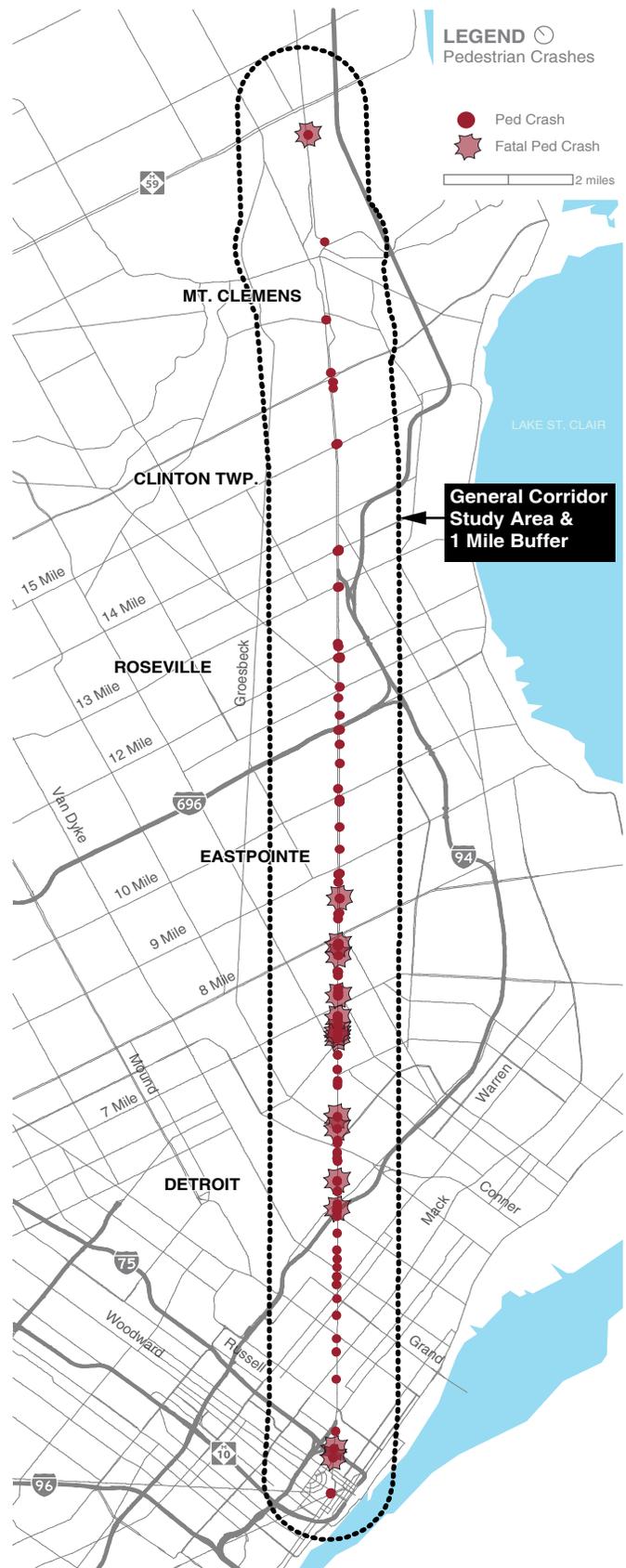
PEDESTRIAN TRAVEL

The Gratiot corridor experiences pedestrian activities due to both active town centers and high frequency transit service. A summary of some of these activity centers can be viewed at: <http://maps.semcog.org/Gratiot/>. Since almost every transit trip begins and ends with a pedestrian trip, it is vital that pedestrian infrastructure be maintained and where possible, improved to support transit.

Safety and security are major concerns for pedestrian activity within the corridor. Between 2012 and 2014 there were approximately 130 pedestrian crashes along Gratiot Avenue between Downtown Detroit to M-59; this accounts for 2.5% of the crashes along the corridor. Of those pedestrian crashes, 45 were either

FIGURE 5-5. PEDESTRIAN CRASHES

Source: Parsons Brinckerhoff, 2015



fatal or very serious. Within the SEMCOG region, approximately 1% of the crashes involve a pedestrian. Within our corridor communities approximately 2.2% involve a pedestrian. In the City of Detroit, there is a high incidence of pedestrian crashes between Randolph Street and Vernor Highway, north and south of the I-75 interchange, south of the I-94 interchange, and between 7 Mile Road and 8 Mile Road. As a result, MDOT has performed three road safety audits within the corridor:

- Conner Street / Outer Drive
- Van Dyke Avenue
- Mt. Elliott Street

SEMCOG also performed two walkability/bikeability assessments as part of the study, 'Creating Successful Corridors – Gratiot Avenue Pilot Corridor' that identified recommendations for improving pedestrian (and bicycle) travel in Downtown Detroit and Clinton Township. The same study also includes neighborhood assessments that include connectivity recommendations at 8 Mile Road and in Mount Clemens.

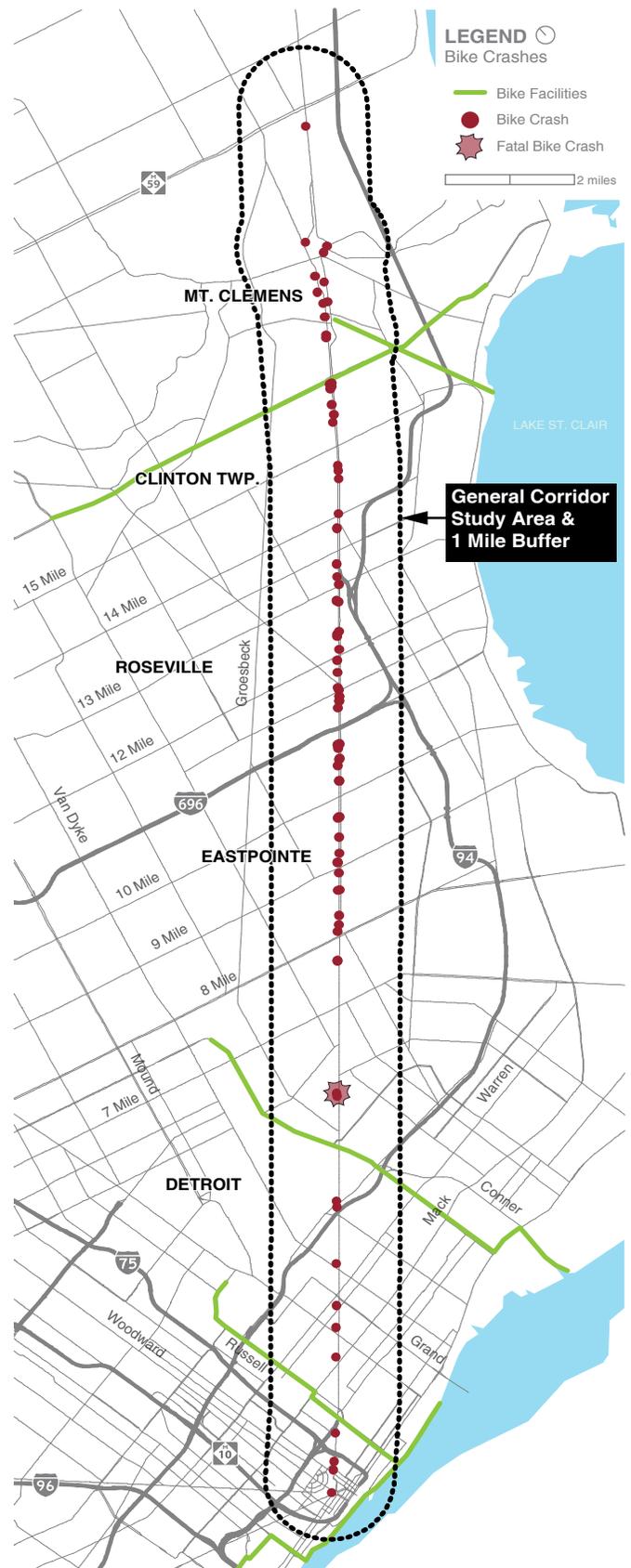
Gratiot Avenue from Downtown Detroit to Downtown Mount Clemens has sidewalks on at least one side of the road. Between Downtown Mount Clemens and M-59, sidewalks are located only sporadically; there is no continuity in this area. Major cross roads are also lined with sidewalks. Many residential neighborhoods within one mile of Gratiot Avenue have sidewalks to easily access the corridor, though due to high levels of blight and vacancy, some areas do not have a fully connected system of sidewalks. Some sidewalks are badly damaged, missing or overgrown with greenery, leaving an incomplete network.

BICYCLE TRAVEL

Bicycles allow transit users to travel beyond the five-minute walking threshold for pedestrians, thereby expanding their reach to destinations accessible from transit stops. The SEMCOG Bicycle and Pedestrian Plan for Southeast Michigan outlines specific bicycling stress levels based on roadway conditions. The Gratiot Avenue corridor includes roadways in all Tiers, including Tier 1: No Stress and High Comfort, Tier 2: Low Stress and High Comfort, Tier 3: Moderate Stress and Comfort, and Tier 4: High Stress and Low Comfort. Nearly all of Gratiot Avenue itself is identified as Tier 4: High Stress and Low Comfort, due to high traffic volumes, high posted speeds and a lack of bicycle facilities. Major roadways crossing Gratiot Avenue also fall into this category. The majority of local/neighborhood roads within one mile of Gratiot Avenue are Tier 1: No Stress and High Comfort roads. These roads are typically in residential areas and are suitable for both bicyclists (of all levels) and pedestrians. Tier 1

FIGURE 5-6. BICYCLE CRASHES

Source: Parsons Brinckerhoff, 2015



roads are typically low speed roads. Tier 2 and Tier 3 roads are scattered throughout the corridor. Many bicyclists generally feel comfortable on these roads, although, some non-motorized facilities would help reduce stress on Tier 3 roadways, depending on context and actual travel speeds. Currently there are no marked bicycle lanes along Gratiot Avenue or that cross Gratiot Avenue.

While existing conditions are not ideal for bicycling; Gratiot Avenue serves as the primary north-south route within the corridor, due to a lack of other favorable options—there are no other parallel roads or trails that serve bicyclist wishing to travel north or south. There is one marked bike route that crosses Gratiot Avenue at East Grand Boulevard in the City of Detroit. There were approximately 85 bicycle/vehicle crashes along Gratiot Avenue from 2012 to 2014, accounting for 1.7% of all crashes along the corridor. Of those 85 crashes, one involved a fatality and 11 had a serious injury. Within the SEMCOG region, 0.7% of crashes involve a bicyclist. Within our corridor communities, about 0.7% involve a bicyclist.

As mentioned in SEMCOG's *Creating Successful Corridors – Gratiot Avenue Pilot Corridor*, the lack of bicycling facilities creates erratic bicycling behavior and potential safety concerns. Multiple agencies including MDOT, Detroit Department of Public Works, Detroit Economic Development Corporation, Eastern Market Corporation, Macomb County Planning, Clinton Township, and the Cities of Roseville and Mount Clemens have called for increased bicycling amenities within the corridor. For these reasons and more, SEMCOG and MDOT's *Bicycle and Pedestrian Plan for Southeast Michigan* identifies the road as a regional bicycle and pedestrian corridor. In addition the City of Detroit *Non-motorized Plan* and the *Detroit Greenways Coalition* have identified Gratiot Avenue as a primary non-motorized route.

Any enhancements to transit service should be sensitive to the need of bicyclists, creating a truly multi-modal corridor.



6.0 Project Need #2

Project Need #2 - Provide frequent, reliable, one-seat transit service that generates additional trips and attracts new riders to transit

There are two main transit routes along Gratiot Avenue between Mount Clemens and Downtown Detroit. DDOT Route 34 operates from Downtown Detroit to 8 Mile Road, SMART Route 560 provides local service between 23 Mile Road in Macomb County and Downtown Detroit. SMART Route 565 mimics the 560 route but is a commuter route service that has three morning inbound and three afternoon outbound trips. The function of these routes, both individually and as a system, can be inefficient and lack the ability as a mode to compete with automobiles.

6.1 Current bus service can be slow, unreliable and crowded during peak hours. Users have noted that service could be more frequent. Even with headways of 10-minutes for DDOT Route 34 and SMART Route 560, there are crush loads during peak times.

Primary fixed bus routes operating along Gratiot Avenue include DDOT Route 34 and SMART Route 560, which are two of the busiest bus routes in the region. DDOT Route 34 carries over 5,600 passengers during an average weekday, over 4,000 on Saturdays, and nearly 3,000 on Sundays (DDOT, 2014). SMART Route 560 (in combination with the express Route 565) carries over 5,500 passengers during an average weekday, over 3,000 on Saturdays, and over 2,000 on Sundays (SMART, 2014). By comparison, ridership on these two routes are higher than any crosstown service that intersects the corridor and carry more riders than all routes within the region, with the exception of those on Woodward Avenue.

Due to the ridership on these routes, significant overcrowding can occur, especially during rush hours. Investments in rapid transit along this corridor that can carry more riders will help to relieve these strained local bus routes, providing more comfortable conditions and reliable service for existing users.

6.2 There is currently not continuous SMART service between Macomb County and Detroit throughout the entire day. During the weekday mid-day, SMART service arrives every 15 minutes, indicating that the most a person would wait to transfer from DDOT to SMART is 15 minutes. DDOT service during the weekday mid-day is every 12 minutes, indicating that the most a person would wait to transfer from SMART to DDOT is 12 minutes. Transfer times for Saturday and Sunday increase to 20 to 30 minutes between the two services.

Due to the geographical boundaries serviced by DDOT and SMART service, transfers between the two systems is a daily need for many transit users. While SMART Route 560 is supplemented during rush hour by Route 565 to provide service into Downtown Detroit, these buses do not service any stops south of 8 Mile until they reach downtown. Similarly, DDOT Route 34 extends from Downtown Detroit to 8 Mile, but does not service any locations within Macomb County.

These conditions require transfers along the Gratiot Corridor for more localized trips coming into Detroit during rush hour, all trips coming into Detroit during off-peak hours, and all reverse commute trips from Detroit to Macomb County. Transfer times of up to 15 minutes during the week and up to 30 minutes during the weekend create an additional burden for transit users that are forced to use the two systems for a single trip. In addition, the lack of a dedicated transfer facility at Gratiot and 8 Mile makes transfers less comfortable and more challenging for transit users, especially during winter months.



6.3 The average travel time for DDOT Route 34 is 45 minutes between 8 Mile Road and Downtown Detroit, while the average travel time for SMART Route 560 is 31 minutes between M-59 and 8 Mile and 62 minutes between M-59 and Downtown Detroit. The average travel time for automobiles is 45 minutes between M-59 to Downtown Detroit.

During the mid-day, transit connections between M-59 and Downtown Detroit take over two times longer than the same trip made by automobile. During rush hour, transit connections between M-59 and Downtown Detroit are more comparable to automobiles, but are still slightly higher on average. Table 6-1 illustrates the comparison of travel times between automobiles and transit along the corridor.

TABLE 6-1. TRAVEL TIMES FOR AUTOS AND TRANSIT (M-59 TO DETROIT)

MODE	MID-DAY	RUSH HOUR
AUTOMOBILES ALONG GRATIOT	40 MINUTES	55 MINUTES
AUTOMOBILES ALONG I-94	28 MINUTES	25 - 85 MINUTES
TRANSIT ALONG GRATIOT	90 MINUTES	60 MINUTES

Source: RITIS and SMART, 2015

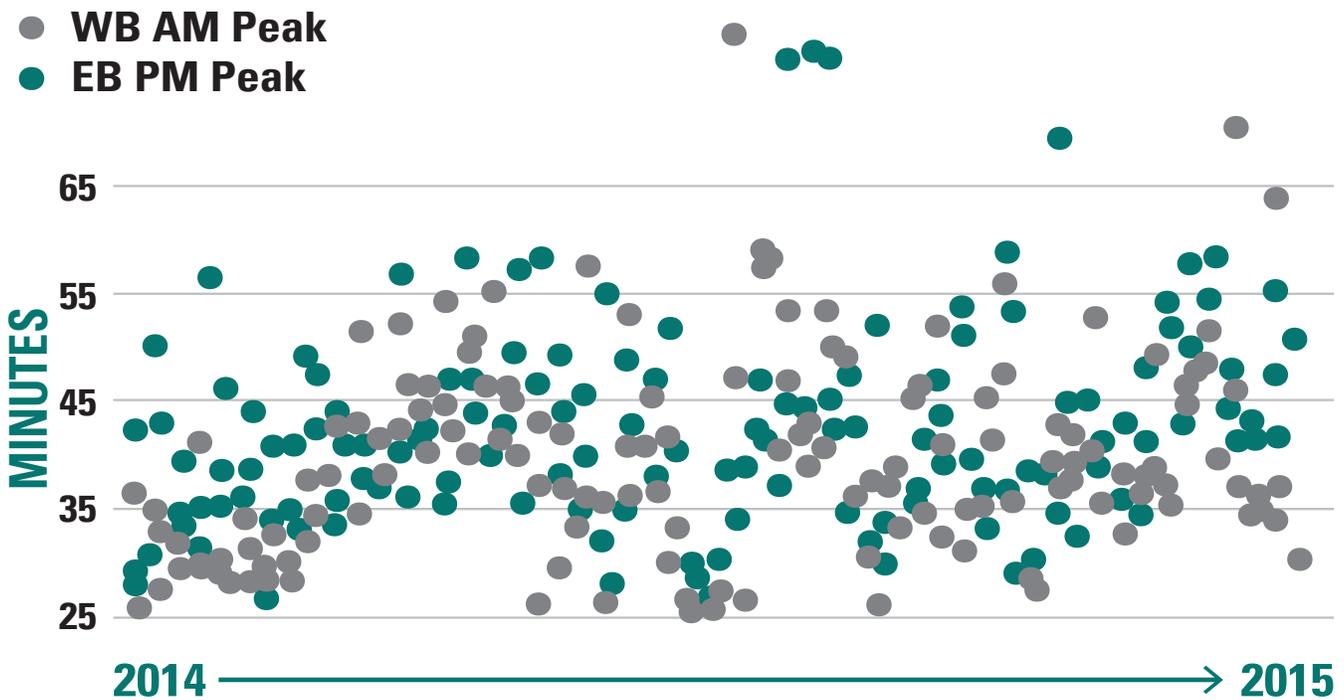
6.4 While there is limited traffic congestion along Gratiot Avenue, there is considerable congestion along neighboring I-94. During the mid-day, a trip along I-94 between M-59 and Downtown Detroit takes around 25 minutes; however, during rush hour, this trip can easily take 70 minutes, with congestion mainly within the City of Detroit. Reconstruction along I-94 is expected to begin in 2017, causing further delay and congestion within the area. Provision of rapid transit can increase the “person” capacity of Gratiot Avenue.

Most traffic traveling along this corridor utilizes I-94, a major expressway that runs parallel to Gratiot Avenue along the entire length of the study corridor to the east. In operation for over 50 years, I-94 provides an alternate route to travel on other than Gratiot Avenue for commuters living along the corridor. The increased travel speed and absence of signalized intersections makes it a faster and more attractive travel option for auto users.

However, travel conditions along I-94 vary greatly throughout the day. Typically, westbound travel is congested in the morning rush hour and eastbound travel is congested in the evening rush hour. Figure 6-1 illustrates the travel time along I-94 between M-59 and Downtown Detroit during the morning and afternoon rush hours. As this figure illustrates, travel time is inconsistent and can fluctuate considerably from day to day. This variability creates challenges for commuters who rely on this route for their daily commute.



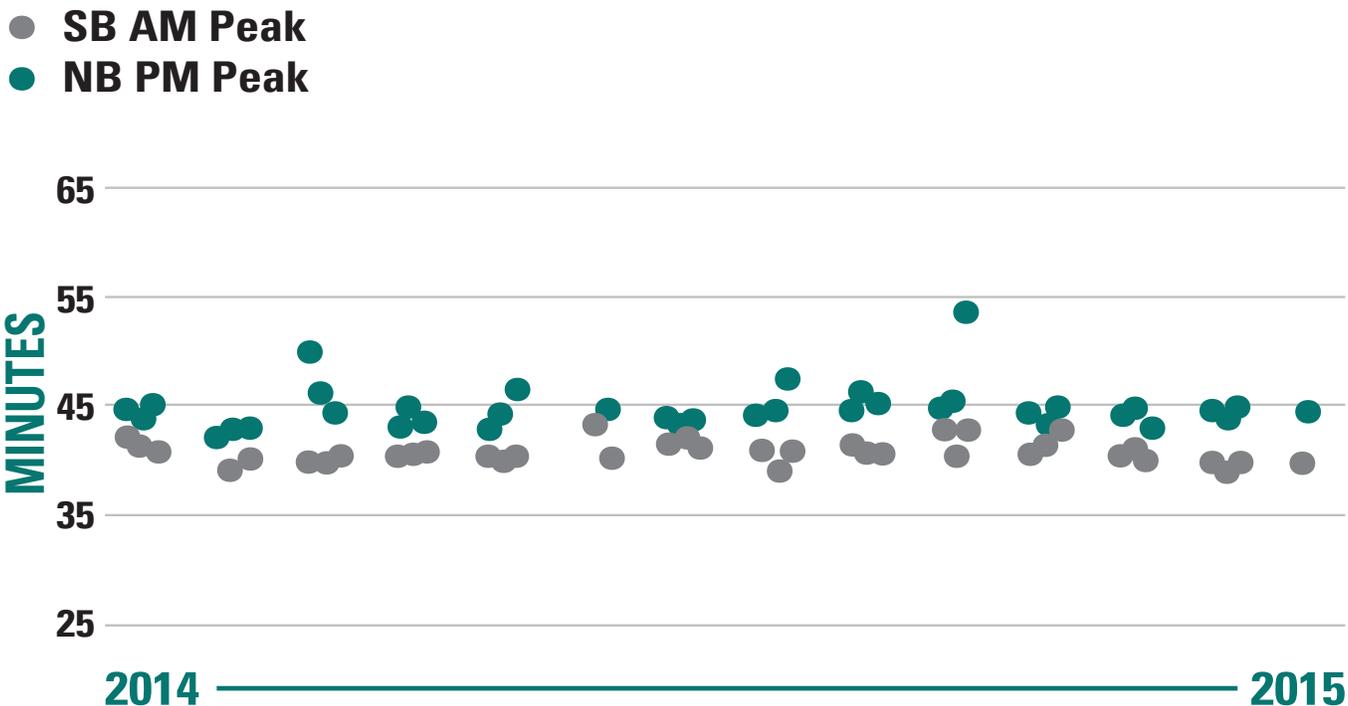
FIGURE 6-1. TRAVEL TIMES FOR AUTOS AND TRANSIT ON I-94 (M-59 TO DETROIT)



Source: RITIS, 2015

While the average travel times along Gratiot Avenue (40 minutes during the mid-day and 55 minutes during rush hour) are higher than those of I-94 (28 minutes during the mid-day and 25-85 minutes during the rush hour), it provides an attractive alternative to I-94 because travel times fluctuate very little from day to day. In comparison, Gratiot Avenue provides more consistent travel times throughout the day, as illustrated in Figure 6-2.

FIGURE 6-2. TRAVEL TIMES FOR AUTOS AND TRANSIT ON GRATIOT (M-59 TO DETROIT)



Source: RITIS, 2015



7.0

Project Need #3

Project Need #3 - Stimulate economic development along the corridor

The Gratiot Avenue corridor within the City of Detroit has been hit hard during the last fifteen years, resulting in population loss along the Gratiot Avenue corridor and in the cities of Detroit and Mount Clemens. However, there have been employment gains along the corridor. Nationally, rapid transit investment has been shown to increase economic development within a corridor by \$3-4 dollars for every \$1 dollar spent (American Public Transit Association - Public Transportation: Moving America Forward, 2010). A transit investment in the corridor will assist in increasing the economic development along this corridor.

7.1 The number of homes within the City of Detroit has decreased by nearly 35,000 in the last 15 years. As a result, population density along the corridor is lower in Detroit than in Macomb County.

Table 7-1 illustrates the number of homes by community over the past 15 years. Between the years 2000 to 2010, the number of housing units decreased in the City of Detroit and the City of Eastpointe. The City of Detroit had the most significant decreases with approximately 35,000 housing units demolished over the past fifteen years. While the City of Detroit has issued almost 10,000 building permits in the last fifteen years, the number of units being demolished is almost at 40,000 between the year 2000 and 2015. Figure 7-1 illustrates that some areas along Gratiot Avenue north and south of I-94 has lower population densities compared to those areas in the cities of Eastpointe and Mount Clemens. Over the next 25 years, the City of Detroit is expected to lose an additional 100,000 people, further reducing the population density.

FIGURE 7-1. POPULATION DENSITY

Source: 2010 Census

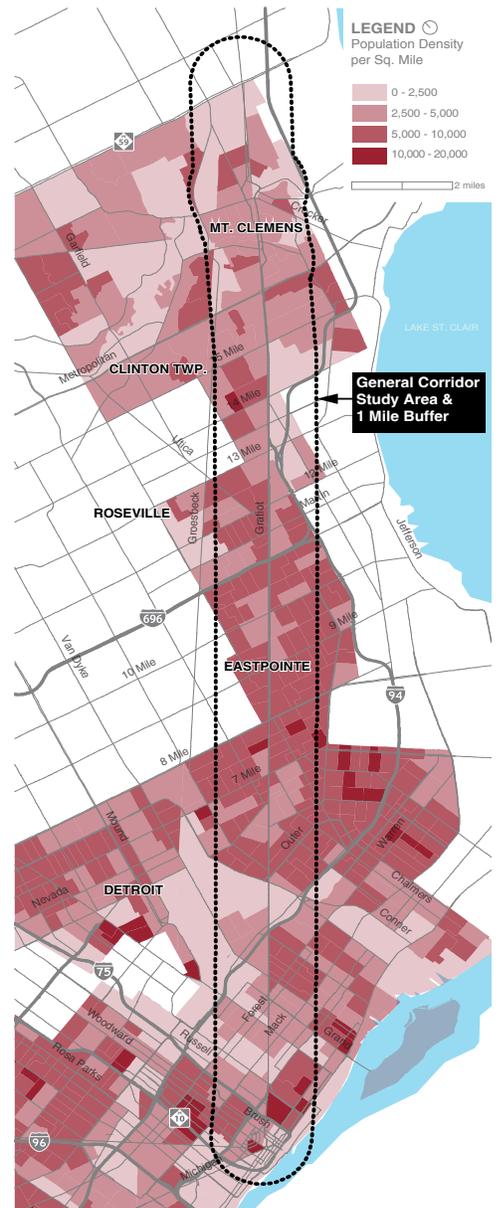


TABLE 7-1. NUMBER OF HOUSING UNITS BY COMMUNITY

Source: 2015 SEMCOG Community Profile

COMMUNITY	TOTAL HOUSING 2000	TOTAL HOUSING 2010	CHANGE (2000 – 2010)	TOTAL HOUSING 2014	CHANGE (2000 – 2014)
CLINTON TOWNSHIP	41,803	45,288	3,485	46,150	4,347
DETROIT	375,096	349,170	-25,926	340,694	-34,402
EASTPOINTE	13,965	13,796	-169	13,775	-190
MT. CLEMENS	7,546	7,582	36	7,573	27
ROSEVILLE	20,519	21,260	741	21,216	697

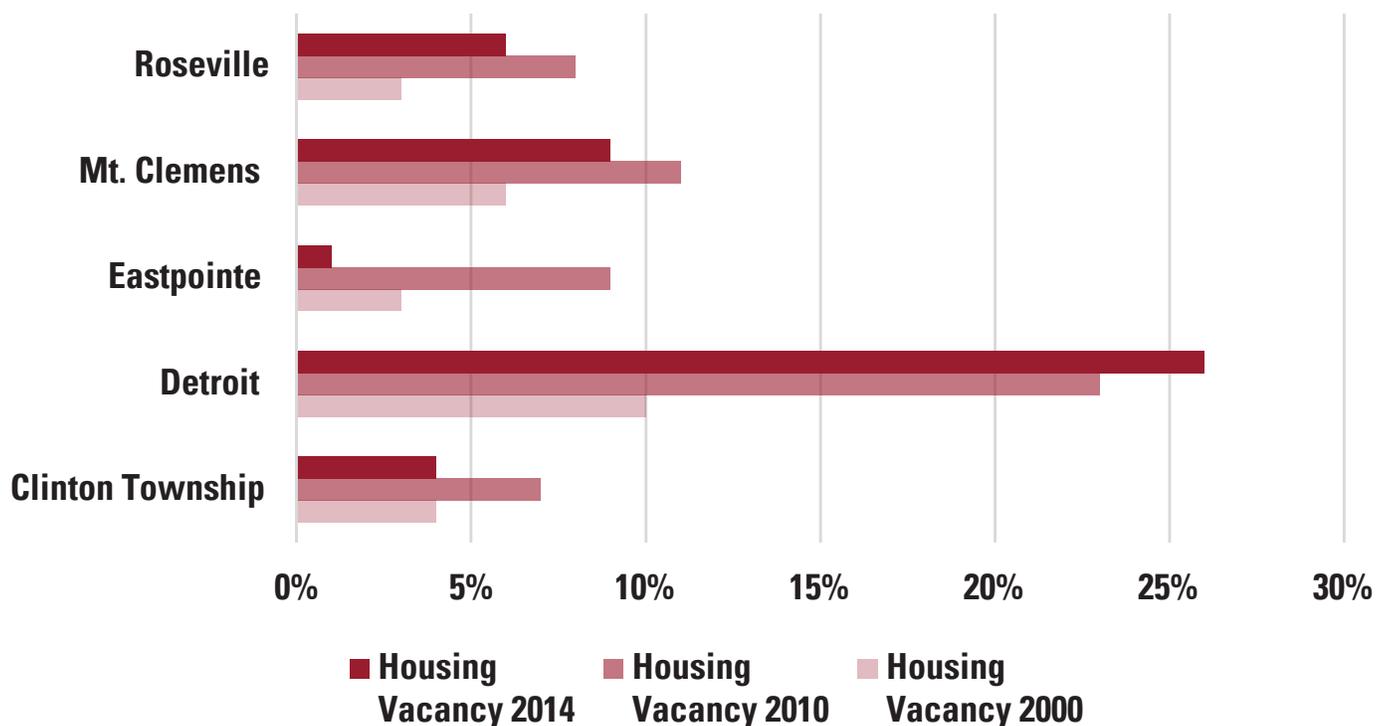


7.2 Residential vacancy in the City of Mount Clemens nearly doubled, from 6.2 percent to 11.4 percent, between 2000 and 2010, coinciding with the recession and housing crisis of 2008.

This trend not only occurred in the City of Mount Clemens, but was consistent for all of the communities along the Gratiot Avenue corridor. Between 2000 and 2010, all communities saw an increase in residential vacancies, in fact most communities doubled in vacancies, despite increases in total housing units during that same time. However, most of the communities have started to bounce back in the last few years with the exception of the City of Detroit. This percentage will continue to decrease as more vacant homes are being demolished. But with the continued decrease in population expected in the City of Detroit, more homes will continue to become vacant.

TABLE 7-2. NUMBER OF HOUSING VACANCIES BY COMMUNITY

COMMUNITY	VACANT 2000	VACANT 2010	VACANT 2014
CLINTON TOWNSHIP	1,504 (4%)	3,252 (7%)	1,897 (4%)
DETROIT	38,668 (10%)	79,725 (23%)	88,521 (26%)
EASTPOINTE	370 (3%)	1,239 (9%)	88 (1%)
MT. CLEMENS	473 (6%)	868 (11%)	663 (9%)
ROSEVILLE	543 (3%)	1,707 (8%)	1,350 (6%)



Source: 2015 SEMCOG Community Profile

7.3 While population is expected to decrease in the corridor, employment within the Gratiot Avenue corridor is expected to increase by nearly 7 percent. Employment growth is expected to be higher in various communities along the corridor, with a 14 percent increase in Clinton Township and a 13 percent increase in Mount Clemens.

Table 7-3 summarizes the employment in 2010 and anticipated employment in 2040 within the study area and within the RTA region. This study area, anchored by Detroit as the region's major employment center, represents a major source of employment within the RTA region. As the economies of each corridor community continue to rebound, each is expected to add jobs consistently through 2040. Overall, corridor communities will gain over 17,000 jobs, a 3.98% increase from 2010 to 2040. Detroit is expected to gain jobs at a slower pace, but due to its size in the region's economy will contribute over 7,000 jobs by 2040.

TABLE 7-3. EMPLOYMENT BY COMMUNITY

COMMUNITY	2010	2040	ANTICIPATED CHANGE	% CHANGE
CLINTON TOWNSHIP	43,322	49,476	6,154	14.21%
DETROIT	347,545	354,792	7,247	2.10%
EASTPOINTE	7,803	8,274	471	6.00%
MT. CLEMENS	16,601	18,752	2,151	13.00%
ROSEVILLE	22,241	23,634	1,393	6.30%
STUDY AREA	190,188	203,089	12,901	6.80%
CORRIDOR COMMUNITIES	437,512	454,928	17,416	3.98%
RTA REGION	2,298,819	2,563,493	264,674	11.50%

Source: SEMCOG 2040 Forecast Report



8.0

Project Need #4

Project Need #4 - Retain and attract people of all ages to the area by increasing quality of life

The communities along the Gratiot Avenue corridor have lost approximately 26 percent of their population during the last fifteen years. Studies have shown that adding enhanced transit along a corridor, with the placement of stations in strategic locations will retain and attract more people to a corridor.

8.1 According to an American Public Transit Association survey, most millennials prefer to utilize transit or biking over utilizing a car. Communities that attract this specific demographic offer a multitude of transportation choices, including access to good public transit.

Communities nationwide are competing to retain and attract millennials. This demographic segment is known to gravitate to more urban- and transit-oriented activities, expand entrepreneurial activities, and helps off-set the trend toward an increasingly aging population. A recent Crain's Detroit Business article estimated that 73% of millennials "want better access to mass transit in metro Detroit", which requires a mixture of land uses, housing types, transit-oriented development and a multi-modal transportation system. Millennials are the segment of the population that was born from the early 1980s to the early 2000s, with ages between 20 and 40. Table 8-1 illustrates the population of 20 to 40 year olds in the year 2000 compared to 2010 and found that this demographic has been decreasing. In addition, the total percentage of 20 to 40 year olds has been decreasing as well, indicating that population is either younger or older. One way to reverse this trend is to offer more transportation choices to this demographic.

TABLE 8-1. POPULATION AGED 20 TO 40 BY COMMUNITY

COMMUNITY	2000	2010	CHANGE 2000 - 2010	% TOTAL	
				2000	2010
CLINTON TOWNSHIP	28,210	24,877	-3,333	29%	26%
DETROIT	277,524	187,195	-90,329	29%	26%
EASTPOINTE	9,806	8,793	-1,013	29%	27%
MT. CLEMENS	5,643	4,727	-916	33%	29%
ROSEVILLE	14,848	12,965	-1,883	31%	27%

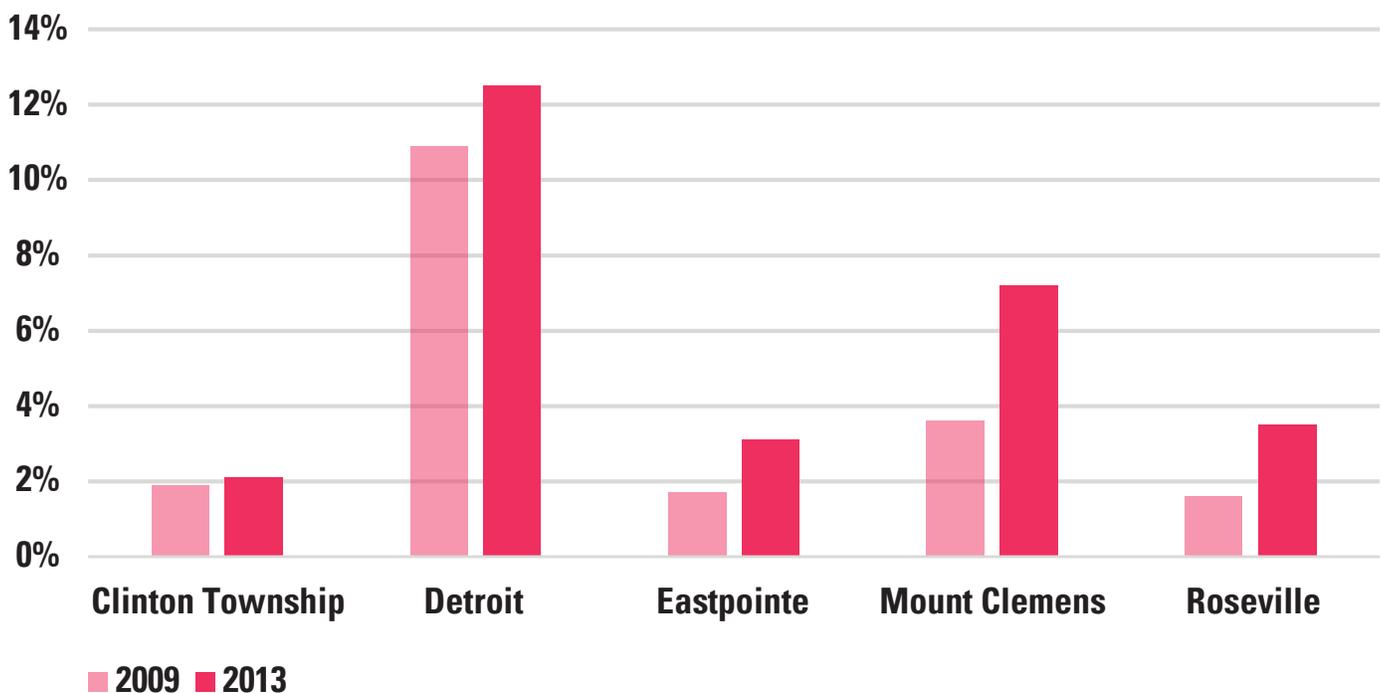
Source: 2015 SEMCOG Community Profile



8.2 More millennials are also looking for ways to reduce their footprint on the environment by choosing multi-modal means of transportation, with a larger percentage utilizing non-motorized transportation than any other age group that has access to an automobile.

During the last ten years there have been three greenways have been built or improved that cross Gratiot Avenue. These greenways connect to other areas within the region, including Eastern Market, Eastern Riverfront, Belle Isle, and Metropolitan Beach. It is vital that any improvement in transit along Gratiot Avenue also connect to other non-motorized facilities that are either along the corridor or connect to the corridor. According to the American Community Survey, all of the communities along the Gratiot Avenue corridor have increased in walking, biking, and transit use over the past five years, reducing dependence on the automobile.

FIGURE 8-1. PERCENTAGE OF POPULATION THAT WALK, BICYCLE OR TAKE TRANSIT BY COMMUNITY



Source: 2009, 2013 ACS

The ULI Survey on Housing, Transportation and Community (2013) found that these commuting behaviors change by generation, illustrating that the millennial generation prefers utilizing other modes other than the car. Table 8-2 summarizes that information.

TABLE 8-2. COMMUTING BEHAVIOR BY GENERATION

GENERATION	CAR	PUBLIC TRANSIT	WALK/BIKE
MILLENNIALS / GEN Y	77%	18%	7%
GEN X	92%	4%	5%
BABY BOOMERS	90%	9%	2%
WAR BABIES / SILENT GENERATION	91%	3%	6%
TOTAL	85%	11%	5%

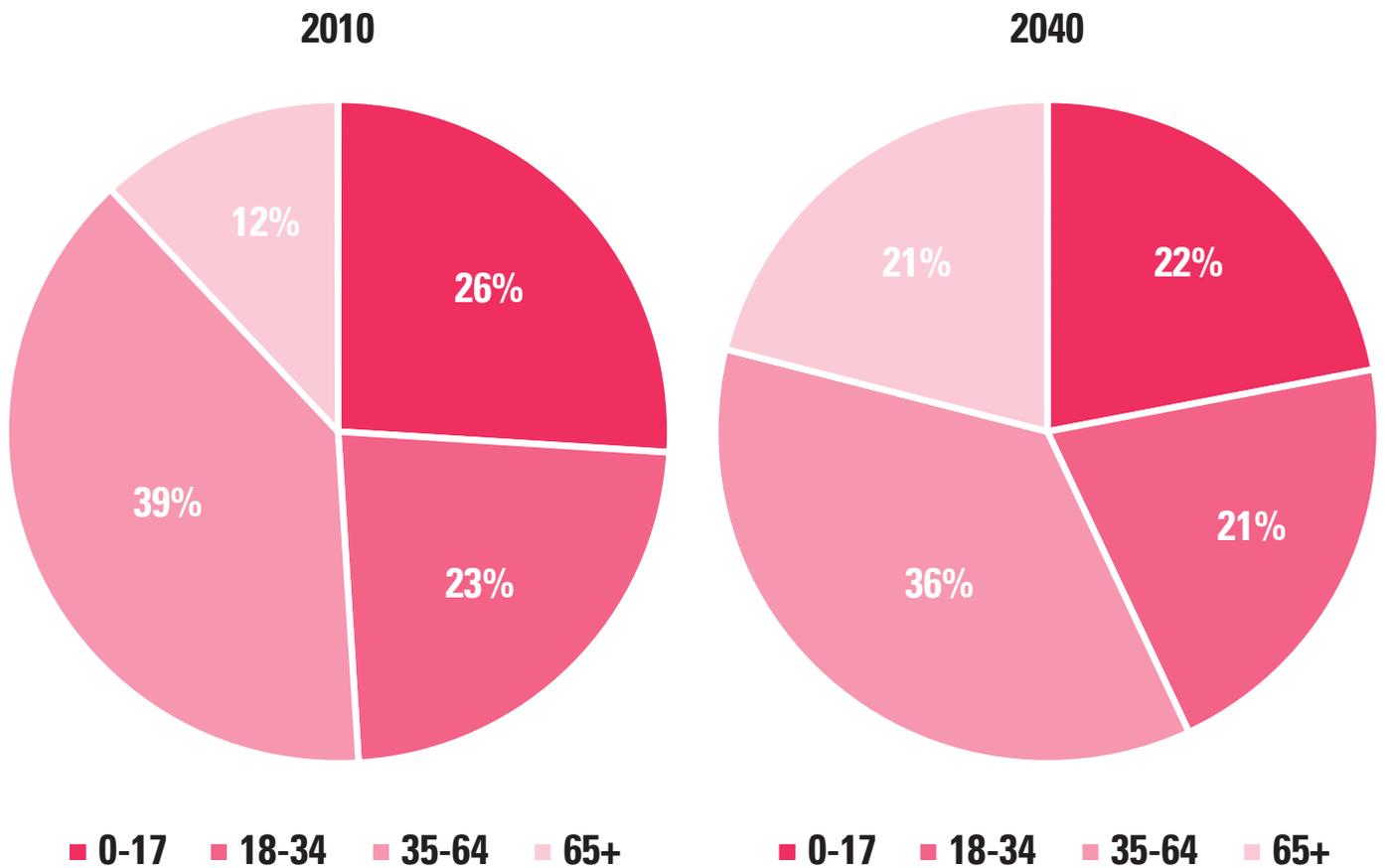
Source: ULI Survey, 2014



5.3 With an increasing senior population expected within the corridor, it is important to provide additional transportation options to retain and also assist that growing demographic.

Nearly 90% of adults 65 and over say they want to live independently as long as possible and 80% believe their current home is where they will always live. A 2002 study in the American Journal of Public Health found that men in their early 70s who stop driving will need access to transportation alternatives, such as public transportation, for an average of six years; women in the same age group will, on average, need transportation alternatives for ten years. Within the corridor communities, it is expected that the population aged 65 and over will increase by more than 50% between the years 2010 and 2040, especially in areas within Macomb County. Additional transportation options within the corridor will assist in retaining and assisting that demographic in the region.

FIGURE 8-2. CHANGE IN AGE OF POPULATION FROM 2010 TO 2040



Source: 2010 Census and 2040 SEMCOG Forecast Report



9.0 Project Need #5

Project Need #5 - Develop a transit system that improves connectivity between origins and key destinations, including major regional employers

There are many significant destinations along Gratiot Avenue between Downtown Detroit and M-59 which could be better served by improved transportation options, including:

MAJOR EMPLOYERS

General Motors, Blue Cross/Blue Shield, Quicken Loans, Macomb County, Faygo, Better Made Snack Foods

DOWNTOWN DISTRICTS

Detroit, Eastpointe, Roseville, Mount Clemens, Gratiot DDA in Clinton Township

MAJOR SHOPPING

Eastern Market, Macomb Mall, Gratiot Plaza Shopping Center, The Shops at Northeast Village Shopping Center

RECREATIONAL

Dequindre Cut Greenway, Conner Creek Greenway, Metro Parkway Trail, Clinton River Spillway Trail, Lincoln Memorial Park, Better Made Snack Foods, Michigan Military Technical & Historical Society, Michigan Transit Museum, Sanders Chocolate & Ice Cream Shoppe, Selfridge Military Air Museum, Crocker House Museum

EDUCATIONAL

Detroit Public Library, Roseville Public Library, Eastpointe Public Library, Baker College, Oakland Community College, Macomb Community College, East Detroit High School, Mount Clemens High School, Catherine C. Blackwell Institute, Dianne M. Pellerin Center

MEDICAL FACILITIES

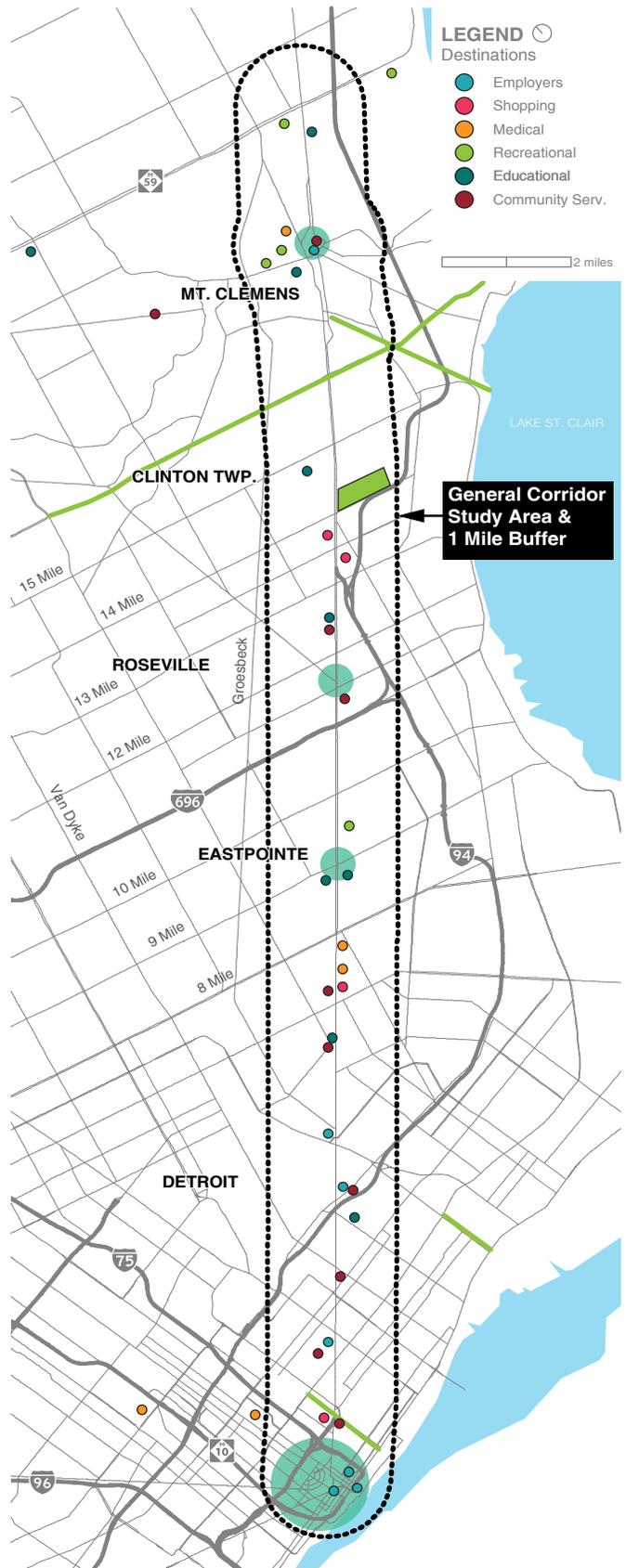
Detroit Medical Group, Henry Ford Macomb Hospital, Select Specialty Hospital, Professional Medical, StoneCrest Center

COMMUNITY SERVICES

Smart Senior Services, Matrix Human Services, Michigan Department of Human Services, Operation Get Down, Bethlehem House, Franklin-Wright Settlements, Detroit Housing Commission, Clinton Township Senior Center, Roseville Senior Center, Macomb County Action Center

FIGURE 9-1. GRATIOT AVENUE DESTINATIONS

Source: Parsons Brinckerhoff, 2015





**REGIONAL
TRANSIT AUTHORITY**
OF SOUTHEAST MICHIGAN