



STREETS FOR PEOPLE

*The City of Detroit
Transportation Master Plan*



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September, 2022



Thank You!

Streets for People was led by the City of Detroit's Department of Public Works. It would not have been possible without the generous support and assistance from the following individuals and organizations.



THE COVID-19 PANDEMIC

occurred in the midst of the development of Streets for People. While it upset our plans for in-depth, in-person community engagement, we thank all those who participated—especially the Streets for People Community Ambassadors—for their creative efforts to adjust and run a virtual process that reached into every corner of Detroit.

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Deputy Director, Complete Streets

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Streets for People

It's a simple idea: Our streets are here to serve the Detroiters who use them. The Streets for People plan recognizes that streets are some of our most valuable public spaces that serve multiple purposes. Like any public space, our streets should be beautiful, economically vibrant, comfortable, and safe for all Detroiters regardless of their age, ability, or how they choose to get around. We are committed to streets that get you where you need to go safely and give you places where you enjoy spending your time.

Mike Duggan, Mayor

I AM PLEASED to introduce and endorse the Streets for People plan, the first master transportation plan for the City of Detroit.

The Streets for People plan is the culmination of over two years of studying our transportation and mobility trends and needs, and most importantly, listening to our residents and business owners. What we heard is that people want streets that are well-maintained and comfortable for all users—but by far, thousands of Detroiters told us that their number one transportation issue is safety.

Detroit has a rich history as the Motor City and capital of automotive innovation and industry. We see that the future of mobility is diverse and adaptive, and is inclusive of not just cars, but also transit, pedestrians, cyclists, and other road users. The Streets for People plan

recognizes that streets are some of our most valuable public spaces that serve multiple purposes. Like any public space, our streets should be beautiful, economically vibrant, comfortable, and safe for all Detroiters regardless of their age, ability, or how they choose to get around.

Safety is the number one component of the Streets for People Plan. Overall, the plan outlines a vision that everything we do on streets, from roadway design to use of the curb, ties back to safety. In fact, a key component of Streets for People is the Comprehensive Safety Action Plan (CSAP) which outlines the specific strategies we will use to reduce and eliminate traffic deaths and severe injuries on our streets for the next 10 years.

In summary, Streets for People is a roadmap to an even more beautiful and vibrant Detroit.

The plan and its supporting documents will ensure that more neighborhoods benefit from consistent street designs that are safe and comfortable for all users. The plan's design guidelines build off the successes of the new streetscape projects such as Livernois, Bagley, McNichols, and Kercheval, all designed using Complete Streets principles and standards. I encourage you to visit the Livernois Avenue of Fashion, the shared streets of Bagley in Mexicantown and Riopelle in Eastern Market, or one of our other more than a dozen streetscapes completed over the last 5 years, and shop and dine at our local businesses and really imagine how welcoming our streets can be.

Mike Duggan
Mayor, City of Detroit

Key Terms

You don't need to be a transportation expert to read this plan, but there are a couple important ideas to explain that will help you as you read Streets for People.

1 Mobility

MOBILITY is the ability for people and things to move around. We sometimes use it to describe the different ways of moving around, like walking, driving, or riding the bus.

1 Travel Mode

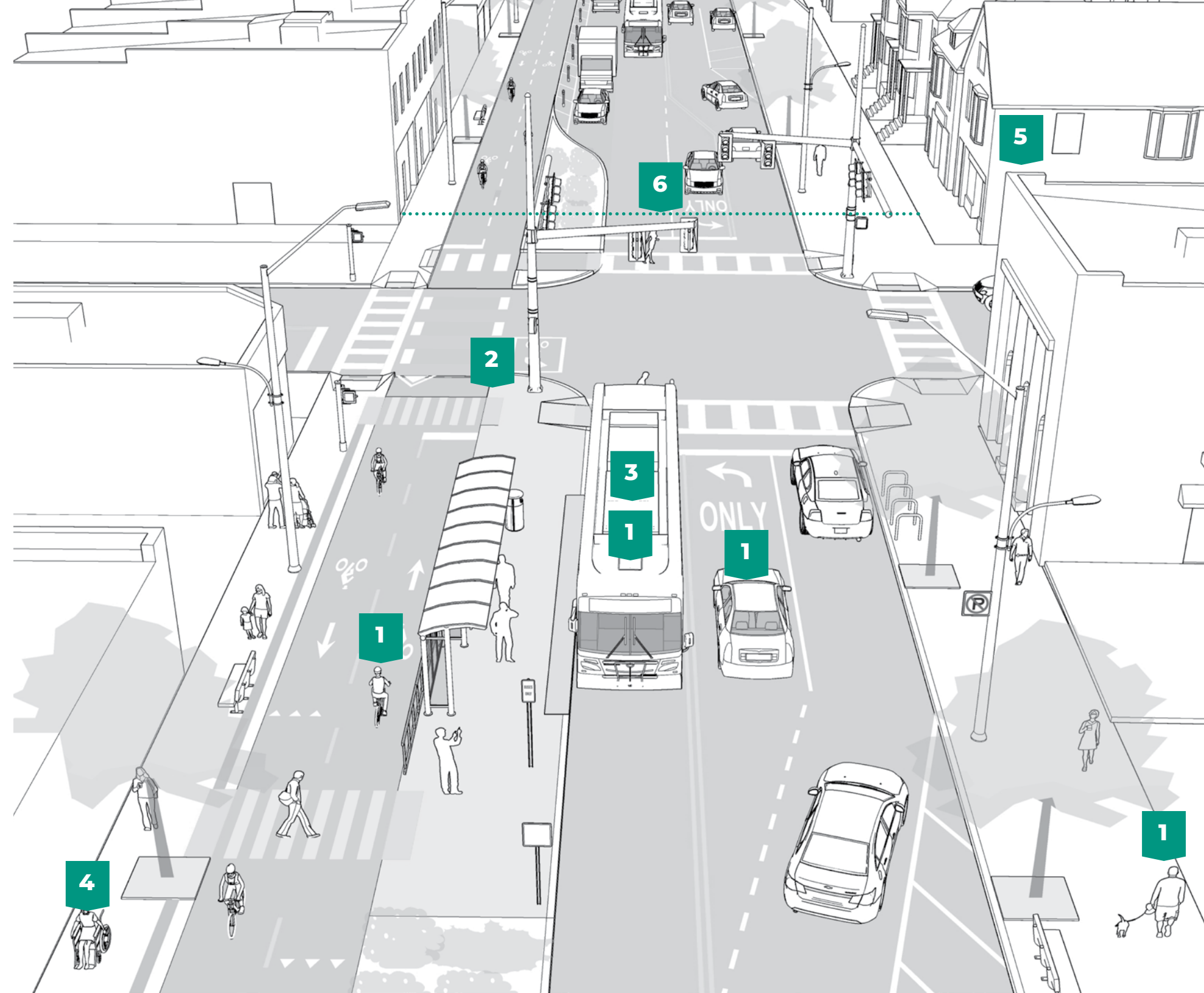
A TRAVEL MODE is a way that we move around, whether that is walking, using a wheelchair, biking, riding a scooter, driving, getting a ride from a friend, or taking a trip on a bus or train.

1 Multimodal

MULTIMODAL transportation systems move people and goods in more than one way. Truly multimodal streets are carefully designed to provide safe and convenient options for more than just drivers.

2 Complete Streets

COMPLETE STREETS puts people first. It is a way of thinking about all the ways our streets build community and benefit people of all ages and abilities. Complete Streets includes everyone, whether they walk, roll, drive, or ride transit. Complete Streets affects how we plan, design, operate, and maintain our streets.



3 Transit

TRANSIT is any form of public transportation, like buses or trains. Here in Detroit we have DDOT, SMART, the People Mover, and the QLINE.

4 ADA

THE AMERICANS WITH DISABILITIES ACT OF 1990 (ADA) is the landmark civil rights law that prohibits discrimination based on disability. ADA requires that our streets and public transit systems be convenient, safe, and usable by people of all abilities. For example, ADA requires that people using wheelchairs can easily get to all the same places as people walking.

5 Land Use

LAND USE is simply what a piece of land is used for. Examples include homes, businesses, manufacturing, parks, and open space.

6 Public Right-of-Way

RIGHT-OF-WAY is the area from property line to property line including the street and sidewalks that DPW, MDOT, and Wayne County have responsibility to design and maintain for all users.

More Key Terms



CAV

CONNECTED AND AUTOMATED VEHICLES (CAV) are trucks, cars, and buses that use sensors, cameras, and information about the street and surrounding traffic to steer, accelerate, and brake with less driver input.

Accessibility & Access

ACCESSIBILITY OR ACCESS asks the question, "how easy is it for you to get to school, work, the doctor, grocery stores, or other important places in your life?" You have more accessibility when opportunities are close to each other; when you can quickly get to them; and when there are affordable, convenient, and connected options for getting to them that work for all travelers.



Safe System

SAFE SYSTEM is an international approach to traffic safety. It aims to eliminate death and serious injuries for all road users by designing to anticipate human mistakes and keeping impacts on the body at tolerable levels when crashes do happen.

Citywide Network

THE CITYWIDE NETWORK is a system of streets designed for travel by different types of users. In Detroit, we focus on networks for walking, biking, riding transit, driving, and moving freight.



Shared Mobility

SHARED MOBILITY includes the types of transportation that are shared, such as transit, carpooling, bike share, scooters, car sharing, and ride hailing (like Lyft or Uber).

Equity

EQUITY means that income, disability status, race, ethnicity, gender, and other forms of identity can no longer predict life outcomes like health and the ability to thrive. In an equitable world, outcomes for all are improved.



Shared Micromobility

SHARED MICROMOBILITY are small, electric or human-powered vehicles that you can rent or check-out through a membership program. Examples include bike share (MoGo) or e-scooters.

Street Type

A STREET TYPE is a way of grouping streets with similar characteristics. It is based on a street's design as well as the surrounding land uses, like businesses, houses, or parks. As an example, Gratiot Avenue is called a "commercial arterial" because it is a major street that mostly has businesses on it.



Traffic Calming

TRAFFIC CALMING is a way of designing streets to improve safety by controlling speeding and unsafe driving, particularly in residential areas.

Zoning

ZONING is a system of regulations created by the City that determine how a property can be used. Zoning determines what the property can be used for, like homes, businesses, manufacturing, or parks. It also controls the size, scale, and types of structures that can be built on the property.

Who Operates Detroit's Streets?

DDOT, SMART, Qline
TRANSIT

**Planning and Development Department,
Housing and Revitalization Department,
Detroit Land Bank, Detroit Economic
Growth Corporation**
HOUSING, DEVELOPMENT, AND LAND USE

General Services Department
STREET TREES

Municipal Parking Department
PARKING

Public Lighting Authority
LIGHTING

Department of Public Works, property owners
SIDEWALKS

**Department of Public Works,
MDOT, Wayne County**
STREETS

Department of Public Works
BIKE NETWORK

**Water and Sewerage Department,
Great Lakes Water Authority, DTE,
Telecommunications Companies**
UNDERGROUND UTILITIES

Office of Mobility Innovation
SHARED MOBILITY

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What is the *future* of transportation in Detroit?



STREETS FOR ALL DETROITERS

Where We're Going

Getting around Detroit works well for some, but not yet for all. We have the opportunity to update our priorities for transportation in the Mobility City, including how we design our streets to improve safety and health, respond to climate change, expand access to opportunity no matter how you get around, and help our neighborhoods thrive. We'll lay out the vision and values that will guide us and the goals we'll measure our progress by.

Streets for People: A Vision

Streets for People is a plan to make it **easier and safer** for all Detroiters to move around the city.

Streets for People is focused on ensuring that no matter where you live or travel in Detroit, you will have multiple safe, affordable, high-quality transportation choices to get where you want to go, even if you don't drive a car.

WHETHER YOU GET AROUND by walking, rolling, biking, driving, riding transit, or taking a shared trip, you should have the comfort of knowing that you will arrive safely at your destination every time. By 2030, all residents should have access to jobs and civic life; safe, healthy, green, and livable streets; and the opportunity to shape their neighborhoods in collaboration with a responsive, productive city government. Our streets should be beautiful and reflect the rich history of Detroiters, honoring the creativity and identities of all who have and will call Detroit home.

Reaching this shared vision for our streets requires that we get the basics right—streets and sidewalks that are in good repair and well maintained, reliable transit service, and streets that users of all ages, abilities, and identities can use safely and comfortably—so that we can build towards a more equitable, sustainable, and vibrant future that embraces Detroit's spirit of innovation. Streets for People lays out a simple, inclusive vision for the City of Detroit, neighbors, and public and private partners to rally behind and guide transportation investment over the next ten years.

Reaching this shared vision for our streets requires that we get the basics right.

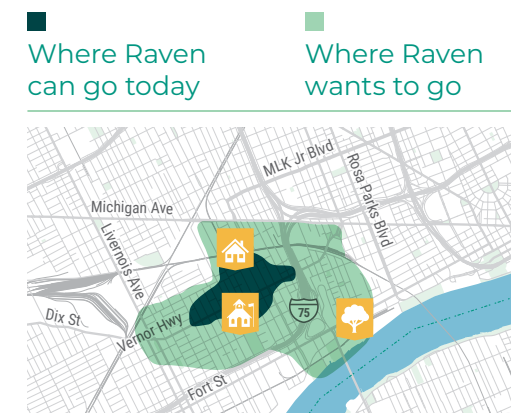
Planning for Raven



RAVEN is eight years old and lives with her mom, brother, and sister in Southwest Detroit. Our challenge is to ask how we can support people like Raven each time we make decisions about our transportation system.

TODAY, Raven can't do all the things she wants. There are few safe crossings on busy streets around her home, speeding drivers, not many street trees, and inconsistent bikeways that she is comfortable using with her mom. Investing in our streets is an investment in Raven and others like her.

Achieving the Streets for People vision will make it easier for Raven to walk with her mom to school at Maybury Elementary, safer to bike to Riverside Park or take the bus to visit her grandparents at Livernois and Outer Drive, and give the people in her network more ways to stay connected.



Why Does Detroit Need a Transportation Master Plan?

We need a plan to...



Direct future investment equitably.

STREETS FOR PEOPLE helps Detroit's departments, sister agencies, and private partners organize and prioritize existing and future resources to create the safe streets that Detroiters deserve.



Create a safe, complete system for all users.

STREETS FOR PEOPLE sets priorities for how limited public right-of-way should be distributed to keep everyone safe and creates a road map for creating cohesive, common-sense networks over the next ten years.



Make planning decisions more transparent.

STREETS FOR PEOPLE sheds light on why and how Detroit designs streets for all users, sets a template for inclusive public engagement, and lays out what we're going to do to make the Streets for People vision a reality.

Who Wrote the Plan?

We worked with Detroiters like you!



The City of Detroit developed Streets for People in collaboration with Detroit residents.

OUR GOAL is to create a transportation system that responds to recent changes and anticipates those to come over the next decade. We have the responsibility to design streets that work for everyone—not only drivers. We also have to invest in areas that have been left behind and in high crash corridors where

design changes can save lives. The constellation of departments and agencies that are responsible for our streets and mobility services need a plan to coordinate their efforts. The City roster includes the Department of Public Works (DPW), Detroit Department of Transportation (DDOT), Office of Mobility Innovation (OMI), Municipal Parking Department, and the Planning and Development Department (PDD).

Many major streets, however, are owned by the Michigan Department of Transportation

(MDOT) or Wayne County. Governmental partners such as the Southeast Michigan Council of Governments (SEMCOG) and the Suburban Mobility Authority for Regional Transportation (SMART), or nonprofits like MoGo and the Downtown Detroit Partnership (to name only a few), alongside private utilities and developers also play large roles in Detroit's transportation ecosystem. Streets for People gets everyone moving in the same direction to make the most of limited transportation dollars.

What We Heard

Detroiters want and deserve safe streets.

84%

of respondents were concerned about speeding and dangerous driving.

79%

of respondents want to see improvements that reduce speed and increase safety.

Many

respondents want improved bus stops and lighting to increase safety.

Across three phases of safe, virtual engagement during to the COVID-19 pandemic, thousands of participants spoke up loud and clear to tell us their priorities for transportation in Detroit. This is what we heard.

DETROITERS who contributed to Streets for People overwhelmingly identified speeding as the chief safety concern, topping a list of other considerations, including crime.

Detroiters are also concerned about the basics like broken sidewalks, broken glass in bike lanes, poor road conditions, and lighting, but want streets that provide mobility choices for people regardless of how they chose to travel. Detroiters

would like to walk and bike more, but personal and traffic safety concerns, inadequate maintenance, and incomplete networks prevent residents from being more active.

Our streets shape our lives: from how we get to work and school to our health and even our ties to our communities. More than just a place to park a car or catch a bus, our streets are our shared living room and front porch.

Detroiters want and deserve options for getting around.

33%

of respondents do not walk at all, or rarely—but **81%** said they would like to walk more.

58%

of respondents do not bike at all, or rarely—but **69%** said they would like to bike more.

87%

of respondents do not take public transit at all, or rarely. Only **33%** said they would like to take public transit more.



More than half of Detroiters who contributed to Streets for People noted that they want street improvements that create more vibrant communities.



Values & Goals

Five values tie the Streets for People plan together: Safety First; Economic Opportunity; Equity, Dignity, and Transparency; Access for All; and Public Health and Environment. Each value has a set of goals that set targets for our progress.



A SAFE CITY Safety First

PROVIDE a safe travel experience for all by designing and stewarding Complete Streets that eliminate preventable traffic deaths and severe injuries and enable people to move freely without fear of harm.

- GOAL 1** Reduce fatal and severe injuries caused by traffic crashes by prioritizing improvements on the High-Injury Network.
- GOAL 2** Lower vehicle speeds to context appropriate speeds through street design.
- GOAL 3** Develop the baseline for a public education campaign focused on educating people driving on how to interact safely with bicyclists, pedestrians, and micromobility operators.



A PROSPEROUS CITY Economic Opportunity

STRENGTHEN the neighborhoods by advancing inclusive economic opportunity and job creation through capital investments.

- GOAL 1** Prioritize multimodal access to the City's major destinations, services, and employment hubs.
- GOAL 2** Make it more affordable and convenient to get around Detroit.
- GOAL 3** Make Detroit the global leader in mobility innovation.
- GOAL 4** Accommodate new delivery demand, modes, and models.



A FAIR CITY Equity, Dignity, & Transparency

INCREASE equity/dignity for all residents and visitors to Detroit through transparent transportation decision-making processes and rigorous community engagement.

- GOAL 1** Increase the participation of vulnerable groups throughout the project planning process.
- GOAL 2** Establish a unified brand for all city transportation plans and projects.
- GOAL 3** Make transportation options more available and understandable to first-time users.
- GOAL 4** Update public on performance measures, plan progress, and plan implementation.



A CONNECTED CITY Access for All

SERVE people of all ages and abilities with multiple high-quality mobility options.

- GOAL 1** Improve safety for people walking and ADA accommodations in and around vulnerable neighborhoods.
- GOAL 2** Expand the protected bike lane network throughout the city and roll out a network of low-stress neighborhood streets for people who walk and bike.
- GOAL 3** Make transit a preferred mobility choice and improve multimodal connectivity.
- GOAL 4** Increase access to bikeshare, scooters, carshare, and other shared transportation options.



A HEALTHY CITY Public Health & Environment

PRESERVE and protect Detroit's environment and improve health by providing opportunities for walking and biking, reducing vehicle miles traveled, and decreasing pollution caused by motor vehicles.

- GOAL 1** Reduce vehicle miles traveled to reduce air pollution and greenhouse gas emissions.
- GOAL 2** Design streets that make the city greener, reduce heat island effect, and make walking more pleasant for all.
- GOAL 3** Connect all Detroiters with an off-street walking and biking greenway network.
- GOAL 4** Initiate a citywide campaign to encourage healthy activity and movement.



How our streets serve us?

do



EXPLORING OUR CITY

Where Are We Today?

Detroit put the world on wheels, but how do we travel and use our own streets? We chat with our neighbors on the corner, ride the bus with our classmates, bike to Belle Isle, or drive to work. Our transportation system gets us where we need to go and shapes the health of our city—from our connections to each other to our physical health. We'll explore how. We'll also look at the emerging trends to keep an eye on as we plan for the future.

Key Themes

WHAT WE HEARD

DETROITERS DON'T FEEL SAFE USING THEIR STREETS. Speeding drivers, stray dogs, crime, vacant buildings, and wide crossings make it harder for people to get about their daily lives. Overall, residents noted that Detroit lacks a culture of traffic safety.

OUR STREETS NEED MAINTENANCE. Potholes, overgrown and obstructed sidewalks, and unswept bike lanes make traveling less safe and are barriers for all users, particularly for people with disabilities.

DETROITERS WITHOUT CARS ARE LESS SATISFIED WITH CURRENT TRANSPORTATION OPTIONS. It's harder to get to work, school, and doctor's appointments without a car in Detroit. Some residents find that recent projects have made it easier to bike, walk, take transit, and enjoy the street, but others find the new designs confusing.



**Safety
First**

On average, 108 people are killed each year in crashes in Detroit.

EACH YEAR, another 495 are seriously injured on Detroit's streets. Our fatality rate is one of the highest in the nation among large cities.

34% of fatal and serious crashes occur on just 3% of streets.

WHAT'S WORSE is that fatal and serious injury crashes are going up, not down.



**Economic
Opportunity**

Getting around isn't cheap.

TRANSPORTATION COSTS the average Detroit household over 20% of its annual income, nearly \$11,000, driven by the high costs of car ownership.

Cars are costly, but convenient.

CARS remain the most convenient way to get to work. Only 7% of jobs are accessible within 30 minutes by transit, and 55% of Detroiters leave the city to work, so 85% of workers drive.

Jobs in Detroit are downtown.

THE MAJORITY OF JOBS are clustered within the greater downtown area or the suburbs.



**Equity, Dignity,
& Transparency**

63% of Detroiters have regular access to a car in their household.

THOSE WHO DON'T DRIVE have lower access to jobs, report less satisfaction with the transportation system, and tend to be Black, female, and low-income.

Residents with more needs live in areas with lots of crashes.

AREAS WITH the highest numbers of people who need additional resources—children and elders, low-income people, and households without cars—are located close to the High-Injury Network and need better connections to the low-stress bikeway and high-frequency transit networks.



**Access
for All**

Trip lengths vary greatly.

MANY TRIPS in the city are short and stay within neighborhoods, but most Detroiters work outside of the City, so regional connections are critical although regional transit options are not convenient or available.

Transit works OK.

THE FREQUENT TRANSIT NETWORK (routes at 15-minute frequency or better) offers good access to core services and the city's vulnerable populations, but gaps exist in several areas throughout the city.

Our bike network has gaps.

THE LOW-STRESS BIKE NETWORK offers limited access to core services and the city's vulnerable populations, with gaps existing outside of the downtown core.



**Public Health
& Environment**

Transportation is causing unhealthy air pollution.

HEALTH IMPACTS from air pollution in Detroit can be linked largely to the transportation system and range from deaths to hospital visits, lost work and school days, and economic hardship.

Detroiters are more at risk of obesity.

DETROIT ADULTS AND STUDENTS are more likely to get no regular physical activity, contributing to higher rates of obesity than Michiganders as a whole.

Detroit Has...



2,800 miles
of streets.

92% are owned by the City. Wayne County and MDOT own the remainder, most of which are major streets.

4 transit providers.



Before the COVID-19 pandemic, on average, DDOT moved over 75,000 people each weekday.

4,800 miles
of sidewalks.

Nearly all are owned and maintained by the City.

238 miles of bike
lanes and greenways.

Many more are planned or under construction.

Safety

Between 2017 and 2021, **539 people** were killed in traffic crashes in Detroit. **Another 3,012** were seriously injured.

And these numbers only represent the crashes that were reported.

Source: Michigan Office of Highway Safety Planning, Michigan Crash Facts (freeway crashes excluded), 2022

Our streets should be safe, welcoming places for all. Unfortunately, we are not meeting our vision.

ON AVERAGE, over 100 people a year die in traffic crashes in Detroit. Hundreds more suffer serious and life-altering injuries. These victims are our neighbors, friends, and family members. To unlock opportunity and make our city a desirable place to live, our goal must be to eliminate these unacceptable tragedies and curb the behaviors that make our streets uncomfortable places to travel, mingle, and visit. The City, residents, and visitors

have a shared responsibility to stop unsafe behaviors like drag racing and red light running and grow a culture of traffic safety. Our concept of street safety goes beyond traffic crashes. We acknowledge that many people, especially the most vulnerable in our society, feel unsafe or excluded in public spaces. We will design spaces in which residents and visitors to Detroit of all backgrounds and identities feel safe from harm, welcomed, and uplifted.



Detroit has one of the highest traffic fatality rates in the country.

Among large cities, we rank second in overall fatality rate and third in pedestrian fatality rate, when adjusted for population.

It's not enough just to be safe from death or serious injury. Our streets need to be places that support personal safety.

Total Fatalities

Rank	City	Fatality Rate*
1	Memphis, TN	34.32
2	Detroit, MI	28.71
3	Tucson, AZ	22.58
4	Jacksonville, FL	19.34
5	Albuquerque, NM	18.67
6	Louisville, KY	18.27
7	Dallas, TX	16.53
8	Atlanta, GA	15.8
9	Nashville, TN	15.49
37	Boston, MA	2.6 (lowest)

Pedestrian Fatalities

Rank	City	Fatality Rate*
1	Memphis, TN	9.7
2	Tucson, AZ	6.68
3	Detroit, MI	6.16
4	Nashville, TN	5.51
5	Fresno, CA	5.47
6	Albuquerque, NM	5.33
7	Louisville, KY	5.01
8	Dallas, TX	4.91
9	Jacksonville, FL	4.89
37	Boston, MA	0.58 (lowest)

*for Every 100,000 People. Source: NHTSA Pedestrians Traffic Safety Fact Sheet, 2020

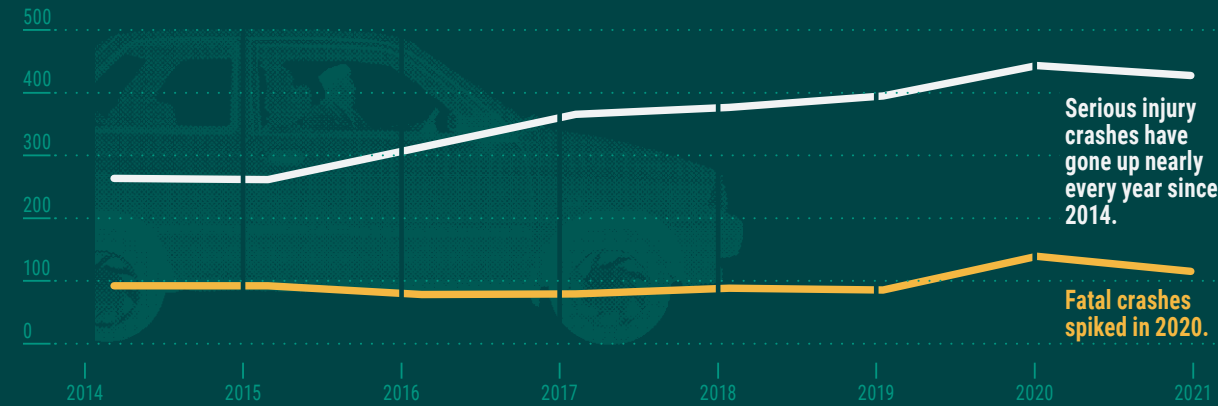
ALL TOO OFTEN, people on our streets experience situations that make them feel personally unsafe or uncomfortable. This can be anything from harassment, like getting yelled at from a passing car, to violence. You may even have your own experience. These types of events degrade our quality of life by making it more challenging to use our transportation system.

Fortunately, we can design our streets with this type of safety in mind. Elements like lighting and wide sidewalks can enhance the comfort and safety of walking, and marked on-street parking—located between where people drive and where people bike or walk—can create room that acts like a buffer between people traveling by different methods.

Safety

Severe traffic crashes are going up, not down.

Fatal & Serious Injury Crashes by Year



Source: Michigan Office of Highway Safety Planning, Michigan Crash Facts (freeway crashes excluded), 2022

Fatal traffic crashes remained stubbornly high and then shot up over 50% in 2020. Those resulting in death or serious injury have increased nearly every year since 2014, resulting in a 53% net increase through 2021.

PEOPLE WALKING AND BIKING in Detroit are more likely to be seriously injured or killed in a crash than drivers and passengers. Even worse is that people walking and biking are more likely to be involved in a hit-and-run crash. Between 2017 and 2021, 24% of crashes resulting in death or serious injury involved pedestrians and bicyclists while only accounting for 3% of total crashes.



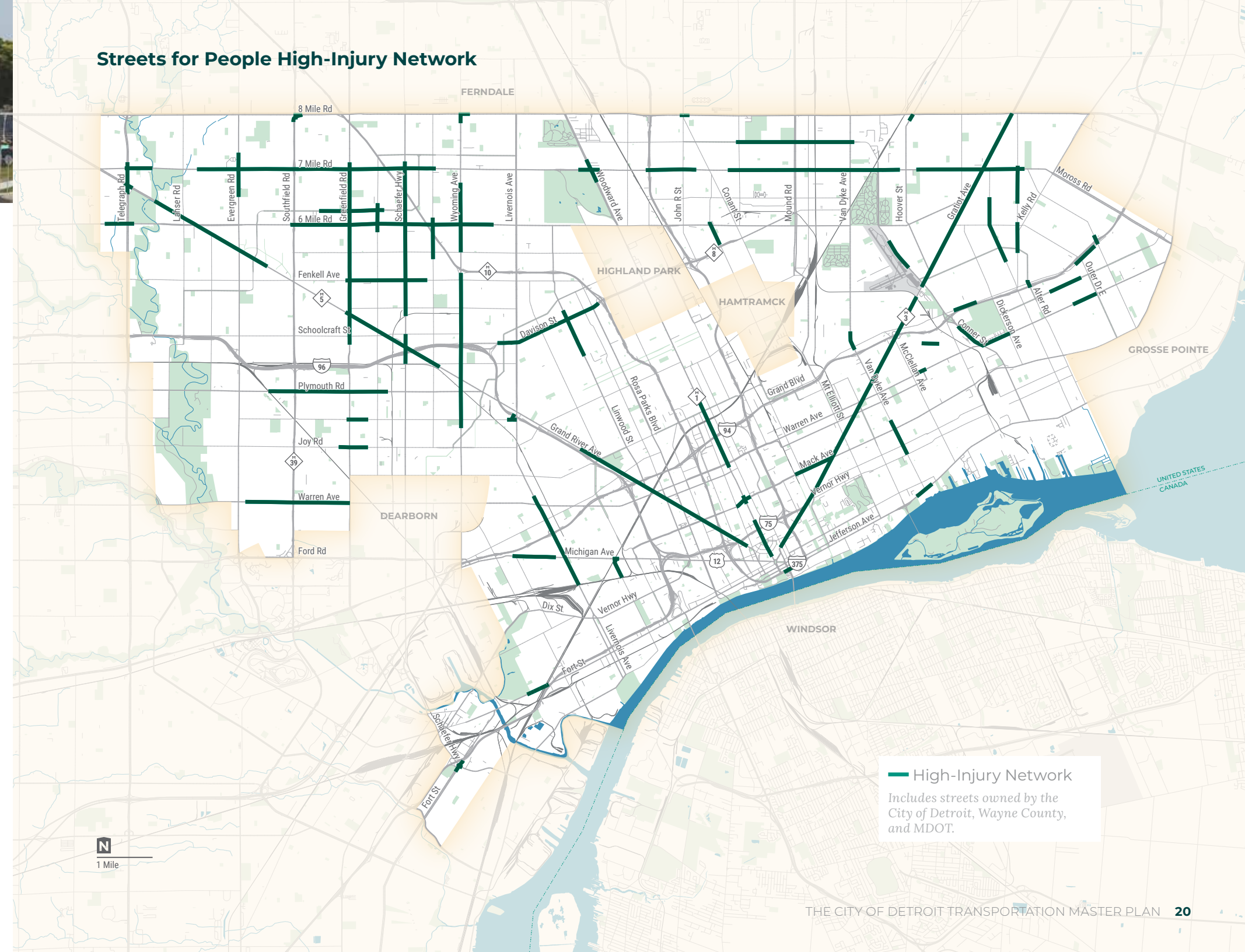
There is good news. Crashes are not accidents.

TOGETHER, we can reduce the number of crashes and eliminate fatal and severe crashes altogether. We have the tools and know-how to save lives and prevent life-altering injuries, starting with the way we design our streets. To move the needle, we can direct our investments towards the most dangerous streets and work with partners to increase safety on streets that the City does not own.

In Detroit, 34% of all crashes resulting in death or serious injury occurred on just 3% of streets between 2017 and 2021.

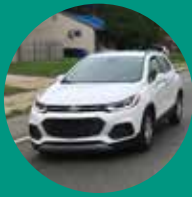
The streets that make up this High-Injury Network (HIN) tend to be wide, with high speeds, lots of traffic, and few opportunities for people to cross the street. 56% of the HIN is on roads owned by Wayne County or MDOT. Our commitment to making Detroit's streets safer is detailed in the [Comprehensive Safety Action Plan](#).

Streets for People High-Injury Network



High-Injury Network
Includes streets owned by the City of Detroit, Wayne County, and MDOT.

Detroiters Who Have A Car...



63% of Detroiters own a car or share one with a household member.

61%

of Detroiters who own cars express satisfaction with Detroit's transportation system.

85%

of Detroit workers drive to reach their job. Jobs are clustered around downtown and outside the city limits.

Sources: Detroit Metro Area Communities Study, 2018; Detroiters' Views on Transportation and Mobility, 2017

Detroit is a big city with a big, complex transportation system.

WHEN WE THINK of "Detroit" and "transportation", we usually think of cars, streets, and traffic. But, transportation in the city is much more complex. Whether you get around on four wheels, two wheels, two feet, or with an assistive device, transportation is a big part of Detroiters' lives. Transportation is shaped by the streets themselves but also transit service, high-speed internet availability, and surrounding land uses.

For Detroiters who own cars, navigating the nearly 3,000

miles of streets for work, school, appointments, and outings is straight-forward. But just 52% of core services are within walking distance to frequent bus routes and just 16% are near the city's low-stress bike network. When compared to other major cities for how easy it is to get to work, Detroit ranks 8th if traveling by car but only 38th if riding the bus and 31st if walking. Recent street projects and upgrades to the transit system have begun to make things better for people walking, biking, and taking transit, but there is more to do.

Detroiters Who Don't Have A Car...



34% of Detroiters don't have car access and walk, bike, take transit, or get a ride.

44%

of Detroiters without access to a car express satisfaction with Detroit's transportation system.

40%

of Detroiters without a car have missed work, an appointment, or an outing due to lack of transportation.

Sources: Detroit Metro Area Communities Study, 2018; Detroiters' Views on Transportation and Mobility, 2017

It's expensive to move around in Detroit if you own a car. And it's hard to move around if you don't.

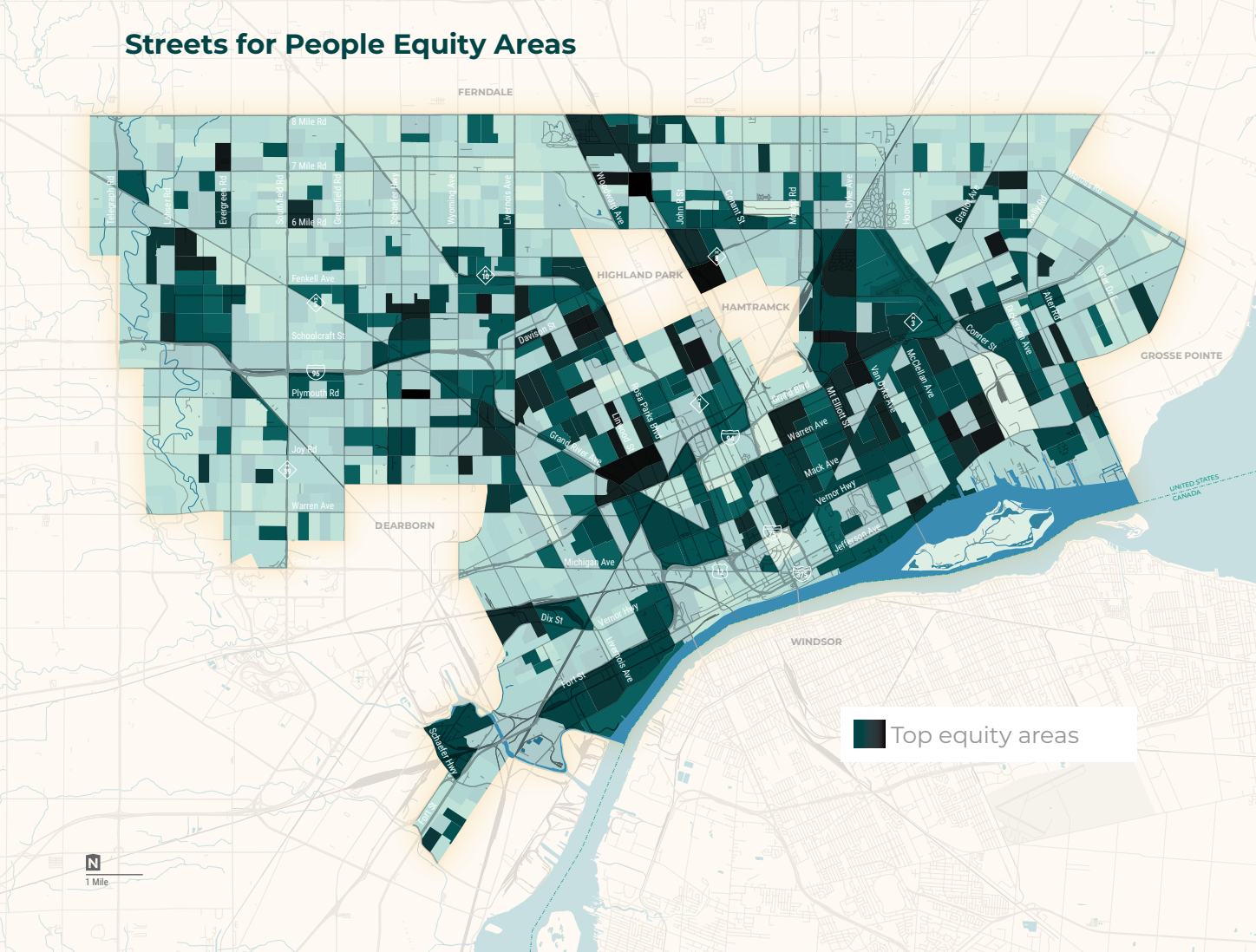
THE AVERAGE DETROITER spends over \$10K on transportation every year—20% of average household income—due to the costs of operating and maintaining a car. Those who don't own a car are less satisfied with Detroit's transportation system than those who do. It's no surprise that Detroiters would like to see the cost of auto insurance go down, more bus routes and transit options, and streets and sidewalks in better condition; all to make it more affordable and easier to get around the city.

Detroiters need high-quality, 24/7 mobility options to get around the neighborhoods and reach job and education opportunities.

THE MAJORITY OF JOBS within Detroit are clustered within the greater downtown area. Every day, 55% of Detroiters leave the city for work, and 36% of those do so for jobs that pay less than \$15,000 per year, making transportation affordability a priority. Today, only 7% of jobs are accessible within 30 minutes by transit and transit commute times are double those for driving. Night-time and weekend transportation service are key, as 40% of all work trips Detroiters take occur in the "off-peak" period.

Equity and Access for All

Streets for People Equity Areas



Source: American Community Survey

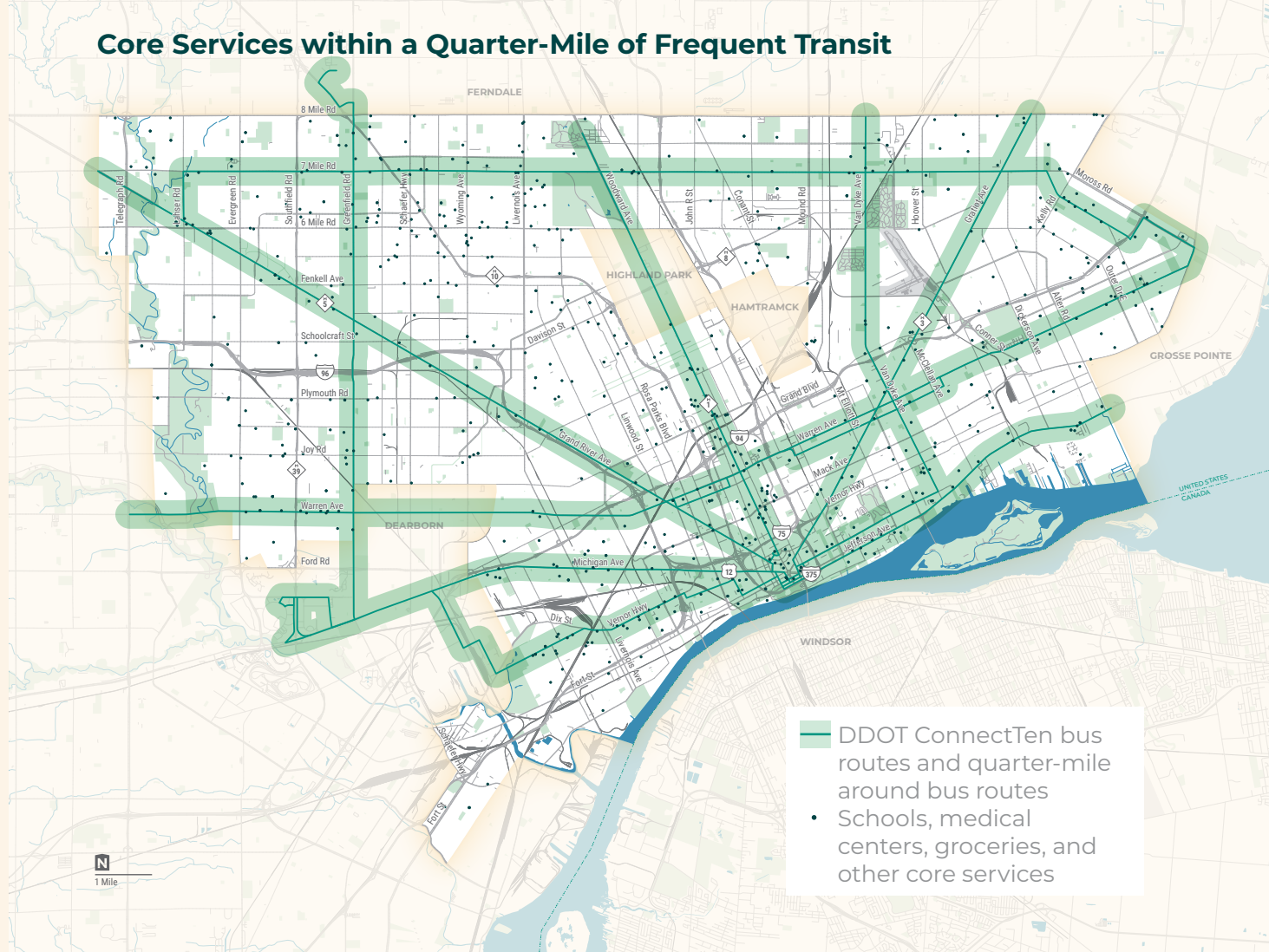
Today, not all Detroiters have access to the same, high-quality mobility options or the same safety experience.

TO UNDERSTAND THIS UNFAIRNESS, we must understand where the city's people of high need live so that the City and its partners can target investments that improve transportation for these residents. To do this, we identified the areas with the highest concentrations of seniors (65+), youth (under 18), disabled residents, low-income residents, those without a car, and those living in sparsely populated areas. The High-Injury Network intersects or borders 27% of these areas.

Streets for People aims to make getting around Detroit safer, more convenient, and more affordable.

REGARDLESS OF HOW YOU TRAVEL, you should have access to the destinations that are important to you. This is especially true for the city's most vulnerable residents. Today, 34% of the city's most vulnerable areas are not served by buses that come every 15 minutes. In addition, 72% of the city's most vulnerable areas are not served by the city's low-stress bike network. By knowing where these inequities exist, the city can target its resources and focus on improving transportation for these Detroiters.

Core Services within a Quarter-Mile of Frequent Transit



Sources: City of Detroit; SEMCOG

Opportunities & Trends: How Our City is Changing



Source: Wayne State University

Our streets must adapt to fit today's residents and anticipate tomorrow's.

Detroit's streets were built for a much larger 20th Century population, but we can adapt them to meet 21st Century needs of eliminating severe crashes and providing transportation options for all Detroiters, regardless of how they get around.

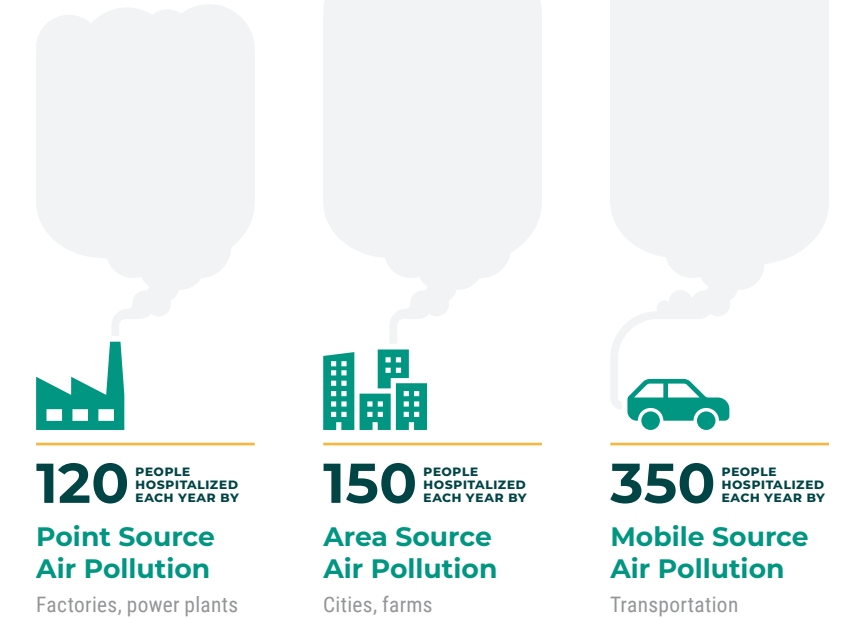
BY AND LARGE, our streets were designed to serve a level of traffic that no longer exists and is unlikely to return. Wide streets designed for heavy traffic have become speedways that are expensive to maintain and dangerous, particularly for people walking and biking. Population forecasts show that Detroit's losses will become modest gains by 2030 but that the number of residents in 2040 will still fall below 2010 levels. This means we have an opportunity to rethink how we use excess space on our streets.

We are confronted by twin public health and climate change crises.

Transportation is a major producer of air pollution, causing preventable deaths, hospital visits, lost work and school days, and economic losses. Air pollution from transportation also increases greenhouse gases that contribute to climate change.

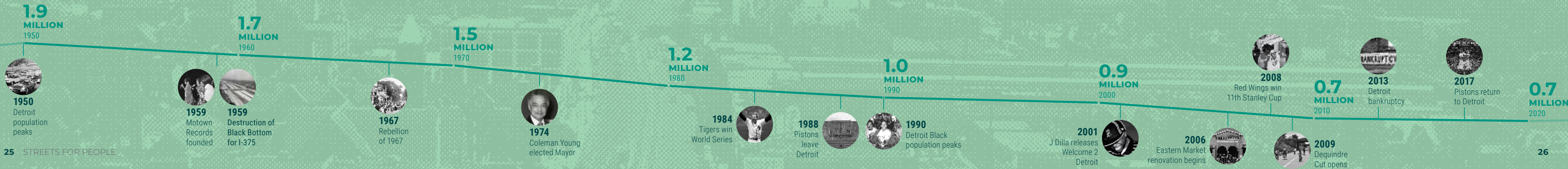
HEALTH INEQUITIES like heightened rates of asthma, heart disease, and diabetes made Detroiters more likely to get sick or die from COVID-19. Climate change is already bringing heavier rainfall and flooding, disrupting travel, damaging property, and impacting health. By designing streets for all users, we can encourage more Detroiters to use active forms of transportation and take fewer trips by car to improve health, reduce air pollution, and cut down greenhouse gas emissions.

More people are hospitalized from air pollution each year than point source and area source air pollution combined.



Source: University of Michigan

Detroit Population, 1950 – 2020



Opportunities & Trends: How Transportation is Changing

Detroit is reinventing itself as the **Mobility City.**

Today's Detroit is a hub for mobility innovations.

Many mobility options are helping Detroiters get around:



MoGo



Qline



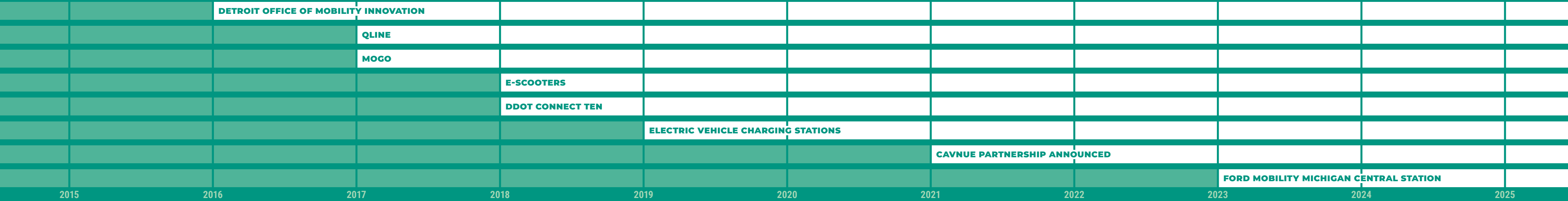
E-scooters



Electric vehicles



ConnectTen



Unlocking the benefits of new technologies like shared mobility and electric vehicles will depend on equitable access, digital inclusion, and getting the nuts and bolts of street maintenance and design right.

DETROIT IS LEADING THE WAY in introducing new mobility options through the Office of Mobility Innovation, tailoring services to meet Detroit's unique transportation needs. Bikeshare (MoGo), electric scooters, and microtransit provide new ways for Detroiters to get around affordably.

Detroit is at the forefront of dreaming up and building safer, greener vehicles. Electric cars and buses are rolling out

onto our streets alongside connected and autonomous vehicles (CAVs) enabled by smart signals and sensors.

We can't take advantage of these innovative technologies and services without ensuring equitable access, building digital inclusion, and getting back to basics. If flexible transit can't be summoned without a smart phone, those who need it most will be left out. Without clearly marked

crosswalks and lane lines, CAVs won't know where to go. If there's no sidewalk to the bus stop, people with disabilities can't use clean, quiet electric buses. To make our streets future-compatible, we need to rebuild the foundation that makes travel for all Detroiters possible.



How *could* our streets serve us?

FROM MOTOR TO MOBILITY CITY

Where Do We Want to Go?

Our vision and goals for the next ten years paint the picture of where we're going in broad strokes, but our everyday practices bring the picture to life. From the basics of street design and maintenance to innovative programs, every investment and pilot gets us closer to where we want to be. We'll describe some of the policies, tools, and tactics that we will use to create streets that make it easier and safer to get around Detroit.

Key Themes

WHAT WE HEARD

GET THE BASICS RIGHT. Detroiters want to live in neighborhoods with well-maintained streets, good sidewalks, safe crosswalks, ample lighting, and accessible bus stops.

SLOW DOWN DRIVERS. Speeding is a major problem throughout the city, especially on residential streets, making people feel unsafe and less likely to enjoy their neighborhoods

CREATE STREETS FOR EVERYONE. People want safe, comfortable options for walking, biking, and taking transit as well as driving for their everyday travel.



Design policies need to prioritize safety over speed.

WE MUST START with the most vulnerable travelers: people walking and using wheelchairs, seniors, and children.

Neighborhood streets present a great opportunity for safe, low-stress networks.

WE CAN USE traffic calming to create environments that are great for short, neighborhood trips on foot, bike, and other low-speed travel options.



Street design can unlock economic opportunity.

BUILDING STREETS that accommodate everyone and link residents to opportunity is a critical step in creating economic vitality. Activating our streets with programming and landscaping is the second step.

Get more value from the curb.

BUSINESSES NEED curb space for welcoming customers and employees arriving on transit, deliveries, and outdoor seating, not just traditional parking. COVID-19 has shone a spotlight on how smart use of curb space can keep stores adaptable and open.



Street design should involve everyone.

PEOPLE NEED more opportunities to understand, shape, and interact with the street design process. Reaching everyone, especially the most marginalized, is critical to create streets for all.

Street design should welcome everyone.

OUR STREETS need to be designed so that everyone feels a sense of safety and belonging, regardless of who they are and how they travel. Achieving this will require using all the tools at our disposal.



Everybody walks.

EVERYONE IS A PEDESTRIAN, or wheelchair user, at some point in their day, so we need to design all our streets for pedestrians first.

We're not leaving anyone behind.

THERE'S ENOUGH ROOM to accommodate everyone, regardless of how they travel when we take a citywide, network approach. We have the tools to strike the right balance.

Transportation and land use are linked.

DEVELOPMENTS can encourage walking, biking, and transit use and contribute to streets that are great for people no matter how they travel.



Street design can increase healthy activity and reduce car trips.

BUILDING OUT complete citywide and neighborhood networks that encourage walking and biking makes it easier to get exercise and leave the car at home. The more beautiful our streets are, the more they will inspire people to get out and active.

Streets capturing stormwater make us more resilient.

INSTALLING GREEN STORMWATER infrastructure to capture runoff can make Detroit more resilient to climate change and beautiful.

Street Design Principles: Safety

We will make our streets **safe** for all Detroiters. Here's how.



Design all streets for the most vulnerable users.

THIS IS PARTICULARLY IMPORTANT for people walking, children, seniors, and people with physical and cognitive differences. Streets that are safe for the most vulnerable users are safer for all users.



Choose safety over convenience.

WE NEED TO PRIORITIZE SAFETY over efficiency when we can't achieve both. We will design streets for the most vulnerable users at all times over traffic efficiency at peak hours.



Reduce and manage speeds.

THIS MUST HAPPEN CITYWIDE, including at intersections, midblock crossings, and other conflict points by designing for target speeds and setting speed limits that minimize the risk of serious injury and death.



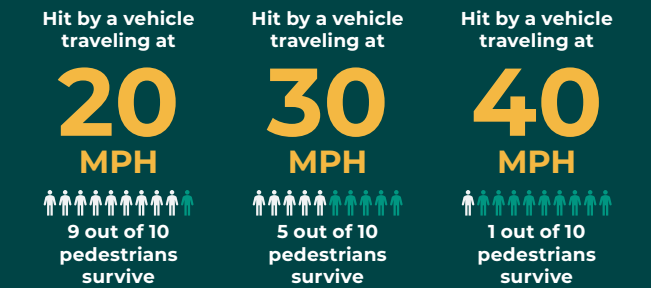
Increase visibility and awareness of vulnerable users.

THIS INCLUDES design features that make it easy for vulnerable users like people walking and biking to be easily seen by other users like people driving. It also includes reminders to be aware of vulnerable users.



Limit vulnerable users' exposure to drivers.

WE CAN DO THIS by creating compact intersections, short crossings, reducing turning conflicts, and providing separated facilities where necessary.



Street design, in Detroit and nationwide, has traditionally prioritized the mobility of people driving.

DESIGN has focused on moving motorists quickly and prioritizing motorist convenience over the safety and comfort of all street users, particularly people walking and riding bikes.

Street design affects safety by influencing how people behave. For example, wide roads with several travel lanes and large corner radii to move cars encourage high vehicular operating speeds, which, as clarified in the graphic above, increases the risk of severe crashes and death.

We will take a Safe System approach to street design. We accept that people make mistakes. We will use design practices that are proven to reduce crashes and the risk of severe injury or death when crashes do occur. Since we have the tools and the knowledge, we cannot accept any deaths from traffic crashes.

Street Design Principles: Inclusivity

We will make our streets **inclusive** for all Detroiters. Here's how.



Engage local residents and vulnerable users.

WE NEED TO engage local residents and vulnerable groups early and often in the design process.



Create beautiful, inclusive spaces that inspire pride.

WORKING COLLABORATIVELY with community members, we cultivate active, alluring public spaces that are joyful, accessible, welcoming, and respectful to everyone, that people take pride in, and that will be cared for over time and sustained.



Prioritize safety needs of the most vulnerable.

WE WILL PRIORITIZE the safety needs of the most vulnerable such as women, children, LGBTQ+ people, people experiencing homelessness, people living with disabilities, and other marginalized populations.



Preserve history, art, and cultural memories.

PRESERVING THESE ASSETS can increase community ownership and provide space for expression and civic engagement.



Let Detroiters define what safety looks like.

WE WILL EMPOWER people to define what safety looks like on their streets understanding that residents experience safety and comfort differently depending on their unique identities and communities.

Our concept of safe streets extends beyond eliminating severe traffic crashes.

WE ACKNOWLEDGE that many people, especially the most vulnerable in our society, may feel unsafe or excluded in public spaces. We will design spaces in which residents and visitors to Detroit of all backgrounds and identities feel safe from harm, welcomed, and uplifted.

Detroit's streets are rich with history and the creative spirit of Detroit residents. We will honor the contributions that Detroiters have made as we design streets that accommodate today's unmet needs and those of the future. We will celebrate, not erase, Detroit's unique character and spirit in close collaboration with the community as we create new streetscapes that activate the public way, provide shade, channel stormwater, and improve safety and comfort.

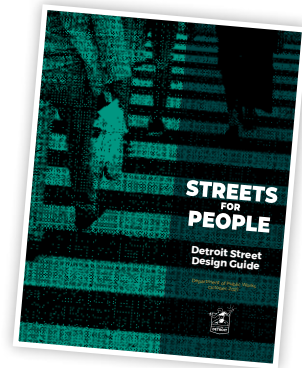
Street Design Toolkit

Design for people walking and the rest will follow.

Every street should be designed to meet the needs of people walking and using wheelchairs and assistive devices first, regardless of street type or modal priority.

WE'RE ALL PEDESTRIANS at some point in our day. We walk to catch the bus, go up the block to the park, grab a MoGo, or run into our favorite takeout spots. Our streets simply don't work without accessible and safe sidewalks and crossings.

In areas where there are more people walking—downtown, at transfer points between bus routes, and in neighborhood commercial areas—or where we expect more vulnerable users like elders and children, we will design wider sidewalks for strolling, chatting, and waiting, add art and landscaping, install bus shelters, and invest in additional safety treatments.



THE STREETS FOR PEOPLE DETROIT STREET DESIGN GUIDE

sets the expectations for the design of Detroit's streets. The intent is to ensure that Detroit's streets serve all users: pedestrians, people on bikes, transit riders, drivers, residents, visitors, business owners, workers, people of all ages, abilities, and identities. The two key design principles are **safety and inclusion.**

We will design our streets with:



SAFE SPEEDS so that crashes between people driving and walking don't end in tragedy.



GOOD LIGHTING so that people feel seen and safe.



SIDEWALKS that are complete and connected, clear of obstructions, and wide enough for multiple users.



STREET FURNITURE to make walking and hanging out more functional and enjoyable.



HIGH VISIBILITY CROSSWALKS so drivers know where to expect people crossing.



ADA-COMPLIANT CURB RAMPs at every crossing so that people of all abilities can get around.



PEDESTRIAN COUNTDOWN TIMERS and reasonable crossing times to make it easier to cross at traffic signals.



STREET TREES AND LANDSCAPING to create streets that are clean and green and provide shade in the summer.

Street Types

Great streets move us safely and conveniently while supporting the neighborhoods around them.

Detroit has eight Street Types...

ARTERIAL-COMMERCIAL



ARTERIAL-RESIDENTIAL



COLLECTOR-COMMERCIAL



COLLECTOR-RESIDENTIAL



LOCAL



PARKWAY



INDUSTRIAL



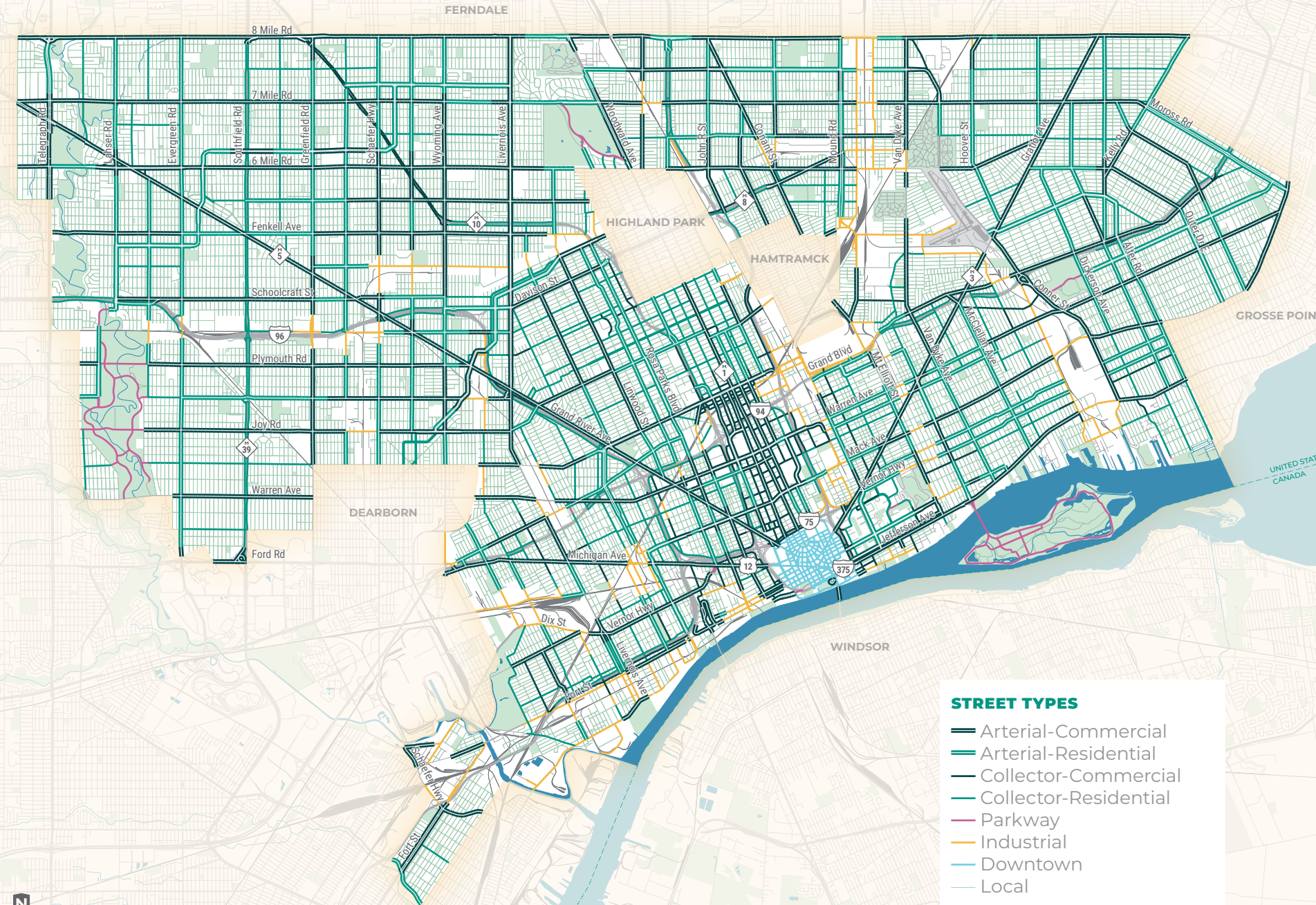
DOWNTOWN



Each Street Type plays a role in moving people and goods while building character, supporting neighboring businesses and activities, and enhancing neighborhood life in Detroit.

FOR EXAMPLE, Downtown streets provide room for groups to walk, hang out, and dine while connecting transit riders between bus routes. While each street is unique, Street Types help set general guidelines for speeds, sidewalks, and lane widths; manage curbside uses like parking and loading; and balance space between different users. We will use Street Types as a starting point for designing streets that meet the Streets for People vision, layering on the Citywide Network to better understand how to prioritize limited street space.

Streets for People Street Types



STREET TYPES

- Arterial-Commercial
- Arterial-Residential
- Collector-Commercial
- Collector-Residential
- Parkway
- Industrial
- Downtown
- Local



Citywide Network

The Citywide Network makes walking, biking, riding transit, driving, and moving freight safer and more convenient.

The Citywide Network includes streets that will be great for...

EVERYONE



WALKING



BIKING



RIDING TRANSIT



DRIVING



MOVING FREIGHT



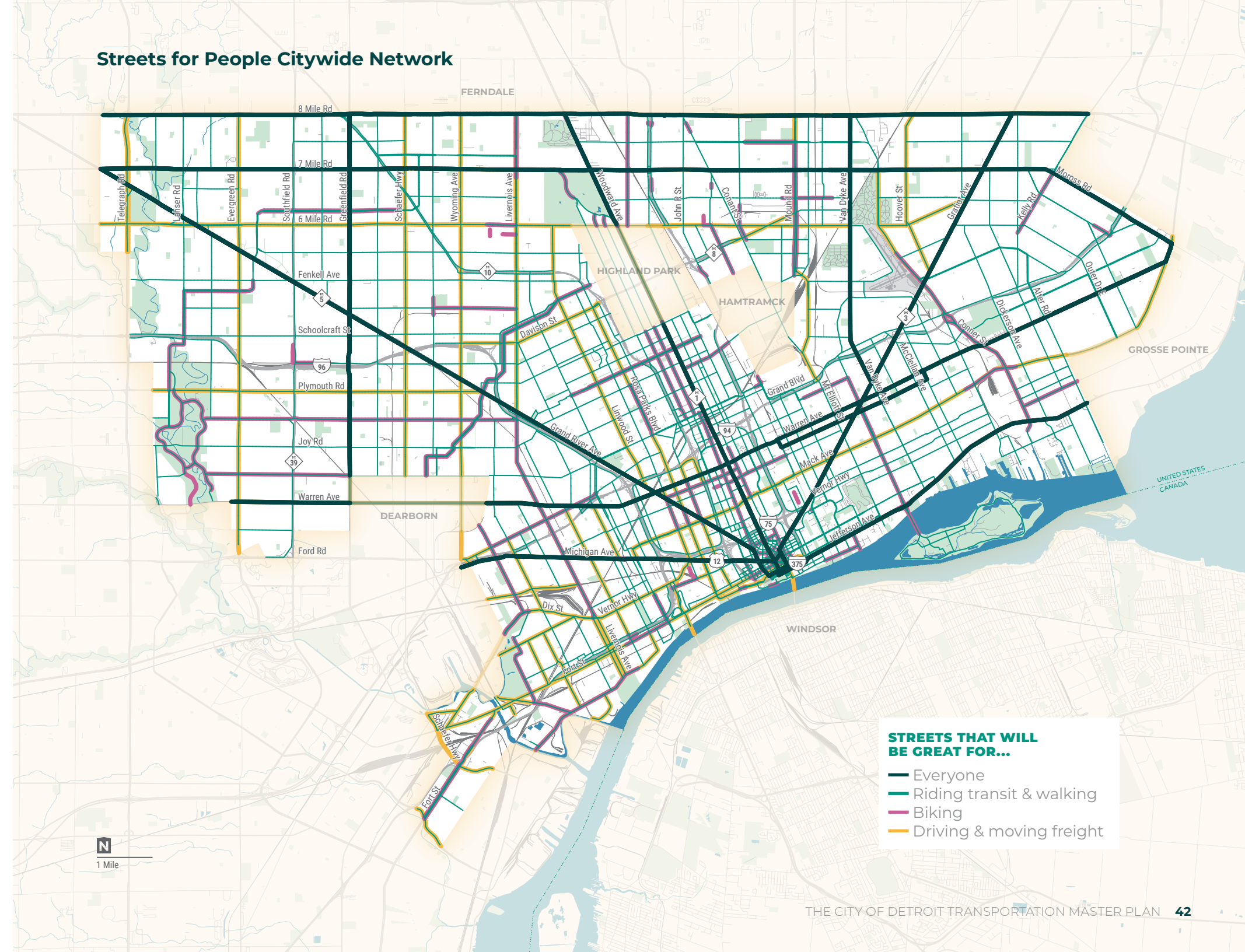
No matter the street, we'll start with people walking and using wheelchairs first and then work from there.

The Citywide Network sets street priorities across the city so that no matter how you travel—by foot, bike, bus, car, or big rig—you will have a way to get there that is designed to meet your needs.

FOR SOME OF OUR LARGEST STREETS—Streets for Everyone—there's enough space to meet everyone's needs. On these streets, we'll use excess space to improve the travel experience for people biking and riding the bus while tackling speeding. On smaller streets, we will take a network perspective—is this the best street for that new bus lane or bike route, or is there a

good alternative nearby? Street designers will take the highest modal priority—transit, bicycling, auto, or freight—into account as they weigh how to allocate available street space and determine which safety features to install. No matter the street, we'll start with people walking and using wheelchairs first and then work from there.

Streets for People Citywide Network



STREETS THAT WILL BE GREAT FOR...

- Everyone
- Riding transit & walking
- Biking
- Driving & moving freight

Neighborhood Streets

The Slow Streets Network helps Detroiters get around safely for short trips in their neighborhoods.

The Slow Streets Network includes streets with traffic calming that will be great for...



Many other cities have slow streets.

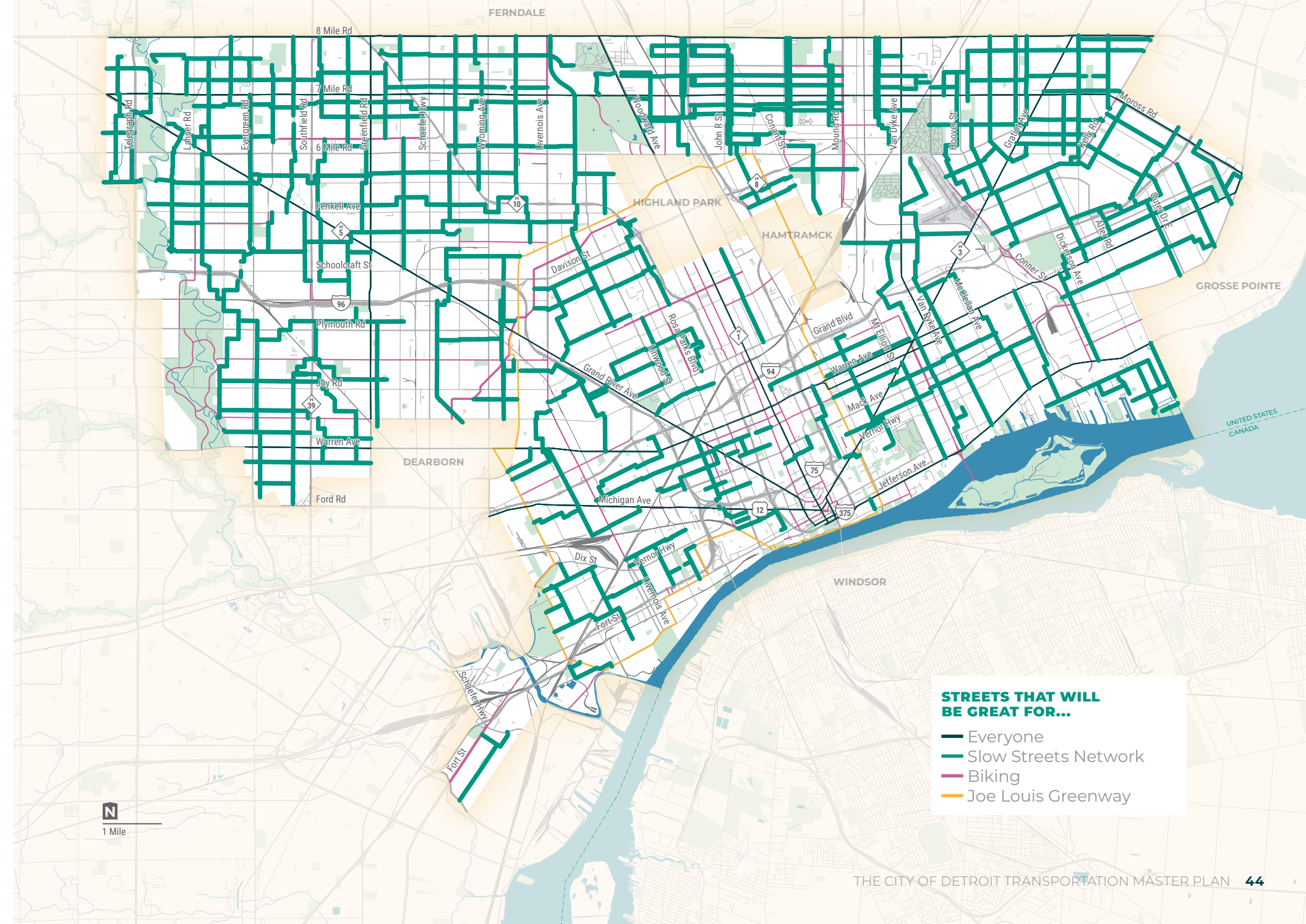
THE EXAMPLE AT RIGHT, in Culver City, California—with narrow crosswalks, traffic calming, and lighting for people walking—is just one source of inspiration we can pull from as we roll out our own Slow Streets Network to neighborhoods across Detroit.



These signs will let you know when you're on a slow street.



Streets for People Slow Streets Network



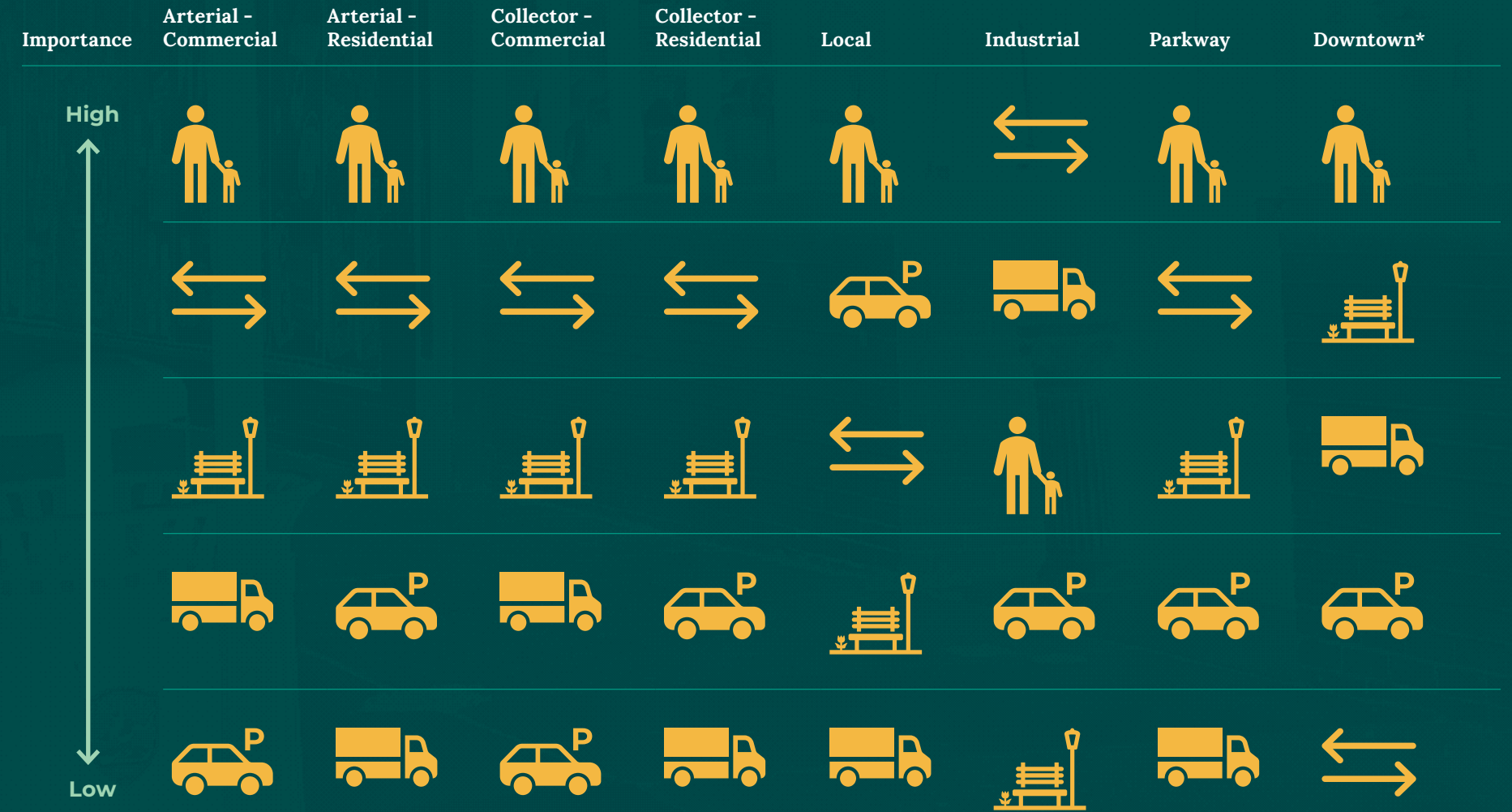
Managing the Curb

Access often depends on the curbs that connect travelers and goods to nearby homes and businesses. We need to make the best use of this space, balancing the needs of all users, not just drivers seeking parking. By understanding the most important function for each curb, we can narrow in on what we should design and plan for.

Curb Function	Description	Strategies & Uses (Both Columns)	
 Access for People	Prioritizing people walking, getting on and off transit, passenger pick-up/drop-off, and starting or ending trips of scooters and other small devices.	Dynamic passenger loading zone Transit island and stop Permitted and time restricted valet stands Curb cuts and ramps for all abilities	Mobility hubs Shared mobility access Sidewalk installation
 Access for Goods	Space for deliveries of all sizes and different lengths of time.	Designating loading zones based on demand Loading reservation system Consolidating food pick-up/drop-off zones Decluttered and unobstructed curb access	Assessment of existing loading zones Dynamic time restricted loading zone Off-peak hour loading Green loading zones for electric vehicles
 Movement	Space for travel and through movement of all forms of transportation (e.g. vehicles, delivery trucks, buses, bicycles, and people walking).	Shifting curb lane to provide protected bike lanes Transit only lanes Peak-hour lanes Sidewalk widening	Bus queue jump lane at intersection approach High occupancy vehicle and vehicle travel lanes Bike lanes Turn pockets
 Vehicle Storage	All forms of transportation (e.g. vehicles, delivery trucks, buses, and bicycles) occupying space for extended periods of time.	Dynamic and continuous on-street parking Priced or time restricted on-street parking Designated electric vehicle parking Residential permit parking program	Driveways Disability parking Bicycle and micromobility parking Reserved parking (e.g. government use, special permit)
 Public Space and Services	Space for people and public services.	Addition of curb extensions and bulb outs Sidewalk widening Seating and public gathering space Public art and landscaping	Parklets and outdoor dining Streeteries and food trucks Allocating space for utilities and waste management

Curb Priorities

Curb priorities change by block and by street type. We can prioritize how we use the curb on different street types to make the most of limited curb space.



*Learn more in the Downtown Detroit Transportation Study.

In Practice: Gratiot Avenue

Gratiot Avenue is a perfect test for Streets for People.

Our goal with this plan is to create a playbook for how we plan and design streets in Detroit. But how do we know if it will work? This section walks us through how we can apply the tools from this plan to an actual street in Detroit—Gratiot Avenue between Mt Elliott and St Aubin Streets, just east of Eastern Market. We'll start with the road as it exists today. Then, we'll show three different options that we could build based on the specific conditions on this section of Gratiot Avenue. Today, Gratiot Avenue works well for driving, and these options will maintain the convenience of driving while also making it safer and more appealing to walk, bike, and ride transit.

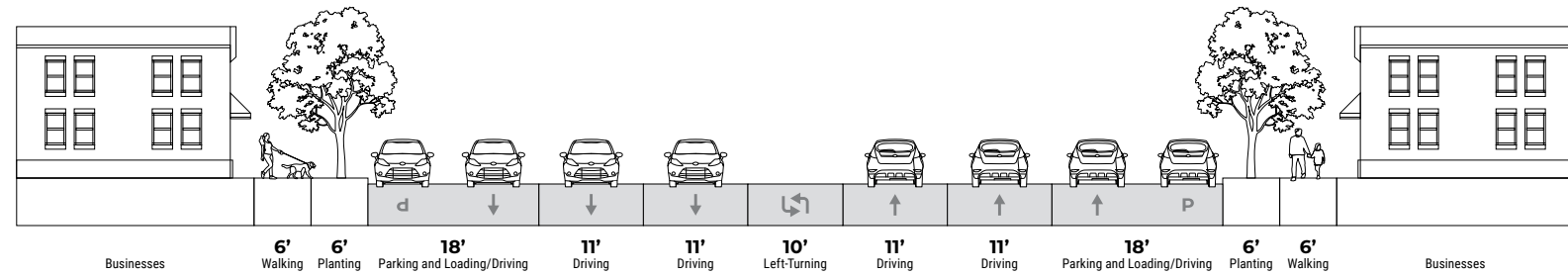
Gratiot Avenue tops the High-Injury Network.

GRATIOT AVENUE is the longest continuous street in the City's High-Injury Network. It's nearly 100 feet wide from curb to curb, there are limited opportunities to cross the street using marked crosswalks, and underused travel lanes make speeding common. In this example, we'll demonstrate how we can use our Street Design Toolkit to improve safety on Gratiot Avenue and make it easier for people to travel using any means they prefer. This example will also work for other wide streets like Michigan, Grand River, Woodward, and Jefferson Avenues.



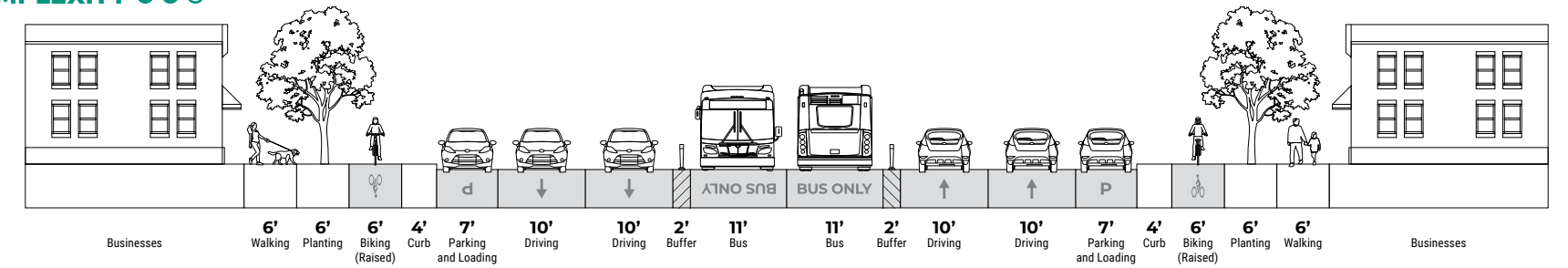
In Practice: Gratiot Avenue

How Gratiot Avenue Looks Today



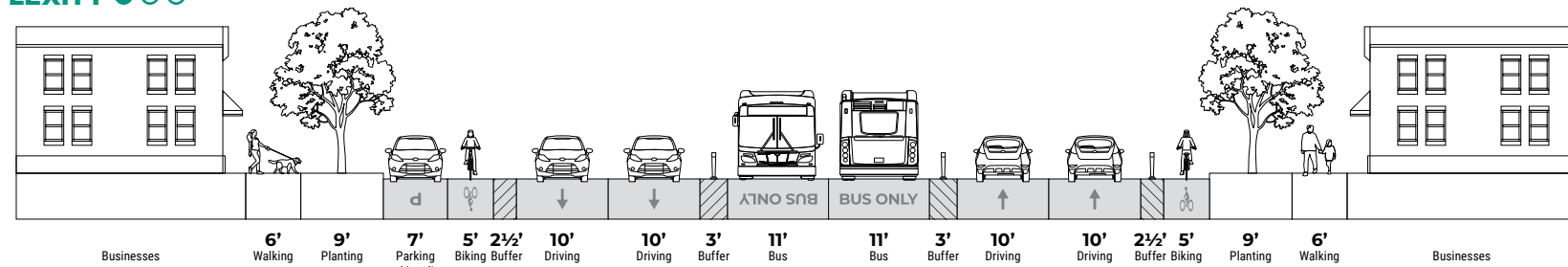
Option 2: Keep Parking and Driving and Add Bus Lanes and Raised Bike Lanes

COMPLEXITY ●●○



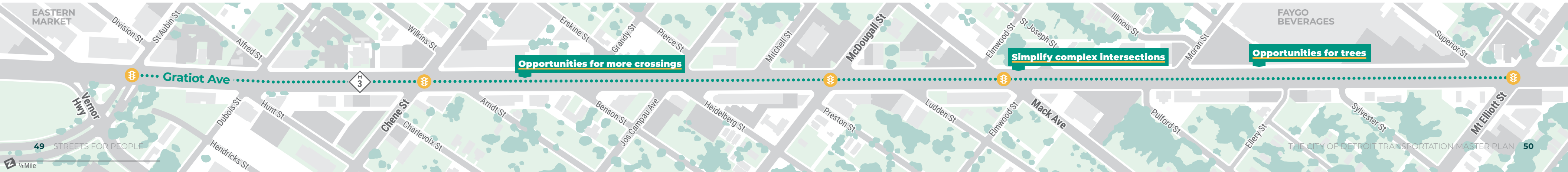
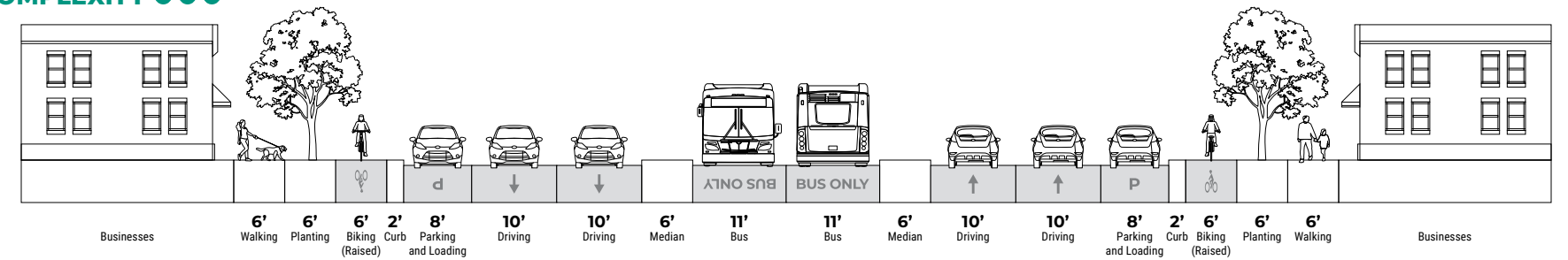
Option 1: Keep Parking and Driving and Add Bus Lanes and Buffered Bike Lanes

COMPLEXITY ●○○



Option 3: Keep Parking and Driving and Add Bus Lanes with Median and Raised Bike Lanes

COMPLEXITY ●●●



How are going to do this?

we



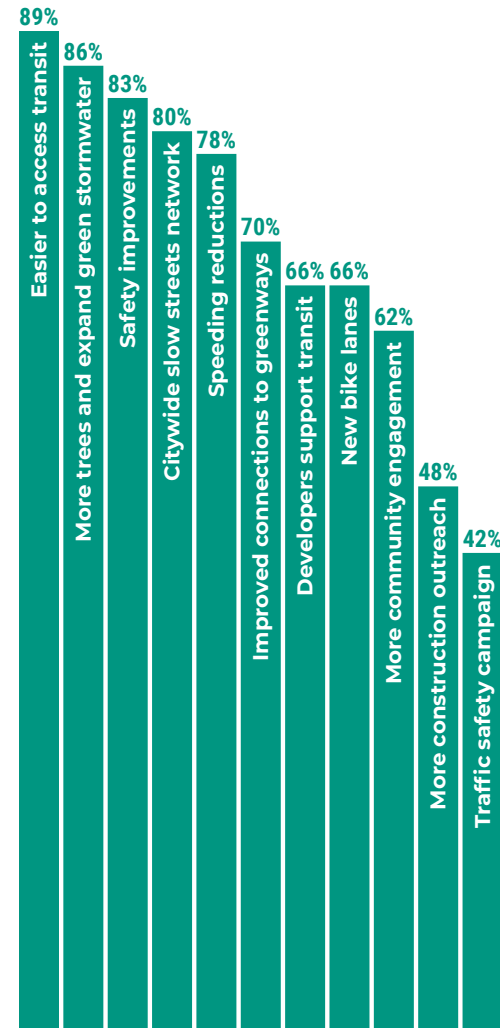
REDRAWING THE STREET MAP

How Do We Get There?

We have a vision for our streets and tools and tactics to reach it. Now it's up to us to put it all in motion. Changing how we invest in and design our streets doesn't happen overnight. It will require sustained commitment over the next ten years. Our action plan gets us moving in the right direction, but we all share the responsibility to make sure that we can keep the momentum strong over the long haul.

Key Themes

WHAT WE HEARD



**Safety
First**

Take a multi-pronged approach to safer streets.

CREATING SAFER STREETS requires a multi-pronged approach that considers how streets are designed, how to create a citywide culture of traffic safety, appropriate enforcement of dangerous driving behaviors, and inclusive engagement to ensure that we're making it better for everyone.

Consider safety in annual programs and grants.

TO MAKE the best use of available funds, we must consider safety as a factor when creating our annual programs and grant opportunities, from regular resurfacings to streetscape projects.



**Economic
Opportunity**

Harness new mobility to bring opportunity to Detroiters.

PILOTING NEW MOBILITY services and technologies can bring mobility jobs to Detroit while solving residents' transportation challenges.

Improve bus service for workers and those looking for work.

GETTING TO WORK often means traveling cross-town or to downtown. Bus routes and street designs must be improved to make this a snap for every Detroiter.



**Equity, Dignity,
& Transparency**

Equitably engage with our communities.

EQUITABLY ENGAGING residents and businesses as we make generational investments in our streets is a priority for Detroiters. There are also more opportunities we can seize to get the word out.

Share and celebrate our progress.

LETTING DETROIT and our partners know about our progress towards our goals and where we're going on a regular basis is important for building trust and keeping us oriented towards our vision.



**Access
for All**

Connections are key.

MAKING SURE the sidewalk network is ADA compliant and passable around bus stops, ensuring that there are low-stress bike connections to off-street greenways, and park and rides make the system more usable for all.

Access for all means all modes and all people.

WE MUST intentionally direct resources into Streets for People equity areas where there are higher numbers of vulnerable people to get the best social outcomes from our transportation investments.



**Public Health
& Environment**

Beautify and benefit.

WHEN WE'RE INVESTING in our streets, we will find opportunities to work across departments to add green stormwater infrastructure and landscaping that not only beautifies the city, but lessens the impacts of climate change.

Design for belonging.

GETTING PEOPLE MORE ACTIVE involves not only creating streets for users of all ages and abilities, but involving the community in the design so they know it's designed by and for them and then letting people know what's out there and how to safely use it once it's built.

Including Resident Voices in Street Design

Your voice will guide the way we design and operate streets. Here's how.

We will use many strategies to bring you into project decision-making:

When We're Getting In Touch

We will get the word out using a combination of city channels (text, website, and mailings), traditional outreach (door knocking and flyers), and social media to reach everyone.

We will meet you where you're at, on your schedule, rather than requiring you to come to us.

When We're Listening

We will provide many opportunities for input across multiples stages of the project including digital and in-person options when safe.

We will show how your feedback has been incorporated so you feel heard and not simply asked or told.

We will learn, reflect, and improve so that the next project is even better.

When We're Talking

We will communicate in plain language, early, frequently, and respectfully.

We will explain why what we're doing matters, not just what it is.

We will understand who is impacted by street design projects and coordinate with trusted community ambassadors to reach them.





Developing this plan was a learning experience for us that we will carry forward.

THE COVID-19 PANDEMIC forced us to rethink how we safely get the word out while continuing to engage with Detroiters. It also inspired us to adopt new practices in our ongoing effort to better include people who have been unable to participate in conversations about our streets. At strategic points

in the creation of Streets for People we returned to Raven and her family. When we looked at who we were engaging we asked, did we hear from Raven? Her mom? What do we need to do to reach and include them? We made sure that we had the flexibility to pivot and add opportunities for input.

We will adapt how we engage Detroiters to different types of projects.

Project Type

	Post to City Website	Issue Press Release	Post to Social Media	Create Ads (e.g. Lawn Signs)	Send out Flyers or Postcards	Get Input Using Surveys	Send out Email Notices	Send out Text Blasts	Host Public Meetings	Hold Focus Groups
 New infrastructure projects (streetscapes, greenways, shared streets, street reconstructions)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
 Slow Streets Network, Freight Network, and road right-sizing ("road diet") projects	✓	✓	✓	□	✓	✓	□	□	✓	□
 Speed cushion projects	✓	✓	✓	□	✓	□	□	□	□	□
 Street repaving, safety improvement (paint and warning devices), and Sidewalk Program projects	✓	✓	□	□	□	□	□	□	□	□

Every year, the City rolls-out a range of projects across Detroit, from routine resurfacing and safety improvements to transformative streetscapes.

OUR ENGAGEMENT APPROACH will follow Detroit's Community Outreach Ordinance and correspond to project scope. As the size of the project rises, so will the public's impact on design. Basic investments necessary to keep up state of good repair and improve safety will be driven by

data, with information distributed to the public prior to construction. When we have opportunities to make more significant investments, however, you will have a large role in deciding how space is distributed on the street and what decorative and functional treatments we will use.

Creating Streets for People

We will put **people and safety** at the center every time we design a street. Here's how.



Streets for People Project Delivery Process

The *Project Delivery Process* helps City project managers keep track of details and decisions to ensure that Streets for People policies, design guidance, and common issues are reflected in all projects initiated by DPW. Every project will start with a simple question: how can we make our streets safer and easier for everyone to use?

Coordination and partnership with sister agencies are essential to successful projects.

THE CITY OF DETROIT does not own all streets within city limits and does not initiate all street projects. Partners like MDOT and Wayne County own many larger streets in Detroit, like Grand River Avenue. They are responsible for these streets' design and maintenance. Everyday travelers are primarily concerned with getting where they need to go safely and conveniently, not with who owns what. In the years to come, the City will coordinate with its key partners to promote a shared vision and approach to street design so that Detroiters can enjoy safe, accessible, and vibrant streets, regardless of where and how they travel.

STEP 1

Define Purpose and Need

- 1 Identify opportunities (what could be better?)
- 2 Seek out and listen to community priorities (what's important?)
- 3 Incorporate partner needs (do we need better bus stops?)
- 4 Analyze crash history (what are the safety issues?)

POLICY TOOLS provide a useful citywide perspective, but they need to be paired with local needs. Every project must factor in the unique needs of nearby residents and businesses who are experts in how their street works and how it might be improved. Measuring existing performance can also reveal areas for additional improvement.

STEP 2

Identify a Project Scope

- 1 Identify size (how long, how big, how complex?)
- 2 Identify budget (how costly is it?)
- 3 Identify timeline (when does it need to be done?)
- 4 Identify impacts (who and what is affected?)
- 5 Identify stakeholders (who's involved?)

THE PROJECT SCOPE or type defines what is possible. The City might control certain parts of the scope but not others. Many funding sources, for instance, limit what money can be spent on. State and federal rules may call for additional analysis on top of City requirements. All these factors affect design and feel: an inexpensive project that needs to be built quickly will look different than a costly project that will take a few years to design and build.

[Continues >](#)



On to the next project! >

STEP 3

Identify Priorities and Trade-Offs

- 1 Identify Streets for People street type (how do street and land use work together?)
- 2 Identify how project fits in Streets for People citywide network (how to balance tradeoffs when space is limited?)
- 3 Identify Streets for People equity area impacts (who benefits?)

STREETS FOR PEOPLE introduces a set of policy tools for creating consistent, complete, citywide networks that complement surrounding land uses and emphasize safety first and access for all. Taken together, they create a project identity that narrows down the possible design choices and identifies the high-level priorities for street designers to address through the project.

STEP 4

Define Improvements

- 1 Develop cross section (how is right-of-way distributed?)
- 2 Select design elements (what should be added?)
- 3 Consult with partners to ensure all needs are met (how can we complement activities of other service providers, departments, and agencies?)

THE STREETS FOR PEOPLE DESIGN GUIDE helps designers set the general dimensions and improvements for sidewalks, roadways, and intersections for each project in Detroit in line with applicable city, state, and national standards and best practices. The Streets for People Design guide creates a common set of expectations for designers and travelers alike.

STEP 5

Check Our Work

- 1 Have we not addressed any stakeholder and public feedback (how can we make it better)?
- 2 Did we miss the purpose, need, priorities, and trade-offs (do we need to go back to the drawing board)?
- 3 Can we do more to improve safety?

Revisit steps 1 - 4 if "yes" to any of the above.

TO MAKE SURE that we're getting the most out of each project and truly meeting community needs, it's important to go over the project before moving into final design. Are there opportunities that we missed? Does the design concept strike a chord with local residents and users? Where necessary, a project might need to go back to the drawing board.

STEPS 6 & 7

Engineer and Build

- 1 Design the project developed in the previous steps, using input from key partners
- 2 Construct the project
- 3 Evaluate how well the project is serving community needs and the goals of Streets for People

STREET PROJECTS are major investments in our communities. Once a project is built, we hope that it serves the needs of all Detroiters and enhances quality of life. This is why it's important to monitor projects after they are built to make sure they are fulfilling the goals we set out to achieve.

Allocating Resources

We will invest our resources where they're most needed. Here's how.

Target grant opportunities to the most at-risk areas.

TARGETING the High-Injury Network and Streets for People equity areas means we can connect the most vulnerable in our city to more high-quality mobility options and increase the City's chances in securing funding awards.

Select projects in the most at-risk areas.

WE CAN use the Streets for People equity areas and High-Injury Network as selection factors in major street resurfacing and pavement marking projects to fix basic infrastructure and deploying routine safety improvements in neighborhoods of high need.

Prioritize speed hump installations in equity areas.

THESE AREAS have more vulnerable roadway users like elders and youth. Adding traffic calming projects like speed humps in these areas brings safety improvements to our most at-risk people.

Pair street, park, and school improvements.

PAIRING INVESTMENTS in parks, greenways, and schools with street improvements lets everyone more easily access new opportunities to get active and learn.

Focus on improving high-frequency transit corridors.

HIGH-FREQUENCY transit corridors move the largest portion of our transit riders. Focusing on them ensures that everyone can get to the buses and rail lines that connect to good jobs and services.

Streets for People tools help us get a bigger bang for our transportation buck.

WE WILL CONTINUE to invest in our streets citywide, but a greater share of that investment will go to areas that we now know are high-need. Prioritizing improvements on the High-Injury Network, where severe crashes are most concentrated, will enable us to make rapid strides towards our goal of eliminating traffic deaths and serious injuries. Investing in equity areas will impact poverty and its root causes like low access to jobs, schools, and medical care, yielding high returns for Detroit's public health and inclusive economic growth.



Jefferson Avenue after



Jefferson Avenue before

Building a Safer, More Complete Network

We will use all opportunities to enhance our transportation networks. Here's how.



Incorporate safety into routine street projects.

WE CAN incorporate safety, biking, walking, and transit improvements into resurfacing projects so that we're making things better every time a street is under construction.

Implement slow streets and speed humps together.

WE CAN implement slow streets in conjunction with the Speed Hump Program so that we're making neighborhood streets safe and great to use for people walking and biking.

Collaborate with state and county partners.

WE CAN collaborate with MDOT and Wayne County to get the most out of major street projects that aren't directly led by the City.

Prioritize safety in grant applications.

WE CAN prioritize grant opportunities for safety and access for all including federal grants like Congestion, Mitigation, and Air Quality (CMAQ), Transportation Alternatives Program (TAP), and RAISE as well as state, regional, and private opportunities.

Like many other cities throughout Michigan, Detroit's transportation funding needs exceed available revenues.

FURTHERMORE, the COVID-19 pandemic has made the City's financial outlook uncertain, with impacts on long-term capital investments like street projects. We shouldn't despair, however, because we have and will continue to find creative ways to invest transportation dollars to meet our Vision, even when new money isn't on the table. Although we will be searching for new funding to meet our goals, we won't be standing still.



Activating Our Streets

We will support streets as active, lively places. Here's how.



Launch the Paint the Street Program.

THIS PROGRAM is an easy way to let neighborhood groups and artists bring more art to neighborhood streets.



Continue the Open Detroit program.

OPEN DETROIT lets businesses provide more space for people by installing parklets and temporarily closing streets for festivities.



Expand street furnishing to busy corridors.

SOME NEIGHBORHOODS in Detroit have benches, trees, and other street furnishings that make walking or just hanging out on the street more enjoyable. We can expand these to other parts of town so that people everywhere have places to sit.



Build more shared streets.

SHARED STREETS, like Bagley Street in Mexicantown, create places where people walking, biking, scooting, and driving can use the street safely together. Shared streets are perfect for hosting festivals and markets.



Install green stormwater infrastructure.

THROUGH PARTNERSHIPS across City departments, our streets can capture runoff, beautify sidewalks, and help combat flooding from stronger storms resulting from climate change.

To make our streets places where people want to be and interact, we have to bring them to life with places to sit, landscaping, and art.

WE'VE RESPONDED to Detroiters' enthusiasm to use streets for more than just driving. These initiatives are just some of the building blocks that strengthen the identity of Detroit's neighborhoods. Activating our streets and deepening sense of place have multiple benefits: they make the transportation system work better while generating more activity for local retailers and restaurants.

Innovating New Ideas for Our Streets

We will **innovate new ways** to get around and use our streets. Here's how.



Understand the mobility challenges of Detroiters.

ENGAGE RESIDENTS, listen, and develop problem statements.

Identify and test the best ways to solve those challenges.

ENHANCE EXISTING SOLUTIONS, pilot new ones, and serve as a partner for the private sector.

Collect and share best practices with other cities and partners.

BRING IN NEW IDEAS to help the Motor City become the Mobility City.



Source: City: One Challenge

City: One Michigan Central Station Challenge

THIS CROWD-SOURCING PLATFORM created by Ford helps cities prepare for the future by identifying new mobility innovations to improve the way people get around. The program brings together government, local residents, startups, and entrepreneurs in an effort to understand mobility issues and design solutions. One of the three winning proposals chosen during the Challenge was the Mobility Hub proposed by Mercy Education Project. Located at Roosevelt Park in front of Michigan Central Station, the Mobility Hub aims to provide safe and easy access to transportation information and mobility services and act as a gathering place for the community.

Detroit has always pushed the boundaries of mobility.

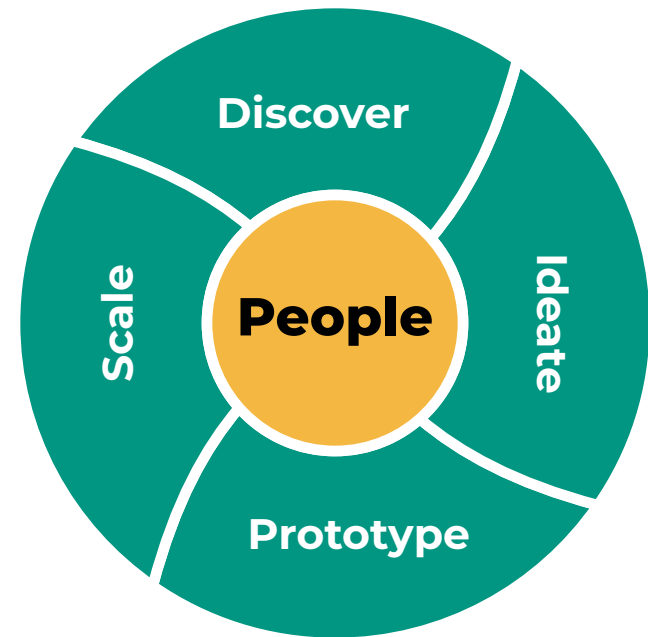
TODAY, our innovation initiatives center around mobility as a pathway to opportunity. The Office of Mobility Innovation is focused on Detroiters' mobility needs, working across boundaries and

encouraging public-private partnerships to challenge long-standing assumptions and testing new services and technologies. Recent pilots have unlocked opportunity for residents who have difficulty accessing the jobs, educational opportunities, and medical resources needed to thrive and helped Detroit respond to the COVID-19 pandemic. The Office of Mobility Innovation provides a

landing pad for your game-changing ideas. Since 2017, it has launched and studied subsidized late night rides to/from major DDOT routes (Night Shift), microtransit, seasonal e-bike and e-scooter loans for essential and frontline workers (Micromobility to Work), neighborhood carshare (Car4You), and fast electric vehicle charging stations (Charged), and many other pilots.

Testing New Ideas for Our Streets

We will **test our innovations** to see how well they work. Here's how.



Discover

IDENTIFY THE PROBLEM to be solved and the right internal and external stakeholders.

Ideate

DEVELOP AN IDEA that addresses the problem and provides value to residents and stakeholders.

Prototype

RUN AN EXPERIMENT and engage residents to determine if the idea provides value.

Scale

EXPAND THE IDEA or make it permanent if it provides value or sunset the pilot if it doesn't.

What is a pilot project?

PILOTS are small-scale deployments of new services or technologies that test an important hypothesis. If we provide microtransit, can more people reach jobs at the airport? If we install public electric chargers, will more people switch to electric vehicles? Pilots enable Detroit to test new ideas without making a big investment. Experimentation reveals previously unknown needs and opportunities. Perhaps most importantly, lessons learned can be exchanged with other departments, private partners, or cities to create better, more responsive services.



Moving People and Building Places

We will align our development and mobility goals. Here's how.



Revise the City's traffic study requirements.

CURRENTLY, we conduct traffic studies to understand how transportation or development projects will affect traffic and congestion. We can expand these studies to include all users and focus on safety.

Update our zoning ordinance to include bike parking.

WE REQUIRE buildings to have a certain amount of parking for cars, but we do not set any requirements for bike parking. Changing zoning rules to require bike parking will make it more convenient to travel by bike in Detroit.



Require developers to use the Streets for People Design Guide.

WHEN A development project impacts a public street, we need developers to follow our guidelines so that all our streets are helping us achieve the vision set out in Streets for People.

Incorporate Streets for People into future neighborhood plans.

BUILDING THIS PLAN into future neighborhood plans will help to implement the Streets for People vision and will ensure that all our plans are providing consistent guidance.

Transportation is shaped just as much by what's off the street as what is on the street.

THE MIX of residences and businesses, off-street parking spaces, and delivery needs determine how much activity a property generates, its curb uses, and what safety issues must be addressed. As development activity increases in our neighborhoods, we must ensure that it is not only equitable and inclusive, but that it contributes to a safer streetscape that encourages healthy activity and transit usage. We will update our policies to incorporate recent lessons learned to reflect the Streets for People vision and Design Guide.

Reporting Progress

We will keep you in the know. Here's how.

Expand our presence in person and online.

WE CAN expand our presence through public information campaigns, social media, and inclusive community engagement.

Publish an annual Streets for People Report.

AN ANNUAL REPORT will allow us to show progress on the Streets for People goals and action plan, establish new targets and actions, highlight the year's achievements, and reflect on what is still yet to do.

Increase construction-related communications.

THIS IS ESPECIALLY IMPORTANT for large projects so that everyone knows what's happening and we can quickly address any issues discovered during construction.

We have the responsibility to invest your resources wisely in Detroit's streets.

TO HOLD OURSELVES ACCOUNTABLE, we must be communicative and transparent. Residents and businesses need to know when we're doing a project, why we're doing it, and how their voices will be included in the process. We also need to praise Detroiters—the solutions our residents bring to the table to make our streets safer and more vibrant, as well as the innovations that our home-grown mobility companies are launching every year.



Actions & Strategies

These actions will improve safety. Here's what we'll do.



Based on what we heard from you over the course of creating the Streets for People plan, discussions with our partners, and a realistic assessment of what we can accomplish with the resources available to us, we commit to a priority action plan that embodies the five Streets for People values and will positively impact the 19 Streets for People goals. The nine strategies below are our starting point to realize the Streets for People vision to make it safer and easier to get around Detroit, no matter how you travel.

Launch a Citywide Safety Campaign

Eliminate Severe Crashes and Decrease Speeds on the High Injury Network

Evaluate Progress toward Safety Goals

Make Residential Streets Safe, Low-speed, Low-stress Places to Walk, Bike, and Live

SHORT-TERM 1-2 years

DPW and **MEDIA SERVICES** will develop a traffic safety campaign focused on reducing serious injuries and deaths through speed reduction and targeting dangerous driver behaviors like red light running and not yielding to pedestrians.

DPW will coordinate with **MDOT** and **WAYNE COUNTY** to leverage federal funds and state and county resources to address High-Injury Network corridors that are not within the City's jurisdiction.

DPW will incorporate the High-Injury Network as a factor in developing its annual major street resurfacing program and continue to implement safety improvements through resurfacing.

SHORT-TERM 1-2 years

DPW will conduct an annual report of progress made toward the Comprehensive Safety Action Plan (CSAP) strategies, present to the Steering & Implementation Committee, Mayor, and City Council, and evaluate whether the CSAP needs to be updated.

DPW will create guidelines for temporary traffic calming and tactical urbanism pilots, the Paint the Street program, and longer-term interim design treatments.

LONG-TERM 3-10 years

Over the next ten years, **DPW** will study all High-Injury Network corridors under City jurisdiction for safety improvements and implement at least one corridor safety project per year using a combination of rapid-delivery improvements such as striping and signal timing as well as capital investments like rectangular rapid flashing beacons, curb extensions, and refuge islands.

LONG-TERM 3-10 years

DPW will evaluate two corridor safety projects annually using crash data, resident feedback, and other data sources to assess the efficacy of interventions and identify whether further improvements are needed.

DPW will pilot a Slow Street Network project and evaluate success through safety data and resident feedback.

DPW will continue to apply for federal and state Safe Routes to School (SRTS) grant funding for safety treatments around neighborhood schools and evaluate partnerships with other city departments like **DETROIT HEALTH DEPARTMENT** to make more comprehensive safety improvements in future years.

DPW will evaluate striping improvements and the potential for other safety treatments in concert with **GSD** park upgrades.

MORE ON WHAT WE'LL DO to reduce and eliminate severe crashes can be found in the [Comprehensive Safety Action Plan](#)

Actions & Strategies

These actions will improve **mobility.** Here's what we'll do.



Get the Word Out

SHORT-TERM

1-2 years

DPW will publish an online bike map that is updated annually.

DPW will continue to update the public on Streets for People initiatives, upcoming projects, and mobility options through regular reporting and social media channels.

DDOT the **DEPARTMENT OF NEIGHBORHOODS** will include transit options when promoting special events. **DDOT** will promote the use of employee and student transit passes among Detroit businesses and institutions.

SHORT-TERM

1-2 years

DPW will initiate a street furniture and bike parking program prioritizing major transit corridors and opportunities created in upcoming major street resurfacing projects in consultation with the community.

DPW, PDD, and **DDOT** will study capital improvements at major bus transfer points including safer crossings, sidewalk connectivity, and streetscape amenities. **DDOT** will complete a crosstown bus route redesign.

DPW will identify key opportunities for park and ride facilities on major transit lines.

LONG-TERM

3-10 years

DPW will continue to update the public on Streets for People initiatives, upcoming projects, and mobility options through regular reporting and social media channels.

LONG-TERM

3-10 years

DPW will collaborate with other municipalities and **SEMCOG** to expand access to CMAQ funding for bicycle and pedestrian facilities.

DDOT and **DPW** will complete all downtown transit improvements recommended in the Downtown Detroit Transportation Study.

DDOT and **PLA** will invest in quality, comfortable bus stops with amenities like shelters, seating, lighting, trash cans, and bus arrival information.

Actions & Strategies

These actions will improve equity and engagement. Here's what we'll do.

Reach Vulnerable Populations

SHORT-TERM
1-2 years

DPW will incorporate Community Ambassadors into the scope of major studies, plans, and capital project contracts.

Improve Project Outreach and Communications

DPW will appoint a staff construction ambassador for all streetscape and reconstruction projects in coordination with the **DEPARTMENT OF NEIGHBORHOODS**.

Streamline Internal Operations

DPW will assess staffing needs to improve internal operations.

LONG-TERM
3-10 years

DPW will work with **PDD** and **PROCUREMENT** to assess the feasibility of establishing a bench of Community Ambassadors who are eligible to receive city funds for assistance in leading community engagement and serving as liaisons to hard to reach groups like youth.

DPW will train all publicly facing staff including ROW inspectors to conduct project outreach and represent the **DPW** in interactions with residents, business owners, and other stakeholders.

Alongside **PDD**, **DPW** will explore options for community relations management software and databases to better coordinate engagement across and between projects to reveal project purpose and need and reduce community planning fatigue.





City of Detroit
Department of Public Works

detroitmi.gov/streetsforpeople

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