

Coolidge Terminal Replacement Project  
Environmental Assessment  
January 2023

APPENDIX H

PUBLIC ENGAGEMENT



## DDOT Coolidge EA-Appendix H Public Involvement Report

Our current strategy has been to first inform, and second, we are continuing to consult with members in the affected community.

We have provided information on our website and social media, and at least 300 flyers were distributed throughout the city before each meeting with the help of our community members.

The Coolidge site is within Detroit's District 7, which includes the Southfield Plymouth Community Association. Members attending their November meeting were given flyers that included updates on the Coolidge project and information on how to provide input or ask questions.

The Coolidge project has also been featured online in the Michigan Chronicle <https://michiganchronicle.com/2022/11/05/coolidge-terminal-replacement-project-proposals-underway/>. The Chronicle is a weekly newspaper in Detroit that specializes in covering the interests and issues affecting the African American community.

DDOT is also preparing to send out its latest newsletter which includes information on the Coolidge project and how the public can learn more about it and where to provide comments and questions.

### **Environmental Justice Outreach**

DDOT has and will continue to share and invite the EJ community surrounding the Coolidge Terminal site to learn about the project, provide input and comments, or ask questions during this planning process.

To continue our efforts to reach more members of the EJ community, DDOT is planning host information booths and workshops and hold information forums within the EJ community area and well as make ourselves available in the area to solicit input and answer any questions.

Since the EJ community includes District 7 residents in Detroit, DDOT reached out and asked our representatives from the Department of Neighborhoods in District 7 to assist in sharing information. We are also working with the City Council Community Liaison for District 7 to help us share information with residents, including the EJ community.

To further inform our EJ community members, they were included in our mass email distribution list of more than 14k subscribers. Emails were sent as notices prior to each public meeting and will be used to provide updates. Email invites were also sent to

representatives of TRU, Detroit People’s Platform, and Motor City Freedom Riders, which are transit advocate groups that also represent members of this community.

Flyers will also be going door to door in the community, and information will be posted at the current site and nearby locations. During the October public meeting, interest from at least one attendee was expressed to volunteer with DDOT staff to help as we canvas the area with information.

The Coolidge information has also been added to our bus monitors so that passengers using the service will be able to about the project and know where to provide input.

Outreach Efforts Data:

Method	Date(s) Occurred (mm/yy)	Number of Impressions	Intended outcome
Mass Email Distribution for Coolidge Public Meeting #1	6/23/2022 and 6/28/2022	14,000 Emails	To reach all users, including those in the defined project area.
Mass Email Distribution for Coolidge Public Meeting #2	10/25/2022	14,000 Emails	To reach all users, including those in the defined project area.
Targeted Emails to Transit Advocacy Groups	10/26/2022	10	To alert specific transit groups who participate consistently regarding all transit matters for inclusion in comment
Newsletter / Mailing list Blitz	01/2023	300	Targets DDOT existing customer list / anyone who may have missed the emailed notifications
Bus Monitors on specific routes in the community	11/10/2022	(Estimated) 300	8 Warren, 3 Grand River, 14 Schaefer. 18 Fenkell, and 32 McNichols to target riders on bus routes that connect passengers to the Coolidge terminal area
City Council Community Liaison for District 7 handing out materials	10/26/2022 and 11/03/2022	50	To reach additional residents in District 7. including those in the defined project area



Signage at the Coolidge Site: 2 large format vinyl banners posted at the site (3' x 8')	12/2022 ongoing	(Estimated) 500	To target anyone in the defined project area that may come into contact with the target
Door to Door Canvassing Effort #1	11/2022	24 Doors	Targeted residential and business locales for the community who may not have received an email or are a part of a community group. Also to give these residents a chance to learn how to subscribe to newsletters/email lists.
Door to Door Canvassing Effort #2	12/2022	10 Doors	Primarily focused on businesses in the community. Also set up opportunities for pop up events / flyer handouts in local grocery store parking lot for Jan. 2023 via manager approval.
Pop Up Booth at bus stop closest to the Coolidge Site #1	12/2022	50	Offer local community an option to ask questions about the project and to give answers, as well as to advertise the upcoming hearing process.
Pop Up Booth at bus stop closest to the Coolidge Site #2	12/2022	50	Offer local community an option to ask questions about the project and to give answers, as well as to advertise the upcoming hearing process.
Upcoming Pop Up Booth at bus stop closest to the Coolidge Site #3	01/2023	(Estimated) 75	Offer local community an option to ask questions about the project and to give answers, as well as to advertise the upcoming hearing process.
Upcoming Pop Up Booth at bus stop closest to the Coolidge Site #4	01/2023	(Estimated) 75	Offer local community an option to ask questions about the project and to give answers, as well as to advertise the upcoming hearing process.

Happy Homes Block Club Flyer Mailing	11/2022	200	Targeted block club members to keep them informed about the project in their neighborhood and to encourage them to help share information with others
Southfield Plymouth Community Association. Members attending their November meeting were given flyers that included updates on the Coolidge project	11/2022	50	Targeted District 7 residents that may not be DDOT passengers or subscribers, but may still offer valuable input in the process
Meeting held at El Beth El Temple church, to hand out flyers to be given in person and answer questions.	12/2022	100	Targeted members in the community who are impacted by the project due to the location of their church and give them an opportunity to speak directly to DDOT

Email Example



**VIRTUAL PUBLIC MEETING:  
COOLIDGE TERMINAL  
REPLACEMENT PROJECT**

**Thursday, October 27 | 12:30 p.m.**

You're invited to attend the Coolidge Terminal Replacement Project Meeting

The Detroit Department of Transportation Monthly Community Input Meeting is an open forum about DDOT's services, fares, routes, and much more. Your feedback is valuable to help make DDOT a system of choice for everyone.

**When:** Thursday, October 27

**Time:** 12:30 p.m.

**Zoom Call-in Number:** 1 (312) 626-6799

**Meeting ID:** 825 4894 7534

**JOIN ONLINE**

If you need a reasonable accommodation to attend this meeting, please contact the ADA Coordinator at least seven (7) business days in advance of the meeting. The ADA Coordinator can be reached by phone at 313-573-2939 or by email at [DDOT-ADA@detroitmi.gov](mailto:DDOT-ADA@detroitmi.gov). Please note that this is a video conferencing meeting, and a General Sign Language interpreter is present and does not need to be requested.

### **Helpful Tips**

DDOT uses Zoom as our virtual platform. If you have never used Zoom before, [please download the instructions and make sure your computer system is ready](#).

We recommend following the instructions and testing your system before the start date of the webinar. We cannot guarantee that DDOT staff will be available to help you on the day of the meeting, particularly as we approach the start time.

The audio for the Zoom meeting will come through your computer speakers. However, toll numbers are provided should you prefer to dial in for the audio. There is also a smartphone app if you choose (search for Zoom Cloud Meetings in the Apple App or Google Play stores). If you have not used Zoom before, the instructions link above will help you navigate the controls during the meeting.



## Flyer Example 1



VIRTUAL PUBLIC MEETING:

# COOLIDGE TERMINAL PROJECT

**Thursday, June 30 | 10 a.m.**

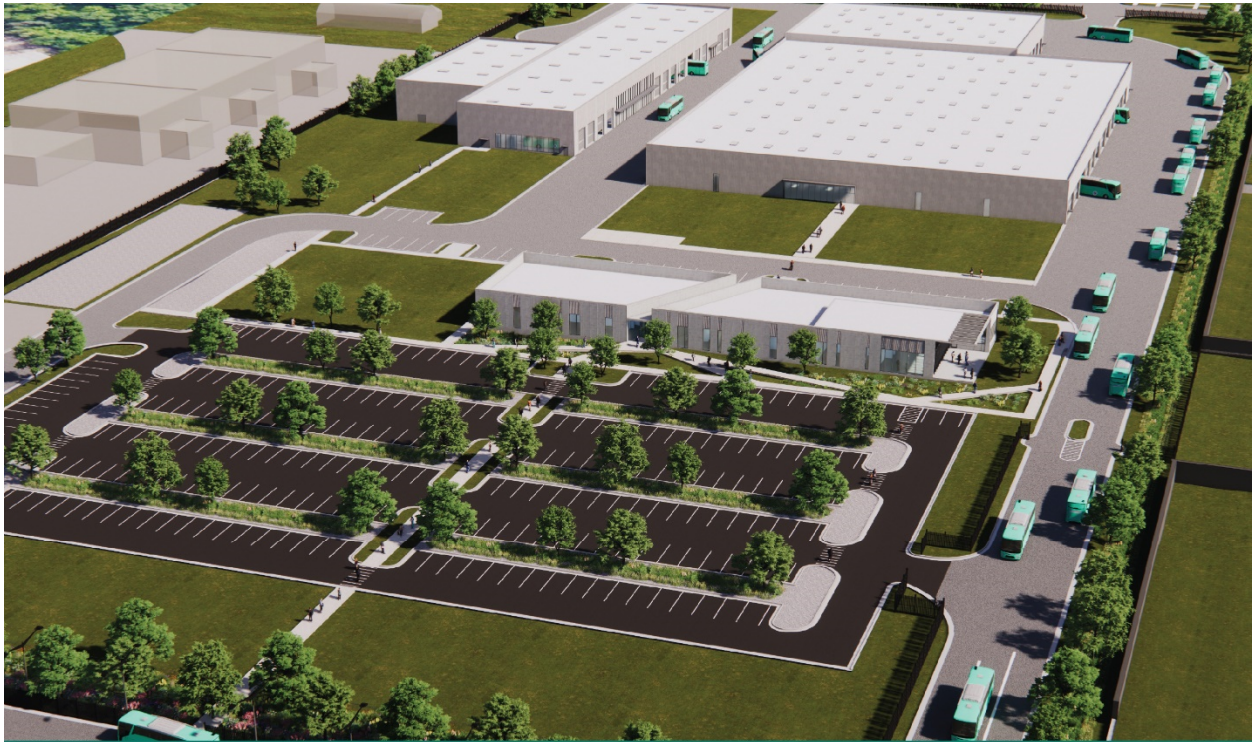
Receive the latest updates about the Coolidge Terminal Project and provide your input. Learn more at [detroitmi.gov/Coolidge](https://detroitmi.gov/Coolidge)

To join, visit [zoom.us/join](https://zoom.us/join) or dial (312) 626-6799 and enter meeting ID: 898 3103 6681

If you need a reasonable accommodation to attend this meeting, please contact the ADA Coordinator at least seven (7) business days in advance of the meeting. The ADA coordinator can be reached by phone at 313-573-2708 or by email at [DDOT-ADA@detroitmi.gov](mailto:DDOT-ADA@detroitmi.gov). Please note that this is a video conferencing meeting, and a General Sign Language interpreter is present and does not need to be requested.



## Flyer Example 2



VIRTUAL PUBLIC MEETING:

# COOLIDGE TERMINAL REPLACEMENT PROJECT

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To join, visit [zoom.us/join](https://zoom.us/join) or dial (312) 626-6799 and enter meeting ID: **825-4894-7534**

If you need a reasonable accommodation to attend this meeting, please contact the ADA Coordinator at least seven (7) business days in advance of the meeting. The ADA coordinator can be reached by phone at 313-573-2708 or by email at [DDOT-ADA@detroitmi.gov](mailto:DDOT-ADA@detroitmi.gov). Please note that this is a video conferencing meeting, and a General Sign Language interpreter is present and does not need to be requested.





Email Example



## You're invited to attend our first Coolidge Terminal Rehabilitation Project meeting

DDOT is hosting its first virtual public meeting on the Coolidge Rehabilitation Project.

This is your opportunity to find out what we are proposing for the new Coolidge Terminal and to provide feedback.

Learn more about the project here: [detroitmi.gov/coolidge](https://detroitmi.gov/coolidge)

**When:** Thursday, June 30

**Time:** 10 a.m.

**Zoom Call-in Number:** 1 (312) 626-6799

**Meeting ID:** 898 3103 6681

**JOIN ONLINE**

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Reminder Email-



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# UPCOMING MEETINGS

**Coolidge Replacement Project:  
Virtual Public Meeting**  
Thursday, October 27, 12:30 p.m.

**Local Advisory Council  
(LAC) Meeting:**  
Tuesday, November 15, 10 a.m.

**Virtual Community Input Meeting:**  
Thursday, November 17, 5 p.m.



Social Media- twitter, facebook, and instagram



VIRTUAL PUBLIC MEETING:

# COOLIDGE TERMINAL PROJECT

**Thursday, June 30 | 10 a.m.**

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**To join, visit [zoom.us/join](https://zoom.us/join) or dial (312) 626-6799 and enter meeting ID: 898 3103 6681**

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VIRTUAL PUBLIC MEETING:

# COOLIDGE TERMINAL REPLACEMENT PROJECT

**Thursday, October 27 | 12:30 p.m.**

Receive the latest updates about the Coolidge Terminal Project and provide your input. Learn more at [detroitmi.gov/Coolidge](https://detroitmi.gov/Coolidge)

Submit your questions in advance to  
[DDOTcomments@detroitmi.gov](mailto:DDOTcomments@detroitmi.gov)

Zoom Call-In:  
1 (312) 626-6799

Meeting ID:  
825-4894-7534

Notification flyer for D7 residents



November 2022

### Coolidge Terminal Replacement Project in District 7

DDOT is proposing to construct a new bus maintenance, storage, and operations center on the existing Coolidge Terminal site at 14044 Schaefer Highway in Detroit. The facility operated transit service from 1928 until December 2011, when a fire destroyed part of the facility, halting operations.

The proposed plans would replace the Gilbert Terminal, which is no longer suitable for DDOT. Three new buildings will be constructed during the project. They will be for bus storage and coach services, fleet maintenance with parts storeroom, and Operations and Administration.

The Federal Transit Administration (FTA) is funding this project and so far, two public meetings have been held to provide the public with updates and an opportunity to provide feedback. The next public hearing is expected to take place in January 2023. The facility is expected to be completed by the end of 2014. To learn more about the project, visit [www.detroitmi.gov/coolidge](http://www.detroitmi.gov/coolidge).

All comments and questions can be sent to [DDOTComments@detroitmi.gov](mailto:DDOTComments@detroitmi.gov).

Large Format Banner (3 feet by 8 feet) x2

# Coolidge Terminal Replacement Project



DDOT plans to construct a new bus maintenance, storage, and operations center at this existing Coolidge Terminal site.

To learn more about the Coolidge Terminal Replacement Project and how to provide input, visit [www.detroitmi.gov/coolidge](http://www.detroitmi.gov/coolidge).

Email [DDOTComments@detroitmi.gov](mailto:DDOTComments@detroitmi.gov) or contact Customer Service at **313.933.1300** if you have any questions.

[www.detroitmi.gov/ddot](http://www.detroitmi.gov/ddot)

   [@rideddott](https://twitter.com/rideddott)