



PEOPLE MOVER SYSTEM PLAN & DOWNTOWN MOBILITY STUDY

PUBLIC MEETING

PROJECT OVERVIEW

Overview

This project seeks to develop an understanding of how the People Mover can invest in improved mobility, accessibility, and overall quality of life in a changing downtown.



Approaching Useful Life & Ready for Investment



Downtown is Changing

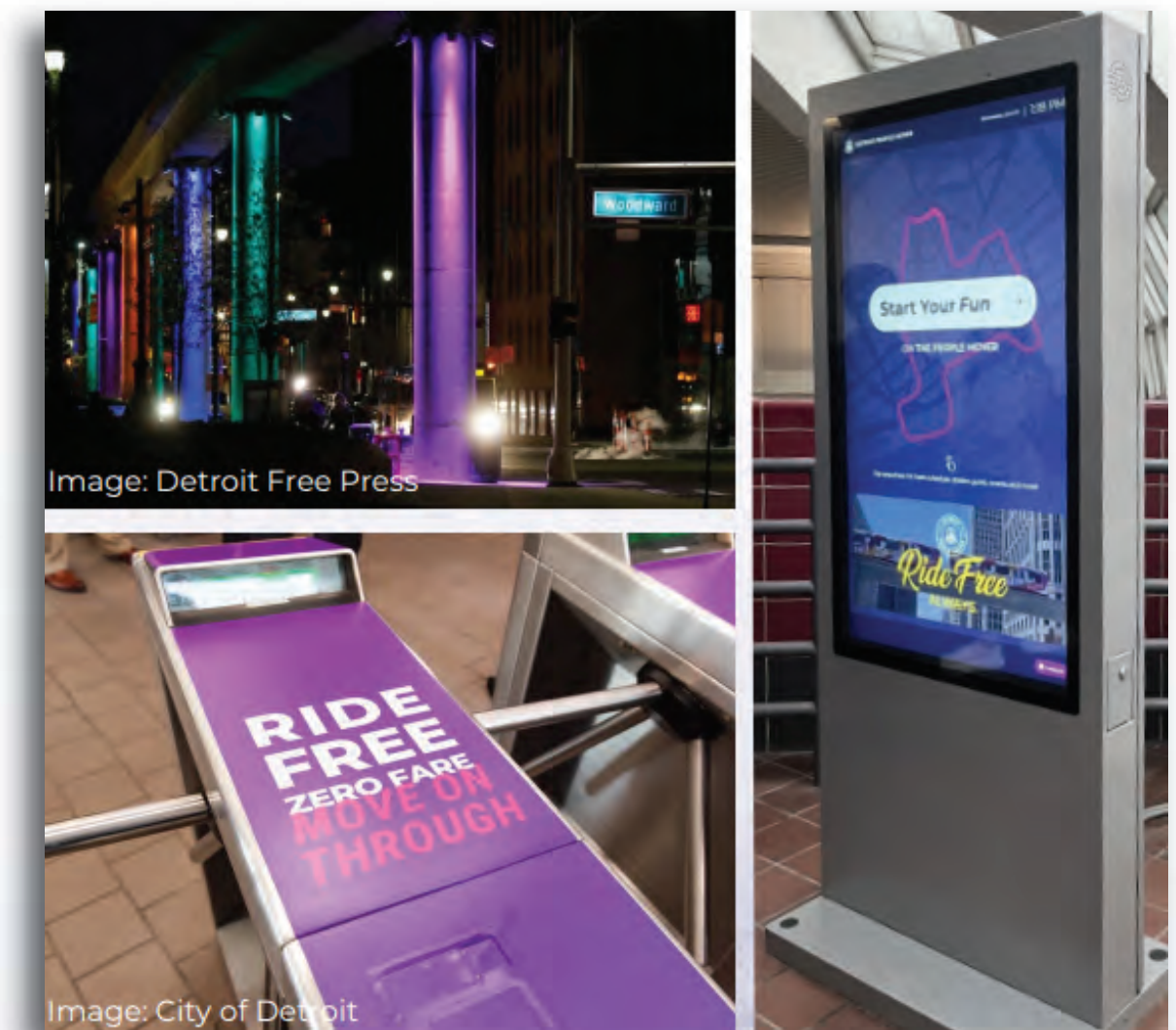


Trip Patterns & Habits are Changing

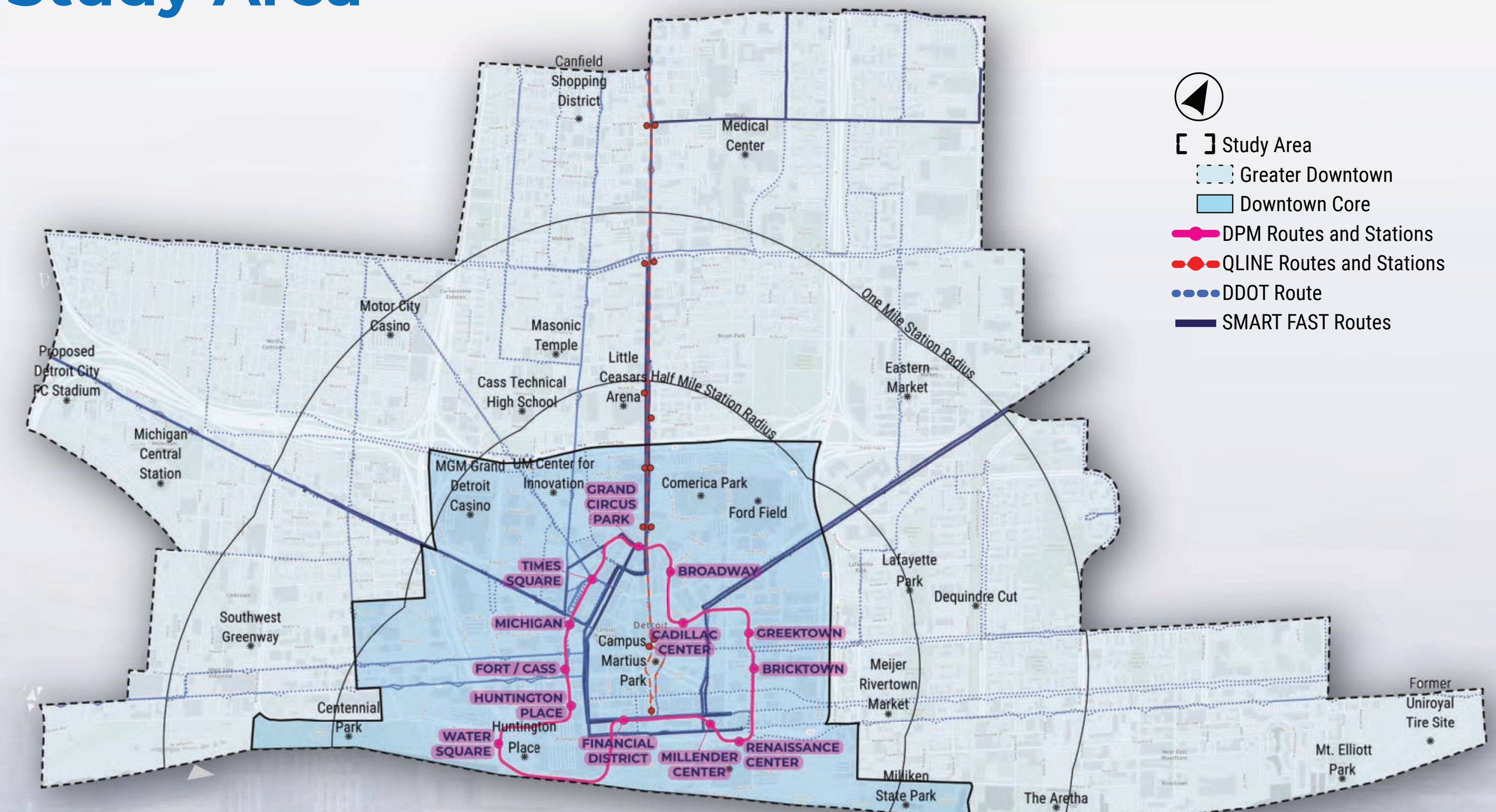
Project Purpose

Develop actionable recommendations across three categories:

- Improvements to the existing People Mover System**
(e.g., wayfinding, service hours, station renovations)
- Improvements to the People Mover Footprint and Configuration**
(e.g., double tracking, adding/removing stations)
- System Expansion Scenarios**
(e.g., new routes to serve new destinations, joint development)



Study Area



Project Schedule



PEOPLE MOVER SYSTEM OVERVIEW

History

The People Mover opened on July 31, 1987 as part of an effort to improve circulation in Detroit's Central Business District and help catalyze development and interest in the area, reaffirming Downtown Detroit's role as the commercial, financial, and recreational center of the region.



Existing Conditions

This project seeks to develop an understanding of how the People Mover can invest in improved mobility, accessibility, and overall quality of life in a changing downtown. Project work began with an Existing Conditions Report exploring People Mover system details and current conditions Downtown.

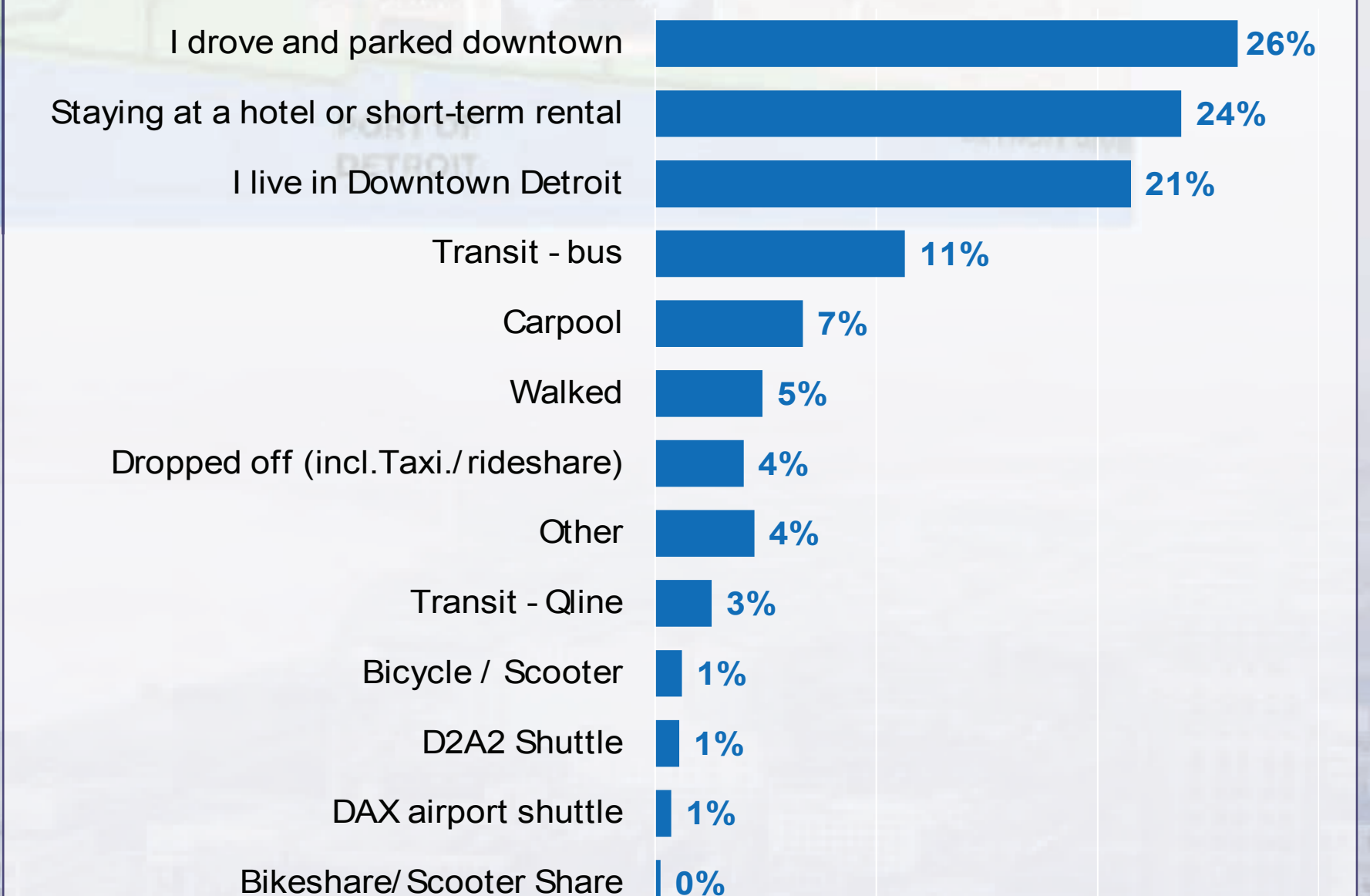


DETROIT PEOPLE MOVER

People Mover Route and Stations

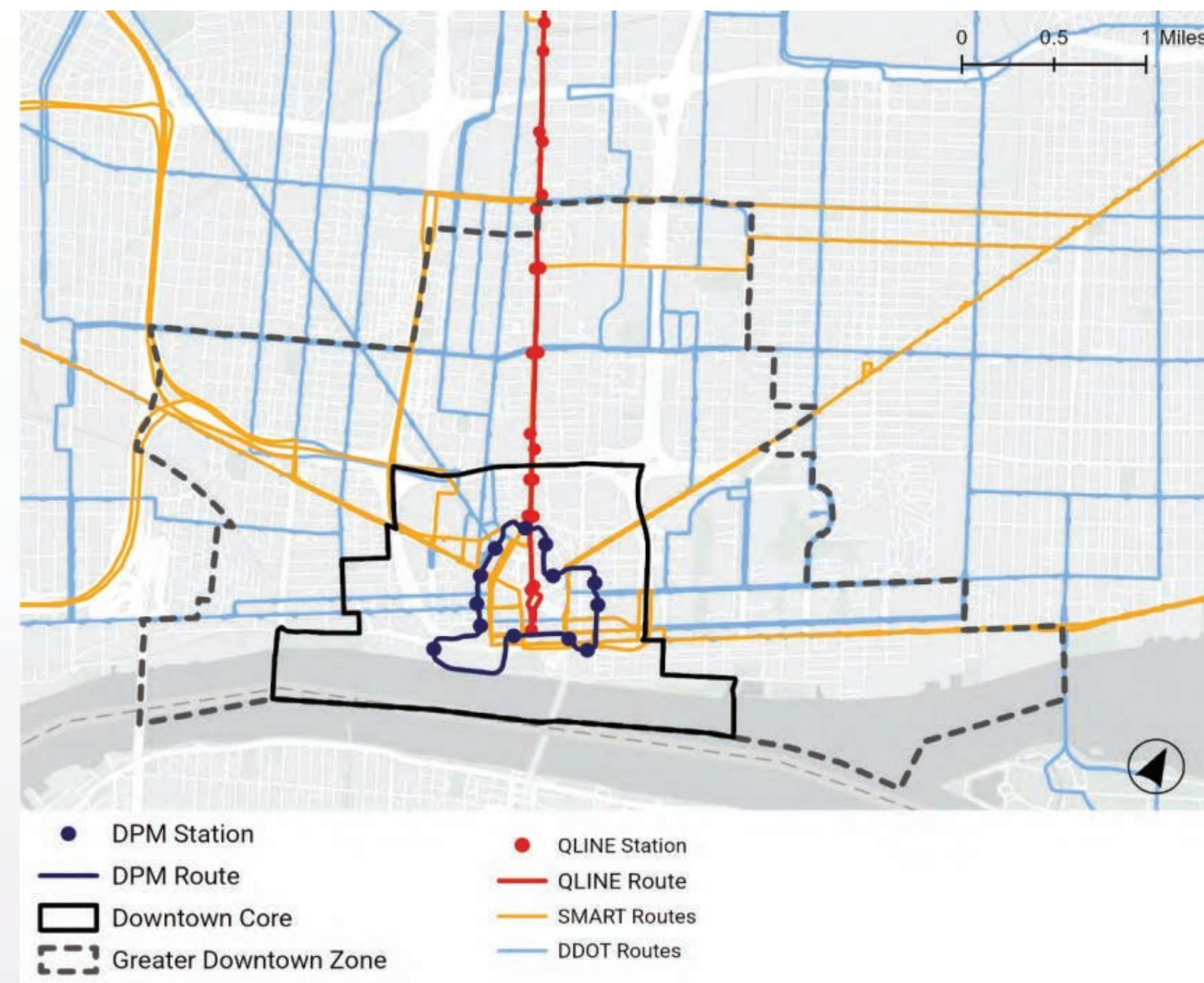


2024 Customer Satisfaction Survey Results: How did you reach Downtown Detroit today?

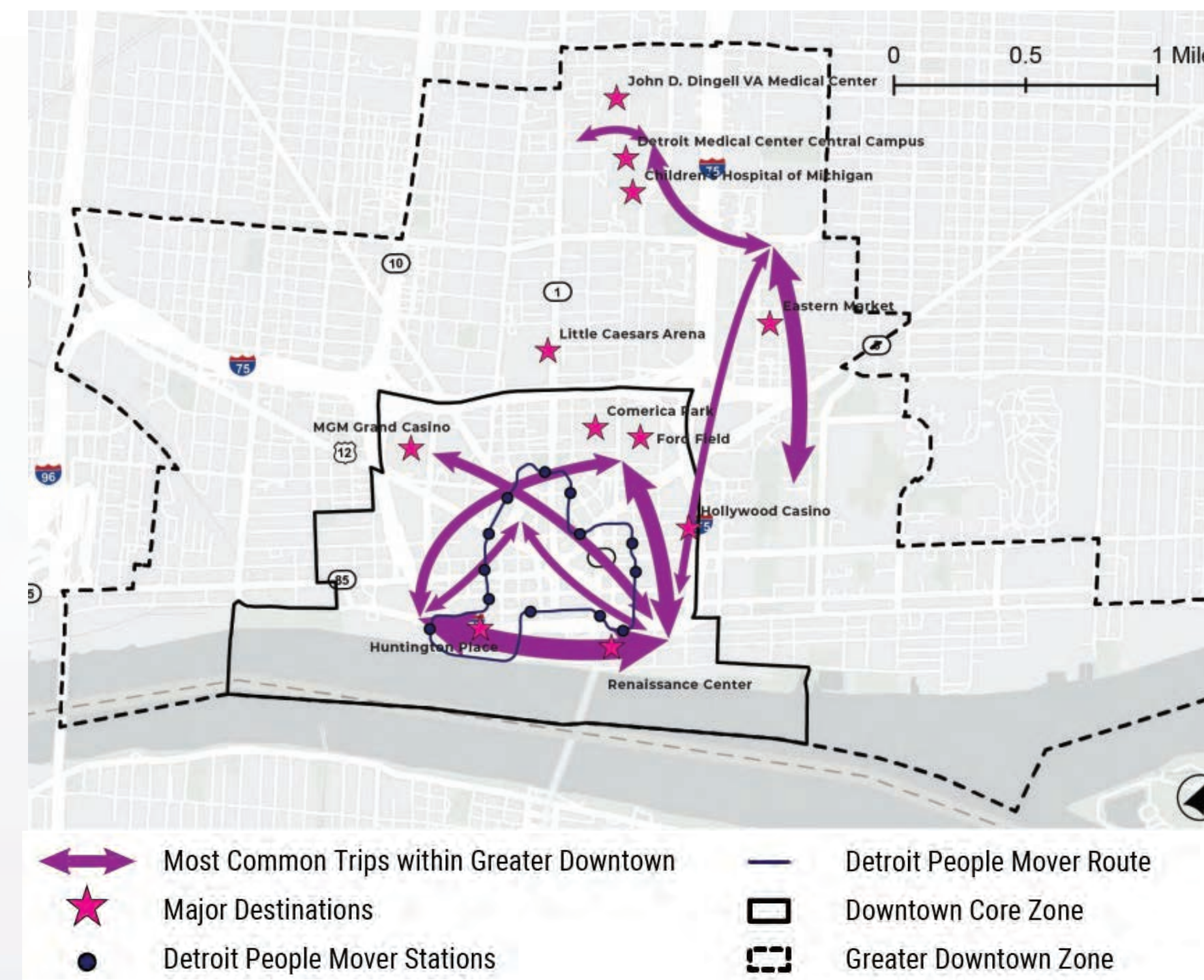


Transportation System and Travel Patterns

Transit Connections



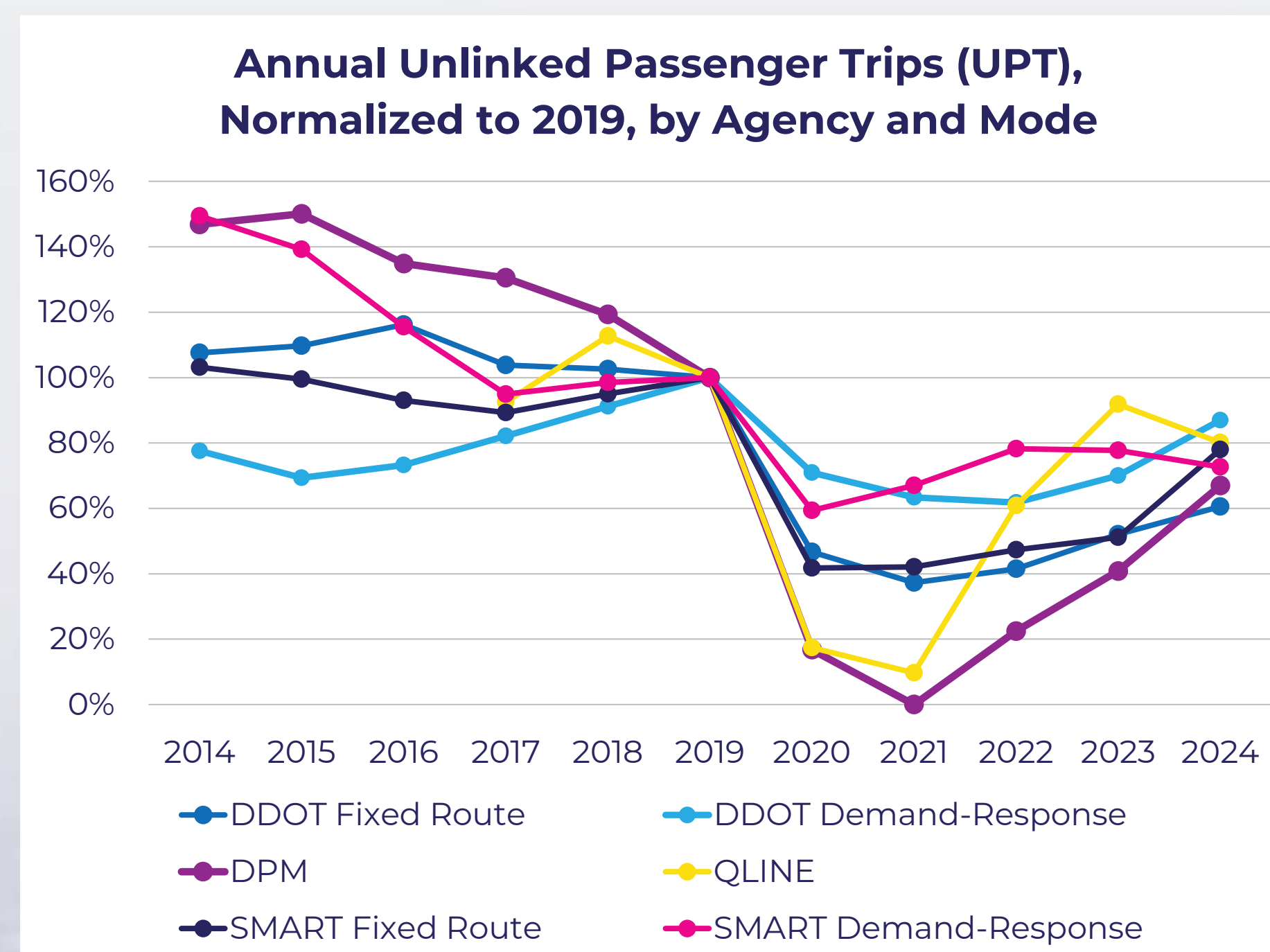
Travel Patterns



Key Takeaways

- Work commutes remain a primary travel pattern in Greater Downtown
- Some common trips for all transportation modes currently lack direct transit connections
- Many riders drive and park downtown and use the People Mover as a last-mile connector to get to events
- People Mover ridership is tied to land use patterns and events
- Almost a quarter of People Mover riders live downtown
- Grand Circus Park Station, Michigan Station, and the Financial District Station are well connected to other transit services and to MOGO bikeshare stations
- Most stations have limited or no connectivity to bicycle lanes and bicycle parking, despite a high number of bicycle movements within the City
- The zero-fare program has been a key aspect of ridership recovery post-pandemic

Transit Ridership Trends



Off-Street Parking



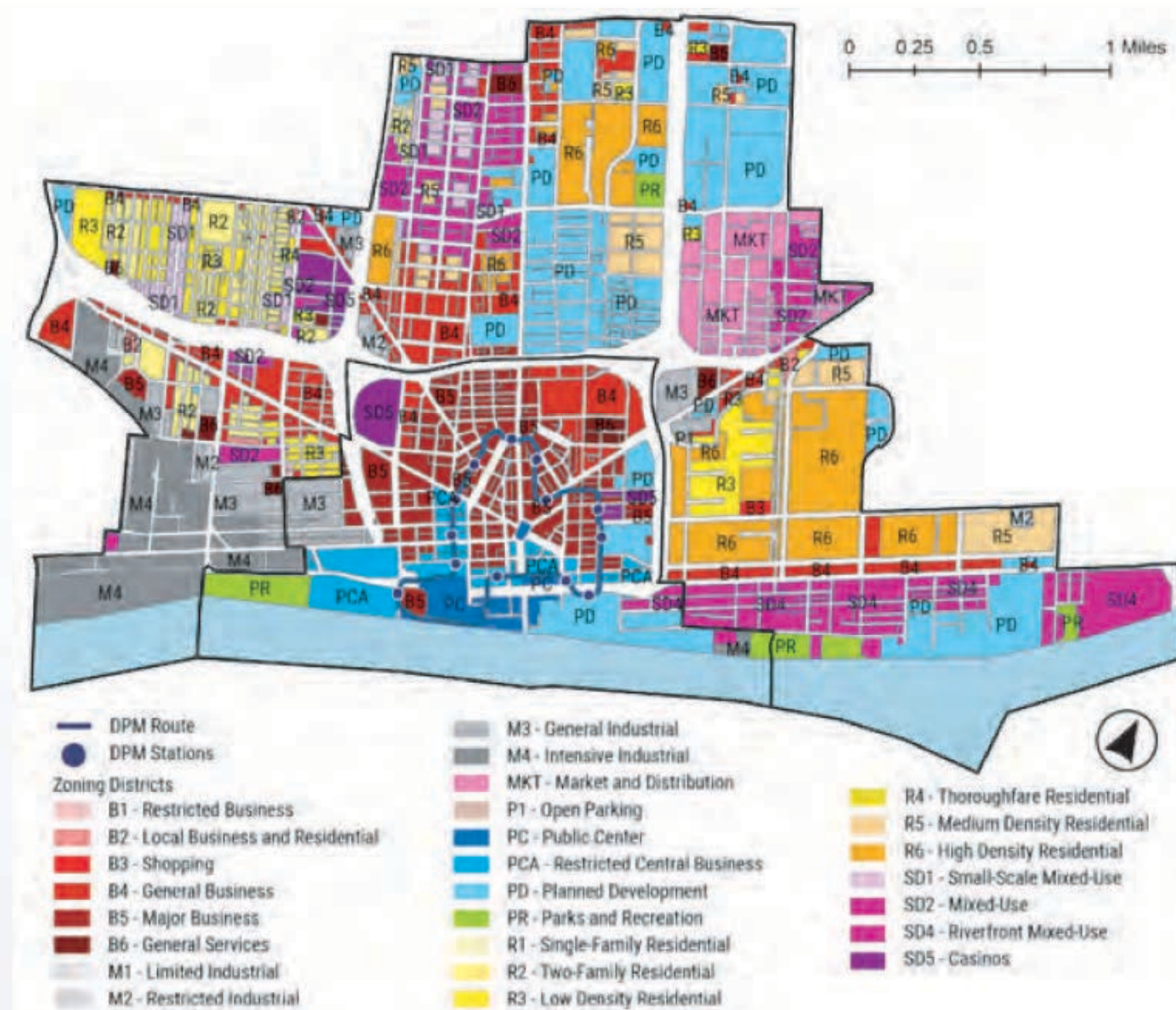
Key Opportunities

- Shift more trips from driving to transit, specifically trips originating in Detroit neighborhoods just north of Greater Downtown
- Create more direct transit connections along common trip paths within the Greater Downtown
- Leverage parking facilities near stations as park-and-ride assets
- Explore partnerships with stakeholders and facilities to introduce new revenue sources for system operations
- Increase connections for Downtown residents using the People Mover
- Improve connectivity and wayfinding between the Rosa Parks Transit Center and Times Square and Michigan Stations
- Improve wayfinding across the system
- Improve pedestrian and bicycle facilities adjacent to People Mover stations
- Continue the zero-fare program

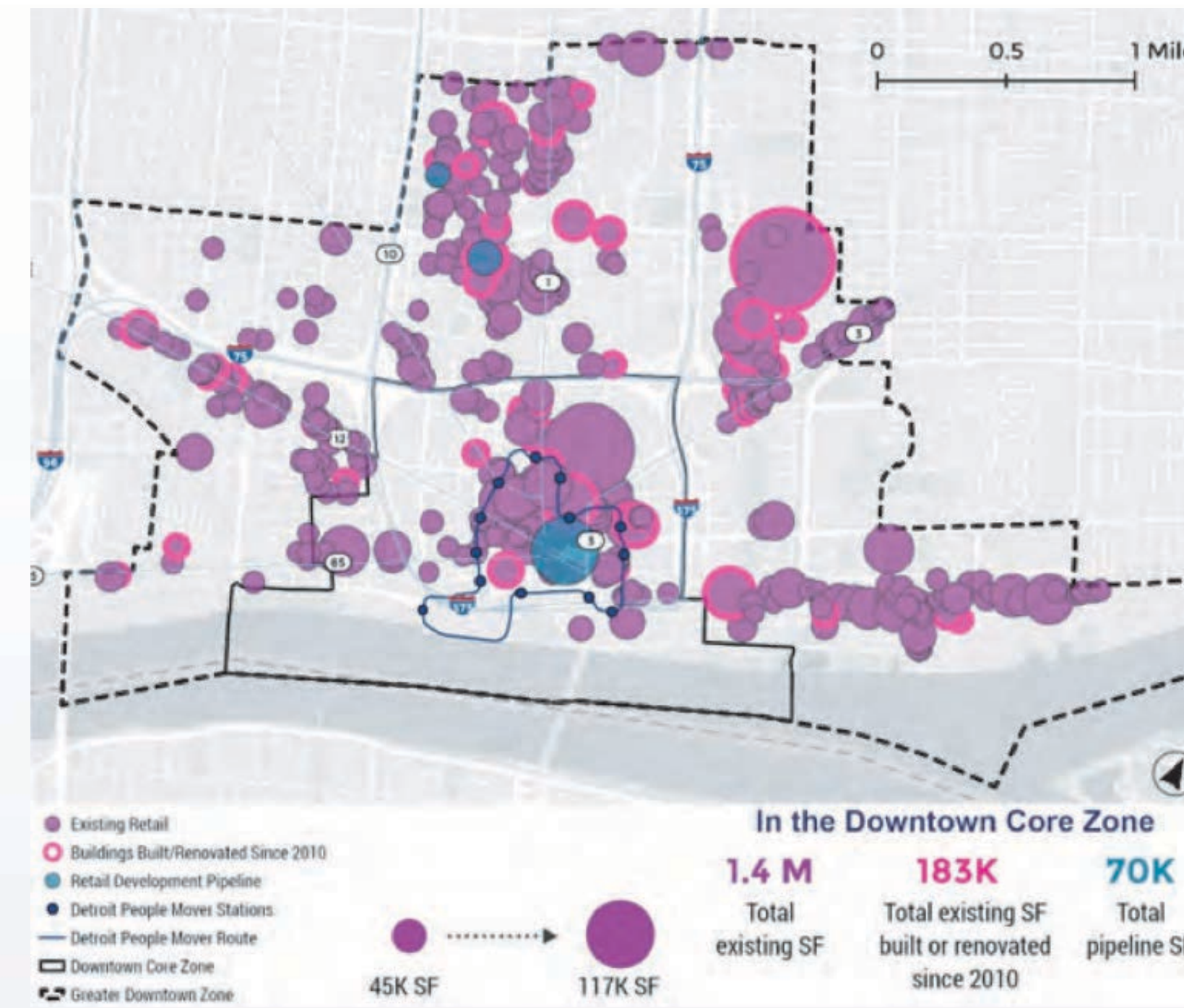


DOWNTOWN LAND USE

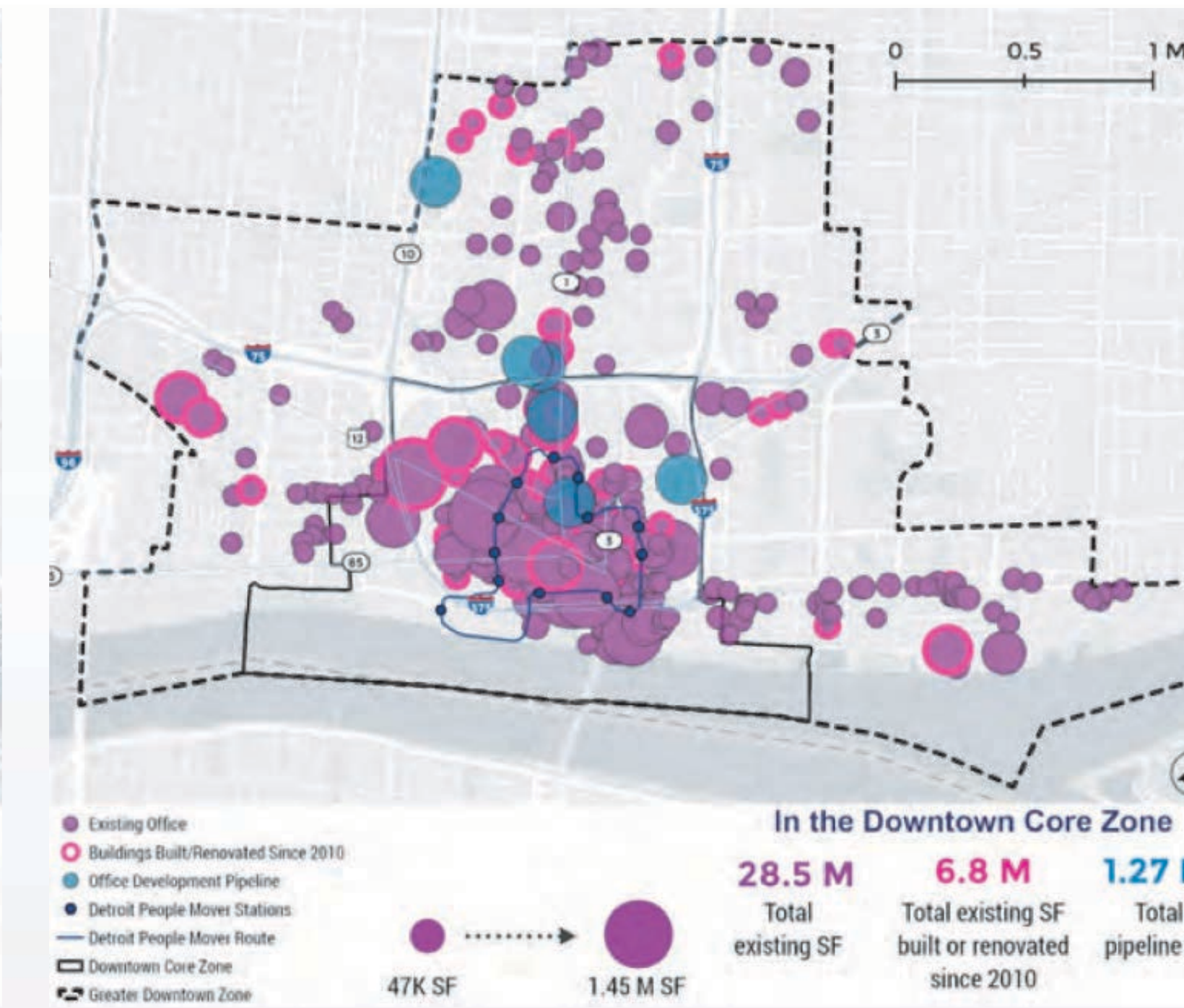
Existing Zoning



Retail Development



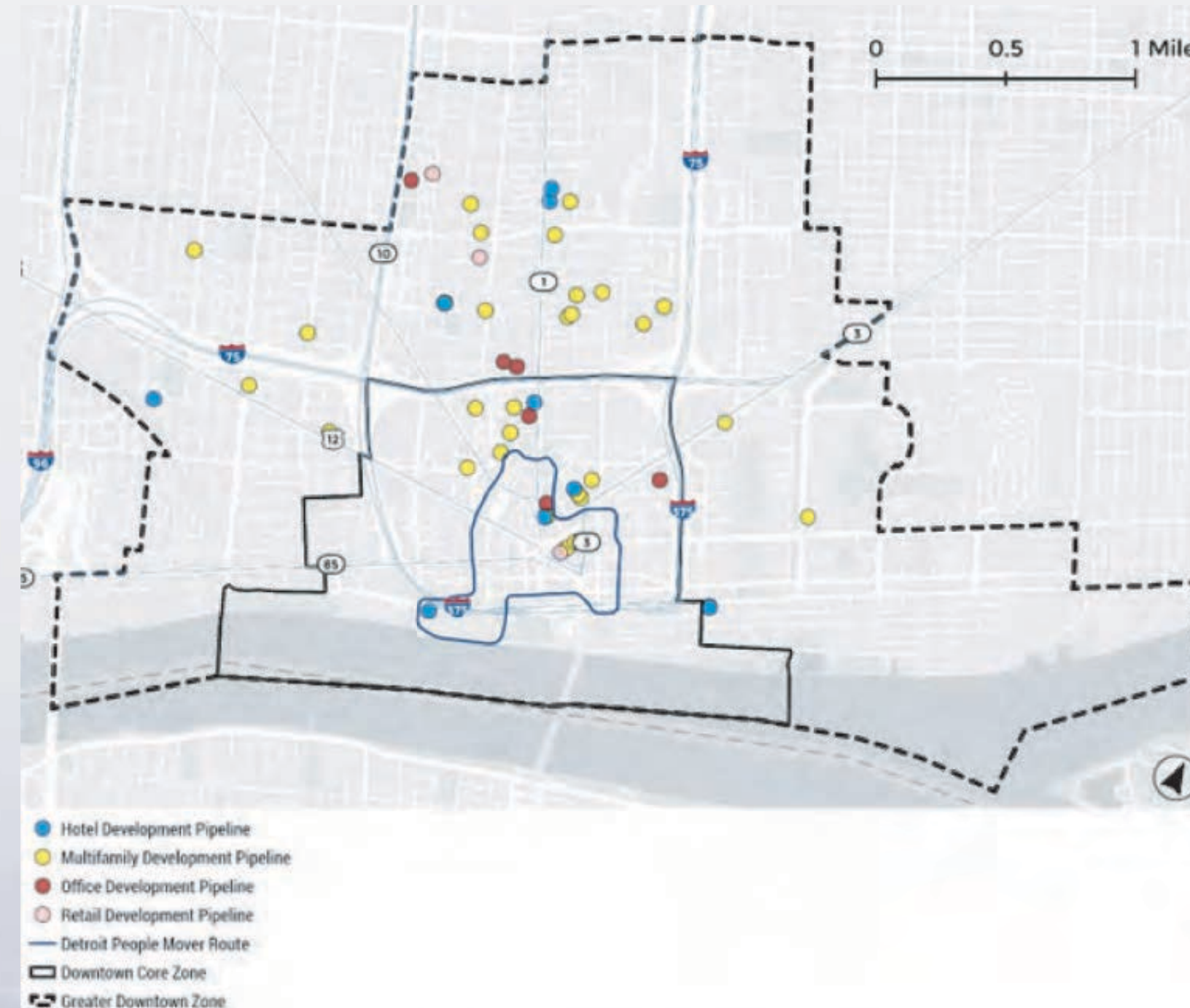
Office Development



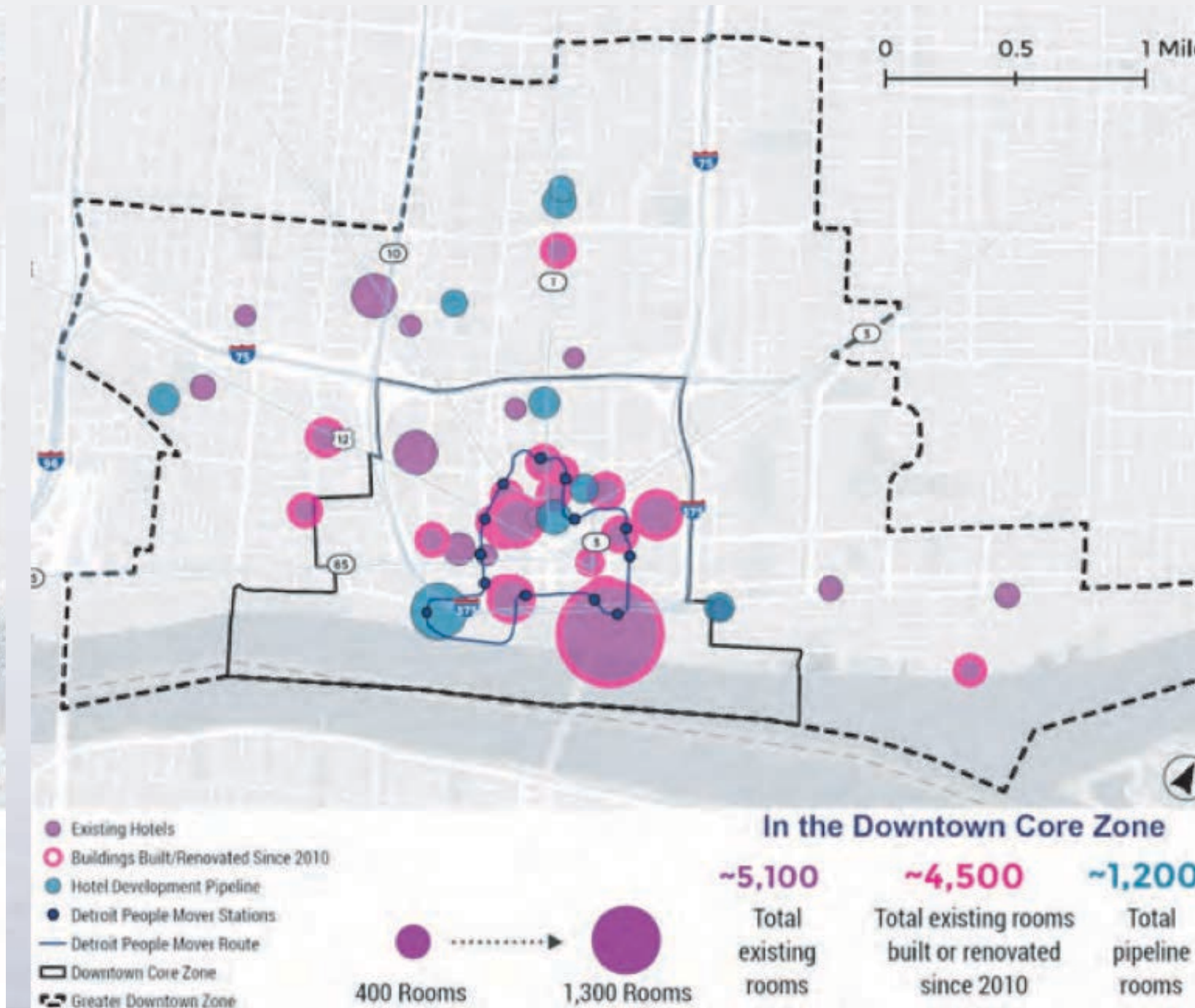
Key Takeaways

- Real estate density is concentrated in the Downtown Core and Midtown, which is also where new development has occurred and a lot of pipeline development is located
- High levels of real estate development activity are also found along major transportation thoroughfares like Michigan, Gratiot, and Jefferson Avenues
- In the near future, residential and hotel development are likely to comprise the majority of new development activity in the Greater Downtown
- Long term, growing population and growing tourism downtown will result in retail and office growth

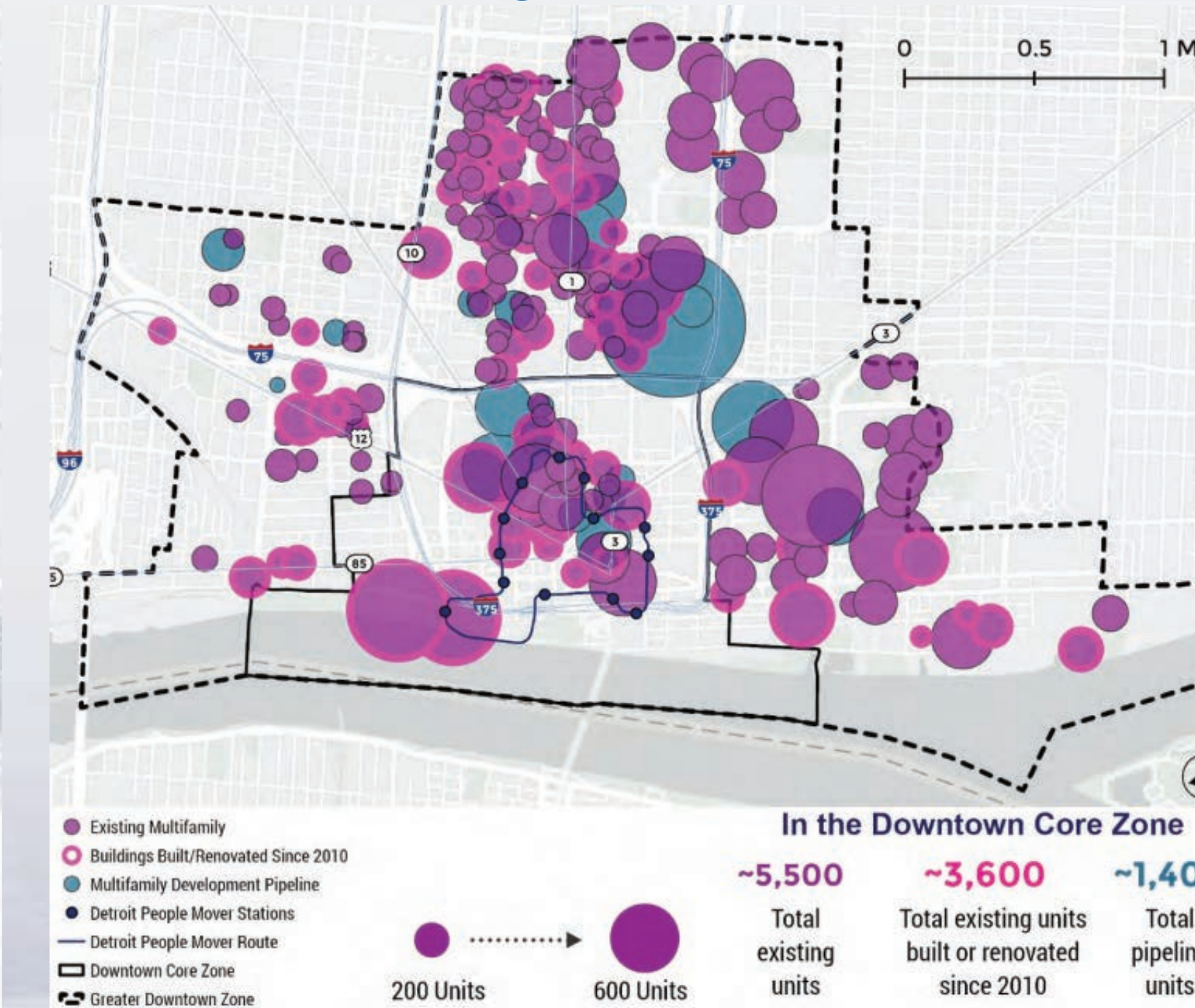
Development Pipeline



Hotel Development



Multifamily Development



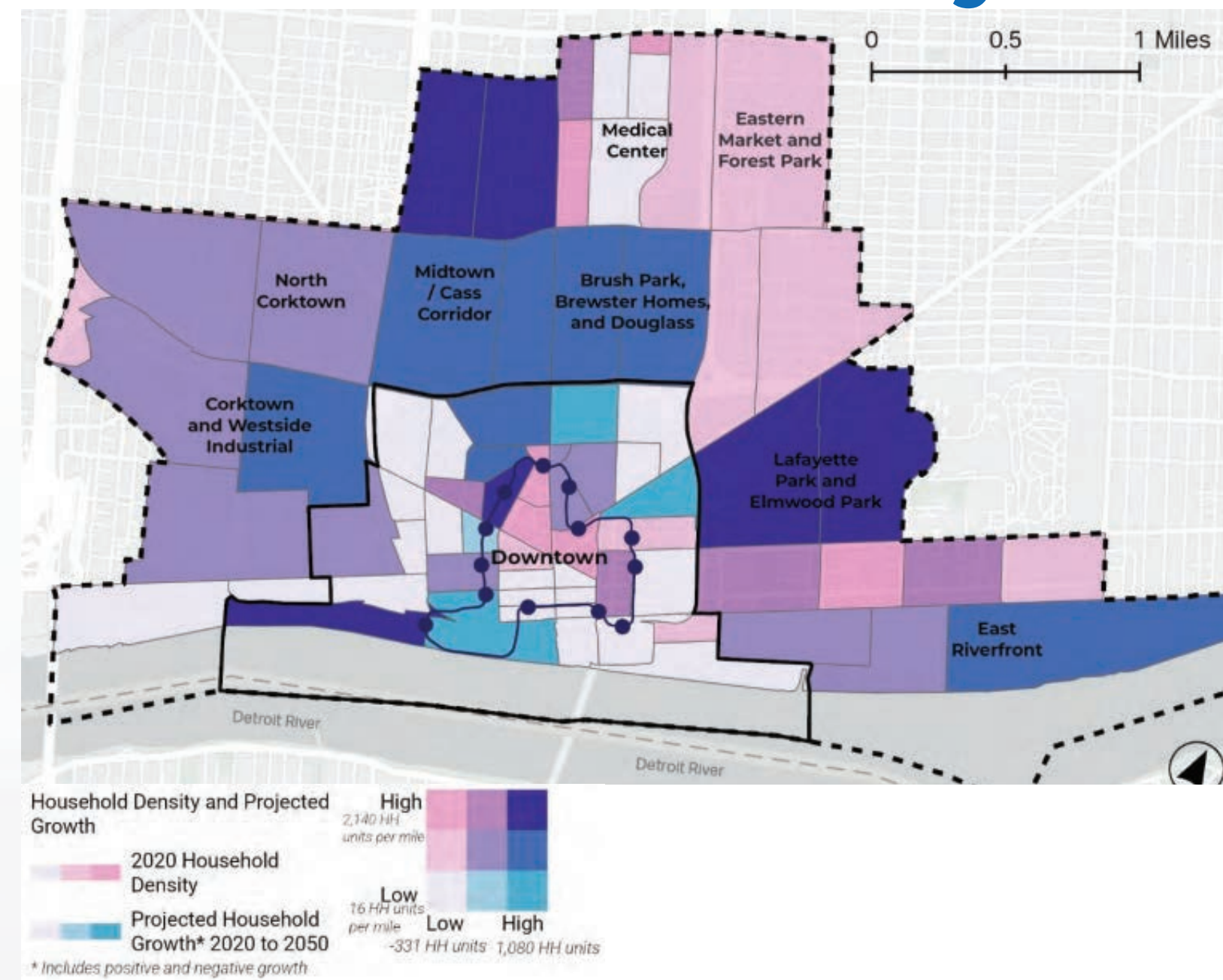
Key Opportunities

- Consider transit-oriented development strategies in areas with high densities of current and pipeline development activity
- Consider transit-oriented development strategies along key transit corridors already seeing an influx in real estate development activity, like Michigan, Gratiot, and Jefferson Avenues
- Accommodate ridership growth expected as a result of growth in residential and hotel supply
- Market the People Mover's ability to catalyze increased real estate development

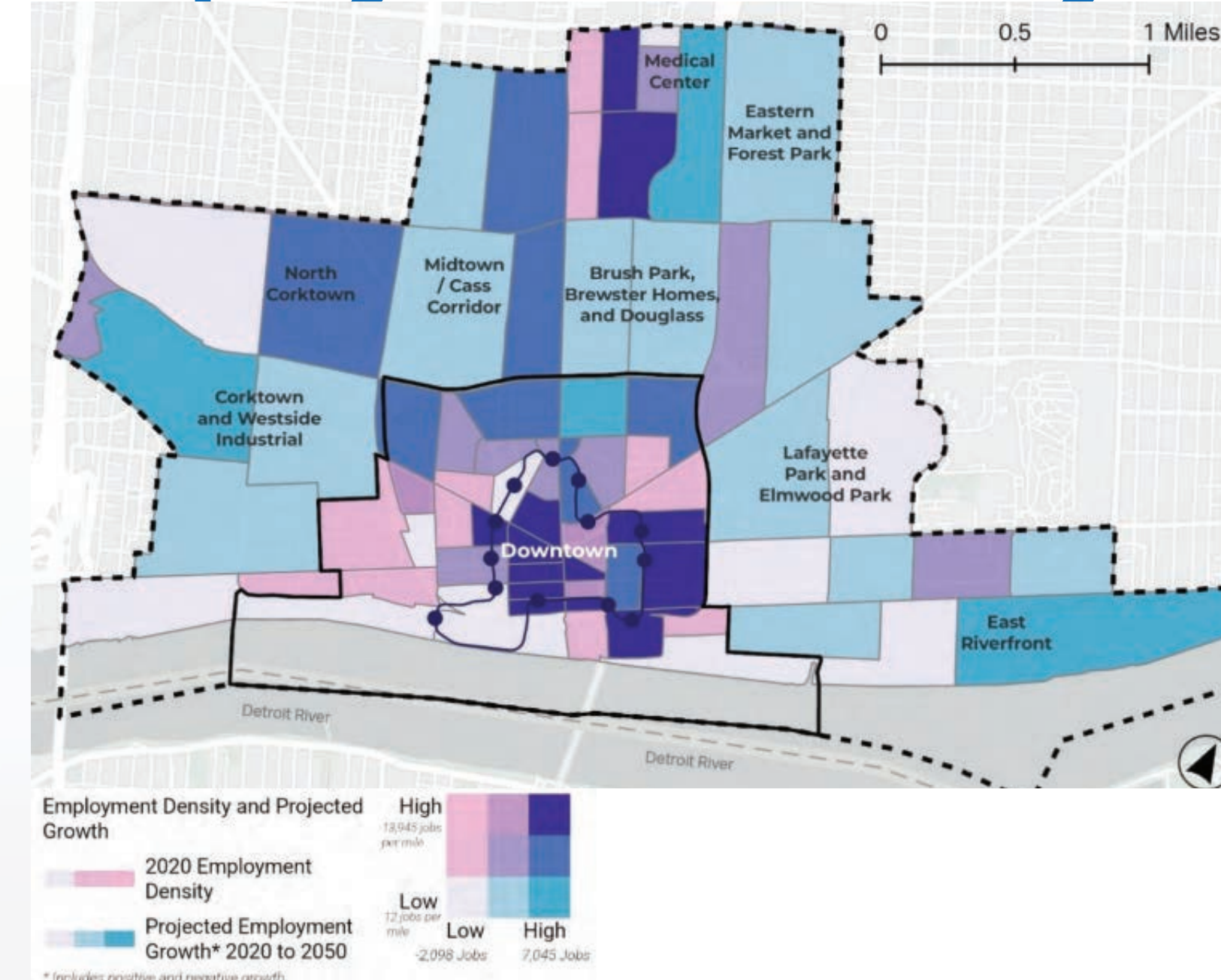


DOWNTOWN JOBS AND POPULATION

Household Density



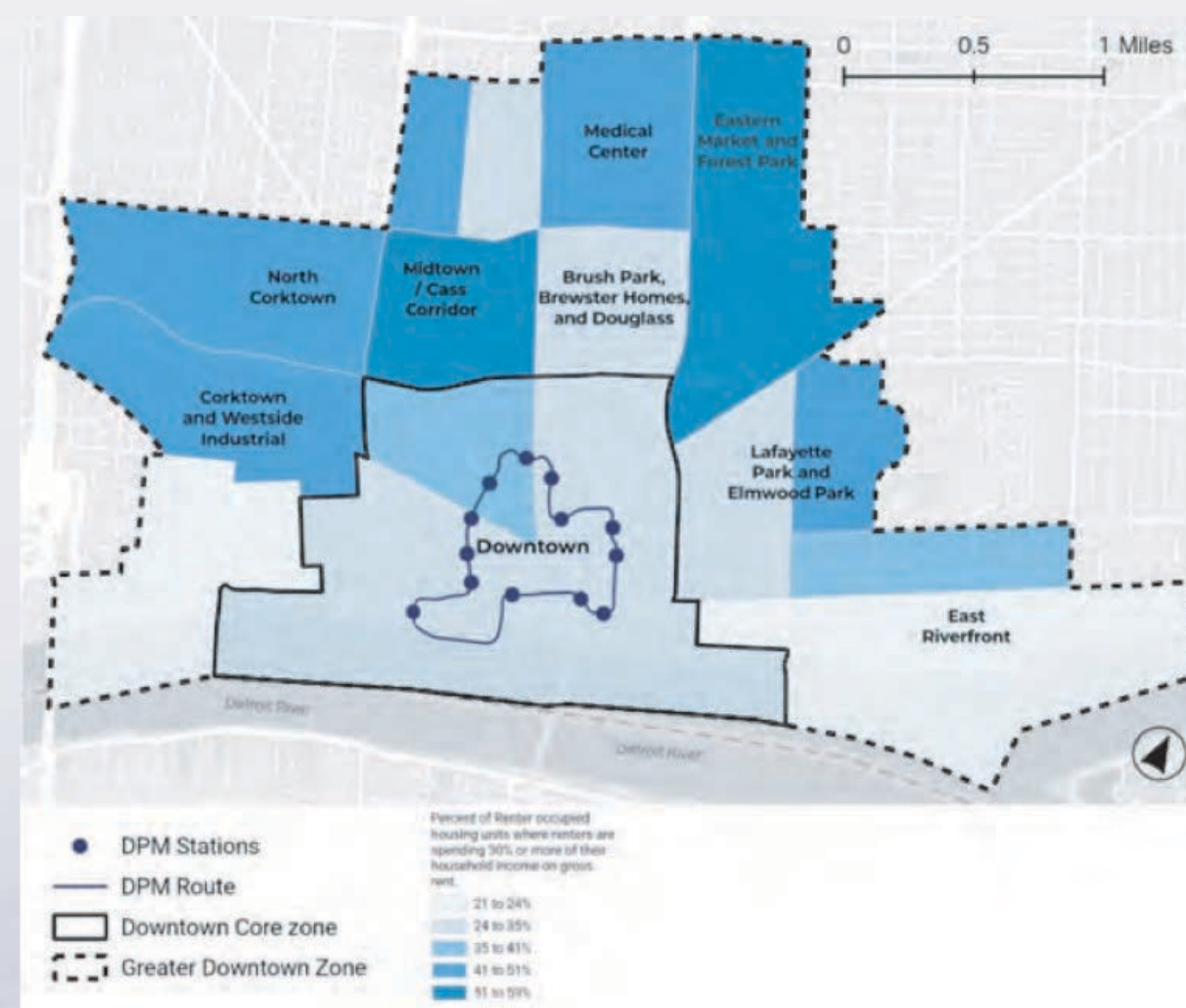
Employment Density



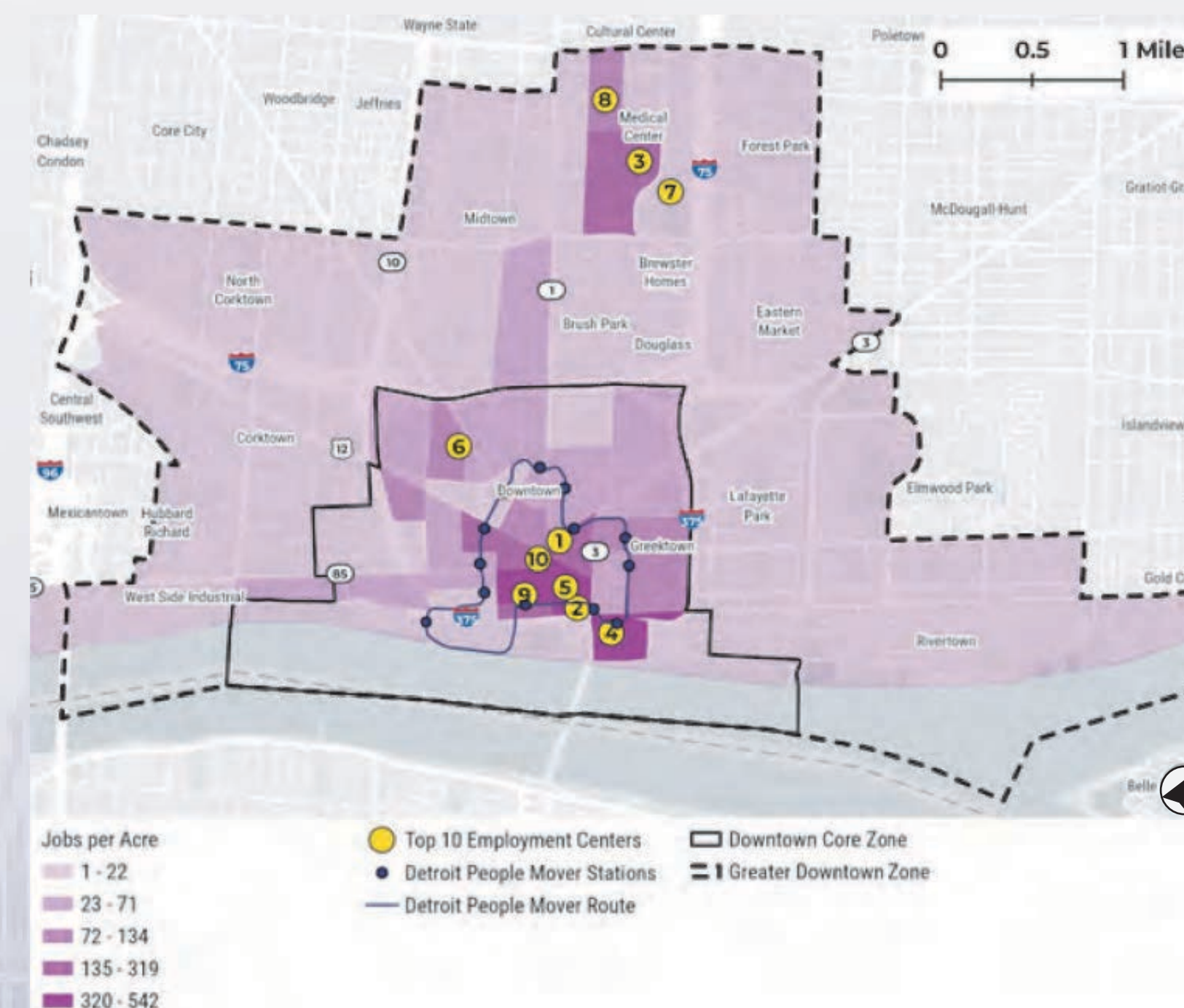
Key Takeaways

- Within the Greater Downtown, population is concentrated in Lafayette Park, Elmwood Park, the Downtown Core, and Midtown
- Population density is projected to increase in Downtown (near the Times Square and Water Square Stations), Midtown, Lafayette Park, and Elmwood Park
- Almost half of renters in the study area are housing-cost burdened, with Lower Cass Corridor and Eastern Market having the highest proportion of housing-cost burdened renters
- Jobs are concentrated in the Downtown Core and in the Medical Center in Midtown
- The same areas with the greatest job densities today are projected for the highest growth in jobs in the coming years
- The transit market analysis revealed that key areas with both transit demand and transit need are northwest Downtown (between Michigan Avenue, I-75 and Woodward Avenue), North Cass, and the Medical Center

Cost-Burdened Renters



Employment Centers



- 1 One Campus Martius
- 2 Coleman A. Young Municipal Center
- 3 DMC
- 4 Renaissance Center
- 5 Ally Detroit Center
- 6 DTE General Office Building
- 7 Childrens Hospital of Michigan
- 8 John D Dingell VA Medical Center
- 9 Buhl Building
- 10 One Kennedy Square

Key Opportunities

- Improve connections and amenities to areas with high population densities and expected continued growth
- Provide improved transit options to housing-cost burdened residents
- Improve transit service to areas with high job density and high projected job density
- Improve transit service, access to service, and integration between services, particularly in areas with high transit demand and need

