

# CITY OF DETROIT ACTIVE TRANSPORTATION 2010 PROPOSAL

## BUILDING DETROIT'S GREEN FUTURE

### PUTTING THE "NON" IN THE MOTOR CITY: THE DETROIT GREENWAY NETWORK



- I. Executive Summary
- II. Introduction – Why Detroit?
- III. Non-Motorized Developments in the City of Detroit
- IV. Partnerships
- V. Our Vision – Detroit Greenways Network and Mode Share Shift
- VI. Investments

## EXECUTIVE SUMMARY

The Motor City has made great strides in the area of greenway and non-motorized planning and development and is eager to continue advancing this effort through participation in the Rails-to-Trails 2010 Campaign for Active Transportation.

For the past three years, the City of Detroit, in partnership with foundations, local non-profit organizations and statewide advocacy groups, has laid the groundwork for change in a city with a hundred year history of automobile dominance. Together, these groups have worked to visualize a non-motorized system which better serves the needs of Detroit residents and moves the City toward a more sustainable and equitable transportation system with a variety of mode choices. A considerable amount of progress has been made in a relatively short time period, and the reality of bringing true non-motorized transportation options for City residents is underway.

For the past several years, Detroiters have witnessed the transformative effects of these greenways on community redevelopment, health, economic development, and environment. The most notable example has been the Detroit International RiverWalk downtown, connecting almost 6 miles of riverfront from the Ambassador Bridge to Gabriel Richard Park at the base of the Macarthur Bridge, which connects Detroit to its "Belle Isle", a city park and a unique recreational gem. But Detroit's neighborhoods are also an important part of this effort. Neighborhood-based organizations throughout Detroit are working together with the City to connect over 400 miles of a non-motorized transportation system of trails and bicycle lanes. The network is designed to connect residents to hubs of activity and to complement investments throughout the City that are rebuilding key neighborhoods, revitalizing important retail corridors and reconstituting a rail-based mass transit system that Detroit has not seen since the 1950's.

As a result of these efforts, Detroit is now positioned to implement a non-motorized transportation plan that will connect the City through a comprehensive set of off-road greenways paths and on-road bike lane connections. Although we have come a long way, this is the beginning of a process to transform the culture and physical environment to enable greater mode choice and improve the quality of life for Detroit residents. This Case Statement represents the next step in the City's effort. Given the investments to date, Detroit stands to benefit tremendously from support from the Active Transportation Campaign for its plan to build a connected greenway network. Outlined below is the vision for Detroit's non-motorized network, its potential for influencing mode share shift and an outline of how \$50 million will be invested to provide greater, and safer, transportation alternatives to create a cleaner, greener more livable Detroit.



## INTRODUCTION – Why Detroit? Smart Growth Redevelopment for a “Weak Market” City

Approximately one out of every five Detroiters (nearly 21% of the population) does not own an automobile. A substantial share of Detroit residents, more than 30 percent, already use some form of transportation other than a private vehicle to get to work, including bus, bicycle, walking, carpool, taxi or “other means.”<sup>i</sup> Of that figure, almost 8 percent of the population utilizes public transportation, 3 percent walks and nearly 2 percent use “other means,” which likely includes bicycles. But despite the large number of residents that utilize non-motorized or “alternative” methods as their primary means of transport, the design and condition of streets and public spaces does not properly accommodate pedestrians and bicyclists. Neither are they conducive to recreational use, and nor do they provide an inviting setting that attracts people to use them.

In addition to the large number of residents who do not have access to a vehicle and rely on non-motorized and public transportation, there are other populations that a non-motorized system in the City of Detroit will serve. Nearly 50 percent of Detroit’s working population both resides and works in the City, creating an opportunity to provide these residents who work close to home with viable non-motorized transportation options. In addition, the population in Detroit is aging, with 30 percent of the population 45 years of age or older.<sup>ii</sup> By 2010 more than 25 percent of the working population in the region will reach retirement age.<sup>iii</sup> As the City’s, and region’s, population gets older, people enter into an age where driving is no longer feasible or practical, yet accessing daily needs is critical to their well-being. There is also a growing number of young people – professionals, artists and urban pioneers, moving into the City that, while they may own or have the means to purchase an automobile, want the option to walk or bike safely around the City and access their jobs and basic daily needs on foot or bike.



While Detroit’s status as a “weak market” city, generally defined by the Brookings Institution’s Weak Market Cities Project as urban areas that have difficulty attracting private investment, there is an opportunity for Detroit to innovate a new urban model through its revitalization efforts that uses its circumstances in unconventional ways that turn challenges into opportunities. Due to the years of disinvestment, large portions of the City have been depopulated leaving swaths of land area that now sit vacant or are populated as very low-density. While this is not uncommon in the collection of post-industrial “weak-market” cities, Detroit’s case is unlike the others due the scale of the problem. The City’s unbalanced population-to-land ratio - with a population of approximately 850,000 and a land area of 139 square miles, Detroit hosts roughly 9,000

<sup>i</sup> U.S. Census Bureau, American Community Survey, 2005-2007

<sup>ii</sup> U.S. Census Bureau, American Community Survey, 2005-2007

<sup>iii</sup> Federal Register Vol. 73, No. 245 #77844. Released 12/19/08

people per square mile; Manhattan hosts more than 70,000<sup>iv</sup> - provides a unique opportunity for Detroit to reinvent its land uses and local economy in innovative ways that differ from conventional development practices and that reuse or transform underutilized land and corridors to improve the quality of life for its residents. Greenways and non-motorized transportation options are one way to do this. Nodes of growth and areas where redevelopment potential is high have emerged, and, in some cases, these areas have capitalized on a pre-existing 1920's street grid whose design and density lends itself to active transportation modes, which adds value to the area. The non-motorized plan is connecting residents to areas that have retained or attracted activity and utilizing the natural landscape that has emerged throughout the City by transforming it into attractive and safe non-motorized connections.

Given the City's historically urbanized landscape, varying - but predominantly - low-density development patterns, fragmented neighborhoods, shrinking population, and economically challenged residents whose transportation options are limited, a greenway network can reconnect people and place, serve as the foundation for a healthy urban ecosystem, reshape the physical environment so that it is attractive, inviting and comfortable and contribute to the development of a healthy economy. A green infrastructure system of trails and connecting bicycle lanes provides a variety of benefits to Detroit, its residents, businesses and visitors and can help shift resident mode choices. A connected non-motorized system would provide:

- Alternative transportation and increased choice in mobility;
- Recreation opportunities for relaxation;
- Healthy living opportunities to help address Detroit's health disparities in obesity, diabetes, cardiovascular disease, and asthma;
- Environmental improvement and opportunities to address climate change and pollution control at the local level;
- Environmental justice and access to healthy spaces in all neighborhoods;
- Retention and attraction of residents, especially millennials who are looking for easily accessible parks and outdoor spaces, and alternative modes of transportation to work;
- A unique platform for revitalization and investment opportunities;
- Economic development through spinoff development and increased property values due to physical and aesthetic improvements and the creation of a greater "sense of place."

A non-motorized transportation system has the potential to significantly improve the quality of life for its residents, as it is the basic building block of a livable community. Investments that encourage greater walking, biking, and use of public transportation respond to the needs of existing City residents and create amenities that attract and retain new residents. The City is motivated to serve the needs of both sets of constituents by investing in a viable and comprehensive set of non-motorized transportation options.

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<sup>iv</sup> <http://domemagazine.com/features/dec08/cover1208.html>

## **PARTNERSHIPS**

### **City of Detroit**

Located along the Detroit River, directly across from Windsor, Canada, the **City of Detroit**, founded in 1701, is the heart of southeast Michigan's metropolitan region. Despite Detroit's significant contributions to the world economy, and though it is a strong job center for the region, the City is challenged by high levels of poverty due to decades of disinvestment. Some basic demographic figures illustrate this: Detroit's population of 850,000 is approximately 84% African-American, 11% are Caucasian, 5% Hispanic and a small Asian population. Thirty-three percent of Detroit residents live in poverty and the median household income is \$29,109. Additionally, 61% of the population has a high school diploma or less.

But Detroit has experienced unprecedented public and private investment over the last decade, which has vastly improved the image and quality of life in the City, and brought neighborhoods and districts back to life. It also remains the cultural and entertainment destination for the metropolitan area, with the Detroit Riverfront development the most recent addition to the entertainment and recreation attractions. While Detroit's industrial roots obviously lie with the automobile industry, a changing economy and increased environmental awareness has led Detroit's leadership to begin exploring and acting on various ways in which it can alter standard operations to become more environmentally sensitive, support Active Transportation efforts and utilize this focus to promote sustainable economic development policies. The Green Task Force, a sub-committee of Detroit's City Council created in 2006 to research, recommend and implement greener city policies and practices, has created a platform from which to do this. In December, 2008 the City announced the establishment of the Office of Energy and Sustainability (OES) whose mission is to "collaborate with city departments, business groups, nonprofit organization and other agencies to protect, enhance and promote sustainability, livability and energy efficiency in Detroit." The Office, whose first act was to sign on to the U.S. Conference of Mayors Climate Protection Agreement, grew out of the Green Task Force, and represents the City's desire to move toward more sustainable practices.

### **Community Foundation for Southeast Michigan, GreenWays Initiative**

The **Community Foundation for Southeast Michigan** has been leading the conversation on non-motorized transportation in the City of Detroit. The Community Foundation is a permanent community endowment built by gifts from thousands of individuals and organizations committed to the future of southeast Michigan. The Foundation works to improve the region's quality of life by connecting those who care with causes that matter. The Foundation supports a wide variety of activities benefiting education, arts and culture, health, human services, community development and civic affairs. Since its inception, the Foundation has distributed more than \$324 million through more than 30,000 grants to nonprofit organizations throughout Wayne, Oakland, Macomb, Monroe, Washtenaw, St. Clair and Livingston counties.

Since 2001, the Foundation's **GreenWays Initiative** has made a series of financial investments in the planning and construction of greenways and in the training and education necessary to build the capacity of organizations, including City of Detroit leadership, engaged in this work. The GreenWays Initiative has awarded more than \$15 million region-wide, including more than \$10 million in Detroit, leveraging \$70 million in greenways development in the City.

### **Detroit Greenway Coalition**

The **Detroit Greenways Coalition** (DGC) is a collection of 16 stakeholder groups – most of them neighborhood-based community development organizations that have led the planning and construction of greenway segments in their respective neighborhoods - that has coalesced around the creation of a thriving, seamless greenway system in the City of Detroit. The purpose of the group is to support and institutionalize the nascent greenway system in the City by working to continue to plan and build greenways and the non-motorized connections in partnership with the City of Detroit.

Though several of the greenway projects have been under development since 2001, the DGC has been meeting since early 2007 to determine how to best work together to maximize resources, leverage opportunities, address common challenges faced by each organization in developing greenways and to develop a single entity to represent the group's interests and to actively partner with the City of Detroit to advance the development of the greenway system. The Coalition has a dedicated part-time staff person from the Michigan Trails and Greenways Alliance seeded with support from the Community Foundation for Southeast Michigan and the Hudson-Webber Foundation.

The Coalition partners and their respective greenway segments include:

#### *Greenway Managing Partners*

- Bridging Communities – Fort Street Greenway
- Detroit Eastside Community Collaborative - Conner Creek Greenway
- Friends of the Inner Circle Greenway – Inner Circle Greenway
- Greater Corktown Development Corporation – Corktown-Mexicantown Greenlink
- Northwest Detroit Neighborhood Development - Lyndon Avenue Greenway
- Preserve Our Parks – Hamtramck Trail
- The Riverfront Conservancy – Detroit International Riverfront and Dequindre Cut
- Southwest Detroit Business Association –Southwest Detroit Dearborn Greenway
- University Cultural Center Association - Midtown Loop

#### *Other Partners*

- City of Detroit – Non-motorized Master Plan
- City of Hamtramck
- Urban Neighborhood Initiatives
- City Year Detroit
- Community Legal Resources
- Michigan Trails and Greenways Alliance
- Downriver Linked Greenways
- Community Foundation for Southeast Michigan - GreenWays Initiative

### **Michigan Trails and Greenways Alliance**

**Michigan Trails and Greenways Alliance** (MTGA) is a statewide non-profit advocacy organization that fosters and facilitates the creation of an interconnected statewide system of trails and greenways for recreation, health, transportation, economic development and environmental/cultural preservation purposes. MTGA works at both the state and local levels by assisting public and private parties in trail and greenway planning, funding, development and maintenance. MTGA builds public support for trail and greenway development through events, membership, education, information and advocacy activities. MTGA provides technical assistance to trail groups and municipalities all over Michigan and stays actively engaged with the legislative actions that affect trail and non-motorized developments. The Detroit Trails Coordinator, the staff position responsible for convening and guiding key Detroit stakeholders to facilitate the development of a comprehensive trail and non-motorized, is housed with MTGA and represents MTGA's first concerted activity within the City of Detroit.

## NON-MOTORIZED DEVELOPMENTS IN THE CITY OF DETROIT

### *How it Started*

Beginning in 2001, several community-based organizations applied for funding from the Community Foundation for Southeast Michigan's GreenWays Initiative to plan and build greenways and non-motorized projects in their neighborhoods. Since then, more than \$10 million has been invested by the Community Foundation leveraging an additional \$70 million in public funds in Detroit's burgeoning greenways system and more than 37 miles have been planned and built. As a result, a growing community of advocates has come together, in large part through the training and educational forums the GreenWays Initiative offered to its constituents. Through these learning opportunities, informal networks started to emerge and groups working on these issues from throughout southeast Michigan were able to interact, network and learn from one another.



In 2006, the 5-year GreenWays Initiative culminated in a series of community charrettes which were designed to capture input from residents in each of the seven counties of southeast Michigan and the City of Detroit on what *they*, as potential users of this system, would like to see developed into non-motorized corridors. While there was already considerable interest and activity in the realm of non-motorized transportation in the City of Detroit, it was a relatively limited set of folks engaged in the work. The City of Detroit charrette process, which attracted over 300 community members and 200 civic and business leaders, played a critical role in securing a place for non-motorized transportation in the community development conversation and within the set of tools Detroit can use to improve the quality of life for its residents. Through this process, a broader audience of Detroit residents became familiar with efforts already underway to construct greenways throughout the City and revealed the demand for such facilities; people were eager to start using them and enthusiastic to help continue the development and expansion of the system.



Simultaneous to the Foundation's charrette process, in June 2006, the City of Detroit, with funding from the Michigan Department of Transportation, commissioned Giffels-Webster Engineers to develop a Non-motorized Transportation Master Plan with the intent of providing safe and viable non-motorized transportation options that connect residents to major activity centers and recreational opportunities. In the fall of 2008, the Detroit City Council passed a resolution in support of the adoption of the Plan and recommended that the Plan be amended to the City's Master Plan and included in all future capital planning.

Approximately a year and half ago, the Detroit Greenways Coalition (DGC) started convening on a regular basis in response to specific challenges the neighborhood-based organizations faced while implementing and managing their respective greenway segments. Since these initial efforts, the Coalition has evolved to encompass a broader

agenda. The Coalition now seeks to collaborate and advocate for the development of a comprehensive greenway network implemented at the City level, leverage opportunities, effectively respond to issues that arise in the development of the network and work with the City to represent Detroit neighborhoods in the development of the greenway system.



To date, together the members of the DGC have; a) helped address challenging liability issues and aided one group in reducing their greenway insurance rates by 97%, b) successfully advocated before City Council to endorse and implement the Non-motorized Transportation Plan, c) aided one group in securing city approvals for greenway construction, d) effectively raised the awareness of the system to the Detroit Recreation Department and the City's Green Task Force, e) successfully influenced the inclusion of the greenway system in Detroit's plan for the Kellogg Foundation's Food and Fitness Initiative, f) developed marketing materials for the greenway system and g) secured a \$3.5 million challenge grant from the Kresge Foundation to support the continuation of greenway planning, construction, management and programming.

In addition to this work, there are several important annual city-wide bike events that have become important advocacy and networking building opportunities, which will continue as we work to build out and promote the network. One such event, the annual Tour de Troit had more than 1,000 participants last year. Other events, though smaller in scale, promote the built pieces of the greenway system while educating residents on local history, architecture or natural sites throughout the City. These are significant aspects of Detroit's bicycle and non-motorized movement and will continue as an important way to promote the system and increase ridership.

### ***Continuing the Work***

The City of Detroit working in cooperation with the DGC has made great strides in the area of greenway development, but it is time to focus on the implementation of the citywide vision for a seamless network that, upon its completion, will allow residents and visitors access to over 400 miles of a linked trail and bicycle lane system connecting to all corners of the City. The initial contributions of the GreenWays Initiative has made the work to date possible, has helped reform the way non-motorized developments are viewed in the City, provided education and training on non-motorized best practices and has created a city environment that enables non-motorized development. However, we need to take the effort to scale - to complete the system in order to meaningfully impact the lives, environment and economy of Detroit. To achieve this vision, it will be necessary to:

- Designate and fund a city position to carry out non-motorized developments;
- Continue to build a strong city-wide organizational infrastructure that allows for coordinated planning/design, construction, maintenance, and programming;
- Strengthen each neighborhood-based organization to continue to engage in the collaborative efforts while engaging in the management, maintenance, programming and promotion of their various sections of the Greenway Network and the system as a whole;
- Finalize construction documents for the next phases of the network; and
- Implement the master plan for the citywide linked trail and bicycle lane system.

## Our Vision – The Detroit Greenways Network and Mode Share Shift

In order to maximize the shift to walking and bicycling for everyday travel, the City of Detroit envisions influencing mode share by focusing on three investment areas:

- 1) Infrastructure Development;
- 2) Safety Measures; and
- 3) Programming, Education, & Social Marketing.

Though there has been significant investment to date in the development of non-motorized opportunities, this proposal represents the beginning of a multi-pronged effort to change the behavior and culture of a City, and a region, dominated by automobile use.



### ***Infrastructure Improvement***

The creation of vital walk-able and bike-able, dense urban spaces connected via linear parks and green space is at the core of the Detroit Greenways Network vision. The Network consists of approximately 35 miles of off-road greenways winding through city neighborhoods which are connected by more than 400 miles of bike lanes. The Non-Motorized Master Plan identifies the on-road corridors that will connect the off-road greenways. The Plan thoroughly assessed and identified the “destination” hubs – centers of activity; proximity to transit; job, retail, medical and education centers; cultural districts; recreational amenities and neighborhoods, to determine the highly utilized areas, important corridors and areas of opportunity. In addition, road conditions and carrying capacity were assessed on more than 100 roadways to determine the feasibility



of incorporating bike lanes in with the flow of traffic. The result is a comprehensive system that provides residents with a safe non-motorized transportation option for them to utilize to accomplish daily tasks, commute to work or access recreational and entertainment amenities throughout the city.

### ***Safety Measures – Crossing enhancements and beautification***

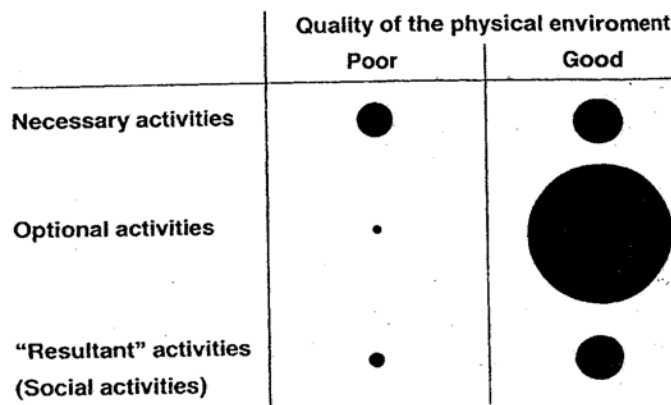
In addition to the actual development of trail and bike facilities, streetscape, sidewalk and pedestrian crossing improvements and improved street lighting, blight removal and beautification along primary routes are critical to the success of these off- and on-road corridors. Walking and cycling routes that look and feel safe and inviting encourage greater numbers of pedestrians and bicyclists and increase the number of potential users. While more

people biking and walking will increase safety through numbers alone (“eyes on the street”), these additional elements make a dramatic difference on the level of comfort residents have using public spaces, especially streets.

A Resident Survey conducted during community meetings held as part of the non-motorized planning process revealed that slightly more than 50 percent of respondents ranked the current walk- and bike-ability of their neighborhoods as Fair or Poor, and an overwhelming 90 percent + of respondents indicated that there were numerous places in their own neighborhood that they would like to walk or bike to if a suitable route existed.

The Non-motorized Transportation Plan identifies and prioritizes segments and corridors for streetscape, sidewalk and pedestrian crossing improvements. Improved pedestrian crossings will be implemented at a total of 33 intersections. Streetscape enhancements are planned for 13 miles of roadway. These improvements will send the message that pedestrians and bicyclists belong. In addition to those already identified, walking and biking audits will be conducted in neighborhoods to inventory additional areas for improvement. In partnership with neighborhood-based organizations, blight removal and additional beautification efforts will be coordinated at the neighborhood level to coincide with key non-motorized developments.

This feedback supports the concept illustrated in the diagram by Jan Gehl, a Danish architect and urban designer whose career focused on improving the quality of pedestrian urban life. This basic matrix indicates that the quality of the physical environment influences people’s choices and behaviors relative to the use of public space and affects mode choice.



**Programming, Education and Social Marketing**

While physical improvements form the foundation for an improved user experience in the City of Detroit, education, marketing and programming play a critical role in helping the City to capture everyday trips via non-motorized modes and maximizing the investments in improved biking and walking facilities. Though there is a demonstrated demand for these types of transportation options, there is still a stigma associated with biking and walking as modes of transport and a large segment of the population still views walking and biking as a “last resort” mode of travel. Programs, education and marketing campaigns will be designed to educate the public on the environmental, health and social benefits of walking and biking as well as safety precautions, bicycling best practices and driver education. Marketing has been shown to be one of the most cost-effective means to increase bicycling.

**Measuring Mode Shift**

Because there has been limited success with capturing precise data on mode share in the City of Detroit and statewide, there is not a reliable set of figures to utilize for the on set of this effort. There is, however, qualitative and quantitative data that indicates that

transportation in the City is a challenge and that there is demand for more bike-able and walk-able environments. This is demonstrated by the number of residents who already travel by bike and foot on a daily basis to access goods and services and to get to work. This is also demonstrated by the success of the Community Foundation's GreenWays Initiative charrette process, which captured the desires of neighborhood residents for improved biking and walking facilities, by the popularity of the RiverWalk - a well-maintained public space that serves as both a recreational area and as a way for people to access businesses and services located along the Detroit River, and by the number of residents (with choice) who walk and bike despite the lack of facilities and often inhospitable conditions. And, as a national indicator, recent transportation surveys indicate that 52% of Americans want to bike more than they do now - but don't, because of the lack of safe and connected bicycle facilities.

Though there is not localized data relative to Detroit, on average in the U.S., 49 percent of all trips are shorter than 3 miles, 40 percent are shorter than 2 miles and 28 percent are shorter than one mile.<sup>v</sup> It is the spatial arrangement, and the lack of proper public facilities, between points of origin and destination that make these close-to-home non-motorized trips impractical or not feasible. This represents a vast number of trips that can be captured and converted to bicycling or walking, if proper conditions are available.

Based on the average trip-distance figures, qualitative data, observed bicycle/pedestrian activity and use of existing facilities, the City is confident that implementing the proposed Greenway Network and complementary education and safety measures will successfully influence mode choice among Detroit residents. There is evidence that supports that investments in these facilities will yield behavioral changes. By way of comparison, and to establish an estimated goal for mode shift in Detroit, in 1997, when the City of Portland, OR first recorded bicycle use patterns, the City estimated that bicycle traffic accounted for 3% of the mode share for travel to and from work. During the period between 2000 and 2006, Portland focused on creating a network of bicycle lanes. In 2007, the bicycle mode share for to and from work transportation doubled to 6%.<sup>vi</sup>

The Detroit Greenway Network has intentionally built itself upon a hub/destination framework connecting residents to job centers and their daily needs, in addition to connecting directly with public transportation. The Network builds on the planned investments for light-rail along the Woodward Corridor, and is cognizant of additional improvements to the local and regional public transportation plans. Detroit's goal, with support from the Active Transportation Campaign, is to increase mode share in walking, biking and transit by a minimum of 3% by 2015.



<sup>v</sup> Pucher, John and Lewis Dijkstra. "Making Walking and Cycling Safer: Lessons from Europe." *Transportation Quarterly*. Volume 54, No. 3, 2000.

<sup>vi</sup> <http://bikeportland.org/>

To accurately capture information related to transportation choices and mode share in Detroit, the City will engage with a newly formed effort, the Detroit Area Community Indicators System Center. The DACISC was created to collect and analyze data on various topics to help the City and region make more informed investment decisions. Through this relationship, the City will determine a baseline of current levels of use, quantitatively measure the demand for non-motorized facilities and the resultant mode shift as the facilities are constructed and education and safety measures are enacted. The City of Detroit will work actively with DACISC as a part of the Active Transportation Campaign.

The following section outlines the cost estimates for this work. With resources from the Active Transportation Program, Detroit will be able to create a fully integrated active transportation system that links residents in neighborhoods to vital job, retail and recreation sites with healthy and safe mobility options.

**Investments**

The City of Detroit and its partners are committed to utilizing the full \$50 million within the five-year program timeframe to support Active Transportation by implementing the following priorities:

- **Infrastructure Development** - The implementation of the City-wide Non-motorized Plan includes:
  - Planning and constructing approximately 35 miles on off-road greenway projects;
  - Installing bike lanes on over 400 miles of selected Detroit roadways;
  - Pedestrian crossing improvements at 33 intersections;
  - 13 miles of streetscape enhancements.
  
- **Safety** – Blight removal and beautification efforts along primary routes will be coordinated with neighborhood-based organizations in conjunction with the installation of non-motorized facilities.
  
- **Education/Programming/Marketing** – The City will work with schools, churches, neighborhood-based organizations and the Detroit Greenways Coalition to educate residents on the benefits of the non-motorized options and promote the use of the Greenway Network.

The City will also continue to work towards establishing a Complete Streets Policy so that streets that are not identified in the Non-motorized Plan to receive bike lanes or pedestrian enhancements will be considered to receive proper pedestrian and bicycle treatments when regularly scheduled road and sidewalk maintenance is done.

The City will utilize Active Transportation funds for infrastructure development, including the installation of bike lanes, pedestrian crossings, streetscape improvements (including beautification along certain key corridors) and the construction of greenways. In addition to the actual physical construction of these facilities, the City of Detroit would also like to add a staff position for the 5 year program period. The staff person will be responsible for overseeing and coordinating the implementation of the Detroit Greenways Network, developing the education, programming and marketing efforts and advancing additional non-motorized improvements in the city. Having a dedicated staff person has been shown to be an effective way to improve non-motorized transportation planning, such as in Ann Arbor and Chicago.

Private foundation support will be sought to assist with the additional aspects of the strategy to improve non-motorized mode share. The City is confident that, if allocated funds from the Active Transportation Campaign, local foundations would be willing to support the implementation of the social marketing, programming and education campaigns on the benefits of Active Transportation and bicycle and pedestrian safety. The City would also seek additional support to implement aggressive blight removal and additional beautification along key corridors.

**Total investments**

Planning/construction for off-road greenways (35 miles), pedestrian crossings (33 intersections) and streetscape improvements (13 miles) . . . . .	\$34,500,000
Implementation of bicycle lanes (400 miles) . . . . .	\$15,000,000
City non-motorized staff position (5 years) . . . . .	\$500,000
<b>Total</b> . . . . .	<b>\$50,000,000</b>