



Traverse City Master Plan | Mobility Action Plan

Community Engagement Report

Fall 2022



CITY OF
TRAVERSE CITY

B R 
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progressive|ae

SUMMARY & KEY THEMES

In fall 2022, the City of Traverse City kicked off the first phase of community engagement for the Master Plan and Mobility Action Plan initiatives. As part of this first round of Master Plan engagement, listening session attendees, open house participants, and survey respondents were asked to prioritize and comment on a list of guiding principles, sourced from existing community visions and plans, including the current master plan. What did they like? What is confusing? What is most important? The following themes resulted:

Participants' Ages Mirrors Community Age Makeup - The number of individuals representing different age brackets closely mirrored the age breakdown of City of Traverse City (for example, 15% of survey respondents were age 35-44 and 14% of City residents are in that age bracket).

Protect our Natural Resources - Across incomes, residency, and age, caring for and protecting Traverse City's natural resources emerged as the number one priority for community members who participated in this first round of engagement.

Manage Public Infrastructure Proactively - And consistently managing water and sewer infrastructure is also important no matter a participant's age, income, and residency.

Community Inclusivity - When asked to consider the statement "having people of all ages, incomes, backgrounds, ethnicities, race, and abilities is key to the future of Traverse City", participants under 19 years of age agreed with this statement more often than older community members. This isn't to suggest that only young people care about this, but does provide some insight into how the younger Traverse City stakeholders who participated are thinking about community inclusivity and belonging.

Cycling Safety and Education - In both the October 7 Focus Group sessions and the October 26 Community Open House, attendees mentioned safety as being a key priority for the city's mobility network. Some mentioned the emergence of electric bicycles as a challenge, as they travel much faster than regular bicycles yet still share trails with other users. Other attendees mentioned the lack of crosswalks as a major safety challenge. Trail and road etiquette was also mentioned, with training for cyclists and motorists being raised as an option to reduce conflicts between the two groups.

Bike Facilities and Trails - Those attending engagement events desired more cycling and pedestrian infrastructure within the city. Attendees at the Focus Group sessions mentioned regional collaboration as being necessary for creating additional recreational trails. Other attendees mentioned that simple traffic calming methods such as speedbumps, narrower traffic lanes, and other devices would make traveling by bicycle safer and more appealing. Attendees also mentioned that protected mobility infrastructure along higher-speed streets can make traveling along those corridors more appealing.

Connections to Daily Amenities and Recreational Destinations - Attendees cited Traverse City's natural beauty as one of its strongest assets and desired greater access to parks and natural areas. Attendees and survey respondents also mentioned a desire to access daily amenities by foot, riding their bicycles, or taking the bus. This indicates the importance of the city's mobility network not simply as a recreational asset but as a valuable addition to the city's diverse transportation system, giving residents more options on getting around.

INTRODUCTION

The City of Traverse City has recently completed the first round of community exercises to inform the Master Plan and Mobility Action Plan. This report summarizes the emerging themes from the feedback received via the following activities and audiences:

- 400+ people interacted with planning staff and volunteers at 24 pop-up events hosted in Traverse City between August and October 2022.
- 1,910 community members took an online survey from September 12, 2022, to October 9, 2022.
- 89 stakeholders participated in small group listening sessions on September 29, September 30, and October 7, 2022.
- 134 community members attended an open house on October 26, 2022.
- 676 community members took an online survey from November 10, 2022, to November 22, 2022.

HOW TO USE THIS REPORT

This report contains high level themes based on the community participation listed above, and it is important to note that these themes are based on the experiences, ideas, and opinions of the many people who have engaged in the process thus far, but do not represent the experience, ideas, and opinions of everyone in the city of Traverse City.

The City is grateful to all individuals who participated in the activities above and will continue to invite as many community members as possible to engage in the Master Plan and Mobility Action Plan projects, via local media, the Bay Brief, email campaigns, and social media.

This report attempts to find patterns and themes between the individual ideas expressed by each community member who participated. Complete and original datasets generated from each of the activities summarized herein are provided as appendices attached to this report. Summaries of each engagement activity are provide in the report as follows:

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The engagement activities listed above are summarized in this report. Click any link above if you would like to jump to a particular section.

ABOUT THE MASTER PLAN AND MOBILITY ACTION PLAN

The Master Plan provides a comprehensive vision for the future land use in Traverse City, identifying how land use patterns, trends, and decisions can support our community's goals related to topics like housing, transportation, infrastructure, natural resources, and wellbeing.

Just as the Master Plan establishes the land use vision for Traverse City's future, the Mobility Action Plan provides a vision for how people will get around. This represents a "deeper dive" into the topic of transportation with the intent of improving the city's mobility network through street and safety improvements.



SECTION 1: POP-UP EVENTS SUMMARY

Between August and October 2022, members of the City Planning Commission, Master Plan Leadership Team, and City Staff hosted 24 pop-up events around the city to raise awareness of the Master Plan and Mobility Action Plan processes and invite community members to sign up for project updates.

Pop-ups were held at various locations and times, including Central Grade School, Sara Hardy Farmers Market, Hickory Hills, TC New Tech, Little Fleet, Northwestern Michigan College, the library, summer street sale, Porch Fest, and TC Patriot Game at Thirlby Field, in order to reach people where they live, work, learn, and play in Traverse City. The intent of this exercise was to provide an inclusive, accessible, and easy way for the community to learn more about the planning process.

Pop-up team members estimate they interacted with over 400 community members and over 1,000 individuals signed up for project updates.



SECTION 2: STAKEHOLDER LISTENING SESSION SUMMARY

65 stakeholders from the following organizations participated in small group listening sessions at Hickory Hills lodge on September 29 and 30, 2022.

- Northern Michigan E3
- Grand Traverse Regional Community Foundation
- Goodwill Industries of Northern Michigan
- Rotary Charities
- TART Trails
- MDOT
- Downtown Development Authority
- City of Traverse City
- Bay Area Transportation Authority
- Cherry Capital Airport
- SEEDS
- City of Traverse City Green Team
- City Opera House
- Northwestern Michigan College
- Commission on Aging
- Grand Traverse County
- The Watershed Center Grand Traverse Bay
- FLOW
- Traverse Connect
- Commongrounds Cooperative
- Rec Authority (Traverse City and Garfield Township)

Representatives of these organizations attended based on an invitation sent to a broad list of 90 community organizations operating in/around Traverse City.

Stakeholders were asked to consider the following guiding principles (also posed to the community via the October online survey).

- A. We are investing in multimodal transportation infrastructure so that individuals of all ages abilities and income have a network of complete safe and year-round access to our community's amenities and basic needs.
- B. We are increasing opportunities for more year-round housing stock.
- C. We are addressing climate change within all our city priorities, goal, policies, and actions.
- D. Traverse City is inclusive to all people of all ages, incomes, backgrounds, ethnicities, race, and abilities.
- E. Our neighborhoods provide a high quality of life and meet the daily needs of our residents.
- F. Natural resources in Traverse City are respected and protected.
- G. Historic and cultural resources in Traverse City are respected and protected.
- H. We are investing in facilities and amenities to create vibrant city spaces that connect all people to nature and each other.
- I. We are proactively and consistently managing water sanitary and storm infrastructure systems for continued and improved public health and safety.
- J. We are proactively and consistently managing street and non-motorized infrastructure.
- K. We are guiding Traverse City's evolution based on community values and vision.

Top 3 priorities that align with existing work

Stakeholders were next asked to identify the top three statements that align with their work. The top 3 statements selected most often are:

1

We are investing in facilities and amenities to create vibrant city spaces that connect all people to nature and each other.

2

We are increasing opportunities for more year-round housing stock.

3

We are investing in multimodal transportation infrastructure so that individuals of all ages abilities and income have a network of complete safe and year-round access to our community's amenities and basic needs.

5

What is improving and why?

Stakeholders were next asked to rate each statement as better, worse, or the same than 5 years ago. If better, stakeholders were asked to cite local actions they felt have improved things. Every statement was marked better by multiple stakeholders. The reasons for this are transcribed below.

A. We are investing in multimodal transportation infrastructure so that individuals of all ages abilities and income have a network of complete safe and year-round access to our community's amenities and basic needs.

- Improved non-motorized and public transit options like Safe Routes to School (SRTS), TART, mobility task force, expanded BATA routes including free routes, shelters and their new transit center.
- Snow removal on sidewalks and trails has been outstanding along with sidewalk installations. Investments in bike lanes and shelters, as well as continued partnership and investment with TART.
- Development of trails with improved road crossings for pedestrians and cyclist safety.
- Expansion of area trails like TART's Boardman Lake Loop, and Buffalo Ridge
- Signal timing infrastructure and investment including the reconstruction of Grandview Parkway.

B. We are increasing opportunities for more year-round housing stock.

- New housing added to spaces and more grants becoming available.
- Investment in social infrastructure and advocacy for community needs like year-round housing is becoming more noticeable but needs to address senior housing.
- Development is ongoing for new homes that are being built but are they affordable.
- Neighborhood infrastructure has improved along with mobility.

C. We are addressing climate change within all our city's priorities, goals, policies, and actions.

- City's climate plan is being implemented. Renewable initiatives, lighting, and alternative energy through Traverse City Light and Power.
- Have seen explicit language and actions around climate change goals in the city. Regarding climate it is an issue of importance and included in goals and priorities, but also need to address flooding as that issue has been elevated.

D. Traverse City is inclusive to all people of all ages, incomes, backgrounds, ethnicities, race, and abilities.

- DDA is doing a respectable job with downtown mix, promoting inclusivity of events better and encouraging sidewalks in central neighborhood.
- Bringing youth on DDA board.
- Recognizing there is a need to be more inclusive and identifying events for everyone.
- Some areas are the same and some are better. Traverse City is getting more inclusive and helping with diversity.

E. Our neighborhoods provide a high quality of life and meet the daily needs of our residents.

- Neighborhoods are stable, Traverse Heights is improving.

F. Natural resources in Traverse City are respected and protected.

- Redevelopment of waterfront, Clinch Park.
- Protect natural resources along Boardman River and Lake Michigan conservation, preservation, and trail access.
- Actions along the Boardman River have increased conservation efforts.
- Hickory Meadows and Hills.

G. Historic resources in Traverse City are respected and protected.

- Historic structures being restored downtown in the neighborhoods.
- Indigenous tribes being recognized/honored to preserve historic and cultural resources.

H. We are investing in facilities and amenities to create vibrant city spaces that connect all people to nature and each other.

- Civic square and alley development.
- Active stormwater management plan.
- 8th Street design.

I. We are proactively and consistently managing water, sanitary, and storm infrastructure systems for continued and improved public health and safety.

- Comprehensive assessment and forecasting.
- ad hoc is working toward dedicated stormwater management strategies.
- Increased use of LID(?) in urban design and project implementation.
- Acknowledging the need.
- Better water- continuous maintenance and improvements at the water treatment plant.

J. We are proactively and consistently managing street and non-motorized infrastructure.

- Bridge improvements in 2022.
- Streetscape improvements and place making.
- Riverwalk plans and using parking lots better.
- Purchasing land instead of renting or leasing.
- Collaborative efforts are stronger and shared vision.

K. We are guiding Traverse City's evolution based on community values and vision.

- The City seems more conscious and proactive providing this survey
- Coordinated planning processes more comprehensive with citizen engagement and surveys.
- Engagement from the community about where they live and work
- New master plan process and inclusivity.
- Diversity and partnerships with like-minded organizations with similar goals
- Listening sessions like this are the backbone of the planning process within the city and surrounding jurisdictions.



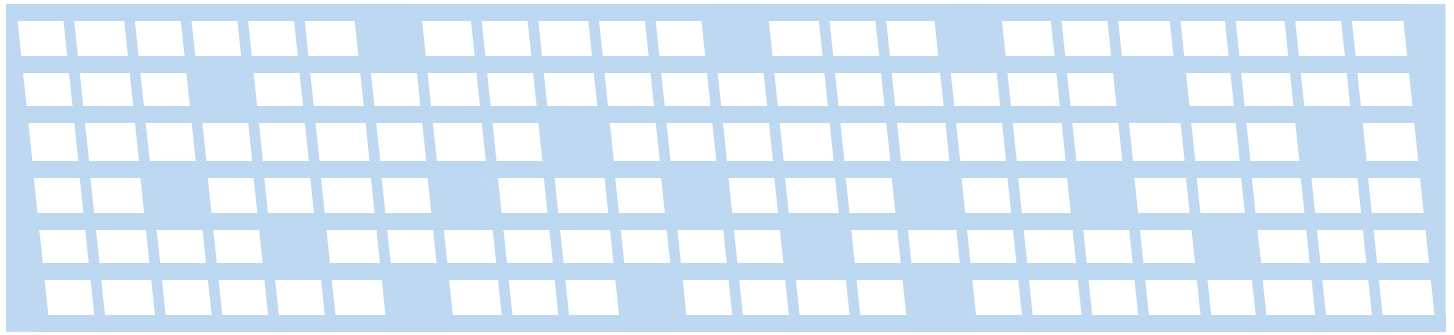
Top 3 priorities that align with existing work

Stakeholders were then asked to share their top priorities over the next 5 years. These include:

- Transportation/mobility infrastructure (air, road, bike trails, bus, regional planning)
- Community collaboration and engagement
- Clean energy
- Senior citizen care
- Diversity, equity, inclusion, and belonging
- Climate change
- Natural resources protection
- Transit-oriented development

Finally, stakeholders were asked to share who is missing from these types of discussions. They offered:

- There were multiple responses about youth, college student aged people in their early 20's, and young professionals being underrepresented.
- ALICE and low-income populations.
- People who work here but must commute into Traverse City due to housing costs and wages.
- Native American community.
- Seniors because one out of every four Grand Traverse County residents will be 60 and older by 2030. We need to think about senior citizens and their growing trend.
- People with mental health issues, people of color, people with disabilities.



SECTION 3: OCTOBER ONLINE SURVEY RESULTS

1,910 individuals took the first online survey from September 12, 2022 to October 9, 2022 to inform the Master Plan and Mobility Action Plan projects. Results are summarized below.

Question 1: *Of the following, which describes your experience with the City of Traverse City? For reference a map of the City of Traverse City is shown below. Select all that apply.*

I live in the city, year-round	59%	I live in the city, seasonally	5%
I own a business in the city	7%	I go to school in the city	9%
I live outside of the city	33%	I visit and/or recreate in the city (for vacation, church, event, activity, etc.)	25%
I own property in the city	25%		
I work in the city	27%		
None of the above	0%		

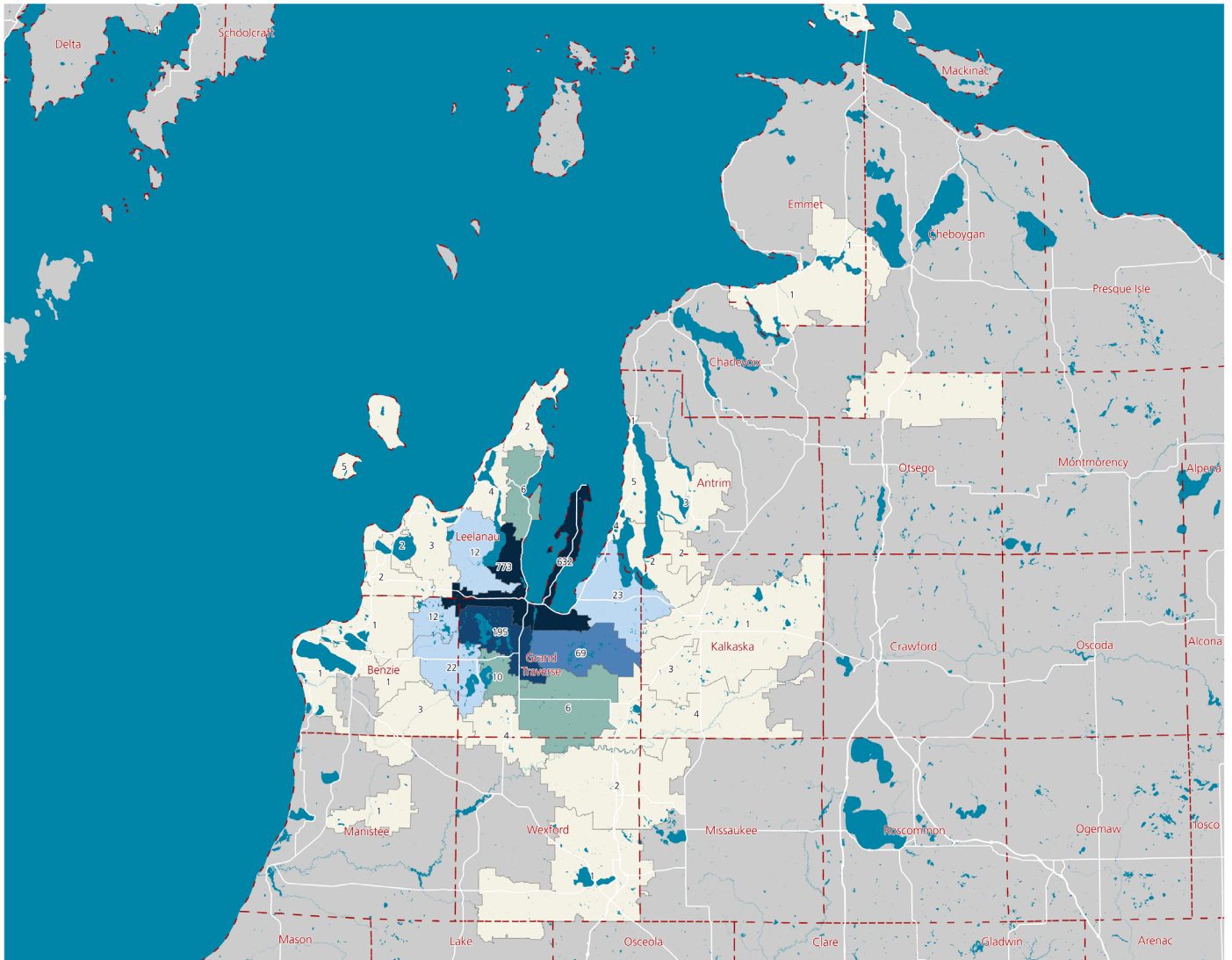
The majority of survey respondents (64%) live in the City of Traverse City either year-round or seasonally. An additional 27% work in the city, 25% own property in the city, and 25% visit or recreate in the city. This is a healthy balance of residents and non-residents. As Traverse City is a regional hub it is important to capture the views of those who may not live in the city but rely on and/or support the goods, services, and amenities within city boundaries.

Question 2: *How long have you lived in the City of Traverse City, either year-round or seasonally?*

I've lived here for 0-2 years	8%	I've lived here for 11-20 years	21%
I've lived here for 3-5 years	12%	I've lived here for 21+ years	30%
I've lived here for 6-10 years	13%	I do not live in TC	17%

Length of tenure ranged with the majority of respondents living in Traverse City for more than 11 years. It is important to note that recent arrivals (those who moved to the city 0 – 2 years ago) account for 8% for respondents, a strong representation from a group that is challenging to engage.

Question 3: What is the five-digit zip code for your primary residence?

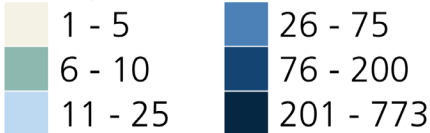


Home Zip Code

Sources: Michigan Open Data Portal, City of Traverse City



Survey Respondents



Zip Codes Not Shown:

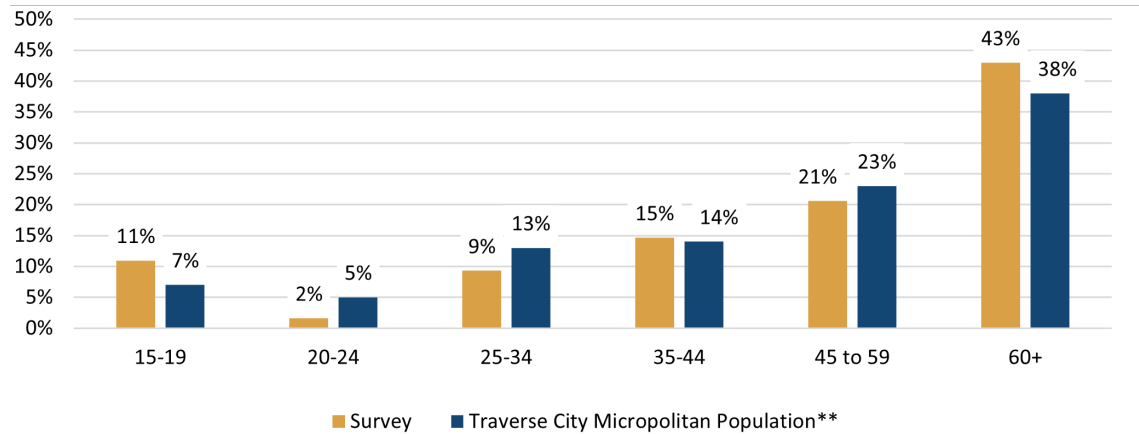
48603 - 3	48703 - 2
49456 - 2	48640 - 2
48114 - 2	All other - 48

The majority of survey responses come directly from the surrounding region and out lying areas. There were 59 responses from zip codes not shown on the map but these account for roughly 3% of total survey responses. These are likely second homeowners who live in the city seasonally but show primary place of residence is elsewhere.

Question 4: What is your age?

0 to 14 years old	1%	35 to 44 years old	14%
15 to 19 years old	11%	45 to 59 years old	20%
20 to 24 years old	2%	60+ years old	42%
25 to 34 years old	9%		

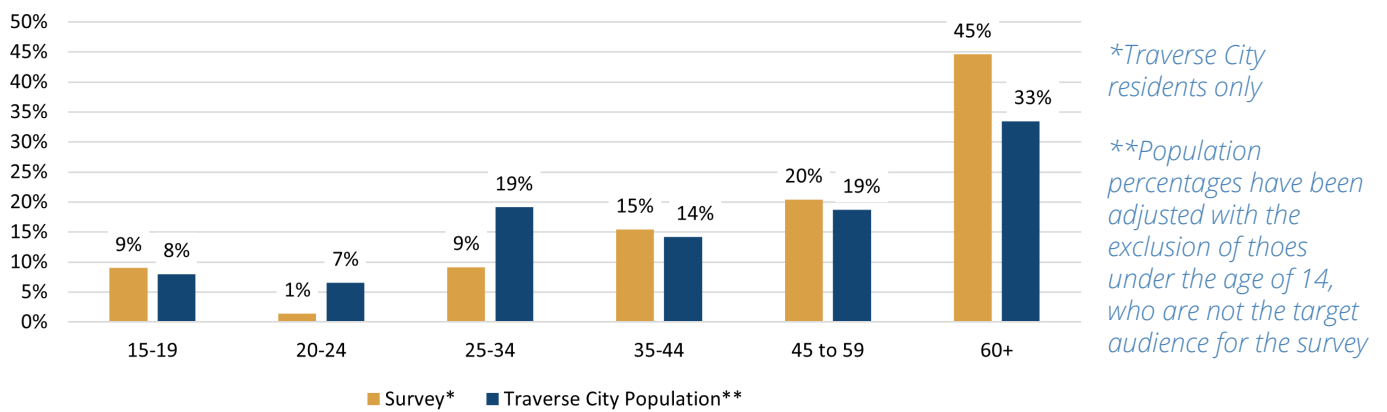
Age of survey respondents compared to regional age demographics.



This chart shows who took the survey (yellow bars) versus the Traverse City micropolitan population (blue bars). For example, 11% of the survey respondents were aged 15-19, while only 7% of the Traverse City micropolitan population is aged 15-19. This means, this demographic was slightly over represented in the survey results.

Of the 1,898 respondents, 43% are over the age of 60 – the highest participation among all age groups. Compared to the population of the Traverse City Micropolitan area, those over the age of 60 are slightly overrepresented in the survey (43% of the survey and 38% of the micropolitan population). Those aged 35 – 44 and 15 – 19 are also slightly overrepresented in the survey. The age group with the lowest participation in the survey are those aged 20 – 24, who account for 2% of the survey respondents but 5% of the micropolitan population.

Age of survey respondents who are Traverse City residents (filtered in Question 1)



When analyzing only Traverse City residents (those who indicated they reside in Traverse City in Q1), participation levels among age groups changes slightly. Those over the age of 60+ had the highest level of participation and are overrepresented in the survey (45% of the survey* and 33% of the city population). The only age groups that are underrepresented in the survey results are those aged 20 – 24 and 25 – 34, which combined account for 26% of the population and 10% of the survey results.

Question 5: Which of the following most accurately describes your gender? (Please select all that apply)

I prefer not to say	2%	Male	43%
Let me type (open-ended)*	0.5%	Non-Binary	1%
Female	53%	Transgender	0.3%

**There were five responses in this space and all of them question the validity of this response option.*

Respondents skewed slightly female compared to the other genders. Male accounted for 43% of respondents, non-binary individuals accounted for 1%, and transgender 0.3%. Those who self-described their gender did not answer the question and instead commented on the validity of self-describing one’s gender. Cisgender individuals account for 94.9% of the State of Michigan’s population according to the United States Census indicating that cisgender individuals are slightly over represented in the survey.

Question 6: What is your race/ethnic background? Select all that apply.

Asian	0.8%	Middle Eastern	0.3%
Black/African	0.3%	Native American/American Indian	1%
Caribbean	0.1%	Pacific Islander	0.3%
Caucasian/White	92%	Other	0.8%
Hispanic/Latin-x	2%	I prefer not to say	6%

Caucasian/white is the most commonly selected racial/ethnic background – 92% of survey respondents. The Traverse City Micropolitan population is 92% white indicating that white respondents are not overrepresented in the survey. The remaining racial/ethnic backgrounds are Hispanic/Latin-x (2%), Native American/American Indian (1%), Asian (1%), Black/African (<1%), Middle Eastern (<1%), Pacific Islander (<1%), and Carribean (<1%). Notably, 5% of respondents selected not to identify their racial/ethnic background and 1% self described their racial/ethnic background. None of the self-described responses are racial/ethnic categories not represented in the question response options.

Question 7: How many children (0-18 years old) reside in your household?

0 children - 66% 1 child - 10% 2 children - 16% 3+ children - 8%

Overall, 34% of survey respondents have at least one person under the age of 18 residing in their household. Comparitively, 22% of households in the micropolitan region have at least one child. When filtering for only Traverse City residents, 33% of the respondents have at least one person under the age of 18 in their household. In Traverse City, 21% of households have at least one person under the age of 18.

Question 8: How many members of your household have a disability (hearing, vision, cognitive, ambulatory, self-care, independent living)?

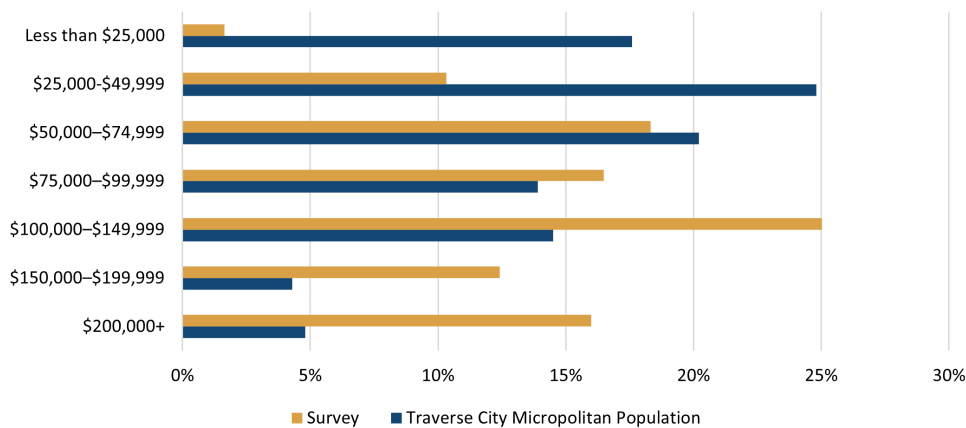
0 members - 87% 1 member - 11% 2 members - 2% 3+ members - >1%

Of the 1,901 respondents who completed this question, 14% live in a household where at least one member has a disability – 13% of the micropolitan area have a disability. For Traverse City residents only, 12% of respondents live in a household where one or more members have a disability – 11% of Traverse City’s population have a disability.

Question 9: Approximately what is your household’s total annual income, before taxes? Consider all sources (salary, bonuses, investment income, etc.) of every working member of your household.

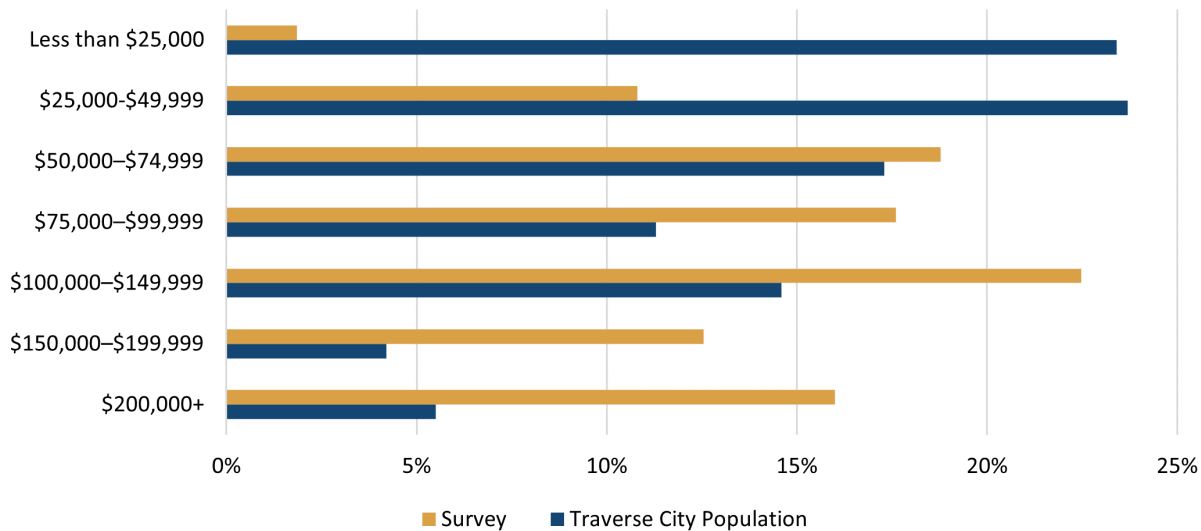
Less than \$25,000	1%	\$150,000 - \$199,999	10%
\$25,000 - \$49,999	9%	\$200,000 - 299,999	7%
\$50,000 - \$74,999	15%	\$300,000 or more	6%
\$75,000 - \$99,999	14%	I prefer not to say	17%
\$100,000 - \$149,999	21%		

Income of survey respondents compared to regional income demographics.



Respondents skewed wealthier than the micropolitan population, 70% of respondents indicated that their household incomes were above \$75,000 compared to 38% of micropolitan households earning more than \$75,000. The wealthiest respondents (those earning more than \$200,000) were the most overrepresented in the survey.

Income of survey respondents who are Traverse City residents (filtered in Question 1)

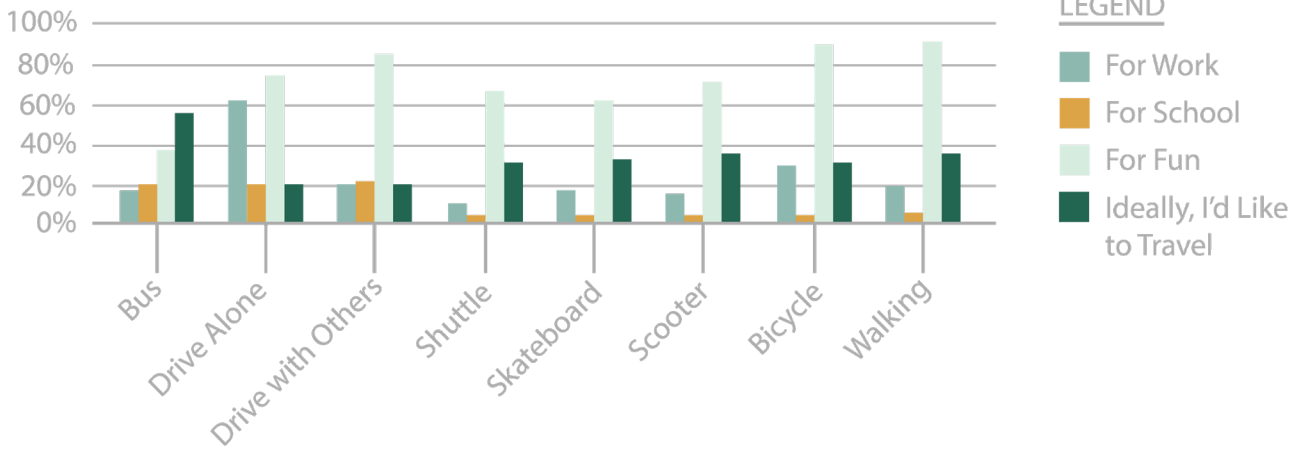


Results for Traverse City residents only, followed a similar trend. Survey respondents from households earning more than \$75,000 account for 69% of total respondents, compared to 36% of the Traverse City’s households earning over \$75,000.

Question 10: *How do you transport yourself on a daily basis? Fill out the chart below and provide your daily mode of transportation for work, school, fun, and/or in your ideal world.*

	For Work	For School	For Fun	Ideally, I'd like to travel	Total responses
By car, alone	62%	18%	74%	18%	1,706
By walking	19%	6%	92%	23%	1,293
By bicycle	29%	5%	90%	30%	854
By car, with others (carpool)	18%	22%	85%	19%	326
By bus	17%	20%	37%	55%	177
By shuttle or ride-sharing	10%	5%	67%	31%	103
By scooter	16%	5%	72%	36%	63
By wheelchair	10%	0%	45%	50%	20

Daily transportation mode of survey respondents.



Respondents indicated they travel primarily by car alone but desire to use alternative transportation modes. Respondents typically walk and ride their bicycles for recreation purposes as opposed to transportation.

Question 11: Using a scale of 1 = not at all important to 5 = very important, rate your level of agreement with the following statements.

Consider the “we” in these statements to mean the Traverse City community as a whole, including the city, partners, residents, and stakeholders. Statements are ordered in the table below according to each statement’s weighted average, from highest to lowest. Each statement is numbered 1—11 and the exact weighted average is shown in parenthesis. The table columns organize the analysis by all survey respondents (first column), then respondents’ residency status, age, and household income.

	Complete Survey	Traverse City Residents	Non Residents	Under 19	20 - 24	25 - 34	35 - 59	60+	Under \$50k	\$50k - \$74k	\$75k - \$99k	\$100k - \$199k	\$200k +
We should proactively and consistently manage water, sanitary, and storm infrastructure systems for continued and improved public health and safety.	#1 (4.76)	#1 (4.79)	#1 (4.74)	#2 (4.36)	#1 (4.83)	#1 (4.76)	#1 (4.79)	#1 (4.85)	#2 (4.79)	#1 (4.71)	#1 (4.79)	#1 (4.78)	#1 (4.81)
Natural resources in Traverse City need to be respected and protected.	#2 (4.73)	#2 (4.74)	#2 (4.72)	#1 (4.49)	#2 (4.80)	#2 (4.75)	#2 (4.71)	#2 (4.80)	#1 (4.83)	#2 (4.61)	#2 (4.73)	#2 (4.74)	#2 (4.75)

	Complete Survey	Traverse City Residents	Non Residents	Under 19	20 - 24	25 - 34	35 - 59	60+	Under \$50k	\$50k - \$74k	\$75k - \$99k	\$100k - \$199k	\$200k +
Our neighborhoods should provide a high quality of life and meet the daily needs of our residents.	#3 (4.52)	#3 (4.60)	#3 (4.48)	#5 (3.88)	#4 (4.60)	#3 (4.61)	#3 (4.55)	#3 (4.65)	#3 (4.57)	#3 (4.51)	#3 (4.58)	#3 (4.54)	#3 (4.52)
We should proactively and consistently manage street and non-motorized infrastructure.	#4 (4.37)	#4 (4.43)	#4 (4.32)	#9 (3.67)	#7 (4.33)	#5 (4.42)	#4 (4.41)	#5 (4.52)	#5 (4.45)	#4 (4.35)	#4 (4.40)	#4 (4.39)	#4 (4.51)
Historic and cultural resources in Traverse City need to be respected and protected.	#5 (4.32)	#5 (4.31)	#5 (4.32)	#4 (3.89)	#10 (4.10)	#10 (4.23)	#6 (4.23)	#4 (4.55)	#4 (4.47)	#5 (4.31)	#5 (4.34)	#6 (4.25)	#6 (4.26)
We should guide Traverse City's evolution based on community values and vision.	#6 (4.20)	#6 (4.23)	#6 (4.17)	#6 (3.87)	#8 (4.23)	#7 (4.33)	#8 (4.14)	#6 (4.31)	#8 (4.28)	#7 (4.19)	#9 (4.19)	#5 (4.25)	#7 (4.17)
We should invest in facilities and amenities in order to create vibrant city spaces that connect all people to nature and to each other.	#7 (4.14)	#7 (4.21)	#7 (4.10)	#7 (3.81)	#9 (4.20)	#6 (4.39)	#7 (4.16)	#8 (4.17)	#10 (4.14)	#9 (4.09)	#7 (4.22)	#7 (4.22)	#5 (4.27)
We should increase opportunities for more year-round housing stock.	#8 (4.11)	#9 (4.13)	#8 (4.09)	#11 (3.37)	#5 (4.59)	#4 (4.49)	#5 (4.27)	#9 (4.07)	#7 (4.29)	#6 (4.22)	#6 (4.22)	#8 (4.16)	#8 (4.04)
We should invest in multi-modal transportation infrastructure so that individuals of all ages, abilities and income have a network of complete, safe, and year-round access to our community's amenities and basic needs.	#9 (4.08)	#8 (4.17)	#9 (4.05)	#10 (3.51)	#3 (4.63)	#8 (4.30)	#9 (4.09)	#7 (4.17)	#6 (4.40)	#8 (4.18)	#10 (4.17)	#9 (4.11)	#10 (3.97)

Having people of all ages, incomes, backgrounds, ethnicities, race, and abilities, is key to the future of the city.

We should address climate within all of our city priorities, goals, policies, and actions.

	Complete Survey	Traverse City Residents	Non Residents	Under 19	20 - 24	25 - 34	35 - 59	60+	Under \$50k	\$50k - \$74k	\$75k - \$99k	\$100k - \$199k	\$200k +
Having people of all ages, incomes, backgrounds, ethnicities, race, and abilities, is key to the future of the city.	#10 (4.03)	#10 (4.11)	#10 (3.99)	#3 (3.96)	#6 (4.34)	#9 (4.25)	#10 (4.01)	#10 (4.01)	#9 (4.26)	#10 (4.07)	#8 (4.20)	#10 (4.06)	#9 (3.97)
We should address climate within all of our city priorities, goals, policies, and actions.	#11 (3.85)	#11 (3.94)	#11 (3.83)	#8 (3.78)	#10 (4.10)	#11 (4.10)	#11 (3.82)	#11 (3.84)	#11 (4.07)	#11 (3.95)	#11 (4.04)	#11 (3.90)	#11 (3.79)

It's important to note that the weighted average does not differ significantly between the first and last statements, across demographics. This implies that survey respondents generally agreed that all statements presented were important, or at worst, neutral, with the following statements marked as most important no matter whether the respondent lives in the city proper or outside of the city, their age, or their household income.

- We should proactively and consistently manage water, sanitary, and storm infrastructure systems for continued and improved public health and safety.
- Natural resources in Traverse City need to be respected and protected.

Additionally, not every statement contains the same level of detail and it is possible that more vaguely worded statements were difficult to understand or get excited about and therefore perceived as more neutral or not important.

Question 12: *Using a scale of 1 = not happening effectively to 5 = happening very effectively, rate the following statements.*

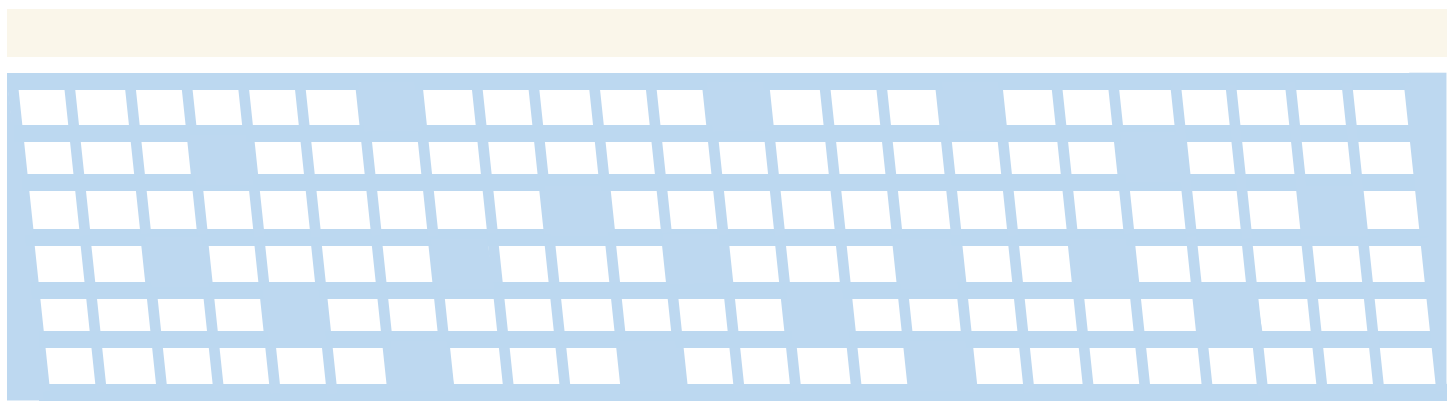
Consider how these outcomes are occurring in Traverse City today. Consider the “we” in these statements to mean the Traverse City community as a whole, including the city, partners, residents, and stakeholders.

Statements are ordered in the table below according to each statement’s weighted average, from highest to lowest. Each statement is numbered 1—11 and the exact weighted average is shown in parenthesis. The table columns organize the analysis by all survey respondents (first column), then respondents’ residency status, age, and household income.

	Complete Survey	Traverse City Residents	Non Residents	Under 19	20 - 24	25 - 34	35 - 59	60+	Under \$50k	\$50k - \$74k	\$75k - \$99k	\$100k - \$199k	\$200k +
Our neighborhoods provide a high quality of life and meet the daily needs of our residents.	#1 (3.57)	#1 (3.58)	#1 (3.56)	#1 (3.39)	#3 (3.38)	#3 (3.48)	#1 (3.55)	#1 (3.65)	#2 (3.39)	#3 (3.48)	#1 (3.58)	#1 (3.61)	#1 (3.71)
Historic and cultural resources in Traverse City are respected and protected.	#2 (3.52)	#2 (3.53)	#2 (3.52)	#3 (3.37)	#1 (3.74)	#2 (3.58)	#2 (3.51)	#3 (3.56)	#1 (3.40)	#1 (3.50)	#2 (3.53)	#3 (3.51)	#2 (3.65)
Natural resources in Traverse City are respected and protected.	#3 (3.51)	#3 (3.53)	#3 (3.49)	#5 (3.34)	#2 (3.41)	#1 (3.58)	#3 (3.47)	#2 (3.56)	#3 (3.37)	#2 (3.50)	#3 (3.45)	#2 (3.54)	#3 (3.64)
We are investing in facilities and amenities in order to create vibrant city spaces that connect all people to nature and to each other.	#4 (3.39)	#4 (3.40)	#4 (3.38)	#6 (3.26)	#4 (3.14)	#4 (3.43)	#4 (3.33)	#4 (3.48)	#4 (3.17)	#4 (3.35)	#4 (3.41)	#4 (3.46)	#4 (3.48)
We are guiding Traverse City's evolution based on community values and vision.	#5 (3.02)	#6 (3.01)	#5 (3.05)	#7 (3.23)	#5 (3.00)	#5 (3.01)	#5 (3.00)	#10 (2.99)	#8 (2.83)	#7 (2.95)	#7 (3.01)	#5 (3.10)	#5 (3.18)
We are investing in multi-modal transportation infrastructure so that individuals of all ages, abilities and income have a network of complete, safe, and year round access to our community's amenities and basic needs.	#6 (3.01)	#5 (3.04)	#7 (3.03)	#8 (3.02)	#8 (2.79)	#6 (2.99)	#7 (2.92)	#5 (3.10)	#6 (2.94)	#5 (3.04)	#5 (3.03)	#7 (3.01)	#6 (3.06)
We are proactively and consistently managing street and non-motorized infrastructure.	#7 (3.00)	#8 (2.99)	#6 (3.03)	#9 (2.89)	#6 (2.88)	#7 (2.91)	#6 (2.95)	#6 (3.07)	#5 (2.94)	#6 (2.98)	#6 (3.01)	#6 (3.03)	#8 (2.95)

	Complete Survey	Traverse City Residents	Non Residents	Under 19	20 - 24	25 - 34	35 - 59	60+	Under \$50k	\$50k - \$74k	\$75k - \$99k	\$100k - \$199k	\$200k +
We are proactively and consistently managing water, sanitary, and storm infrastructure systems for continued and improved public health and safety.	#8 (2.96)	#7 (2.99)	#8 (2.98)	#2 (3.37)	#7 (2.83)	#9 (2.76)	#10 (2.77)	#7 (3.06)	#7 (2.89)	#8 (2.91)	#8 (2.93)	#8 (2.98)	#10 (2.94)
Traverse City is inclusive to people of all ages, incomes, backgrounds, ethnicities, race, and abilities.	#9 (2.93)	#10 (2.90)	#9 (2.96)	#4 (3.34)	#10 (2.59)	#10 (2.59)	#9 (2.79)	#9 (3.00)	#10 (2.68)	#10 (2.82)	#10 (2.85)	#10 (2.91)	#7 (3.02)
We are addressing climate within all of our city priorities, goals, policies, and actions.	#10 (2.91)	#9 (2.93)	#10 (2.91)	#10 (2.83)	#9 (2.78)	#8 (2.80)	#8 (2.84)	#8 (3.01)	#9 (2.80)	#9 (2.90)	#9 (2.91)	#9 (2.95)	#9 (2.95)
We are increasing opportunities for more year-round housing stock.	#11 (2.51)	#11 (2.51)	#11 (2.52)	#11 (2.75)	#11 (2.07)	#11 (2.27)	#11 (2.38)	#11 (2.63)	#11 (2.36)	#11 (2.45)	#11 (2.47)	#11 (2.52)	#11 (2.57)

Comparing the results of questions 11 and 12 further emphasizes the importance of the statement we are proactively and consistently managing water, sanitary, and storm infrastructure. This is the most important statement based on respondents of all residency status, age, and income (question 11) and scores relatively low when respondents were asked to indicate if they thought this was happening effectively in Traverse City today (question 12).



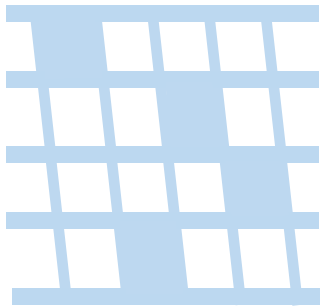
Question 13: *What modes of transportation should Traverse City prioritize moving forward? Rank from highest (#1) to lowest (#8) the following transportation modes.*

	Rank
Walking (pedestrian-oriented for people of all ages and abilities)	2.8
Bus (public transit-oriented)	3.2
Cycling (bike-oriented)	3.4
Car (auto-oriented)	3.5
Shuttles or ride-sharing (Lyft/Uber)	5.3
Freight (accommodating for delivery vehicles)	5.5
Rail	6.0
Skateboard/Scooter	6.3

Respondents rated walking and public transit-oriented uses as more important priorities than other modes. Skateboard/scooter and rail infrastructure was listed as a lower priority than other modes.

Question 14: *We are trying to reach as many voices as possible in this engagement process. That means yours! Which of the following activities are you most likely to participate in? (Select all that apply)*

In-person large-group events	19%
In-person small-group events	28%
Pop-up events in neighborhoods, businesses, and around town	35%
Online survey (like the one you're taking now)	78%
Virtual discussion	22%



SECTION 4: OPEN HOUSE RESULTS

On Wednesday, October 26, 2022, Traverse City residents, business-owners, property-owners, workers, and others interested in land use and transportation issues were encouraged to attend the joint Master Plan + Mobility Action Plan Community Open House at the Hagerty Center from 3pm – 7pm. Over 200 people participated and offered their vision for the future of Traverse City. As both projects seek to identify the community’s future vision and implement it over time, the event featured numerous activities and exercises designed to gather information and foster thoughtful discussions with attendees. These modules were crafted with maximum inclusivity in mind – ensuring that all attendees could offer their thoughts and experiences, regardless of age or ability.

The participation throughout the evening and the energy in the room was a testament to attendee’s interest in the future of Traverse City. Attendees not only participated at multiple modules; they lingered and held discussions with City staff and the planning teams – many staying for more than an hour. While the “open house” format contributed to this energetic environment, we especially want to thank City staff, the Hagerty Center, and the numerous volunteers who helped make this event a success.

Included on the following pages are summaries of each module along with key themes and feedback received throughout the evening.

Module 1: Online Survey Recap

Activity: Attendees were encouraged to review results from the first online survey to orient them to the ideas shared thus far and provide them an opportunity to ask questions and share their reactions, if any.

Results and Key Themes: Most attendees spent a few minutes viewing the survey results and sharing their questions and ideas verbally, with the staffers at the station. Some attendees wrote down an idea; these are listed verbatim by topic below.

Housing

- Increase attainable housing stock!
- Work force housing in City proper is a must.
- Build “affordable” housing outside city limit. Lots of property within 5 mi from center of town
- Wish there was a way to deed restrict my house to only full-time occupation...like Charlevoix
- Preserve year-round rentals & Housing
- Need affordable year-round full time resident housing
- With the higher cost of land within the city... Are there better options for affordable housing in the County?
- City Commission, DDA, Econ Dev, any similar. Stop authorizing short term rental- all new development zero. All housing stock! No STR!
- Work more on inclusivity. Esp Housing

Development/Density

- Build up, not out
- Sprawl kills both our #1 Tourism and out #2 agriculture economy. Both economies are symbolic

Survey Design/Results

- Please add a 7-13 age group
- Not a lot of young people responded. Where are they?
- 28 people who?
- Consider input from children. They can be brutally honest. I think it could be helpful. They are apart of the city too
- Framing of topics was not equivalent, so respondents may have evaluated unevenly
- How can we close gap income wise between census data and survey participation?
- I’m surprised by the difference in salary distribution for survey vs. TC proper
- Service providers can reach/help reach the people with less than \$25K income
- Need to show chart of “Importance” v “How well we are doing” to emphasize the areas that need attention
- Would like to see breakdown in responses of City residents & community residents

Natural Resources

- Hopefully protecting natural resources includes addressing climate change. More affordable housing needed. Less luxury condos.

Transportation

- Trans system airport (TVC) to town/hotels. Create mall area park to union on front
- Fast mass rail transit from outlying areas (EBCT & beyond) on current rail system into/out of city to serve locals and tourists
- Protect bike lanes. Light rail. More density/mixed use buildings
- Prioritize & make user friendly the bus system public transit
- Madison's new build and other roads do not have bike lanes in plan
- Focus on public transit

Other

- Focus more on neighborhoods- we already own parks- much neglected-with no play areas- it is a community gathering area for neighbors
- There is strong support for historic resources. What is happening to the Con Foster Collection?
- Infrastructure repairs
- The old guard has create exclusive zoning w/ Prop 3
- T.C. residents, business owners, should be given priority- this is a TC plan, not a regional plan
- All TIF 97- I believe- to expire- bring the income into the City budget vs. DDA. Then get our priorities of land for the entire needs infrastructure- natural resources- climate

Module 2: Neighborhood Mapping

Activity: Attendees were asked to consider three maps of different geographic areas within the city (note: some of these areas follow designated neighborhood boundaries but many were created specifically for this exercise) and identify which areas they wished to preserve, enhance, and transform.

Preserve

Places with desirable characteristics that should be maintained

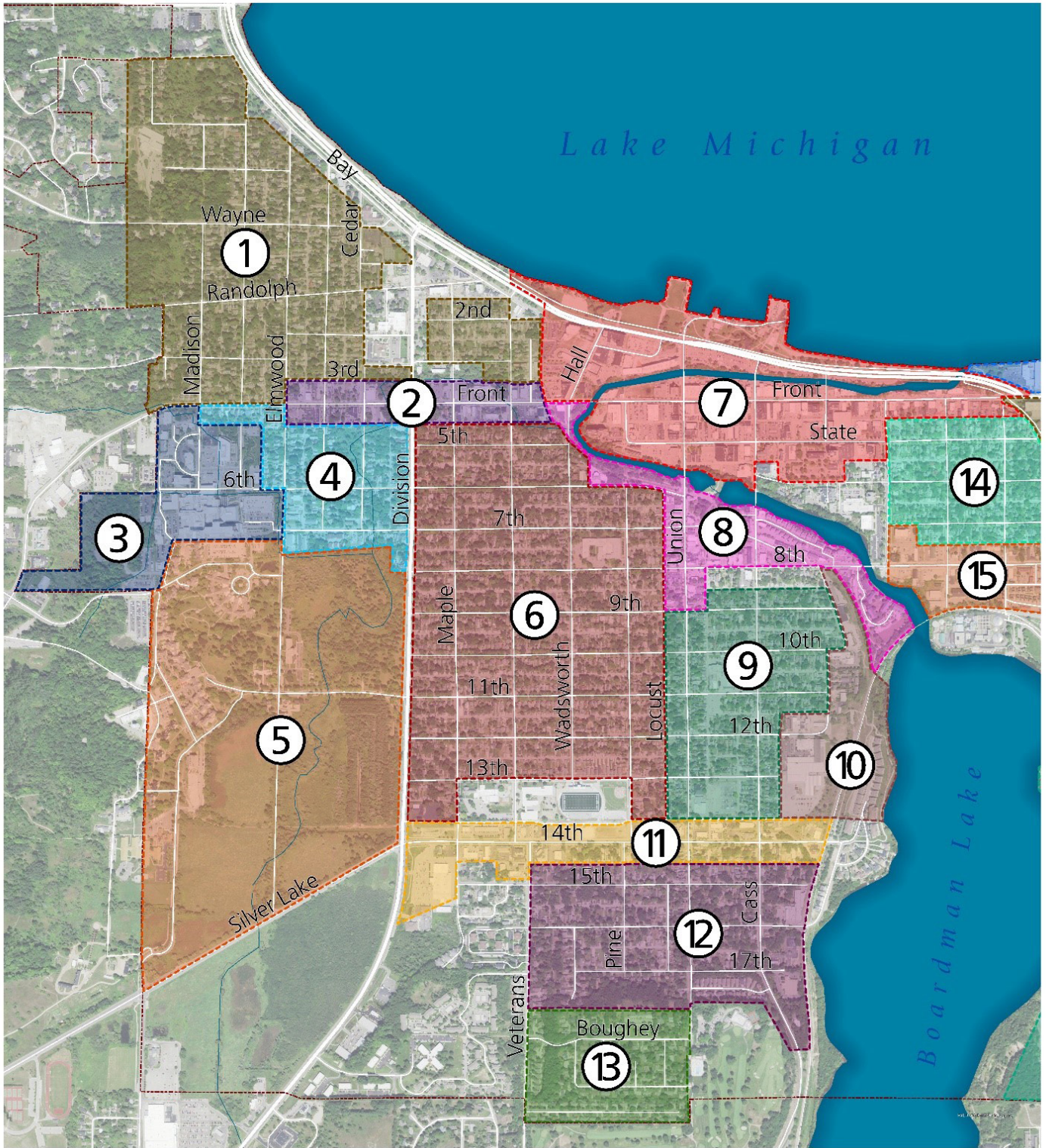
Enhance

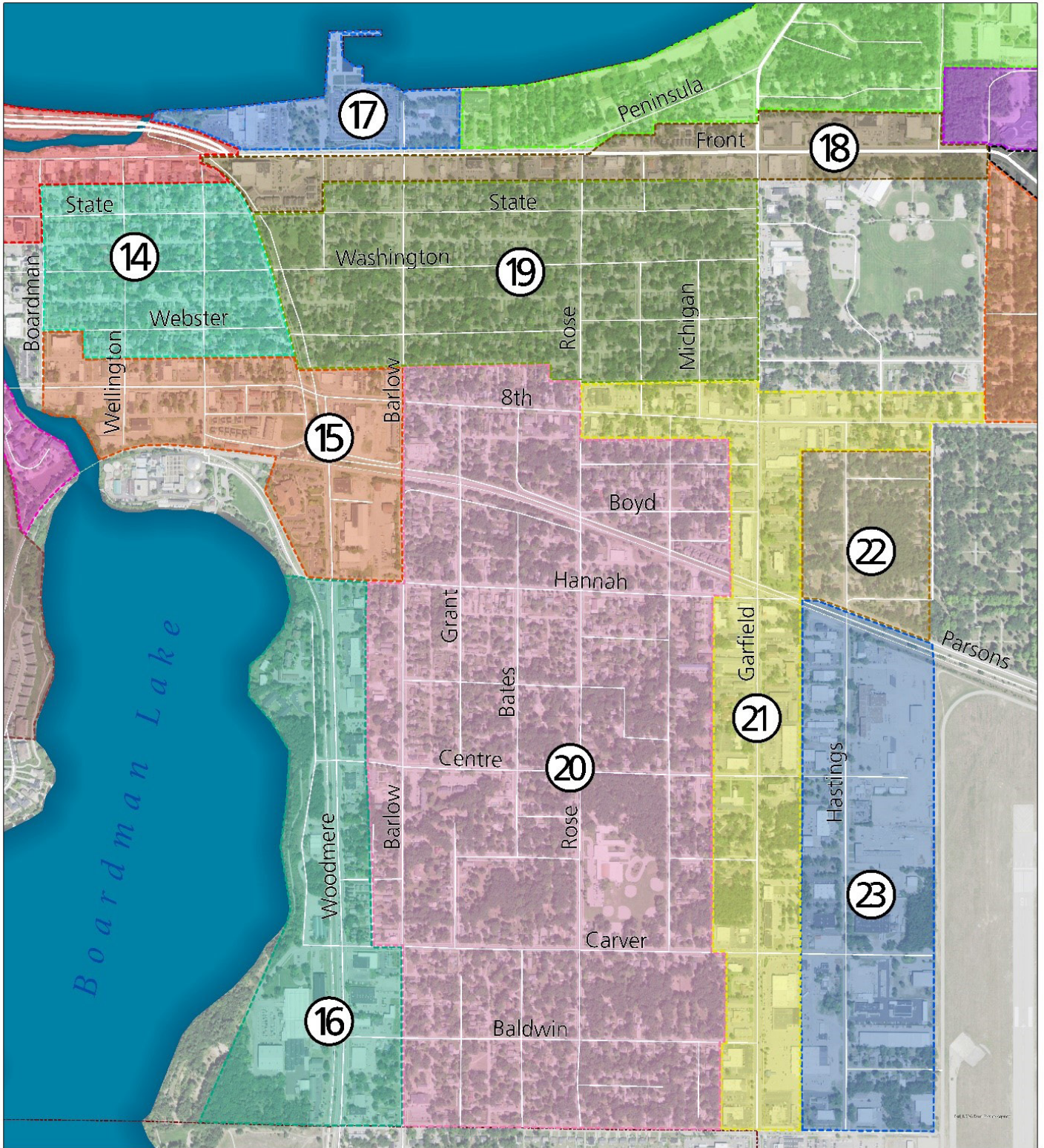
Places with ideal improvement opportunities

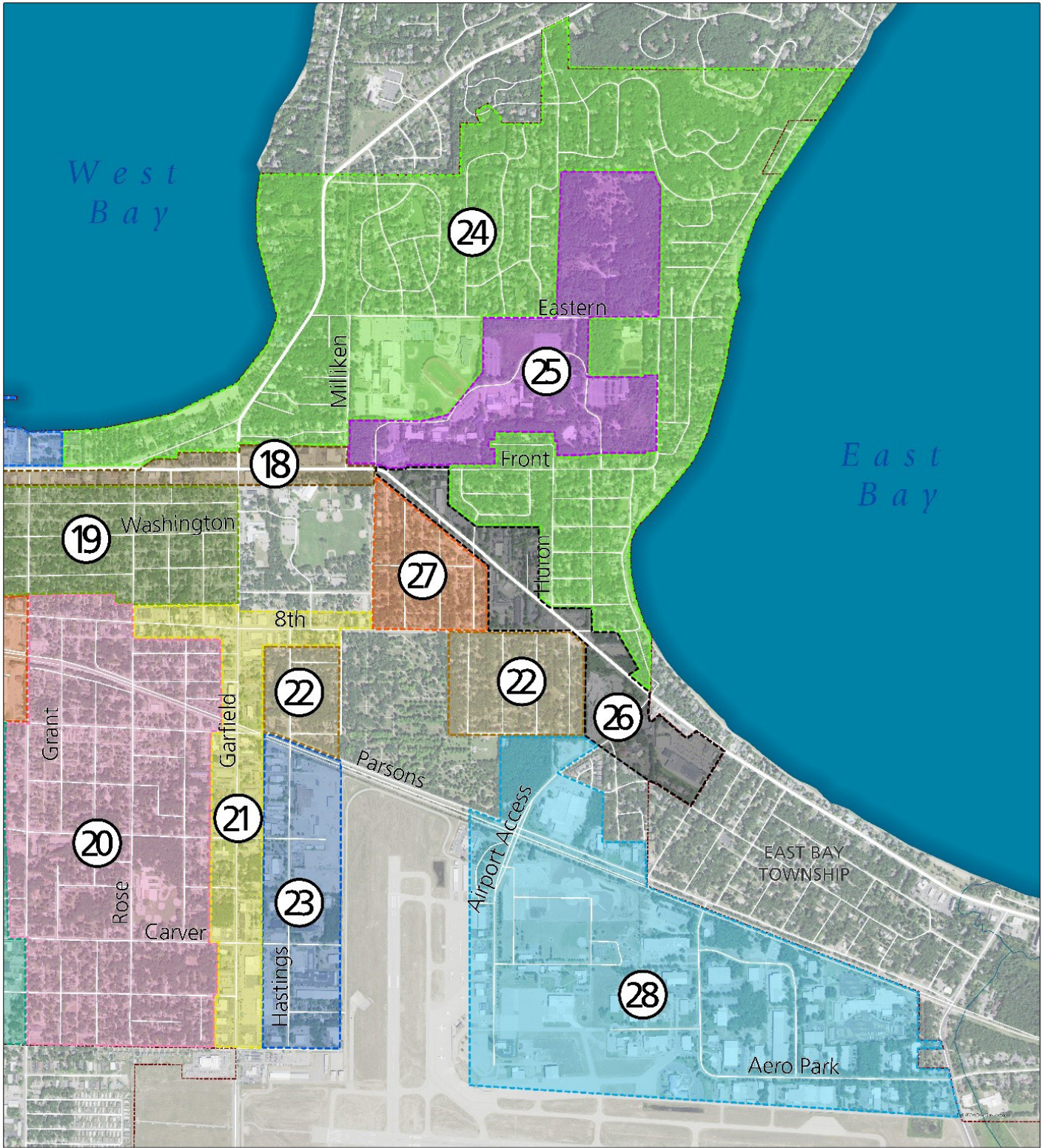
Transform

Places that are ideal for dramatic change in its function and design

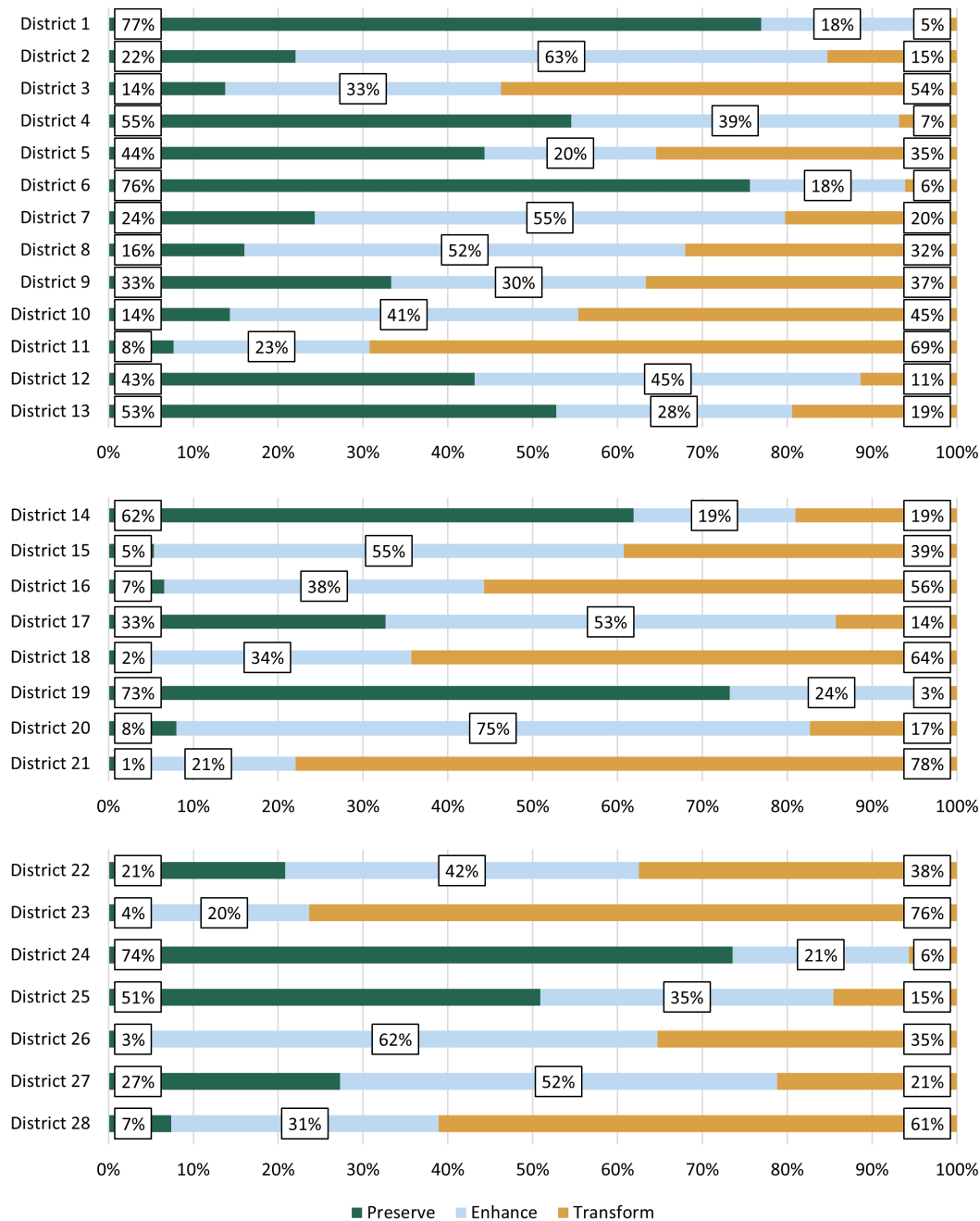








Results of Neighborhood Mapping Module.



Module 3: Guiding Principles

Activity: Attendees were asked to view the list of five guiding principles that resulted from the online survey and note what they liked about each principle, along with what was missing or confusing.

Results and Key Themes: Each guiding principle received a number of “like” comments, indicating that attendees found value in each principle. Below is a list of content attendees felt was missing or confusing for each principle.



1. We should proactively and consistently manage water, sanitary, and storm infrastructure systems for continued and improved public health and safety.

Missing:

- We need to prioritize green water infrastructure over grey water, need composting and food waste systems, need more community gardens and biodiverse green spaces
- Make systems holistic with natural systems. Living machines and natural waste water management
- Storm water should be handled in as a green a way as possible - more natural, unmowed areas to absorb water with natural plantings
- Clean water free of PFAS pipes replaced
- Needs to be inclusive of conserving resources, energy efficiency and reducing impact on climate change

Confusing:

(No feedback offered)

2. Natural, historic, and cultural resources in Traverse City need to be respected and protected.

Missing:

- Add “will proactively protect” not that they need to be. Take ownership!
- Consider the look of the city character of the structures and historical appearance, avoid the mish-mash
- We need to recognize that this was once a settlement of the Anishinaabe called Weqnetong, to decolonize Traverse City, and acknowledge the erasure and displacement of indigenous people and history
- Historical preservation, list of buildings?
- The depth of history should be defined in more detail. If history and culture is defined by settlement, then this should be rethought to dig deeper into pre-settlement context

Confusing:

- Whose history?
- Whose history are we respecting?
- Need definition - what history? What is a cultural resource?

3. Our neighborhoods should provide a high quality of life, including housing and transportation options, to meet the daily needs of our residents of all abilities, backgrounds, and ages.

Missing:

- Form based planning
- Affordable housing is the key to a more diverse and vibrant town. A young and educated worker cannot live in TC
- all income groups
- Traverse city cannot solve regional housing needs. Do not destroy traditional neighborhoods in attempt!
- Missing income (abilities, backgrounds, ages)
- Housing and transportation needs to be accessible to all groups
- Income is missing
- Can't happen without housing for year round residents

Confusing:

- Preserve neighborhoods they already provide housing and are occupied - we can't solve the entire housing problem by changing the land use and zoning
- I don't see anything about protecting the character of the neighborhoods. We have a lot of pressure from all side and no support

4. We should proactively and consistently manage street and multi-modal transportation infrastructure.

Missing:

- Important to keep it safe for bikes and walkers
- Prioritize public transit
- Bike lanes on all streets are needed
- Need much more planning of lots for E-Bikes especially to avoid conflicts with pedestrians
- Motorized vehicles should not be allowed to go over 5-10 mph - too dangerous

Confusing:

- Is so general [dt] to be meaningless
- Be realistic that bicycles are rarely used in the winter

5. We should invest in creating vibrant city spaces that connect all people to nature and each other.

Missing:

- Should be carefully managed to balance housing with the creatin of more parks
- Pop-up spaces/plaza etc. that each new development builds into their plans that is open to the public. Seattle does this downtown - lots of "secret" spaces/gardens

Confusing:

(No feedback offered)

Module 4: Challenges





Activity: Attendees were asked to record the most important challenge facing Traverse City in the next 10-15 years.

Results and Key Themes: 142 responses were recorded with the following topics mentioned most often:

- Affordable housing
- Climate change
- Traffic calming
- Mobility
- Protecting community character
- Tourism
- Becoming a town for only the wealthy

Module 5: Mapping Mobility Infrastructure

Activity: Attendees were encouraged to provide their comments on the city's transportation network by interacting with a 6ft x 9ft map of Traverse City. Attendees were given dots that signified the following:

-  Green Dots - I Like Walking or Biking Here
-  Yellow Dots - This is a Place for Improvements
-  Red Dots - I Avoid Walking or Biking Here
-  Blue Dots - This is a Destination

Attendees would then place these dots on areas of the city they associate with good or bad mobility infrastructure or places identified as key destinations. Sticky notes were also provided so attendees could provide more information if they wanted.

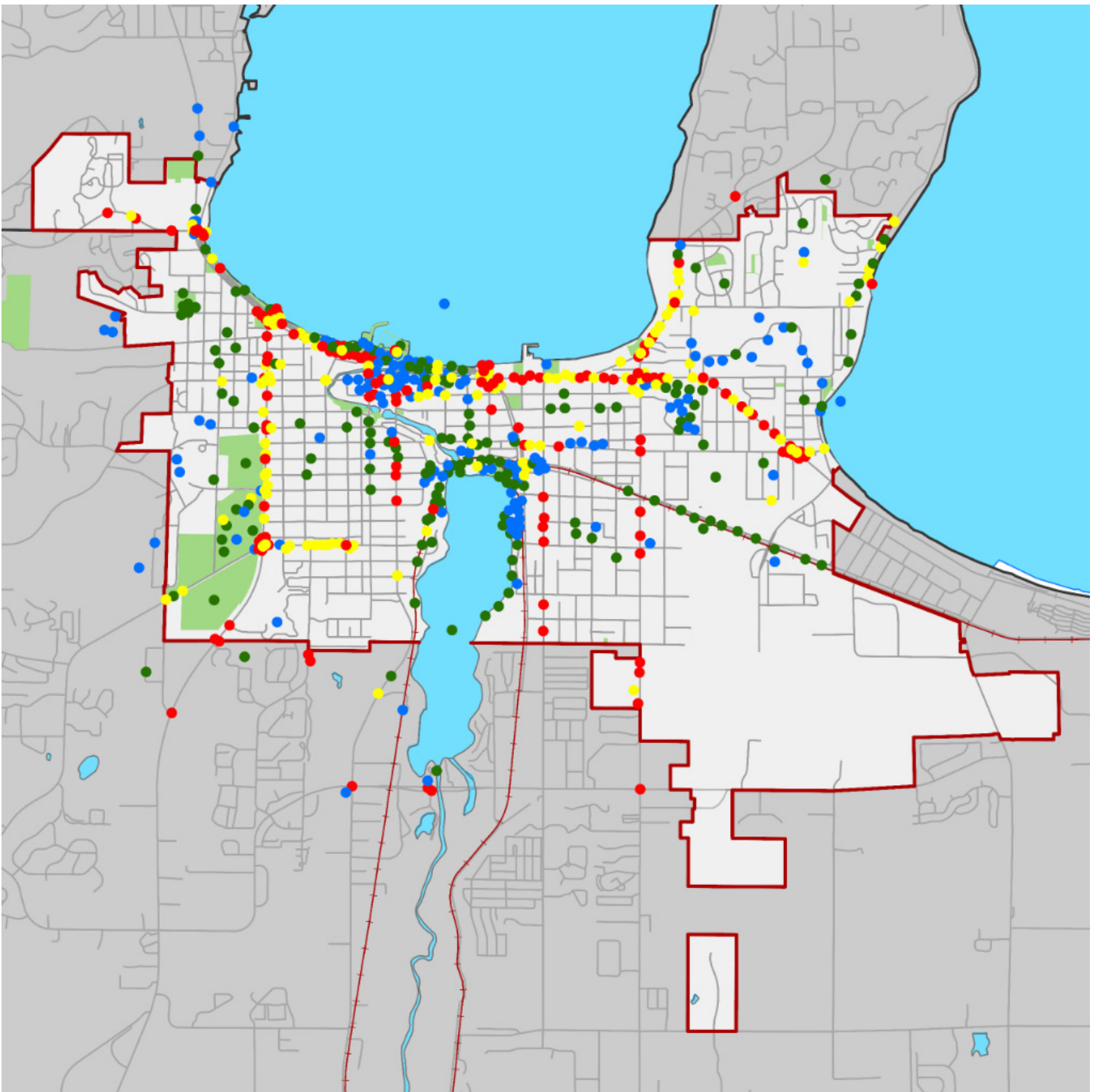
The desired outcome of this activity was to glean information on the city's current mobility network and identify impediments from those who ride, walk, or drive on city streets every day. This exercise taps into the lived experience of residents and can illustrate areas of the city that are mobility "places of interest" as identified by a high dot density.

The information gathered in the activity was converted to spatial data for mapping applications. The maps on the following pages illustrate the nearly 600 dots and comments received during this exercise.



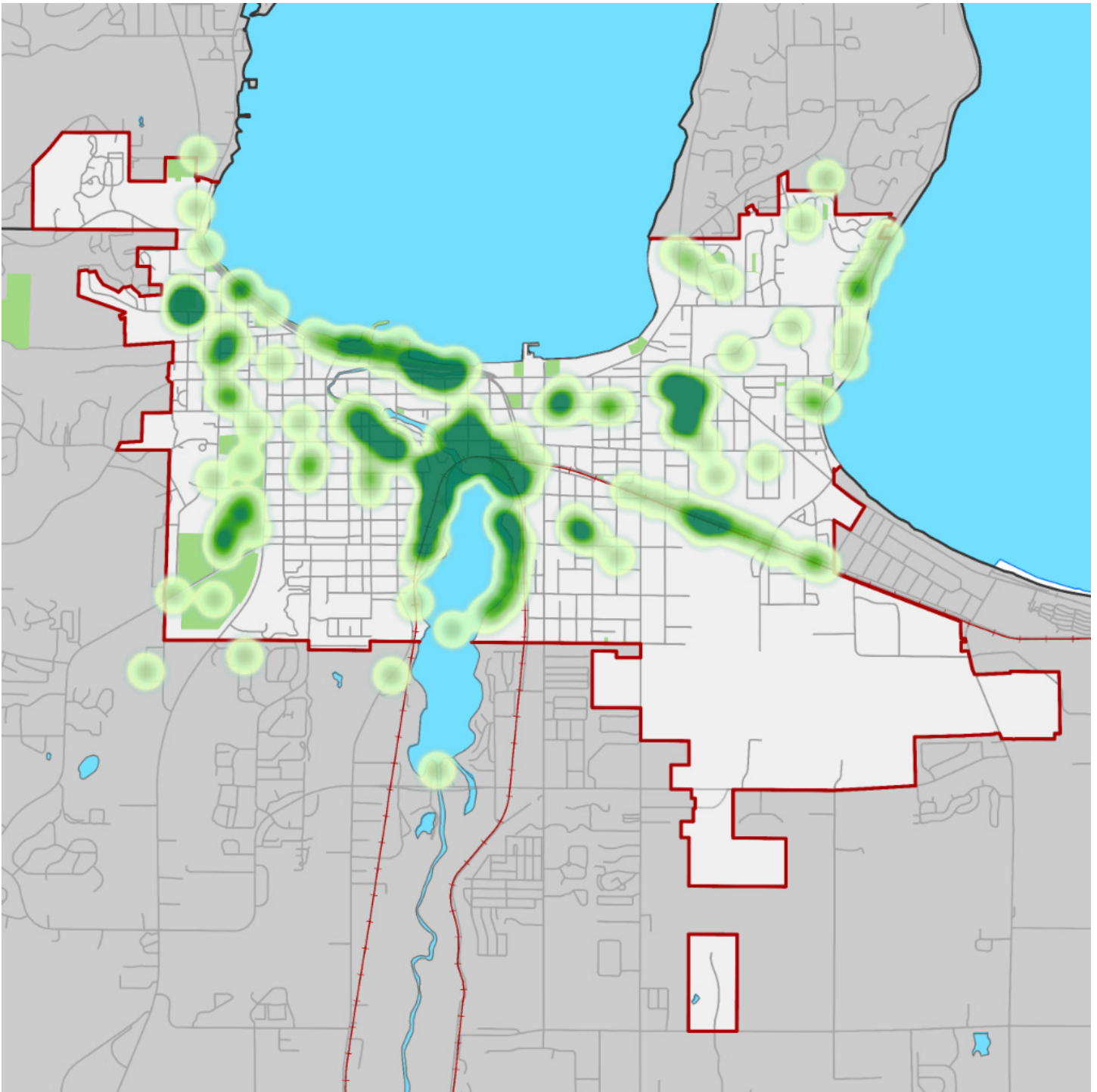
Map #1: All dots gathered from Mobility Billboard Map

Green dots = I like walking or biking here; Yellow dots = this is a place for improvements; Red dots = I avoid walking or biking here; Blue dots = this is a destination



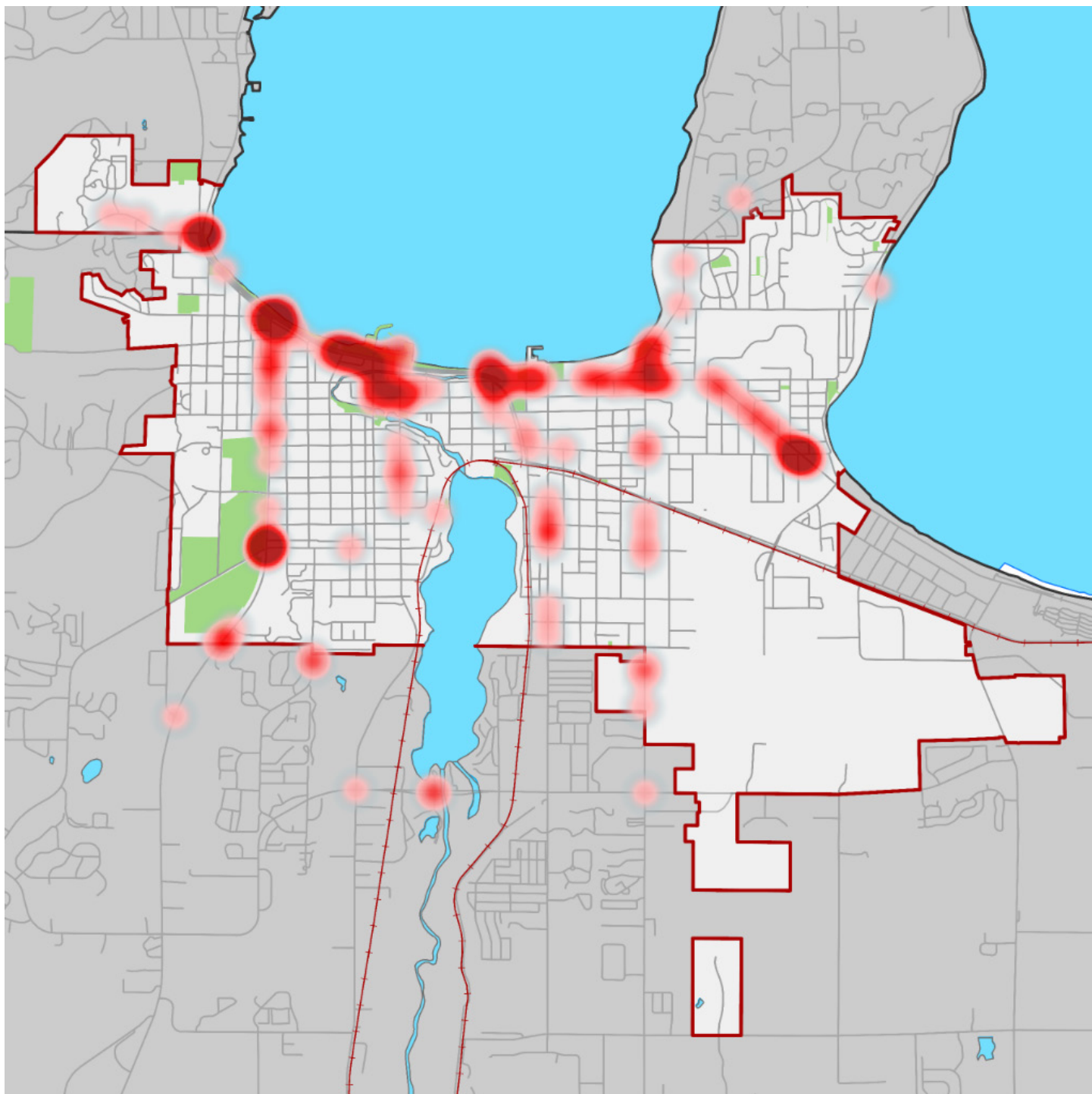
Map #2: Heatmap - I Like Walking and Biking Here

Clusters of green indicate places people enjoy walking or cycling.



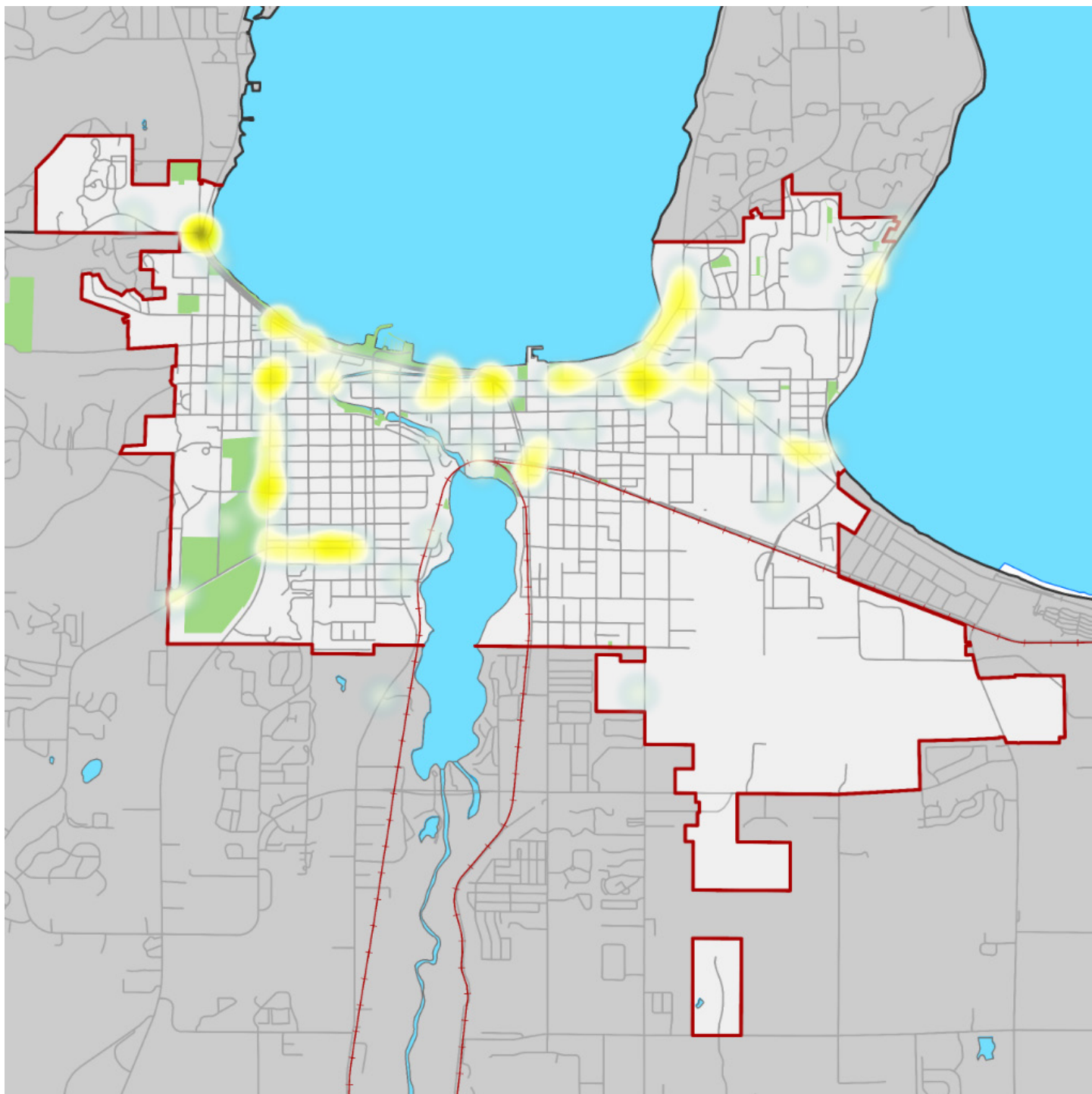
Map #3: Heatmap - I Avoid Walking and Cycling Here

Clusters of red indicate places people avoid walking or cycling.



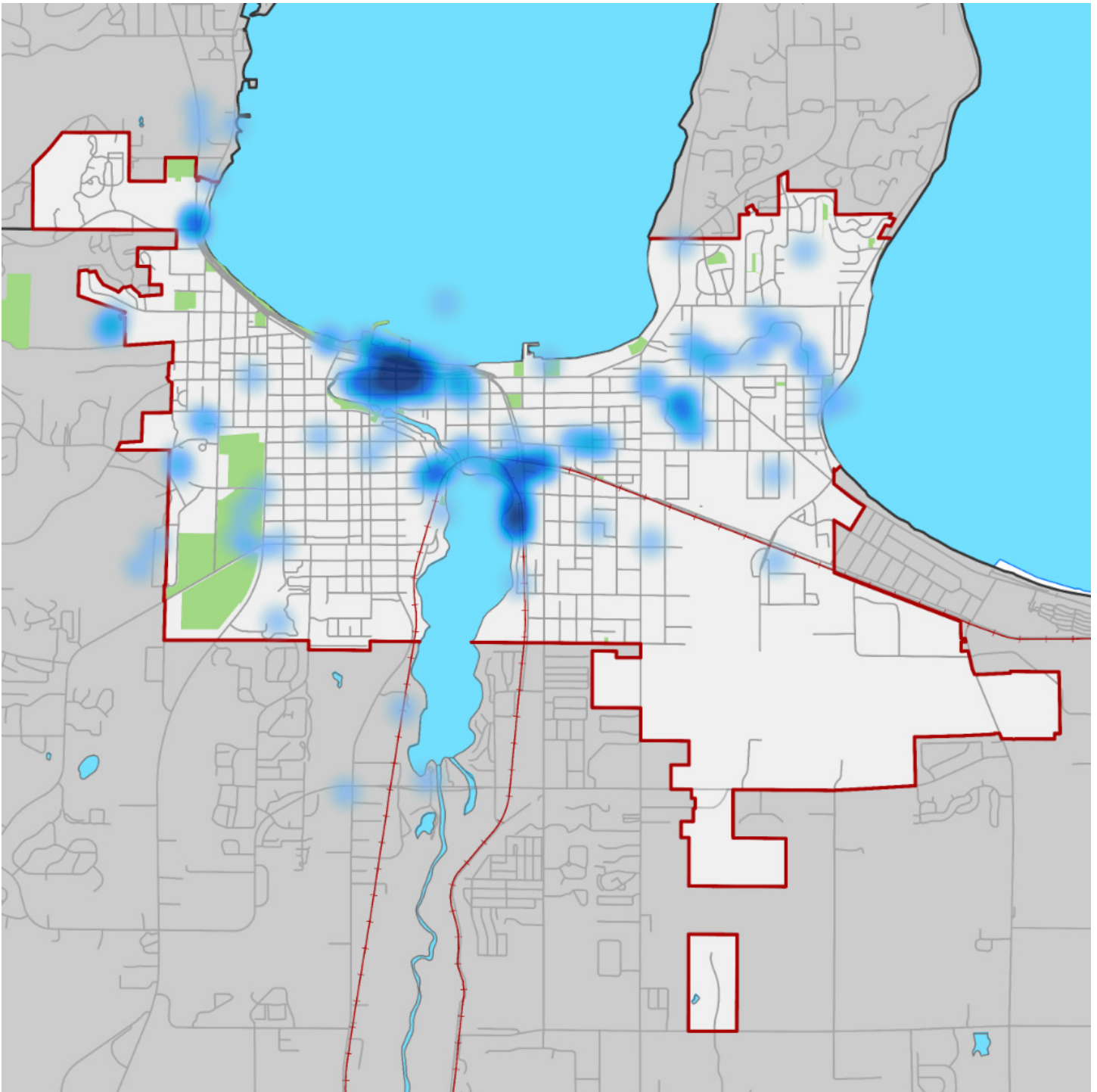
Map #4: Heatmap - This is a Place for Improvements

Clusters of yellow indicate places where people would like improvements.



Map #5: Heatmap - These are Destinations

Clusters of blue indicate places people identify as destinations.



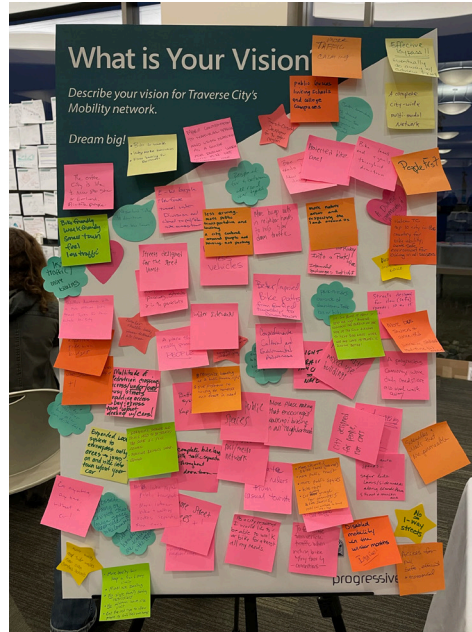
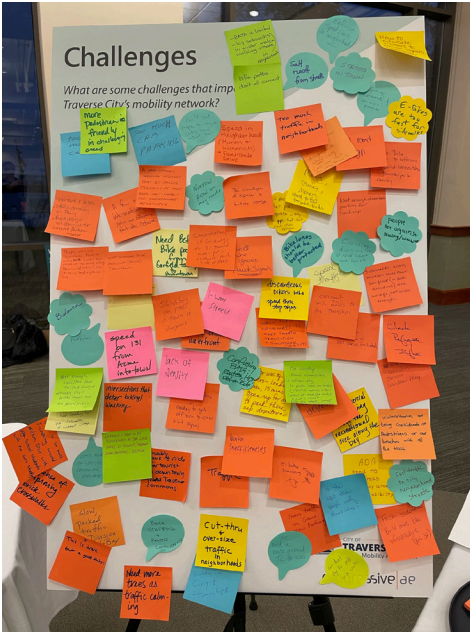
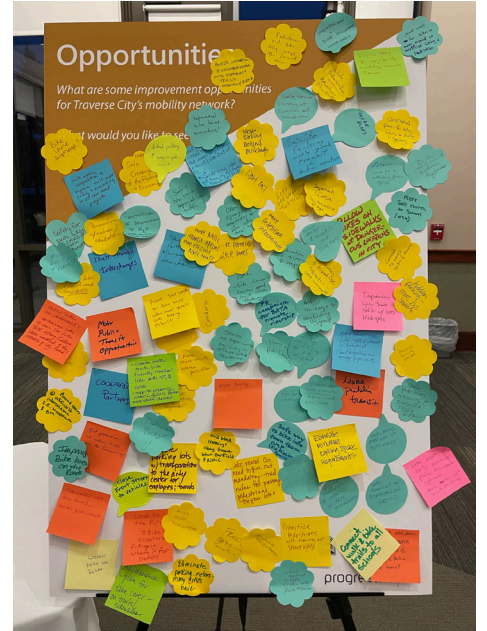
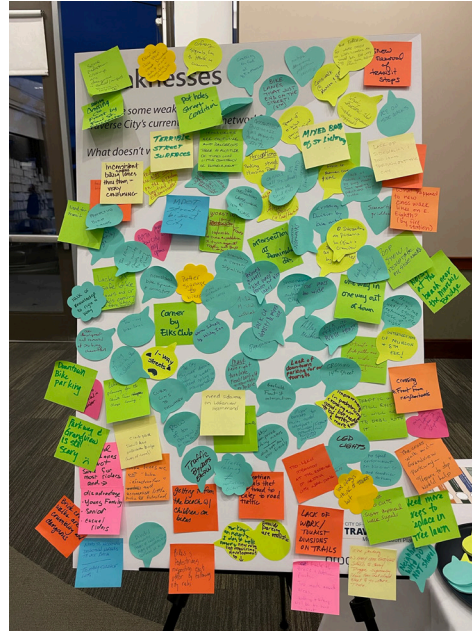
Results and Key Themes: with nearly 600 dots and comments collected, a number of key themes emerged. These include:

- **Enjoyment of Regional Trails and Residential Streets** – Attendees placed numerous green dots on areas with dedicated cycling and mobility infrastructure – namely the Boardman Lake Loop Trail, the Traverse Area Regional Trail near downtown and the Parsons Road area, the Eighth Street corridor, and the Grand Traverse County Civic Center. Attendees also identified lower-speed residential neighborhoods as pleasant environments for walking and cycling.
- **Key Corridors Offer Improvement Opportunities** – Attendees identified corridors such as Peninsula Drive, Fourteenth Street, and Division Street as areas that would benefit from increased mobility access. The M-72 / Grandview Parkway intersection was also identified as a key place for improvement.
- **High-Traffic Intersections are Major Mobility Barriers** – Attendees placed many red dots on the region’s busiest intersections. These include the Division Street/Fourteenth Street intersection, the Division Street/Grandview Parkway intersection, intersections connecting downtown Traverse City to the waterfront such as Union Street and Hall Street, the East Front Street/Grandview Parkway split, the Garfield Avenue/Front Street intersection, and the Munson Street/Eighth Street intersection.
- **Key Destinations are Dispersed** – While many attendees identified downtown Traverse City as a major destination, other destinations include Woodmere Avenue east of Boardman Lake, the Grand Traverse County Civic Center, Traverse City High School and the



Module 6: Developing a Mobility Vision

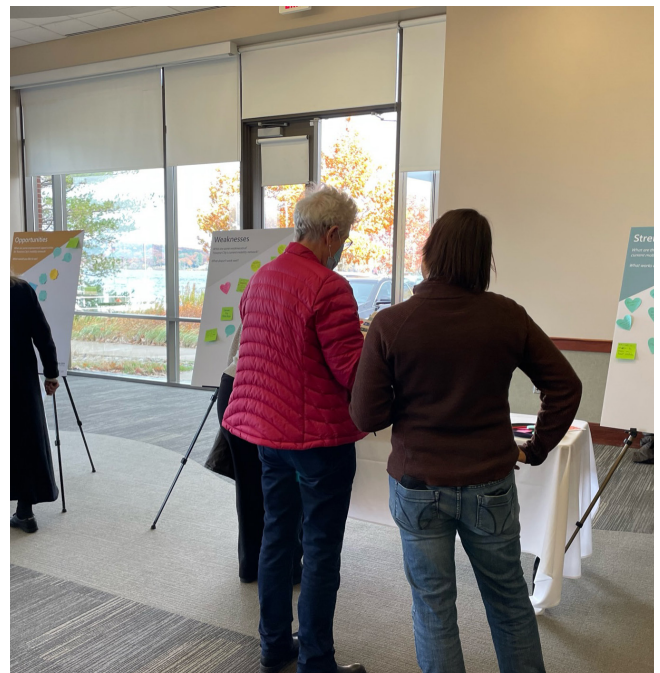
Activity: Attendees were encouraged to identify the strengths, weaknesses, opportunities, and challenges of Traverse City's current mobility network by placing sticky notes on four corresponding boards. They were also prompted to identify their overall vision for the network on a separate board. This exercise fostered discussions on the priorities of attendees and what mobility changes they desired in the city.



Top Left: Strengths Board
Top Middle: Weaknesses Board
Top Right: Opportunities Board
Bottom Left: Challenges Board
Bottom Right: Vision Board

Results and Key Themes: Attendees placed 469 sticky notes across the five boards. Key themes for each of the boards is included in the following sections:

- **Strengths** – This board prompted attendees to identify the strengths of Traverse City’s current mobility network. Attendees specifically cited the TART Trail, access to BATA, and the Eighth Street redesign as positives. They also mentioned the city’s current bike network and grid pattern of slow, residential streets and alleys as positive.
- **Weaknesses** – This board prompted attendees to identify the weaknesses of Traverse City’s current mobility network. Many comments pertained to dangerous street crossings and lack of snow removal in many areas. Other comments mentioned high seasonal traffic patterns and the topic of parking – some thinking there is too little and others thinking there is too much of it within the city. Electric bicycles were also mentioned as some comments stated they create conflict with other trail users.
- **Opportunities** – This board prompted attendees to identify the mobility opportunities for Traverse City’s future. Comments mentioned greater public transportation opportunities and improved cycling infrastructure. Other comments mentioned prioritizing pedestrian travel over cars and improving the city’s wayfinding signage.
- **Challenges** – This board prompted attendees to identify potential challenges to the city’s mobility network. Many comments focused on accommodating high-speed traffic, lack of public transportation, and lack of driver education surrounding HAWK signals. Other comments mentioned cyclists failing to follow traffic rules and the need to account for electric bikes and scooters.
- **Vision** – This board prompted attendees to “dream big” and identify their vision for the city’s mobility network. Many comments coalesced around the theme of safer streets accounting for multiple transportation modes. Other comments were mixed on the topic of one-way street conversions – some comments supported their conversion while others opposed them. Other comments desired an expansive transit system and rail network. Some comments mentioned a potential highway bypass that would eventually reduce the need for Grandview Parkway.



Module 7: 103.2 Mobility FM: Radio Booth

Activity: Attendees were encouraged to sit down and share their thoughts and observations of Traverse City's mobility network in a podcast-style interview format. Staff erected a table with a microphone and audio processing software and recorded conversations with attendees. Attendees were asked questions on how long they have lived in Traverse City, how they typically travel within the city, and what changes they would like to see in the city's mobility network. Most attendees spoke between 2-5 minutes, while others had more comments to share. The podcast-style format lent itself to informal conversations and allowed attendees to speak "off the cuff" and share their thoughts in an anonymous and unfiltered format.

Results and Key Themes: Following the event, the recordings were transcribed and input into a spreadsheet. Listed below are a few comments offered during the activity. These examples are illustrative, offering a glimpse into "the mobility radio studio" and are not necessarily representative of all comments received.



"We have so many [trails] that still aren't quite connected, so you know like down [near] Manistee, Thompsonville they're working on getting trails connected."

"I walk and I drive my car. I no longer ride my bike because it's taking my life in my own hands. I've given that up."

"One thing to realize is that everyone does not ride a bike anymore, and that if you do ride a bike that you should follow the rules because I certainly notice bicyclists not stopping or not looking for another car or something like that."

"I like to ride my bike through the city. We take walks often, that's why we live in town is to be close to these things close to the bay, close to downtown commerce."

"I think biking is definitely a part of it, but if we're being realistic, you know we do have winter here in Northern Michigan."

"I like the bump outs they do and the little islands of trees in the middle of the roads and stuff to just slow things down. And add spots for native plants and pollinators and all that stuff too. Just greens it up a lot."

"I guess more traffic calming measures would be nice too. Slower speeds and maybe more - I don't know what it takes - more patrol or more speed bumps - calming the traffic."

"I'd like to see Division Street up to 14th Street just go away. I think it's a terrible thing. It's like the Cross Bronx Expressway in the Bronx. It just cuts the neighborhood - you can't get across it except at the traffic light."

"Well, right now the system of bike lanes in the town are disjointed. I think it would help if it was more cohesive, more consistent from one area to the next."

"Every day we do get out to run or bike, so that counts too and we try to do that for errands. We're lucky where we live right now where we can bike to restaurants, downtown bike to the bar, bike to the grocery store."

"I recently took a trip up from Cass and Eighth roughly to the Sutton Bay Trail and I found it pretty difficult to negotiate the crossing at Grandview Parkway and to get up to where the trail started."

"I bike as much as I can. I live downtown. But I also drive a lot because unfortunately most of the things I need aren't within biking distance."

"We particularly appreciate the pedestrian crosswalks in the downtown areas and how they've expanded to other streets other than just downtown."

"I think it's really important that I think if we want to see more families cycle and also more women cycle, you have to create those protected spaces."

"It is extremely difficult [to get around] during the summertime. For you know, eight to ten weeks, it's a pain. But other than that, the city in itself is fairly easy to get around. There are some routes to take to avoid some of the bottlenecks."

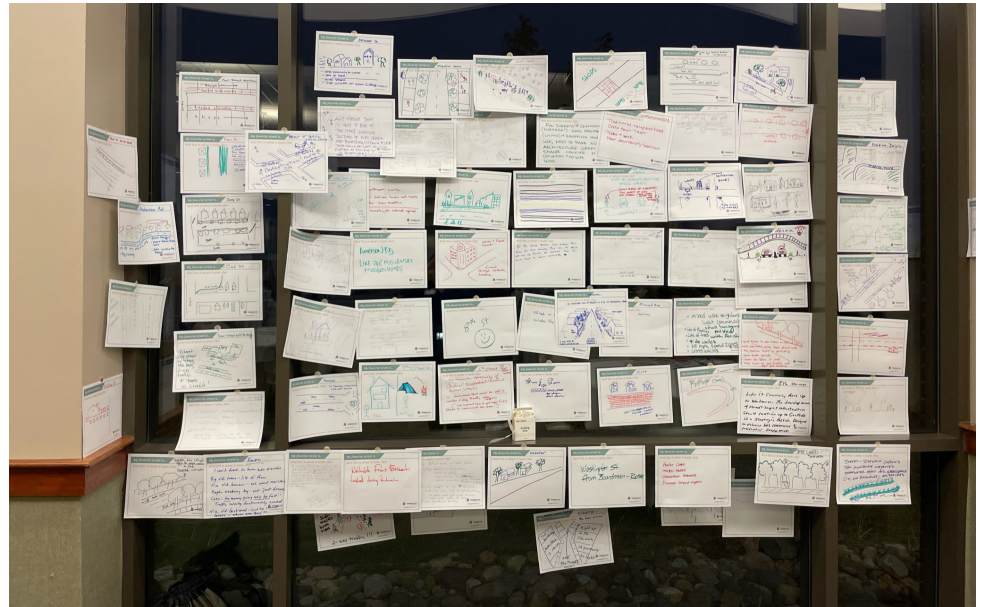
"It would be nice to have more consistent lighting in the evenings throughout the city. Because sometimes it gets pretty dark and it is hard to see bicyclists."

Over forty attendees participated in the module, offering their thoughts and daily experiences with the city's transportation network. Some key themes are listed below:

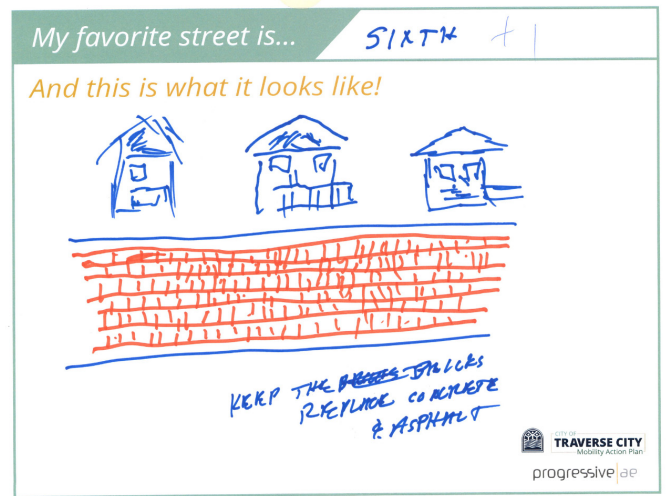
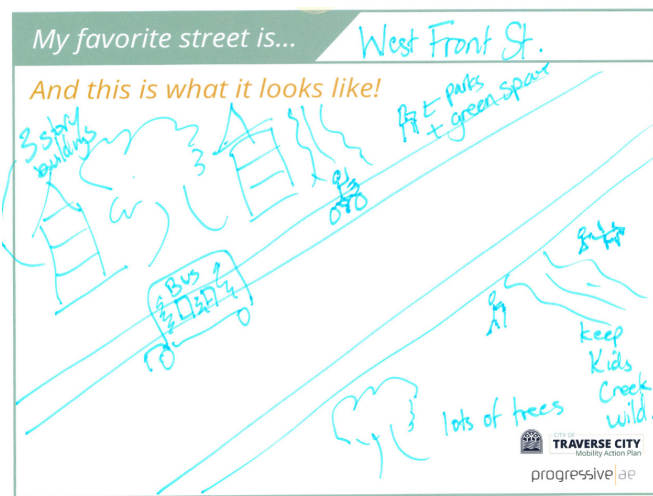
- **Desire for Increased Safety on City Streets and Trails** – Many attendees wanted safer streets – stating a desire for slower traffic and improved pedestrian and non-motorized crossings. Attendees also mentioned safety on trails, especially in regards to electric bicycles and conflicts between pedestrians and cyclists. Other attendees stated that cyclists should follow traffic rules when riding in the street, as safety is a shared responsibility between all street users.
- **Desire for Separated Facilities and Regional Trails** – Attendees mentioned their discomfort of riding with high-speed traffic and mentioned their favorite places to ride as either being low-speed neighborhoods or on separated trails. Regional trails were also highlighted as important, as many attendees mentioned riding to destinations outside of the city for
- **Traveling in Traverse City is Relatively Convenient** – Although attendees mentioned the congestion during the summer months, most attendees stated that getting around town is still relatively easy. Many long-time residents cited the increased congestion and traffic in the region while others mentioned that the city is doing a good job increasing mobility access in certain areas.

Module 8: Your Favorite Street: A Drawing Exercise

Activity: Attendees sat at round tables supplied with paper and drawing supplies and were encouraged to draw their favorite streets. This exercise sought to identify what residents viewed as the “right ingredients” for successful streets and the key features that made them desirable. Upon completion of their drawing, attendees were encouraged to post their drawing on the wall along with other drawings, creating an exhibit of street illustrations. This exercise added a creative element to the open house, as attendees could convey their vision and priorities in a graphic format.

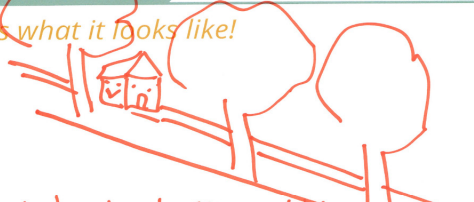


Results and Key Themes: Original graphics from residents are a rich resource for inclusion in planning efforts, as they represent an honest and unfiltered vision for the community’s future. These images were collected and scanned for future use, some of these images are included



My favorite street is...

And this is what it looks like!



- speed bumps to slow traffic on high use streets
- wide sidewalks away from street curb
- tall, mature trees in park strip
- slow auto speeds
- room for bikes in road
- stop signs to slow traffic and safer ped crossing



My favorite street is...

And this is what it looks like!

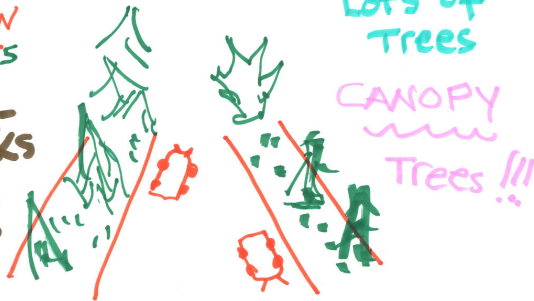


My favorite street is... W. 9th / W. 8th

And this is what it looks like!

Narrow Streets

Sidewalks both sides



Lots of Trees

CANOPY Trees !!!

2-way traffic !!!



My favorite street is... Webster #1

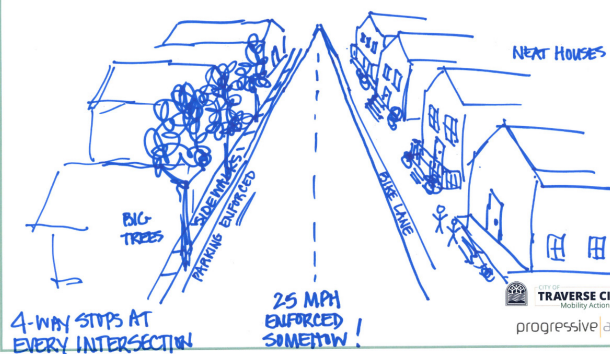
And this is what it looks like!



My favorite street is... RESIDENTIAL

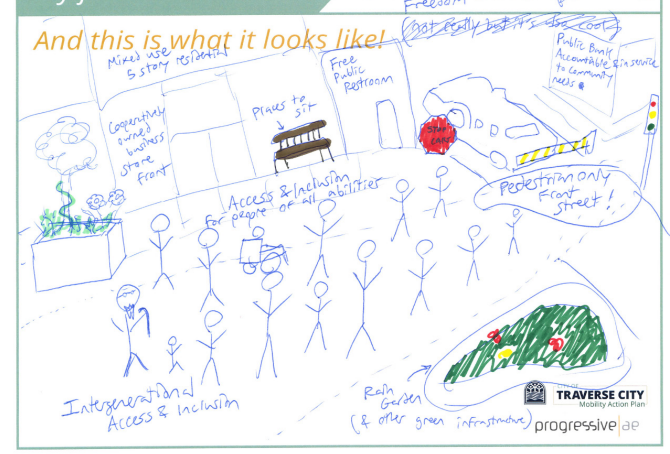
And this is what it looks like!

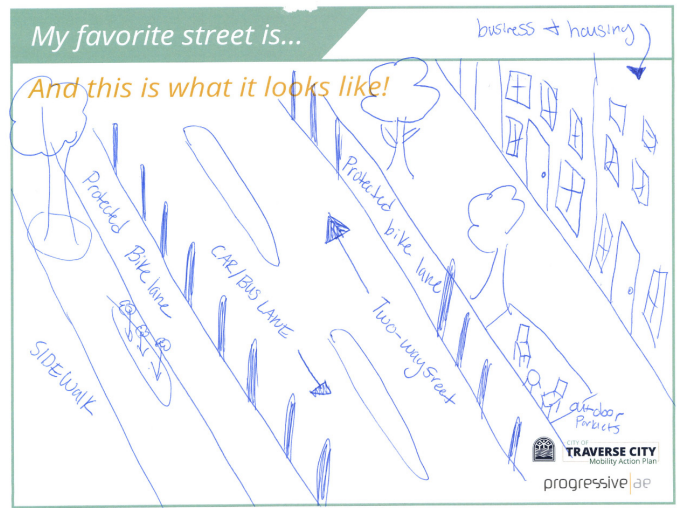
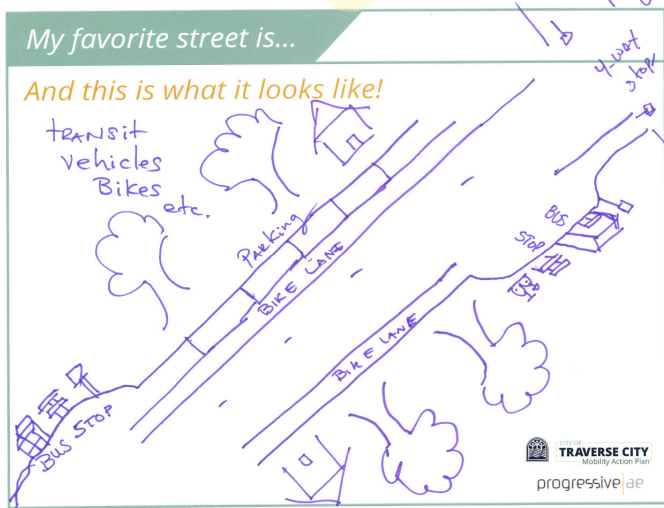
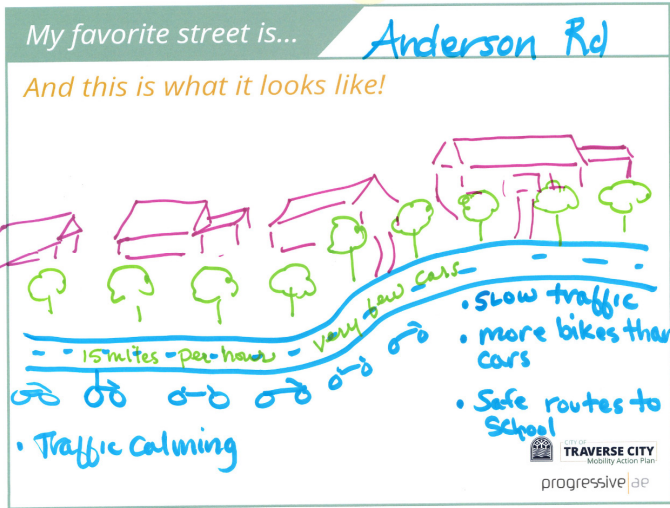
NO CYCLE PUPS FULL OF DRUNKS IN A.M. ON RESIDENTIAL STREETS



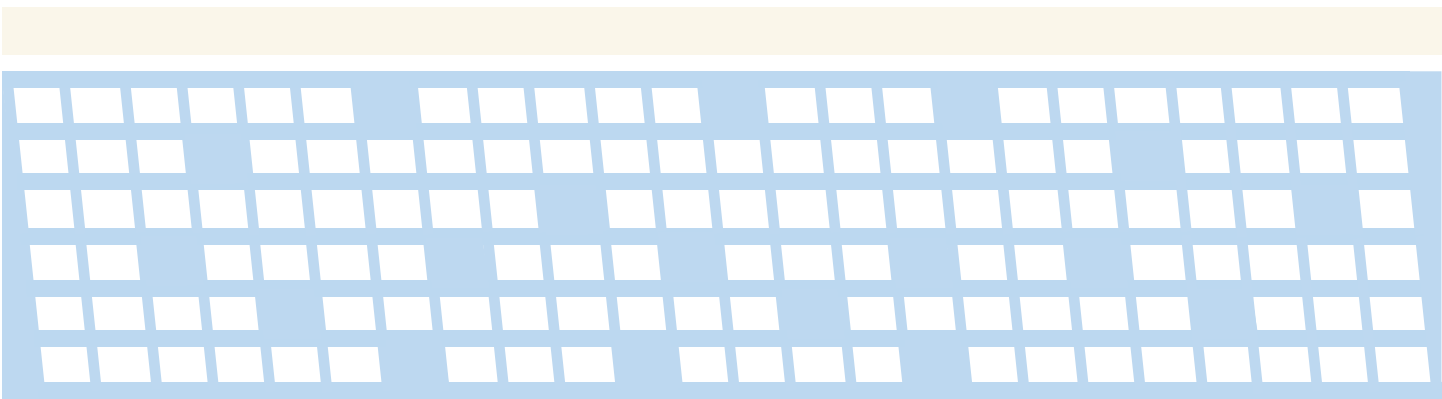
My favorite street is... Freedom Street

And this is what it looks like!





In total, 83 attendees provided their drawings. Many illustrations include wide sidewalks and abundant tree canopies. Others include bike lanes and pedestrian islands. Another common theme was the desirability of downtown’s pedestrian environment as well as the low-stress streets of the residential neighborhoods. Some attendees emphasized the appeal of brick streets and others included speed bumps and other traffic calming devices in their drawings.



Summary of Key Mobility Themes

While each module engaged attendees in unique ways, a number of key themes and reoccurring comments stood out. These are discussed below.

Importance of Safety and Education

Across all modules, attendees mentioned safety as a primary concern. Many mentioned the difficulty they have walking, cycling, or riding transit across the city and stated a desire for improved pedestrian facilities such as cross-walks, HAWK signals, pedestrian islands, and protected bike lanes. Others mentioned concerns over cyclist/driver education as well as pedestrian/cyclist conflicts along trails. Electric bikes were mentioned numerous times and many attendees desired safety training and better education to reduce conflicts.

Desire for Protected Pedestrian Facilities and Trails

The Mobility Map indicates that attendees felt most comfortable walking and cycling on areas removed from vehicular traffic. This was reaffirmed in other modules as attendees mentioned the TART Trail along with the Eighth Street reconstruction as ideal examples of good mobility infrastructure in the region. Many drawings indicate the importance of sidewalks and dedicated bicycle facilities.

High-Traffic Streets and Intersections as Barriers

Referencing the importance of safety, many attendees mentioned the difficulty of crossing major streets and intersections. Streets such as Grandview Parkway, Division Street, Garfield Street, and intersections such as Grandview Parkway/M-72 and Fourteenth Street/Division Street were all cited as major barriers to non-motorized travel. In contrast to these, many attendees cited the city's network of low-speed residential streets as ideal environments for walking and cycling.

Traverse City's Connection to Nature

Throughout the evening, attendees mentioned the importance of accessing Traverse City's natural features - including access to city parks, access to Grand Traverse Bay, and trail connections to undeveloped open space outside the city. Many attendees bike, walk, or run for recreational purposes and mentioned traveling between the City and the peninsulas. Water access was a primary theme, as many attendees mentioned boating and kayaking as enjoyable activities and desired easier access to Grand Traverse Bay and the Boardman River.

SECTION 5: NOVEMBER OPEN HOUSE ONLINE SURVEY

676 community members took an online survey from November 10, 2022, to November 22, 2022, as a follow-up activity to the open house on October 26, 2022. Results are summarized below. Results that are more complicated to analyze include written framing and results that are relatively straightforward are presented as they were in the survey.

Question 1: Did you attend the Traverse City Open House at the Hagerty Center on Wednesday October 26th from 3p.m. to 7p.m.?

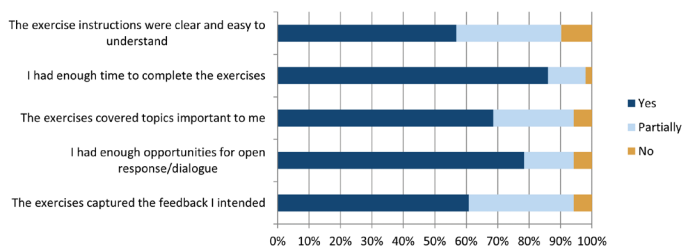
Yes	66 responses (9.8%)
No	610 responses (90.2%)

Respondents who marked “yes” to question 1 were directed to questions 2—8 below. Respondents who marked “no” to question 2 were directed to questions 9—22 below.

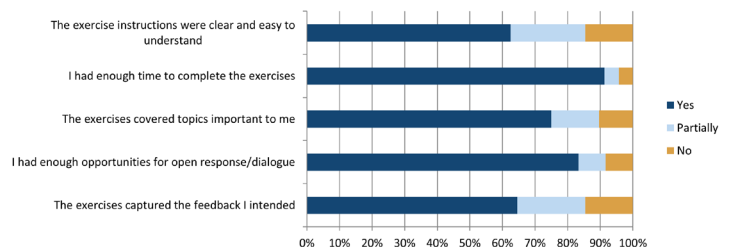
Question 2 - 3: Asked respondents to mark “yes”, “partially”, or “no” to the following statements regarding the Master Plan and Mobility Action Plan components of the open house.

- The exercises captured the feedback I intended
- I had enough opportunities for open response/dialogue
- The exercises covered topics important to me
- I had enough time to complete the exercises
- The exercise instructions were clear and easy to understand

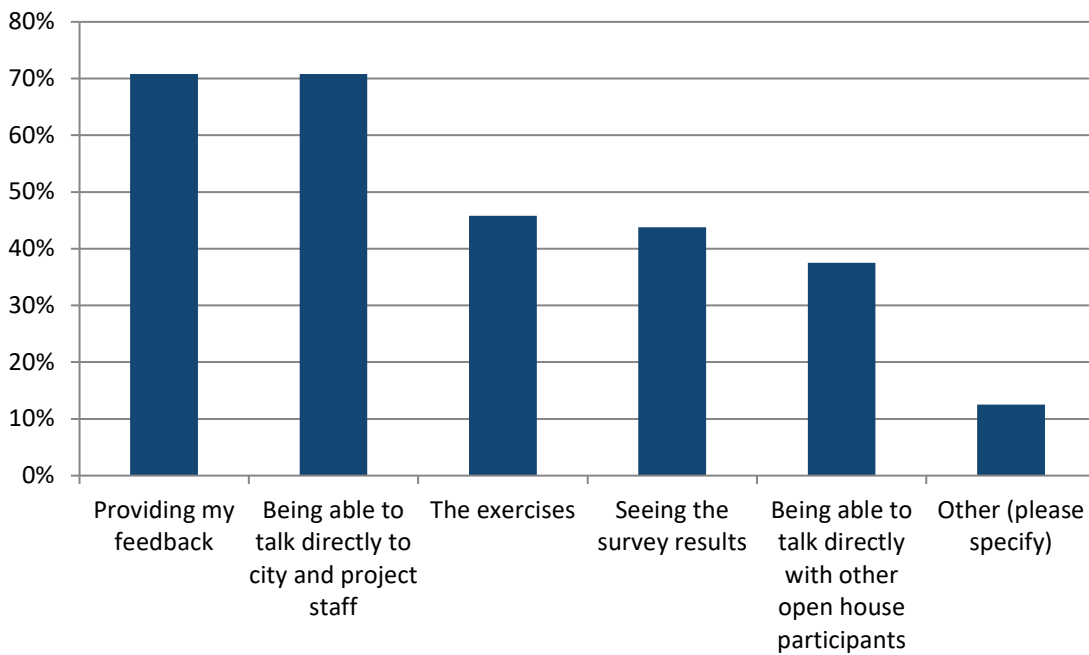
Question 2: Please provide feedback for the Master Plan Section of the Open House.



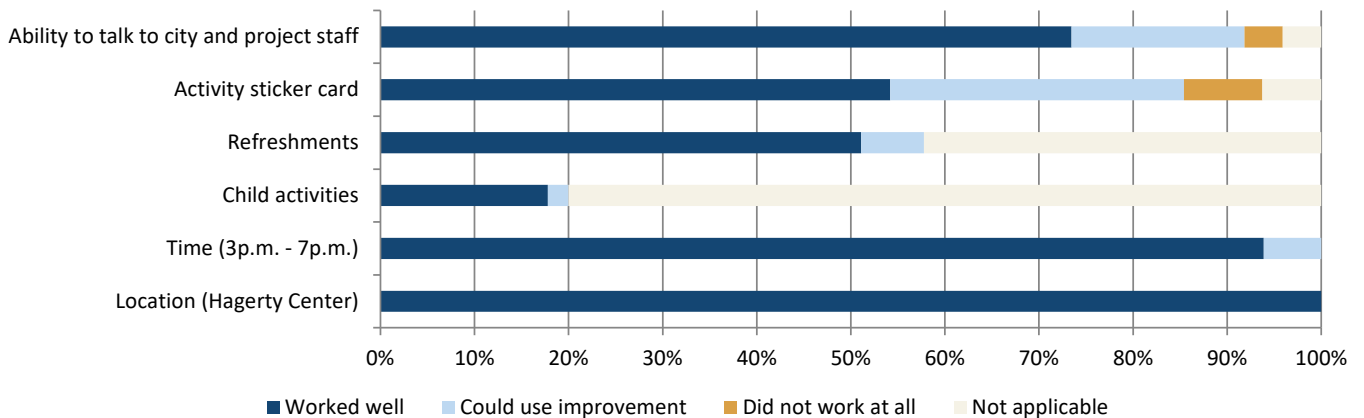
Question 3: Please provide feedback for the Mobility Action Plan Section of the Open House.



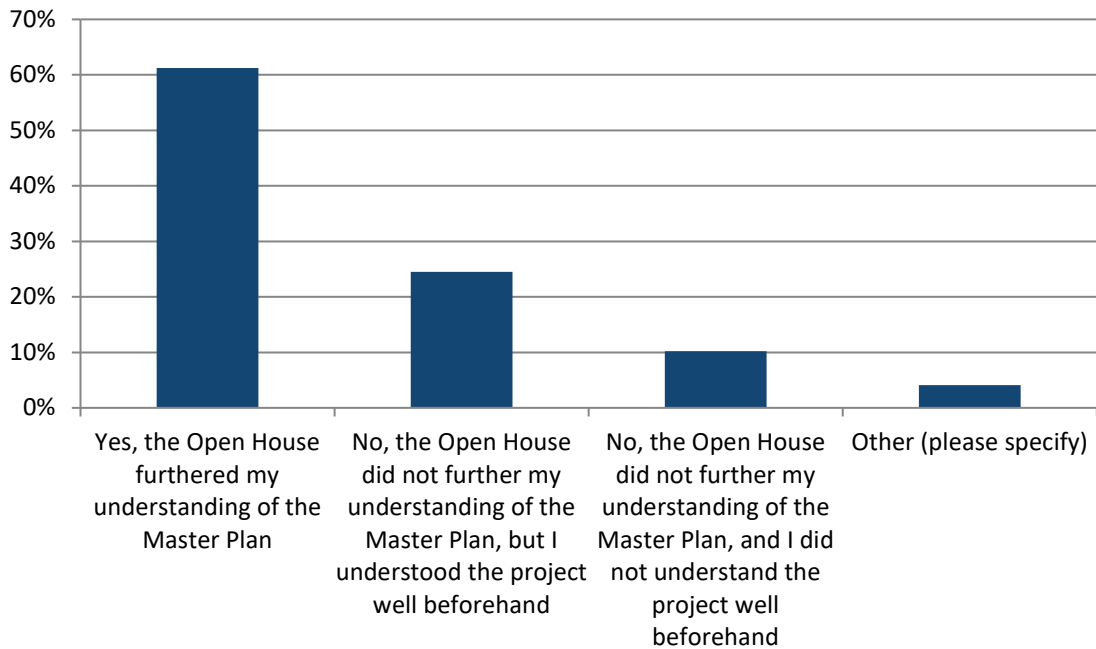
Question 4: What did you enjoy most about the Open House? (Check all that apply)



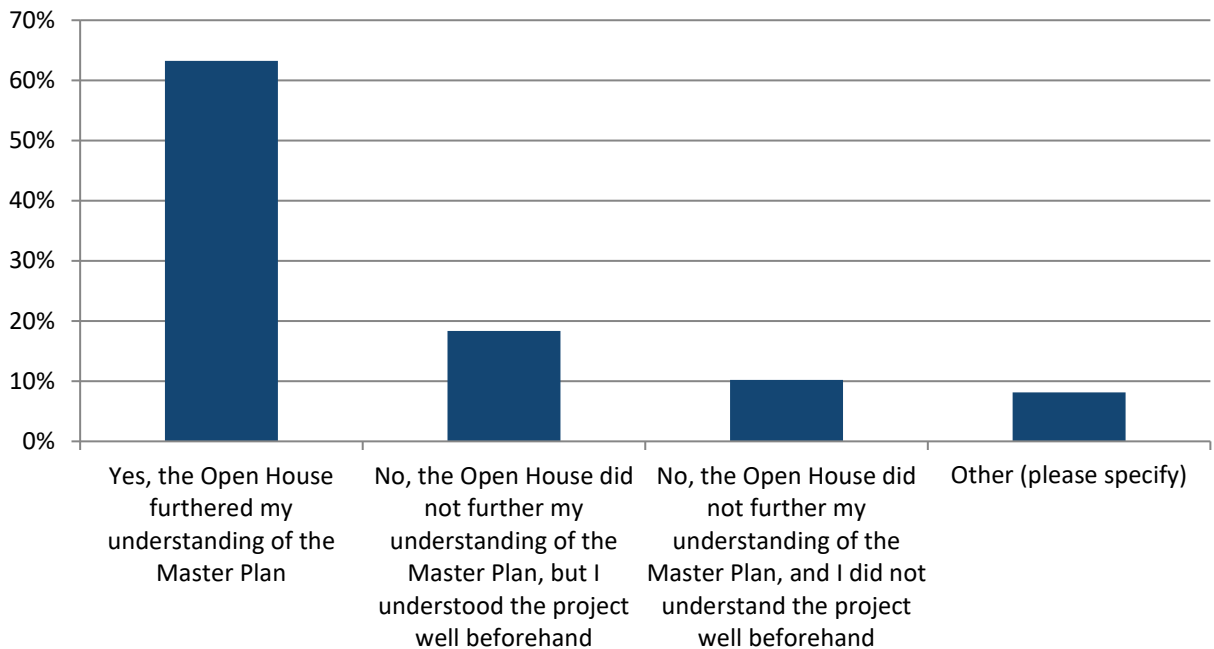
Question 5: Which of these elements of the Open House worked well for you/your family?



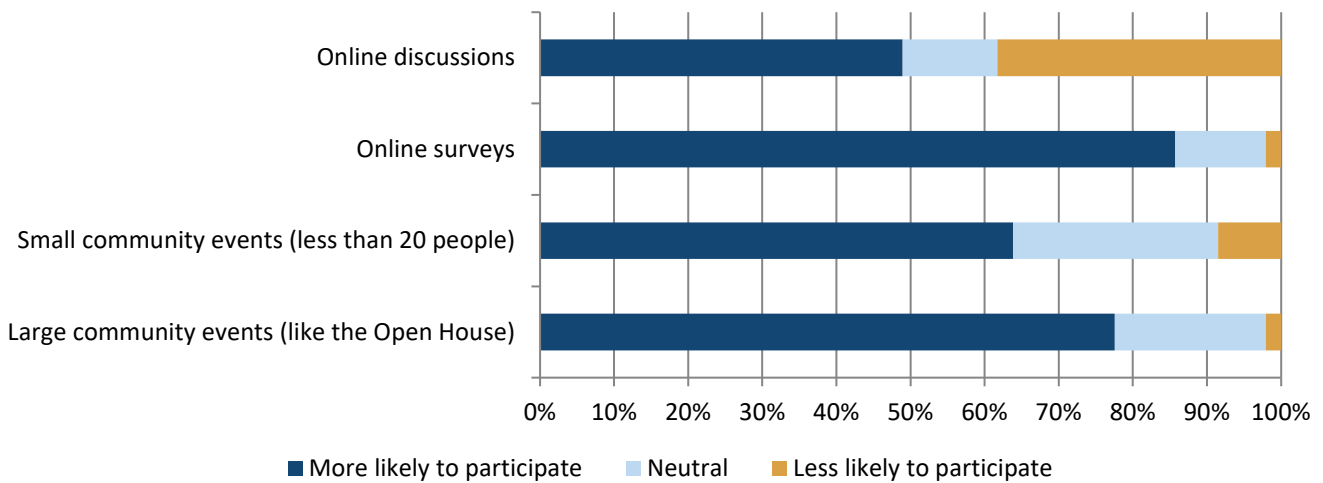
Question 6: Did the open house further your understanding of the Master Plan?



Question 7: Did the open house further your understanding of the Mobility Action Plan?

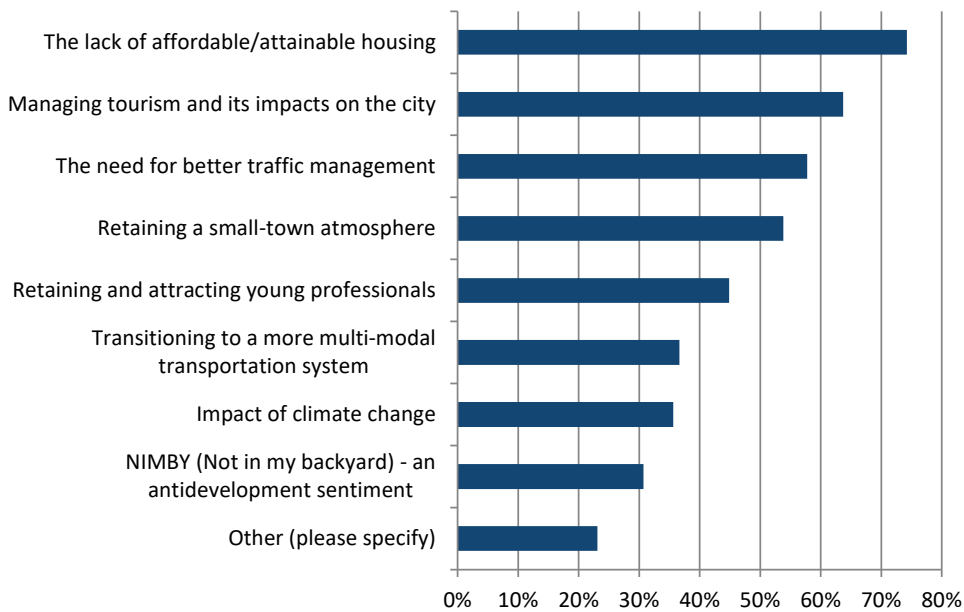


Question 8: Are you more likely to engage in the Master Plan and Mobility Action Plan after participation in the Open House? (Check all that apply)



Questions 9 - 22 were only posed to survey respondents who did not attend the open house and build off the feedback received at the open house.

Question 9: What are the challenges facing Traverse City over the next 10-15 years? (Check all that apply)



Question 10 - 24: *Asked respondents to consider the same five guiding principles presented at the open house and identify what they liked, what they found confusing, or felt was missing from each principle.*

The list of comments for each principle and each category is robust! A full list can be found in Appendix D of this report and oft-repeated themes for each like, missing, and confusing category are summarized below:

1. We should proactively and consistently manage water, sanitary, and storm infrastructure systems for continued and improved public health and safety.

Like: Very important, common sense, no-brainer, expected

Missing: Timeframe, specifics, care for health of environment as a whole

Confusing: Vaguely worded, terms not defined

2. Natural, historic, and cultural resources in Traverse City need to be respected and protected.

Like: Respect and protect, inclusivity, historical resources

Missing: Vaguely worded, terms not defined

Confusing: Whose history?, resources not defined

3. Our neighborhoods should provide a high quality of life, including housing and transportation options, to meet the daily needs of our residents of all abilities, backgrounds, and ages.

Like: inclusive, residents, high quality, positive

Missing: Vaguely worded, different people have different needs

Confusing: How will this be implemented?, terms not defined and mean different things to different people

4. We should proactively and consistently manage street and multi-modal transportation infrastructure.

Like: proactively, consistently, multi-modal

Missing: terms not defined, how to implement

Confusing: vaguely worded, terms not defined, steps to implement

5. We should invest in creating vibrant city spaces that connect all people to nature and each other.

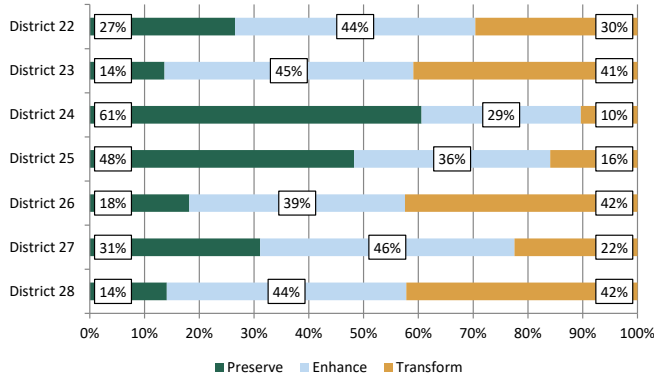
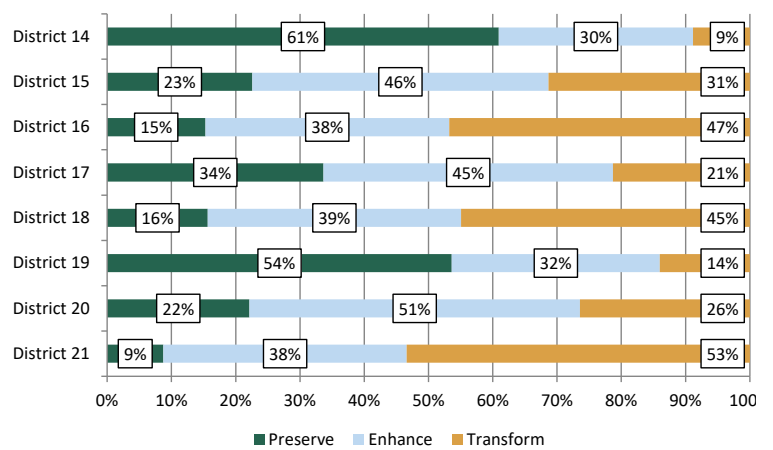
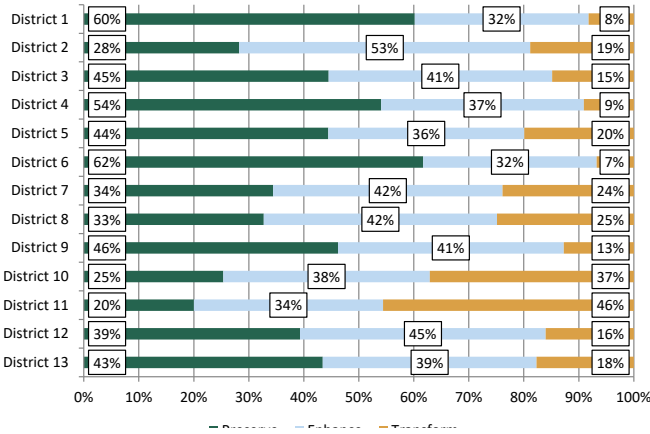
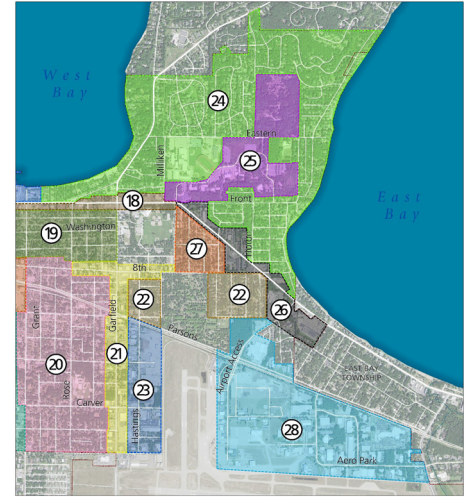
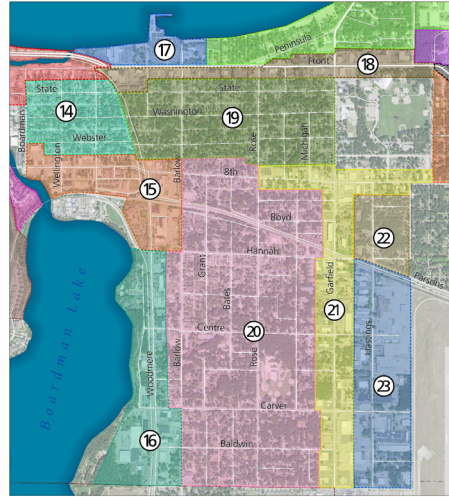
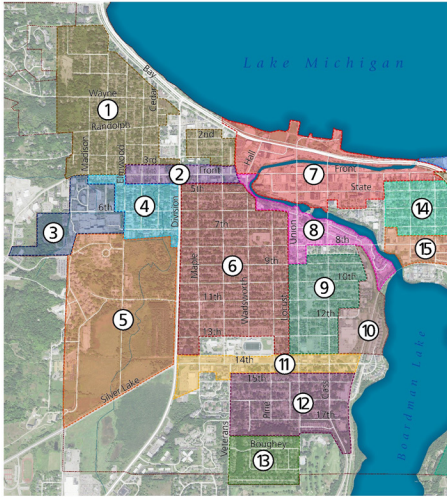
Like: connecting people, green spaces, vibrant

Missing: maintaining existing spaces, terms not defined, how to implement

Confusing: terms not defined how to implement

Question 24 - 27: Asked respondents to consider three maps of different geographic areas within the city (note: some of these areas follow designated neighborhood boundaries but many were created specifically for this exercise) and identify which areas they wished to preserve, enhance, and transform.

This is the same exercise that was completed at the open house.



Top Left: Districts 1 - 13
Top Right: Districts 14 - 21
Bottom Left: District 22 - 28

SECTION 6: NEXT STEPS

The Master Plan and Mobility Action Plan projects will continue to engage the community in 2023. To learn more, view project timelines, and/or sign up for updates, please visit the project websites at www.tcmasterplan.org or www.tcmobility.org.

APPENDICES

- A. Original Survey Raw Responses
- B. Open House Raw Responses
- C. Open House Survey Raw Responses