



Plymouth Downtown Development Authority Meeting Agenda

January 13, 2025 7:00 p.m.
Plymouth City Hall & Online Zoom Webinar

Plymouth Downtown Development Authority
831 Penniman
Plymouth, Michigan 48170

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Join Zoom Webinar: <https://us02web.zoom.us/j/86854655480>

Webinar ID: 868 5465 5480

Passcode: 684826

- 1) **CALL TO ORDER**
Kerri Pollard, Chairperson
Richard Matsu, Vice Chairperson
Suzi Deal, Mayor
Ellen Elliott
Jennifer Frey
Brian Harris
Dan Johnson
Shannon Perry
Ed Saenz
Paul Salloum
- 2) **ELECTION OF OFFICERS**
 - A. **Chairperson**
 - B. **Vice Chairperson**
- 3) **CITIZENS COMMENTS**
- 4) **APPROVAL OF AGENDA**
- 5) **APPROVAL OF MEETING MINUTES**
 - A. **November 11, 2024 Regular Meeting Minutes**
- 6) **BOARD COMMENTS**
- 7) **OLD BUSINESS**
 - A. **Five-Year Strategic Action Plan Status Update**
 - B. **Main and Church Intersection Upgrade**
 - C. **DDA Bylaws Update**
- 8) **NEW BUSINESS**
 - A. **2025 Meeting Schedule**
- 9) **REPORTS AND CORRESPONDENCE**
 - A. **2024 DDA Impact Report**
- 10) **ADJOURNMENT**

Citizen Comments - This section of the agenda allows up to 3 minutes to present information or raise issues regarding items not on the agenda. Upon arising to address the Board, speakers should first identify themselves by clearly stating their name and address. Comments must be limited to the subject of the item.

Persons with disabilities needing assistance with this should contact the City Clerk's office at 734-453-1234 Monday through Friday from 8:00 a.m. -4:30 p.m., at least 24 hours prior to the meeting. An attempt will be made to make reasonable accommodations.

City of Plymouth Strategic Plan 2022-2026

GOAL AREA ONE - SUSTAINABLE INFRASTRUCTURE

OBJECTIVES

1. Identify and establish sustainable financial model(s) for major capital projects, Old Village business district, 35th District Court, recreation department, and public safety
2. Incorporate eco-friendly, sustainable practices into city assets, services, and policies; including more environmentally friendly surfaces, reduced impervious surfaces, expanded recycling and composting services, prioritizing native and pollinator-friendly plants, encouraging rain gardens, and growing a mature tree canopy
3. Partner with or become members of additional environmentally aware organizations
4. Increase technology infrastructure into city assets, services, and policies
5. Continue sustainable infrastructure improvement for utilities, facilities, and fleet
6. Address changing vehicular habits, including paid parking system /parking deck replacement plan, electric vehicle (EV) charging stations, and one-way street options

GOAL AREA TWO – STAFF DEVELOPMENT, TRAINING, AND SUCCESSION

OBJECTIVES

1. Create a 5-year staffing projection
2. Review current recruitment strategies and identify additional resources
3. Identify/establish flex scheduling positions and procedures
4. Develop a plan for an internship program
5. Review potential department collaborations
6. Hire an additional recreation professional
7. Review current diversity, equity, and inclusion training opportunities
8. Seek out training opportunities for serving diverse communities

GOAL AREA THREE - COMMUNITY CONNECTIVITY

OBJECTIVES

1. Engage in partnerships with public, private and non-profit entities
2. Increase residential/business education programs for active citizen engagement
3. Robust diversity, equity, and inclusion programs
4. Actively participate with multi-governmental lobbies (Michigan Municipal League, Conference of Western Wayne, etc.)

GOAL AREA FOUR - ATTRACTIVE, LIVABLE COMMUNITY

OBJECTIVES

1. Create vibrant commercial districts by seeking appropriate mixed-use development, marketing transitional properties, and implementing Redevelopment Ready Communities (RRC) practices
2. Improve existing and pursue additional recreational and public green space opportunities and facilities for all ages
3. Develop multi-modal transportation plan which prioritizes pedestrian and biker safety
4. Improve link between Hines Park, Old Village, Downtown Plymouth, Plymouth Township, and other regional destinations
5. Maintain safe, well-lit neighborhoods with diverse housing stock that maximizes resident livability and satisfaction
6. Modernize and update zoning ordinance to reflect community vision
7. Implement Kellogg Park master plan

“The government in this community is small and accessible to all concerned.”

-Plymouth Mayor Joe Bida
November 1977

ADMINISTRATIVE RECOMMENDATION

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA agendas 2025/January
Date: 01/13/2025
Re: Election of Officers 2025

BACKGROUND:

The Downtown Development Authority Board of Directors is annually required to elect a Chairperson and Vice-Chairperson from the board at large. The Chairperson and Vice-Chairperson will each serve one-year terms as officers.

RECOMMENDATION:

DDA staff recommends that the DDA Board move forward with the election of officers at this meeting. Each position will be elected by an initial nomination from a current DDA Board member. Once that nomination is seconded by another current DDA Board member, that nomination will be voted upon. Sample resolutions attached for consideration.

Should you have any questions in advance of the meeting please contact the office.

RESOLUTION

*The following resolution was offered by Director _____ and
seconded by Director _____*

*WHEREAS The Downtown Development Authority Board of Directors has established the
office of Chairperson, and*

*WHEREAS At the January regular meeting officers are elected to serve a term of
one calendar year,*

*NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development
Authority Board of Directors appoints _____ as Chairperson for the
2025 calendar year.*

RESOLUTION

*The following resolution was offered by Director _____ and
seconded by Director _____*

*WHEREAS The Downtown Development Authority Board of Directors has established the
office of Vice-Chairperson, and*

*WHEREAS At the January regular meeting officers are elected to serve a term of
one calendar year,*

*NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development
Authority Board of Directors appoints _____ as the Vice-Chairperson
for the 2025 calendar year.*



Plymouth Downtown Development Authority

Regular Meeting Minutes

Monday, November 11, 2024 - 7:00 p.m.

City of Plymouth
201 S. Main
Plymouth, Michigan 48170-1637

www.plymouthmi.gov
Phone 734-453-1234
Fax 734-455-1892

1. CALL TO ORDER

Chair Kerri Pollard called the meeting to order at 7:00 p.m.

Present: Chair Pollard, Vice Chair Richard Matsu, Mayor Suzi Deal, Members Ellen Elliott, Jennifer Frey, Shannon Perry, Ed Saenz and Paul Salloum

Excused: Members Brian Harris and Dan Johnson

Also present: Economic Director John Buzuvis and DDA Director Sam Plymale

2. CITIZENS COMMENTS

There were no citizen comments

3. APPROVAL OF AGENDA

Deal offered a motion, seconded by Perry, to approve the agenda for Monday, November 11, 2024.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

4. APPROVAL OF MEETING MINUTES

Perry offered a motion, seconded by Saenz, to approve the minutes of the October 14, 2024 regular meeting.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

5. BOARD COMMENTS

Saenz said he would be absent for the December 2024 meeting.

Pollard welcomed members of Boy Scout Troop 1573 and invited them to comment on any agenda item.

Deal congratulated Plymale for completing the Michigan Downtown Association's Professional Development Program and also welcomed the Boy Scouts.

6. OLD BUSINESS

There was no old business.

7. NEW BUSINESS

a. DDA Bylaws Update

Plymale explained that the City needs to provide bylaws of all its board and commissions for Redevelopment Ready Communities. He noted that the DDA bylaws hadn't been updated since

the DDA's inception in 1983, although policy changes have been made by board resolution. The group reviewed a draft of proposed updated bylaws that follow the format of other boards and commissions, as well as requirements of Act 57 of 2018.

The following resolution was offered by Elliott and seconded by Saenz.

- WHEREAS Bylaws are required by State law for Downtown Development Authorities and other boards and commissions; and
- WHEREAS The Plymouth DDA Board approved original bylaws in 1983 during the creation of the Downtown Development Authority in the City of Plymouth; and
- WHEREAS Many operational changes have been approved by resolution since the approval of the original Plymouth DDA bylaws; and
- WHEREAS DDA staff has recognized the need to update the bylaws to reflect the current rules of conduct for the DDA's business.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby approve the attached update of the City of Plymouth Downtown Development Authority (DDA) bylaws.

During a discussion, several changes were suggested, including changing the words "not less than" to "at least" in section 2.A.3.iii and 2.B; removing the words "along with the City Commission Liaison in section 4.C.9; changing the word "shall" to "may" in sections 5.E.2.i and 5.I, clarifying who may place an item on the agenda in item 5.K.

Plymale said the changes would have to be approved by the city attorney before being presented to the City Commission.

Elliott withdrew her motion, and Saenz agreed to the withdrawal.

8. REPORTS AND CORRESPONDENCE

There were no reports or correspondence.

Boy Scouts James O'Neill, Ben Garcia McKinley, Bridget Burroughs and leader Krista McKinley asked questions about DDA operations.

9. ADJOURNMENT

Saenz offered a motion, seconded by Perry, to adjourn the meeting at 7:44 p.m.

There was a voice vote.

MOTION PASSED UNANIMOUSLY

Goal	Task	Responsible Party	Timeframe	Status Update (01/13/2024)
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Enhance DDA District Aesthetics & Function</p>	<p>**Top Priority** Prepare a Streetscape Improvement Plan With the Following Goals:</p> <ol style="list-style-type: none"> 1. Use DDA Infrastructure Plan as a framework to build on. 2. Enhance aesthetics, function and activating spaces, using industry best practices. 3. Make landscaping consistent across the DDA. 4. Revamp trees, planters, brick pavers. 5. Evaluate patio/outdoor dining opportunities. 6. Review opportunities to maximize and increase sidewalk areas/pedestrian/commerce opportunities to improve pedestrian safety. 7. Incorporate eco-friendly, sustainable practices into DDA by reducing impervious surfaces, incorporating rain gardens, prioritizing native and pollinator-friendly plants, and maintaining a mature tree canopy. <p>(Note: This project will overlap other DDA goals.)</p>	<p>DDA Staff/ DDA Board</p>	<p>Short to Long-term</p>	<p>DDA Staff beginning work on RFP for streetscape project design. City arborist has indicated that some DDA street trees are showing signs of disease, and may have to be removed prior to streetscape update. Patio season is April 1st to November 1st.</p>
	<p>**Top Priority** Create Proactive Community Engagement Plan to educate residents and business owners about the Streetscape Improvement Plan project.</p> <ol style="list-style-type: none"> 1. Gather community input. 2. Educate downtown stakeholders of plan. 			

Red Text = Items from City Commission 2024 City-Wide Goals

	<p>Improve the Condition of Existing Lots by:</p> <ol style="list-style-type: none"> 1. **Top Priority** Resurface the existing lots that are in need. 2. Prepare a plan to reconstruct/replace the Central Parking Structure. 	<p>City Commission/ DDA Board</p>	<p>Short-term</p>	<p>Engineer to conduct annual Central Parking Deck review in March. Next major renovation project anticipated for 2026. Parking Deck Engineer presented Life Cycle Analysis Report at May 2024 DDA Meeting. Report indicates an approximate 20 year additional lifespan with regular maintenance.</p>
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Goal	Task	Responsible Party	Timeframe	Status Update (01/13/2024)
Improve Parking	<p>Maximize the Number of Parking Spaces by:</p> <ol style="list-style-type: none"> **Top Priority** Re-assess parking desires of parking patrons/users via user input, needs study, or other methods. Work with the Planning Commission and businesses. Work with property owners of private lots to optimize layout, number of spaces, and increase efficiency/capacity. Analyze more efficient parking space design (Pull-in vs. parallel vs. angled, etc.). Work with Planning Commission to review approach to businesses providing parking. Look for more collective approach. Review opportunities for additional parking spaces. 	City Commission/ Planning Commission/ DDA Board/ DDA Staff	Short to Mid-term	City Commission approved new Valet Parking policy. The Ledger has been approved to participate in valet parking, and parked an average of 39.5 cars per night in private parking areas during the month of November.
	<p>Other</p> <ol style="list-style-type: none"> Incorporate electric vehicle (EV) charging stations. Evaluate one-way street options. 	DDA Staff/ DDA Board	Short to Long-term	Current EVs at Saxton's lot are getting regular use. One-Way street options to be evaluated during streetscape project prep.

Red Text = Items from City Commission 2024 City-Wide Goals

Improve Pedestrian Safety (Coordinate with Streetscape Improvement Plan)	<p>**Top Priority** Create Consistent Approach to Determining Pedestrian Crossing Facilities.</p>	City Commission/ DDA Board	Short-term	Signals have been altered with automatic pedestrian signal activation at this time.
	<p>**Top Priority** Prepare Plan to Address Tree issues, including:</p> <ol style="list-style-type: none"> Develop tree replacement plan. Tree grates or alternative surfacing around trees. 	DDA Staff	Short-term	Tree replacement and subsequent addition of tree grates to be addressed during Streetscape Planning.
	<p>Other</p> <ol style="list-style-type: none"> Ensure consistent sidewalk trim/brick work throughout the DDA. Implement vehicle management features that slow cars, reduce traffic, etc. Address uneven sidewalk pavement. Develop a plan to activate alleys and sidewalks. Eliminate obstacles on sidewalks and pedestrian crossings (such as light poles, planters, etc.). Provide input to City Commission on proposed Multi-modal Transportation Plan 	City Commission/ DDA Board/ DDA Staff	Short-to Long-term	Many downtown sidewalk areas/brickscape areas were fixed in September of 2024. Contractor shaved uneven downtown sidewalks in summer of 2024.
ment Plan)	<p>**Top Priority** Address Turf Issues by:</p> <ol style="list-style-type: none"> Explore natural/synthetic alternatives to turf grass. Look into better turf management. 	DDA Staff/ DDA Board	Short-term	DDA staff to explore hiring an agronomist or turf expert to complete study in 2025.

Goal	Task	Responsible Party	Timeframe	Status Update (01/13/2024)
Kellogg Park (Coordinate with Streetscape Improve)	Create brick pathways that are consistent with the downtown in Kellogg Park.	DDA Staff/ DDA Board	Short-term	
	<p style="text-align: center;">Other</p> <p>1. Update the Kellogg Park landscape plan, including pollinator-friendly plants, rain gardens, and maintaining a mature tree canopy.</p> <p>2. Evaluate health of existing trees.</p> <p>3. Incorporate East Penniman, or use of this street, into Kellogg Park functions.</p> <p>4. Add security cameras.</p>	City Commission/ DDA Board	Short to Long-term	City Arborist has indicated that the Kellogg Park holiday tree is in declining health. Replacement options are being considered for early 2025. Kellogg Park security cameras are up and running as of August 2024.

Red Text = Items from City Commission 2024 City-Wide Goals

Support Businesses	**Top Priority** Evaluate public Wi-Fi in DTP.	City Commission/ DDA Board	Short-term	DDA staff to work with City IT department to reach out to internet providers in 2025.
	<p style="text-align: center;">Support Business Goals Through:</p> <p>1. Continue community events.</p> <p>2. Quantify value of proposed CC & DDA improvements to businesses.</p> <p>3. Encourage business involvement in DDA programs.</p> <p>4. Use Redevelopment Ready Communities program as a guide to market vacant properties.</p> <p>5. Implement programming to create connections to other parts of the community.</p>	DDA Staff/ DDA Board	Short to Long-term	DDA staff have been working on Ice Fest Bingo, which encourages foot traffic to businesses during Ice Fest. Participating businesses are donating gift cards as prizes. Monthly eNewsletter was refreshed with a new look/format. Business updates, events, available properties continue to be featured. DDA website business directory and web business cards are being updated.
Other	<p style="text-align: center;">Implement More Art Projects in the DDA, such as:</p> <p>1. Invisible paint that appears when it rains, with messages such as "Thank you for shopping Downtown Plymouth."</p> <p>2. Add more street art/painted artwork.</p>	DDA Staff/ DDA Board	Short to Long-term	DDA Staff, the Plymouth Arts Council and Tony Roko's Art foundation are in discussions on a third phase of Plymouth Art Walk. UBS condo group has approved the use of their building in a third phase. DDA would likely need to help with funding of this phase, and has had conversations with the PCAC on a cost share. Project to cost roughly \$50,000. DDA Board to be updated at February 2025 meeting.

Red Text = Items from City Commission 2024 City-Wide Goals



ADMINISTRATIVE RECOMMENDATION

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA agendas 2025\January
Date: 1/13/2025
Re: Main and Church Street Intersection Improvement Project

BACKGROUND:

In the 2020 version of the DDA strategic plan, the Downtown Development Authority Board of Directors called for improvement of street intersections including traffic and crosswalk signals in the DDA district. The intersections of need that were specifically identified in that strategic plan were Harvey/Penniman, Harvey/Ann Arbor Trail, and Main/Church.

The intersections of Harvey/Penniman and Harvey/Ann Arbor Trail were addressed in 2021-2022, as the DDA Board approved a cost share with the City of Plymouth for improvements that included upgrades to pedestrian and traffic signals at both sites. The cost share was a 50/50 agreement with the City. Improvements to those two intersections totaled approximately \$500,000, with the DDA funding \$250,000.

At the September 18, 2023 City Commission meeting, the City Commission authorized Wade Trim to begin design and engineering of the City's 2024 Infrastructure Program. Design and engineering of improvements to the intersection at Main Street and Church Street were included in this approval.

At the March 11, 2024 DDA Board Meeting, the DDA Board decided not move forward with the approval process as a few board members had additional questions about the project, specifically regarding the pedestrian signal programming. Because of the City Commission's approval timetable for their entire Infrastructure Improvement program, the Main/Church intersection project was shelved for 2024 with the intention of having it be part of the 2025 Infrastructure Improvement program. The City Commission approved the 2025

Infrastructure Improvement program design and bidding phase at their October 21, 2024 meeting that includes the Main/ Church improvement project.

In response to the DDA Board's request for more information regarding the programming of the pedestrian signal portion of the project, City engineer Wade Trim has provided background information and a new recommendation for the programming of the pedestrian crosswalk signals at Main/Church. The engineer's recommendation is to proceed with automatic signal countdowns with added leading pedestrian interval (LPI) time by push button activation. Please reference the attached recommendation letter from Wade Trim engineer Shawn Keough for additional details.

DDA staff believe this recommendation addresses many of the different pedestrian and motorist safety concerns offered by DDA Board members in March 2024's DDA Board meeting relating to the pedestrian signals and is a good compromise moving forward. It should be noted that under the current DDA Five-Year Strategic Action Plan's goal of 'Improve Pedestrian Safety', the top priority task is to "Create Consistent Approach to Determining Pedestrian Crossing Facilities". It is the recommendation of DDA staff to use the attached engineer recommendation for pedestrian signal programming at any future intersection upgrade in the downtown area, and to retrofit the programming to all recently upgraded intersections in the near future.

DDA Staff has also attached the 2024 Main/ Church project outline from Assistant City Manager and Director of Municipal Services Chris Porman that was originally provided in the March 2024 DDA agenda packet. This document outlines the scope of the project. Other than the adjustment in the programming of the pedestrian signals, the scope of the project remains the same. Due to inflation and changes in the construction marketplace, we do anticipate the potential for a 10% increase in cost estimates from one year ago. Ultimately, the actual costs will not be determined until the bidding process is completed.

Needed repairs and upgrades to the Main/Church intersection are much more extensive than what was needed at the Harvey/Penniman and Harvey/Ann Arbor Trail intersections and inflation has caused a significant rise in material costs since 2021. The Main/Church intersection is larger than the Harvey Street intersections and needs more work to the surface, curbs and surrounding areas. Although exact final costs are unknown at this time, a conservative estimate for the 2025 project is now estimated at \$680,000. If the DDA were to agree on a 50/50 cost share with the City similar to the 2021 agreement on the Harvey Street intersections, the DDA would contribute up to \$340,000 to the Main/Church upgrades.

Due to conservative spending and some recent projects coming under budget, the DDA's current fund balance is approximately \$667,000. Due to additional conservative spending so far in the 2024-25 fiscal year, the fund balance is expected to increase further after the current fiscal year. DDA staff has attached a memorandum from City of Plymouth Finance Director John Scanlon that details the status of the DDA fund balance.

Additionally, it should be noted that Wade Trim engineer Shawn Keough has also identified two additional intersections in the DDA that need an upgrade, at Main/Wing and Ann Arbor Trail/Deer. Although these two intersections will not be addressed in 2025, it is important to highlight these potential future projects as the DDA looks to make additional streetscape upgrades over the next five years.

RECOMMENDATION:

DDA staff recommends the DDA Board approve the expenditure of up to and not to exceed \$340,000 for the infrastructure improvement project at the Main/Church intersection. The recommended DDA contribution will be either \$340,000 or 50% of the total project cost, whichever is less. A resolution is attached for your consideration.



Wade Trim Associates, Inc.
25251 Northline Road • Taylor, MI 48180
734.947.9700 • www.wadetrim.com

January 9, 2025

City of Plymouth
201 South Main Street
Plymouth, MI 48170

Attention: Chris Porman
Director of Municipal Services

Re: City of Plymouth - 2025 Infrastructure Improvement Program
Recommendation to continue coordination for pedestrian Crosswalk Programming with DDA

Dear Chris Porman:

Per your request, we have prepared this letter to provide a recommended strategy for implementation regarding pedestrian crosswalks, especially as it relates to the use of pushbutton activation, at various intersections throughout downtown Plymouth. This letter describes the recent activities, decisions and upgrades that have been made in the downtown since 2019 and outlines our recommendation for next steps for the city and Downtown Development Authority (DDA) to work together to implement additional improvements.

Background – 2019 through 2023

In 2019, the DDA authorized Wade Trim to assist them in completing a Master Plan for the DDA area. The Master Plan process involved a series of stakeholder engagements exercises that asked the participants to help identify priority assets within the downtown area. The third highest rated (most important) asset category was sidewalks/non-motorized corridors (behind only Trees and Off-Street Parking) and the seventh highest rated asset category was crosswalks. Nineteen assets were rated on a scale of 1 to 5 with a rating of 5 representing a highly important asset, a rating of 1 representing a highly unimportant asset, and a rating of 3 indicates a neutral position. Sidewalks/non-motorized corridors and crosswalks yielded average ratings of 4.54 and 4.29, respectively. Bike lanes yielded an average rating of 3.71.

While the stakeholder engagement exercises were specifically focused on public assets other than the roads themselves, the high ranking for sidewalks/non-motorized pathways, crosswalks and bike lanes was a clear reflection of the sentiment that the City's rights-of-way needs to provide safe travel and transportation for walkers, joggers, and bicyclists in addition to those driving in automobiles. The DDA Master Plan presented a recommended framework for a non-motorized plan, as well as a strategic plan for upgrading the pedestrian crosswalks at all the signalized intersections in downtown Plymouth.

In 2020, as a parallel action item to the Master Planning process, the City implemented 3 improvements focused on improving the safety of pedestrians and cyclists. The first improvement was the implementation of a road diet to convert South Main Street from 4 lanes of traffic to 3 lanes of traffic with bike lanes in both the north and south direction. A mid-block crosswalk was enhanced south of the DDA district at the intersection of Hartsough and Main Street with the addition of the City's first rectangular rapid flashing beacon (RRFB). RRFB's are activated with a pushbutton and have flashing yellow lights to make motorists aware that pedestrians are crossing. The third improvement was made in the heart of downtown at Main Street and Ann Arbor Trail. Pushbutton activated crosswalk signals were added to upgrade the intersection of Ann Arbor Trail and Main Street. The pushbutton activated crosswalk signals were a change from the conventional programming where when the traffic signal turned green, the crosswalk signal automatically changed to "walk". With the addition of the new pushbuttons in 2020 at Main Street and Ann Arbor Trail, the crosswalk "walk" signal was only activated when a user pushed the

button. The new pushbuttons also introduced a new concept in downtown Plymouth called a leading pedestrian interval (LPI). The LPI gives the user extra time to cross before the motor vehicles see a green light in common travel direction. The LPI was a good solution to allow pedestrian users more time to enter the crosswalk and start crossing the road before cars started turning in front of people who were crossing. City staff had observed this as a primary concern, especially during busy evenings and weekends when there were lots of people walking in downtown.

In 2021, Harvey Street was upgraded between Penniman and Ann Arbor Trail. The DDA will recall that this project was a joint cost share between the City and DDA. The DDA contribution was matched with funding from the City Street fund. A key component of the project was to upgrade the traffic signals (to Mast Arms that complemented the City's streetscape) and upgrade the pedestrian crosswalks at the two intersections along Harvey. The design for that corridor was implemented consistent with the improvements that had been put in place in 2020 at Main/AA Trail. At the Ann Arbor Trail/Harvey intersection, this meant upgrading from a traditional crosswalk signal (without pushbutton activation) to adding pushbutton activation as part of the improvements. The Penniman/Harvey intersection historically did not have any pedestrian crosswalk signals, so the new design added pushbutton activated crosswalk signals as part of the planned improvements. A mid-block crosswalk with a RRFB was also added between the two intersections.

In 2022, building on the success of the initial rectangular rapid flashing beacon (RRFB) that was installed in 2020 on South Main Street and Hartsough, RRFBs were added at five locations throughout the city to create more awareness of pedestrians crossing at unsignalized intersections. The five locations that were identified and completed in 2022 were:

- Penniman and Evergreen
- Ann Arbor Trail and Evergreen
- Ann Arbor Trail and Forest
- Main Street mid-block across from Kellogg Park
- Starkweather and Liberty

All prior improvements were put in place with the idea that the pedestrian would activate the crosswalk as part of a conscious and engaged decision to cross the street. In the case of the signalized intersections, the leading pedestrian interval would only affect vehicle traffic if there was a pedestrian that elected to cross the street. During times where no pedestrians were using the crosswalk, the traffic signal operation would not include any delay for vehicles entering the intersections.

2024 Infrastructure Improvement Program Background

In 2024, the City Commission authorized the design of intersection and traffic signal/pedestrian crosswalk upgrades for the intersection of Main Street and Church Street. This intersection is located at the north end of the DDA District. Similar to the Harvey Street project, this intersection project was selected as another project where the City and DDA could cooperate to achieve multiple goals and share resources. The City goals included new water main within the intersection in anticipation of future North Main Street utility and roadway improvements. It was also selected because the intersection does not have any pedestrian crossing signals, and the traffic signal is the older style involving a span wire across the intersection. DDA goals that were identified included continuation of the Mast Arm improvements throughout downtown and upgrading the pedestrian experience at this wide and busy intersection. Wade Trim completed the design of new mast arm traffic signals and pushbutton activated crosswalk signals. This intersection will essentially be ready for construction once the Mast Arms have been fabricated. The City ultimately decided to pursue an alternate paving program as the DDA was not ready to commit to the cost share last year.

Summary of Historical Actions

Over the past five years, all the pedestrian crosswalk upgrades at the signalized and unsignalized intersections were designed and implemented with the following goals:

- All users of the intersection are important. Automobiles, Bicyclists and Pedestrians all need to safely use and cross through the intersections.

- Active users engage in their use of the intersection. Active users are aware of their surroundings and help create awareness to other users.
- Pedestrians have always been a priority in all aspects of government and providing services, thus, the addition of pushbutton activation, coupled with the coordinated programming of the traffic signal with a LPI allows for a short four second delay to be activated when a user pushes a button at a crosswalk.
- During times where there are no pedestrian users, the LPI is not activated, thus not causing undue delay for motorists when pedestrians are not present.
- Create consistency (as a top priority of the DDA Five-Year Action Plan) and efficiency for users in the downtown for how the crosswalks are used and in the aesthetics of the streetscape.

The City and Wade Trim are aware that there have been a couple of pedestrian users that have expressed that they do not like the idea that they need to push a button to activate a crosswalk. In addition, a few people have expressed the opinion that the pushbuttons are not needed.

In response to those concerns, the City decided to pilot a programming change. During the early summer months of 2024, the City changed the programming at the three pushbutton activated signalized intersections (Main/AA Trail, AA Trail/Harvey and Penniman/Harvey). The current “pilot” programming configuration does not require pushbutton activation. This new programming automatically initiates a multiple second LPI and then has the crosswalk signal aligned with the traditional “green, yellow, red” traffic signal timing. This LPI is in effect 24/7 regardless of whether pedestrian traffic is using the intersection or not, meaning motorists have an additional multi second delay at each traffic cycle. Since this recent change, the City has heard concerns about why vehicles need to wait all the time, even when no pedestrians are crossing.

2025 Infrastructure Improvement Program

In the fall of 2024, Wade Trim completed an engineering review of the intersection of Ann Arbor Trail and Hamilton for possible pedestrian crosswalk improvements. This review was requested by people living on Ann Arbor Trail in the vicinity of Hamilton. On January 6, 2025, the City Commission authorized Wade Trim to accept Wade Trim’s recommendation to add the design of a new RRFB at Ann Arbor Trail and Hamilton to the 2025 Infrastructure Program.

As we look ahead toward the 2025 Infrastructure Improvement Program, the City desires to complete the intersection, traffic signal, and pedestrian crosswalk signal upgrades at Main Street and Church Street. As the Commission is aware, that project was designed as part of the 2024 Infrastructure Improvement Program and is “shovel ready” for construction pending confirmation of the bid prices that were previously provided by Rauhorn Electric and Proline Asphalt. However, prior to starting the construction, we also need to agree how the pushbuttons should be utilized. The City Commission authorized the update to the design for 2025, and to seek DDA concurrence on the direction.

Since the City Commission authorization, the City and Wade Trim have been in contact with representatives of Carrier and Gable, who is a distributor for traffic signal equipment, Rauhorn Electric, the traffic signal installation contractor, and Siemens, who is a manufacturer of electrical equipment. We have explored multiple options and functionalities for different ways for how the intersections can be programmed. After meetings with the representatives, sharing concerns, feedback, as well as observational site visits. The traffic signal control programmers have shared their expertise and believe that their Econolite Cobalt controller can allow additional flexibility in how the intersection can be programmed.

Wade Trim, City staff and Carrier and Gable, believe that we have found a programming solution that can address all the concerns that have been expressed related to the implementation of pedestrian LPI’s and driver delays, a “best of both worlds” solution.

On behalf of the Department of Municipal Services, we are requesting concurrence from the DDA, and then subsequently the City Commission, to modify the intersection crosswalk experience at Main Street and Church to the following scenario:

- This intersection would operate in a more traditional manner such that when the light turns green in a particular direction, the crosswalk signals and countdowns would automatically switch over at the same time. In other words, the crosswalk cycle would follow the typical “green, yellow, red pattern” and alternate with the regular signal timing.
- The pushbuttons at each corner would be programmed (and posted/signed) such that when they are pushed, the leading pedestrian interval (LPI) would be activated and pedestrians would get an extra multi second head start, with an even longer head start on the East/West direction before the green phase started for the motorists. This extra crossing time is especially helpful for vulnerable populations.
- This scenario could provide the most flexibility and consistency (as approved in the DDA Master Plan) for all users.

In addition, since we are planning for an advanced program design for the Main/Church intersection, we also discussed “retrofitting” the other intersections in downtown. With the application of the advanced controller in all the intersections in downtown, we will again provide consistency to all users. Furthermore, we will be able to attain the “best of both worlds” approach in having pedestrian crossings operate under the typical signal timing but provide opportunity for additional flexibility. The advanced programming will require that a new controller be purchased for each intersection. The cost of each new controller is approximately \$5,000 and we are currently pursuing quotes for the installation cost.

The City/DDA would need to purchase four replacement controllers for the following intersections:

- Main Street & Ann Arbor Trail.
- Harvey Street & Ann Arbor Trail.
- Harvey Street & Penniman.
- Main Street & Penniman - please note, a replacement controller is planned for Main Street & Penniman to obtain volume pricing, simplify our future maintenance planning, and in anticipation of future improvements.
- A new Econolite Cobalt controller would be specified directly as part of the planned upgrades to Main Street and Church Street. All this work can be coordinated to be completed as part of the 2025 Infrastructure Program.

We believe that we have incorporated the feedback, comments and observations of the public into an updated design concept for the Main and Church intersection. Further application to the previously improved intersections as well as future intersections to be completed can be coordinated. If the DDA supports the above-described direction, we would request that a simple resolution of support be passed by the DDA at their January 2025 meeting, so that we can continue the process. Please keep in mind that many of the traffic signal components for the Mast Arms take up to 6 months to manufacture. Our goal would be to help the City authorize the procurement of these components in the first quarter of 2025 so that the intersection can be completed in the Fall of 2025 (right after the fall festival).

We hope this letter is helpful to the City Administration, DDA Board, and City Commission as we continue to work hard to improve the safety of the City's non-motorized network. If anyone has any questions, please do not hesitate to call me anytime on my cell at 313.363.1434. We appreciate the opportunity to help the City with these important improvement projects.

Very truly yours,

Wade Trim Associates, Inc.



Shawn W. Keough, PE
Senior Vice President

SWK:efa

PLY 2130-01T

[20250109_Porman_Pedestrian Crosswalk Recommendation Ltr.docx](#)

cc: Adam Gerlach, Assistant Director of Municipal Services, City of Plymouth
Sam Plymale, Director, Downtown Development Authority
John Scanlon, Finance Director, City of Plymouth
Paul Sincock, City Manager, City of Plymouth



Department of Municipal Services

1231 Goldsmith, Plymouth, MI

734-453-7737

dms@plymouthmi.gov

Date: March 6, 2024
To: Sam Plymale, DDA Director
From: Chris S. Porman, Assistant City Manager/Director of Municipal Services
Adam Gerlach, Assistant Director of Municipal Services
Re: Main Street/Church Street Intersection Improvements

Background

As you are aware, the City Commission authorized Wade-Trim to begin preliminary design and engineering services for the 2024 Infrastructure Program. As part of the proposed program for 2024, the intersection of Main Street and Church Street as well as the traffic signal and pedestrian crossing upgrades were identified to be included in the program.

Wade-Trim has been completing the topographic survey, obtaining geotechnical info and designing the cross section of the roadway, as well as designing upgrades to the traffic signals and new installation of pedestrian crossing signals. No current pedestrian crossing signals currently exist and the city has received feedback from residents and visitors requesting they be installed.

Since the intersection of Main Street and Church Street falls within the DDA boundaries, it seems prudent to take a look at the existing traffic signal and pedestrian crossing infrastructure and look to create consistency both from the look and the operation. In addition, it also seems appropriate to discuss the DDA's interest and ability to participate in cost sharing for this portion of the 2024 Infrastructure project.

The city directed the Engineer to engage in discussions with Rauhorn Electric to obtain a direct quote for the planned traffic signal and pedestrian crosswalk upgrades at Main Street and Church Street. The Engineer has obtained the quote and will be advertising public bids for the pavement, concrete, and utility work in the near future. The lead time for traffic/pedestrian signal equipment took approximately eight months for delivery in 2021, so we are looking to authorize the project and place the order for the equipment.

Based on the Engineer's report with the direct quote from Rauhorn, as well as estimated/anticipated costs for the roadway reconstruction, design services, engineering, inspection, materials testing, etc., it is anticipated that the Main Street and Church Street cost

will be approximately \$620,000.00. A full breakdown of anticipated costs can be seen in the Engineer's report, which is attached.

When the City reconstructed Harvey Street including the intersections at Penniman and Ann Arbor Trail, the City and the DDA participated in cost sharing to help fund the upgrades. The City and the DDA each passed a resolution authorizing the funding contingent upon the other board fully participating.

While the full costs will not be known until completion of the project due to inspector days, etc., we have an anticipated cost breakdown based on the Engineer's report. If the anticipated cost for the intersection at Main Street and Church Street, including traffic signals and pedestrian crossing signals is \$620,000; the DDA could authorize a cost sharing of \$310,000 or half of the project cost for the intersection; whichever is less.

Recommendation

I would recommend that the DDA Board look at the Engineer's report and anticipate costs associated with this project and determine if they are interested in providing cost sharing. I see no issue in making the authorization of cost sharing contingent upon the City Commission authorizing the project, as the City Commission may consider a similar resolution as they did in 2021 for Harvey Street.

It is anticipated that the City Commission will consider this matter at their next regularly scheduled meeting in March as the lead time for the traffic/pedestrian signals may be as much as eight months.

Should you have any questions, please feel free to contact us.



Wade Trim Associates, Inc.
25251 Northline Road • Taylor, MI 48180
734.947.9700 • www.wadetrim.com

March 6, 2024

City of Plymouth
201 South Main Street
Plymouth, MI 48170

Attention: Chris Porman
Director of Municipal Services

Re: City of Plymouth - 2024 Infrastructure Improvement Program
Proposed Cost Sharing with DDA for Main Street/Church Street Intersection Improvements

Dear Chris Porman:

Per your request, we have prepared this letter to assist in your communication with the City of Plymouth Downtown Development Authority (DDA), specifically as it relates to sharing the cost of the proposed Main Street/Church Street intersection improvements that are planned as part of the City's 2024 Infrastructure Improvement Program. The improvements planned at the Main Street/Church Street intersection include a combination of road reconstruction, storm sewer modifications, traffic signal/pedestrian crossing upgrades, and water system improvements. The roadway, traffic signal/pedestrian crossing upgrades, and storm sewer improvement projects can be paid for through a combination of funding sources, including the bonds issued from the City's most recent Street millage, as well as the DDA for projects within the DDA District. The proposed water system improvements would be paid for by the City's Water and Sewer Fund.

Background

On September 18, 2023, the City Commission authorized Wade Trim to begin preliminary design engineering services on the 2024 Infrastructure Improvement Program. The program authorized design services for the following projects:

1. Main Street and Church Street Intersection and Traffic Signal/Pedestrian Crossing Upgrade
2. Liberty Resurfacing and Water System
3. Spring Street (Parking) Resurfacing
4. South Main Street Resurfacing
5. Water System Valve Replacement
6. Preventative Maintenance Assistance Allowance

Design work has been ongoing since early October, including the completion of a full topographic survey of each project area, the gathering of pavement cores and geotechnical information, and preliminary design and final design in preparation for public bidding and permitting, respectively, as required for each project.

Project Description – Main Street/Church Street Intersection and Traffic Signal Upgrades

The Main Street/Church Street Intersection Improvement project is a project that can be shared financially between the City and DDA. This intersection is located at the north end of the DDA District.

Existing Intersection Description

The current intersection configuration consists of an overhead span wire traffic signal serving both Main Street (north and south) and Church Street (east and west). The intersection does not currently have any pedestrian crosswalk signals, but gets a lot of pedestrian use. Main Street is a four-lane roadway with two primary lanes in the north and south directions. There is also a right-turn lane on northbound Main Street to turn onto eastbound Church Street. Church Street east and west of Main Street is currently a boulevard cross-section. The existing overhead traffic signals, while functional, do not align very well in the east and west direction.

Proposed Intersection Upgrades

It is envisioned that the existing overhead traffic signals, wire, and poles (northeast and southwest corners) will be removed and replaced with new mast arm traffic signals, similar to the recent mast arms installed in 2021/2022 on Harvey Street at the Ann Arbor Trail and Penniman intersections. It is further envisioned that pushbutton-activated pedestrian crosswalks will be installed on all four corners and programmed with leading pedestrian intervals (LPI) to give pedestrians a four second head start when entering the crosswalks. The new control cabinet(s) will be located on the City property at the southwest corner of the intersection. Underground conduit will be installed across two of the four legs of the intersection. There is an existing conduit that was buried under the west leg of Church Street back in 2015, in anticipation of future intersection improvements, when the City completed the Church Street project between Main and Harvey. It is anticipated that some level of curb, sidewalk, and sidewalk ramp improvements will be required at each of the four corners of the intersection and the two boulevards to accommodate the new mast arm and pedestrian crossing signals, as well as meet ADA requirements.

All of these proposed improvements are in preparation for a much larger City infrastructure project on North Main Street in the near future.

Proposed Cost Share between City and DDA

Per the City’s direction, the City desires to utilize the services of Rauhorn Electric to complete the traffic signal and pedestrian crosswalk portion of the improvements planned at the Main Street/Church Street intersection. Rauhorn Electric serves as the City’s primary traffic signal contractor and completed projects on Main Street (2010 and 2011) and Harvey Street (2021/2022) in the recent past. Wade Trim was instructed to obtain a direct quote from Rauhorn Electric for the planned traffic signal and pedestrian crosswalk signal upgrades. Rauhorn Electric provided a quote to the City on February 29, 2024. The City will be advertising and seeking bids for the pavement, concrete, and utility work separately. The City anticipates advertising publicly on March 14, 2024, with the anticipated bid opening in mid-April 2024.

A summary of the total project costs that could be shared by the City and DDA include:

• Anticipated Traffic Signal/Pedestrian Crosswalk Construction Cost	\$268,149
• Anticipated Roadway Reconstruction Cost:	\$225,000
• Design Engineering/Surveying/Geotechnical Services Cost:	\$58,000
• Anticipated Construction Engineering Cost:	\$30,000
• Anticipated Construction Inspection Cost (30 days)	\$24,000
• Anticipated Material Testing and Quality Assurance Cost:	\$8,000
Anticipated Total	\$613,149

The total anticipated project cost is currently estimated at just under \$620,000 (without contingency).

Additional Project Considerations

It took nearly eight months for the new mast arms on Harvey Street to be fabricated and delivered once the official order was placed. Now that the design has advanced to the point where the size and location of the mast arm materials have been fully identified, Rauhorn Electric is prepared to order the materials as soon as the City provides authorization.

Looking Ahead to 2025, 2026, and Beyond

As part of our planning for future years, we have also been asked to provide a preliminary description for the construction of future potential projects where the City and DDA can continue to collaborate. Preliminary cost estimates have been developed and are shared below. More detailed project cost estimates can be completed as required and as part of future refinement of this information.

We envision the following potential Infrastructure Program projects for 2025, 2026, and/or beyond, noting that some of the more complicated projects may require longer planning and design periods in order to coordinate with other agencies and entities.

Future Traffic Signal/Pedestrian Crossing Upgrades

There are two key signalized intersections that have been identified for future traffic signal and pedestrian crosswalk upgrades. The locations are provided below:

1. Wing Street and Main Street – This intersection is at the southern end of the DDA District. The right-of-way is narrow on all four corners of this intersection, and easements from the four property owners may be necessary in order to complete the improvements.
2. Ann Arbor Trail and Deer – This is the other signalized intersection located at a very prominent location in downtown near Kellogg Park.

We are recommending a preliminary planning level budget estimate of \$500,000 for each of these traffic signal/pedestrian crosswalk upgrade projects.

We hope this letter is helpful to the City Administration, City Commission, and DDA Board as this important project is planned for construction in 2024. If anyone has any questions in advance, please do not hesitate to call me anytime on my cell at 313.363.1434. I would be happy to discuss any portion of this letter or the proposed program. We appreciate the opportunity to help the City with the 2024 Infrastructure Improvement Program and look forward to collaborating with your team as the projects advance.

Very truly yours,

Wade Trim Associates, Inc.



Shawn W. Keough, PE
Senior Vice President

SWK:jlb
PLY 2129-01T
20240306_PORMAN_2024 PLY DDA COST SHARE MAIN CHURCH LTR.DOCX

cc: Adam Gerlach, Assistant Director of Public Utilities, City of Plymouth
Sam Plymale, Director, Downtown Development Authority
John Scanlon, Finance Director, City of Plymouth
Paul Sincock, City Manager, City of Plymouth

2/29/2024

0224-059
Main & Church Plymouth Traffic Signal
Plymouth, MI



Listed below is our quotation for the above referenced project:

Description	Quantity	Unit	Price	Extension
Pedestal, Fdn	9.000	EACH	1,254.00	11,286.00
Pedestal, Underground Serv, Unmetered	1.000	EACH	4,651.00	4,651.00
Mast Arm Pole Fdn, 6 Bolt	31.000	L.F.	668.00	20,708.00
Serv, Disconnect	1.000	EACH	1,555.00	1,555.00
Controller and Cabinet, Digital Type	1.000	EACH	32,058.00	32,058.00
Conduit, DB, 1, 1 1- 2 inch	150.000	L.F.	39.50	5,925.00
Wood Pole, Fit Up, Sec Cable Pole	1.000	EACH	703.00	703.00
Mast Arm, 45 foot, Cat III	2.000	EACH	10,326.00	20,652.00
Junction Box, Rem	1.000	EACH	1,655.00	1,655.00
Casing	24.000	L.F.	307.00	7,368.00
Power Co (Est Cost to Contractor)	1,000.000	\$	1.00	1,000.00
Pushbutton and Sign	8.000	EACH	718.00	5,744.00
Span Wire, Rem	1.000	EACH	310.00	310.00
Cable, Sec, 600V, 1, 3-C#6	75.000	L.F.	10.00	750.00
Conduit, Directional Bore, 2, 3 inch	220.000	L.F.	91.50	20,130.00
TS, Pedestrian, One Way Pedestal Mtd (LED) Countdown	8.000	EACH	1,526.00	12,208.00
Mast Arm, 20 foot, Cat III	1.000	EACH	6,790.00	6,790.00
Mast Arm Pole, Cat III	2.000	EACH	14,742.00	29,484.00
Pedestal, Alum	8.000	EACH	1,101.00	8,808.00
Case Sign (LED), One Way, 24 inch by 30 inch	2.000	EACH	2,432.00	4,864.00
Cable Pole, TS and Sec, Rem	1.000	EACH	222.00	222.00
Pedestal Painting	8.000	EACH	220.00	1,760.00
Conduit, DB, 4, 3 inch	10.000	L.F.	62.50	625.00
Conduit, DB, 3, 3 inch	20.000	L.F.	51.00	1,020.00
TS, Span Wire Mtd, Rem	2.000	EACH	160.00	320.00
Conduit, DB, 1, 3 inch	20.000	L.F.	33.50	670.00
Coating Galvanized Support Structures	6.000	EACH	969.00	5,814.00
Hh, Round, 3 foot Dia	1.000	EACH	3,936.00	3,936.00
Hh, Round	4.000	EACH	2,024.00	8,096.00
Controller and Cabinet, Rem	1.000	EACH	279.00	279.00
Mast Arm, 25 foot, Cat III	1.000	EACH	6,973.00	6,973.00
Exploratory Investigation, Vertical	10.000	L.F.	72.00	720.00
TS, One Way Mast Arm Mtd (LED)	8.000	EACH	1,470.00	11,760.00
Controller Fdn, Base Mtd	1.000	EACH	3,195.00	3,195.00
TS Uninterruptible Power System	1.000	EACH	10,217.00	10,217.00
Mobilization	1.000	L.S.	15,893.00	15,893.00
QUOTE TOTAL:				268,149.00

This quote contains the following exclusions/qualifications:

EXCLUSIONS:

- THIRD PARTY MAST ARM INSPECTION
- SPRINKLER OR IRRIGATION REPLACEMENT OF ANY KIND
- TS EQUIPMENT AND STEEL WILL BE PROVIDED AS PER APPROVED SHOP DRAWINGS
- NO ROCK EXCAVATION OR OBSTRUCTION REMOVAL INCLUDED IN ANY EXCAVATION OR

DIRECTIONAL DRILLING

- TRAFFIC CONTROL OF ANY KIND
- RESTORATION OF ANY KIND
- PAVEMENT MARKING OR PERMANENT SIGNING INCLUDED
- ENGINEERING, TESTING (CONCRETE/ANCHOR BOLT) OR SURVEY/LAYOUT
- DEWATERING OF ANY KIND
- DETROIT EDISON, CONSUMERS ENERGY, OR LOCAL UTILITY COSTS OR FEES
- DAMAGE TO ANY UTILITY, NOT PART OF THE MISS DIG OR DIG SAFE SYSTEM
- CONTAMINATED SOIL HANDLING COSTS NOT INCLUDED - SLURRY IN CONTACT W/ SOIL (IN

CONTAMINATED AREAS) WILL BE CONSIDERED CONTAMINATED

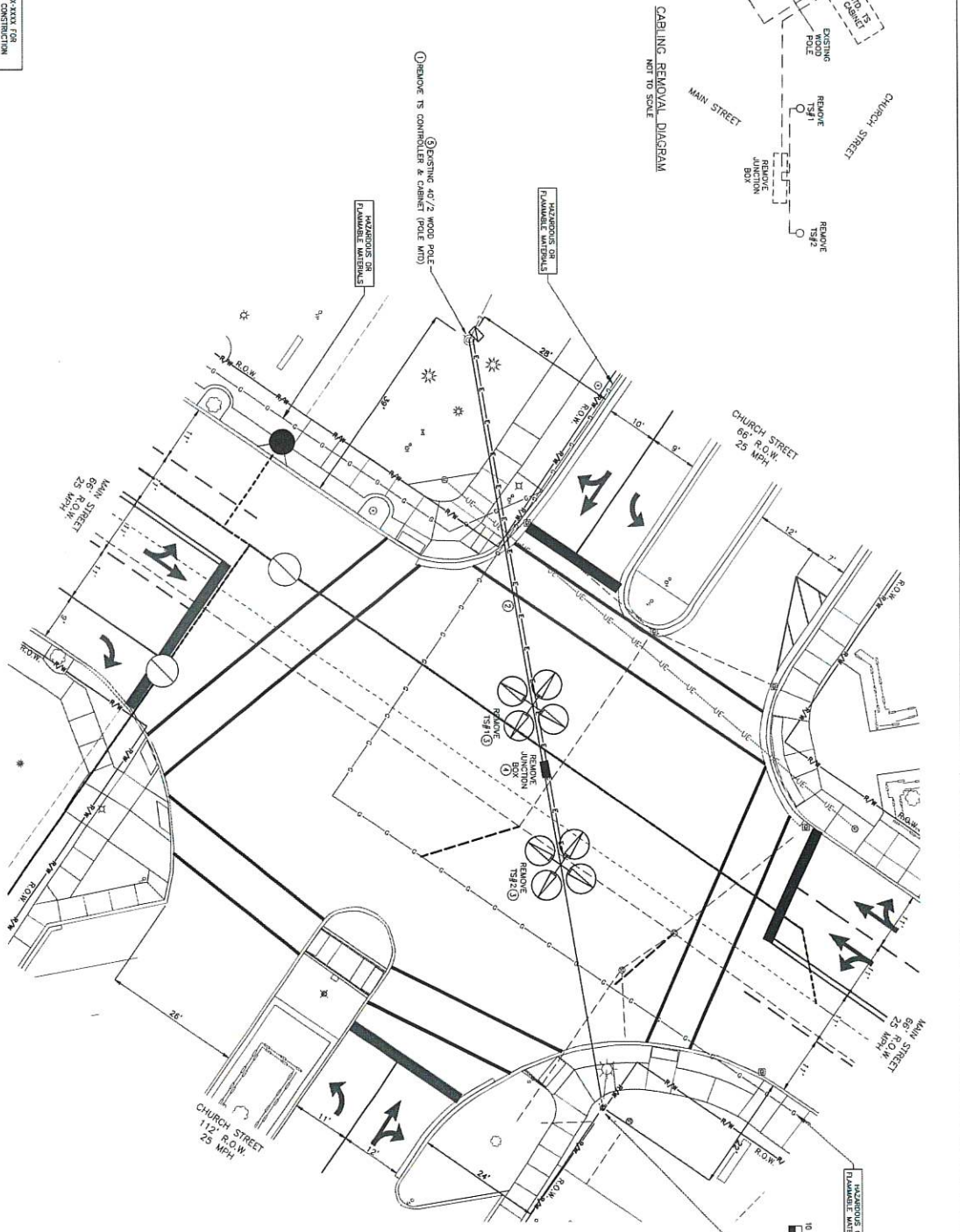
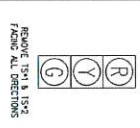
- CONCRETE/ASPHALT REMOVAL OR REPLACEMENT
- BOND COSTS, DUES, COUNTY/CITY/ROAD COMMISSION FEES AND PERMIT COST OF ANY KIND
- 0% D.B.E. INCLUDED IN BID

If you have any questions or require any additional information, please do not hesitate to contact Scott Finkbeiner at (586) 992-0400 or via email at sfinkbeiner@rauhornelec.com

CONTRACT: 2024 INFRASTRUCTURE IMPROVEMENT PROGRAM
 SHEET FOR ESTIMATED COST TO CONTRACTOR
 AND INDICATE WORKING REMOVALS AND QUANTITIES.

LIST OF MATERIAL

NO.	ITEM	QUANTITIES/ITEM CODE
1	Controller and Cabinet, Rem	1 Ea. 8220030
2	Span Wire, Rem	1 Ea. 8220041
3	TS, Span Wire Mid, Rem	2 Ea. 82200192
4	Junction Box, Rem	1 Ea. 82200457
5	Cabinet Pole, TS and Sec, Dirman	1 Ea. 81822009



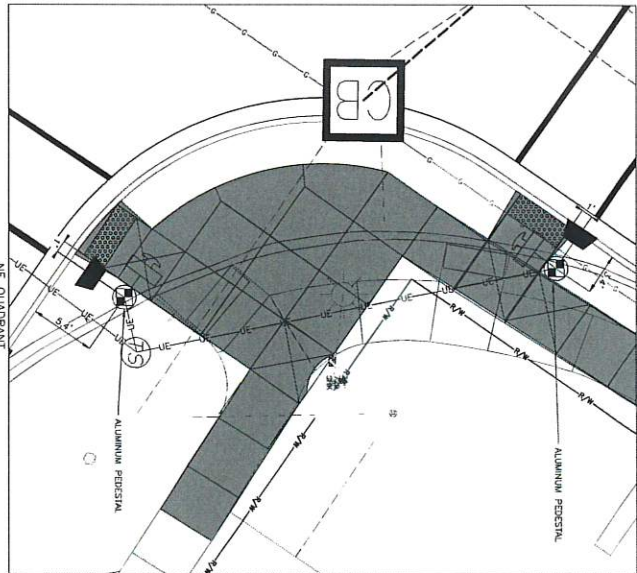
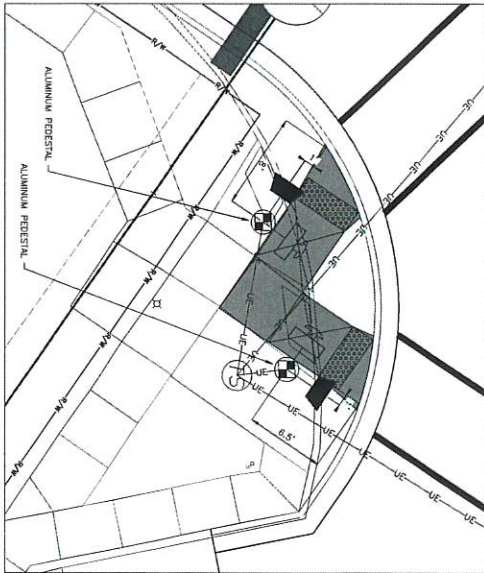
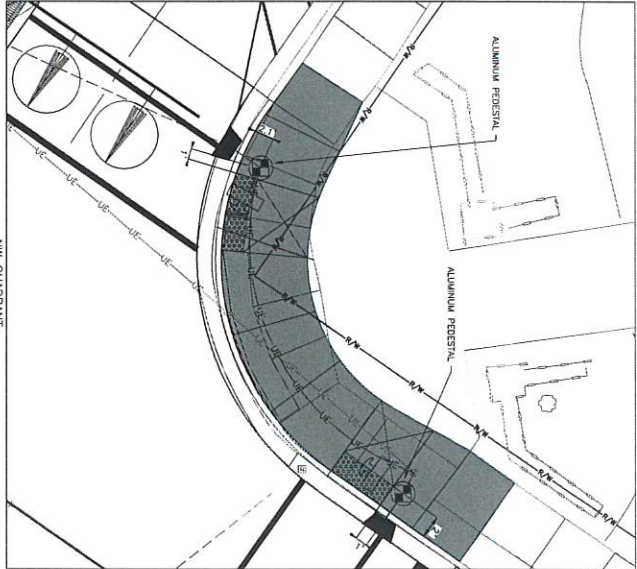
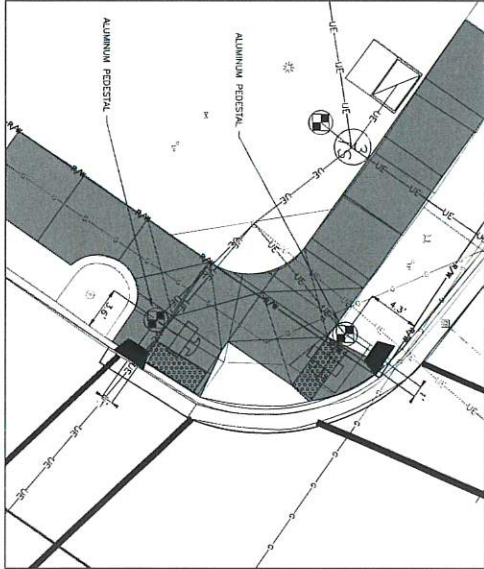
811
 Know what's below.
 Call before you dig.
 811
 CALL BEFORE YOU DIG
 811
 CALL BEFORE YOU DIG

CITY OF PLYMOUTH
 201 S MAIN ST
 WAYNE COUNTY, MICHIGAN 48170
 2024 INFRASTRUCTURE IMPROVEMENT PROGRAM
 CHURCH STREET
 TRAFFIC SIGNAL REMOVAL PLAN

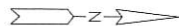
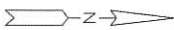
DATE: 1/21/24
 SHEET: 8

WADE TRIM
 2124 Northway Rd
 Troy, MI 48063
 313.467.8700
 www.wadetrims.com

REV#	DATE	DESCRIPTION	BY



NOTE:
FOR RETAINED SIGNAL GRADING INFORMATION SEE GRADING DETAIL SHEETS



DATE: 11/29/2023
 SHEET: 11

CITY OF PLYMOUTH
 201 S MAIN ST
 WAYNE COUNTY, MICHIGAN 48170
 2024 INFRASTRUCTURE IMPROVEMENT PROGRAM
 CHURCH STREET
 TRAFFIC SIGNAL CONSTRUCTION PLAN



25241 Northrup Rd
 Taylor, MI 48180
 734.941.8700
 www.wadetrим.com

REV#	DATE	DESCRIPTION	BY

MEMORANDUM

Date: November 6, 2024
To: DDA Board, DDA Staff
From: John Scanlon, Finance Director
Subject: Fund Balance Reserve

Issue: 2023-24 Fund Balance Reserve

Analysis: The fund balance reserve includes funds not currently allocated for expenditure, serving as a reserve to ensure financial stability, address contingencies, or comply with regulatory requirements. By the end of the 2023-24 fiscal year, the DDA maintained an unrestricted fund balance of \$667,604. In May 2023, the City Commission of Plymouth adopted a Fund Balance Policy to ensure the City maintains adequate fund balances and reserves. The policy states:

“It is the goal of the City to achieve and maintain an unrestricted fund balance in the general fund of no less than two months (16%) and not more than six months (50%) of regular general fund operating revenues.”

For the 2023-24 fiscal year, only minor adjustments to the DDA’s operating fund balance are anticipated without the allocation of reserves. The \$667,604 represents 50% of the 2024-25 DDA’s approved general operating budget revenues.

Requested Action: Review the currently DDA operating fund balance

Attachment(s): None

R E S O L U T I O N

The following Resolution was offered by _____ and seconded by _____.

WHEREAS, the DDA Board of Directors identified the need to upgrade pedestrian safety at the Main/Church Street intersection, and

WHEREAS, the DDA Board and City Commission agreed to a 50/50 cost share on both the Harvey/Penniman and Harvey/Ann Arbor Trail intersection improvements in 2021, and

WHEREAS, the City Commission has identified and approved design work for upgrades to the Main/Church Street intersection as part of their 2025 Infrastructure Plan, and

WHEREAS, the City's Master Plan includes the installation of new traffic light mast arms with pedestrian signals and additional improvements to the Main/Church Street intersection.

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth DDA Board of Directors does hereby authorize up to \$340,000 in capital improvement funds or 50% of the cost of the project, whichever is less, to complete the upgrades at the intersection of Main/Church Street which includes new mast arms and pedestrian crossing signals. This authorization, in partnership with the City of Plymouth, would allow the continued work on design, bid documents and final construction of new mast arms and signals and other needed improvements at the Main/Church Street intersection.



Administrative Recommendation

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA January 2025\January
Date: 1/13/2025
Re: DDA Bylaws Update

UPDATE:

At the November 11, 2024 DDA Board Meeting, DDA Staff presented a draft version of an update to the Plymouth DDA's Bylaws. After much discussion from the DDA Board, it was noted that several edits were needed prior to approval. Over the past several weeks, DDA staff worked to make the recommended edits. An updated draft of the bylaws is attached for your review. These edits have been reviewed and recommended by City Attorney Bob Marzano. DDA staff recommends that the DDA Board adopt the attached DDA bylaws.

BACKGROUND:

The City of Plymouth is working toward Redevelopment Ready Community certification with the MEDC. A copy of bylaws for all boards and commissions needs to be submitted as part of the certification process. Over the past two years, the Community Development Department has worked to update the Planning Commission, Historic District Commission and Zoning Board of Appeals bylaws. During their work, it was noted that the DDA bylaws have not been updated since the DDA's inception in 1983. Attached are the original DDA bylaws.

It should be noted that there have been several changes to how the DDA operates over the past 40 years, and most, if not all operational changes have been approved via DDA Board resolutions over the years. One example of this is the move of the monthly DDA Board regular meetings from the second Thursday of each month to the second Monday of each month. That operational change was approved via resolution by the DDA Board back in September of 2018.

Due to the outdated nature of the current bylaws, DDA staff have been working over the last several months on updating the bylaws. DDA staff have used the recent updates of the Planning Commission, Historic District Commission and Zoning Board of Appeals bylaws as a formatting guide while revamping the document. Using the same formatting will keep consistency across the City's departments.

The updated draft of the bylaws is attached for your review. This draft has been reviewed and recommended by City Attorney Bob Marzano.

CITY OF PLYMOUTH
DOWNTOWN DEVELOPMENT AUTHORITY BYLAWS
Adopted January 13th, 2025

1. Name and Purpose

- A. The name of this Board shall be the Downtown Development Authority.
- B. These Bylaws are adopted by the DDA Board of Directors (DDA Board) to facilitate the performance of its duties as outlined in Public Act 197 of 1975, known as the Michigan Downtown Development Authority Act (DDA Act).
- C. These Bylaws are also adopted to facilitate the duties of the DDA Board for administration of the Public Act 57 of 2018, as amended, known as the Recodified Tax Increment Financing Act (TIFA).

2. Membership

- A. Members. Members of the DDA Board are appointed by the chief executive officer (CEO) subject to approval of the City Commission pursuant to the City of Plymouth's Code of Ordinances, Section 30-60 Article III, as amended.
 - 1. The mayor of the City of Plymouth shall serve as the CEO of the DDA Board.
 - 2. Each member shall represent and advocate for what is best for the City of Plymouth as a whole, putting aside personal or special interests.
 - 3. Membership shall be representative of important segments and geography of the City of Plymouth to the extent practicable.
 - i. The DDA Board shall consist of no less than eight (8) and no more than twelve (12) members (not counting the CEO).
 - ii. Members shall be either persons having an interest in property located in the downtown district or officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district, or persons that are residents of the City of Plymouth.
 - iii. A majority of the members shall be persons having an interest in property located in the downtown district or officers, members, trustees, principals, or employees of a legal entity having an interest in property located in the downtown district. **At least** 1 of the members shall be a resident of the downtown district, if the downtown district has 100 or more persons residing within it.
 - iv. Liaisons. The purpose of liaisons is to provide City of Plymouth officials and administration with the ability to participate in discussions with the DDA Board, in addition to speaking in public comment, and nothing else. Liaisons cannot vote, introduce motions, initiate any other parliamentary action, be counted for a quorum, or be expected to comply with attendance requirements. Liaisons are:
 - 1. DDA staff and their agents and consultants.
 - 2. City of Plymouth Attorney.
 - 3. Representatives of the City of Plymouth Department of Municipal Services.
 - 4. City of Plymouth City Manager or his/her designee.
 - 5. Plymouth City Commissioner.
- B. Attendance. Members are required to attend **at least** 75% of regular DDA Board meetings in a calendar year. Members who do not attend at least 75% of regular DDA Board meetings in a calendar year are subject to be removed from the DDA Board by the CEO/**City of Plymouth Mayor**.
- C. Term. Members will serve for four (4) year terms from the date of their respective appointments. If a member is being appointed to replace a member who has resigned or been removed from the DDA Board, that member will assume the term of the member they are replacing.

- D. Conflict of Interest. A member is disqualified from participating in a matter when a conflict of interest as defined the Ethics Ordinance Section 2-3 is present.

3. Duties of all Members

- A. Code of Conduct. Each member upon appointment, shall sign a code of conduct.

4. Officers

- A. Selection. At the first regular meeting of each year, the DDA Board shall select a Chairperson (Chair) and Vice-Chairperson (Vice Chair) from its membership. All officers are eligible for re-election. Nominations shall be made from the floor as open nominations. A voice vote election shall take place to elect officers. In the event the office of the Chair becomes vacant, the Vice-Chair shall succeed to this office for the unexpired term and the DDA Board shall select a successor to the office of Vice-Chair for the unexpired term. The DDA Director or his or her designee shall be the ex-officio Secretary.
- B. Tenure. The Chair and Vice-Chair shall take office immediately following their election and shall hold office for a term of one year or until their successors are selected and assume office.
- C. Chair's Duties. The Chair retains his or her ability to discuss and vote on issues before the DDA Board. The Chair shall:
1. Preside at all meetings.
 2. Rule out of order any irrelevant remarks; remarks which are personal; remarks about another's race, religion, sex, physical condition, ethnic background, beliefs, or similar topics; profanities; or other remarks which are not about the topic before the DDA Board.
 3. Restate all motions as pursuant to Section 5.E of these Bylaws.
 4. Appoint sub-committees.
 5. May call special meetings pursuant to Section 5.B of these Bylaws.
 6. Act as an ex-officio member of all sub-committees of the DDA Board.
 7. Review items on the agenda with staff prior to a DDA Board meeting if he or she so chooses.
 8. Periodically meet with the DDA Director and/or DDA staff to review department operation, procedures, and to monitor progress on various projects.
 9. **Represent the DDA Board in front of the City Commission.**
 10. Perform such other duties as may be ordered by the DDA Board.
- D. Vice-Chair's Duties. The Vice-Chair shall:
1. Act in the capacity of the Chair in the Chair's absence.
 2. Perform such other duties as may be ordered by the DDA Board.
- E. Secretary's Duties. The Secretary shall:
1. **The DDA Director or his or her designee shall be the ex-officio Secretary.**
 2. At each meeting of the DDA Board take notes for minutes.
 3. Execute documents in the name of the DDA Board.
 4. Be responsible for the minutes of each meeting.
 5. Review the draft of the minutes and submit them for approval to the DDA Board. Copies of minutes shall be distributed to each member of the DDA Board prior to the next meeting of the DDA Board.
 6. Receive all communication, petitions, and reports to be addressed by the DDA Board.
 7. Keep attendance records pursuant to Section 2.B of these Bylaws.
 8. Provide notice to the public and members of the DDA Board for all regular and special meetings, pursuant to the Open Meetings Act, Public Act 267 of 1976, as amended.
 9. Prepare an agenda for DDA Board meetings pursuant to Section 5.J of these Bylaws.
 10. Perform such other duties as may be ordered by the DDA Board.

5. Meetings

- A. Regular Meetings. Meetings of the DDA Board will be held the second Monday of every month at 7:00 PM at City Hall located at 201 S. Main Plymouth, MI 48170. When the regular meeting date falls on a State of Michigan or federal holiday, the DDA Chair may propose to the DDA Board a suitable alternate day in the same month. An annual notice of regularly scheduled meetings shall comply with Public Act 267 of 1967, as amended.
- B. Special Meetings. Special meetings shall be called in the following manner:
1. By the Chair.
 2. By any two members of the DDA Board.
 3. Notices shall be given to each DDA Board member at least forty-eight (48) hours prior to such meeting and shall state the purpose, time, day, month, date, year, and location of the meeting. Notices shall comply with the Open Meetings Act.
- C. Recess. The Chair or the DDA Board after the meeting has been in session for three hours shall suspend the DDA Board's business and evaluate the remaining items on its agenda. The DDA Board shall then decide to finish that meeting's agenda, may act to continue the meeting on another day, or complete some agenda items and postpone certain agenda items to the next regular meeting.
- D. Quorum. More than half the total number of seats for members of the DDA Board, including the CEO, shall constitute a quorum for the transaction of business. Whenever a quorum is not present at a regular or special meeting, those present shall adjourn the meeting to another day.
- E. Motions.
1. Motions shall be restated by the Chair before a vote is taken.
 2. Findings of Fact. All actions taken **may** include each of the following parts:
 - i. A finding of fact, listing what the DDA Board determines to be relevant facts in the case to eliminate misleading statements, hearsay, irrelevant, and untrue statements.
 - ii. Conclusions to list reasons based on the facts for the DDA Board's action, often directly related, or not, to a finding of compliance, or noncompliance, to standards.
 - iii. The DDA Board's action: recommendation, approval, approval with conditions, or denial.
- F. Voting. Voting shall be by voice and shall be recorded as passing or failing. Roll call votes will be recorded only upon request by a member of the DDA Board and shall be "yes" or "no". Members must be present to cast a vote. Voting by proxy shall not occur. The affirmative vote of a majority of those present or the majority of a quorum, whichever is greater, shall be necessary for the adoption of motions.
- G. Parliamentary Procedure. Parliamentary procedure in DDA Board meetings shall be informal. However, if required to keep order, DDA Board meetings shall then be governed by Robert's Rules of Order Newly Revised (12th Edition) for issues not specifically covered by these Bylaws. Where these Bylaws conflict, or are different from Robert's Rules, then these Bylaws prevail.
- H. Public Participation. All regular and special meetings, hearing, records, and accounts shall be open to the public.
1. All public comment that is pertinent to the DDA Board, but unrelated to a specific item on the agenda may be presented during "Citizen Comments".
 2. The public will be given the opportunity to speak on each case after the applicant, owner, or agent has presented his or her case to the DDA Board. If an agenda item or case does not have an applicant presentation, then public comment will occur after introduction by the Chair or presentation by staff or consultant.
 3. The Chair may limit the amount of time allowed for each person wishing to make public comment at a DDA Board meeting. The Chair may ask members of the audience to caucus with others sharing similar positions so they may select a single spokesperson. If a single spokesperson is selected, that individual shall be able to make public comments at the DDA Board meeting with an extended time limit.
- I. Order of Business. The Secretary shall prepare an agenda for each meeting and **should follow the order of business stated below. The DDA Chair has discretion to modify the order of business prior to the**

required posting of the agenda. Any changes to the order of business during a meeting must be approved by a majority of the DDA Board members when approving the agenda:

1. Call to Order, Roll Call
 2. Citizen Comments
 3. Approval of the Agenda
 4. Approval of the Minutes
 5. DDA Board Comments
 6. Old Business (unfinished business)
 7. New Business
 8. Reports and Correspondence
 9. Adjournment
- J. Delivery of Agenda. The agenda and accompanying materials shall be hand delivered and/or electronically delivered to DDA Board members so that members shall receive the packet of information no later than Friday of the weekend prior to the regular meeting date.
- K. Placement of Items on the Agenda.
1. The DDA office shall be the office of record for the DDA Board.
 2. The DDA office may receive items on behalf of the DDA Board between the time of adjournment of the previous DDA Board meeting and eight business days prior to the next regularly scheduled DDA Board meeting.
 3. **The DDA Chair and/or two or more DDA Board members may add items to an upcoming agenda.** Items received by the DDA Secretary between seven business days prior to the next regularly scheduled DDA Board meeting and the regularly scheduled DDA Board meeting shall be placed on the following month's agenda.
 4. The deadline to add items to the DDA Board meeting agenda shall be eight business days prior to the next regularly scheduled DDA Board meeting.

6. Record

- A. Minutes and Record. The Secretary shall keep a record of DDA Board meetings, which shall include the following:
1. Copy of the meeting posting pursuant to Public Act 267 of 1976
 2. Copy of the minutes, and any attachments brought to the meeting which **may** include a summary of the meeting, in chronological sequence of occurrence:
 - i. Time and place the meeting was called to order
 - ii. Attendance
 - iii. Indication of others present
 - iv. Summary or text of points of all reports given at the meeting, and who gave the report and in what capacity. Alternatively, a copy of the report may be attached, if offered in writing.
 - v. Summary of all points made in public participation or at a public hearing by the applicant, officials, and guests and an indication of who made the comments. Alternatively, a copy of the report may be attached, if offered in writing.
 - vi. Full text of all motions introduced, whether seconded or not, who made the motion and who seconded the motion. For each motion, the following should be included:
 1. A statement of what is being approved
 2. What evidence was considered (summary of discussion by members at the meeting)
 3. The finding of fact **(if necessary)**
 4. Reasons for the decision made (If the decision is to deny, then each reason should refer to a section of an ordinance which would be violated, or with which not complied)

5. The decision

- vii. The type of vote and its outcome. If a roll call vote, indicate who voted yes, no, abstained, or a statement the vote was unanimous. If not a roll call vote, then simply a statement: “Motion passed/failed number of votes in majority to number of votes in minority”.
- viii. When a voting member enters or leaves a meeting.
- ix. When a voting member or staff member has a conflict of interest and when the voting member ceases and resumes participation in discussion, voting, and deliberations at a meeting.
 - x. The attendance and ruling if a quorum exist or not.
 - xi. The start and end of each recess.
 - xii. Summary of announcements.
 - xiii. Summary of informal actions or agreement on consensus.
 - xiv. Time of adjournment.
- 3. Records of any action, support documents, maps, photographs, correspondence received, attached as an appendix to the minutes.
- B. Retention. DDA records shall be preserved and kept on file according to the following schedule, as adopted by the State of Michigan:
 - 1. Minutes, oaths of officials, other records of decisions, DDA or department publications, correspondence: Permanent.
 - 2. Bills and/or invoices, receipts, purchase orders: 7 years.

7. Sub-Committees

- A. Ad Hoc Sub-Committees. The DDA Board or DDA Chair may establish and appoint ad hoc sub-committees for special purposes or issues, as deemed necessary. Less than a quorum may serve on an ad hoc sub-committee at any time.
- B. Citizen Sub-Committees. The DDA Board, the DDA Chair, or the DDA Director or his/her designee may establish and appoint citizen committees with the consent of the DDA Board. Membership may be any number as long as less than a quorum of the DDA Board serves on a citizen sub-committee at any time. The purpose of a citizen sub-committee is to have more citizen and administrative involvement, to better represent various interest groups in the City of Plymouth, and to be able to utilize individuals who are knowledgeable in the particular issue before the DDA Board.
- C. Rules of Procedure. Sub-Committees shall follow the meeting rules and recordkeeping procedures outlined in Sections 5 and 6, when applicable.

8. DDA Board Staff

- A. Authorization. The DDA staff may consist of a DDA Director and such other personnel as may be authorized after the budget for the same is approved by the City Commission.
- B. General responsibility. The DDA staff is charged with the duty of preparation and administration of such plans as are authorized by the DDA Board, appropriate for the City of Plymouth and its environs and are within the scope of the DDA Act and/or TIFA.
- C. Advocacy. The DDA staff shall not attempt to represent the views of comments of a member of the public at a DDA Board meeting. Staff shall indicate a member of the public wishing to make their views known and they should do so directly to the DDA Board in person, through an agent, or by providing written comments.

9. Adoption, Repeal, and Amendments

- A. Upon adoption of these Bylaws of November 11th, 2024, they shall become effective, and all previous Bylaws shall be repealed.
- B. The DDA Board may suspend any one of these Bylaws for a duration of not more than one agenda item or meeting.
- C. These Bylaws may be amended at any regular or special DDA Board meeting by a two-thirds vote of the members present.

DRAFT

RESOLUTION

*The following resolution was offered by Director _____ and
seconded by Director _____*

- WHEREAS Bylaws are required by State law for Downtown Development Authorities and other boards and commissions, and*
- WHEREAS The Plymouth DDA Board approved original bylaws in 1983 during the creation of the Downtown Development Authority in the City of Plymouth, and*
- WHEREAS Many operational changes have been approved by resolution since the approval of the original Plymouth DDA bylaws, and*
- WHEREAS DDA staff has recognized the need to update the bylaws to reflect the current rules of conduct for the DDA's business, and*
- WHEREAS At the November 11, 2024 meeting, the DDA Board offered suggestions for potential updates to a new version of the DDA Bylaws.*

NOW THEREFORE BE IT RESOLVED THAT the City of Plymouth Downtown Development Authority Board of Directors does hereby approve the attached update of the City of Plymouth Downtown Development Authority (DDA) bylaws.

D o w n t o w n
PLYMOUTH



Not Just a Walk In the Park

831 Penniman Ave. Plymouth MI 48170
Ph: 734.455.1453 Fax: 734.459.5792

ADMINISTRATIVE RECOMMENDATION

To: DDA Board
From: DDA Staff
CC: S:\DDA\Shared Files\DDA Board\DDA Agendas\DDA Agendas 2025\January2025
Date: 1/13/2025
Re: 2025 Meeting Schedule

The DDA Board annually approves the DDA Board meeting schedule for the upcoming calendar year.

Unless there is a meeting conflict or the date falls on a State Holiday, City of Plymouth Downtown Development Authority meetings will be held on the second Monday of the month at 7 p.m. at Plymouth City Hall.

The City Commission approved all DDA regular meeting dates on the second Monday of the month with the exception of November 10. On that date, there is a conflict with a Special City Commission meeting to appoint new Commissioners after the November election. Instead, the Commission approved November's DDA meeting for Thursday, November 13 since Tuesday, November 11 is Veteran's Day, and there is a regularly scheduled Planning Commission meeting on Wednesday, November 12. The November meeting will be held at 7 p.m.

Additionally, the City Commission did not approve the dates for our State required informational meetings. DDA staff recommends that the two required informational meetings be held on May 12, 2025 and October 13, 2025 at 6:30 p.m. prior to those month's regular meetings. Please see the entire recommended schedule below with a resolution for your consideration.

2025 DDA Meeting Schedule

(all meetings held at Plymouth City Hall at 7:00 unless otherwise noted)

- Monday, January 13
- Monday, February 10
- Monday, March 10
- Monday, April 14
- Monday, May 12 (information meeting at 6:30 p.m., regular meeting at 7 p.m.)
- Monday, June 9
- Monday, July 14
- Monday, August 11
- Monday, September 8
- Monday, October 13 (information meeting at 6:30 p.m., regular meeting at 7 p.m.)
- Thursday, November 13 (moved to Thursday due to City Commission meeting conflict)
- Monday, December 8

RESOLUTION

The following Resolution was offered by Director _____ and seconded by Director _____.

WHEREAS the DDA Board annually sets its meeting schedule for the upcoming calendar year in December, and

WHEREAS the City Commission approved a tentative meeting schedule for all boards and commissions at its November 13, 2023 meeting, and

WHEREAS The DDA also needs to plan for the two required informational meetings required by the State of Michigan.

NOW THEREFORE BE IT RESOLVED THAT the Plymouth Downtown Development Authority Board of Directors approves the attached 2025 DDA regular meeting schedule, including the dates for the two required DDA informational meetings.

D o w n t o w n
PLYMOUTH



Not Just a Walk in the Park

2024

PLYMOUTH DOWNTOWN DEVELOPMENT AUTHORITY

ANNUAL IMPACT REPORT



WEBSITE HIGHLIGHTS

downtownplymouth.org

The redesign from 2023 continues to engage visitors with user-friendly navigation and well organized, up-to-date information.

TOTAL WEBSITE VIEWS:

2023
203,984

↑ **7%**

2024
218,277

2023

Total Users: 91,845
Average Visit Time: 2:10

Most Visited Pages:
/Music in the Air (41,741)
/Special Events (30,832)

Most Downloaded:
July DTP Update (2,206)
Nov DTP Update (2,196)

2024

Total Users: 99,018 ↑ 7.8%
Average Visit Time: 1:58 ↓ 9.2%

Most Visited Pages:
/Music in the Air (42,615)
/Special Events (36,346)

Most Downloaded:
MITA Poster (5,979)
Mar DTP Update (2,136)

2024 TOTAL DOWNLOADS:
61,725

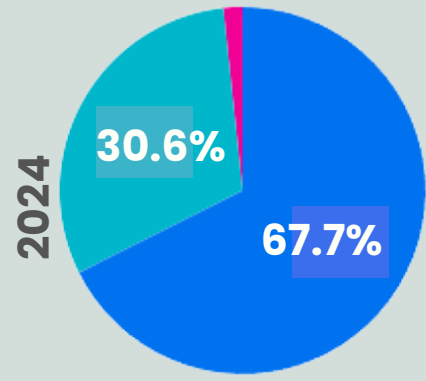
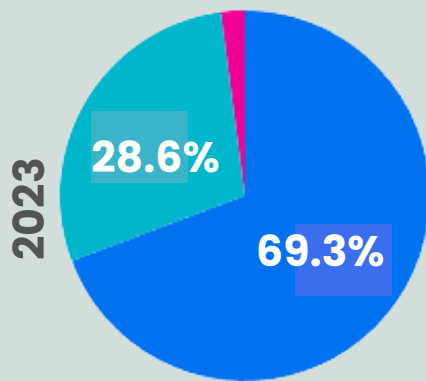
2024 TOP SEARCHES:

"PARKING"

"PLYMOUTH ICE FESTIVAL"

"2024 FALL FEST"

User device types:



● mobile ● desktop ● tablet

NEXT STEPS

The business directory will be updated, and "business cards" will be refreshed with a new look. We will continue to optimize for the heavy mobile device access.



DIGITAL MEDIA HIGHLIGHTS

FOLLOWERS
ACROSS ALL
SOCIAL MEDIA
CHANNELS

2023
28,769

↑ 13%

2024
32,515

FASTEST
GROWING
PLATFORM
FOR DDA:

INSTAGRAM



plymouthdda

2023

Followers: 17,811
Reach*: 912,5K

2024

Followers: 20,462
Reach*: 717,4K

↑ 15%
↓ 22%

Audience Highlights: 80% women, over 80% are above the age of 34. Top viewed video: Santa's Parade 33.5K views.



downtownplymouth

2023

Followers: 8,190
Reach*: 11.6K

2024

Followers: 9,214
Reach*: 24K

↑ 12.5%
↑ 79%

Audience Highlights: 78% women, 75% are above the age of 34. Top viewed reel: Music in the Air Concert (Aug 16, Larry Lee & the Back in the Day Band)



downtownplymouth

2023

Subscribers: 460

2024

Subscribers: 594

↑ 29%

Music in the Air concerts Live Streams, DTP Business Spotlights, City of Plymouth department videos. Top viewed video: Music in the Air concert (July 22, Power Play Detroit) 3,353 views. Total views for all videos: 8,893.



dwntownplymouth

2023

Followers: 2308

2024

Followers: 2245

↓ 2.7%

*Reach: Estimated metric counts reach from our content: posts, stories, tags, check-ins, visits to our page/profile.

POTENTIAL NEXT STEPS

We have seen a significant drop in Facebook reach, and a dramatic increase in Instagram reach. Popular reels (short videos) on our accounts generate tens of thousands of views. To capitalize on this trend, and to expand that reach to audiences in their 20's and early 30's, we will explore creating more reels and exploring alternative channels such as TikTok.



DTP VISITOR HIGHLIGHTS



Placer.ai Visitor Data

These analytics provide snapshots of DTP visitor data, helpful in gauging impact and opportunities in the DDA’s activities toward its mission of facilitating economic development in Downtown Plymouth.

DTP EVENTS WITH MOST VISITORS:

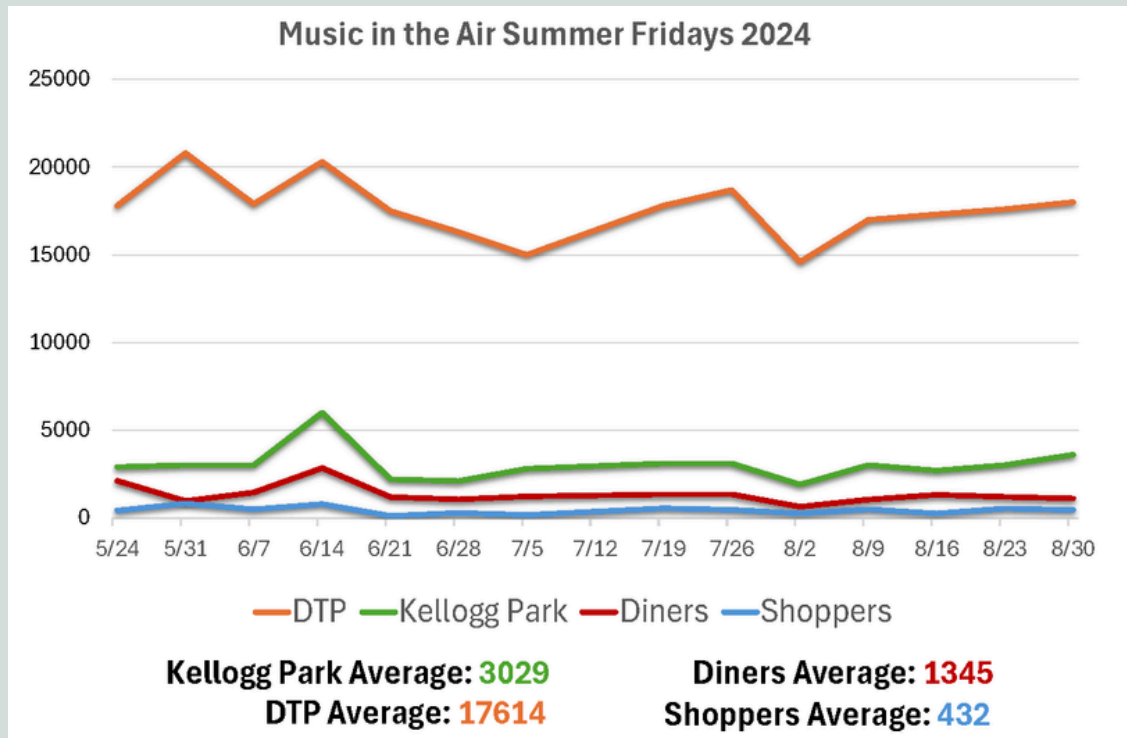
**ART IN THE PARK
(JULY 12-14)
103,700**

**PLYMOUTH
FALL FEST
(SEPT 6-8)
85,400**

**PLYMOUTH
ICE FESTIVAL
(FEB 2-4)
74,800**

DTP TOTAL VISITORS

**2024
4.7M**



Visitors from surrounding communities (Plymouth/Plymouth Twp, Canton, Northville, Novi, Livonia, Westland) averaged about half of total visitors on Music in the Air concert nights. DTP draws many visitors from beyond those communities.

POTENTIAL NEXT STEPS

The DDA will continue to explore ways to keep strengthening its reach, helping first time and return visitors alike discover our thriving Downtown Plymouth.

