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*The mission of the Traverse Transportation Coordinating Initiative (TTCI) is to provide coordinated leadership and direction for the development and conduct of the continuing, cooperative & comprehensive transportation planning process for the Traverse City urban area.*

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**TTCI Technical Committee Meeting Agenda**  
**Thursday, October 27 3:00pm**  
Garfield Township Hall  
3848 Veterans Dr., Traverse City, Michigan

1. Roll Call
2. Approval of Agenda
3. E/W corridor survey data analysis (Cathlyn Sommerfield)
4. M-22 access management review input
5. Regional Model data review (MDOT) discussion
6. City and County Grant application discussion
7. Member Comments/Discussion of future agenda items
8. Adjourn

# 2016 East/West Transportation Corridor Perception Survey

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## I. Objective

To assess commuter perception of real and potential east/west mobility assets in Grand Traverse County, MI- focusing on the Traverse City Urbanized Area. The research results will assist the Traverse Transportation Coordinating Initiative (TTCI) Board and other transportation entities in prioritizing corridors to study, analyze, and ultimately, in the preparation of strategies and alternatives based on effectiveness, efficiency, funding, value, community desire, and other agency goals. CS Research & Consulting proposes to collect quantitative information from residents as stakeholders in this initiative, providing information to aid the Board in evaluation of transportation improvement strategies.

## II. Methodology

Telephone surveys are conducted by trained survey callers. Survey responses are entered directly into the computer via a Computer Assisted Telephone Interviewing system, with data exported to SPSS, a statistical analysis package used in the social sciences, for analysis. Analyses will include frequencies, cross-tabulations and significance testing, as appropriate.

Based upon an approximate Traverse City Urbanized Area (i.e. Traverse City, Elmwood Township, Garfield Township, East Bay Township, Blair Township, Acme Township, and Peninsula Township) 18 and over population of 63,000, a total of 385 completed surveys is required for a 95% confidence level, +/- 5% margin of error. A random sample will be drawn proportionate to the population distribution of the area, with approximate proportions as outlined below. No other quotas established. Based upon data\* indicating Michigan is 47.8% cell only, a 50/50 ratio of wireless to landline sample is proposed.

Garfield Township 25%	East Bay Township 17%	Peninsula Township 8%	Elmwood Township 7%
City of Traverse City 23%	Blair Township 13%	Acme Township 7%	

## III. Scope of Work

CS Research & Consulting proposes to collect quantitative data, providing insightful data analysis, in support of TTCI's informed decision making regarding real and potential east/west mobility assets in Grand Traverse County. Research services to be provided include:

- CS Research & Consulting Principal, Dr. Cathlyn Sommerfield, to meet with Survey Advisory Committee at project start to hone research objective, subsequent research questions, and finalize methodology
- Development of Survey Instrument, in consult with Survey Advisory Committee, 15 – 20 close-ended variables
- Pilot test and telephone survey administration – 385 completed surveys, target based upon +/-5% margin of error for 18 and over population within Traverse City Urbanized Area
- Data entry and analysis, to include frequencies, up to four cross-tabulations with key demographics/variables, and significance testing, as appropriate
- Summary Report, to include objective, methodology, survey results - frequency table format – and capture of significant higher level analysis
- Findings communicated to TTCI; written and electronic summary report provided
- Three in-person, two-hour meetings during the course of overall process
- Additional meeting time and requested analysis at \$95/hour

\* Feb 2016 National Health Interview Survey generated data

**To: TTCI Technical Committee**

**From: Heather Harris-Brady, GFA**

**(Member - Elmwood Twp. Corridor Task Force, Marina Phasing Plan Team, Elmwood Crew 22; Regular attendee Elmwood Marina Committee)**

**Re: TTCI Tech Committee Access Management Review Request Sept. 2016**

Elmwood Township has made great progress over the past five years in planning efforts for the township as a whole and the M-22 commercial corridor in particular. All of these documents support a shared concept of access management, connected off-highway parking lots, and improved connectivity/pedestrian access.

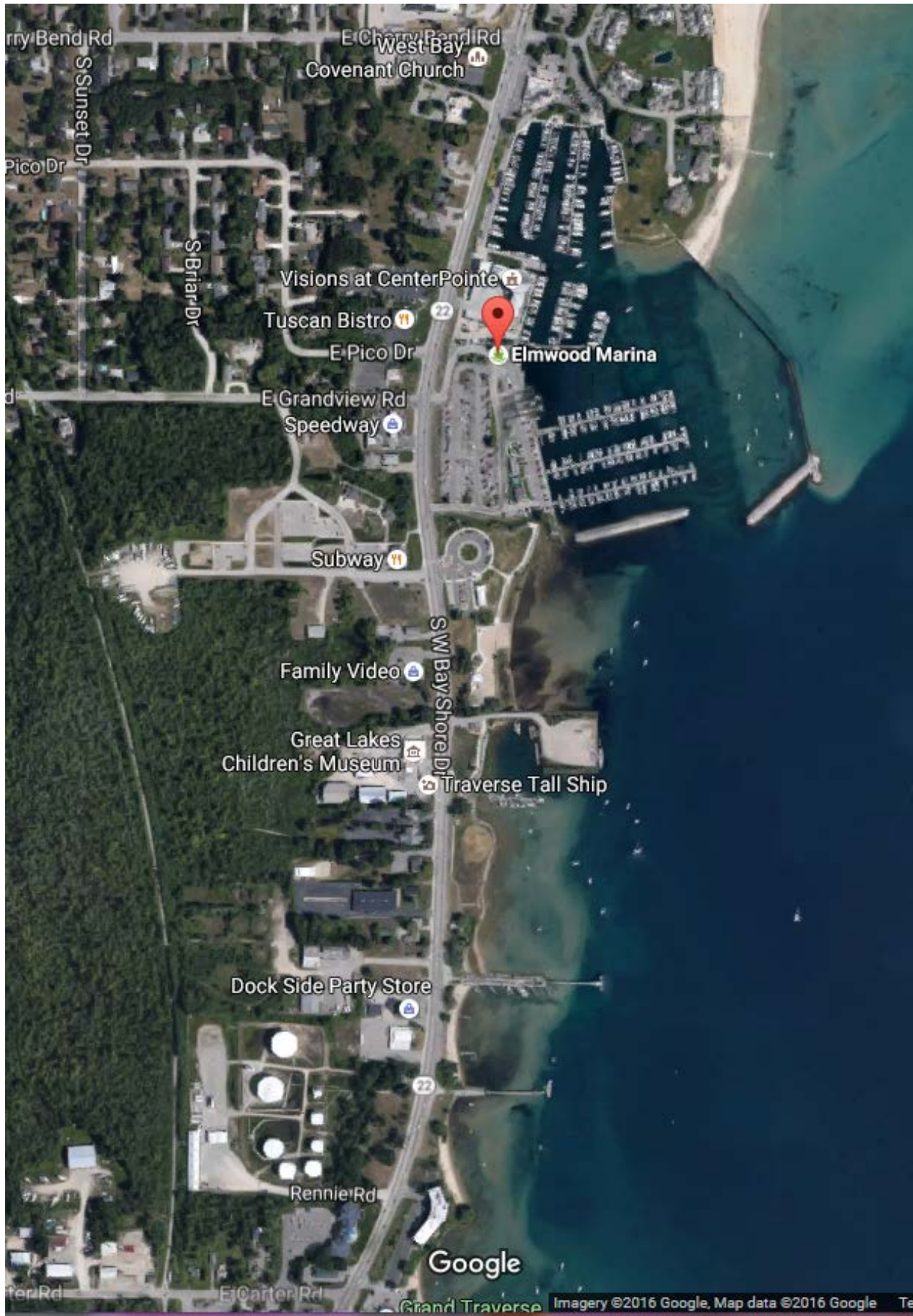
As you will see below, a combination of factors make this an ideal time to consider improved access management strategies. We feel it would be of great benefit to have the TTCI Technical Committee bring a new set of eyes and a regional perspective to access management in our M-22 corridor (specifically from Cherry Bend Road to Carter Road). A map is attached.

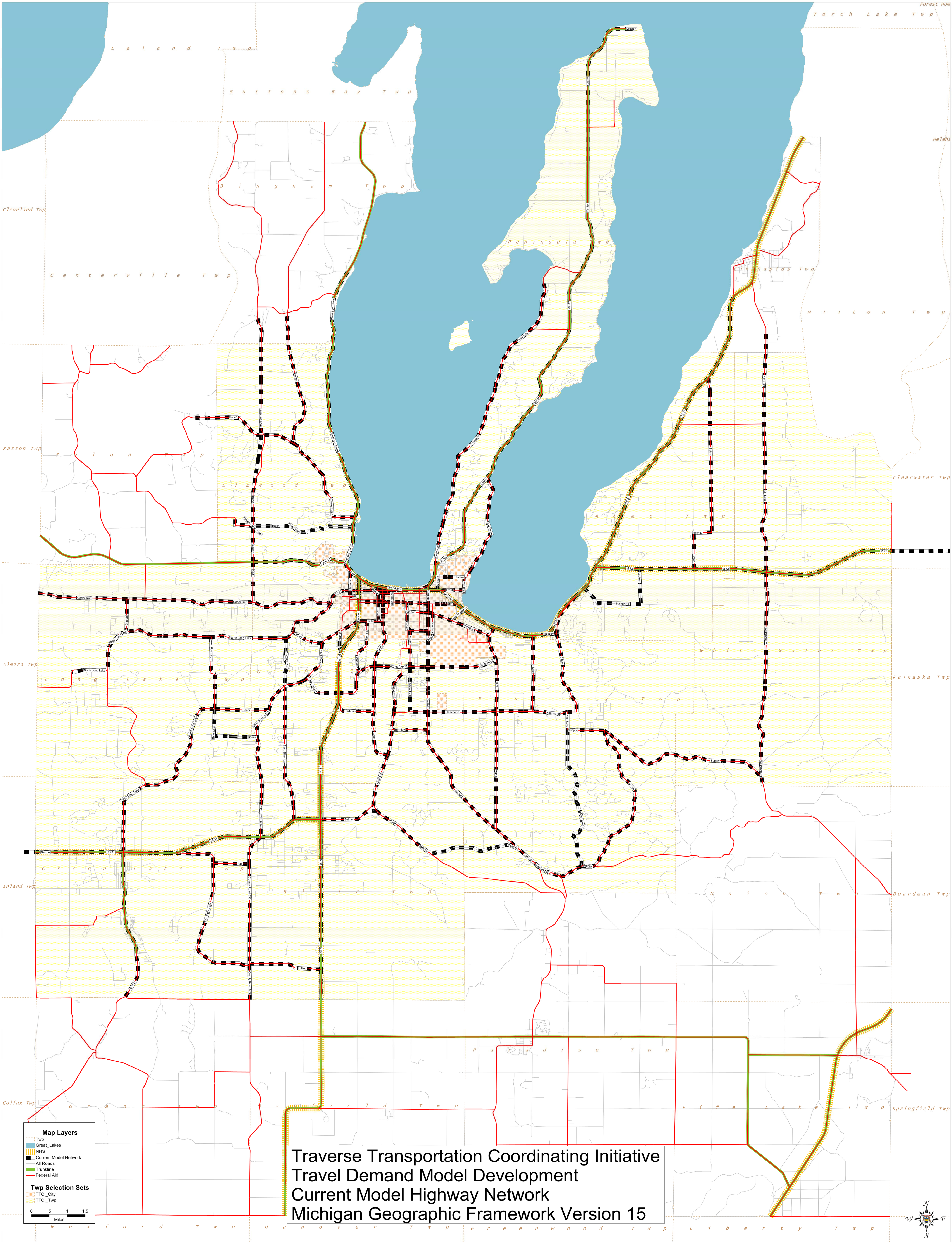
Developmental Changes: This corridor has many assets which are intersected by the highway. These include the Discovery Center/Discovery Pier/Rotary campus; the township harbor park, marina, Brewery Creek property; the Yacht Club/Bluewater Event Hall properties; the TART, and more. At present we are in the midst of a phasing plan for a multi-year set of marina improvements. Several key properties are currently on the market, and several (such as the former Marathon refinery) have future potential.

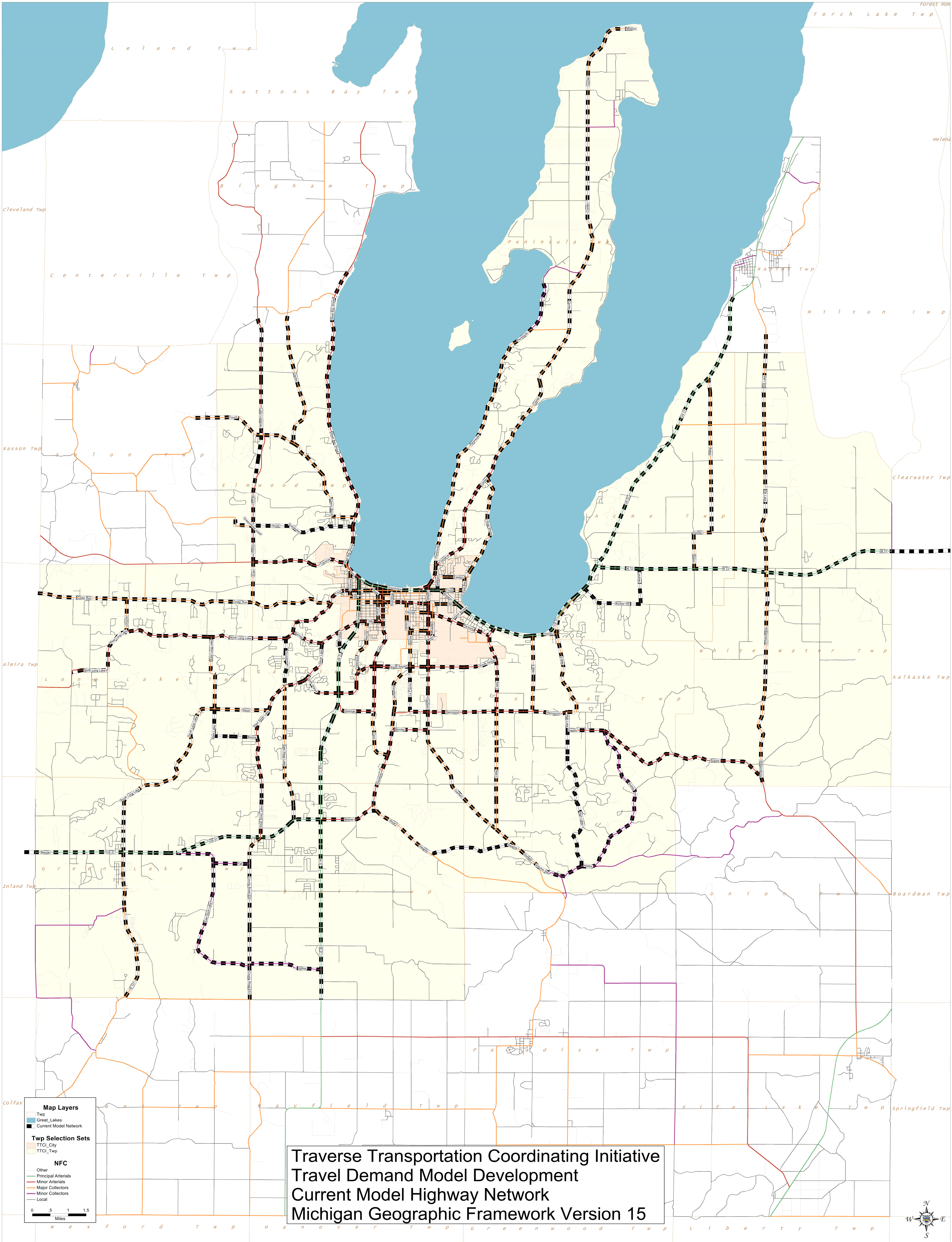
Planning & Studies: Adopted documents (available on the township website) include a Waterfront District Master Plan, a Corridor Sub-Area Master Plan, a marina master plan, and a 2016 corridor traffic study. A new zoning ordinance update is nearing adoption, and includes consolidating commercial waterfront districts. Our recently completed traffic study shows that M-22 is operating at a traffic capacity above current road size. Since neither the township nor MDOT has the means or the desire to enlarge the roadway, access management is even more crucial.

Access Management & Connectivity: Throughout the years the township has been working closely with MDOT, the Leelanau County Road Commission, and other stakeholders. That cooperation continues today through the Corridor Task Force. The 2016 traffic study notes that we may be able to find three-four spots for pedestrian refuges along M-22 – including two notable ones (the Discovery Center and the marina/harbor park). This would not only benefit corridor users and businesses, but facilitate connections between the TART and the waterfront. In order to arrive at a responsible design solution for the marina we must consider access management as a whole as well.

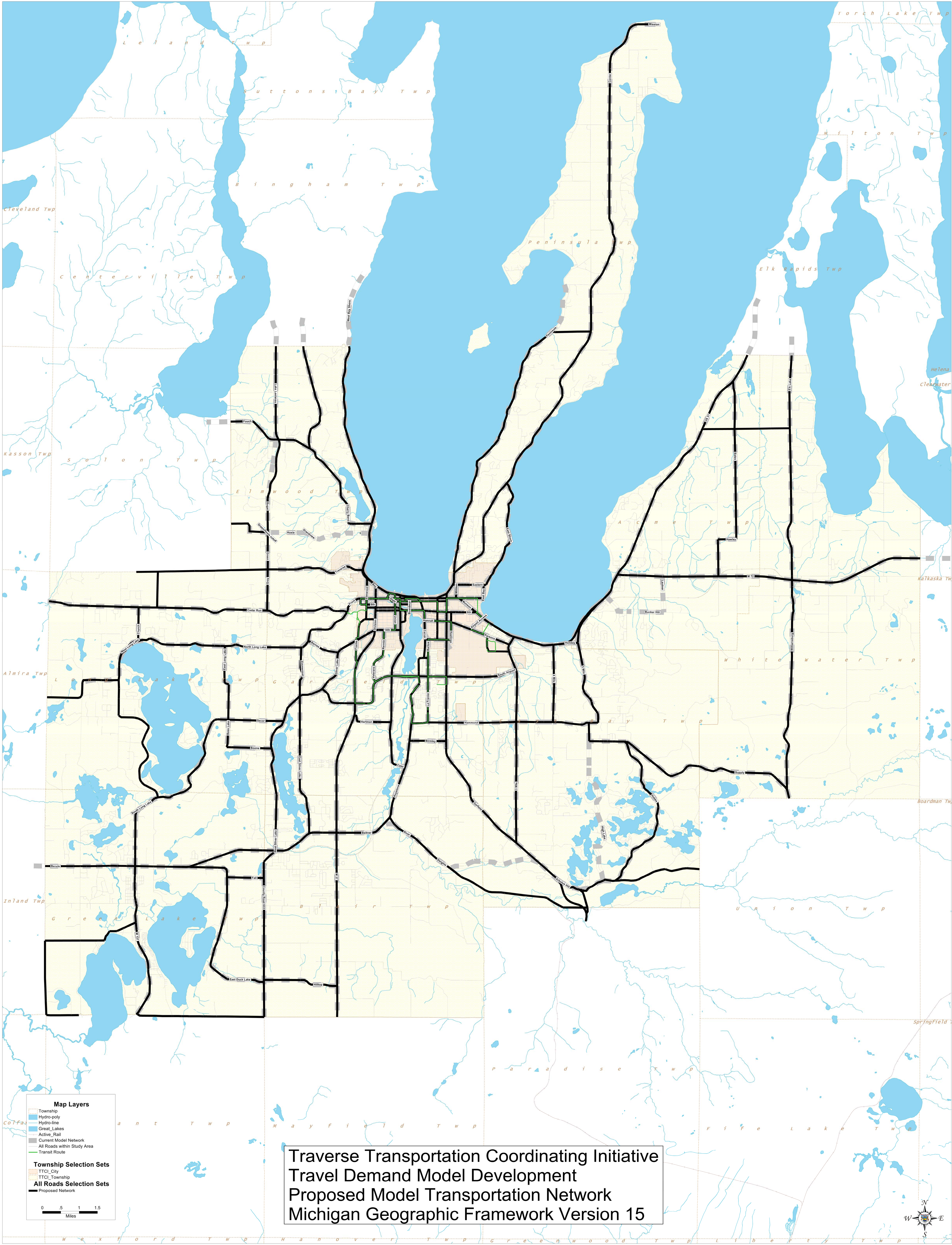
Additional Notes: The M-22 corridor is a main gateway into Leelanau County, so our traffic is not entirely a function of the township. Every community to the north, their decisions, and their economic development affect our stretch of corridor. For example, the scarcity of hotel rooms in Leelanau County itself creates its own traffic flow as wine trail and Sleeping Bear visitors must return TC at the end of their day. It's in the interest of the entire region to make the M-22 Corridor through Elmwood, as the gateway between Leelanau and Grand Traverse, a model of what a waterfront destination commercial corridor can be.







Traverse Transportation Coordinating Initiative  
Travel Demand Model Development  
Current Model Highway Network  
Michigan Geographic Framework Version 15



**Map Layers**

- Township
- Hydro-poly
- Hydro-line
- Great\_Lakes
- Active\_Rail
- Current Model Network
- All Roads within Study Area
- Transit Route

**Township Selection Sets**

- TTCL\_City
- TTCL\_Township

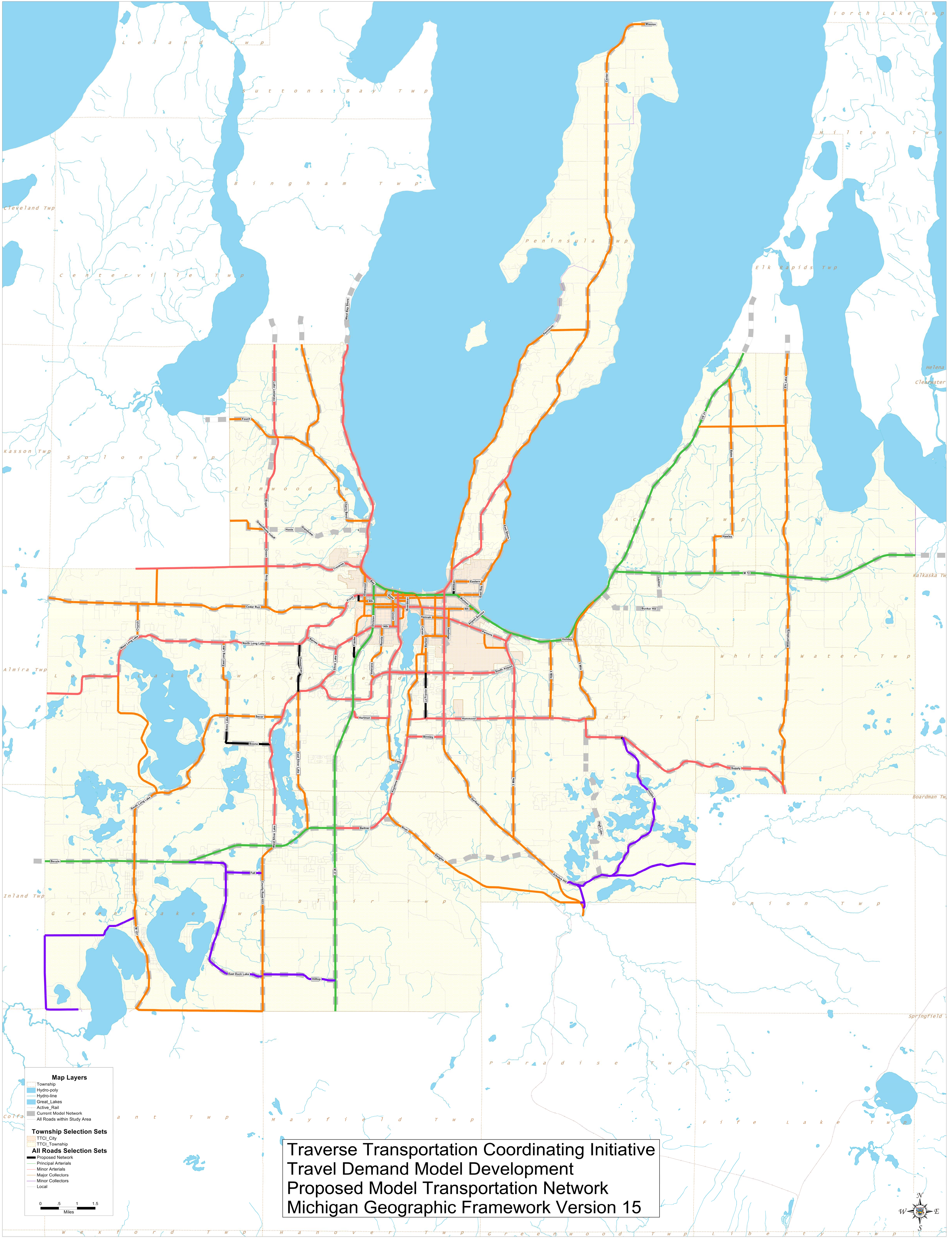
**All Roads Selection Sets**

- Proposed Network

0 0.5 1 1.5 Miles

Traverse Transportation Coordinating Initiative  
 Travel Demand Model Development  
 Proposed Model Transportation Network  
 Michigan Geographic Framework Version 15





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**Map Layers**

- Township
- Hydro-poly
- Hydro-line
- Great\_Lakes
- Active\_Rail
- Current Model Network
- All Roads within Study Area

**Township Selection Sets**

- TTCI\_City
- TTCI\_Township

**All Roads Selection Sets**

- Proposed Network
- Principal Arterials
- Minor Arterials
- Major Collectors
- Minor Collectors
- Local

0 5 1 1.5  
Miles







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**TTCI Technical Committee Meeting Minutes**  
**Wednesday, September 21 3:00pm**  
Garfield Township Hall  
3848 Veterans Dr., Traverse City, Michigan

1. Roll Call
  - ❖ See attached attendance sheet
2. Approval of Agenda
  - ❖ Motion by Rick Brown; Support by Sara Kopriva
3. Old Business
  - a. East/West connector next steps
    - ❖ Next steps include putting together a project package for the various available grant opportunities, most notably TIGER
    - ❖ Tim Lodge (TC) suggested a grant package that addresses multiple projects and affects true regional multi-modal mobility.
  - b. TIP updates
    - ❖ 2016 federal aid projects have been programmed via the rural task force and small urban process
    - ❖ Jim Johnson (LCRC) mentioned that the LCRC has engaged in a 'pilot program' to sell their STP allocation to another County. This allows the LCRC more flexibility for programming maintenance on their roads.
    - ❖ Mike Woods (NWNW) reiterated that he would like to include ALL transportation improvement projects in the web-based information page. <http://www.networksnorthwest.org/planning/transportation/transportation-improvement-maps/>
    - ❖ Tim Lodge (TC) would like to measure the results of data collected against the challenges of the proposed 8<sup>th</sup> St. redesign.
  - c. E/W corridor survey update
    - ❖ CS Consultants is currently collecting survey data and expects to wrap up by the end of October, with the results being presented at the November regular Board meeting
4. New Business
  - a. M-22 access management review (Heather Harris-Brady)
    - ❖ HHB requested input from the technical committee regarding challenges with access management on M-22. See attached for additional information.
  - b. Regional Model data review (MDOT)
    - ❖ Robert Maffeo from MDOT connected via teleconference and gave an overview of employment and housing data that implementing agencies are requested to review before the data is used for the regional transportation model.
    - ❖ Tyler Bevier (BATA) mentioned that BATA has information on occupancy, accessibility measures and that an on board survey would be useful information to submit to MDOT.
5. Member Comments/Discussion of future agenda items
  - ❖ Provide a large print out of the various transportation network maps as supplied by MDOT
  - ❖ Discuss putting together a regional multi-modal complete grant package and identifying potential moneys/funding sources
6. Adjourn
  - ❖ Meeting adjourned at 4:30pm

# TTCI Tech Comm

9-21-16

<u>Name</u>	<u>Agency</u>
Lucas Porath	Northwest Design Group
Sara Kopriwa	Elmwood Twp
Heather Brady	GFA
Tyler Bevier	BATA
Jim Johnson	Leelanau County Road Commission
Timothy Lodge	City of Traverse City
<del>Rob Larrea</del>	<del>CARFIELD TWP.</del>
Shawn Winter	Acme Twp
Rick Brown	East Bay Twp.