

## Chapter 10: Prioritize

As Ypsilanti prepares to address the deficiencies identified by this plan, it will need to prioritize. The questionnaire in **Table 10.1** may be useful in determining where to begin work. Projects which garner more points with “yes” answers are likely to have a more significant positive impact than those projects which garner fewer points with “no” answers. This questionnaire may also be useful when revisiting and revising this plan at the proscribed five-year intervals.

The language in this questionnaire is designed to address not only financially or physically large gaps in infrastructure, but also to address issues of socioeconomic disparity, as problems in non-motorized infrastructure often affect those who have a physical handicap or no personal motor vehicle disproportionately.

Table 10.1: PRIORITIZATION QUESTIONNAIRE	
Criteria	Points Awarded
Is the project located in an area with an above-average concentration of...	
those living below the poverty level	5
the elderly	5
disabled persons	5
households with children	5
Would it connect areas with above-average concentrations of households with children, elderly, &/or disabled to...	
health care	10
lifeline retail	7
transit stop(s)	10
a park, natural area, or recreational area	5
a school	7
government service(s)	7
employment center(s)	7
historic/cultural site(s)	3
Is the project within 1/8, 1/4, 1/2, or 1 mile of...	
health care	10/7/7/6
lifeline retail	7/4/4/3
transit stop(s)	10/7/4/3
a park, natural area, or recreational area	5/3/1/1
a school	7/4/4/4
government service(s)	7/4/4/4
employment center(s)	7/4/2/2
historic/cultural site(s)	3/2/1/1
Does the project fill a gap in the existing non-motorized network?	7
Does the project remedy an issue that presents a significant barrier to personal mobility? (ex, curb cuts)	7
Does the project remedy a potential safety issue?	5
Has there been an incident(s) resulting in injury or property damage resulting from a deficiency in this project site, and would this project remedy that deficiency?	10



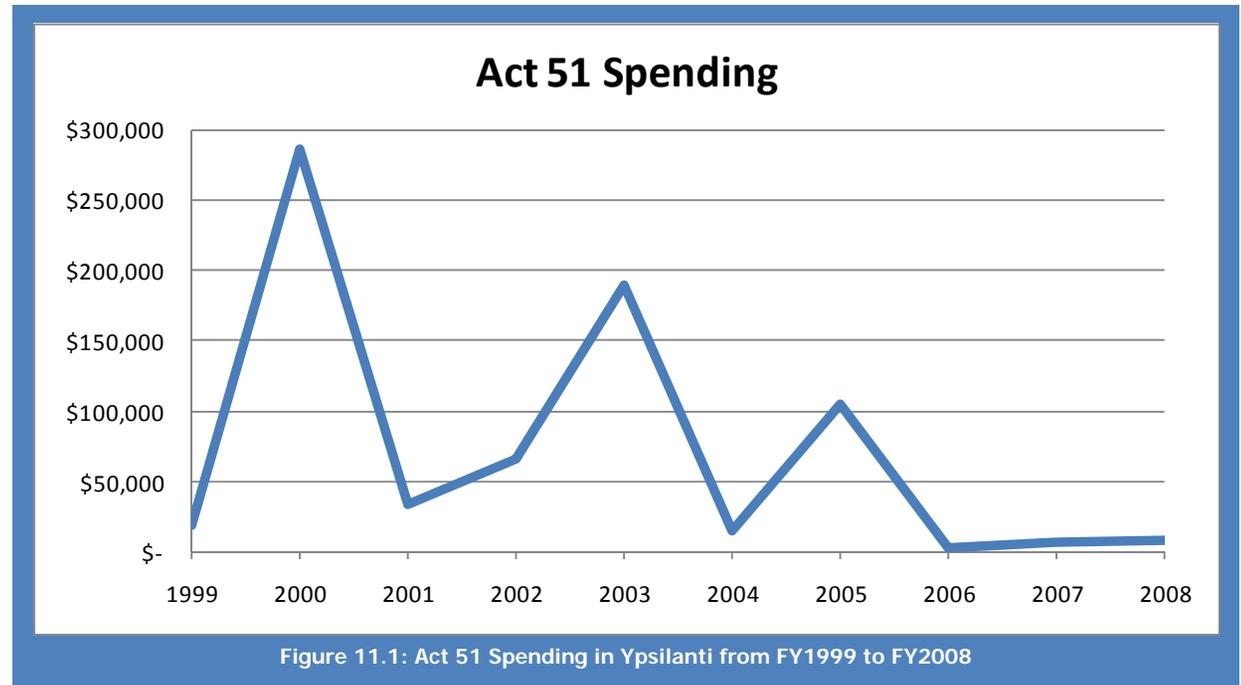
## Chapter 11: Fund

As the City of Ypsilanti's budget has tightened over the past several years, general fund expenditures on transportation system improvements and operations have been significantly reduced. Sustainable financing mechanisms for multimodal transportation policy development, policy implementation, construction and maintenance of facilities, education, and other needs are listed below. Although many of these have been used by the City at some point in the past, some would require action by voters, in cooperation with another agency, or by a higher level of government.

### Ongoing

- **Michigan Transportation Fund (Act 51)**

Revenues from the Michigan Transportation fund are generated from state gas and value taxes. The funding is divided among the Michigan Department of Transportation, road commissions, cities and villages. Each Act 51 agency is required by law to spend a minimum average of 1% of their Act 51 dollars on non-motorized improvements during a rolling ten-year period. A recent change in State legislation eliminated the ability to use this money on maintenance projects, such as street sweeping, in an effort to increase the number of improvements constructed. This funding may be used to provide the match for federal funds. WATS encourages agencies to spend more than this minimum allotment wherever possible. Ann Arbor has



recently increased their set-aside to 5%. Ypsilanti's spending on non-motorized projects from Act 51 funds has been decreasing over the past decade, as shown in **Figure 11.1**, but still constitutes approximately 5.7% of dollars received. This suggests that Ypsilanti is well-able to set 5% aside. It is also possible that by creating an internal mandate to spend 5% of these funds on non-motorized transport, spending on these projects may stabilize, guaranteeing future funding. In the past three years, Ypsilanti has spent less than 1% of Act 51 funds annually on non-motorized transportation, a process which, if continued into the future, will jeopardize all future Act 51 funds.

- **Local, Regional, or County Dedicated Millage**

As the majority of Ypsilanti's budget is drawn from property taxes, the amount of land area occupied by public, semipublic institutional uses, and other non-profit, non-property-taxpaying uses has a significant impact upon Ypsilanti's financial wellbeing. Although EMU accounts for a significant share of this area, Ypsilanti also hosts long-established institutional uses such as schools, cemeteries, non-profits, and churches that serve both residents of Ypsilanti and residents of surrounding areas. Such service is not only in terms of literal service, but also in terms of employment. As such, capturing regional monies to support regional access to these services makes sense. This option is available to the County and to extant regional authorities. A new regional authority could be formed with neighboring communities, or an existing regional authority could expand to seek a regional transportation revenue. This option would not likely provide a massive influx of money into Ypsilanti's transportation system, however, as the authority's spending would also be regional in scope. Such an authority would have greater benefits in terms of coordination of programming, construction, and maintenance than in direct spending.

- **Traffic bureau**

Establishing a police traffic bureau would normalize funding for traffic enforcement and education. Having a dedicated force for traffic enforcement would also enable Ypsilanti to attract additional future grant funding.

## Project-Based

- **Surface Transportation Program – Urban Funds (STP-U)**

Washtenaw County is allocated approximately \$4 million in STP-U each year. This money must be spent each year, does not carry over, and requires a twenty percent match. WATS has a policy of spending ten percent of the County’s STP-U funds to non-motorized projects over time. This amounts to \$400,000 per year. In recent years, few non-motorized improvements have been submitted for by agencies during the call for improvements. This plan will serve as a resource of possible improvements that can be submitted for STP-U funding consideration.

- **Transportation Enhancement Funds**

Enhancement funding is awarded to local road agencies through a competitive process managed by MDOT. The State of Michigan receives approximately \$20-25 million annually to be spent on enhancement projects. A rolling application period allows agencies to submit projects at any time, and awards are made up to three times per year. This funding requires a minimum twenty percent match, with over-matching given additional consideration. Enhancement awards can be used for: provision of non-motorized facilities; provision of safety and educational activities for pedestrians and bicyclists; preservation of abandoned railway corridors (including the conversion and use for non-motorized trails); streetscape and landscape improvements; and environmental mitigation to address water pollution due to highway runoff or reduce vehicle caused wildlife mortality while maintaining habitat continuity.

- **Congestion Mitigation / Air Quality (CMAQ)**

CMAQ funding is provided to areas that are not in compliance or are in a maintenance area for air quality standards; as Washtenaw County is a

**Fig. 1 Bicycle/Pedestrian Funding Opportunities**

	NHS	STP	HSIP	SRT
Bicycle and pedestrian plan		*		
Bicycle lanes on roadway	*	*	*	*
Paved Shoulders	*	*	*	*
Signed bike route	*	*		*
Shared use path/trail	*	*		*
Single track hike/bike trail				
Spot improvement program		*	*	*
Maps		*		*
Bike racks on buses		*		
Bicycle parking facilities		*		*
Trail/bike/bus intersection	*	*	*	*

An easy-to-understand federal funding eligibility matrix is available on the website of the Federal Highway Administration.

designated non-compliance area, the City of Ypsilanti is eligible, and has been able to use these funds in the past for signal upgrades on Michigan Avenue. CMAQ funds are awarded on a competitive basis by MDOT and SEMCOG and must demonstrate that they reduce emissions to be eligible. Washtenaw County CMAQ projects are prioritized by WATS Committees. This funding requires a minimum twenty percent match. Approximately \$8 million is available in the Southeast Michigan region for CMAQ non-transit improvements.

### **Federal Funding Limitations**

In general, MDOT will not approve federal funding for new non-motorized facilities categorized as “sidewalks” as part of an adjacent road reconstruction, unless this project disturbs an existing sidewalk. However, MDOT allows a metropolitan planning organization (MPO), to adopt a policy that allows for the spending of federal funds on the construction of new sidewalks; WATS has done so, which allows Ypsilanti to spend MDOT funding new sidewalk construction.

- **Safe Routes to School**

The federal Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy For Users (SAFETEA-LU), passed in 2005, made Safe Routes to School programs eligible for transportation enhancement funding. Michigan received approximately \$19 million during fiscal years 2006-2009, during which time three Ypsilanti Public Schools (Adams, Erikson, and Chappelle) took advantage of the program to complete Safe Routes to School action plans. To date, however, these schools have not yet applied for federal funds to execute these plans. The data collected by WATS on the accessibility of schools by non-motorized means may be used by any school or agency interested in pursuing Safe Routes to School funding. Funding is for 100% of the cost, and no local match is required.

- **Community Development Block Grant (CDBG)**

Ypsilanti is part of the Washtenaw Urban County Partnership, and thus considered an entitlement community. The Urban County, a partnership between the Washtenaw County Board of Commissioners and the elected officials of Ypsilanti and other area jurisdictions, receives direct federal allocations together, rather than applying for competitive funds separately,

in order to meet their individual community and economic development goals. The Office of Community Development (OCD) administers CDBG and HOME Investment Partnership Program (HOME) funds collectively for member jurisdictions. The annual allocation to jurisdictions is takes into account the total population, low-income population, and housing issues for each jurisdiction. Portions of this funding are often used for transportation and accessibility projects, such as curb cuts and bike lanes, and could be used for future infrastructure development.

- **Other Federal Grants**

*Energy Efficiency and Conservation Block Grant (EECBG) Program*<sup>20</sup>: makes grants to develop and implement projects to improve energy efficiency and reduce energy use and fossil fuel emissions in communities.

*Transportation, Community, and System Preservation Pilot (TCSP)*<sup>21</sup>: makes grants to plan and implement strategies which improve the efficiency of the transportation system, reduce environmental impacts of transportation, reduce the need for costly future public infrastructure investments, ensure efficient access to jobs, services and centers of trade, and examine development patterns and identify strategies to encourage private sector development patterns which achieve these goals.

- **Washtenaw County Connecting Communities Initiative**

Washtenaw County's Parks and Recreation Commission established the Connecting Communities initiative in 2009 to fund construction of non-motorized trail projects that are not part of the County's Border-to-Border trail. The intent of the Connecting Communities initiative is to work in partnership with other communities and organizations, providing funds to supplement those of the partner organization. Approximately twenty percent of the County's development millage, up to \$600,000 per year, will be made available 2010 through 2014 for eligible projects. Development of a County-wide non-motorized trail network requires a multi-agency and multi-organization effort. Funding will be available only for construction, not for planning or design development. Eligible projects will be those that accomplish the Commission's primary goal of providing valuable, non-motorized connections between communities and activity centers thus offering a healthy alternative for recreation, transportation, fitness and energy conservation.

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<sup>20</sup> United States Department of Energy Efficiency and Renewable Energy. *Energy Efficiency and Conservation Block Grant Program Home Page*. , 2009. Web. 1 Sep 2009. <<http://www.eecbg.energy.gov/>>.

<sup>21</sup> United States Department of Transportation Federal Highway Administration. *Transportation, Community, and System Preservation Program Home Page*. , 2009. Web. 1 Sep 2009. <<http://www.fhwa.dot.gov/tcsp/>>.

The City of Ypsilanti, due to its placement along the Border-to-Border trail and the Huron River corridor, is in a position to take advantage of either or both the Connecting Communities fund and Border-to-Border trail funding, which the City has used in such recent projects as the Forest Avenue bike lane striping.

- **Downtown Development Authority**

In recent years, the Ypsilanti DDA has taken the initiative in helping create bicycle and pedestrian amenities, including bicycle parking, medians, and pedestrian refuges. The YDDA may be willing to engage in future efforts to complete the non-motorized network, such as cost-sharing for bicycle parking, cost-sharing for bus passes, or partnerships with car-sharing organizations, such as ZipCar.

- **Donations and Foundation Grants**

Businesses, corporations, private clubs, community organizations, and individuals will often contribute to programs to benefit the communities in which they are located. Private sector contributions may be in the form of monetary contributions, the donation of land, the provision of volunteer services, or the contribution of equipment or facilities. Four such grantors that may be interested in funding Ypsilanti's transportation system improvements due to their strong interest in promoting public health and the health of the environment, are the Charles Stewart Mott Foundation, the Kresge Foundation, the Bikes Belong Coalition, and the Robert Wood Johnson Foundation.

- **Special assessments**

A special assessment is a special kind of tax on a subset of a community. Special assessments are placed on those adjacent landowners who will receive the greatest benefit from a project to be funded using a special assessment. In areas with significant non-motorized deficiencies, special assessments may be used to pay for the improvements. As sidewalks and are currently the maintenance responsibility of the adjacent property owner, in cases of deficiency, the City may elect to remedy the deficiency and assess the property owner for the work performed.

- **Leverage Private Development**

As development occurs near critical transportation elements, such as planned right-of-ways for the Border-to-Border Trail, stretches with un-built or under-built sidewalks and crossings, and catchments with no bicycle parking, work with the developers and private landowners to help provide for these public goods (see also **Chapter 7: Cooperation**).

## Chapter 12: Implement

The goal of implementation is to introduce changes, upgrades, and new facilities into the network with the least amount of disruption and the highest level of interoperability. The table below presents the recommended improvements, relative cost, relative impact, and an approximate timeframe for implementation or completion of the projects presented by this plan. Of course, projects may take more or less time depending on funding availability and coordination with other capital improvement projects. This table, as with all other elements of this plan, should be reviewed after five years for progress and updated as necessary.

Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete				
					1-3 years	3-5 years	5+ years	ongoing	
Adopt a "Complete Streets" ordinance. (p 27)	Ordinance adoption	Planning Commission	\$	++	✓				
Review requirements for "loading zones" in commercially zoned areas. (p 28)	Ordinance revision	Planning Commission	\$	++	✓				
Grant pedestrians the right-of-way when using street crossings without a stop sign or traffic light for oncoming traffic, known as unsignalized crossings. (p 28)	Ordinance adoption	Planning Commission	\$	++	✓				
Amend the language of the bicycle registration ordinance to remove the mandatory registration clause. (p 29)	Ordinance adoption	Planning Commission	\$	+	✓				
Incorporate bicycle parking into zoning & development guidelines.	-	-	-	-					
Update the general parking and loading requirements to require bicycle parking and distinguish bicycle parking from motor vehicle parking. (p 30)	Ordinance revision	Planning Commission	\$	++	✓				
Institute design standards for bicycle parking. (p 30)	Ordinance adoption	Planning Commission	\$	++			✓		

**Table 12.1: ADMINISTRATE**

Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Update current parking quantity requirements to ensure bicycle parking and motorized vehicle parking levels are sufficient. (p 30)	Ordinance adoption	Planning Commission	\$	+++		✓		
Review the “fee in lieu of parking” ordinance. (p 31)	Ordinance adoption	Planning Commission	\$	++	✓			
Review current ordinances regarding landscaping and fencing to ensure that pedestrians are visible to vehicles at potential points of conflict, such as crosswalks, alleys, and driveways. (p 32)	Ordinance revision	Planning Commission	\$\$	++		✓		
Review snow and ice removal ordinances and policies for clarity, consistency, and adequacy to ensure that mobility and accessibility are preserved. (p 32)	Factsheet created	Department of Public Services	\$	+++	✓			
Consider reinstating the “Adopt-a-Street” program. (p 32)	Documentation of factors which would affect reinstatement	Department of Public Services & Recreation Commission	\$	++	✓			
Empower residents and businesses to participate in transportation network-building, such as provision of public bicycle parking and public benches for pedestrians. (p 33)	Ordinance adoption, resolution of DDA support	Department of Public Services	\$	+	✓			
Review and revise the current sidewalk occupancy standards and permit process. (p 33)	Ordinance adoption, resolution of DDA support	Department of Public Services	\$\$	++	✓			
Create standards for openings and fixtures in sidewalks, such as vaults and utility accesses. (p 34)	Ordinance adoption, resolution of DDA support	Department of Public Services	\$	++	✓			
Update sidewalk construction standards to allow use of permeable pavements, such as brick, concrete pavers, permeable concrete, recycled rubber pavers, and other materials. (p 34)	Ordinance adoption, published factsheet	Department of Public Services	\$	+	✓			

Table 12.1: ADMINISTRATE								
Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Provide accurate and complete guidelines for working with the Department of Public Services for trees planted in the lawn extension. (p 34)	Ordinance adoption, published factsheet	Department of Public Services	\$	++	✓			
Consider compact, higher-density, mixed-use land use designations during land use planning decisions, such as the Master Planning process. (p 34)		Planning Commission	\$	+++				✓
Review the intent and application of the existing Student Overlay district, the Residential-Commercial Overlay district, and Entryway Overlay district. (p 35)		Planning Commission	\$\$	+++		✓		
Reword B4 zoning Section 122-411 "Description & Purpose." (p 35)	Ordinance revision	Planning Commission	\$	+	✓			

**Table 12.2: MAINTAIN**

Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Adopt and publish AASHTO construction standards for non-motorized facilities. (p 37)	Adoption and Publication	Department of Public Services	\$	++	✓			
Ensure that each intersection has visible and consistent street signs to aid navigability. (p 37)	Creation and implementation of a sign audit and repair schedule	Department of Public Services	\$\$	++				✓
Monitor the transportation system to identify and mitigate safety problems. (p 37)	Creation and implementation of a audit cycle	Planning Department	\$\$	++				✓
Empower residents to participate in the code enforcement process. (p 38)	Factsheet distribution	Building Department, Department of Public Services	\$	+++				✓
Prioritize maintenance projects that bridge service or infrastructure gaps, improve and maintain critical links between both modes and locations, and attend to equity issues. (p 38)	Potential projects scored as part of Planning Commission review	Planning Commission	project-dependent	+++				✓
Institute a system of proactive, targeted maintenance enforcement on major routes and intersections. (p 38)	Creation and implementation of an infrastructure audit cycle	Building Department	\$\$\$	+++				✓
Provide special attention to the area within a half-mile radius of the planned Ann Arbor to Detroit commuter rail stop in Depot Town. (p 39)	Creation and implementation of an infrastructure audit cycle	Planning Commission, YDDA	\$\$	+++				✓
Provide special attention to the area within a three-block radius of the Ypsilanti Transit Center. (p 39)	Creation and implementation of an infrastructure audit cycle	Planning Commission, YDDA	\$\$	+++				✓

Table 12.2: MAINTAIN								
Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Aggressively enforce snow removal standards on non-motorized facilities such as bike lanes and sidewalks. (p 40)	Number of snow-related complaints received	Building Department	\$\$	+++				✓
Strategically enforce traffic ordinances, such as turn signal use, encroachment on crosswalks, speed limits, bicycle use, and pedestrian right-of-ways. (p 40)	Number of traffic crashes involving a pedestrian or bicyclist	YPD	\$	++				✓

**Table 12.3: COORDINATE**

Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Create a transportation commission that includes members of the Planning Commission, the Parks & Recreation Commission, the YDDA Board of Directors, and other stakeholders. (p 41)		Planning Commission	\$	++	✓			
Support the establishment and improvement of critical multimodal transportation linkages between jurisdictions throughout the County. (p 41)	Resolutions of support	Planning Commission	project-dependent	+++				✓
Preserve current and planned rights-of-way for the transportation system. (p 41)		Planning Commission	\$	+++				✓
Work with the Michigan Department of Transportation and Washtenaw County Road Commission to review the appropriateness of one-way streets, speed limits, left turns, and turning radii throughout the City. (p 41)		Department of Public Services	\$\$\$	+++				✓
Work with MDOT to revise light timings and adjust traffic light sensors. (p 42)		Department of Public Services	\$\$	++				✓
Coordinate public parking in the central business district through the YDDA. (p 42)	Contract with the YDDA	YDDA	\$\$	+++		✓		
Coordinate site plan review with the AATA on sites that are adjacent to a major bus route. (p 42)		Planning Commission	\$	+++				✓
Work with AATA, local community organizations, and local businesses to improve the accessibility, usability, and attractiveness of bus stops. (p 42)	Percent of Ypsilanti stops adopted	AATA	\$	++				✓
Work with current property owners, current business, and prospective property owners and businesses to bridge gaps and complete the "last mile" of network-building. (p 43)		Planning Department YDDA	\$	+++				✓

Table 12.4: BUILD								
Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Provide a non-motorized crossing on Hamilton/Huron at I-94. (p 45)	% of non-motorized crossing build process complete	Planning Commission , Department of Public Services	\$\$\$	+++			✓	
Improve the existing non-motorized crossing on Huron and Grove/Ecorse. (p 45)	% complete	Department of Public Services	\$\$\$	+++		✓		
Ensure that pedestrian crossings in high-traffic areas, such as those within the central business district and within one-half mile radius of transit centers, are handicap-accessible. (p 46)	% of eligible ramps complete	Department of Public Services	\$\$	+++				✓
Install blue light emergency telephones strategically throughout the City. (p 46)	need assessment completed; cost estimates procured	Planning Department	\$\$\$	++			✓	
Construct unsignalized pedestrian crossings at key locations throughout the City. (p 46)	% of identified key locations with improved unsignalized crossings built	Planning Department	\$\$	++		✓		
Link the Border-to-Border Trail with Ypsilanti's parks system. (p 47)	% completed	Planning Department	\$\$\$	+++			✓	
Complete the pedestrian network in Ypsilanti. (Priority 1 items from Table 8.1, minus projects elsewhere in this table.) (p 48-51)	% completed	Planning Department	\$\$\$	+++		✓		
Install sharrows and "Share the Road" signage in prominent places throughout the City. (p 52)	% completed	Planning Department	\$\$	+++		✓		

**Table 12.4: BUILD**

Project	Progress Metric	Initiating Agency	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
					1-3 years	3-5 years	5+ years	ongoing
Complete the pedestrian network in Ypsilanti. (Priority 2 items from Table 8.1) (p 48-51)	% completed	Planning Department	\$\$	++			✓	
Complete the bicycle transportation network in Ypsilanti. (Priority 1 items from Table 8.2) (p 52-54)	% completed	Planning Department	\$\$	+++		✓		
Complete the pedestrian network in Ypsilanti. (Priority 3 items from Table 8.1) (p 48-51)	% completed	Planning Department	\$\$	++			✓	
Complete the bicycle transportation network in Ypsilanti. (Priority 2 items from Table 8.2) (p 52-54)	% completed	Planning Department	\$\$	++			✓	
Complete the pedestrian network in Ypsilanti. (Priority 4 items from Table 8.1) (p 48-51)	% completed	Planning Department	\$\$	++			✓	
Complete the bicycle transportation network in Ypsilanti. (Priority 3 items from Table 8.2) (p 52-54)	% completed	Planning Department	\$\$	++			✓	
Complete the bicycle transportation network in Ypsilanti. (Priority 4 items from Table 8.2) (p 52-54)	% completed	Planning Department	\$\$	++			✓	
Complete the pedestrian network in Ypsilanti. (Priority 5 items from Table 8.1) (p 48-51)	% completed	Planning Department	\$\$	+			✓	
Complete the bicycle transportation network in Ypsilanti. (Priority 5 items from Table 8.2) (p 52-54)	% completed	Planning Department	\$\$	++			✓	

Table 12.5: PROMOTE

Project	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
			1-3 years	3-5 years	5+ years	ongoing
<b>General Public Education Strategies</b>						
Include information about walking, biking, and taking transit within Ypsilanti in City mailings, such as property tax bills, water bills, and Department of Public Services announcements. (p 55)	\$	+++				✓
Partner with Community Television Network, WEMU, and the Ypsilanti District Library to provide periodic non-motorized education sessions and public service bulletins. (p 55)	\$	+				✓
Create educational posters for display at high-traffic areas such as Ypsilanti District Library branches and local grocery and convenience stores. (p 55)	\$	+				✓
Work with local organizations to offer courses on how to operate a bicycle safely. (p 55)	\$\$	++				✓
Work with local landlords to distribute information to residents each fall and spring. (p 55)	\$\$	+++				✓
Create and promote a "Transportation in Ypsilanti" webpage that encapsulates relevant ordinances, transit routes, and safety tips. (p 55)	\$	++				✓
Work with the AATA on outreach to bus system users, including providing area maps at bus stops. (p 56)	\$\$	+++				✓
Work with Wireless Ypsi, local businesses, and the Convention and Visitor's Bureau to raise awareness in visitors to the City. (p 56)	\$	++				✓
Partner with EMU to distribute information about opportunities for walking, biking, and taking transit within Ypsilanti as part of welcome events, student orientations, and other special events. (p 56)	\$	++				✓
Work with the Ypsilanti High School and Drivers' Education providers to educate new drivers about interactions with bicyclists and pedestrians. (p 56)	\$\$	+++				✓

**Table 12.5: PROMOTE**

Project	Cost \$ (low) to \$\$\$ (high)	Impact + (low) to +++ (high)	Time to complete			
			1-3 years	3-5 years	5+ years	ongoing
<b>Promotion to Future Residents and Employers</b>						
Promote and support such programs as Safe Routes to School, toDowntown, Guaranteed Ride Home, and car-sharing. (p 56)	\$\$	+++				✓
Pursue national certifications, such as the League of American Bicyclist's "Bike-Friendly City" award. (p 56)	\$	++				✓
Participate in the State of Michigan's "Promoting Active Communities" assessment each year that it is offered. (p 56)	\$	++				✓
Distribute press releases when significant non-motorized transportation and accessibility achievements are made. (p 56)	\$	++				✓