



City Voices Tour

SUMMARY OF FINDINGS

February 2025





City Voices Tour Overview



A photograph of a woman and a man looking at a map outdoors. The woman is on the left, wearing glasses and a colorful patterned shirt. The man is on the right, also wearing glasses and a colorful patterned shirt. They are both looking down at a map on a table. The background shows a grassy area with trees and a red building. The entire image is overlaid with a semi-transparent purple filter. Large white text is centered over the image.

2,673

total people were reached
through the City Voices Tour.

2,524

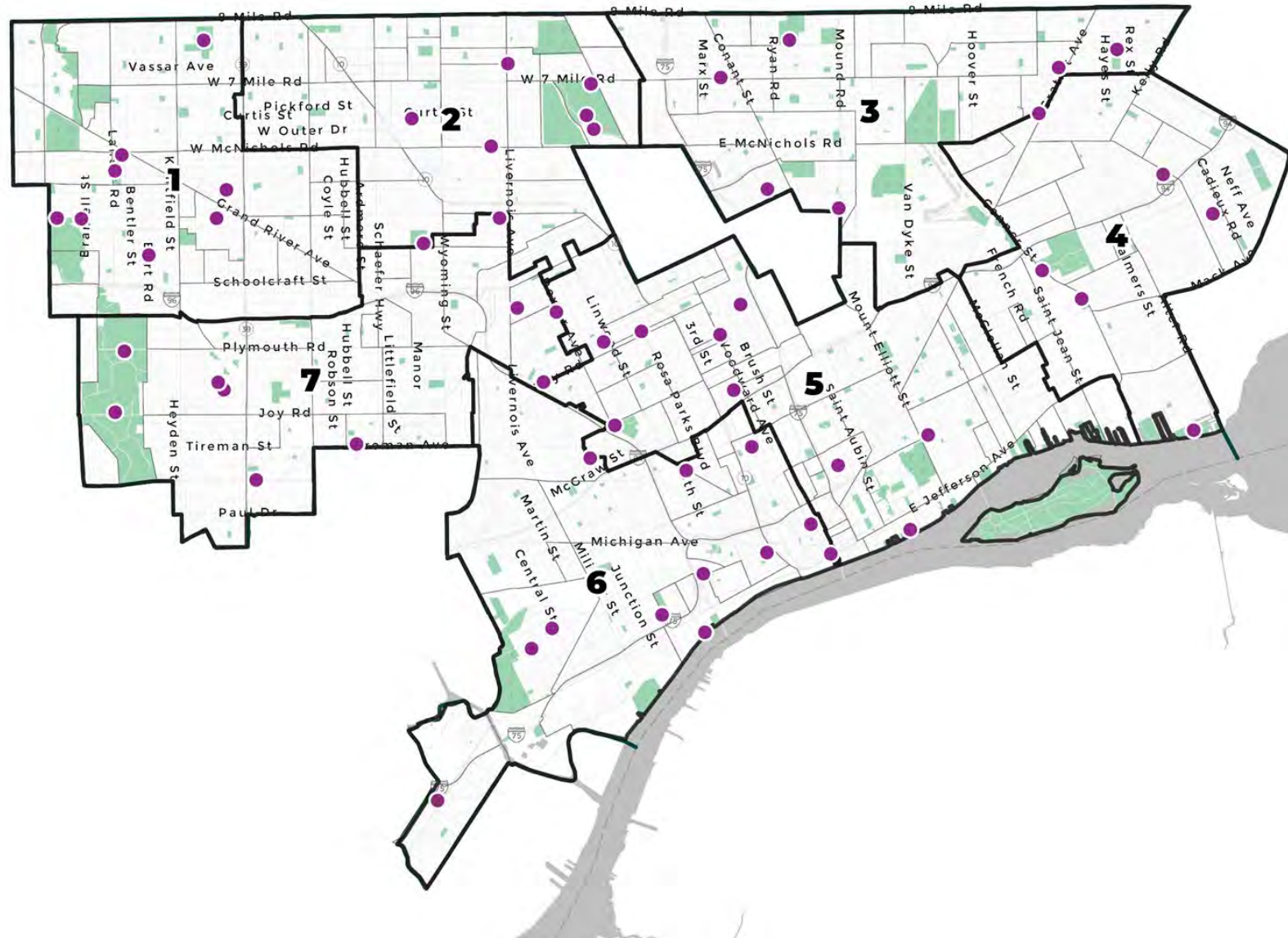
people were engaged
at the City Voices Tour pop-ups

60

pop-ups were completed across the
city during the City Voices Tour

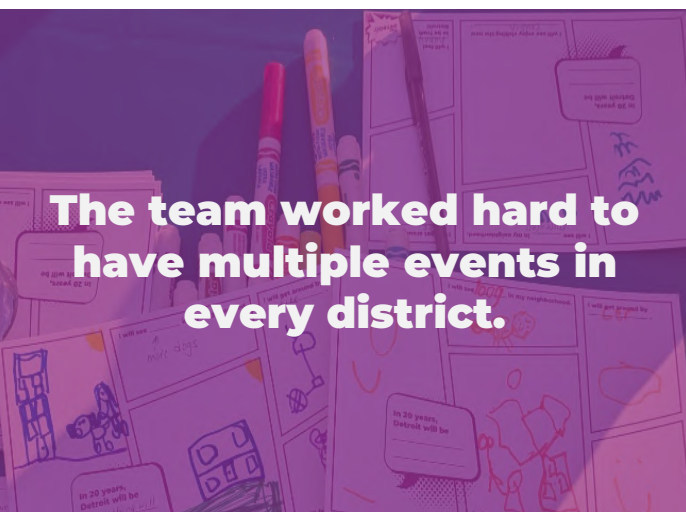
149

people participated virtually by taking
the City Voices Survey online





Eastern Market



Freedom Arts (O'Hair Park)



Jazz on the Ave



Heilmann Rec Center



East Warren Farmers Market

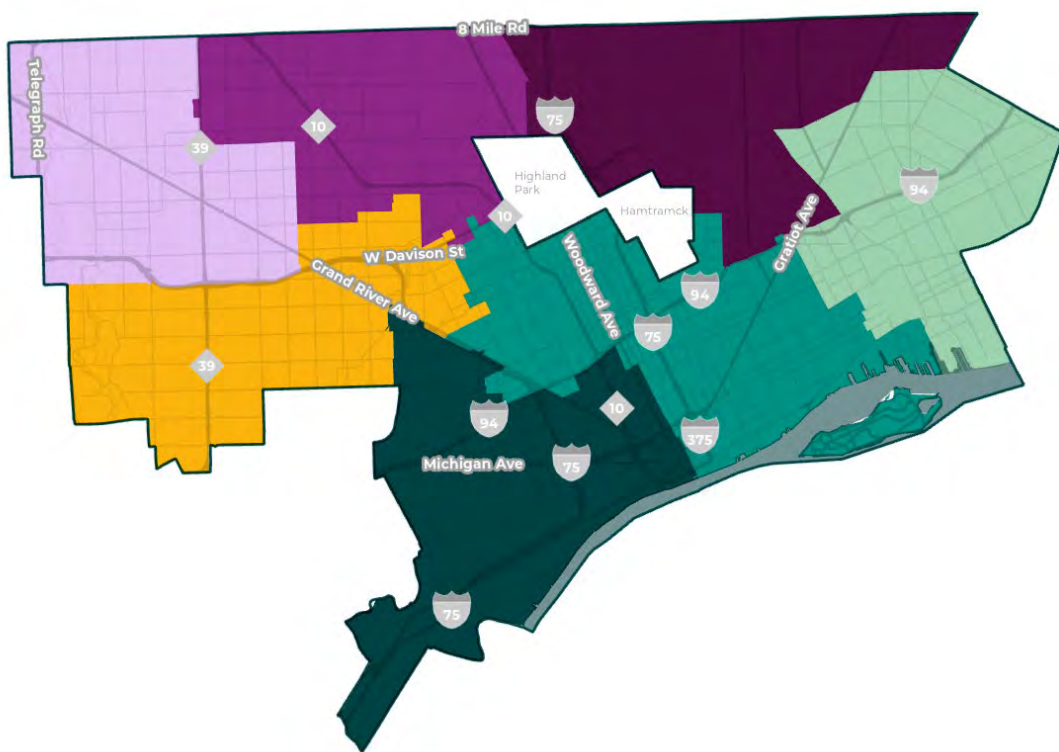


SDBA Mixer



CRCAA Family Fun Day

Where Feedback Came From



District 1

229
Pop-Up
Participants

11
Survey
Participants

8
Events
Hosted

District 4

322
Pop-Up
Participants

16
Survey
Participants

5
Events
Hosted

District 2

420
Pop-Up
Participants

39
Survey
Participants

9
Events
Hosted

District 5

696
Pop-Up
Participants

38
Survey
Participants

14
Events
Hosted

District 3

163
Pop-Up
Participants

8
Survey
Participants

6
Events
Hosted

District 6

372
Pop-Up
Participants

19
Survey
Participants

9
Events
Hosted

District 7

322
Pop-Up
Participants

7
Survey
Participants

9
Events
Hosted

Outside the City

11
Survey
Participants

The format of the City Voices Tour was meant to be fun, engaging and accessible using a pop-up table with boards, worksheets, and other quick activities. There were no formal presentations or Q&A.

My Neighborhood

What I see

I will see _____ in my neighborhood.

I will get around by _____.

In 20 years, Detroit will be

I will feel _____ to be from Detroit!

plan DETROIT!



Plan Detroit is building on previously completed plans and many past conversations with residents about the future of Detroit. As we reviewed the work that came before us, three values came up repeatedly. Help us create a shared definition for each value by telling us what they mean to you.

VALUE 1 HEALTH & PROSPERITY	VALUE 2 EQUITY & EMPOWERMENT	VALUE 3 RESILIENCE & SUSTAINABILITY
<p>What does a healthy & prosperous Detroit look like to you?</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What does an equitable & empowered Detroit look like to you?</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What does a resilient & sustainable Detroit look like to you?</p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Besides the above, what other values are important to you?</p>	<p>Do you want to stay involved? Write in your email.</p>	



Grab a block and help us fill in the blank!

In 20 years, Detroit will be

Pull out a block and write your response on it. When you are done, add your block to the tower.



Homeowner and Renter Supports


Providing programs and resources that help Detroiters stay in and maintain their homes.

Active and Vibrant Places

Creating vibrant places with a mix of shops, restaurants, parks, and other services near people's homes.

Community Land Stewardship

Acknowledging and supporting community-led activation and stewardship of vacant land.



Diverse Economy & Livable Wages

Creating an economy where people of all skill levels can find good paying jobs in many different industries.

A stylized illustration of a city street scene. In the foreground, a man in a yellow shirt and purple pants is walking across a crosswalk, holding a white bag. Next to him, a woman in a purple sari is also walking. To the left, a person is riding a bicycle. A silver car is stopped at a red traffic light. The background features green trees and a clear blue sky. The overall style is modern and colorful.


Safe Streets for All

Building streets that are safe for all users, no matter how they get around.



Water & Sewer Management

Investing in water, sewer, and green stormwater infrastructure upgrades to manage flooding.



**Quality Housing
for All**

Ensuring all Detroiters have access to safe, affordable, and quality housing.

Historic Preservation

Preserving Detroit's
history and historic
places.

Vacant Land Transformation

Transitioning vacant land into productive open space or new development.

Analyzing Feedback

The City Voices Tour was a series of events through the summer and fall of 2024 throughout all 7 wards of the City. People could either interact with staff at pop-ups held at events or were encouraged through bus signs, e-newsletters, social media, and announcements at DON meetings to fill out the survey online, which was a digital twin of exercises being conducted at the pop-ups.

Community feedback was reviewed using a combination of quantitative and qualitative analysis to result in shared definitions for the future direction of Detroit.



Identify

The team used personal experience, AI analysis, and other means to quickly identify common themes from responses.



Quantify

Using excel and Atlas TI, the team was able to quantify how often certain terms and themes appeared in responses.



Check

These findings were checked, reviewed, and refined through multiple rounds of edits before being compiled in this final report. Reviewers included:

- PLAN Detroit Consultant Team
- City Staff
- City Council and Planning Commissioners
- Plan Detroit Advisory Group



Defining Key Terms



Vision Statement

A vision statement is a forward-looking declarations that outline the long-term goals and aspirations for the City of Detroit. It is meant to be short, clear, and inspirational.

Essentially, it answers the question “**What do we want Detroit to become?**”

Example:

In 20 years, Detroit will be a **thriving, innovative** city where all **community members** can **prosper.**

Value Statements

Value statements reflect the core principles and beliefs that guide the City of Detroit's actions and decisions. They outline the ethical standards and cultural norms that the City stands for.

Essentially, they answer the question “**What does Detroit stand for?**”

Example:

An **equitable and empowered Detroit** is one that prioritizes **affordable housing**, accessible public transportation, **quality education**, and **economic opportunities for all** residents, fostering a **strong sense of community and social cohesion**.

From Visions to Values

Feedback from the question, “In 20 years, the City of Detroit will be...” question resulted in a collective, overall shared vision for the Master Plan

Shared Vision

Vision Statement #1
Vision Statement #2
Vision Statement #3

Equity and Empowerment

Value Statement #1
Value Statement #2
Value Statement #3

Health and Prosperity

Value Statement #1
Value Statement #2
Value Statement #3

Resilience and Sustainability

Value Statement #1
Value Statement #2
Value Statement #3

Feedback from the Shared Vision confirmed the draft values identified through the Prior Plan Audit. The **Values Worksheet** helped further define value statements that will guide policy statements within the Master Plan.

Potential Trade-Offs

Trade-offs refer to competing priorities or values we identified in the public feedback during this phase of engagement.

A trade-off occurs when pursuing one desirable goal or outcome might require compromising on another equally valuable objective.

The goal isn't necessarily to eliminate these trade-offs, but to have informed discussions about how to balance them in ways that best serve the community's overall needs and values.

Example:

Urbanization vs. Green Spaces

Some residents want to see more housing built in their neighborhoods while others want to preserve and expand parks, urban farms, and community open space. But you can't use the same piece of land for both purposes. That's the trade-off.

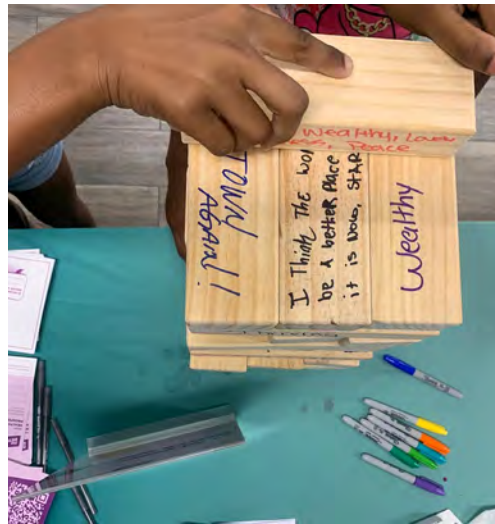
**Plan
DETROIT**

Creating a Shared Vision



Method

- Community members were asked to fill in the blank: **“In 20 years, Detroit will be _____.”** This question was asked through the Visioning Survey, City Voices Survey, and City Voices Tour. At the city voices tour, people could write their response on a Jenga piece or kids could draw their response on a comic book page.
- All responses were combined and analyzed to identify the most mentioned words across all responses. These words were grouped into like categories, called “themes.” Some of these themes will appear in the final vision statement for Plan Detroit. See the following slide for more details about how this information was collected.
- Community responses and the analysis were reviewed by topic experts, city staff, and the Plan Detroit Advisory Committee to create a single vision statement. That vision statement will be reviewed with the public through future engagement.



Method | Identifying Top Themes

Each theme was created by searching for the below common terms in community members' responses and grouping similar terms into categories. Terms with * are partial words; there were often written multiple ways. Including the * symbol means the term can be counted in all its variations. For example, "educ*" searches and counts every statement that includes "educ" such as educate, educated, and education.

Theme	Terms																						
smart	educ*	learn*	school*	talent*																			
culture	music	ident*	hist*	heritage	past	event*	concert*																
health*	active	holistic	care																				
resilien*	robust	prepar*	disaster	respons*	reliable	adapt*	recover*	restor*	nourish*	strong													
destination	known	promina*	touris*	amusement	invit*	play*	relevant																
black	brown	minority	race	represent	gentrif*	africa*																	
affordable	affordable	friendly	cost	housing	family	kids	functional	cheap	livable														
innov*	creative	advanc*	futur*	edge	hub	tech*	digit*																
lead*	vision*	best	champion	top	#1	world	beacon	dream	coveted	greatest	proud	glob*											
green	sustain*	efficien*	energy	renew*	environ*	climate	air	water	park	natur*	fossil												
transform*	renaissance	renew	improve*	revit*	new	reborn	rebuilt	revival	evolv*	supportive	opportunit*	collab*											
connect*	access*	transit	bike	walk	mode	car	pedest*	*cycl*	transport*	bus	travel	road*	nav*										
beautiful	clean	attract*	blight	vacant	litter	maintain*	aband*																
safe	police	cops	crim*	drug*	light*	haven	quiet	lit															
vibrant	alive	flourish*	thriv*	cool	fun	welcom*	good	happy	positive	great	friendly	peace*	harmon*	amaz*	fabulous	wonderful	fantastic	magic*	glorious	content	*joy	love	nice
DEI	inclusive	divers*	equit*	every*	melting pot	accept*	color*	all	freedom	disabl*													
commun*	neighbor	network	together	unity	home	faith*	hope*	caring	angel*	blessed	grati*	thank*											
prosperous	grow*	job*	entrepre*	work*	econ*	busi*	compet*	money	thriv*	booming	bigger	develop*	unstop*	wage	income	poverty	wealth	bold	product*	rich	succe*		

Top Themes

People were asked to finish the statement below. Listed are the most mentioned themes and listed in parenthesis are how many people mentioned them.

In 20 years, Detroit will be...

1. Prosperous (328)
2. Community – Driven (303)
3. Diverse, Equitable, and Inclusive (224)
4. Vibrant (142)
5. Safe (134)
6. Beautiful (127)
7. Connected (123)
8. Transformed (92)
9. Green (90)
10. Leading (87)
11. Innovative (87)
12. Black (83)
13. A Destination (40)
14. Resilient (32)
15. Healthy (32)
16. Cultural (31)
17. Smart (23)



Theme Definitions

These definitions were generated by synthesizing written feedback and reflecting on conversations we heard as people were responding to the question 'In 20 years, Detroit will be...

- **Smart:** Detroit understands the power of learning, from neighborhood schools to innovation hubs, building a city where knowledge opens doors in every community.
- **Cultural:** Detroit's creative spirit lives in our historic spaces, neighborhood venues, and cultural corridors, where generations of artistic excellence continue to thrive.
- **Healthy:** Detroit prioritizes the wellbeing of our people, creating neighborhoods where active living, quality care, and community support help everyone thrive.
- **Resilient:** Detroit knows how to recover and rebuild, with strong systems and infrastructure that help our communities face any challenge.
- **Destination:** Detroit draws people from around the world, not just to visit our attractions, but to experience the energy and soul that make our city unlike any other.
- **Black:** Detroit's strength flows from its Black communities, where legacy businesses thrive, historic neighborhoods flourish, and cultural inheritance guides growth.
- **Affordable:** Detroit stands for a city where families can put down roots and grow, with homes, services, and amenities that work for every budget.
- **Innovative:** Detroit doesn't wait for solutions - we create them, fostering spaces where creativity and advancement serve our communities' needs.
- **Lead:** Detroit sets the pace for cities worldwide, turning bold visions into reality and showing what's possible when community drives change.
- **Green:** Detroit embraces its role as a leader in sustainability, where parks, clean energy, and green innovation create a healthier future for all.
- **Transform:** Detroit constantly reinvents itself, turning challenges into opportunities and breathing new life into our neighborhoods while honoring what makes them special.
- **Connect:** Detroit brings people together, creating a city where neighborhoods and amenities are accessible, where streets serve all who use them, and where opportunities are within reach for everyone.
- **Beautiful:** Detroit shines in the details, from well-maintained neighborhood blocks to stunning architecture, creating spaces that make us proud to call this home.
- **Safe:** Detroit protects its own, building neighborhoods where families feel secure and communities look out for each other.
- **Vibrant:** Detroit pulses with life, creating spaces where joy, creativity, and community connection bring our streets and neighborhoods alive.
- **Diverse, Equitable, and Inclusive:** Detroit will celebrate the diverse lived experiences of residents, be inclusive of all, and equitably distribute resources so all can find success and opportunity.
- **Community-Driven:** Detroit's strength lives in our neighborhoods, where faith, friendship, and shared purpose create bonds that last generations.
- **Prosperous:** Detroit builds wealth from the ground up, fostering business districts and job centers that create opportunities for every resident to succeed.

Shared Stories

In analyzing the visions community members shared, there were several similar stories being told (summarized below). Overall, the shared narrative is one of a Detroit that is forward-thinking, inclusive, and resilient. It is a place where technological innovation and sustainability go hand in hand, where economic growth is balanced with social equity, and where the well-being and connectedness of residents are paramount. This vision reflects a collective aspiration for a future city that is not only prosperous but also just, healthy, and vibrant. These shared visions will inform the final vision statement created for Plan Detroit and may be seen in some of the final language of the plan itself.

In this future city, residents see a place that is:

Sustainable and Environmentally Consciousness

Respondents see a Detroit that prioritizes sustainability and environmental stewardship. In the future, Detroit has successfully integrated green spaces, renewable energy sources, and sustainable practices into its urban fabric.

Technologically Innovative

Respondents see a Detroit that is technologically advanced, leveraging cutting-edge technologies to improve the quality of life for its residents.

This includes smart city infrastructure, advanced public transportation systems, and widespread digital connectivity.

Inclusive and Diverse

Respondents see a Detroit that places a strong emphasis on inclusivity and diversity. All residents have their basic needs met, have access to opportunities, and are able to thrive.

Healthy and Prioritizes Well Being

Respondents see a Detroit where there is access to quality healthcare, healthy lifestyles are encouraged, and mental and physical well-being are prioritized.

Socially Cohesive with a Strong Sense of Community

Respondents see a Detroit that fosters a strong sense of community and social cohesion. People are connected, engaged, and supportive of one another. This includes vibrant community spaces, active civic participation, and a culture of collaboration.

Economically Prosperous and Innovative

Respondents see a future where economic growth and innovation are key components of Detroit's prosperity. Detroit is economically thriving, with opportunities for entrepreneurship, job creation, and economic mobility.

Safe and Resilient

Respondents see a Detroit that is safe and resilient, capable of withstanding and recovering from challenges such as natural disasters, economic downturns, and social upheavals. Safety measures are in place to protect residents, and the city is adaptable to changing circumstances.

Culturally Rich and Vibrant

Respondents see a Detroit that is culturally rich and vibrant, with a diverse array of cultural offerings, events, and activities. This includes support for the arts, preservation of cultural heritage, and celebration of diversity.

Potential Trade-offs

While there were several shared stories across the feedback shared by the community, there were also some distinct differences. These differences, or “trade-offs” are carefully considered in the creation of the vision statement for Plan Detroit. The vision statement is meant to be a shared view of the future, not pick a side between these trade-offs. With many of these trade-offs, Detroit will not need to pick one or the other. Rather, respondents focused on having a balance between the two.

Policies developed later in the Plan Detroit process will help provide balance between these trade-offs going forward. See the “Identifying Shared Priorities” section to see how this is already being evaluated.

Technological Advancement vs. Preservation

While many respondents envisioned a technologically advanced city, others emphasized the importance of preserving historical and cultural heritage.

Urbanization vs. Green Spaces

Some respondents who wanted to see Detroit become more urbanized with high-density living and others saw the expansion of green spaces and parks as a higher priority.

Destination vs Home

Some respondents focused on Detroit’s standing in the region and beyond, wanting to draw more people to the city. Others wanted to focus on residents that already call Detroit home and investing in them first.

Innovation vs. Tradition

Some respondents want to see Detroit embrace innovation and new ideas and others wish to preserve traditional values and community practices.

Environmental Sustainability vs. Economic Development

The balance between environmental sustainability and economic development was a common area of conflict mentioned by respondents, with some respondents prioritizing green initiatives and others focusing on business growth and infrastructure development.

Public Transportation vs. Private Vehicles

There was a divide between those who advocated for a robust public transportation system and those who preferred the convenience and flexibility of private vehicles.



Defining Shared Values



Method

- The Plan Detroit team identified three "starting values" through a review of previous plans and the results of the Visioning Surveys:
 - Equity & Empowerment
 - Healthy & Prosperity
 - Resiliency & Sustainability
- Community members were asked to help **define the starting values** as part of the City Voices Tour (Values Worksheet) and City Voices Survey by answering the following questions:
 - What does a healthy & prosperous Detroit look like to you?
 - What does an equitable and empowered Detroit look like to you?
 - What does a resilient and sustainable Detroit look like to you?
 - Besides the above, what other values are important to you?
- The results were combined and analyzed. Specific prompts included:
 - People were asked to write in a response to the question "What does a _ city look like to you." Attached are the results. What are the top 10 common themes among responses?
 - What were the areas of conflict between responses?
 - Can you provide me a few definitions of _____ given the results?
- Community responses and the analysis were reviewed by topic experts, city staff, and the Plan Detroit Advisory Committee to create a single set of definitions for the values. Those definitions will be reviewed with the public through future engagement.



Community members most commonly defined “Equity” and “Empowerment” as...

EQUITY

Ensuring that all residents, regardless of their background, have equal opportunities and access to resources. This includes affordable housing, quality education, and reliable public transportation, enabling everyone to thrive in the city.

Creating a city where systemic barriers are dismantled, ensuring that all residents can participate fully in the city's economic, social, and cultural life. It means prioritizing fairness and justice in all policies and practices.

Providing what each person needs to thrive, which may not necessarily be the same for everyone. It involves acknowledging and addressing local matters and ensuring access to opportunities and resources for all residents.

EMPOWERMENT

Equipping residents with the tools and knowledge to advocate for their rights and the well-being of their neighborhoods. It involves fostering leadership from within the community and ensuring that every voice is heard and valued in decision-making processes.

Providing opportunities for residents to thrive, including access to education, economic opportunities, and platforms for sustainable success. It means creating an environment where people feel confident to pursue their dreams and make meaningful contributions to their community.

Developing community-driven initiatives that foster collaboration and mutual support. It means ensuring that local government works hand-in-hand with citizens to address issues like poverty, injustice, and environmental challenges.



When asked “What does an equitable and empowered Detroit look like to you?” community members responded...

- 1. Affordable Housing:** Many respondents emphasized the need for affordable housing options for all residents, highlighting the negative impact of gentrification and rising housing costs.
- 2. Accessible and Reliable Public Transportation:** A robust and reliable public transit system was frequently mentioned as essential for providing freedom of mobility and reducing reliance on private vehicles.
- 3. Quality Education:** Improving the quality of education and investing in schools were common themes, with respondents advocating for education that matches or surpasses state averages.
- 4. Economic Opportunities:** Respondents highlighted the importance of good-paying jobs, equal employment opportunities, and support for small businesses and entrepreneurs.
- 5. Community and Social Cohesion:** A strong sense of community, social cohesion, and respect for diversity were frequently mentioned as key elements of a healthy and prosperous city.
- 6. Health and Well-being:** Access to quality healthcare, healthy lifestyles, and mental health resources were important themes, with respondents emphasizing the need for comprehensive services for all residents.
- 7. Environmental Sustainability:** The vision of a green and sustainable city with parks, green spaces, and clean energy solutions was a common aspiration.
- 8. Safety and Security:** Ensuring safety and security for all residents was a recurring theme, with respondents emphasizing the importance of a safe and welcoming environment.
- 9. Equity and Inclusion:** Many responses focused on the need for equity and inclusion, ensuring that all residents, regardless of their background, have equal opportunities and access to resources.
- 10. Government Transparency and Community Engagement:** Respondents highlighted the importance of transparent governance, community engagement, and involving residents in decision-making processes.

Community members most commonly defined “Health” and “Prosperity” as...

HEALTH

Having accessible and affordable healthcare, including mental health services, and well-maintained medical facilities.

Living in a clean environment with green spaces, clean air, and well-maintained public spaces.

Having access to healthy, affordable food and resources that enable individuals to thrive.

Having a community where residents feel safe, can walk and bike freely, and have access to quality education and youth programs.

PROSPERITY

Featuring diverse economic opportunities, support for local businesses, and economic growth that benefits all residents.

Having affordable and quality housing options, well-maintained infrastructure, and vibrant neighborhoods.

Having a community where residents are engaged, support each other, and have strong community bonds.

Accessing efficient public transportation, reliable infrastructure, and opportunities for socialization and cultural activities.



When asked “What does a healthy and prosperous Detroit look like to you? community members responded...

1. **Access to Health Resources:** Many respondents emphasized the importance of having accessible healthcare, including mental health services, affordable healthcare, and well-maintained medical facilities.
2. **Green Spaces and Clean Environment:** A recurring theme was the need for green spaces, parks, and clean environments. Respondents mentioned the importance of trees, clean air, and well-maintained public spaces.
3. **Safe and Walkable Neighborhoods:** Safety was a major concern, with many people highlighting the need for safe streets, reduced crime rates, and walkable neighborhoods where residents can move around without fear.
4. **Affordable and Quality Housing:** Affordable housing and well-maintained infrastructure were frequently mentioned. Respondents wanted housing options that are accessible to all income levels and well-kept neighborhoods.
5. **Community Engagement and Support:** There was a strong emphasis on community engagement, with respondents wanting a city where residents are involved in decision-making, support each other, and have strong community bonds.
6. **Economic Opportunities and Local Businesses:** Many responses highlighted the need for diverse employment opportunities, support for local businesses, and economic growth that benefits all residents.
7. **Public Transportation and Infrastructure:** Improved public transportation, better roads, and infrastructure that supports biking and walking were common themes. Respondents wanted reliable and efficient transit options.
8. **Education and Youth Programs:** Quality education and programs for youth were important to many respondents. They wanted well-funded schools, extracurricular activities, and mentorship programs for young people.
9. **Healthy Food Access:** Access to healthy, affordable food was a significant theme. Respondents wanted more grocery stores, local food markets, and initiatives to reduce food deserts.
10. **Environmental Sustainability:** There was a strong focus on environmental sustainability, including reducing pollution, promoting renewable energy, and implementing policies that support a healthy environment.

Community members most commonly defined “Resilience” and “Sustainability” as...

RESILIENCE

Bouncing back from adversity, whether it's economic downturns, climate change, or social upheaval. It involves having the resources and plans in place to support residents during and after crises, ensuring a quick return to normalcy.

Supporting people and businesses who will keep their money in the city, investing in construction and green spaces that are community-driven, and fostering a sense of ownership and autonomy among residents.

Demonstrating unity through strong community ties, community gardens, town halls, neighborhood watches, and various community events that bring people together and strengthen the social fabric.

SUSTAINABILITY

Creating a clean and healthy environment by reducing pollution, improving air quality, and implementing effective waste management and recycling programs¹.

Investing in renewable energy sources, such as solar and wind power, and adopting sustainable practices like urban farming and composting to reduce the environmental impact.

Ensuring that development is economically and resource-wise sustainable, prioritizing long-term benefits for the community over short-term profits, and maintaining infrastructure to withstand future challenges.



When asked “What does a resilient and sustainable Detroit look like to you?” community members responded...

1. **Green Spaces and Nature:** Many respondents emphasized the importance of preserving and increasing green spaces, parks, and urban canopies. They highlighted the need for ample green space per resident and the integration of nature within Detroit.
2. **Public Transit and Reduced Car Dependence:** A significant number of responses focused on the need for robust public transit systems, bicycle- and pedestrian-oriented neighborhoods, and reducing car dependence. This includes optimizing bus systems, creating safe bike lanes, and promoting walkability.
3. **Sustainable Infrastructure:** Respondents mentioned the importance of improving and maintaining infrastructure, particularly public utilities, stormwater management, and green infrastructure systems. They also highlighted the need for resilient infrastructure that can withstand natural disasters.
4. **Community Engagement and Support:** Many responses emphasized the role of strong community ties, community gardens, town halls, and neighborhood watches. They stressed the importance of community involvement in decision-making and the provision of resources to support residents during difficult times.
5. **Clean and Healthy Environment:** Clean streets, reduced pollution, and improved air quality were common themes. Respondents mentioned the need for effective waste management, recycling programs, and reducing littering.
6. **Affordable and Accessible Housing:** The importance of affordable housing options and reducing homelessness was highlighted. Respondents also mentioned the need for diverse housing options that cater to different income brackets and lifestyles.
7. **Economic Stability and Job Opportunities:** A resilient and sustainable Detroit was described as one with a diverse and thriving economy, job opportunities, and support for local businesses. Respondents emphasized the need for economic stability and growth.
8. **Education and Workforce Development:** The role of education in creating a resilient Detroit was frequently mentioned. Respondents highlighted the need for investment in K-12 education, workforce development, and equipping residents with skills for future jobs.
9. **Renewable Energy and Sustainability Practices:** Many responses focused on the adoption of renewable energy sources, such as solar and wind power, and the implementation of sustainable practices like urban farming and composting.
10. **Safety and Security:** Ensuring the safety and security of residents was a common theme. This includes reducing crime, improving emergency response systems, and creating safe public spaces.

Additional Values

STARTING VALUES

**Equity and
Empowerment**

**Health and
Prosperity**

**Resilience and
Sustainability**

WHAT THE COMMUNITY SAID IS MISSING

Affordable housing

Vibrant, walkable, and safe neighborhoods with clean parks, community involvement, local organizing, community building, grassroots work, and a sense of belonging

Financial stability, economic opportunity for everyone, and supporting small businesses

Providing proper education, bringing back neighborhood schools, and providing educational opportunities for all to support the next generation

Access to healthcare and proper healthcare providers; Prioritizing mental, emotional, and physical health

Freedom of mobility, improved public transit, walkability, and transit-oriented development

Transparency, humility, and honesty in city leadership

Environmental concerns including clean and safe neighborhoods, green spaces, and environmental justice; Addressing issues like blight and noise pollution

Preserving the city's culture, history, and legacy residents; Providing arts and culture as a community-building practice

While Plan Detroit started with three values, many alternative values were mentioned repeatedly by community members. In early 2025, the team created alternative sets of guiding values for Plan Detroit that will be tested later in the year.

When asked what values were missing, these 9 other topics were commonly mentioned. These themes will help inform the policies and priorities of the plan. See the “Identifying Shared Priorities” section to learn more.



Identifying Shared Priorities



Method

Community members were given policies from prior plans, placed on cards, and asked to pick the top 5 most important ones that the City should prioritize. They could pick from the following cards:

- Active and Vibrant Places. Creating vibrant places with a mix of shops, restaurants, parks, and other services near people's homes.
- Vacant Land Transformation. Transitioning vacant land into productive open space or new development.
- Compatible Development. Promoting land use practices that minimize conflicts and provide flexibility for quality design.
- Quality Housing for All. Ensuring all Detroiters have access to safe, affordable, and quality housing.
- Housing Choice. Building different types of housing for different lifestyles and life stages in many different parts of Detroit.
- Homeowner and Renter Supports. Providing programs and resources that help Detroiters stay in and maintain their homes.
- Access to Parks & Recreation. Building and maintaining recreation centers, parks, and greenways to give all Detroiters easy access to green space.
- Community Land Stewardship. Acknowledging and supporting community-led activation and stewardship of vacant land.
- Natural Landscapes. Seeking opportunities to enhance biodiversity and preserve larger tracts of open spaces that can become self-sustaining habitats.
- Small Business Support. Assisting entrepreneurs with launching, maintaining, and growing their business in Detroit.
- Diverse Economy & Livable Wages. Creating an economy where people of all skill levels can find good paying jobs in many different industries.
- Workforce Development. Providing the training and resources Detroiters need to succeed in the workforce.
- Safe Streets for All. Building streets that are safe for all users, no matter how they get around.
- Car-Optional Lifestyles. Making it easier for Detroiters to take transit, walk, bike, or roll to get where they need to go.
- Cleaner Transportation. Pursuing policies that decrease the negative impacts of trucks and heavy traffic on neighborhoods.
- Water & Sewer Management. Investing in water, sewer, and green stormwater infrastructure upgrades to manage flooding.
- Sustainable Systems. Taking steps to lower carbon emissions, decrease waste, and support renewable energy.
- Quality City Services. Continuing to ensure reliable, efficient, and affordable city services, including trash, recycling, water, and electricity.
- Historic Preservation. Preserving Detroit's history and historic places.
- Thriving Local Arts. Supporting local creatives and the arts.
- Inclusion through Art. Creating a sense of belonging and shared ownership through public art and programming.

The cards were created based on community feedback during Phase 1 of engagement and a synthesis of prior plans. This was conducted as an activity at the City Voices Tour and a similar version was created for the City Voices Survey online.



People were encouraged to pick their top 5 cards. When comparing the options chosen people who did the exercise online versus in-person the top responses slightly differed.

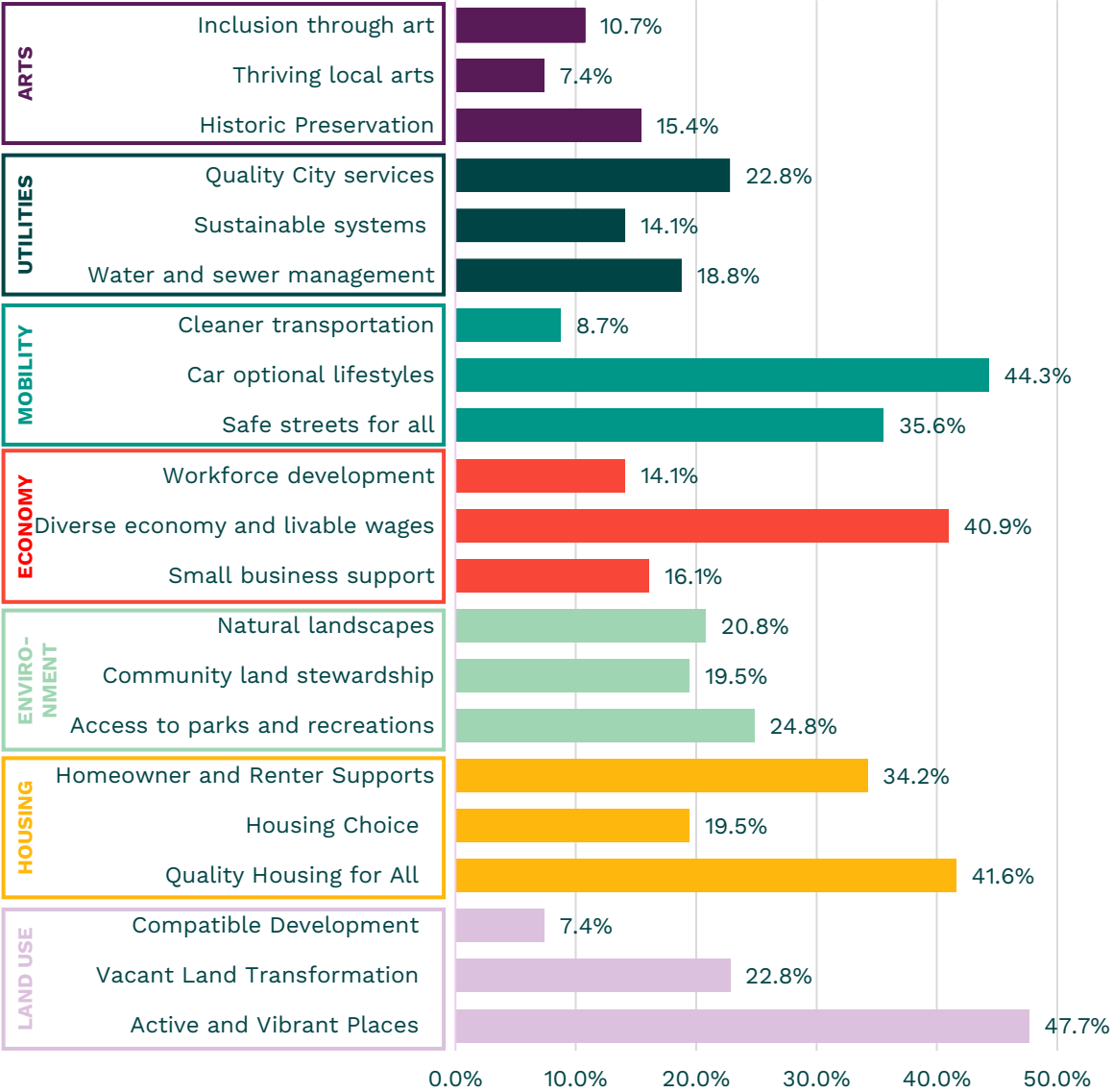
Online

- 1. Active and Vibrant Places (48%) Ranked #10 for Online
- 2. Car optional lifestyles (44%) Ranked #9 for Online
- 3. Diverse Economy and Livable Wages (41%)
- 4. Quality Housing for All (42%)
- 5. Safe Streets for All (36%)

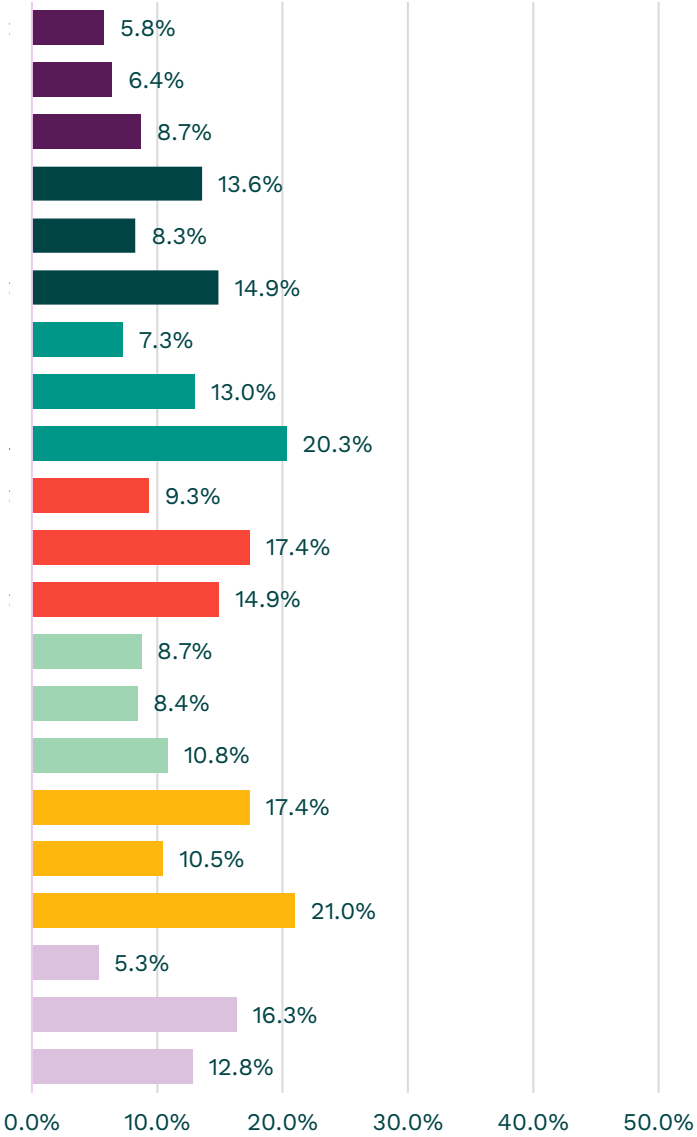
In-Person

- 1. Quality Housing for All (21%)
- 2. Safe Streets for All (20%)
- 3. Diverse Economy and Livable Wages (17%)
- 4. Homeowner and Renter Supports (17%) Ranked #6 for Online
- 5. Vacant Land Transformation (16%) Ranked #7 for Online

Online Priorities



In-Person Priorities

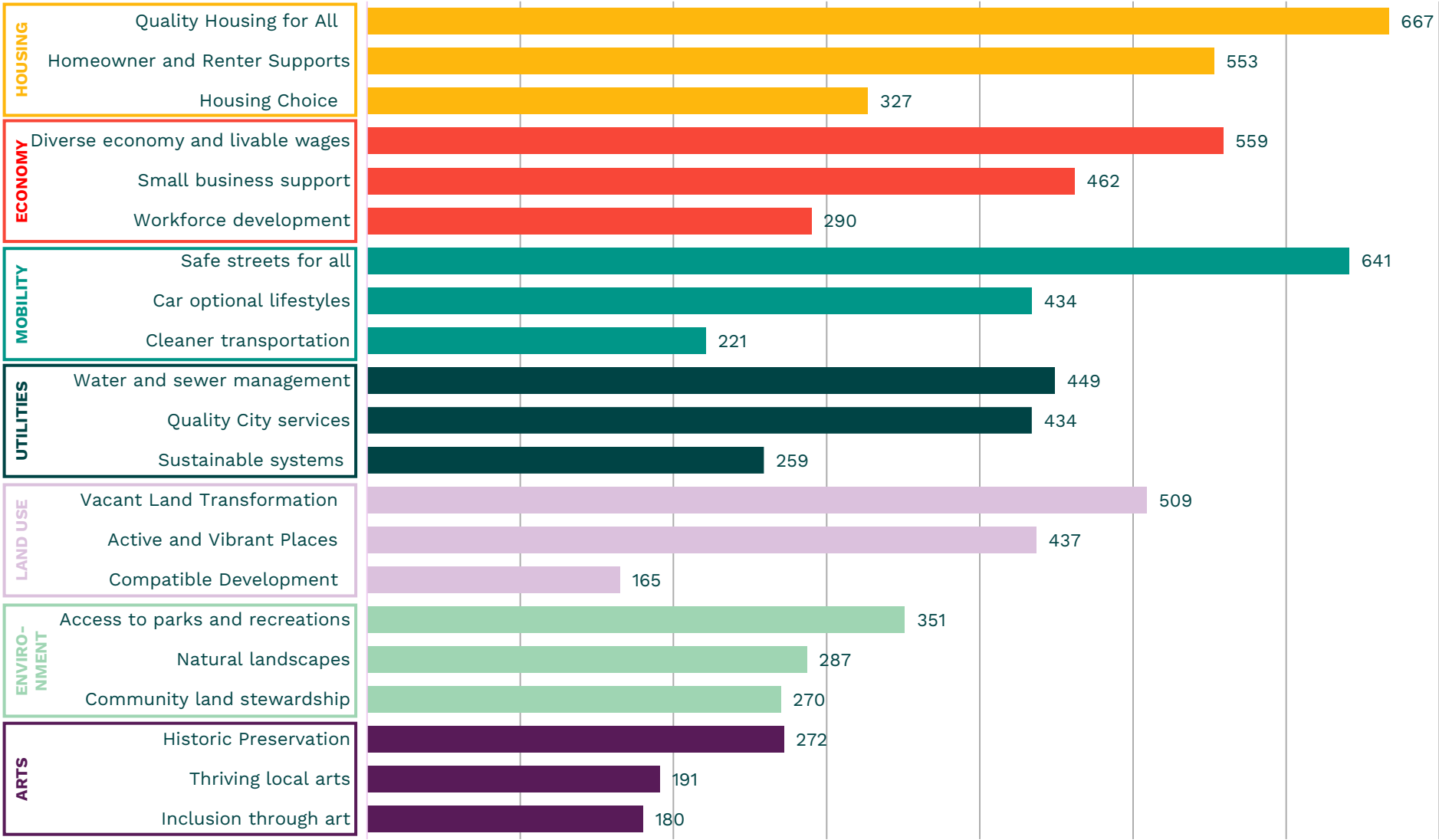


These city-wide results consider the top priorities of the combined online and in person feedback. The top 5 results were

- 1. **Quality Housing for All**
(23% of people selected this priority)
- 2. **Safe Streets for All**
(22% of people selected this priority)
- 3. **Diverse Economy and Livable Wages**
(19% of people selected this priority)
- 4. **Homeowner and Renter Supports**
(19% of people selected this priority)
- 5. **Vacant Land Transformation**
(17% of people selected this priority)



City-Wide Priorities

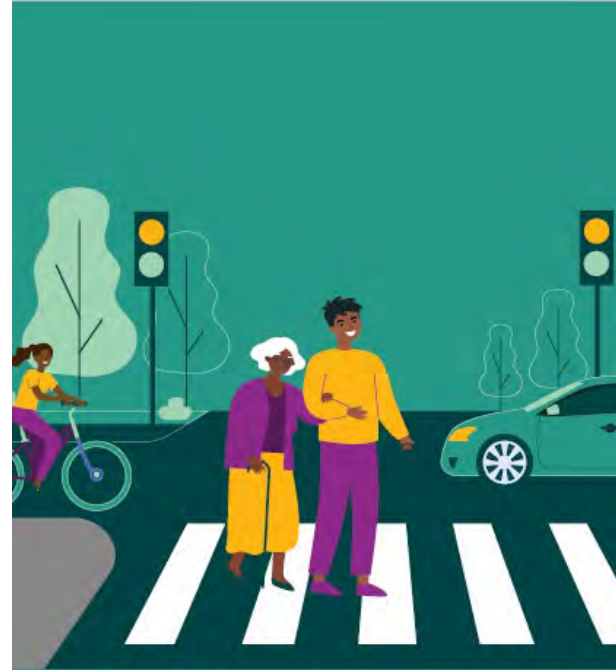


Three priorities consistently made the top five priorities for people online, in person, and combined.



Quality Housing for All

Ensuring all Detroiters have access to safe, affordable, and quality housing.



Safe Streets for All

Building streets that are safe for all users, no matter how they get around.



Diverse Economy & Livable Wages

Creating an economy where people of all skill levels can find good paying jobs in many different industries.