

## Homan, Kim

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**From:** Walton, Mariah  
**Sent:** Monday, February 5, 2024 9:37 AM  
**To:** Homan, Kim  
**Subject:** FW: Road Diet public hearing

*Mariah Walton*

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**From:** Fusion Marketing - Mark Voorhees <mark@tryfusionmarketing.com>  
**Sent:** Monday, February 5, 2024 9:37 AM  
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**Subject:** Road Diet public hearing

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To whom it may concern,

As a dedicated business owner within our vibrant Eastpointe community and a professional with extensive experience in the commercial signage industry, I am writing to express my wholehearted support for the proposed 9 Mile road diet. This initiative represents a significant opportunity for us to enhance the livability of our streets and boost local commerce. By nature, I am involved with many projects for new and expanding companies. The trend I have seen over my career is that businesses go where the people are -and people go when there's community and safety.

The idea of reimagining 9 Mile into a more pedestrian-friendly corridor is not just about improving curb appeal; it's a strategic decision that can yield substantial economic and safety benefits for our city. Studies firmly back up the merits of road diets. For example, the National Association of City Transportation Officials (NACTO) reports that similar transformations in other regions have increased retail sales by as much as 40%. This isn't surprising when we recognize that walkable areas are magnets for progressive and innovative businesses—sectors that don't have to rely on destination-style services like the automotive and manufacturing industries for success.

Moreover, research published in the Journal of Transportation Research Board underscores the safety improvements road diets can facilitate, cutting down vehicular accidents by more than 40%. The correlation between safer, more welcoming environments and stronger retail patronage should not be overlooked. By supporting this initiative, you are

effectively advocating for a more dynamic Eastpointe that nurtures consumer confidence and enhances the quality of life for all residents.

The observation is apparent in my domain of expertise; areas that receive steady foot traffic due to friendly urban design also enjoy increased visibility. This inevitably leads to economic vitality—a crucial factor in not just sustaining, but actively growing a robust local economy. Should we choose to embrace this transformative project, we stand to witness a renaissance in business investment, cultural exchange, and communal welfare.

While change can be daunting, maintaining the status quo is a disservice to the potential of our beloved city. The question before us—before you, as our city leaders—is whether we want 9 Mile to remain unchanged for the next two decades, or if we wish to leverage this unique moment to enact significant, positive change for our future. I mean, realistically, when are we going to have the opportunity to have funding to do this again?

Implementing the road diet aligns perfectly with the spirit of innovation and prudence that Eastpointe represents. It's an initiative that not merely dreams of a brighter, busier, safer thoroughfare but provides a concrete path to achieving that dream. As stewards of our city's wellbeing, your support in this matter is crucial.

I trust that the council will consider the compelling evidence supporting the positive impact of road diets, as well as the resonant aspirations of our community members who yearn to see Eastpointe thrive amidst modern urban development. Let's not let this once-in-a-lifetime opportunity pass us by.

Thank you for your attention to this matter. I look forward to your thoughtful consideration and favorable support towards a revitalized 9 Mile.

Sincerely,

Mark Voorhees  
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