

How Transit Attracts Young People to Michigan

Michigan's population is stagnant, as Millennials and Gen Z leave Michigan. Many non-profits, businesses, and government agencies have sought to solve Michigan's Population Crisis. But the solution isn't that complicated. **The missing piece in the population puzzle is a robust, reliable transit network connecting Michigan.** The facts don't lie: Gen Z and Millennials want transit, and are willing to move to find it.

What to Know

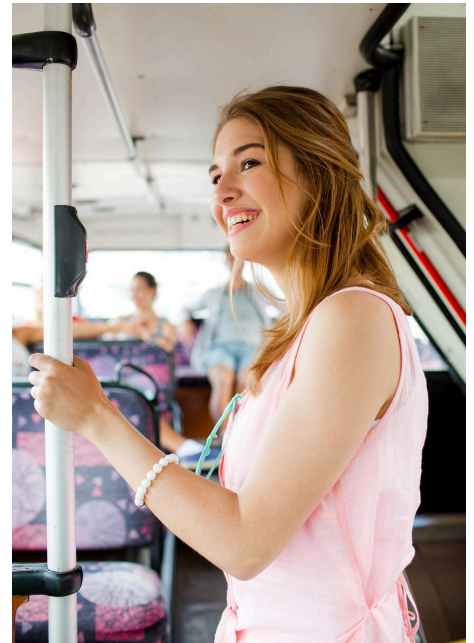
- 73% of Millennials say they wish Detroit had access to mass transit.¹
- 90% of Gen Z and millennials polled indicated they'd pay more for a home in a walkable, transit-oriented community; a third say they'd 'pay a lot more.'²
- In 2022, Michigan had 25% fewer teen drivers than in 2012. This is one of the largest rates of decline in teen drivers across the country.³ Young Michiganders want to rely on transit, and will move for transit if needed.
- **Paul Jones III**, an urban planner from Detroit, badly wanted to stay in Detroit, but he **had to move elsewhere in order to progress his career due to the lack of thought towards public transportation.** ⁴

"To live in a walkable place with good public transportation would be amazing, but feels impossible or at least prohibitively expensive in the US"

- Jack Sullivan, a 23 year old from Tennessee.⁵

"I refuse to own a car, mainly for climate reasons. If I wanted to stay in Michigan and be mobile, I would have needed a car."

- Camilla Lizundia, an urban planner who moved to Philadelphia after studying at the University of Michigan.⁶



¹ Crain's Detroit, "Inside the minds of metro Detroit's working millennials: The survey results" 2015.

² The Week, "Gen Z doesn't want cars" 2024.

³ USA Today, "Gen Z is less likely to have a driver's license. Here's why" 2024.

⁴ WDET, "Detroit Today: What can Michigan do to grow young talent in the state?" 2023.

⁵ The Nation, "Can America Go Car-Free? Gen Z Hopes So." 2023.

⁶ WDET, "Detroit Today: What can Michigan do to grow young talent in the state?" 2023.

Transit Gets People Where They Need To Go

Transit connects people to jobs, school, healthcare, community, and so much more. There are 77 transit agencies across Michigan, **providing 40 million rides a year statewide.**

Transit is Essential for:

- **Older Michiganders** who want their independence after retiring from driving
- **Persons with disabilities**
- **Low-Income workers**
- **Young people** who can't afford to drive
- People who'd prefer not to drive

Transit Benefits People Who Don't Ride:

- **Decreases traffic** and congestion
- **Makes roads safer** for drivers, cyclists, and pedestrians
- **Lowers pollution** and helps Michigan meet our climate commitments
- Drives **economic development**
- We all depend on people who depend on transit



Public transit is at the heart of everything.

Unfortunately, transit is underfunded and under attack, leaving many people stranded without other options. But TRU is working to change this!

TRU is a nonprofit dedicated to bringing more and better transit to metro Detroit. We advocate, educate, and mobilize for transit and other affordable mobility options. For 25 years, we've been advocating for the right to get where you need to go, throughout Detroit and Michigan.

Learn more and get involved at DetroitTransit.org.

