



# CHAPTER SEVEN

Regional Trends

## 2020 POPULATION / HOUSEHOLDS / EMPLOYMENT

MDOT and MACC Staff worked together to update Transportation Analysis Zones (TAZ's) and produce a list of 2020 population, and 2019 household and employment data for each jurisdiction in the MACC Area. The socioeconomic data is a major input into the regional travel demand model, used to calculate trip productions and attractions. The table below represents population numbers from the 2020 U.S. Census, and average household and employment numbers from the 2019 American Community Survey (ACS). These figures were reviewed at the regional level and were approved by the MACC Technical Advisory Committee in May of 2022. These figures were then used as base year inputs in the regional travel demand model, which can help identify possible deficiencies in the regional transportation system.

### BASE YEAR SOCIOECONOMIC DATA (2019 ACS and 2020 U.S. Census)

	2020 Population	2019 Households	2019 Employment
Fillmore Township	2,778	1,043	1,028
Holland	34,378	12,535	34,790
Holland Charter Township	38,276	14,100	27,188
Laketown Township	5,928	2,265	385
Olive Township	5,007	1,725	2,256
Park Township	18,625	7,023	2,652
Port Sheldon Township	5,206	1,897	818
Zeeland	5,719	2,550	14,177
Zeeland Charter Township	12,008	3,881	3,450
<b>MACC Totals</b>	<b>127,925</b>	<b>47,010</b>	<b>86,744</b>

Source: 2020 U.S Census and 2015-2019 American Community Survey (ACS) 5-Year Estimates

The 2050 Long Range Transportation Plan used 2015 base socioeconomic data. Since the development of the last plan:



## 2050 POPULATION / HOUSEHOLDS / EMPLOYMENT

For the base year of the model, household, population, and employment data from the 2020 U.S. Census, the 2019 American Community Survey, and the Nielson employment databases were presented to the MPO and Technical Advisory and Policy Committees. Committee members were asked to provide detailed information about where new development may occur in the future and where new employment and population centers may shift.

The MACC area is one of the fastest-growing areas in Michigan. By 2050, the population within the cities of Holland and Zeeland, and also Laketown, Fillmore, Park, Holland, Zeeland, Port Sheldon, and Olive townships is expected to increase by 25.7%; households are expected to increase by 24.5%; and employment is expected to increase by 21%. The estimated population increase is 1.3% lower than it was in the last plan. The estimated household decrease is 2.5% lower and the estimated employment increase is 3% lower than the last plan.





## MACC REGION GROWTH (1990 - 2020) AND PROJECTED GROWTH TO 2050

MUNICIPALITY	1990	2000	2010	2020	NUMBER CHANGE	PERCENT CHANGE	2050
Fillmore Township	2,710	2,756	2,681	2,778	68	2.50%	3,936
Holland	30,745	35,048	33,051	34,378	3,633	11.80%	39,619
Holland Township	17,523	28,911	35,636	38,276	20,753	118.40%	55,467
Laketown Township	4,888	5,561	5,505	5,928	1,040	21.30%	6,899
Olive Township	2,866	4,691	4,735	5,007	2,141	74.70%	7,190
Park Township	13,541	17,579	17,802	18,625	5,084	37.50%	21,640
Port Sheldon Township	2,929	4,503	4,240	5,206	2,277	77.70%	5,620
Zeeland	5,417	5,805	5,504	5,719	302	5.50%	6,124
Zeeland Township	4,472	7,613	9,971	12,008	7,536	168.50%	14,499
<b>TOTALS</b>	<b>82,381</b>	<b>109,711</b>	<b>116,444</b>	<b>127,925</b>	<b>42,834</b>	<b>50.30%</b>	<b>160,814</b>

Source: U.S. Census and the Michigan Department of Transportation



Image courtesy of MDOT Photo and Video Services

## 2020 U.S. CENSUS RACE AND ETHNICITY

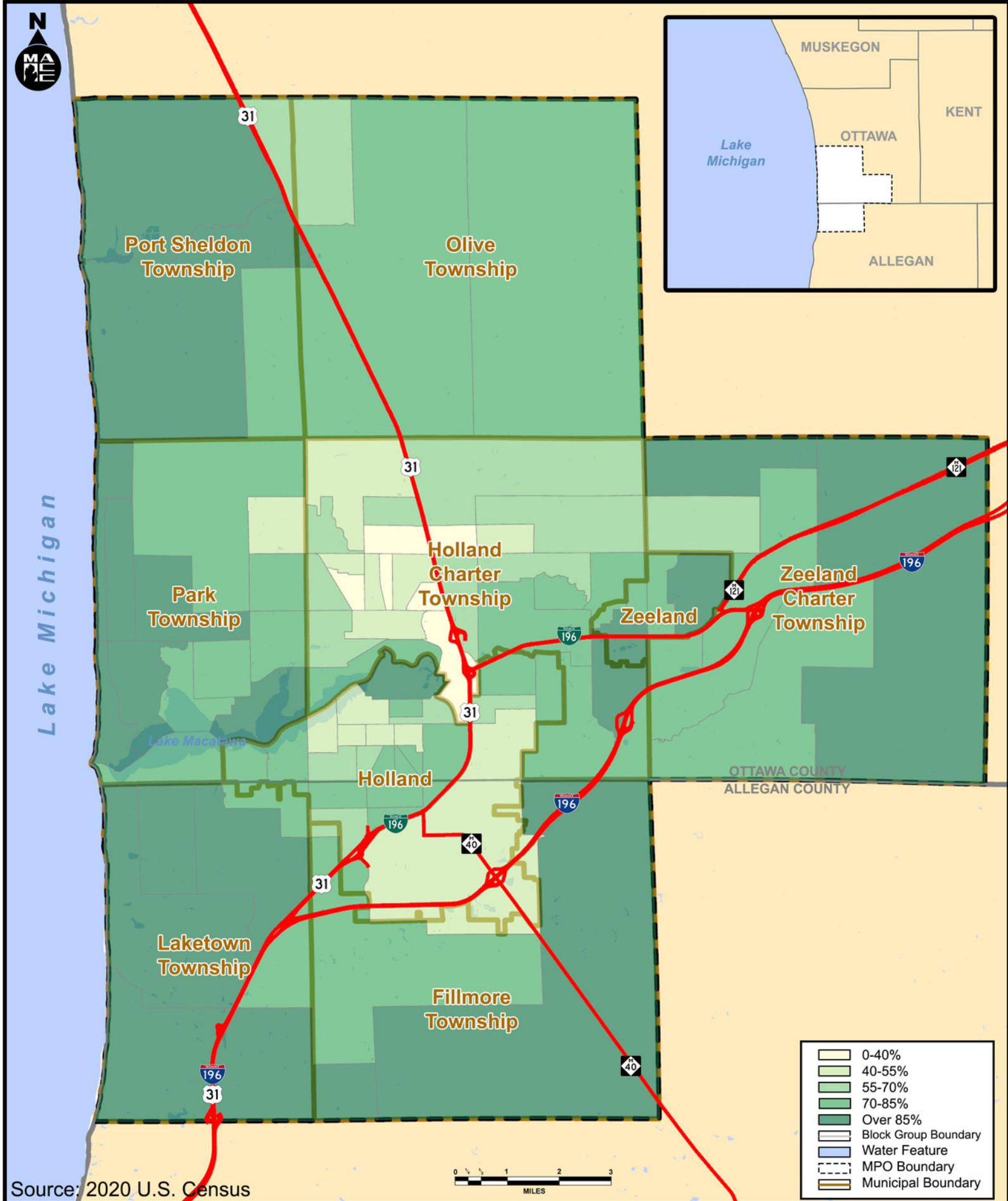
The following table offers a comprehensive overview of population changes and demographic composition in the two cities and seven townships within the MACC Planning Area. This table will help illustrate population shifts and the cultural diversity within the MACC area.

### MACC REGION RACE AND ETHNICITY BY MUNICIPALITY (2020 U.S. CENSUS)

MUNICIPALITY	2020 POPULATION	CHANGE FROM 2010	PERCENT WHITE	PERCENT HISPANIC	PERCENT ASIAN	PERCENT BLACK	PERCENT OTHER
Fillmore Township	2,778	+3.60%	86.80%	7.40%	1.40%	1.10%	3.30%
Holland	34,378	+4.00%	65.90%	23.40%	2.70%	3.70%	4.30%
Holland Township	38,276	+7.40%	57.30%	26.40%	9.30%	2.70%	4.30%
Laketown Township	5,928	+7.70%	88.90%	6.50%	0%	0%	4.30%
Olive Township	5,007	+5.70%	78.60%	13.40%	1.80%	1.70%	4.50%
Park Township	18,625	+4.60%	81.70%	11.40%	2.60%	0.90%	3.40%
Port Sheldon Township	5,206	+22.80%	85.40%	7.80%	2.50%	0.10%	4.20%
Zeeland	5,719	+3.90%	86.10%	7.40%	1.60%	1.30%	3.60%
Zeeland Township	12,008	+20.40%	81.50%	10.30%	3.80%	0.90%	3.50%
<b>TOTALS</b>	<b>127,925</b>	<b>+7.40%</b>	<b>70.80%</b>	<b>18.50%</b>	<b>4.60%</b>	<b>2.20%</b>	<b>3.90%</b>

Source: U.S. Census (2010 and 2020)

The following maps show White, Hispanic, Asian, and Black populations with the MACC area:

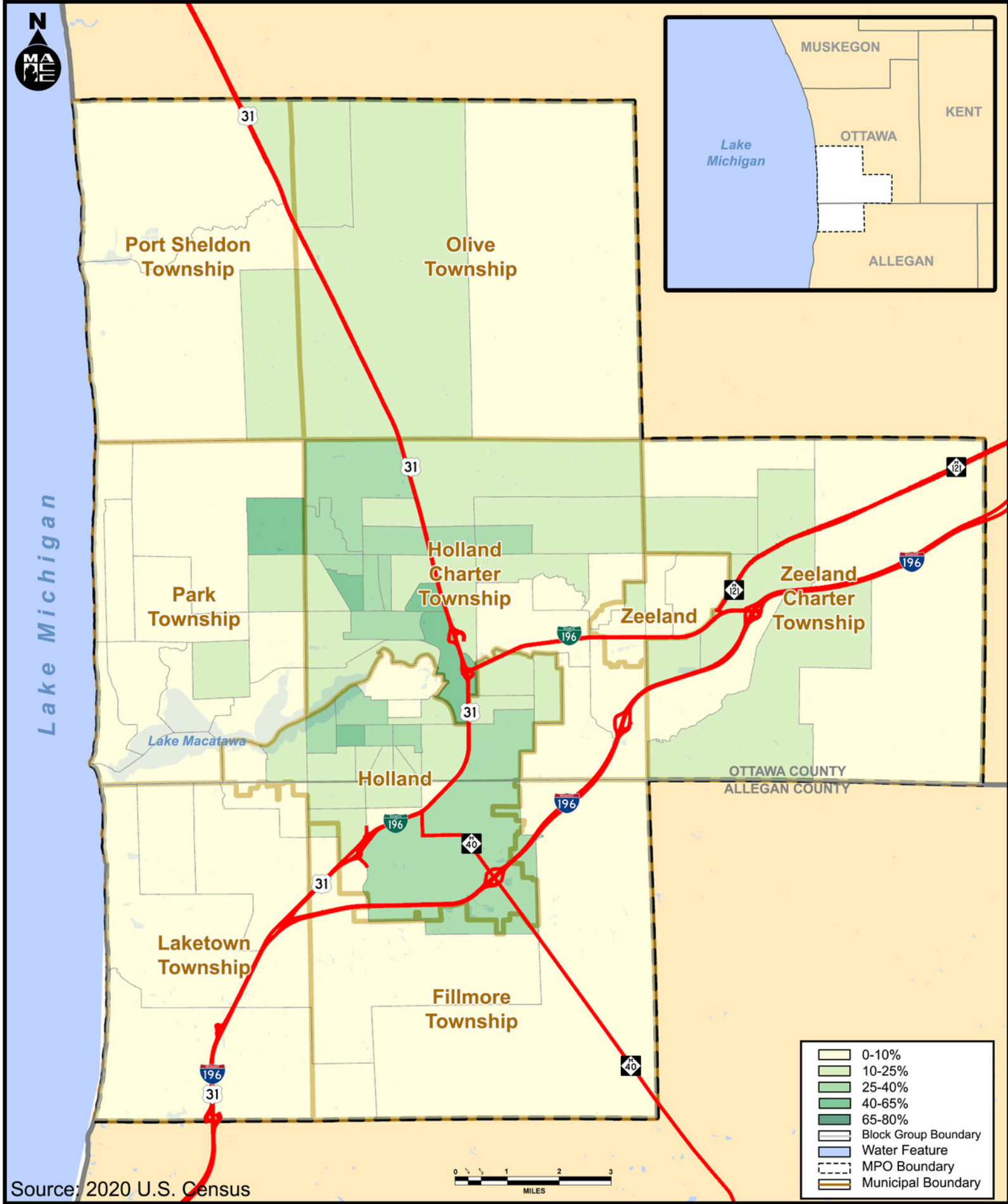


Source: 2020 U.S. Census



**White Percentage of Population - 2020**  
*Figure 7.1*

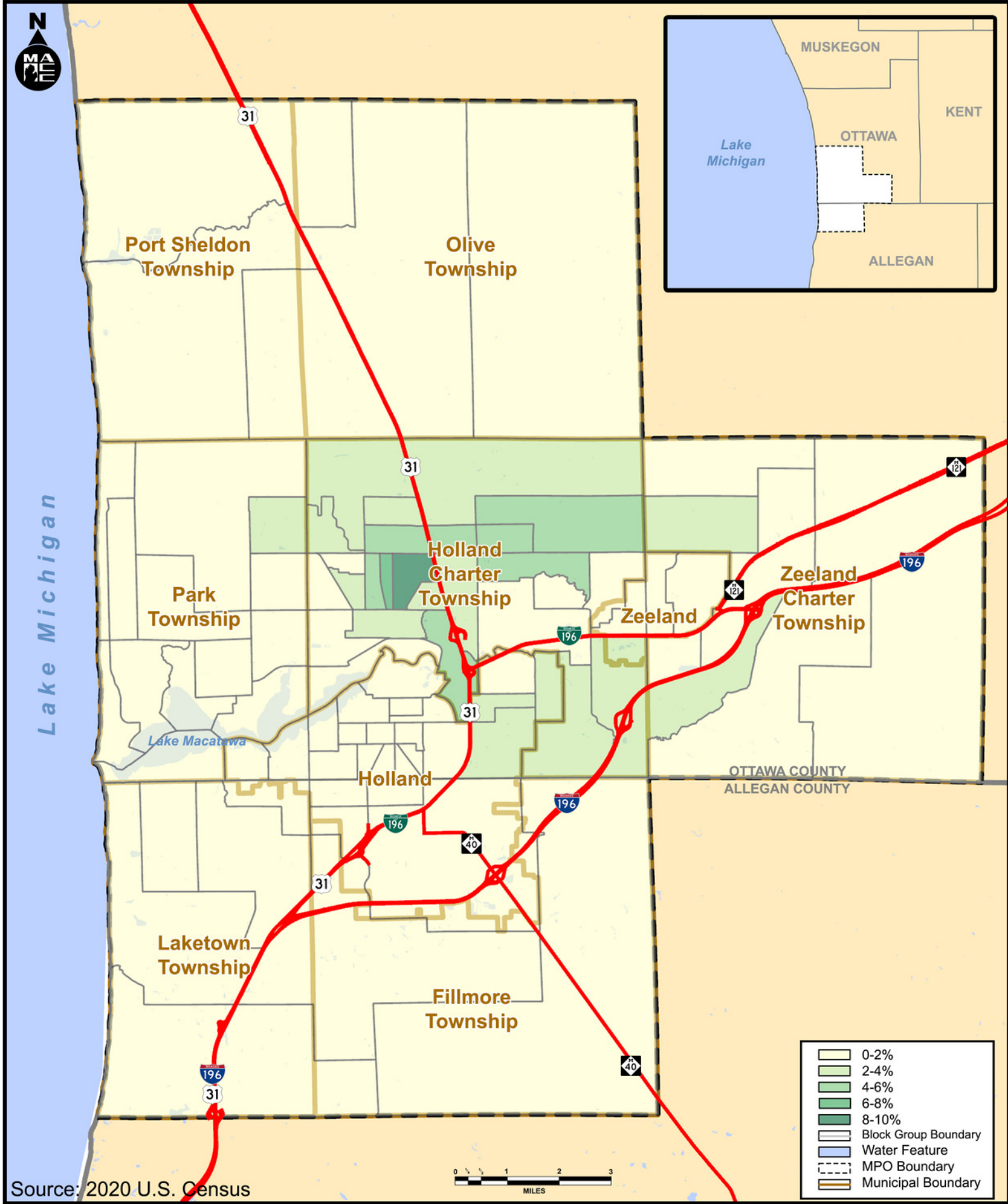




Source: 2020 U.S. Census

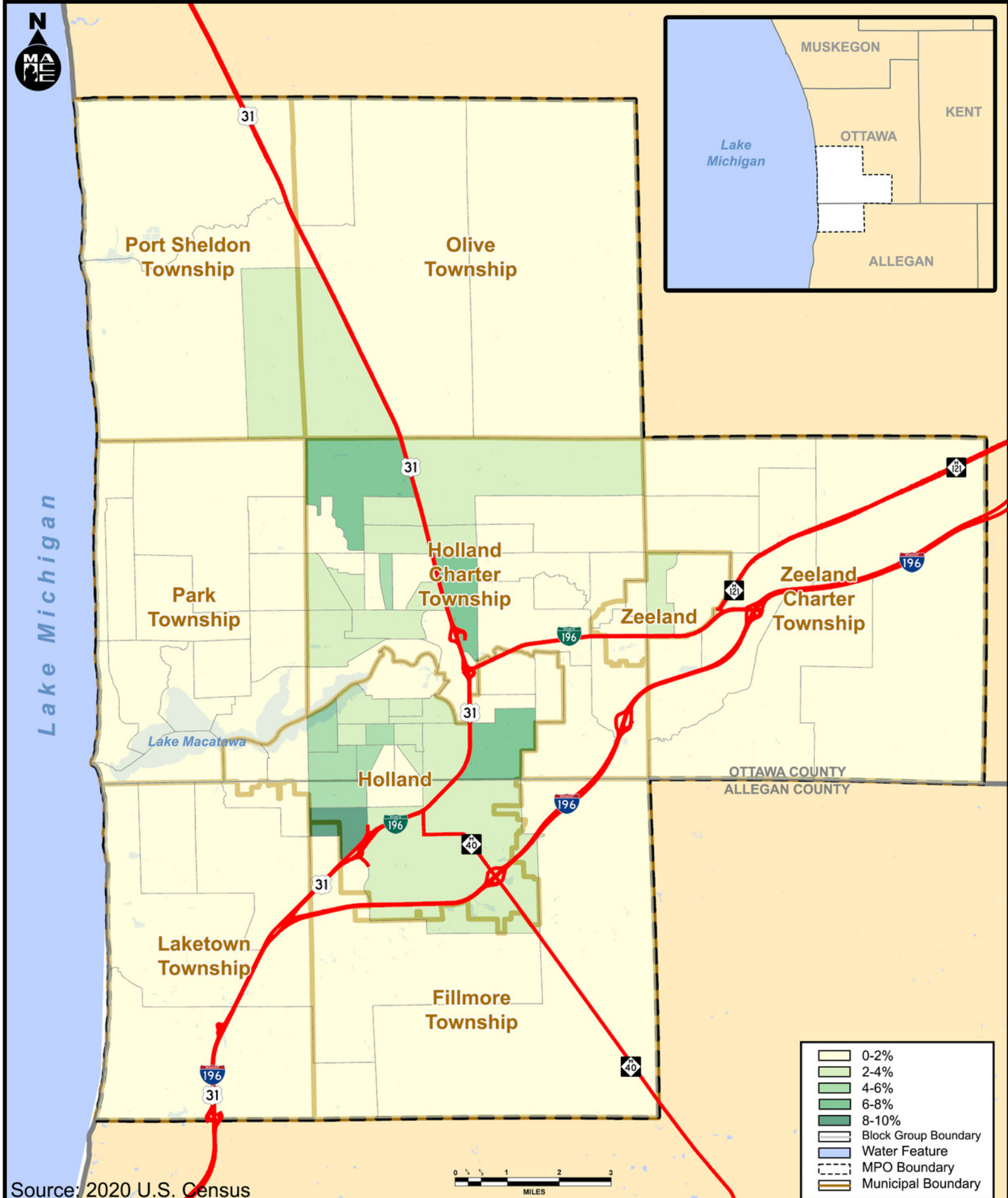
# Hispanic Percentage of Population - 2020

Figure 7.2



**Asian Percentage of Population - 2020**  
*Figure 7.3*





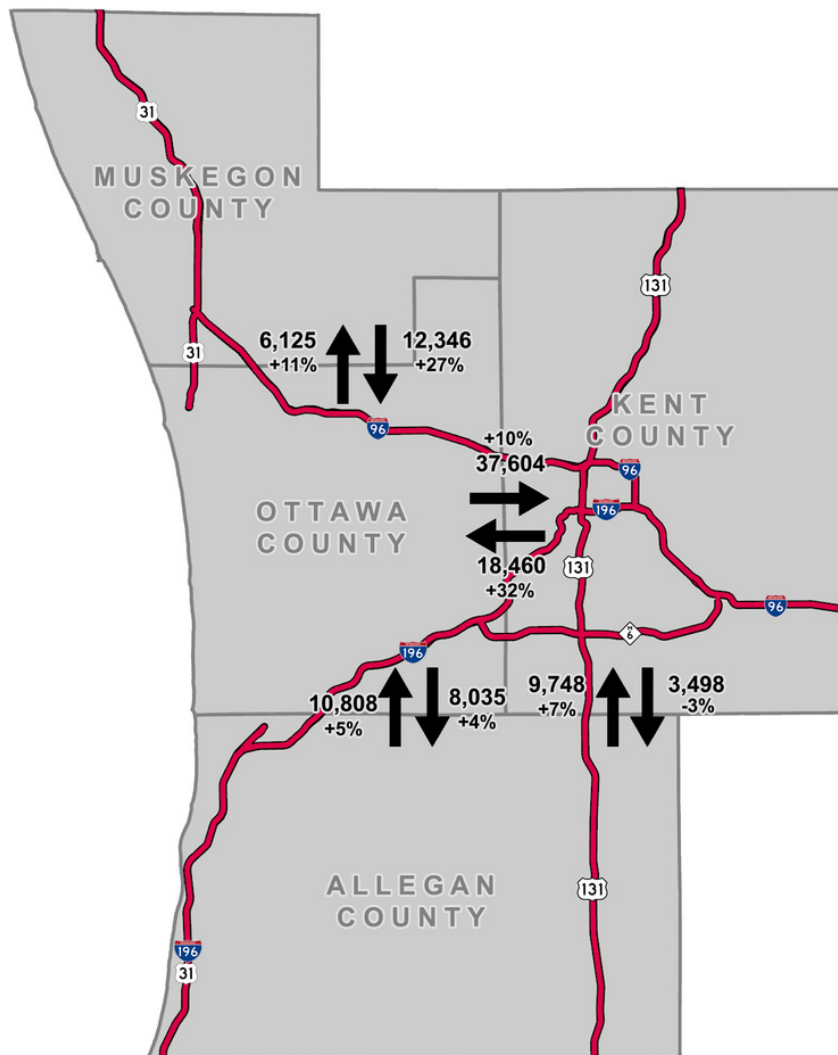
Source: 2020 U.S. Census

**Black Percentage of Population - 2020**  
*Figure 7.4*

# TRAVEL PATTERNS

There is a significant amount of commuting to the MACC area for employment. The 2020 county-to-county commute data, illustrates significant worker flows into and out of the MACC area to neighboring counties. Utilizing the 2015-2019 American Community Survey (ACS) data from the U.S. Census Bureau, we can see the extent of commute flows from one county to another. This is highlighted on the following page. Ottawa County draws 12,346 workers from Muskegon County, 10,808 workers from Allegan County and 18,460 workers from Kent County. Conversely, 6,125 Ottawa County workers travel to Muskegon County, 8,035 to Allegan County and 37,604 to Kent County. The percentages represent the percentage change from the last plan.

## 2019 COUNTY-TO-COUNTY COMMUTING FLOWS



Source: 2015-2019 American Community Survey (ACS)

The American Community Survey Data (ACS) also provides information about the average commute times to work and means of transportation to work. The table below shows the percentage of commuters for each jurisdiction by minutes travelled to and from their place of employment. The average commute time for the MACC area in 2010 was 19.9 minutes and 18.5 minutes in 2015.

### AVERAGE COMMUTE TIMES BY JURISDICTION (2021)

MUNICIPALITY	<10 MINUTES	10-15 MINUTES	15-20 MINUTES	20-25 MINUTES	25-30 MINUTES	30-45 MINUTES	>45 MINUTES
Fillmore Township	16%	23%	23%	18%	4%	13%	5%
Holland	25%	26%	20%	10%	3%	10%	5%
Holland Township	23%	26%	23%	7%	4%	9%	7%
Laketown Township	9%	24%	18%	22%	3%	15%	8%
Olive Township	9%	9%	27%	27%	6%	16%	6%
Park Township	8%	22%	29%	19%	5%	8%	9%
Port Sheldon Township	6%	10%	17%	31%	8%	19%	8%
Zeeland	29%	20%	22%	11%	5%	8%	6%
Zeeland Township	18%	23%	21%	9%	9%	16%	3%

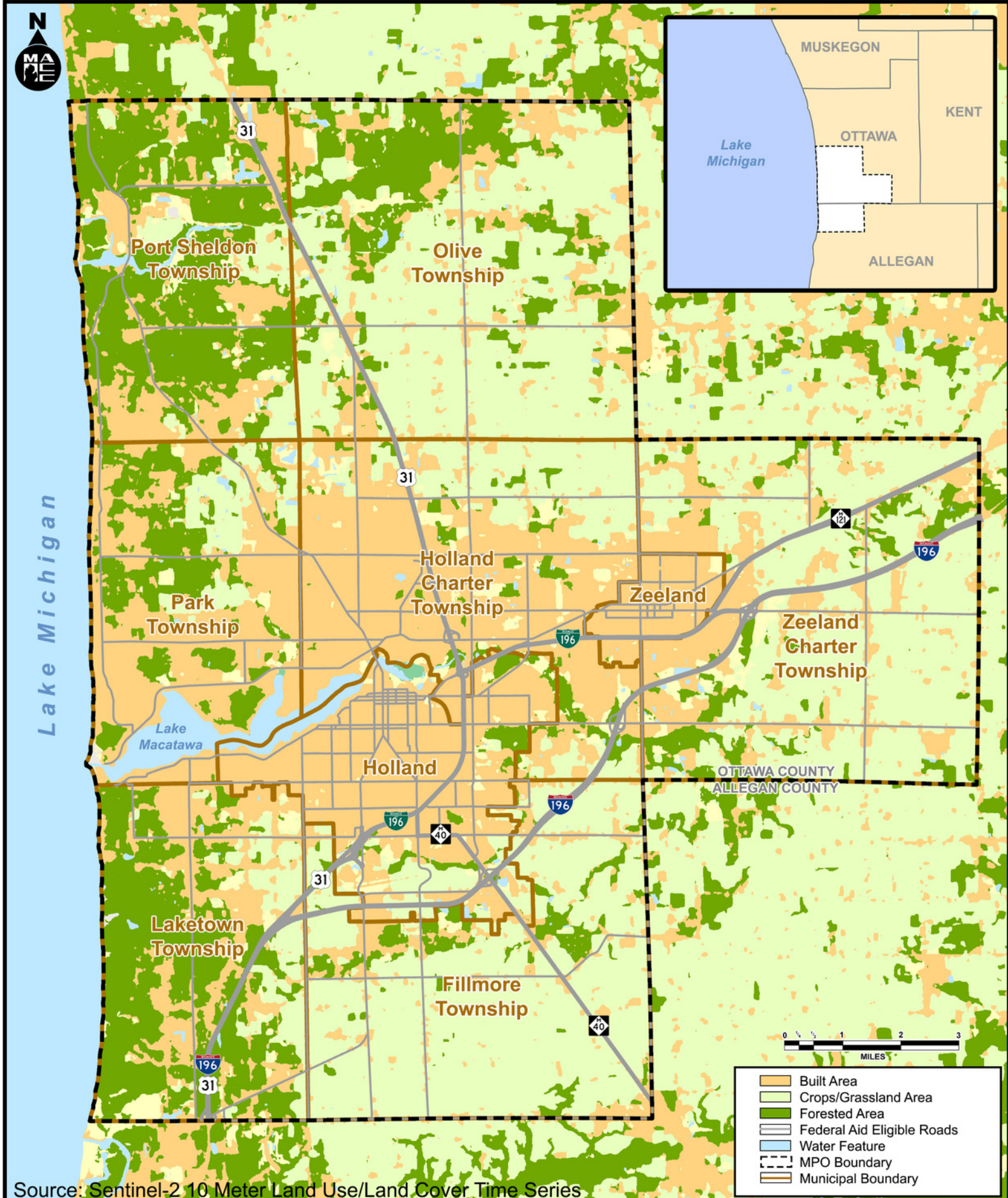
Source: 2021 American Community Survey (ACS) 5-Year Estimated Data Tables

### AVERAGE MEANS OF TRANSPORTATION (2021)

Mode of Travel	Percentage	Change From 2045 LRTP
Car, Truck, or Van	89.56%	-3.11%
Work From Home	5.62%	+2.22%
Walk	3.15%	+1.37%
Bike, Taxi, Motorcycle, or Other	1.11%	-0.34%
Public Transportation	0.6%	+0.17%

Source: 2021 American Community Survey (ACS) 5-Year Estimated Data Tables





# Land Use/Land Cover Map (2023)

Figure 7.5