

Trends and Projections

2015 Population/Households/Employment

MDOT and MACC Staff worked together to update Transportation Analysis Zones (TAZ's) and produce a list of 2015 population, household, and employment data for each jurisdiction in the MACC Area. Meetings were held with local units of government in March 2019 to review 2015 base socioeconomic data. 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, household, and employment estimates for the year 2015. These figures were reviewed at the regional level and were approved by the MACC Policy Committee and Transportation Technical Committee in April 2019. 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.

Table 7: Base Year (2015) Socioeconomic Data for the MACC Planning Area

Name	2015 Population*	Households*	Employment*
Holland City	33,214	12,465	33,850
Zeeland City	5,625	2,297	13,769
Holland Township	37,414	12,864	25,465
Park Township	18,534	6,837	2,651
Zeeland Charter Township	10,685	3,856	3,285
Port Sheldon Township	4,480	1,702	815
Olive Township	4,898	1,403	2,128
Laketown Township	6,038	2,477	385
Fillmore Township	2,606	927	1,019
Regional Totals	123,494	44,828	83,367

*Source: 2010 Census and 2011-2015 ACS 5-year Estimates

The last Long Range Transportation Plan used 2010 base socioeconomic data. Since the development of the last plan:



Population in the MACC area has increased by **4,369**



Households in the MACC area have increased by **2,056**



Employment has increased by **3,755**

2045 Population/Households/Employment

For the base year of the model, household, population, and employment data from the 2010 U.S. Census, the 2015 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 revised base-year data was then used in conjunction with the City-Explained scenario planning tool, Community-Viz, to develop the future year socioeconomic data for the model based on current trends.

The MACC Area is one of the fastest growing locations in Michigan. Over the next 30 years, 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 27%; households are expected to increase by 27%; and employment is expected to increase by 24%. The estimated population increase is 12% higher than it was in the last plan. The estimated household increase is 2% lower and the estimated employment increase is the same.

Trends and Projections: 2015 to 2045

The following figures illustrate the growth of projected MACC Area population, households, and employment at ten-year increments from 2015 to 2045.

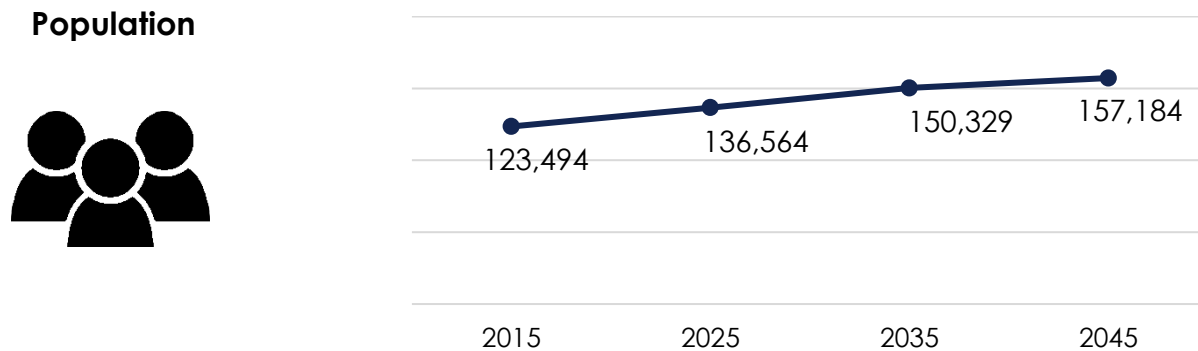


Figure 23: Projected population growth from 2015 to 2045 in the MACC area

There is projected to be an 11% increase between 2015 and 2025, a 10% increase between 2025 and 2035 and a 4% increase between 2035 and 2045.

Households

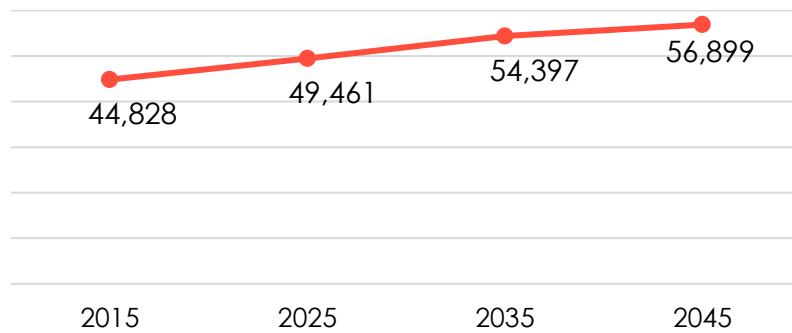


Figure 24: Projected household growth from 2015 to 2045 in the MACC area

There is projected to be a 10% increase between 2015 and 2025, a 10% increase between 2025 and 2035, and a 5% increase between 2035 and 2045.

Employment

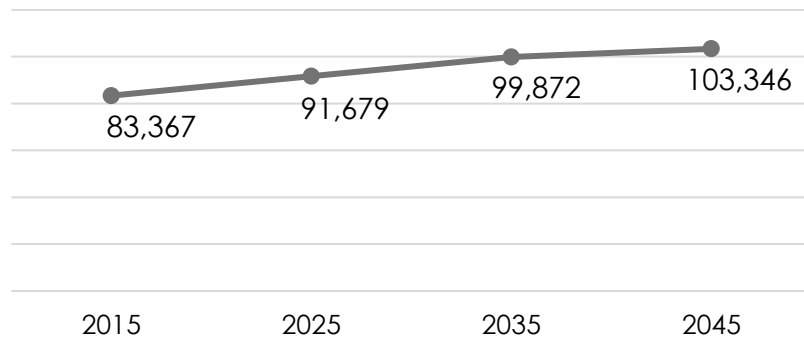


Figure 25: Projected employment growth from 2015 to 2045 in the MACC area

There is projected to be a 10% increase between 2015 and 2025, a 9% increase between 2025 and 2035, and a 4% increase between 2035 and 2045.

Travel Patterns

There is a significant amount of commuting to the MACC area for employment. 2015 County-to-County commute data, illustrates significant worker flows into and out of the MACC area to neighboring counties. Utilizing the 2011-2015 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 9,734 workers from Muskegon County, 10,326 workers from Allegan County and 13,942 workers from Kent County. Conversely, 5,525 Ottawa County workers travel to Muskegon County, 7,726 to Allegan County and 34,078 to Kent County.

(%) = Change From 2010

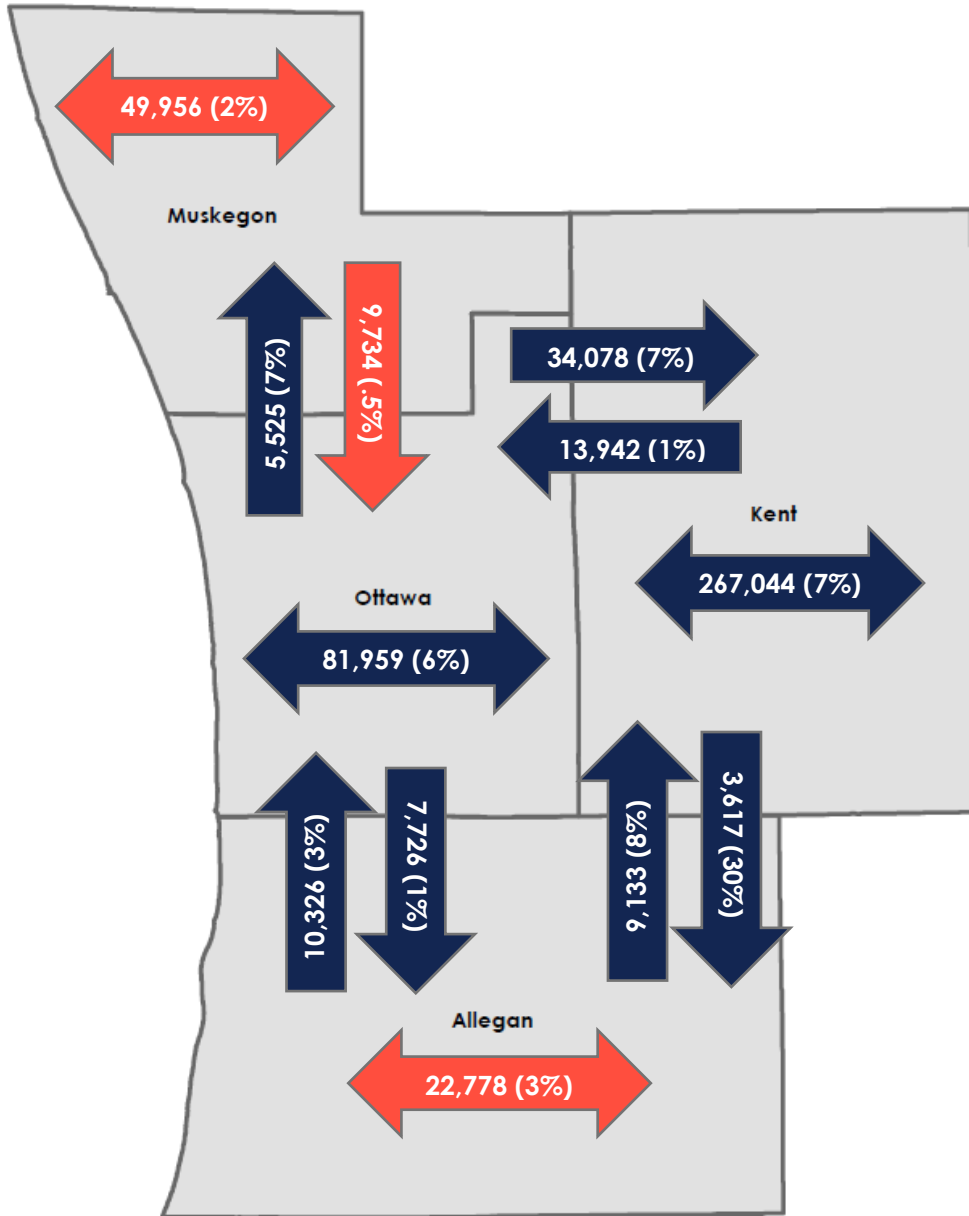


Figure 26: 2015 county-to-county commuting flows

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 compares 2010 average commute times to work to 2015 average commute times to work. Overall, the 2015 average commute in the MACC Area is about 18.5 minutes, up from 17.9 minutes in 2010.

Table 8: Average Commute Times to Work in 2010 and 2015

Local Unit of Government	2010 (In Minutes)	2015 (In Minutes)
Laketown Township	19.4	18.7
Fillmore Township	15.8	16.8
Park Township	18.4	22.8
Holland Charter Township	17.4	16.5
Zeeland Charter Township	17.1	15.5
Port Sheldon Township	20.7	21.4
Olive Township	19.3	21.6
City of Zeeland	17.0	16.1
City of Holland	15.9	17.1

Table 9: Average Means of Transportation to Work by Mode in the MACC Planning Area

Mode of Travel	Percentage
Car, Truck, or Van	92.67%
Work from Home	3.40%
Walk	1.78%
Taxi, Motorcycle, or Other	0.92%
Bike	0.53%
Public Transportation	0.45%

Land Use in the MACC Area

The map on the following page was created during the development of the 2040 Long Range Transportation Plan. Existing land use was compared with the availability of vacant land, and changes resulting from Master Plan updates were incorporated to evaluate where development may occur.

Agriculture, forested land, and residential development are the three most common land uses in the MACC Area. Using aerial photography, an inventory of existing land uses/land cover was prepared for the region, telling us that 49% of the land is used for agriculture, 18% is forested, and residential development (shown in yellow) makes up 18% of the land. The remaining 15% of the region includes grassland (5%), commercial, services or institutional uses (3%), industrial (2%), recreation (2%), utilities (1%), water, wetlands, and dunes.

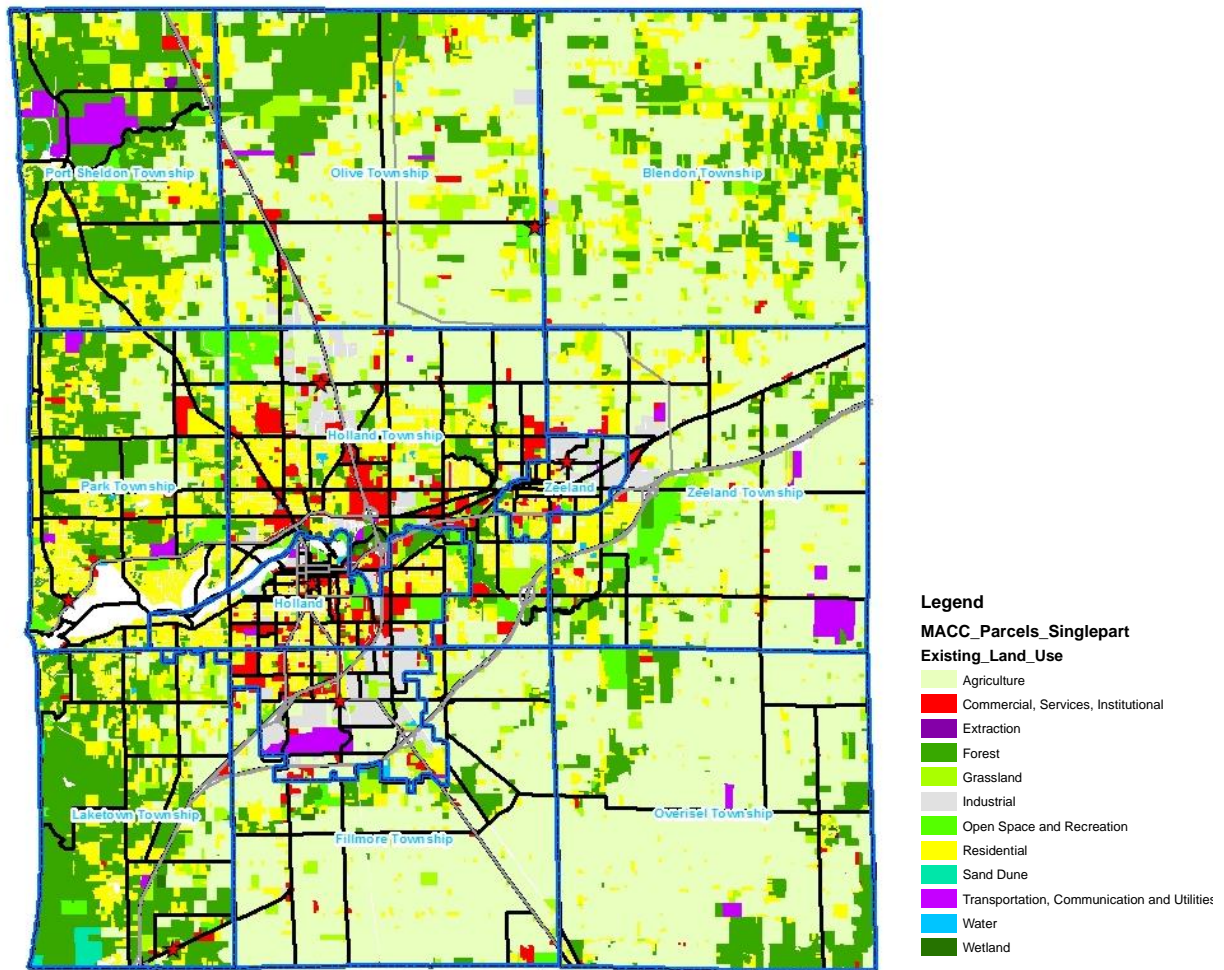
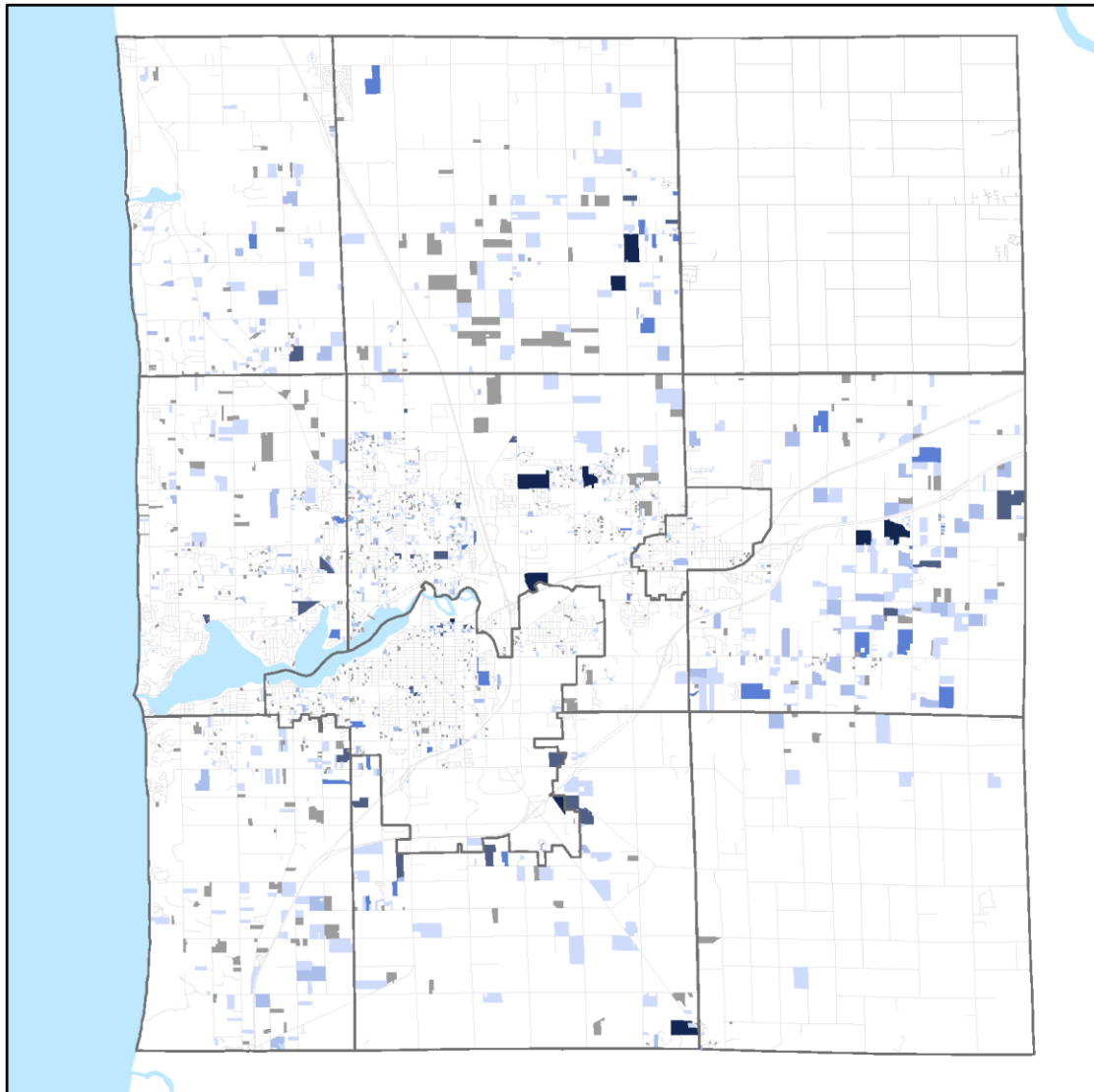


Figure 27: Land use in the MACC area

MACC Area Development Patterns

The map on the following page, created by data from City Explained using the scenario planning tool, Community-Viz, in conjunction with the MACC, shows where new dwelling units could occur based on current development trends out to the year 2045.



Legend

New Dwelling Units

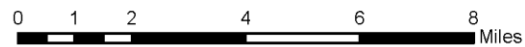
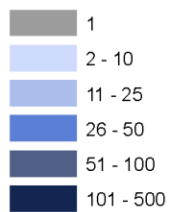


Figure 28: 2045 new dwelling unit projections in the MACC area