

MICHIGAN MUNICIPAL EXECUTIVES SUMMER WORKSHOP 2018

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# Attracting Young Families with Public Services

Engaging Residents & Building Trust

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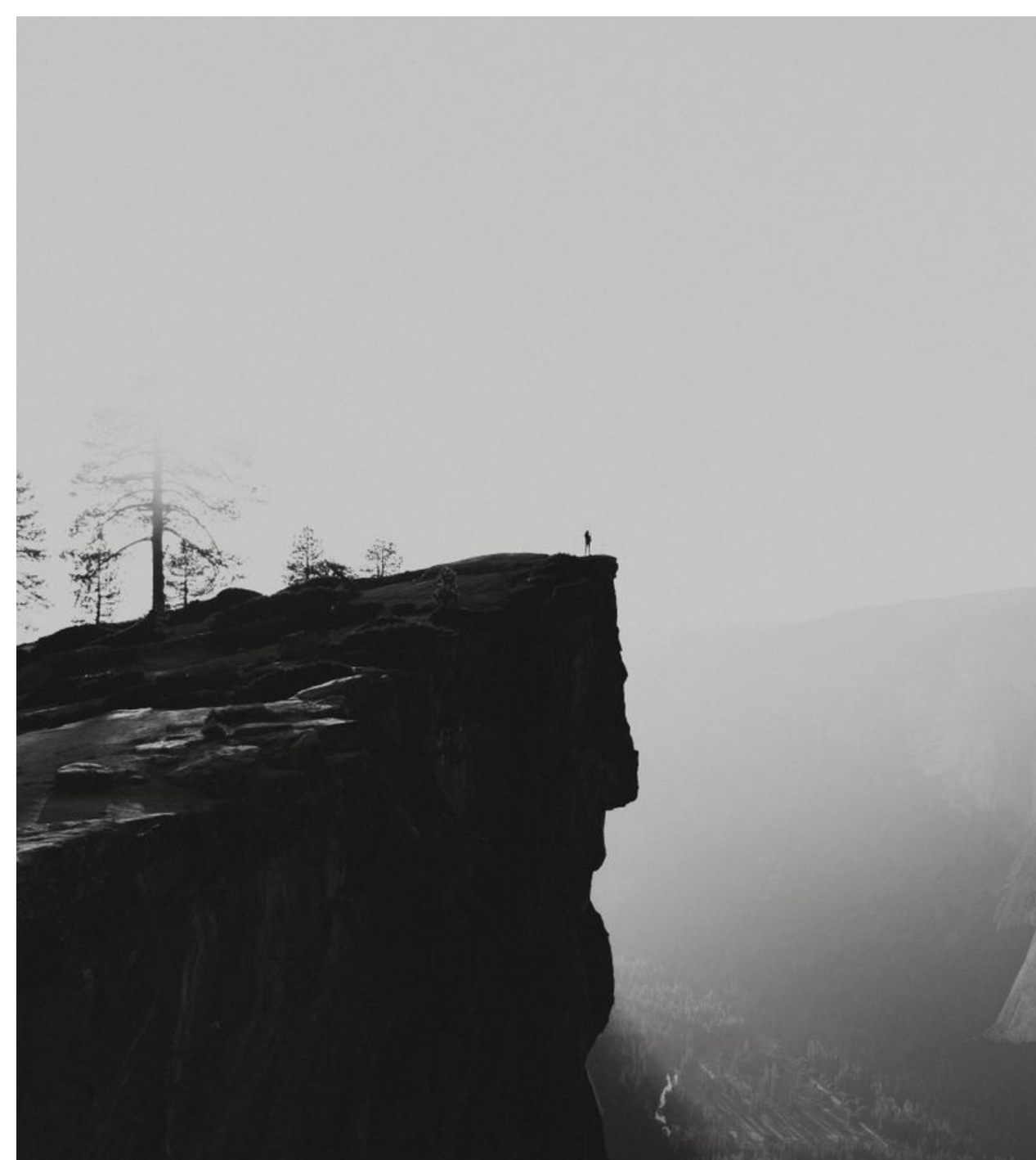
## **Vester Davis**

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# Agenda

What we're going to talk about today:

- 1 A shrinking labor pool
- 2 Consequences of a smaller work force
- 3 #MWord
- 4 Competition for Workers
- 5 Why married families are desirable
- 6 How to attract them

A black and white photograph of a person standing on the edge of a cliff, looking out over a misty valley. The person is a small silhouette on the right side of the cliff edge. The cliff face is dark and textured. The background is a hazy, misty landscape with some trees on the left side.

**From 2017  
to 2027 the  
nation faces  
a shortage of  
8.2 million  
workers.**

Barrons: The Great Labor Crunch



**What do you think a shrinking  
work force will mean  
for your community?**



**Shrinking Tax Revenues**



**Increased Demand for Public Assistance**



**Slowing Economic Growth**

**A Smaller Work Force Puts Pressure on Communities**



A man in a dark jacket and pants stands in a desolate, abandoned urban area. The background shows several multi-story buildings in various states of ruin, with missing windows and crumbling facades. Debris is scattered on the ground. The lighting suggests late afternoon or early morning.

**There's already  
competition for  
fewer workers.**

A young boy in a blue shirt and jeans is swinging happily on a swing set. He is captured mid-swing, with his arms raised and a joyful expression. The background is a clear, bright blue sky. The swing seat is wooden and has a warning label.

**Will your  
community win?**

**Attracting residents aged  
20 to 35 is a top-10 priority  
for 85% of mayors.**

2017 POLITICO What Works Survey





# #MWord - People Born from 1983-1998

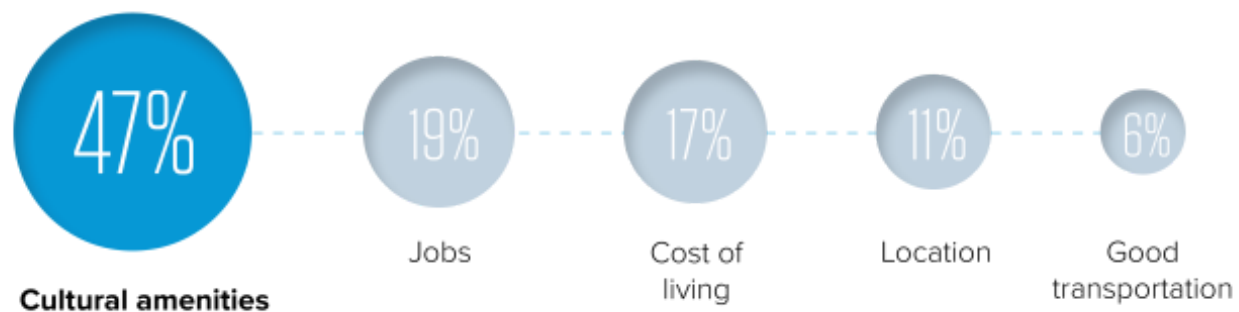
ELGL: Banning the M-Word



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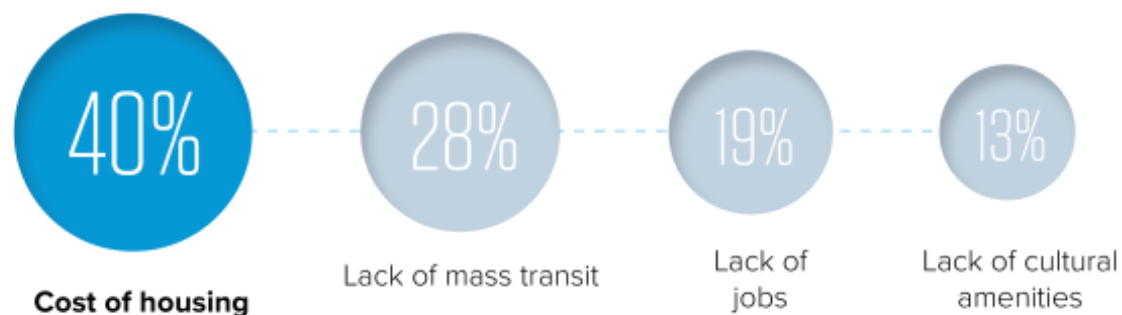
## Craft beer helps, but affordable housing is key

What is the most important characteristic you advertise about your city when it comes to attracting millennials?



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What is the biggest impediment to attracting millennials to your city?



CATCH THE TRAIN *or* CATCH SOME AIR?

Wisconsin. It's more **you**.  
inWisconsin.com

MORE THAN 15,000 LAKES

OR CATCH SOME WAVES?

182 INLAND LAKES IN THE MILWAUKEE AND MADISON AREA

CATCH THE TRAIN...

WATER TO GO >

**Wisconsin launched a \$1M ad campaign to lure younger Chicagoans away.**

MAKE BED TIME... OR MAKE PLAY TIME?

The choice is yours. In Wisconsin the average commute is less than 22 minutes - so you can spend more time doing what you love. Wisconsin. It's more **you**.

THINK • MAKE • HAPPEN IN WISCONSIN

InWisconsin.com

Think, Make,  
Happen in  
Wisconsin

THIRD FLOOR WALK-UP *or* THIRD WARD LOFT?

IN MILWAUKEE

RENT IS

42% LESS

THAN IN CHICAGO

Think, Make,  
Happen in  
Wisconsin

MAKE BEDTIME *or* MAKE PLAYTIME?

IN WISCONSIN

THE AVERAGE COMMUTE  
IS LESS THAN

22 MINUTES

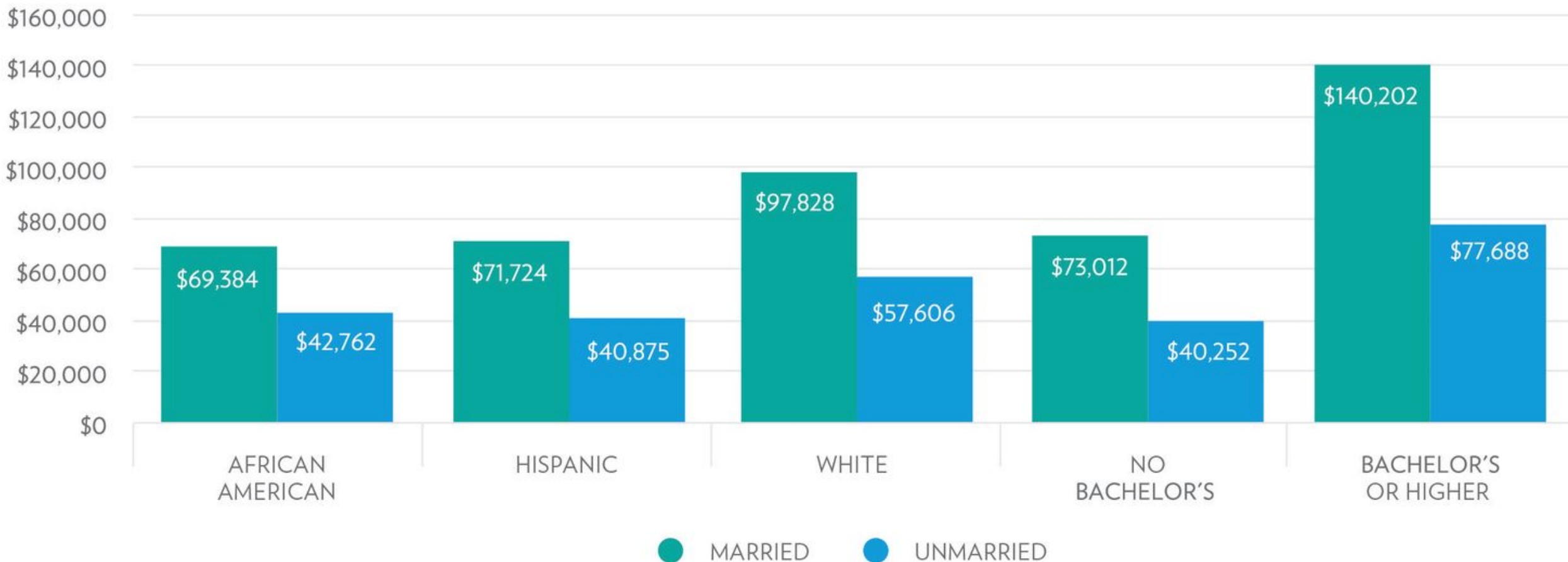




**Why might married couples  
with kids be beneficial?**

**FIGURE 13**

## Mean family income, by marital status, race/ethnicity, and education



American Enterprise Institute (AEI)

Institute for Family Studies (IFS)

Source: Tabulations by authors from the Current Population Survey, 2010–2013.

Note: Includes controls for age, gender, and education of household head and region fixed effects. Ages restricted to 25–59. All states included.

# Benefits Beyond Income

AEI: Strong families, prosperous states: Do healthy families affect the wealth of states?



**Higher Graduation Rates:** children are 7.7 percentage points more likely to graduate high school



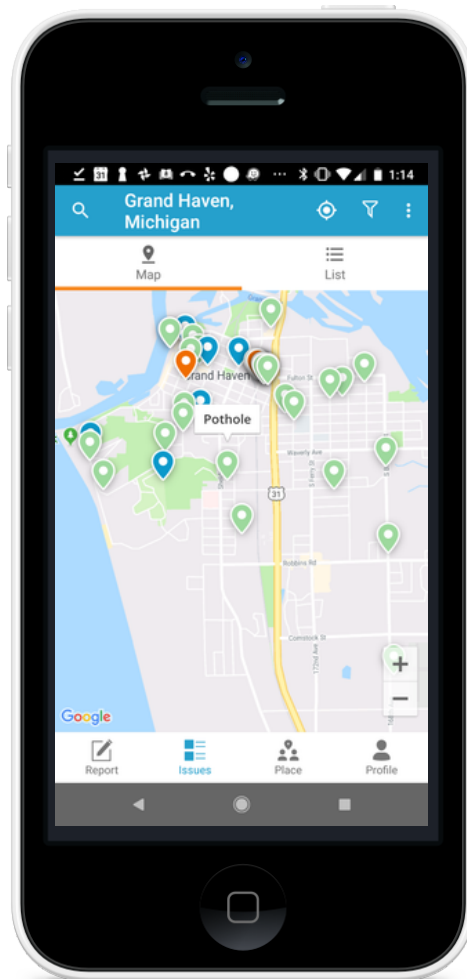
**Less Community Violence:** violent crime rates are 39% lower in states with high rates of married families

**Section 2**

**Attracting 20-35  
Year Olds**



# Live Life on Demand on Their Terms



Have an awakened sense of activism



Expect instantaneous results from food delivery apps to live-streaming services



Want to collaborate and share with one another and look to technology for connection and participation



**Fewer than 1 out of 3 people  
find government credible.**

Pew Research Center: Beyond Distrust How Americans View Their Government

# There is an opportunity for cities to demonstrate that:

TechCrunch: Millennials could be the answer to government malaise

- Data and evidence can make urban governance better
- City Hall is a dynamic place to work and engage with
- Cities can tap into residents' creativity in new and unexpected ways



# Credibility Building Examples



Kansas City, MO, in 2017, voters were willing to approve an \$800 million bond authorization so the City can address their dissatisfaction with the state of local infrastructure.



Louisville, KY, LouieLab is a hub where city employees, members of the civic tech community, residents and other innovators can collaborate.



In Gilbert, AZ, the town's YouTube channel, includes a "You Asked, We Answered" video series that answers questions commonly received from residents.





**What is your  
city doing?**

# Successful Communities:



**Make Commuting Easy**



**Build Family Friendly Housing**



**Create a Distinct Quality of Place**



**Embrace Entrepreneurism**



**Are Family Friendly**



# Make Commuting Easy

Smaller cities' transit systems have become increasingly reliable and expansive.

In 2016, Denver opened the University of Colorado A Line, a commuter-rail project that dramatically reduced travel times from downtown to the city's airport.

# Build Family Friendly Housing

For decades, Vancouver has required that 35% of units have 2-3 bedrooms.

Smaller cities like Tulsa, OK, have more affordable housing stock.

In Tulsa, the median rent for a 1-bedroom apartment is \$660 a month or 1/5 the cost of a comparable unit in Manhattan.







# Create a Distinct Quality of Place

Increasingly, small to mid-sized cities cultivate the same dynamic and diverse quality of place synonymous with big-city living.

For example, Jersey City, NJ has transformed into a budding startup and innovation district with a vibrant restaurant and arts scene and a reputation for both safety and walkability.

# Embrace Entrepreneurism

Encourage 20-35 year-olds to become involved in the local economy.

By doing so, Richmond, VA, saw the 2nd highest growth in 20-35 year-old population (nearly 15% from 2010 to 2015).

A company started by Richmond natives, New Richmond Ventures, invests in local businesses that are often millennial-run.

And Helping Young Professionals Engage, an organization backed by the local Chamber of Commerce, connects younger residents to the Richmond business community.







# Entrepreneurism Works for Rural Economies too

Holt County, NE created a countywide economic development group in the 1990s.

Between 2007 and 2015, 82 businesses were created - ranging from boutiques, to a hydroponic vegetable grower, to a copper mug manufacturer.

The 30-year-old age cohort grew by 30%

# Be Family Friendly

Provide services and amenities that support family living e.g. daycare and schools. Developed through density bonuses.

Design the public realm for families including: parents with strollers, playgrounds for young kids, and teenagers with their distinct needs.







# Density Bonuses

Paying for Amenities

**You have a base density, but a developer can increase to a higher density by negotiating amenities that make that higher density more livable.**

**It should always pay for things the community couldn't realistically afford without the density.**



# Summary

20-35 Year Olds are Valuable Additions to Your Community

Cultivate Credibility



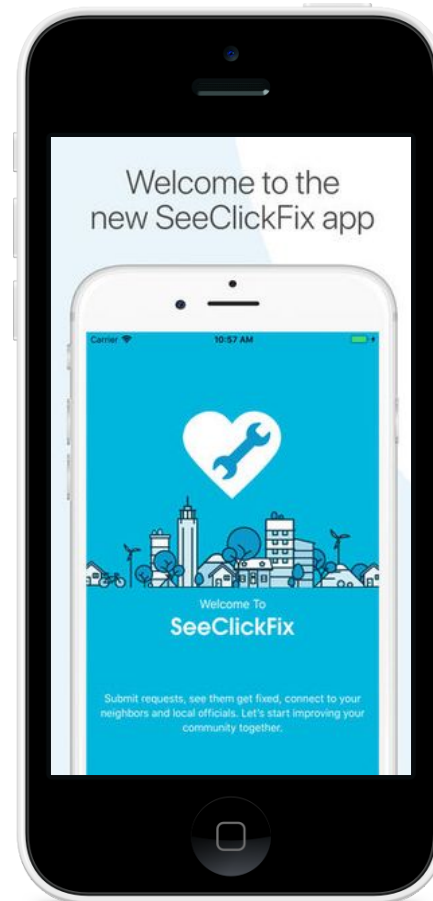
Be an inclusive problem solver



Connect digitally



Make commuting easy



Build family friendly housing



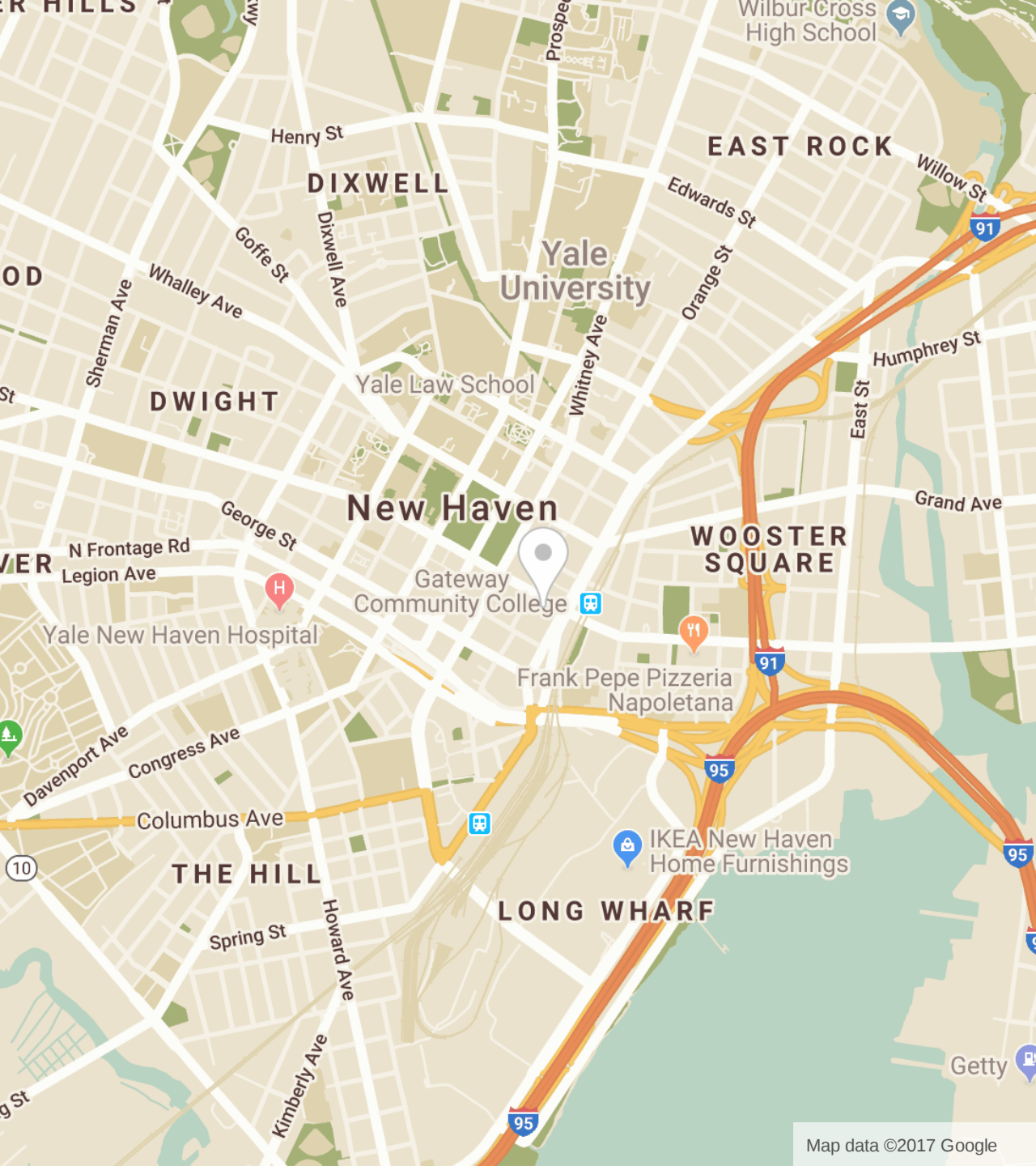
Create a distinct quality of place



Embrace entrepreneurship



Be family friendly



# Contact Us

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