Attracting Young Families with Public Services

Engaging Residents & Building Trust

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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
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?
A Smaller Work Force Puts Pressure on Communities

- Shrinking Tax Revenues
- Increased Demand for Public Assistance
- Slowing Economic Growth
There's already competition for fewer workers.

Will your community win?
Attracting residents aged 20 to 35 is a top-10 priority for 85% of mayors.

2017 POLITICO What Works Survey
#MWWord - People Born from 1983-1998

ELGL: Banning the M Word
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?

- Cultural amenities: 47%
- Jobs: 19%
- Cost of living: 17%
- Location: 11%
- Good transportation: 6%

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

- Cost of housing: 40%
- Lack of mass transit: 28%
- Lack of jobs: 19%
- Lack of cultural amenities: 13%

POLITICO
Wisconsin launched a $1M ad campaign to lure younger Chicagoans away.
THIRD FLOOR WALK-UP or THIRD WARD LOFT?

IN MILWAUKEE
RENT IS
42% LESS
THAN IN CHICAGO

Think, Make, Happen in Wisconsin
Think, Make, Happen in Wisconsin

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)

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.
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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