



Leading Ahead of the Trends

2020 Michigan Municipal Executives Winter Institute





Angelica Wedell
Director of Communications



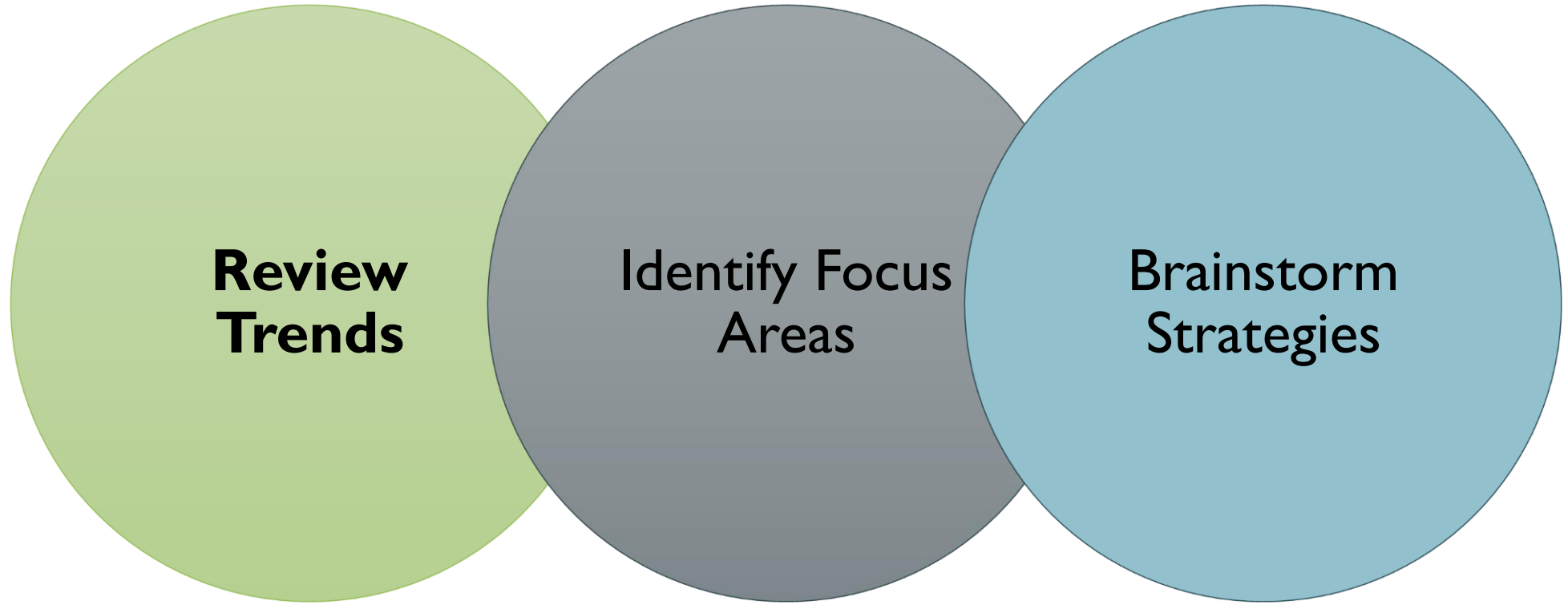
Michelle Kobayashi
Senior VP of Innovation



Menti.com

- **What is the most positive trend you have seen in your community over the past 5 years?**
- **What is the biggest challenge facing your community?**

Topics for Today

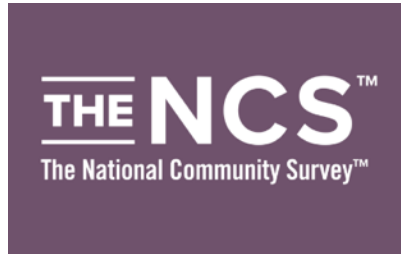


National & Regional Trends

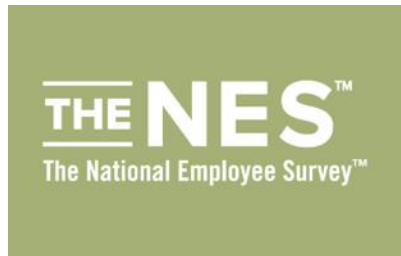
- Growth and changing demographics
- Technological advances
- Redefining workforce readiness
- Increasing service demands
- Need for positive public engagement



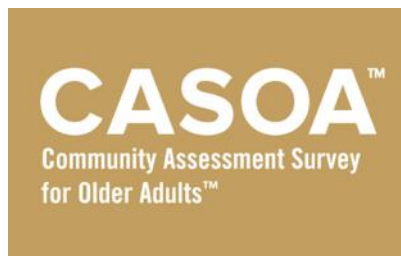
NRC Data Sources



Benchmark survey measuring resident satisfaction with community amenities and local government service provision



Benchmark survey measuring local government employee perceptions of jobs and organizational work culture



Benchmark survey measuring older adult strengths and needs

In partnership with



Trend I: Growth and Changing Demography

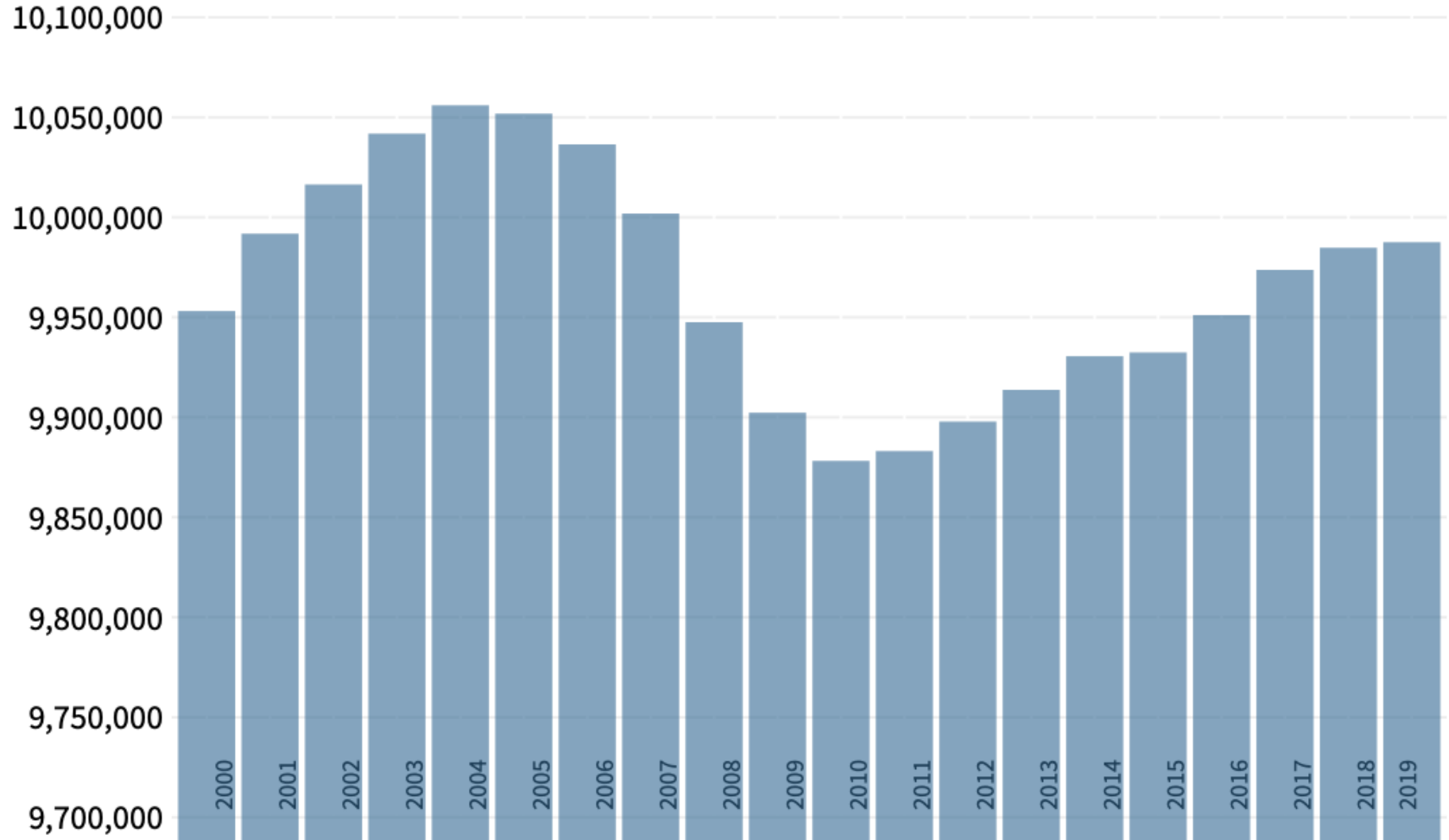


Growth in Michigan

Michigan's population change

Population

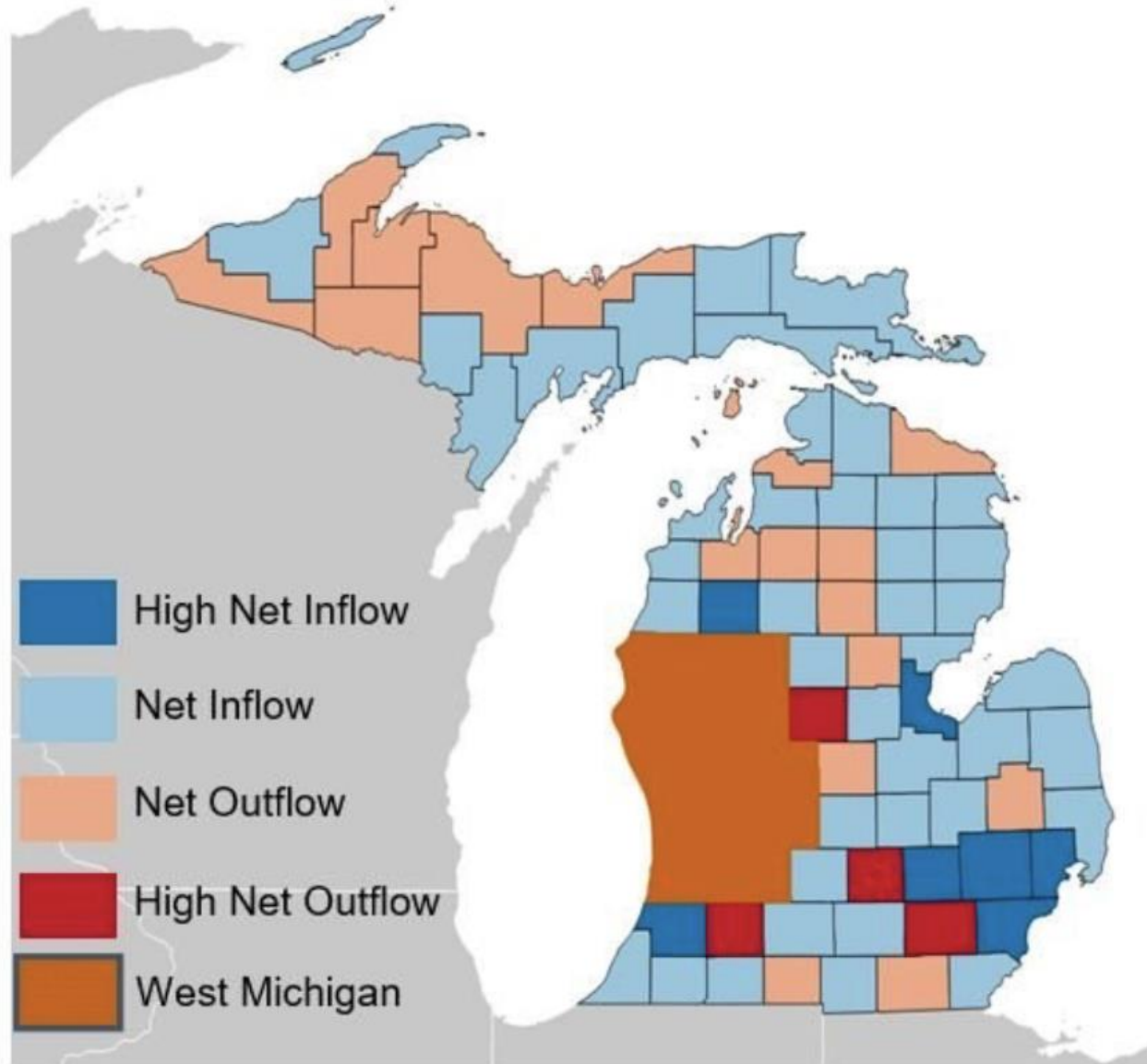
2030 projection= 10,694



Source: [U.S. Census Bureau](#)

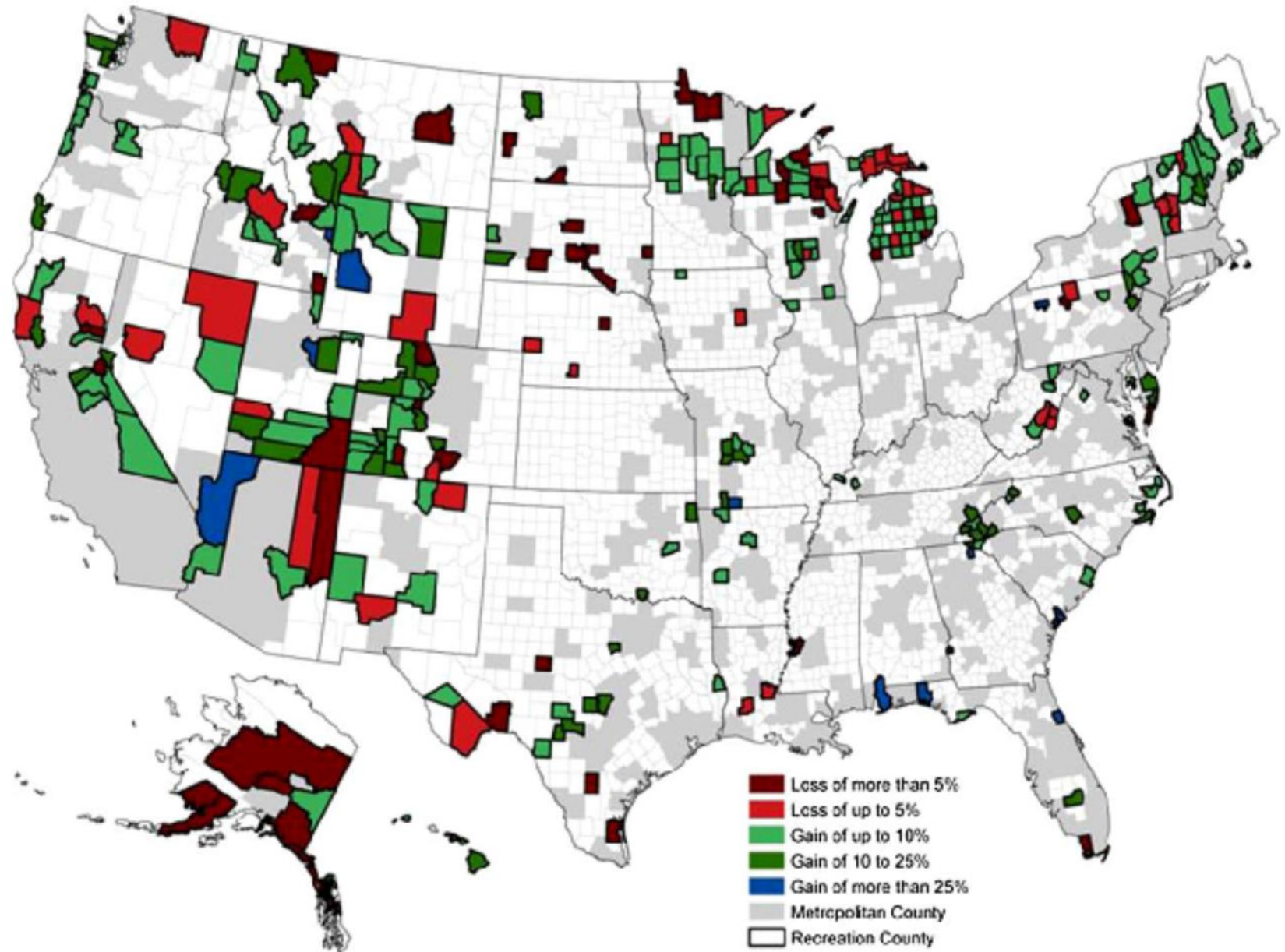
Net Migration Across Michigan Counties, Annual Average, 2012-2016

Migration Patterns



Percent Net Migration in Rural Recreation Counties, 2000–2010

Recreational amenities, rural migration patterns, and the Great Recession - Scientific Figure on ResearchGate. Available from: https://www.researchgate.net/Percent-net-migration-in-rural-recreation-counties-2000-2010-Color-figure-online_fig3_277568569 [accessed 8 Oct, 2018]



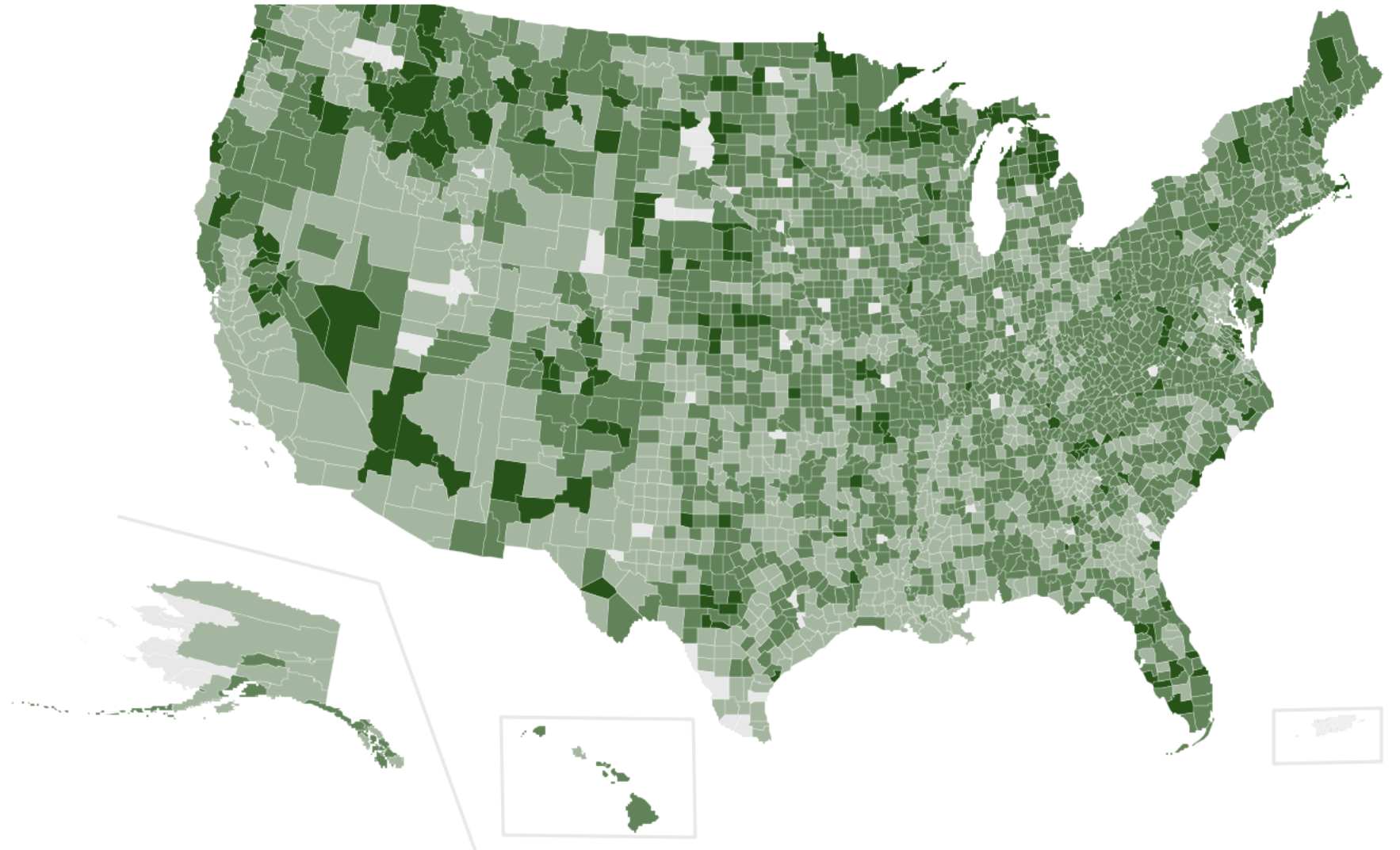
Source: U.S. Census Bureau (2000 and 2010 Decennial Census and 2000 to 2010 County Population Estimates); Economic Research Service

We Are Changing!



Michigan has one of the highest concentrations of older residents in the country, with 21 counties with a median age above 50 years old.

Older Adulthood Is on the Rise

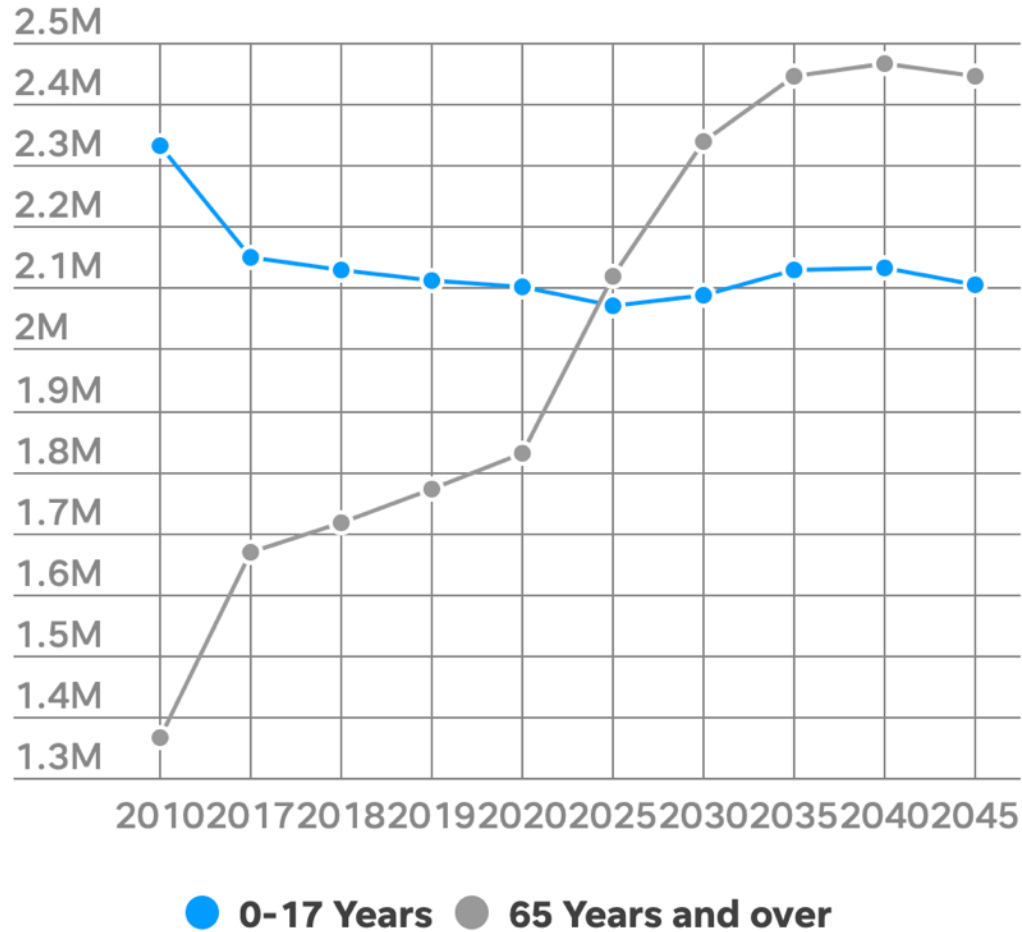


Under 30 years

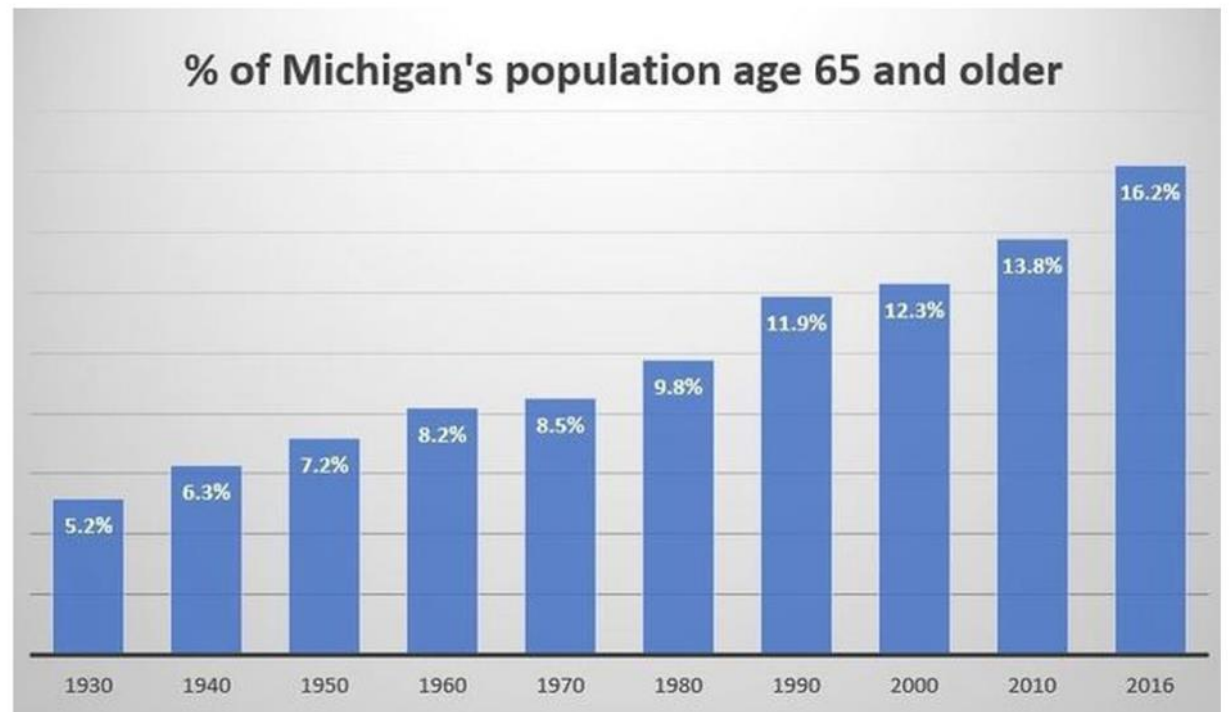
<https://www.bridgemi.com/economy/michigan-no-l-getting-old-thats-not-good-news>

Over 50 years

Michigan seniors will outnumber children in 2025



SOURCE Kurt Metzger



US Census https://www.mlive.com/news/2018/01/aging_michigan_senior_citizens.html

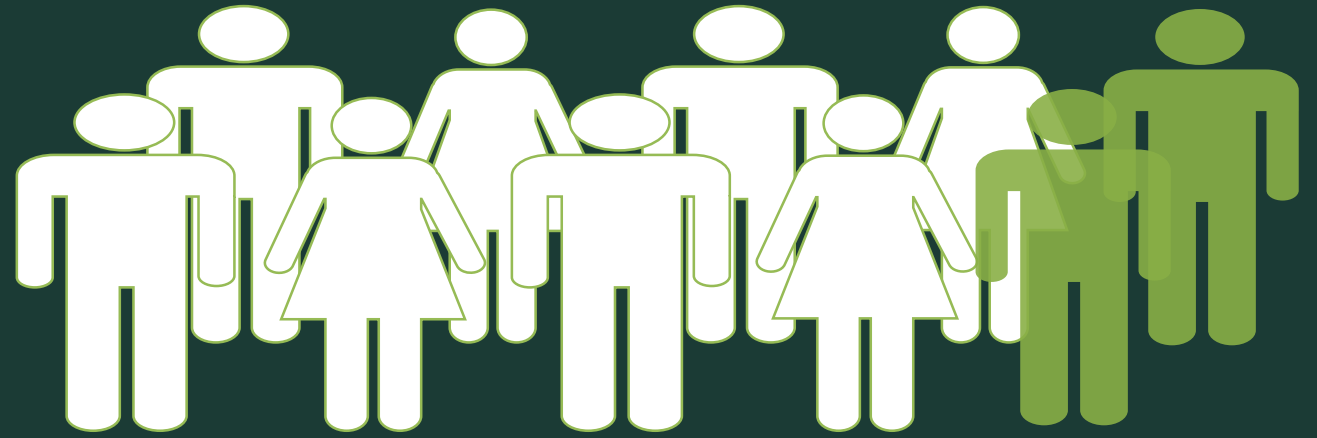
Michigan Is Aging Faster than the Nation

Share

Detroit Free Press
PART OF THE USA TODAY NETWORK

8 in 10

Excellent or good



- Their community as a **place to live**
- Likely to remain in their community
- Overall quality of life

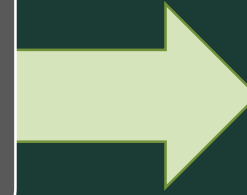


2 in 3

Excellent or good

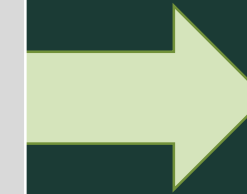
- Place to **retire**

- Not knowing services available
- Your physical health
- Feeling like voice is heard
- Doing heavy/intense housework
- Staying physically fit



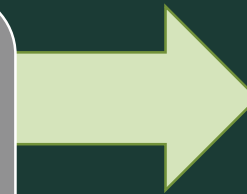
5 in 10

- Having interesting recreational or cultural activities to attend
- Having interesting social events or activities to attend
- Having adequate information or dealing with public programs such as Social Security, Medicare and Medicaid
- Maintaining a healthy diet
- Maintaining your yard
- Maintaining your home
- Feeling bored



4 in 10

- Finding affordable health insurance
- Feeling depressed
- Experiencing confusion or forgetfulness
- Dealing with financial planning issues
- Dealing with the loss of a friend or family member



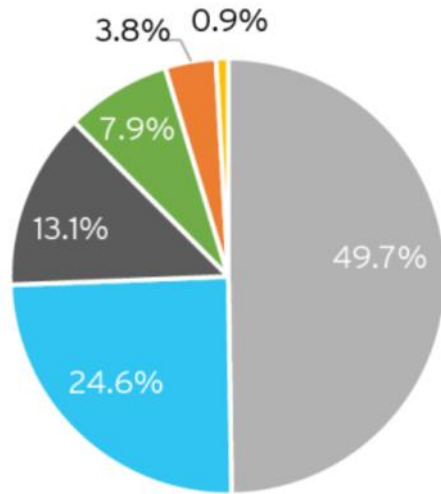
3 in 10

% minor, major or moderate problem

By 2045... The US Will Become “Minority White”

FIGURE 1

Racial profile of U.S. population, 2045



White*
 Hispanic
 Black*
 Asian*
 Multiracial*
 Other*

* Non-Hispanic members of race

<https://www.brookings.edu/blog/the-avenue/2018/03/14/the-us-will-become-minority-white-in-2045-census-projects/>

Change in population by race from 2000 to 2017 statewide, and for Oakland and Macomb counties:

Statewide Oakland Macomb

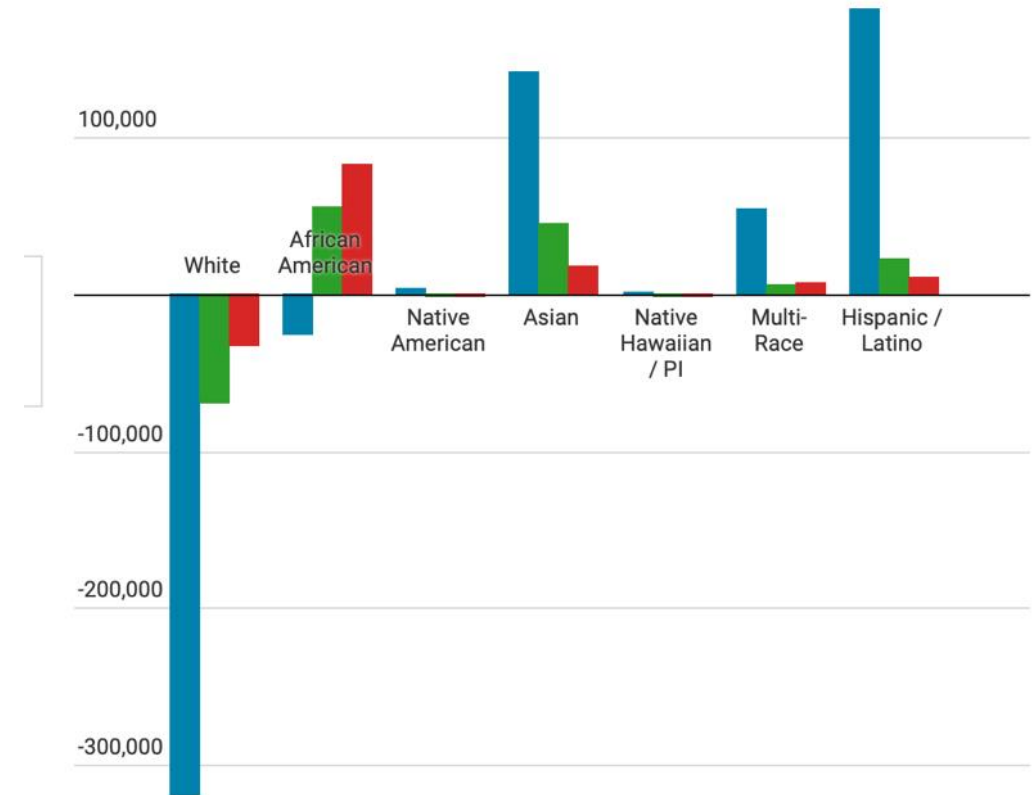
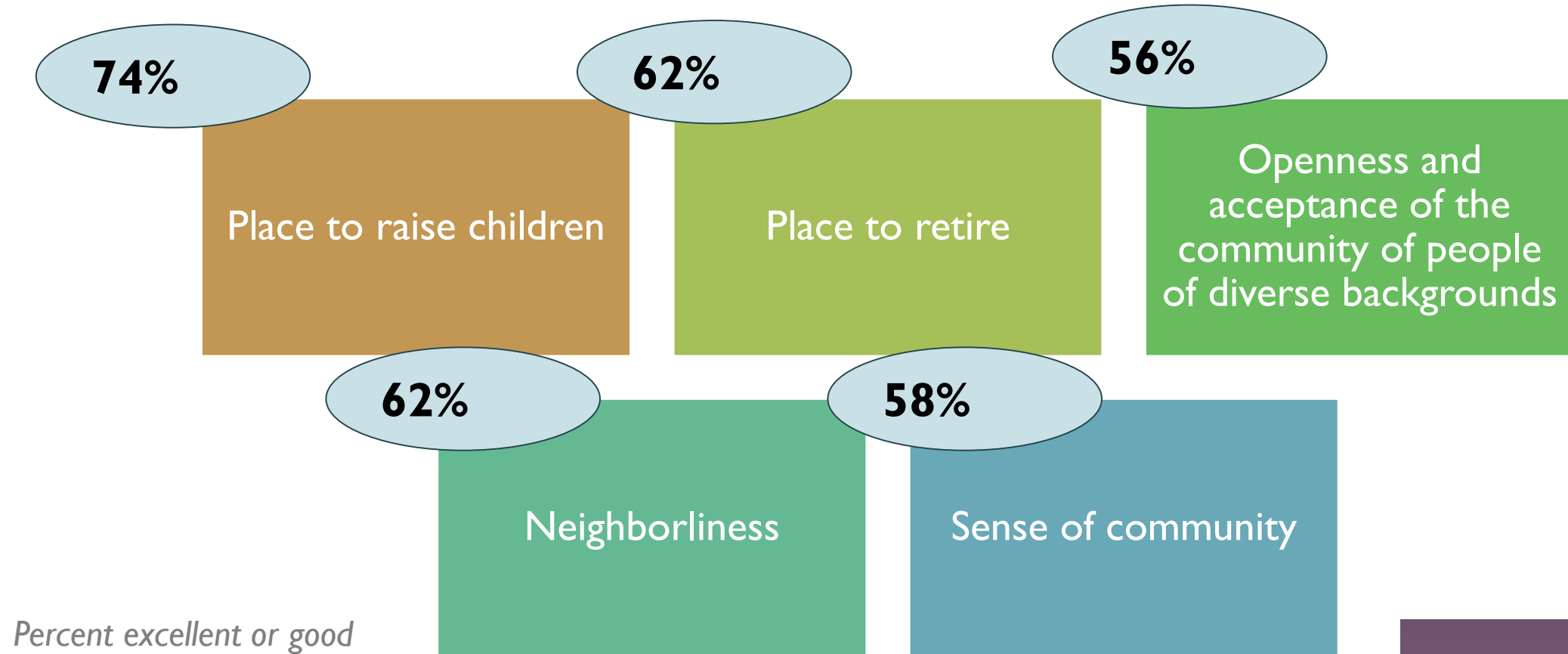


Chart: (Charles Crumm/Digital First Media) • Source: U.S. Census • Get the data • Created with Datawrapper

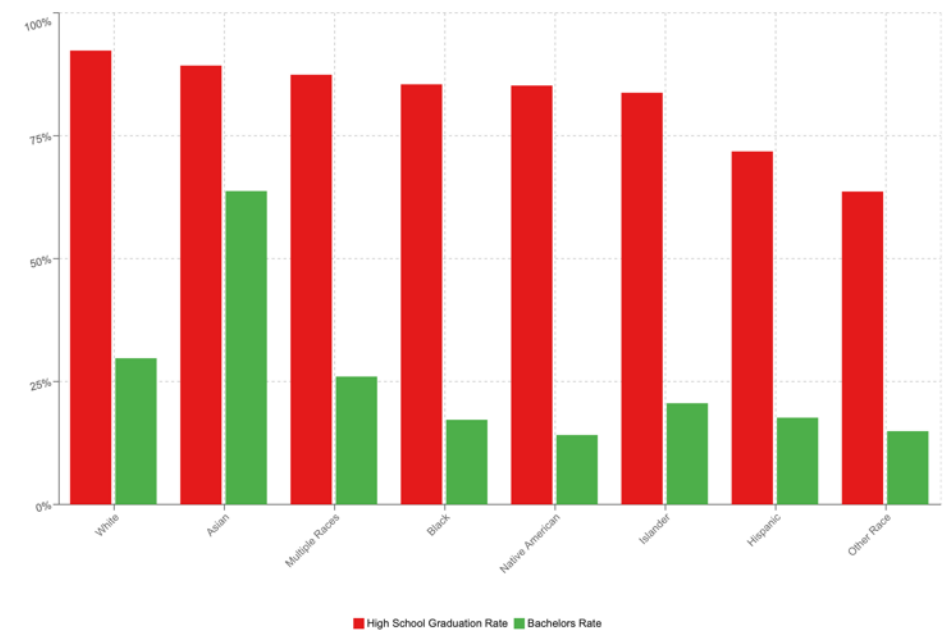
https://www.theoaklandpress.com/news/dataworks/population-changes-counties-continue-journey-towards-broader-racial-diversity/article_4a196a74-919c-11e8-bbb3-fb976f432276.html

Resident Perceptions in Community Inclusivity



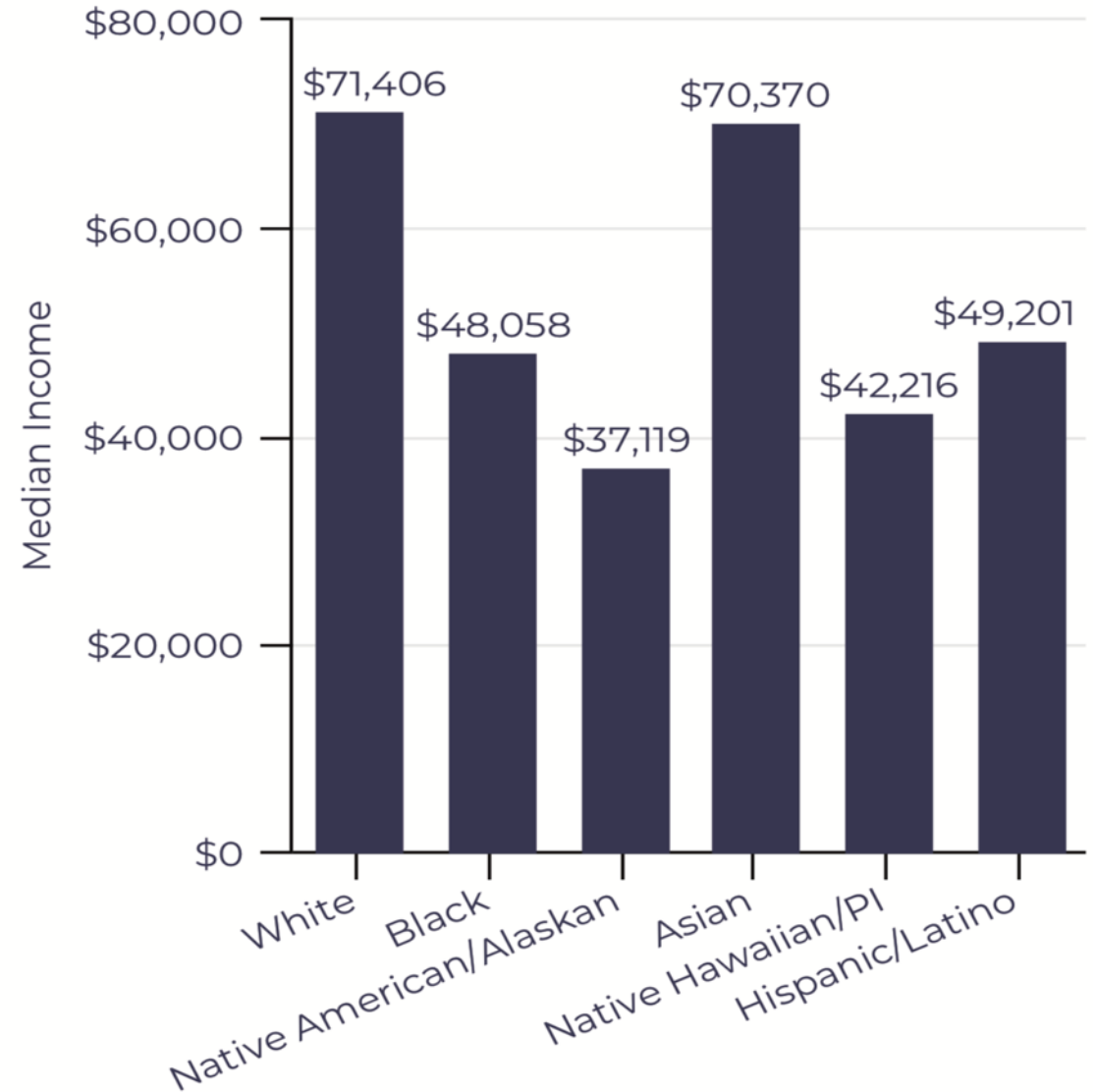
Percent excellent or good

Michigan Educational Attainment by Race



Economic Disparities Need Addressing

Median Income By Race



Sources: American Community Survey, 2016 1-year Estimates for Median Family Income; 2011-2015 5-year Estimates for Poverty Rate and Educational Attainment; Bureau of Labor Statistics, Current Population

Use and need of data rising
Growth of data is infinite

Need for technology solutions and communication
Implications for privacy and cybersecurity



"Big Data Is the New Oil"

The companies, governments, and organizations that are able to mine this resource will have an enormous advantage over those that don't.

Citation: Bryan Trogdon, an entrepreneur and user-experience professional in 7/23/12 article by Jeff Bertolucci, in Information Weekly

Technology to Affect Traffic in Future

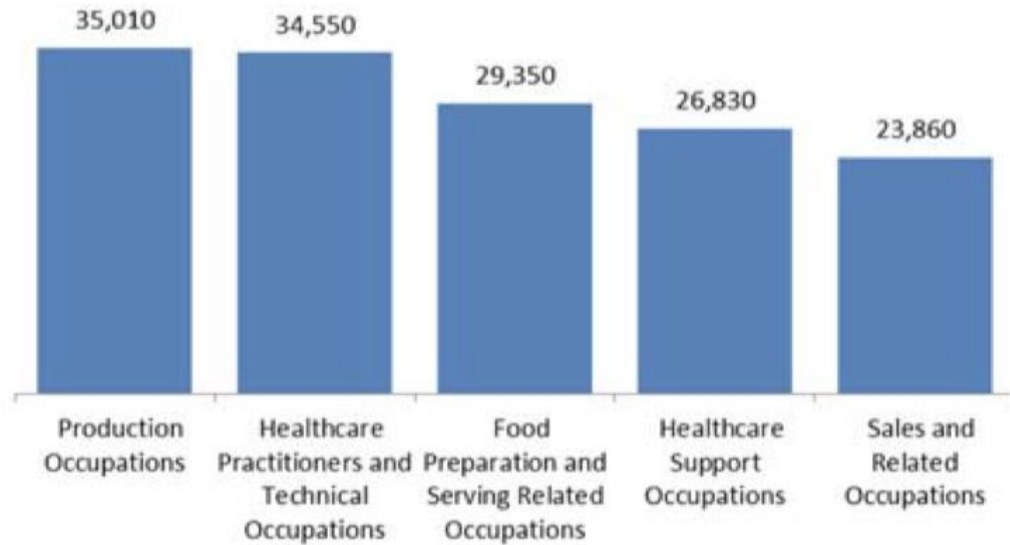
- Autonomous vehicles
- Alternative fuel engines
- Dedicated short-range communication devices
- Shared vehicles
- Big data



Trend #3: Changing Needs for Workforce Readiness



Chart 1. Occupational groups with most new jobs through 2022 (number of new jobs)



Source: Occupational Long-Term Employment Projections 2012-2022

Michigan's 2022 Industry and Occupational Employment Projections--Mark Reffitt, Economic Specialist

Employment in Michigan

Table 1. Employment by major industry sector, 2012 and projected 2022

Industry Super-Sector	Employment		Employment Change		
	2012	2022	10-Year Numeric	10-Year Percent	Annual Growth Rate
Total, All Industries	4,285,470	4,656,930	371,460	8.7%	0.8%
Total Self-Employed and Unpaid Family Workers	200,740	217,460	16,720	8.3%	0.8%
Natural Resources and Mining	59,340	62,270	2,930	4.9%	0.5%
Construction	127,790	152,980	25,190	19.7%	1.8%
Manufacturing	535,980	569,430	33,450	6.2%	0.6%
Trade, Transportation, and Utilities	727,440	764,750	37,310	5.1%	0.5%
Information	53,170	54,260	1,090	2.1%	0.2%
Financial Activities	195,390	210,320	14,930	7.6%	0.7%
Professional and Business Services	578,600	675,940	97,340	16.8%	1.6%
Educational and Health Services	982,630	1,085,570	102,940	10.5%	1.0%
Leisure and Hospitality	387,450	419,070	31,620	8.2%	0.8%
Other Services (Except Government)	179,060	195,190	16,130	9.0%	0.9%
Government	257,900	249,680	-8,220	-3.2%	-0.3%

Source: Industry Long-Term Employment Projections 2012-2022

Changing Times

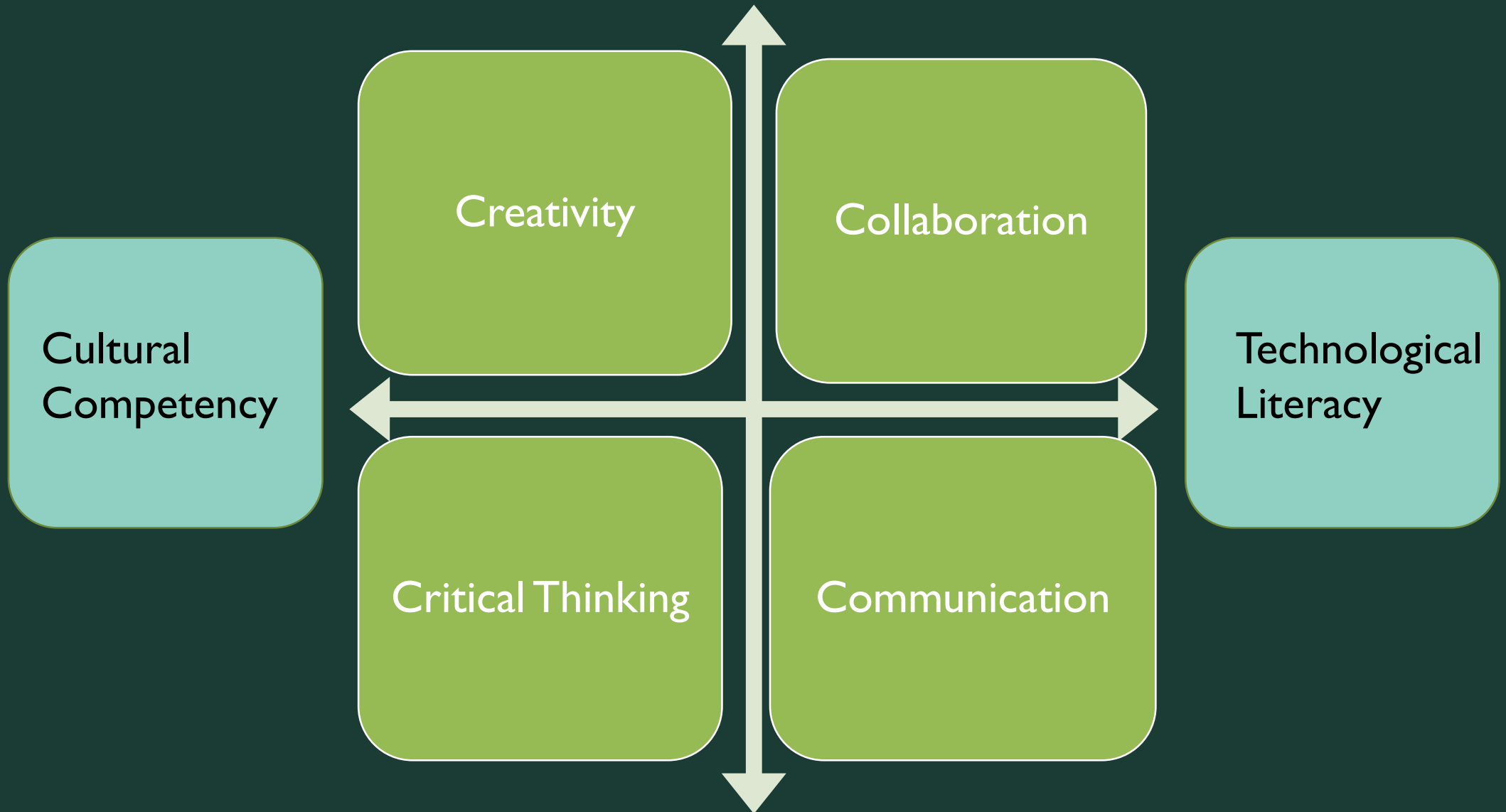
Industrial Age:

- knowing trade, following instructions, getting along with others, working hard, being professional

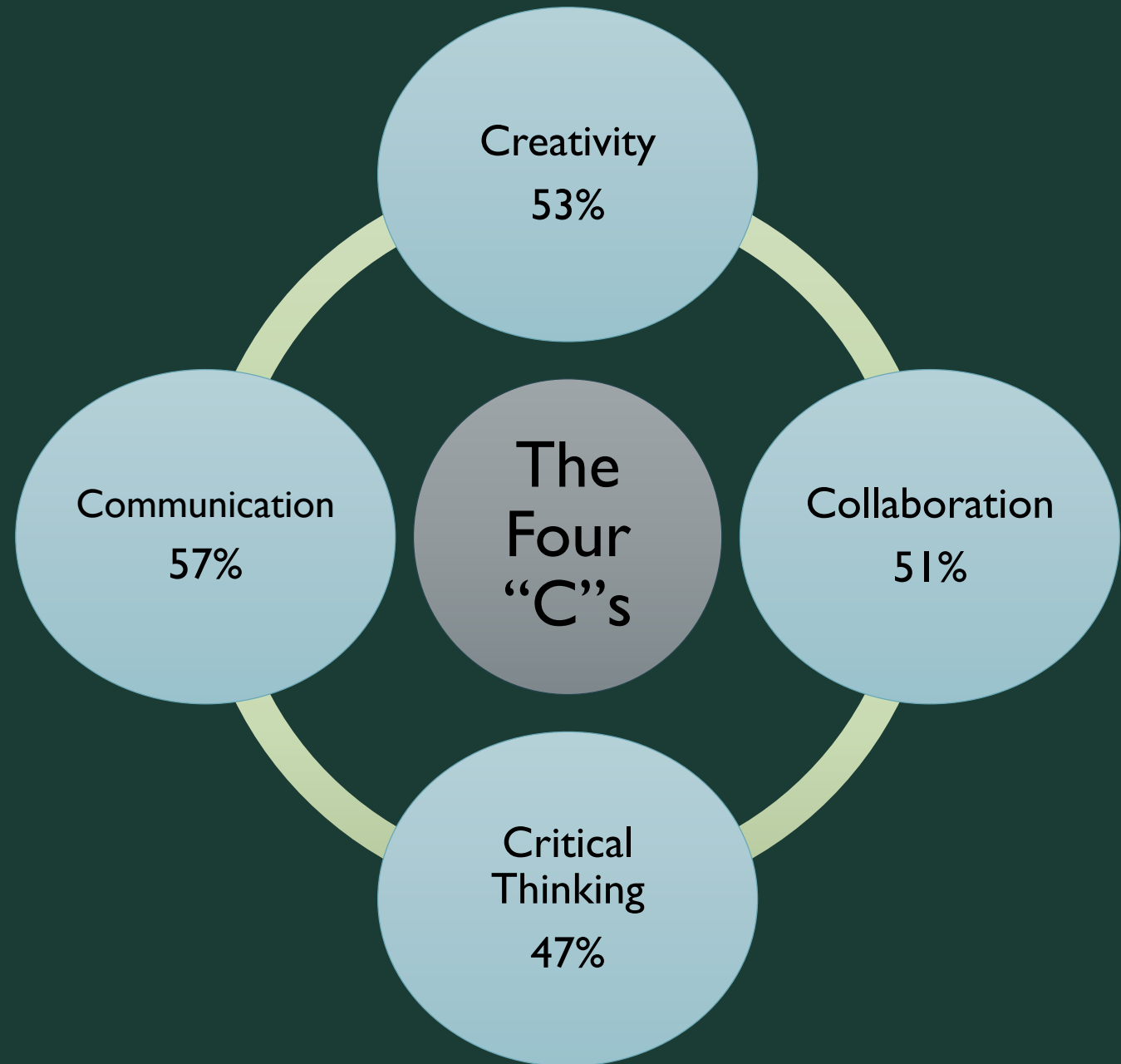
Information Age:

- think deeply about issues, solve problems creatively, work in teams, communicate clearly in many media, learn new technology, synthesize lots of data, be flexible

21st Century Skills



Local Government Employment Scores on 21st Century Skills



The Jobs Landscape in 2022

emerging
roles,
global
change
by 2022



Top 10 Emerging

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. General and Operations Managers
4. Software and Applications Developers and Analysts
5. Sales and Marketing Professionals
6. Big Data Specialists
7. Digital Transformation Specialists
8. New Technology Specialists
9. Organisational Development Specialists
10. Information Technology Services

declining
roles,
global
change
by 2022

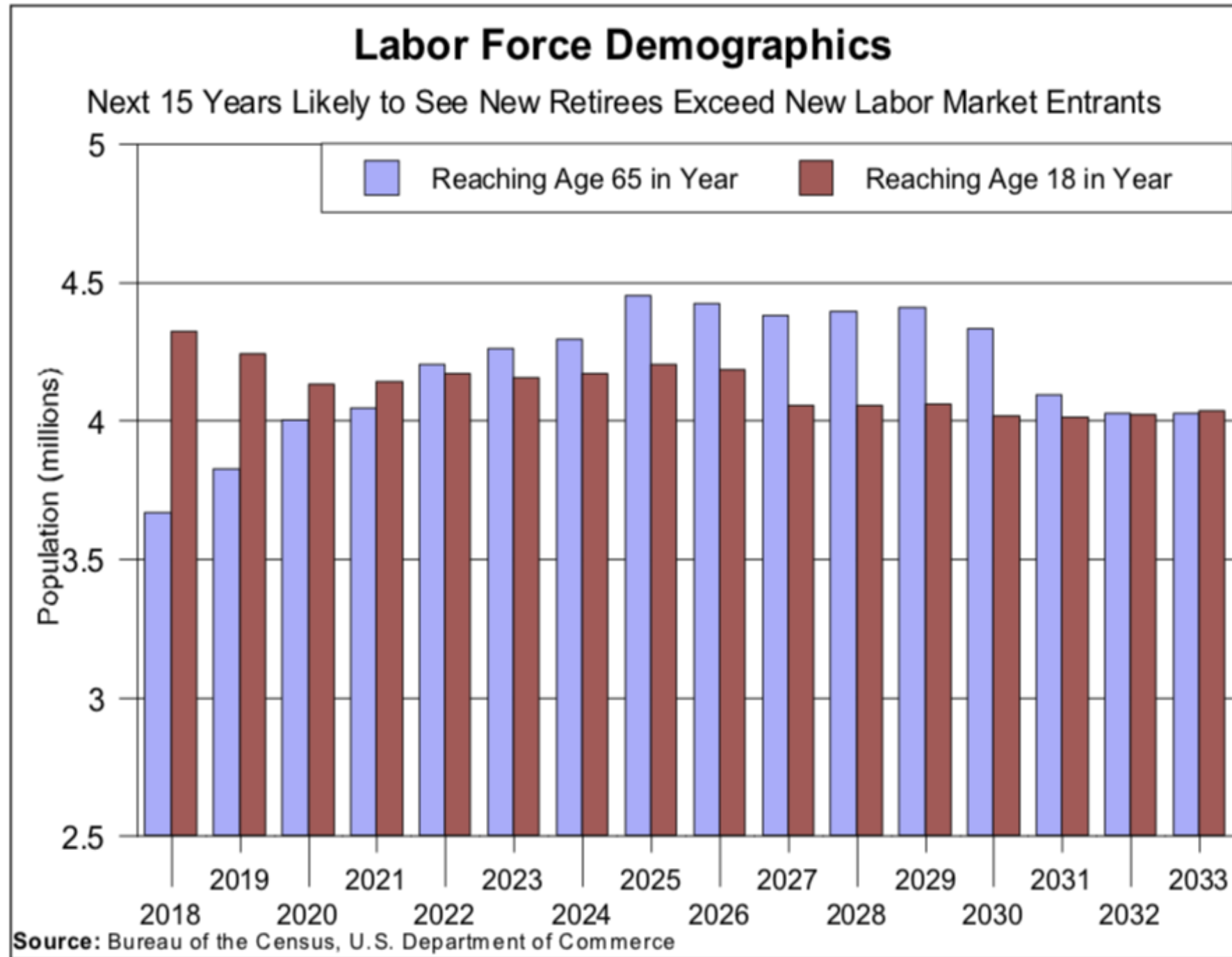


Top 10 Declining

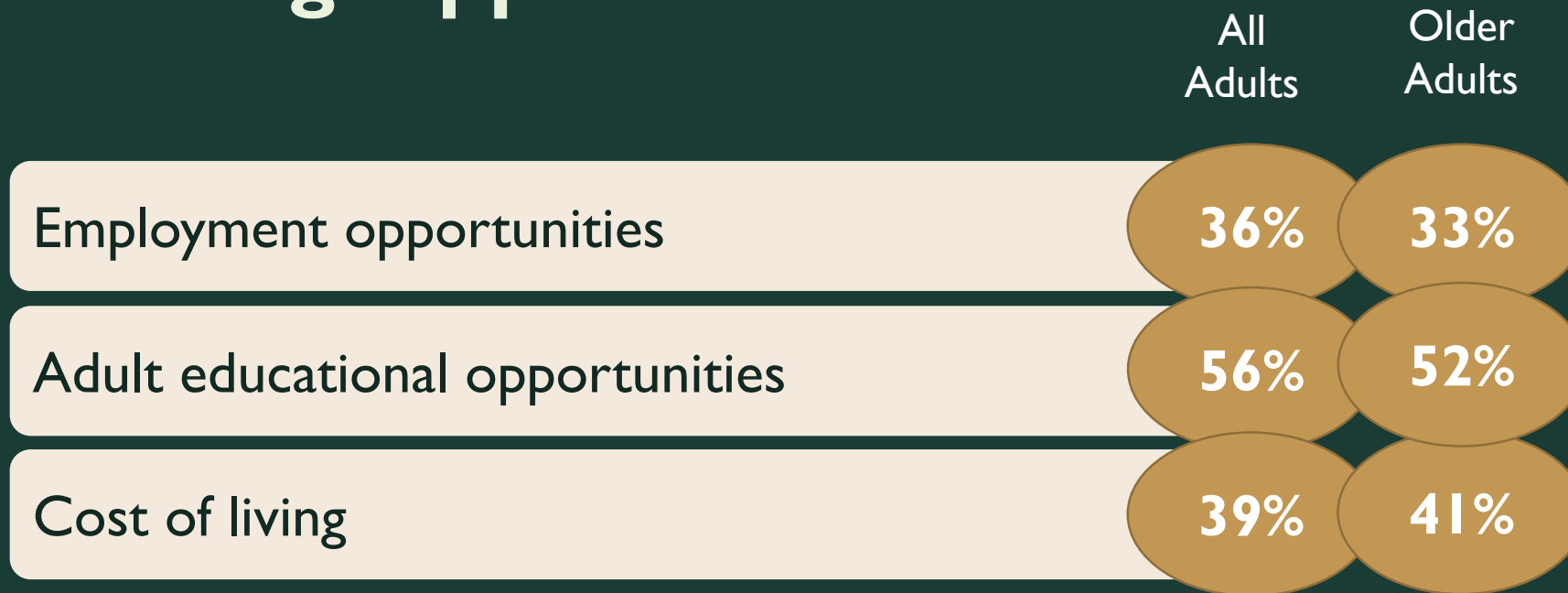
1. Data Entry Clerks
2. Accounting, Bookkeeping and Payroll Clerks
3. Administrative and Executive Secretaries
4. Assembly and Factory Workers
5. Client Information and Customer Service Workers
6. Business Services and Administration Managers
7. Accountants and Auditors
8. Material-Recording and Stock-Keeping Clerks
9. General and Operations Managers
10. Postal Service Clerks

Trends Toward Portability

Jobs for Older Adults



Perceptions of Employment and Skill Building Opportunities



Percent excellent or good

A smiling man and woman in business attire are holding a white sign. The man is on the left, wearing a grey suit, white shirt, and blue tie. The woman is on the right, wearing a dark blazer. They are both looking directly at the camera with friendly expressions.

**Trend 4: Resource Sharing and
Collaboration**

Partnerships

- **Other Governments**
- **Residents**
- **Non-Profit Organizations**
- **Business Community**



Regional Collaboration

Englewood, CO Fire & EMS

- **Collaboration with City & County of Denver**
- **Contract out services**
- **Saved over \$3.5 Million within first year**



Trend 5: Rising Need for Public Engagement





- **Public Trust in Federal Government:**

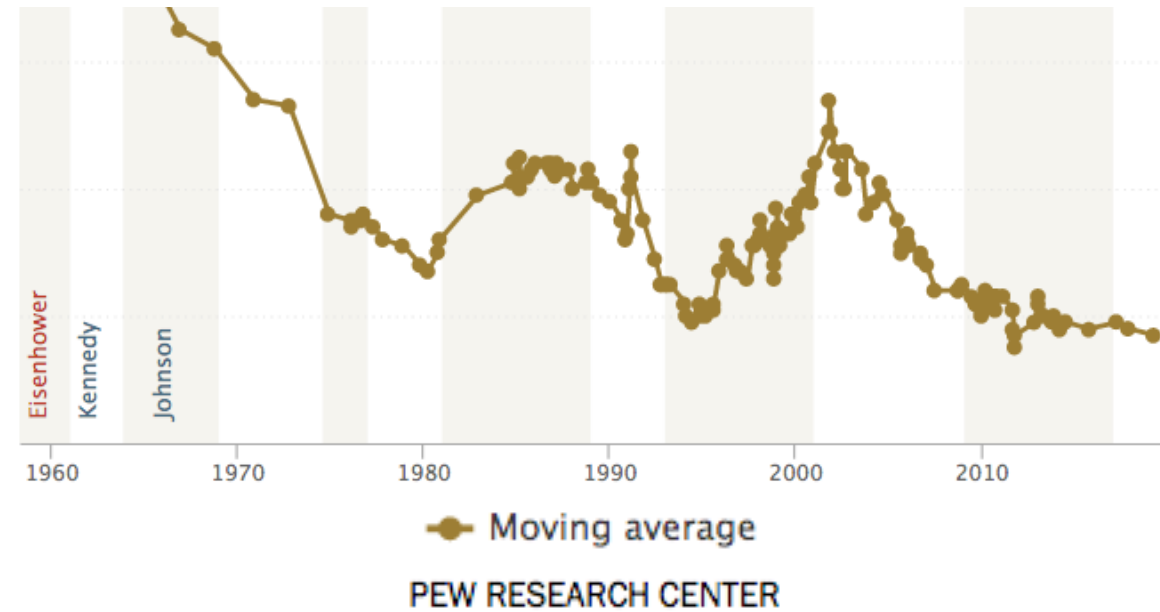
Low and trending downward

- **Overall Confidence in CO Local Governments:**

47% positive. Similar to the nation.

**Greater Need for
Local Governments to Communicate**

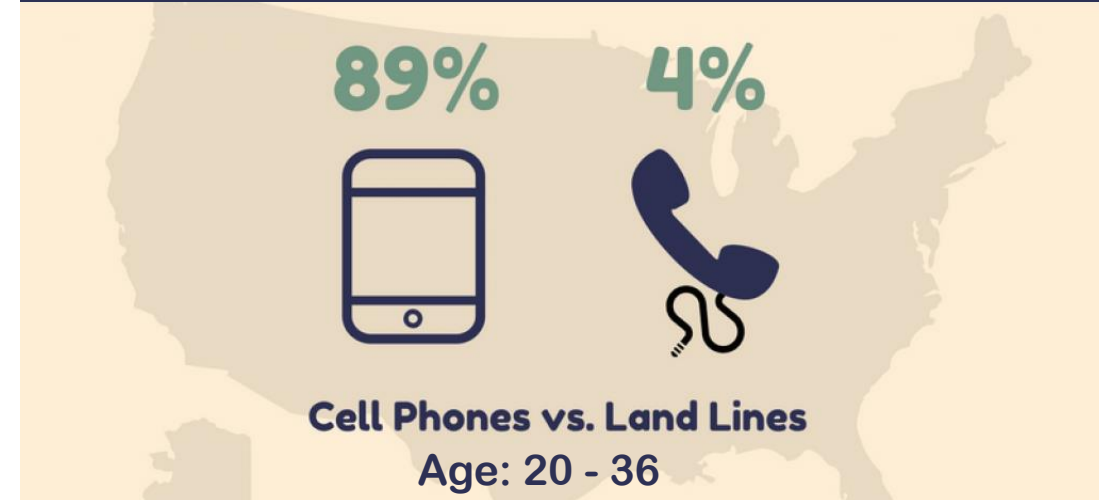
% who trust the govt in Washington always or most of the time



Impact of Digital Devices

- U.S. largest generation and work force:
 - Adults age 18-37
- Constant online access
- **Preference for online engagement**
- Enables sharing economy

The way residents get information about their City or Town Online is Changing



Percent of adults age 18-34 who see local public meetings at least once per month



More Than a Billion Daily Users

About 80% of All U.S. Internet Users
(2016)

**Total Percentage of
Internet Users
Who use Facebook
By Age Group**

88%
18-29

84%
30-49

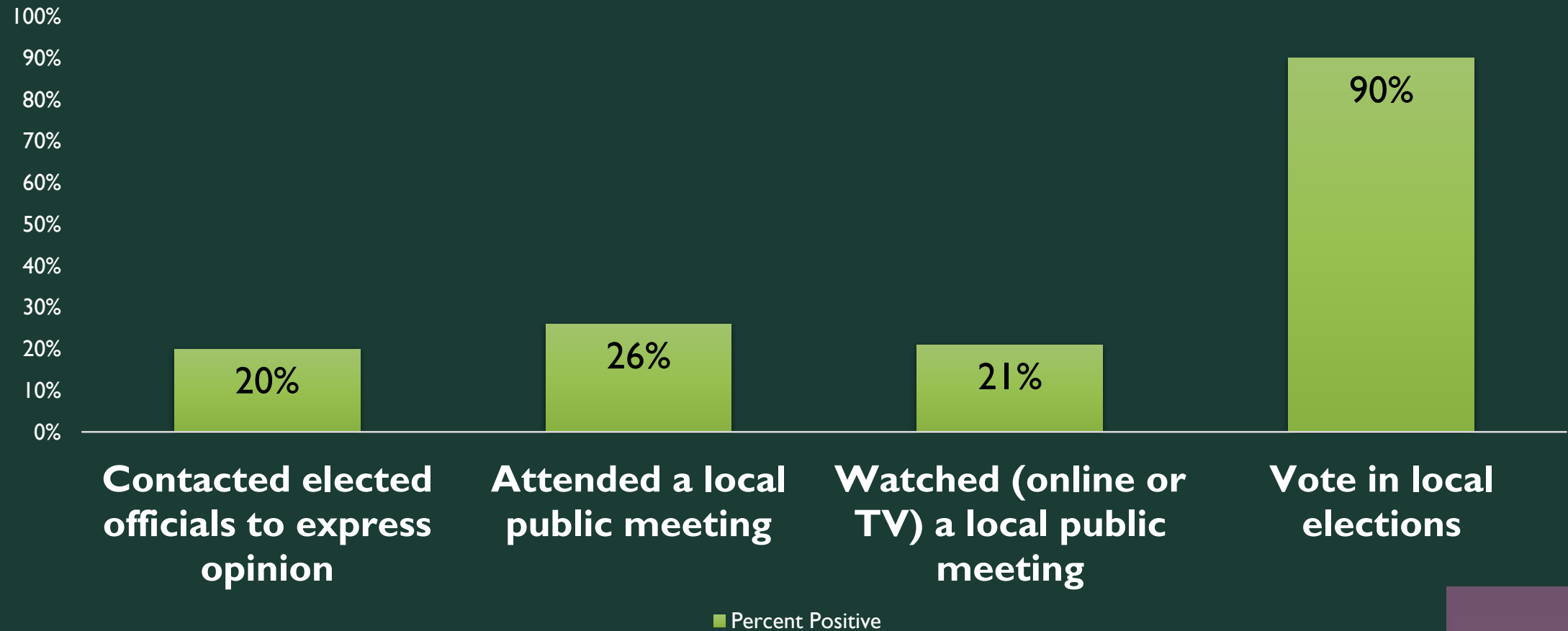
62%
65+



Involve Stakeholders in Decision-making

feedback

Most residents may be quiet, but they still want a say in their communities



Resident Based Strategic Planning

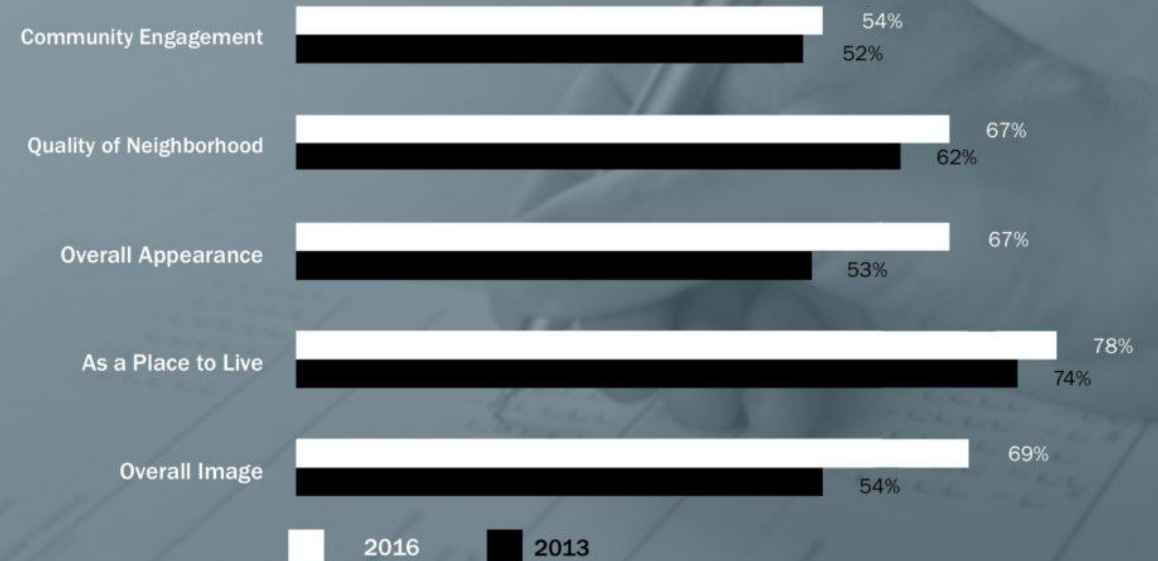
Paducah, KY Improved Resident Ratings

- Resident feedback to target focus
- Multiple partnerships to develop and renovate desired amenities
- Publicized planning to media and residents

Decisions made based on residents' wishes lead to overall better ratings and strategic success.

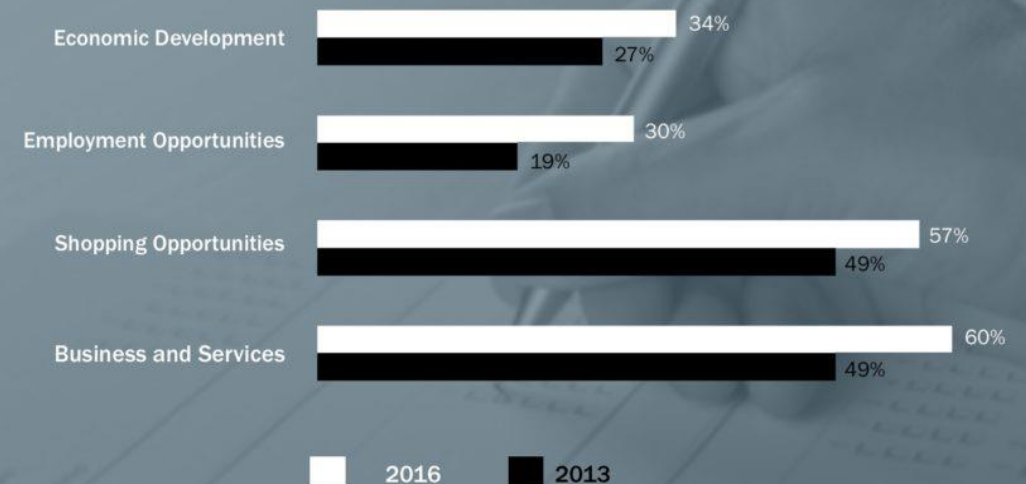
Focus: Public Image and Community Pride

Resident Ratings Excellent or Good



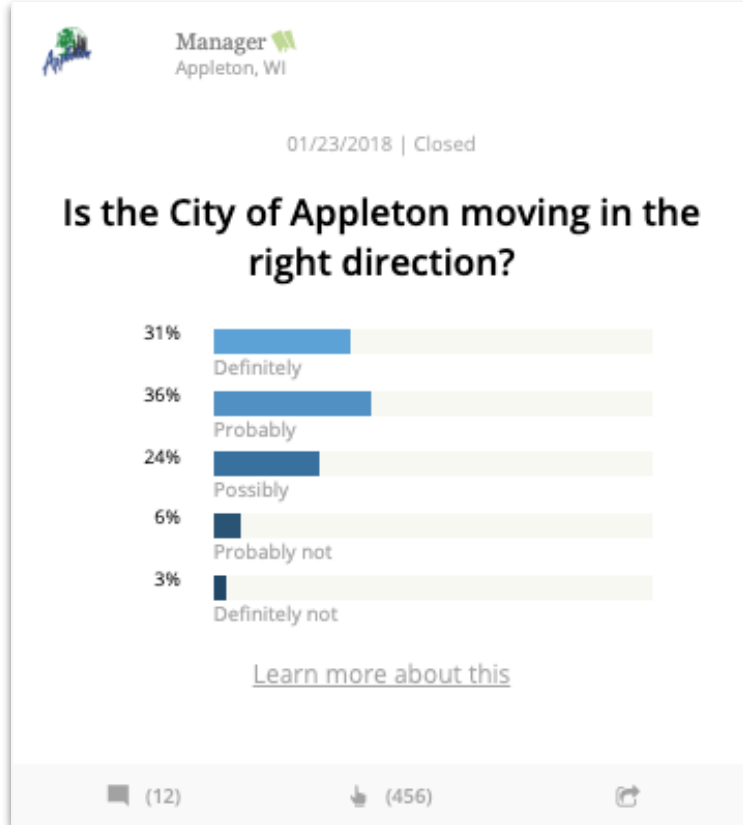
Focus: Economic Development

Resident Ratings Excellent or Good



An Example

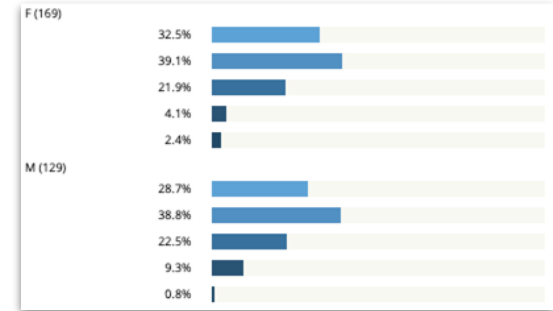
Over 2/3 of respondents think Appleton is moving in the right direction. This is consistent across demographics and geographies.



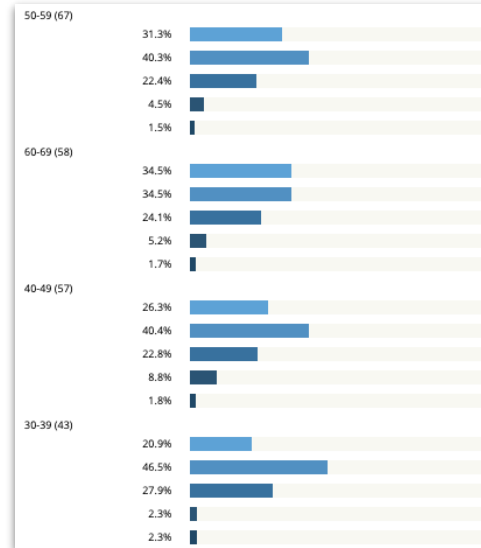
'We want to know simply, do you think Appleton is moving in the right direction as a city? We recently updated our 20-year comprehensive plan that guides planning for the City. The detailed plan outlines areas for growth, the types of housing needs we have, development opportunities and much more.'

We also recently completed a downtown parking study and downtown mobility study. Those studies are already driving decisions for improving the downtown area.'

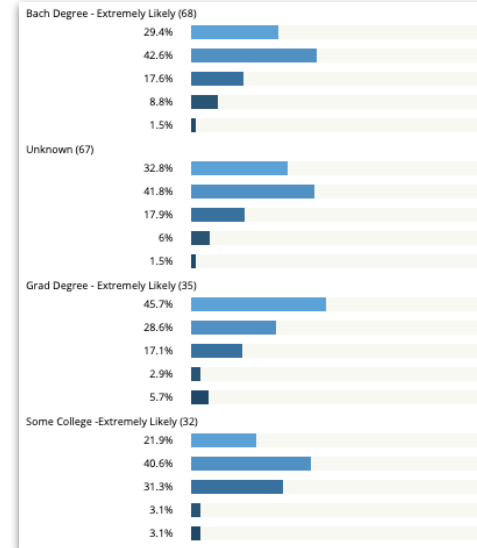
Gender



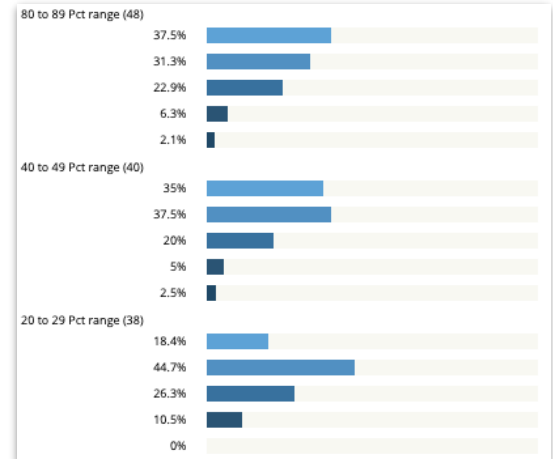
Age Range



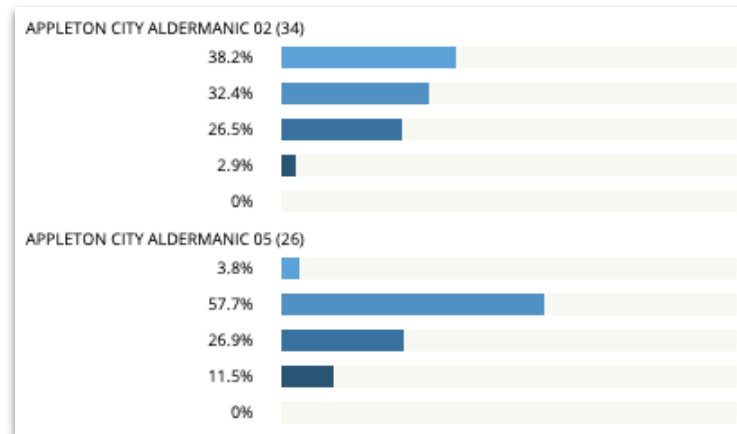
Education Level



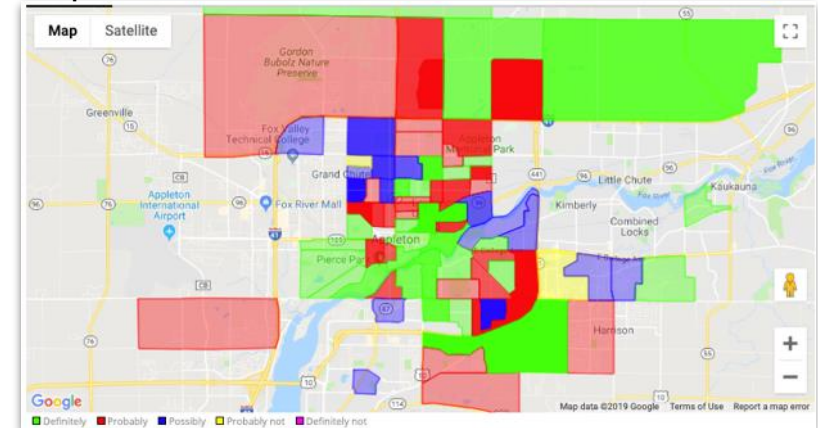
Income Decile



Commissioner District



Map Breakdown



Benefits of Involving Residents



More Participation

Easier Accessibility



Good Government

Transparency, Accountability
Better Connected, Stronger, More Resilient

More Informed Participation



Data Driven Performance Management



Better Balanced Participation

More representative
More of the thoughtful, broader majority
relative to the vocal few



Saved Staff Time & Effort

Unify Channels
Automated Tabulation and Reporting



Checks Accountability & Promotes Transparency

Smarter Decisions





Key Trends:

- Growth and changing demographics
- Technological advances
- Redefining workforce readiness
- Increasing service demands
- Rising need for positive public engagement

Trend Discussions:

- Which trends did you expect to hear about?
- Which trends were surprising, if any?
- Which trend or trends do you think are most important to consider in your community? Michigan as a whole?





Questions? & Thank You!

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