Leading Ahead of the Trends

2020 Michigan Municipal Executives Winter Institute
• 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

- Review Trends
- Identify Focus Areas
- Brainstorm Strategies
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 ICMA
Trend 1: Growth and Changing Demography
Growth in Michigan

Michigan's population change

- Population

2030 projection=10,694

Source: U.S. Census Bureau
Migration Patterns

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

Migration Across West Michigan https://blog.talent2025.org/wordpress/2018/12/03/migration-across-west-michigan
Percent Net Migration in Rural Recreation Counties, 2000–2010

We Are Changing!
Older Adulthood Is on the Rise

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

https://www.bridgemi.com/economy/michigan-no-1-getting-old-thats-not-good-news
Michigan seniors will outnumber children in 2025

SOURCE Kurt Metzger

Michigan Is Aging Faster than the Nation

8 in 10

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

2 in 3

- Place to retire

Excellent or good
Top Needs

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

• 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

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

3 in 10

% minor, major or moderate problem
By 2045... The US Will Become “Minority White”

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:

Resident Perceptions in Community Inclusivity

- Place to raise children: 74%
- Place to retire: 62%
- Neighborliness: 62%
- Sense of community: 58%
- Openness and acceptance of the community of people of diverse backgrounds: 56%

Percent excellent or good.
Economic Disparities Need Addressing

Median Income By Race

Trend 2: Technology
Use and need of data rising
Growth of data is infinite

Need for technology solutions and communication
Implications for privacy and cybersecurity
The companies, governments, and organizations that are able to mine this resource will have an enormous advantage over those that don't.

"Big Data Is the New Oil"

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

• Bodies
• Homes
• Communities
• Goods and services
• Environment

http://www.pewinternet.org/2014/05/14/internet-of-things/
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>
<thead>
<tr>
<th>Industry Super-Sector</th>
<th>Employment 2012</th>
<th>Employment 2022</th>
<th>10-Year Numeric</th>
<th>10-Year Percent</th>
<th>Annual Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, All Industries</td>
<td>4,285,470</td>
<td>4,656,930</td>
<td>371,460</td>
<td>8.7%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Total Self-Employed and Unpaid Family Workers</td>
<td>200,740</td>
<td>217,460</td>
<td>16,720</td>
<td>8.3%</td>
<td>0.8%</td>
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<tr>
<td>Natural Resources and Mining</td>
<td>59,340</td>
<td>62,270</td>
<td>2,930</td>
<td>4.9%</td>
<td>0.5%</td>
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<tr>
<td>Construction</td>
<td>127,790</td>
<td>152,980</td>
<td>25,190</td>
<td>19.7%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>535,980</td>
<td>569,430</td>
<td>33,450</td>
<td>6.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Trade, Transportation, and Utilities</td>
<td>727,440</td>
<td>764,750</td>
<td>37,310</td>
<td>5.1%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Information</td>
<td>53,170</td>
<td>54,260</td>
<td>1,090</td>
<td>2.1%</td>
<td>0.2%</td>
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<tr>
<td>Financial Activities</td>
<td>195,390</td>
<td>210,320</td>
<td>14,930</td>
<td>7.6%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>578,600</td>
<td>675,940</td>
<td>97,340</td>
<td>16.8%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Educational and Health Services</td>
<td>982,630</td>
<td>1,085,570</td>
<td>102,940</td>
<td>10.5%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>387,450</td>
<td>419,070</td>
<td>31,620</td>
<td>8.2%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Other Services (Except Government)</td>
<td>179,060</td>
<td>195,190</td>
<td>16,130</td>
<td>9.0%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Government</td>
<td>257,900</td>
<td>249,680</td>
<td>-8,220</td>
<td>-3.2%</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

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

https://thoughtfullearning.com/resources/what-are-21st-century-skills
21st Century Skills

- Creativity
- Collaboration
- Critical Thinking
- Communication
- Cultural Competency
- Technological Literacy
Local Government Employment Scores on 21st Century Skills

The Four “C”s

- Creativity: 53%
- Collaboration: 51%
- Critical Thinking: 47%
- Communication: 57%
The Jobs Landscape in 2022

133 Million 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

75 Million 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

Jobs for Older Adults
Perceptions of Employment and Skill Building Opportunities

<table>
<thead>
<tr>
<th>Category</th>
<th>All Adults</th>
<th>Older Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment opportunities</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>Adult educational opportunities</td>
<td>56%</td>
<td>52%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>39%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Percent excellent or good
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
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

89% Cell Phones vs. Land Lines Age: 20 - 36

16% in-person
25% Online or TV

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% for 18-29 age group
- 84% for 30-49 age group
- 62% for 65+ age group
Involve Stakeholders in Decision-making

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

- Contacted elected officials to express opinion: 20%
- Attended a local public meeting: 26%
- Watched (online or TV) a local public meeting: 21%
- Vote in local elections: 90%

(The National Community Survey)
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.
"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."

Over ⅔ of respondents think Appleton is moving in the right direction. This is consistent across demographics and geographies.
Benefits of Involving Residents

More Participation
Easier Accessibility

More Informed Participation
Checks Accountability & Promotes Transparency

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

Good Government
Transparency, Accountability
Better Connected, Stronger, More Resilient

Data Driven Performance Management

Saved Staff Time & Effort
Unify Channels
Automated Tabulation and Reporting

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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Polco
NRC