Communities for the 21st century

Creating communities not for the past 50 years, but for the next 50 years!
Ambassadors of the message

Why you are here . . .

- To be inspired and informed
- Create buzz
- Ambassadors of the message
- Lead and change the conversation
- Network and learn from each other
- Identify strategies
- Develop a blueprint for change

Change the conversation

It has *little* to do with . . .

- Lansing or Washington
- Tax structure
- High cost of housing
- Headlee Amendment
- Revenue sharing
Looking back

The way we were . . .

- One industry state--auto manufacturing
- "Good" jobs didn’t require a four-year degree
- Jobs brought the people
- Detroit was a thriving urban center

Brutal facts

The way we are . . .

- Quality of life is declining
  - (In 2006, 26th in per capita income--a drop of 10 places in 6 years)
- Manufacturing as we know it is gone
- Not adapting to the knowledge-based economy
- We’re under-investing in our universities and community colleges
- Talented millennials don’t want to live here
  - 46% leave Michigan following graduation
- We’re on our own

Brutal facts
What happened?

Impact of global economy

- Knowledge-based
- Education counts, degrees matter
- Technology allows people to work anywhere; they are choosing the cities
- Mobile population
- “Place” attracts people
- Young people choose where to live first, *then* look for work
- World-wide competition for talent

Name this city!

*Fast Company’s Global City of the Year*

“It’s shockingly expensive. The roads are jammed with traffic. The subway system’s hopeless, and the buses no better. There’s a surveillance camera on every other corner, and the sidewalks are strewn with litter. The biggest airport is a joke. The richest residents are fleeing or threatening to; the poorest have been chased out into the suburbs by soaring prices. And the weather sucks.”

What city is this?
London

- It’s creative, young, diverse, vibrant
- 32% of Londoners were born outside the U.K.
- 150,000 immigrate to London yearly
- 70% are under 45
- 1 in 8 Londoners work in a creative industry
- 38% is green or open space (NY is 14%)
- Londoners went from thinking as a manufacturing city to thinking and working globally

“London’s creative resurgence is rooted in the city’s changing sense of itself.”

So then what *does* matter? . . .

**Big picture**

States prospering in the U.S. have at least one major thriving metropolitan area with a high concentration of young, creative talent.

We have to start measuring jobs in 1s and 2s, not thousands for sustainability. (Long Tail Theory)
We know . . .

**Millennials matter**

- Ages 24-35
- Most mobile group
- Largest population group after Boomers
- “Urban Tribes” live and move together from place to place (Paul Schutt, Issue Media Group)
- Seek interesting, unique places to “stumble into fun” – cafes, arts and culture, bike paths, and informal “third places”

We know . . .

**Design defines**

- New urbanism
- Green design
We know . . .

Connections count

- Social networking
- Civic acupuncture
  - Utilizing small projects to institute big change
- Host the party, don’t be the life of the party
- Organically grown
- Viral

What works . . . vibrant downtowns
What works . . . arts and parks

What works . . . 1,000 nights
What works . . . density

What works . . . walkable urbanism
What works . . . transportation

What works . . . diversity
What works . . . green and sustainable

What works . . . access to technology
What works . . . leveraging anchor institutions

What works . . . entrepreneurship
What is it going to take?

- Change the culture/DNA
- Be open to a new way of doing things
- Market ourselves differently (Web 2.0)
- Recognize that quality of life trumps taxes
- Highlight your community uniqueness
- Expand creative regionalism
- Be bold, visionary local leaders

Think positively!

Stop the negative self talk!
Just stop it!
What the League can do

- Provide training for new media (web 2.0)
- White papers
- Partnerships
- Become ambassadors for our message
- Education–regional meetings, conferences, EOA
- Public policy
- Assessment tools–i.e. green, attracting millennials
- Provide design strategies
- Provide technical assistance in the areas of community audits and market analysis

What you can do

- Ambassadors of the message
- Promote the message internally
- Community presence on Web 2.0 platform
- Engage your community
- Embrace new urbanism principles
We are the ones we’ve been waiting for; if we don’t do it, who will?

Michigan Municipal League