





WHAT ARE THEY?

- Born between 1982-2004 (definitions vary)

How Do THEY COMPARE?

- 92 M Millennials
- 61 M Generation X
- 77 M Baby Boomers

WHO ARE THEY?

GENERATION, BY BIRTH YEAR

Generation	Birth Year Range	Source
Greatest Generation	1930 - 1946	FROM BIRNBAUM
Baby Boomers	1946 - 1964	CELESTIS BUREAU
Generation X	1965 - 1984	MARKINGS CENTER
Millennials	1982 - 2004	STRAUSS AND HOWE

WHAT COMES TO MIND WHEN YOU THINK OF MILLENNIALS?

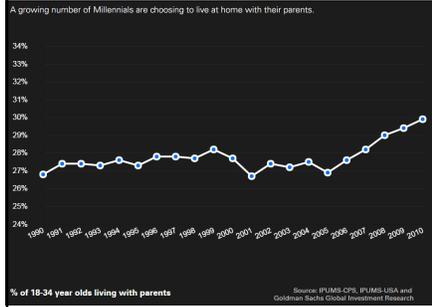
Single-Generation Trophy-Generation
 Politically-Correct Risky
 City-Bound Arrogant
 Oversensitive Lazy Self-Absorbed
 Selfish Anti-Social Technology- Dependent Entitled
 Narcissistic Renter-Generation

THE MEDIA WANT YOU TO BELIEVE THIS...

...BUT IN MANY CASES, THEY'RE WRONG

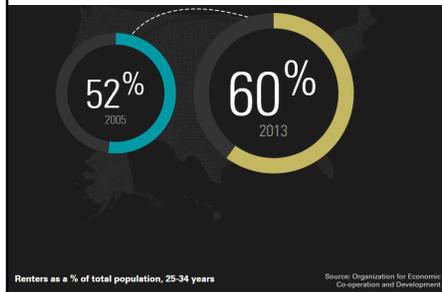
SO, WHAT DO THE NUMBERS TELL US?

STAYING HOME...



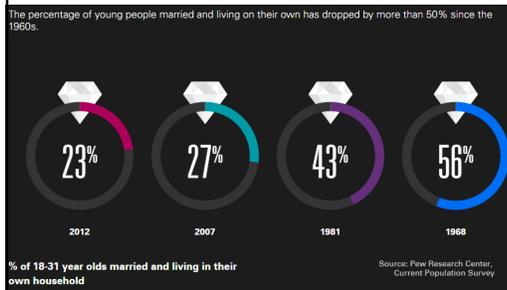
MS

RENTAL PREFERENCE...

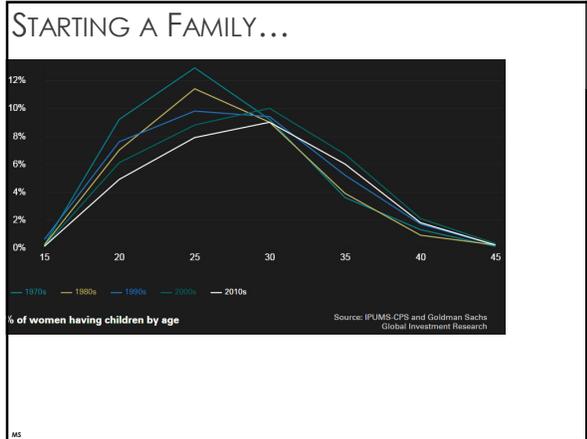


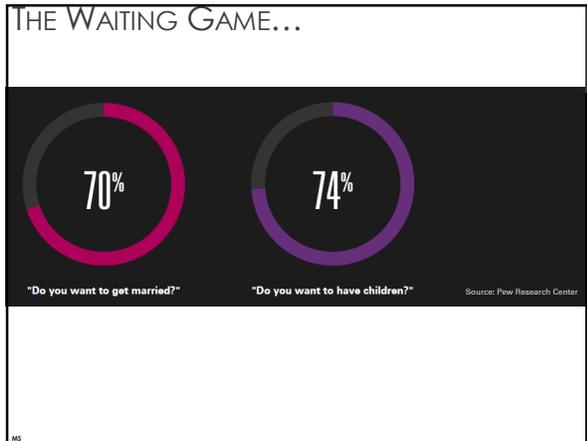
MS

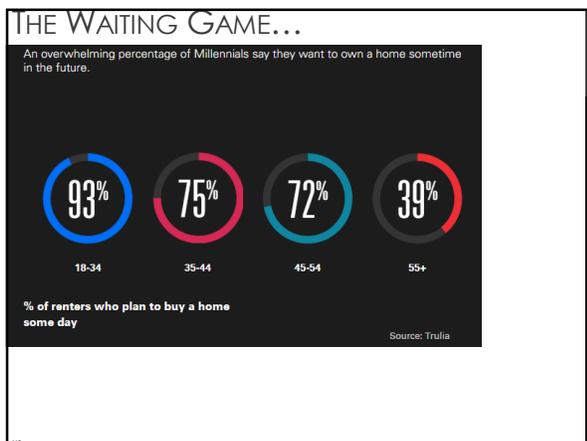
SETTLING DOWN



MS







MILLENNIALS ARE "GROWING UP"

- Millennials are becoming homebuyers in the same way
- Millennials are saving
- Millennials are getting married
- Millennials are having children

BUT, MILLENNIALS ARE DIFFERENT

- Millennial homebuyers aren't purchasing in just any place (think any suburban area)
- They are prioritizing place above financial/career opportunity
- Walkability, access, and quality of life are MAJOR factors for "life decisions"
- "The Anti-Suburb Suburb"

THE MYTH OF CITY MIGRATION

- In 2014, 529,000 Americans ages 25 to 29 moved from cities out to the suburbs
- Only 426,000 moved in the other direction
- Young millennials (early 20's) - 721,000 OUT compared with 554,000 IN

WHAT DOES IT MEAN?

- Suburban areas are still attractive
- Cities continue to grow BUT, that's because of births and immigration, not internal migration
- Millennials are moving to the suburbs at a much lower rate than past generations did at the same age
- They are simply delaying their move to the suburbs, NOT forgoing it entirely (30- to 44-year-olds are actually heading for the suburbs at a significantly faster rate than in the 1990s)

SO, WHERE ARE THEY GOING?

- Metropolitan Areas
- "The Suburbiest of Suburbs" = those with lower densities (American Community Survey)

LIKE...NEW HAMPSHIRE

GREAT.

BUT, WHY SHOULD YOU CARE?

AND, WHAT DOES THIS MEAN FOR PLANNING AND YOUR COMMUNITY?

WELL...

- ATTRACTING AND RETAINING MILLENNIALS IS IMPORTANT
- IT WILL **DIRECTLY** IMPACT THE SUSTAINABILITY AND FUTURE HEALTH AND VITALITY OF YOUR COMMUNITY
- WITHOUT MILLENNIALS, WHO WILL PROVIDE SERVICES (LIKE EMERGENCY SERVICES AND MEDICAL CARE?)

MS

WHAT CAN COMMUNITIES DO?

MS

BROAD STROKES

1. Quality of life is key!
2. You can't control the location of your community, so start with something that you CAN change
3. Prioritize Effectively – You CANNOT do everything. Pick a few improvements that your community can afford to make
4. Make sure that your community always has its best foot forward online
5. Promote YOUR competitive advantage – What is it that makes your community great? Stick to it and promote it. Do NOT try to be everything to everyone
6. Now is the time to market your community (APA - 55% of Millennials surveyed are likely to move within the next 5 years)
7. Create opportunity for Millennials in the workplace. Identify sectors of growth for Millennial employment and prioritize economic development efforts around those

MS

THE NITTY GRITTY

- 1. Mix uses in a way that creates places to walk to and from
- 2. Maintain a diverse housing stock that is affordable (DO NOT THINK WORKFORCE)
- 3. Limit Parking (consolidate) as a way of encouraging walking and alternative transportation while giving you SPACE to do economic and community development in critical areas
- 4. Let modes of transportation work together where and when possible and protect those modes through elimination of SOME traditional street patterns (one-ways)
- 5. Plant trees because not only do they look nice (natural air conditions, reduce stormwater pollution, and reduce air pollution)

MS

MILLENNIALS CARE ABOUT THEIR COMMUNITIES...MAYBE MORE SO THAN OTHER GENERATIONS!

HOW CAN YOU ENGAGE THEM?

MS

WHAT ARE MILLENNIALS DOING ABOUT IT?

MS



THE 603 INITIATIVE

Seeks to empower young Granite Staters by providing a platform for them to shape the future of the State of New Hampshire and the communities in which they live. With a focus on **civic participation and advocacy**, the 603 Initiative seeks to **connect its members with government officials and community leaders** in order to influence and shape conversations surrounding issues that are particularly important to young people.

MS

OUR CORE VALUES:

- HOUSING
- CIVIC ENGAGEMENT
- COMMUNITY AMENITIES
- EMPLOYMENT
- RECREATION
- TRANSPORTATION

MS

CHECK US OUT:

The screenshot shows the 603 Initiative website. At the top, there is a navigation bar with links for 'YOUNG LEADERS SUMMIT', 'JOIN US!', 'CALENDAR', 'CORE ISSUES', 'LEADERSHIP', 'POLICY WATCH', 'DONATE', and 'NEWS'. Below the navigation bar is a large image of a group of young people sitting around a table in a meeting, with the text 'BECAUSE WE'RE HERE TO STAY' overlaid. Below the image, there are sections for 'Upcoming Events' (listing a 'Jun 15, 2016' meeting), a description of the organization, and a 'Tweets by @603initia' section showing a tweet from Rebecca Petras.

MS

THE TAKE HOME:

Millennials want a sense of community and belonging just like anyone else

Millennials and Boomers share more community preferences than you may think

You can't magically turn your town, city or region into a large city BUT small steps can be taken to try to make smaller communities more attractive

You can be progressive about planning and community development. Be innovative when it comes to finding ways to engage young people

Take a multi-generational approach:

- 1. Increase diversity of housing supply*
- 2. Strengthen education*
- 3. Attract the jobs of tomorrow's economy*
- 4. Strengthen access to safe and affordable transportation options*
- 5. Develop "quality-of-life" infrastructure that all can benefit from*

MS

THE GOOD NEWS?

...WE'RE GETTING THERE

MS

A FEW EXAMPLES...



MS

THANK YOU!

MATT SULLIVAN
MSULLIVAN@STRAFFORD.ORG
603.994.3500

MS
