



# Planning for Prosperity

Attracting the Talent that Drives Economic Success



June 25, 2014

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**President, APA North Carolina**



# Focus on Millennials



- **Companies cite importance of skilled labor to success in global economy**
- **Millennials now largest segment of population nationally and close in N.C.**
- **70% of N.C. Millennials somewhat, very, or extremely likely to move to another part of state or another state in next five years**
- **What do we need to do to keep them here?**



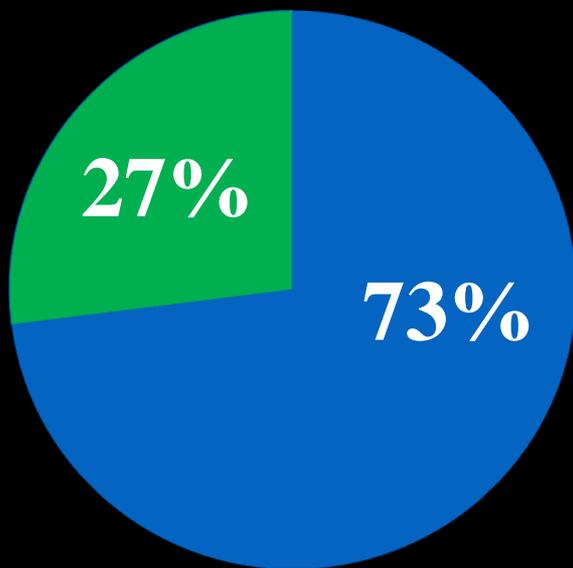
# Poll Methodology

- **Poll conducted in March 2014**
- **Harris Poll reviewed questions and fielded poll**
- **National sample: 1,040**
- **North Carolina sample: 756**
- **Adults aged 21 – 65**
- **With at least two years post-high school education**
- **Representative sample**

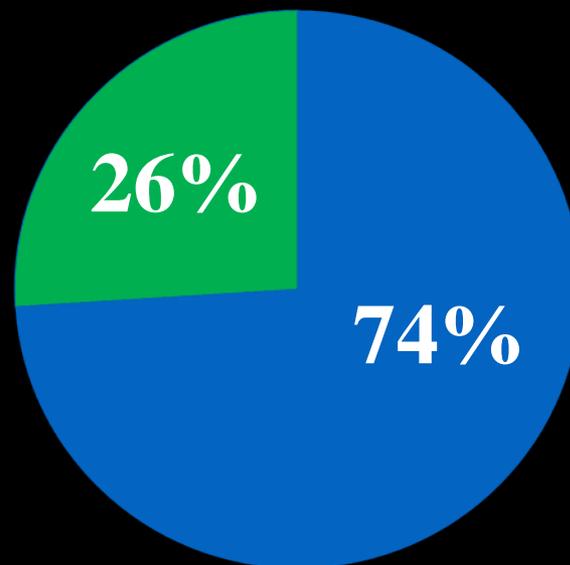
# Poll Results – Economy

Some people feel the U.S. economy is fundamentally sound and others believe it is fundamentally flawed. Which is closer to your belief?

N.C. Sample



N.C. Millenials

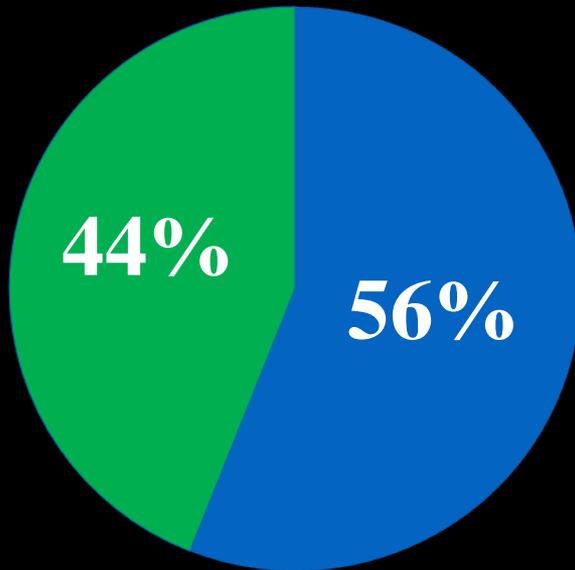


■ Sound

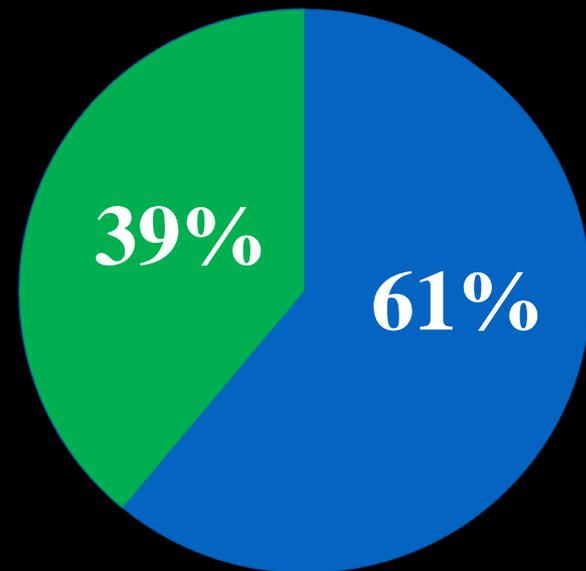
■ Flawed

# Poll Results – Economy

N.C. Sample



N.C. Millenials



**Recruit companies**



**Invest in schools and community features**

# Poll Results – Economy

**Which of the following efforts do you believe will most help strengthen the local economy?**

	<b>N.C. Millenials</b>
<b>Support existing businesses to stay and expand</b>	<b>71%</b>
<b>Improve education and job training</b>	<b>68%</b>
<b>Support local start-ups</b>	<b>64%</b>
<b>Attract major employers from other places</b>	<b>51%</b>

# Poll Results – Economy

**Have you already, or are you planning to, start a business?**

<b>Millenials – N.C.</b>	<b>49%</b>
<b>Millenials -- National</b>	<b>37%</b>

# Poll Results – Location Choice



**70% of N.C. Millennials  
or at least somewhat  
likely to move to another  
part of the state or  
another state in the next  
five years.**

# Poll Results – Location Choice

**Which of the following are most important to you when deciding where to live?**

	<b>N.C. Millennials</b>
<b>Living expenses, such as housing and transportation costs</b>	<b>81%</b>
<b>Economic factors, such as jobs and business growth</b>	<b>66%</b>
<b>Health factors, such as parks, trails, hospitals and healthy food options</b>	<b>54%</b>
<b>Metro features, such as schools, transit and safe streets</b>	<b>45%</b>
<b>Kinds of people, such as diversity and mix of ages</b>	<b>53%</b>

# Poll Results – Location Choice

For each of the following, please indicate if it is a high priority for you.

	N.C. Millennials
Safe streets	74%
Clean air and water	69%
High speed Internet access	66%
Low taxes	59%
Low housing costs	76%
Lots of good paying jobs	76%

# Poll Results – Location Choice

- **37% of N.C. Millennials currently live in a walkable urban area, suburb, or rural area**
- **54% of N.C. Millennials would like to live in a walkable community someday, if they could afford it**

# Poll Results – Location Choice

	Now	Someday
Walkable urban area with lots of shops and restaurants	13%	29%
Walkable suburb with some shops and restaurants	10%	18%
Walkable small town in a rural area	14%	7%

# Poll Results – Location Choice

- **42% of N.C. Millennials currently live in a suburb where most people drive to most places**
- **6% of N.C. Millennials would like to live in a suburb where most people drive to most places, if they could afford it**

# Poll Results – Location Choice



**71% of N.C. Millennials  
say it is a high priority  
to live close to work  
when choosing a home  
in a specific  
neighborhood**

# Poll Results – Transportation Choice



**74% of N.C. Millennials say it is somewhat, very, or extremely important to have transportation options other than driving a car**

# Poll Results – Conclusions



- **Access**



- **Amenities**



- **Affordability**

# Poll Results – Conclusions

- **New Economics of Place**
- **Value of investing in community assets**
- **Importance of planning for prosperity**
- **New opportunities for collaboration between planners, economic developers, and decision makers**

# Economic Summit



**Planning for Prosperity in North Carolina:**  
Attracting the Talent that Drives Economic Success

The Research Triangle Foundation of NC  
Archie K. Davis Conference Center  
Wednesday, April 30th, 2014

**Summit Agenda**

9:00am—9:30am: Registration, Networking, and Continental Breakfast

9:30am—9:35am: Welcome  
**John Morck**, APA-NC President-Elect

9:35am—9:55am: Release of North Carolina Millennial Poll Data  
**Ben Hitchings**, APA-NC President

9:55am—10:10am: Overview of North Carolina Demographics  
**Dr. Michael Walden**, North Carolina State University

10:10am—11:00am: Panel Discussion  
**James Swale**, City of Raleigh, Moderator  
**Adam Kliele**, American Underground  
**Jason Thiel**, Downtown Winston-Salem Partnership  
**Dr. Patricia Mitchell**, NC Department of Commerce  
**Dr. Michael Walden**, North Carolina State University

11:00am—11:50am: North Carolina Case Studies  
**Glenn Simmons**, City of Winston-Salem  
**David Diaz**, City of Raleigh  
**Lance Height**, City of Conover  
**Liz Hooks**, Research Triangle Foundation

11:50am—12:00pm: Next Steps & Wrap-up



Held event on April 30<sup>th</sup> at RTP



# Economic Summit



## Co-sponsors:

- **Research Triangle Foundation**
- **N.C. Downtown Development Association**
- **N.C. Economic Developers Association**



# Continuing Outreach

- **Economic Summit was kick-off event**
- **Now organizing events across N.C.**
- **Would like to partner with business organizations and others to deliver presentation in other venues**

The logo for APA NC Planning for Prosperity in North Carolina. It features a green square with 'APA' over 'NC' in white. A blue star is positioned above the word 'Prosperity'. A blue dashed line forms a partial circle around the text. The background of the logo is a light blue map of North Carolina.

APA  
NC

Planning for  
**Prosperity**  
*in North Carolina*

[www.apa-nc.org/prosperity](http://www.apa-nc.org/prosperity)