

PLANNING FOR PROSPERITY IN NORTH CAROLINA

attracting the talent that drives
economic success



American Planning Association
North Carolina Chapter

PLANNING FOR PROSPERITY IN NORTH CAROLINA

attracting the talent that drives economic success

In 2014, the American Planning Association conducted a study to provide insights on the needs and desires of the millennial generation (aged 21 to 34) in North Carolina to help companies and communities better position their talent attraction and economic development strategies. Many of the poll's findings highlight opportunities to coordinate planning and economic development efforts on workforce attraction, competitiveness and economic recovery.

61% of NC Millennials believe investing in local schools and community features is the best way to grow the economy.

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Over **half** of NC Millennials would prefer to live in a walkable community.

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2/3 of NC Millennials say it's important to have affordable and convenient transportation options other than driving a car.

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Southend, Food Truck Friday, Charlotte, NC

The findings are based on a poll fielded by Harris Interactive, one of the top 15 polling firms in the world, during the first quarter of 2014 and includes more than 1,000 interviews with a representative sample of adults over 21 with at least two years of college.

This work aims to bring specific data to the question of how planners, economic developers, and policy makers can make their communities more competitive and prosperous in the light of changing demographic trends and preferences.

The poll is a follow up from a widely distributed American Planning Association 2012 general public poll that underscored the linkage between the professional planning industry and economic recovery. For more information on the results from the 2012 poll visit www.planning.org.

KEY FINDINGS

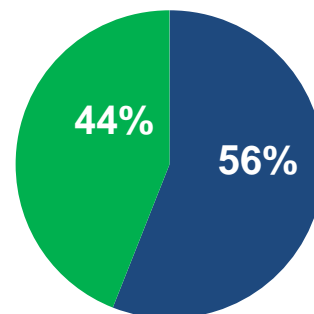
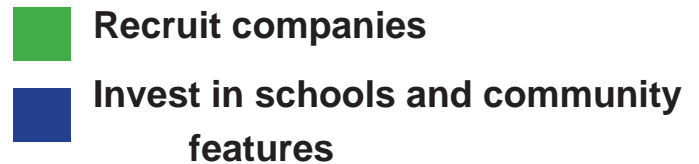
Poll results suggest that economic development strategies should emphasize local improvements and investments in the quality of community and neighborhoods.

While traditional business recruitment strategies are important, respondents indicate that investments in local amenities and quality of life features such as schools, parks, and transportation options are the best way to grow the economy. And they bring the added benefit of improving the community for residents and businesses in the process.

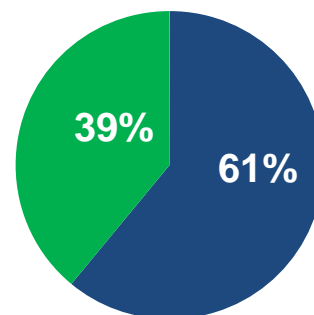
Respondents believe that supporting existing businesses, improving education and job training and supporting local start-ups will most help strengthen the local economy.

Growing the Local Economy

Some feel the best way to grow the economy is to recruit companies to the area. Others feel it is to invest in community features. Which is closer to your belief?



NC



NC Millennials

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

	NC Millennials
Support existing businesses to stay and expand	71%
Improve education and job training	68%
Support local start-ups	64%
Attract major employers from other places	51%

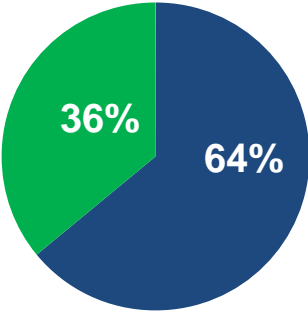


Citrix Campus, Warehouse District, Raleigh, NC

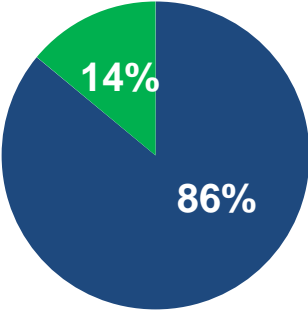
The Sharing Economy

Some people believe that Internet based apps for sharing cars, rides, houses or specialized equipment are a new or more common element to the economy that gives people more flexibility than having to buy everything for themselves. How important is this shared economy to you?

- Not at all important
- Somewhat to extremely important



NC



NC Millennials

KEY FINDINGS



70% of NC Millennials are likely to move in the next five years.

Where will this generation choose to live? How can North Carolina communities make themselves more attractive to Millennials?

Respondents rank a community's affordability (in terms of housing and transportation costs) as most important factor in location choice. Not only the availability of job prospects, but also key quality of life features such as parks, trails, access to healthy foods and medical services are also important.

This finding underscores an opportunity for planners and economic development experts to collaborate on strategies and community planning efforts that minimize living expenses while investing in community assets.

Location Choice: Which of the following are most important to you when deciding where to live?

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

Percentage of Priority

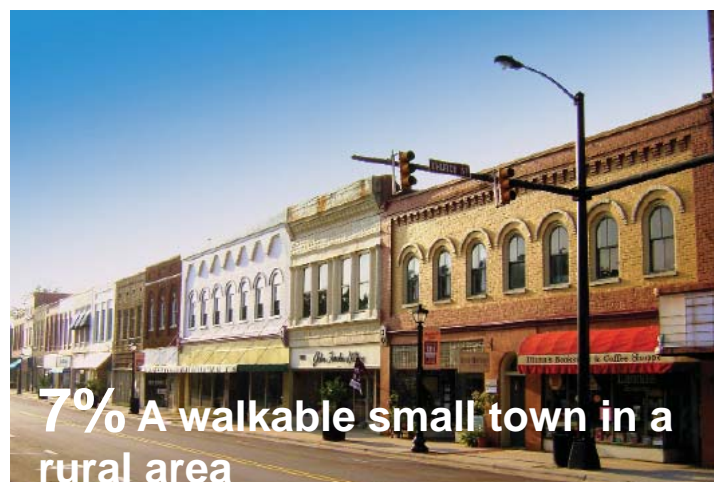
Walkability a Key Priority

One of the most significant findings of the study is the interest in walkable communities. While 37% of N.C. Millennials currently live in a walkable urban area, suburb, or small town, 54% said they would prefer to live in such a place in the future, if they could afford it. The study shows that North Carolina Millennials who currently live in drive-only suburbs now would prefer to live in a walkable urban, suburban or small town community.

Forty-two percent of respondents indicate that they currently live in a suburb where most people drive to most places. Assuming they could afford to move, only 6% would choose to remain in a suburb where most people drive to most places.

Over half of NC Millennials would prefer to live in a walkable community.

Location Choice: Which of the following best describes where you would like to live someday?



KEY FINDINGS

Almost 70% of North Carolina respondents (including both Millennials and boomers) do not feel there are enough non-car transportation options in their community.

Those surveyed also said there needs to be additional public spending to improve non-motorized options such as sidewalks, trails and bike lanes. Respondents also indicate a need to invest in transit options, including bus, train and light rail.

Transportation Choice: What type of public investment in transportation is needed?

Maintenance for existing transportation	40%
New sidewalks and pedestrian features	40%
New roads	32%
New trails for hiking and biking	31%
New trains and light rail	29%
New bikes lanes	28%
New bus system	26%



American Tobacco Trail, Durham, NC



White Oak Greenway, Cary, NC



Carolina Thread Trail, Rowan County, NC



CATS Blue Line, B-Cycle, South End, Charlotte, NC

74% of NC Millennials say its important to have other transportation options than driving a car.



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