Building for the Future: Infrastructure for the next Generation

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Handouts and presentations are available through the event app and at www.iowaleague.org.
AGENDA:

- Introductions
- Definitions
- Know your Audience
- The Challenge & Our Hypothesis
- Creating the Infrastructure
- The Future
- Case Studies
- Questions
BUILDING FOR THE FUTURE:
INFRASTRUCTURE FOR THE NEXT GENERATION

Presented by:
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RDG PLANNING & DESIGN
Depression & War Era
- 1930 - 1945
- Age 71 - 86

Baby Boomers
- 1946 - 1964
- Age 52 - 70

Generation X
- 1965 - 1980
- Age 36 - 51

Generation Y (Echo Boomers)
- 1981 - 2000
- Age 16 - 35

Generation Z (iGeneration-Homeland Generation)
- 2001 - Present
- Age 0 - 15
Figure 1: Change in Iowa population by age, 2000 to 2010

Sources: U.S. Census Bureau; Gruen Gruen + Associates.
Depression & War Era
• 1930 - 1945
• Age 71 - 86

Baby Boomers
• 1946 - 1964
• Age 52 - 70

Generation X
• 1965 - 1980
• Age 36 - 51

Generation Y
(Echo Boomers)
• 1981 - 2000
• Age 16 - 35

Generation Z
(iGeneration)
• 2000 - present
• Age 0 - 15

Figure 1: Change in Iowa population by age, 2000 to 2010

Sources: U.S. Census Bureau; Gruen Gruen + Associates.
The average 22-26 year old...

...Doesn’t know how to write in cursive.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old...

...Believes email is just too slow, and they seldom if ever use snail mail.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old...

...Has never twisted the coiled handset wire aimlessly around their wrists while chatting on the phone.
The average 22-26 year old...

...Has never recognized that pointing to their wrists was a request for the time of day.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old...

...Has lived in an era of instant stardom and self-proclaimed celebrities, famous for being famous.

Source: https://www.beloit.edu/mindset/
The average 22–26 year old...

... Has always been able to read books on an electronic screen.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old has lived in a time when:

Gas stations have never fixed flats, but most serve cappuccino.
The average 22-26 year old has lived in a time when:

Assisted Living” has always been replacing nursing homes, while Hospice has always offered an alternative to the hospital.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old has lived in a time when:

A quarter of young people under 18 have at least one immigrant parent, they aren’t afraid of immigration...unless it involves “real” aliens from another planet.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old has lived in a time when:

The nation has never approved of the job Congress is doing.

Source: https://www.beloit.edu/mindset/
The average 22-26 year old has lived in a time when:

Barney has always been a purple dinosaur instead of Barney Fife.

Source: https://www.beloit.edu/mindset/
Generation Y (Ages 16-35)

2010 Millennials surpassed baby boomers as largest population cohort

13 percent live in downtown settings

50 percent are renters

30 is the new 20 - “real adulthood”

¼ of millennials marry between the ages of 18 and 32

>60 percent of millennials “want to live in areas where they can use their cars less.”

Source: Urban Land Institute “The Evolving Preferences of Millennials”
How is Iowa’s population changing?

Iowa’s population has become older and more diverse

- Baby Boomers accounted for an upward shift in the age structure over the decade
- Near-term demand for housing likely to be most shaped by Baby Boomers and Gen Y

**Figure 1: Change in Iowa population by age, 2000 to 2010**

- New Households: Employment Growth
- Lifestyle, Life Cycle, Upgrade Moves
- Replace Obsolete Housing Stock

Sources: U.S. Census Bureau; Gruen Gruen + Associates.
Younger households are moving from rural to metro areas

Figure 11: Change in households by age of householder, 2000 to 2010
The Challenge:

• Smaller communities can struggle to attract younger generations to live in their towns. Why is it important for you to attract younger adults?
  • Generational balance creates a healthy community that can sustain and enhance existing resources (schools, businesses, etc.). Without younger generations, population trends are likely to project downward further.
The Question:

- Different generations require different services.
  - How do you plan for the services that will be attractive to the younger adult and their lifestyles?
The Hypothesis:

• This session will explore how planning through zoning and infrastructure now can accommodate growth to attract and retain the younger employees and their life choices.
  • **Increasingly, people choose where they want to live and then look for a job.**
    • Focusing on a strategic, place-based story gives people a reason to choose your community.
    • Connection (technology, interpersonal and physical) is critical to meaningful production.
Making connections in your community through...

Creating the Infrastructure

- Virtual Infrastructure
- Physical Infrastructure
- Cultural Infrastructure
VIRTUAL INFRASTRUCTURE

- High Speed Internet
- Upload Information
- Download Information
- Egalitarian Disbursement or Availability
VIRTUAL INFRASTRUCTURE

• On-line Presence (Virtual Community Front Door)
  • City Website
  • Facebook Page
  • Social Media
VIRTUAL INFRASTRUCTURE

• Embrace of Technology
• Government and Community advocate for greater speed, capacity, adoption, etc.
PHYSICAL INFRASTRUCTURE

- Land use
  - Community “Style”
  - Recreation Considered
  - Health and Wellness at Forefront
- Aesthetics
- Zoning
- Housing Options
  - Single Family
  - Multi-Family
  - Price Points
PHYSICAL INFRASTRUCTURE

- Access/Proximity to commercial transportation
  - Highway
  - Interstate
  - Air
  - Water
PHYSICAL INFRASTRUCTURE

• Walkability
  • Pedestrian (Vehicular Free or Minimized)
• Bicycle
  • Systems
• Vehicular
  • Car
  • Bus
  • Rideshare
• Safety & Security
PHYSICAL INFRASTRUCTURE

• Education
  • Access to Physical
  • Access to On-line
  • Extension
  • Technical and Academic
CULTURAL INFRASTRUCTURE

• Community Story
  • Clear conveyance of uniqueness and value of a particular community/city/municipality.
    • “We are X.”
    • “This is how we do things in X”
    • “We are the best at Y in X!”
    • “That could only happen in X!”
CULTURAL INFRASTRUCTURE

• Interpersonal (Social)
  • Programming
    • Places and Events planned/intended to connect individuals to other individuals with similar interests
    • Form community bonds
CULTURAL INFRASTRUCTURE

• Interpersonal (Social)
  • Service Opportunities
    • Events planned/intended to connect individuals to community by way of shared interest in community improvement/enhancement
  • Volunteer Positions, Boards, and Commissions
  • Elected Positions, Boards, and Commissions
CULTURAL INFRASTRUCTURE

• Organization and Openness
  • Government
  • Social Class
  • Openness
    • Community is Valued and Accessible to all
      • In Real Life
      • On-line
    • Participation is encouraged
CULTURAL INFRASTRUCTURE

• Diversity
  • Demographic
    • Sex
    • Peoples (Race)
    • Religion
    • Thought
    • Age
THE FUTURE:
IN CONCLUSION...

Virtual Infrastructure

Physical Infrastructure

Cultural Infrastructure
QUESTIONS?
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