



MILLENNIAL MAYORS CONGRESS

ESTABLISHED 2009

Issue Briefs



michigan suburbs alliance





ECONOMIC OPPORTUNITY

jobs, career advancement, earnings, skill development, entrepreneurship



In Metro Detroit

Michigan has struggled to transition from a manufacturing-based economy into the new global economy, which is driven by information, skills, technology and services. Metro Detroit's high rates of joblessness make that point all too clear. Yet the human capital and networks pulled together by the formerly dominant automotive and other manufacturing industries can equip Metro Detroit for a comeback. Small-business incubators, technology firms, and university-community partnerships have begun to spring up across the region in a sign of increasing adaptation and reorientation.

Get Involved!

ENTREPRENEURIALISM

- + [New Economy Initiative](#)
- + [Ann Arbor SPARK](#)
- + [TechTown](#)
- + [Michigan Small Business and Technology Centers](#)

JOB PORTALS

- + [Michigan Talent Bank](#)
- + [Intern in Michigan](#)

Millennials say...

WHAT MAKES A GREAT PLACE?

40%

OF MILLENNIALS SAID
earnings and career opportunities



Data taken from the Millennial Mayors Congress 2009 Millennial Engagement Survey

WHY DID YOU MOVE TO SOUTHEAST MICHIGAN?

28%

OF MILLENNIALS SAID
moved to Michigan for a job.



Economic issues underlie most aspects of our daily lives, and job and career opportunities remain central to a city's overall prosperity. To attract and retain the most talented people and keep its economy moving forward, a successful region must offer a basic level of opportunities for career advancement,

earnings and skill development. The talent- and knowledge-driven new economy is also making it increasingly important to foster creativity, innovation and entrepreneurship. These seemingly intangible qualities manifest themselves in new business ventures and technological developments, higher incomes, and more jobs.





TRANSPORTATION

public transit, transportation options, road quality, freeway accessibility, complete streets



In Metro Detroit

The city of Metro Detroit was built on the back of the automobile, and its economic and physical development from the 1950s on was defined by the car as sole transit system. Our extensive system of freeways and roads will get you anywhere you need to go—as long as you own a car. To remain economically competitive and become a vibrant, world-class city once again, Detroit and the surrounding region must create a more comprehensive transit system, expanding bus and train services, creating new mass transit options, and making communities more walkable and bikeable.

Get Involved!

TRANSPORTATION GROUPS

- + [Transportation for Michigan](#)
- + [Transportation Riders United \(TRU\)](#)
- + [Woodward Avenue Action Association \(WA3\)](#)
- + [Michigan Trails and Greenways Alliance](#)

BLOGS

- + [M-bike.org](#)
- + [TransportMichigan.org](#)

Millennials say...

WHAT MAKES A GREAT PLACE?

25%

OF MILLENNIALS SAID

Transportation choices & flexibility



Data taken from the Millennial Mayors Congress 2009 Millennial Engagement Survey

A comprehensive transit system is becoming increasingly important to the success of a region: transit spending creates jobs and attracts businesses and other economic development. Transportation also has the ability to greatly enhance or detract

from quality of life, as it affects access to basic amenities, time spent commuting, and cost of living. Comprehensive transportation plans should include not just freeways or road quality, but public transit, access to the greater region, and complete streets policies.

42%

OF MILLENNIALS SAID

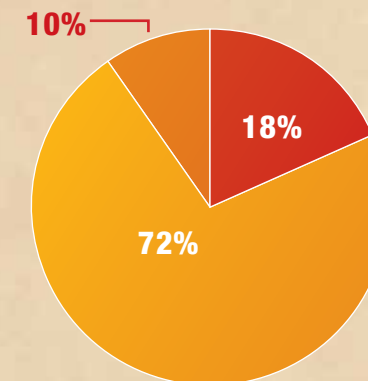
Transit is the most challenging part of living in Metro Detroit

ONLY

18%

OF MILLENNIALS WERE

satisfied with public transit in metro Detroit.



- Satisfied
- Dissatisfied
- Undecided





ENVIRONMENT

conservation, access, outdoor recreation,
natural resources, green spaces

Millennials say...

WHAT MAKES A GREAT PLACE?

30%

OF MILLENNIALS SAID

access to outdoor
recreation and green spaces.



Data taken from the Millennial Mayors Congress 2009 Millennial Engagement Survey

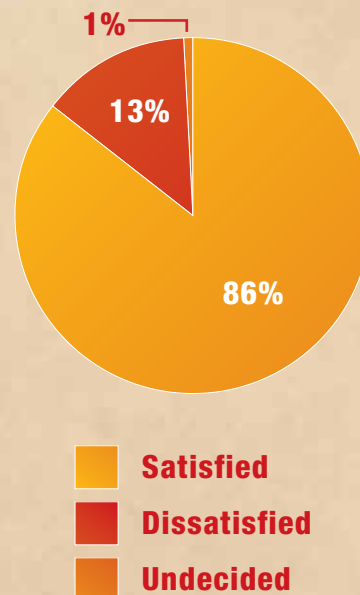
Today's youth demand green spaces and opportunities for recreation and are taking action to preserve our planet for generations to come. Millennials understand the need for environmental sustainability and feel strongly about integrating more earth-friendly practices into their

ACCESS TO PARKS

86%

OF MILLENNIALS WERE

satisfied with
conditions

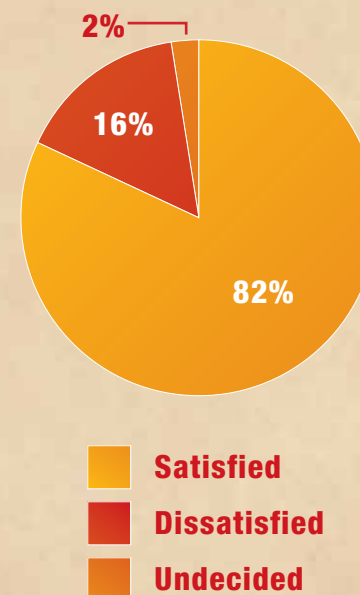


GARBAGE PICK-UP/RECYCLING

82%

OF MILLENNIALS WERE

satisfied with
conditions



In Metro Detroit

Michigan offers a plethora of natural resources, and is renowned for its beautiful lakes, forests, and green spaces. However, many have to travel outside of the immediate metro area to access these abundant resources. While we appreciate the many existing opportunities for outdoor recreation, we also see opportunities for creating more green space within our cities, reclaiming vacant spaces and connecting existing parks to take full advantage of Michigan's natural environment. Millennials are moving away from sprawling developments in favor of places where they can easily access necessary amenities. They recognize that this not only makes their lives easier, but is more sustainable.

Get Involved!

FOOD & URBAN GARDENING

- + [Gleaners](#)
- + [Earthworks](#)

ENVIRONMENT & GREENING

- + [Ecology Center](#)
- + [Michigan Environmental Council](#)
- + [Michigan Nature Association](#)
- + [Greening of Detroit](#)

own lives and into the public sphere. They value green space as a quality of life issue, and appreciate the ability of natural resources to beautify a space. They also want access to nature in order to have opportunities to explore the outdoors.





VIBRANT PLACES

activities, density, infill development, walkability, attractive buildings, neighborhoods



In Metro Detroit

To become more vibrant, metro Detroit must improve accessibility through transit and walking and biking measures, transform vacant or underused space, stabilize existing neighborhoods and make them more livable, and ensure access to a variety of live, work and play opportunities. It will be especially important for the region to focus on revitalizing central city and downtown areas.

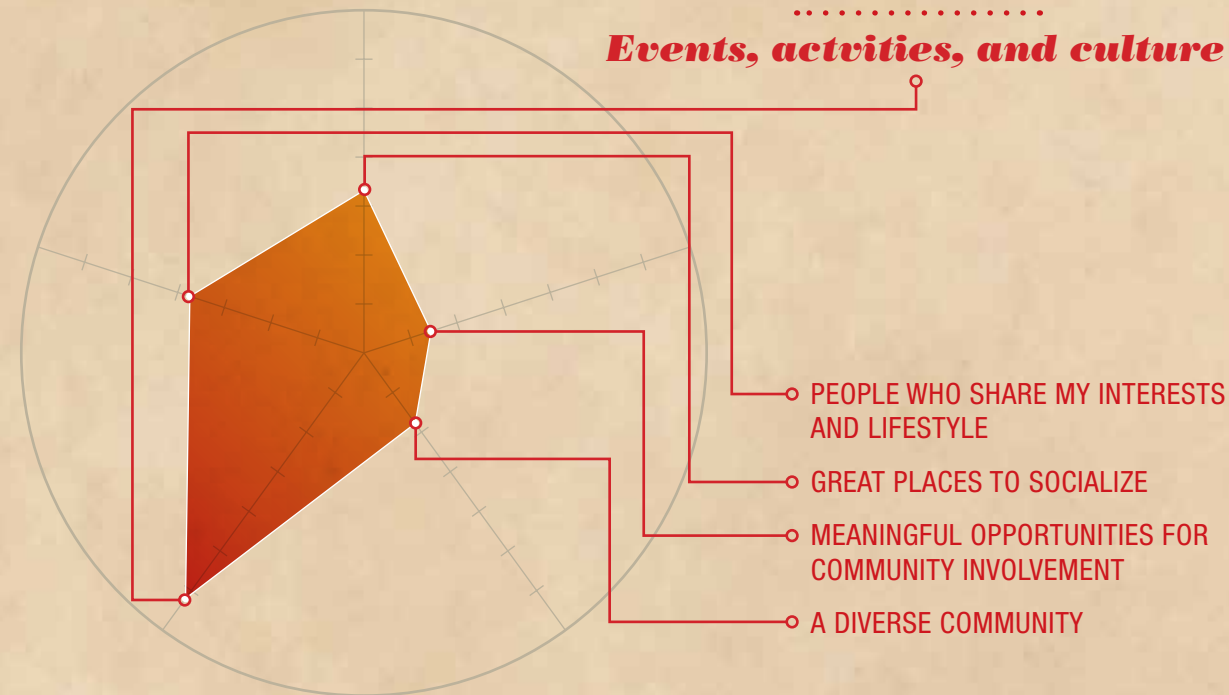
Millennials say...

THREE MOST IMPORTANT THINGS ABOUT GREAT PLACES?

31%

OF MILLENNIALS SAID

Events, activities, and culture



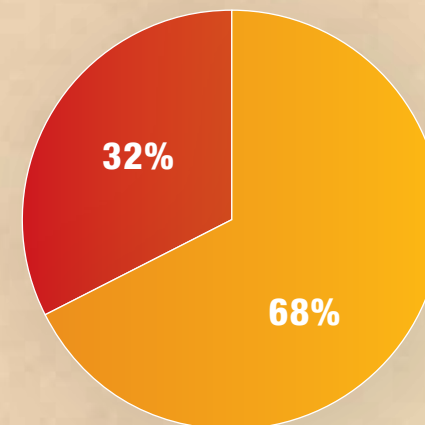
Data taken from the Millennial Mayors Congress 2009 Millennial Engagement Survey

FUN AND INTERESTING ACTIVITIES, EVENTS, & CULTURAL OFFERINGS

68%

OF MILLENNIALS WERE

satisfied with conditions



Satisfied
Dissatisfied

Get Involved!

FUN AROUND TOWN

- + [After 5 Detroit](#)
- + [Inside Detroit](#)
- + [Detroit Blight Busters](#)

RESEARCH

- + [Cool Cities](#)
- + [Smart Growth America](#)
- + [Michigan Land Use Institute](#)

Vibrant places have become the locus of new development, drawing skilled workers and the jobs that come along with them. “Vibrancy” is a combination of livability, access to amenities, density, walkability, the attractiveness of the built environment,

cultural, economic and racial diversity, social activity, and a strong sense of community. Young talent is drawn to distinct places with a strong sense of culture, high-quality amenities and an abundance of opportunities.





GOVERNMENT

*representative, responsive, service sharing,
community awareness, transparency*

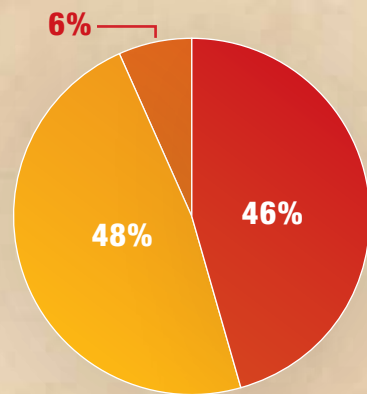
Millennials say...

BIKE PATHS/LANES

48%

OF MILLENNIALS WERE

**dissatisfied with
conditions**



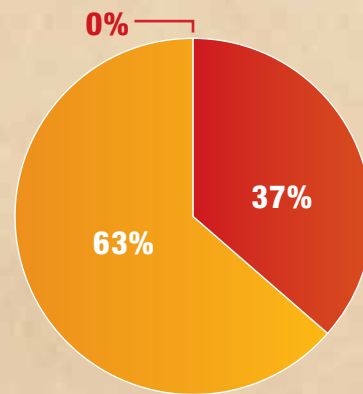
Satisfied
Dissatisfied
Undecided

ROAD CONDITIONS

63%

OF MILLENNIALS WERE

**dissatisfied with
conditions**



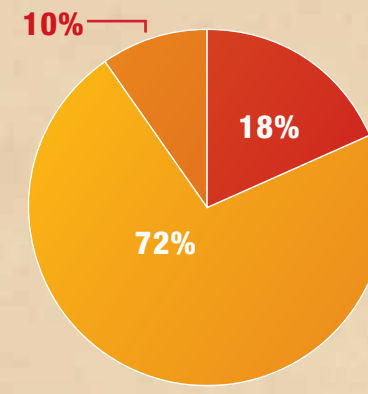
Satisfied
Dissatisfied
Undecided

PUBLIC TRANSPORTATION

72%

OF MILLENNIALS WERE

**dissatisfied with
conditions**



Satisfied
Dissatisfied
Undecided

Data taken from the Millennial Mayors Congress 2009 Millennial Engagement Survey

Local government can shape a city by facilitating development, promoting sustainability, providing basic amenities, and ensuring resident safety, education and mobility. Beyond these instrumental functions, local government may provide opportunities for citizens to become involved in their communities. Millennials place great

importance on making positive change, and government should engage them in community work. Good government should be representative of and responsive to its residents, and allow them to take part in decision-making.



In Metro Detroit

Many of metro Detroit's local governments have struggled to maintain fiscal sustainability as property values and taxes have declined. Services have accordingly been de-prioritized and defunded, and amenities such as roads, public transportation and bike paths—if the latter two existed—have suffered. Some cities have looked at outsourcing or collaborating with nearby cities to provide more efficient and higher quality services, and most residents are open to this idea. Millennials are excited about the opportunities for change in metro Detroit, and local governments have not yet fully involved them in revitalization efforts. Local government must become more accessible and engaging in order to thrive in the new economy.

Get Involved!

RESPONSIVE GOVERNMENT

- + [Millennial Mayors Congress](#)
- + [White House Project](#)
- + [MiDashboard](#)

SERVICE SHARING

- + [SEMCOG](#)





EDUCATION

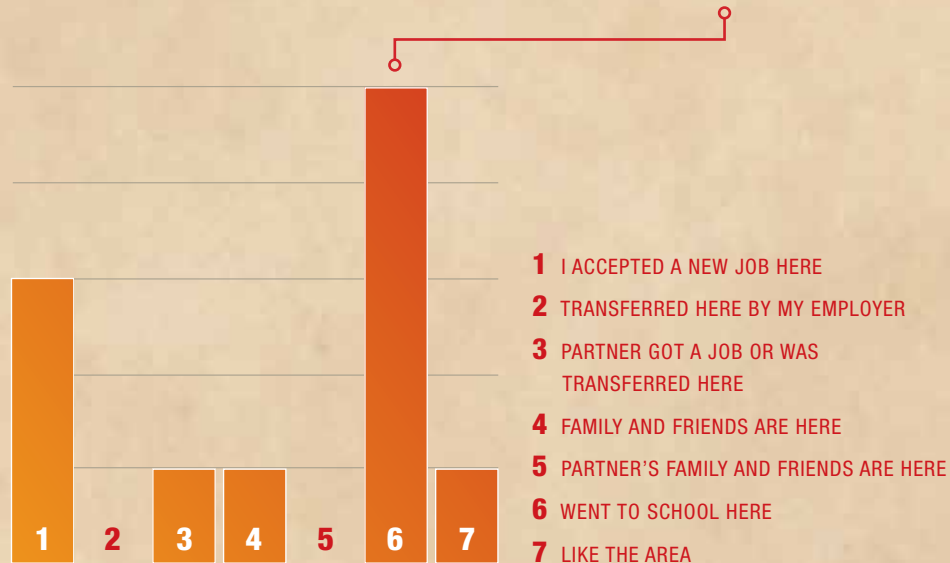
**higher education, research, K-12,
quality, access, curriculum**

Millennials say...

WHY DID YOU MOVE TO
SOUTHEAST MICHIGAN?

51%

OF MILLENNIALS SAID
**they went to school
in Michigan.**



Data taken from the Millennial Mayors Congress 2009 Millennial Engagement Survey

ON AVERAGE

27%

OF PEOPLE LIVING

**in the Millennial Mayors
Congress's member cities
are under 18.**

Data taken from the 2010 Census

ON AVERAGE

20%

OF PEOPLE LIVING

**in the MMC member cities'
population are between
ages 20-34.**

Data taken from the 2010 Census

A quality educational system is critical to success in the new economy, which is based in the knowledge, skills and creativity of talented people. Knowledge-based enterprises, the growth industries of the new economy, are started and staffed by highly-educated workers. Places with higher concentrations of individuals with bachelor's degrees also have higher per capita incomes, as shown in

multiple studies. Education is critical to overcoming racial and income disparities and giving children the skills they need to succeed as they grow. Millennials are the most highly-educated generation yet, and will move to a new place for a high-quality secondary education. As they begin to have children, they're also starting to consider K-12 schools in their decisions on where to live and work.



In Metro Detroit

Michigan is lagging the nation as a whole in income level, in the percentage of the adult population with a bachelor's degree, and in the proportion of wages coming from knowledge-based industries. The struggles of the region's K-12 public school system have been well-documented, but reform efforts are underway to create more effective and efficient schools that will prepare Michigan's children for the new workforce. In metro Detroit, higher education is key to attracting and retaining young talent. Michigan already houses a number of world-class universities and so has the potential to teach its population the skills they need to succeed in the new economy. The region must focus on retaining the highly-qualified graduates of its local universities.

Get Involved!

NATIONWIDE

+ [Promise Neighborhoods](#)
+ [Harlem Children's Zone](#)

MICHIGAN RESOURCES

+ [MI-School](#)

GETTING INVOLVED

+ [Detroit Reads!](#)
+ [Harriet Tubman Center](#)
+ [Metro Detroit Mentoring Collaboration](#)

