

Regional Policy Workshop Wrap-Up & Next Steps

September 23, 2008
Citizens League



Common ground. Common good.

A Regional Vision Based on Competitive Advantage

Highly educated and motivated workforce

Builds on these assets:

- #2 in high school graduates
- #4 in bachelor degrees
- #1 in labor force participation
- Strong work ethic

Benefits:

- job growth, off-set loss in labor force participation
- more innovation
- enhance quality of life (virtuous cycle)

Critical steps for successful implementation:

- Invest and reinvent full spectrum of education, early childhood through higher ed
- Tackle the achievement gap and provide financial assistance for post-secondary
- Invest in research to spark innovation
- Promote quality of life advantages

Next step: Focus – be willing to prioritize – make education #1 priority

A Regional Vision Based on
Competitive Advantage
Culture of Creativity

Builds on these assets:

- arts and graphics industries
- companies that create the “middle America” products and market them to the world
- active immigrant energy which can support innovation for companies

Benefits:

- maintain and increase our diverse business base
- prompts acceptance of change
- social mobility attracts immigrants / refugees who sustain / grow workforce

Critical steps for successful implementation:

- extend opportunity for education and careers and life long learning culture
- increase global awareness in Minnesota about global economic opportunity
- brand our region base on these assets to change perceptions

Next step: Get this to be a policy focus and strategy

A Regional Vision Based on
Competitive Advantage

Quality of Life

Builds on these assets:

- people – human capital
- physical amenities, natural resources
- institutional assets

Benefits:

- obtaining / retaining quality workforce
- magnet for new business / business retention relocation
- fostering innovation and entrepreneurialism

Critical steps for successful implementation:

- need to market externally and within region
- impose collaboration within region among political jurisdictions
- focus on value rather than cost

Next step: Develop marketing campaign for business and others to come here with strong value proposition

A Regional Vision Based on – **Communities for a Lifetime** **Intergenerational Living / Connectivity**

Issues / Challenges:

- People don't want to be warehoused as they get older – non segregated into isolated cohorts (senior housing not as popular an option for boomers).
- Tightening economics
- Mobility, access to family, supports, \$5 gas – infrastructure that enhances community
- Housing – mismatch of needs / size

Builds on these assets:

- Economics – (macro and micro) i.e. resource use and infrastructure [shared housing, cars, costs, etc.]
- Sense of community / belonging
- More housing options based on existing housing stock – provide range of options and choice
- Natural social infrastructure of support

Critical steps for successful implementation:

- Rethink regulatory environment (restrictive zoning codes, land use, etc.)
- Tax policies – build in incentives
- Adjust attitudes - govt / institutions / individuals (desire for independent lifestyle, resource use, cooperation)
- Greater societal acceptance of living together (challenge morality argument)

Next step: Promote examples that depict intergenerational living and why they work. Market alternatives to potential users and investors / sponsors. Bring examples from places that have already seen the demographic tsunami (Florida, Pennsylvania, etc.)

A New Model for Resource Use

Our Groups, Our Claims and a New Practice Of Citizenship

Problems with Current Approach

- We form groups that exert claims relative to one another
- Unclear and undiscussed: what are our claims on one another? –What do we owe each other?
- Identity no longer around common ground—don't really believe we're all in it together
- Divisive language
- Not governed the way we live or work

Benefits of Approach:

- Change discussions so we begin to see what we get and give to one another
- Create more transparency and new forms of accountability
- Creates sense of community beyond me vs. them

Priority changes needed for implementation:

- New and different language
- Identify areas of consensus—what do we agree we want as a community/society
- Eliminate unnecessary claims against each other—(e.g., tax breaks)
- Activate networks around specific issues

Next step: Take five issues around mutual support (e.g., health care) and start discussions--(leaders catch up to public)--of common purpose;

A New Model for Resource Use

Housing Finance Crisis Creates Opportunity for New Mortgages

Problems with Current Approach

- Financial meltdown
- Not used mortgage as a lever to deal with externalized costs of housing, for society as well as individuals (is this really a problem—we shouldn't be)
- Uncertainty around social value of expanding home ownership
- Mortgage wrapped up in a lot of values around what it what it means to be an American—(messing with something sacred)

Benefits of Approach:

- More accurately price impact of choices related to housing
- Mortgage is a powerful lever
- Influence behavior through pricing
- (Mortgages already confusing)
- Should use more direct mechanisms—e.g. gas tax, congestion pricing, etc

Priority changes needed for implementation:

- Housing finance administration--go to Feds
- Need flexible mortgage products, esp. those that allow continuum between rental and ownership

Next step: Cage match!

A New Model for Resource Use

Lifelong Learning

Problems with Current Approach

- Silos between P-K, K-12, and higher ed
- Definitions of outcomes too narrow
- Expectations of short-term ROI
- Power of philanthropic sector- does their money change things?
- Young people not prepared to fulfill available jobs--mismatch between education and jobs
- Need civic education-- become a contributing member of society
- Bricks and mortar should be community resources
- Governing structures outmoded-- difficult to align resources

Benefits of Approach:

- Broader concept of education
- Education key to reducing whole host of other costs
- Accountability to outcomes
- Boarder participation in decision-making

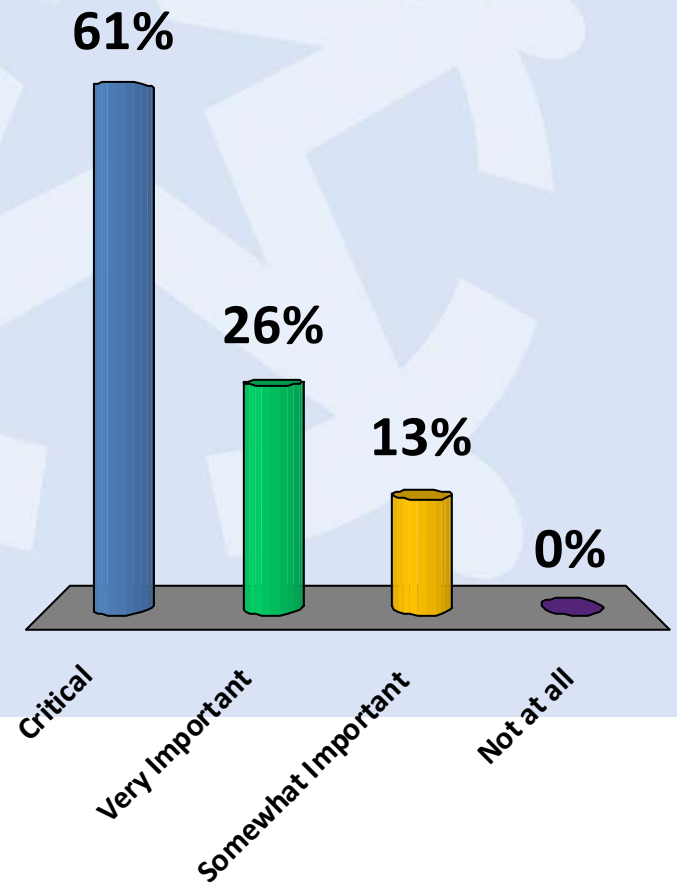
Priority changes needed for implementation:

- Pilots and charters
- Align facilities
- Figure out how to fund outcomes

Competitive Advantage

How important do you think it is for our region to make progress in this area?

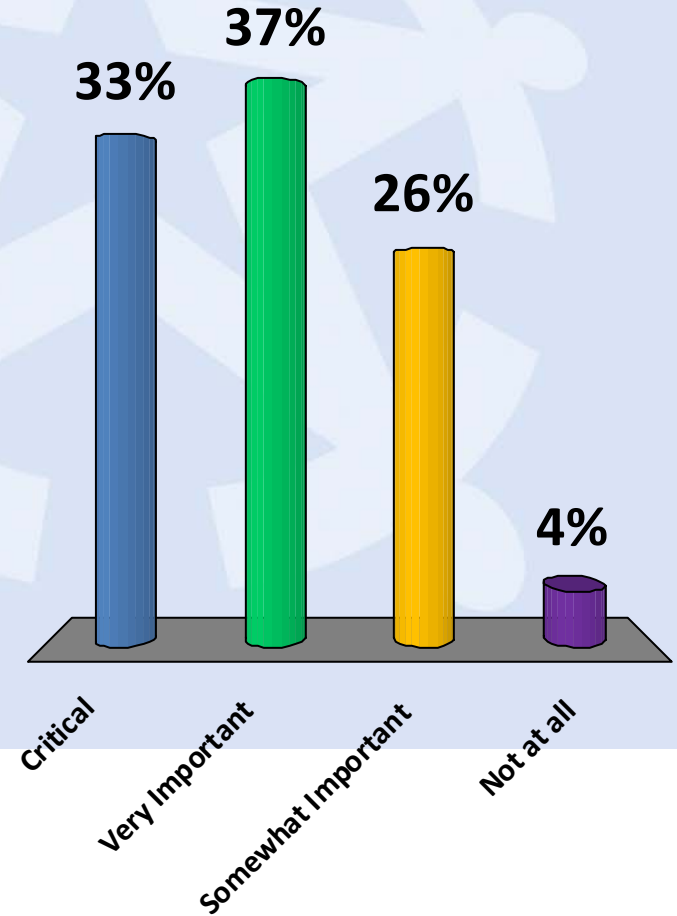
- 1) Critical
- 2) Very Important
- 3) Somewhat Important
- 4) Not at all



New Resource Model

How important do you think it is for our region to make progress in this area?

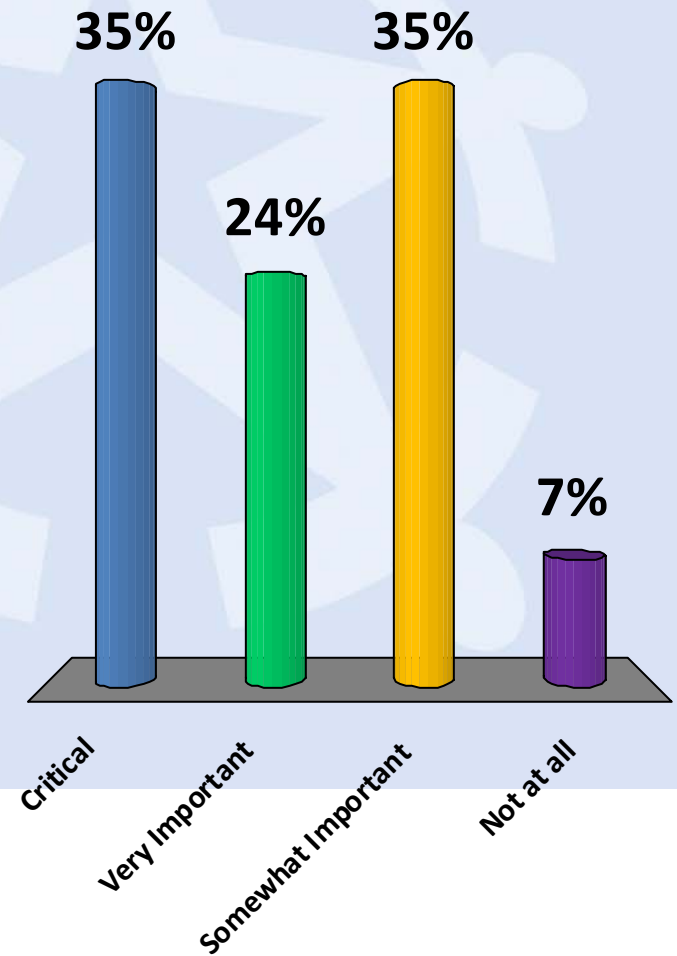
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Communities for a Lifetime

How important do you think it is for our region to make progress in this area?

- 1) Critical
- 2) Very Important
- 3) Somewhat Important
- 4) Not at all



What 2 ideas do you think have the most promise?

33% 1) Highly educated & motivated workforce

17% 2) Culture of creativity

7% 3) Quality of life

19% 4) Our groups, our claims & a new practice of citizenship

12% 5) Lifelong learning

1% 6) Housing crisis creates opportunities for new mortgages

12% 7) Intergenerational living

Which of these ideas would you be willing to continue to work on? (click all that apply)

20% 1) Highly educated & motivated workforce

11% 2) Culture of creativity

19% 3) Quality of life

28% 4) Our groups, our claims & a new practice of citizenship

2% 5) Lifelong learning

9% 6) Housing crisis creates opportunities for new mortgage

11% 7) Intergenerational living