



The Infrastructure Shift

Matt Thornhill

SIR Research/Generations Matter

March 31, 2015

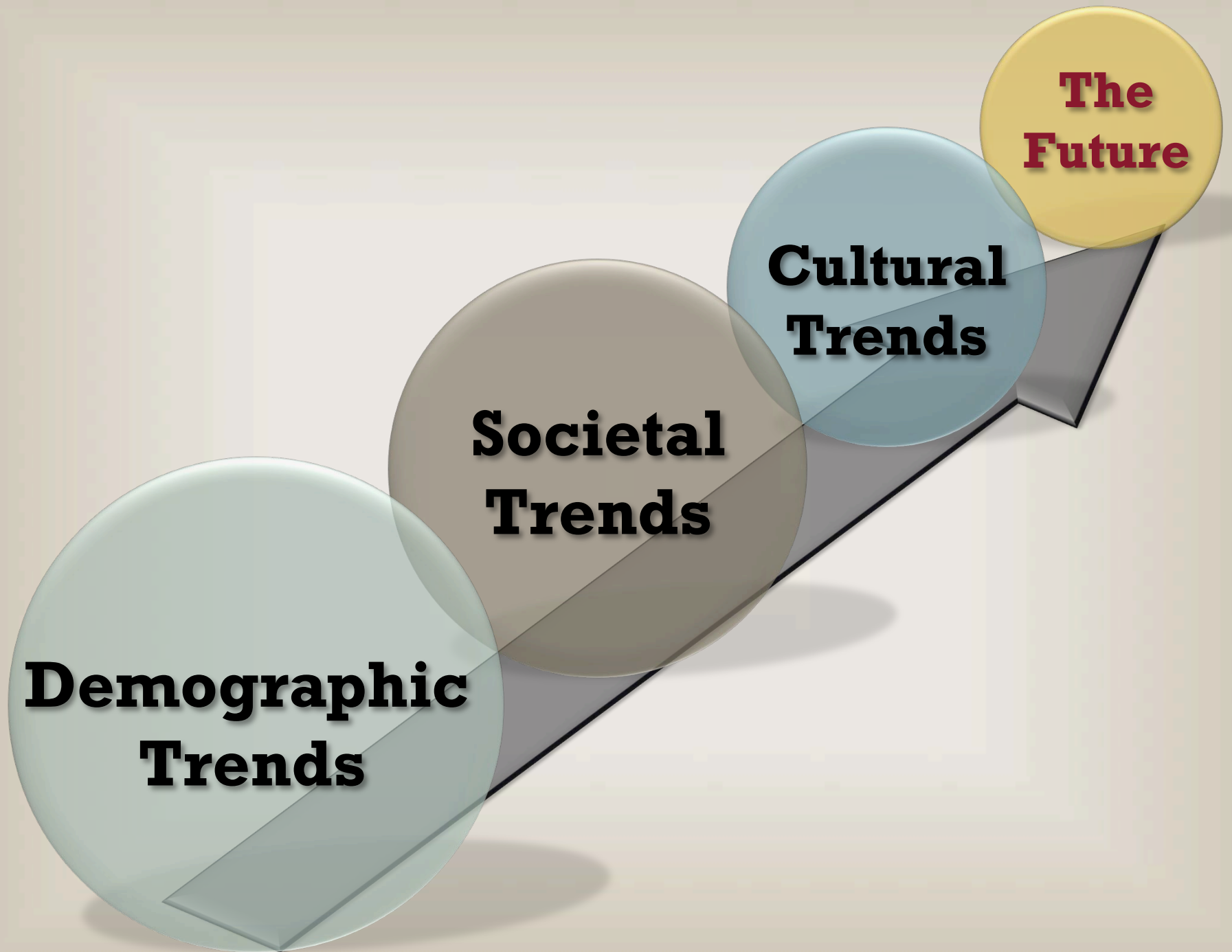
Today's Agenda

- The 324 Places initiative
- Why Generations Matter to Virginia's 324 Places
- The Infrastructure Shift
 - National strategies
 - Ideas for Virginia Cities, Towns and Counties
- Input from participants, discussion.

324 Places in Virginia

- New program from VML focusing on the key trends that local governments in Virginia will face over the next 10 years.
- Providing you a roadmap with strategies.
- Articles monthly in *Virginia Town & City*.
- Theme of 2015 VML Annual Conference, Oct 4-6 in Richmond: *The Future of Virginia: 324 Places*.

Why Generations Matter in Virginia



**Demographic
Trends**

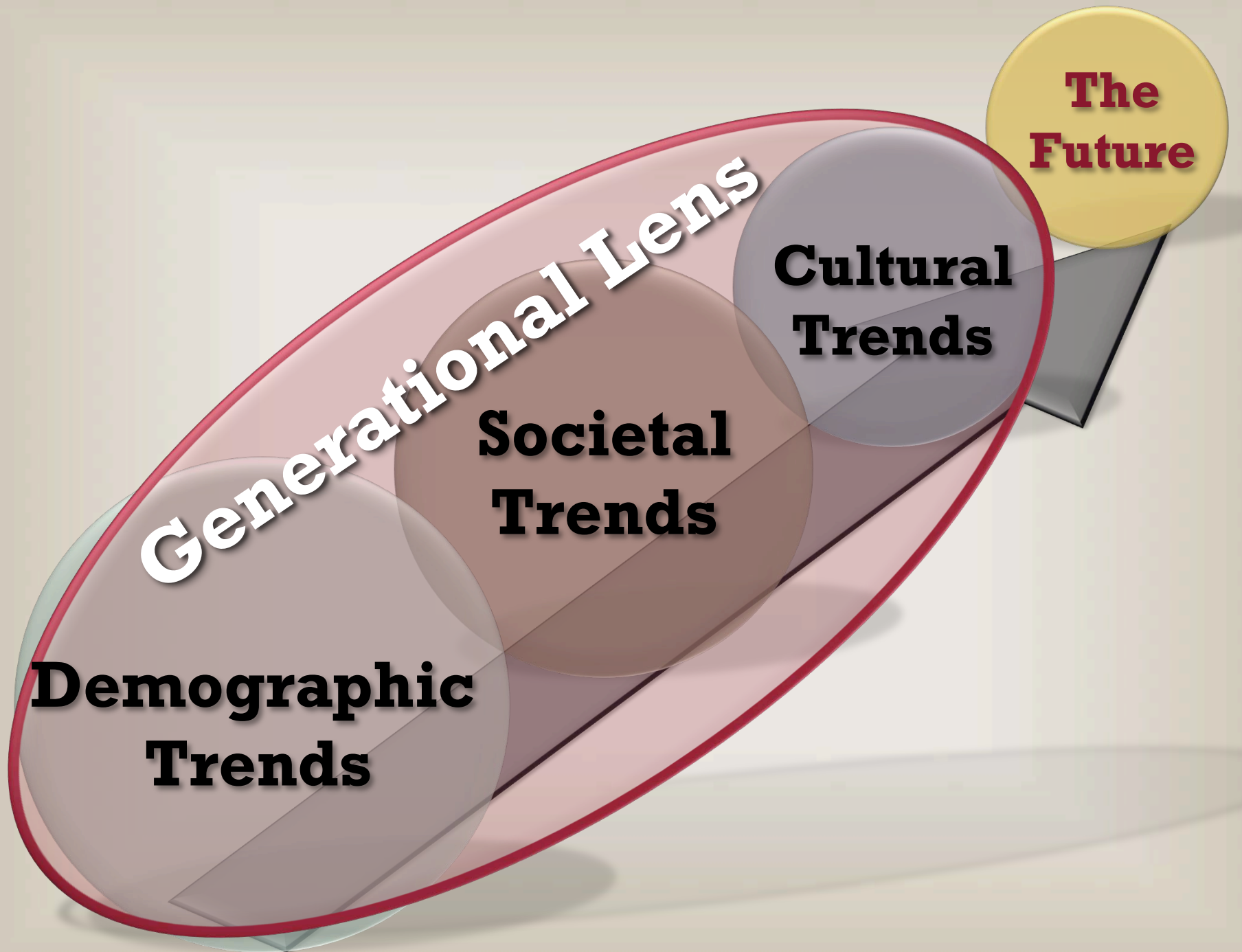
**Societal
Trends**

**Cultural
Trends**

**The
Future**

Who are the Agents of Change?







Generations
MatterSM

**The future belongs to those who
effectively apply generational dynamics
in the workplace and marketplace**

Born in the U.S.A

58,000,000

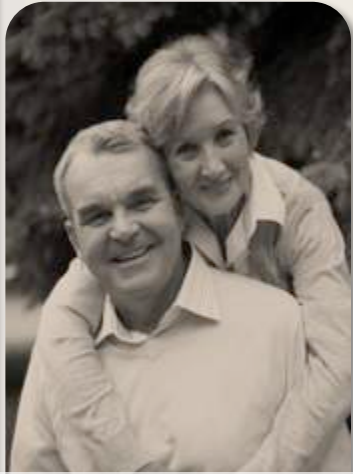


Greatest

1909-28

97

44,000,000



Silent

1929-45

78

76,000,000



Boomer

1946-64

60

62,000,000



Gen X

1965-82

42

80,000,000



Millennial

1983-01

23

Current U.S. Census Data

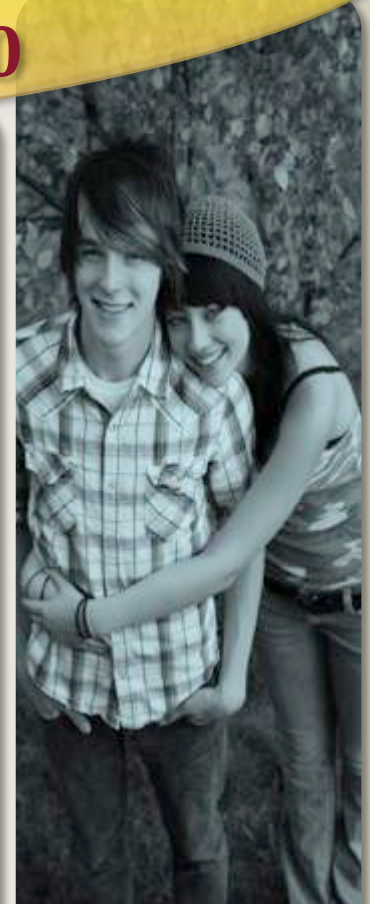
76,000,000

75,000,000

82,000,000

5,000,000

28,000,000



Greatest

Silent

Boomer

Gen X

Millennial

1909-28

1929-45

1946-64

1965-82

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78

60

42

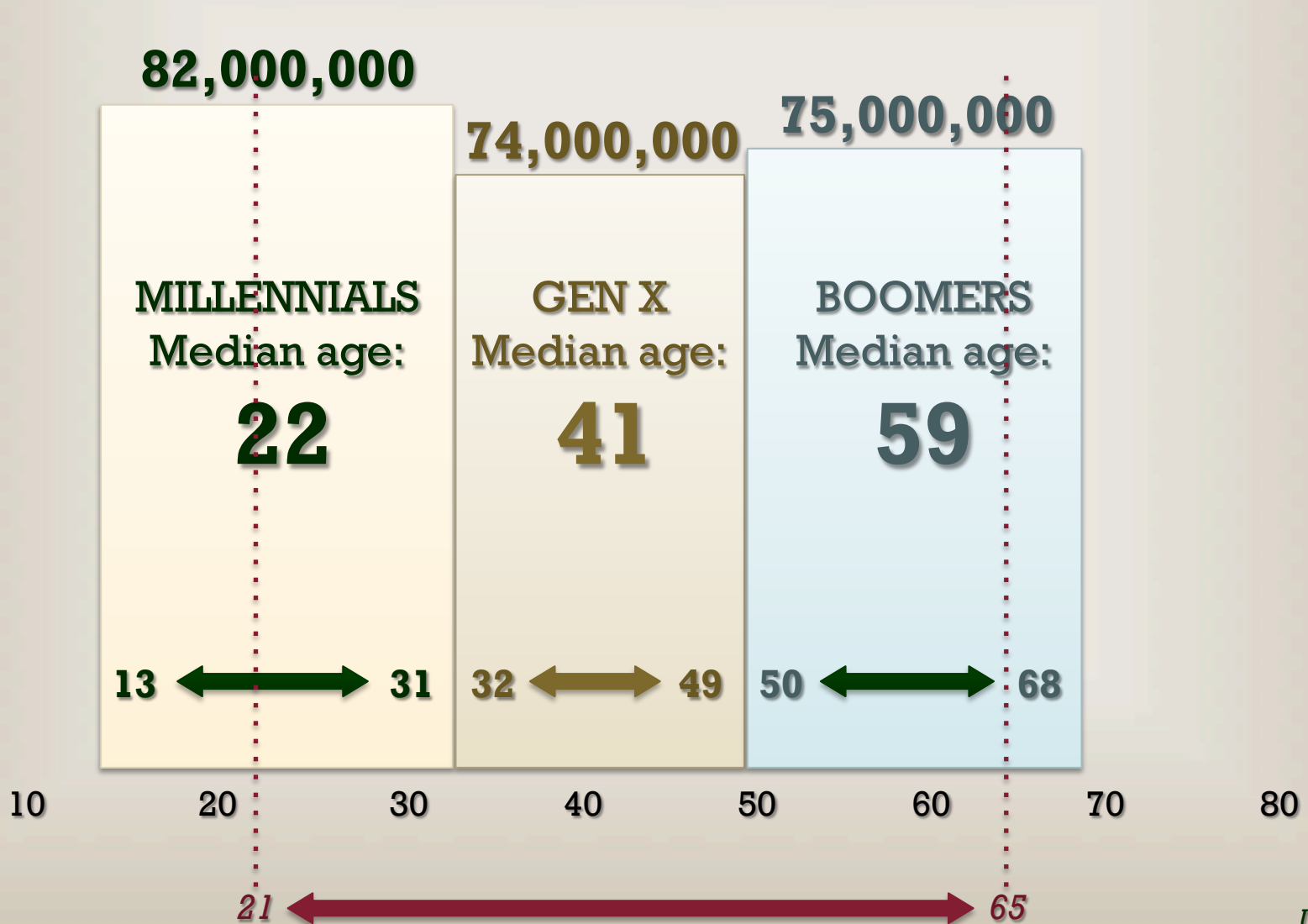
23

A young woman with dark hair pulled back, wearing a light blue top and a necklace, is smiling broadly. She is in a meeting or office setting with other people blurred in the background.

MILLENNIALS
will shape
CULTURE &
SOCIETY
starting now...

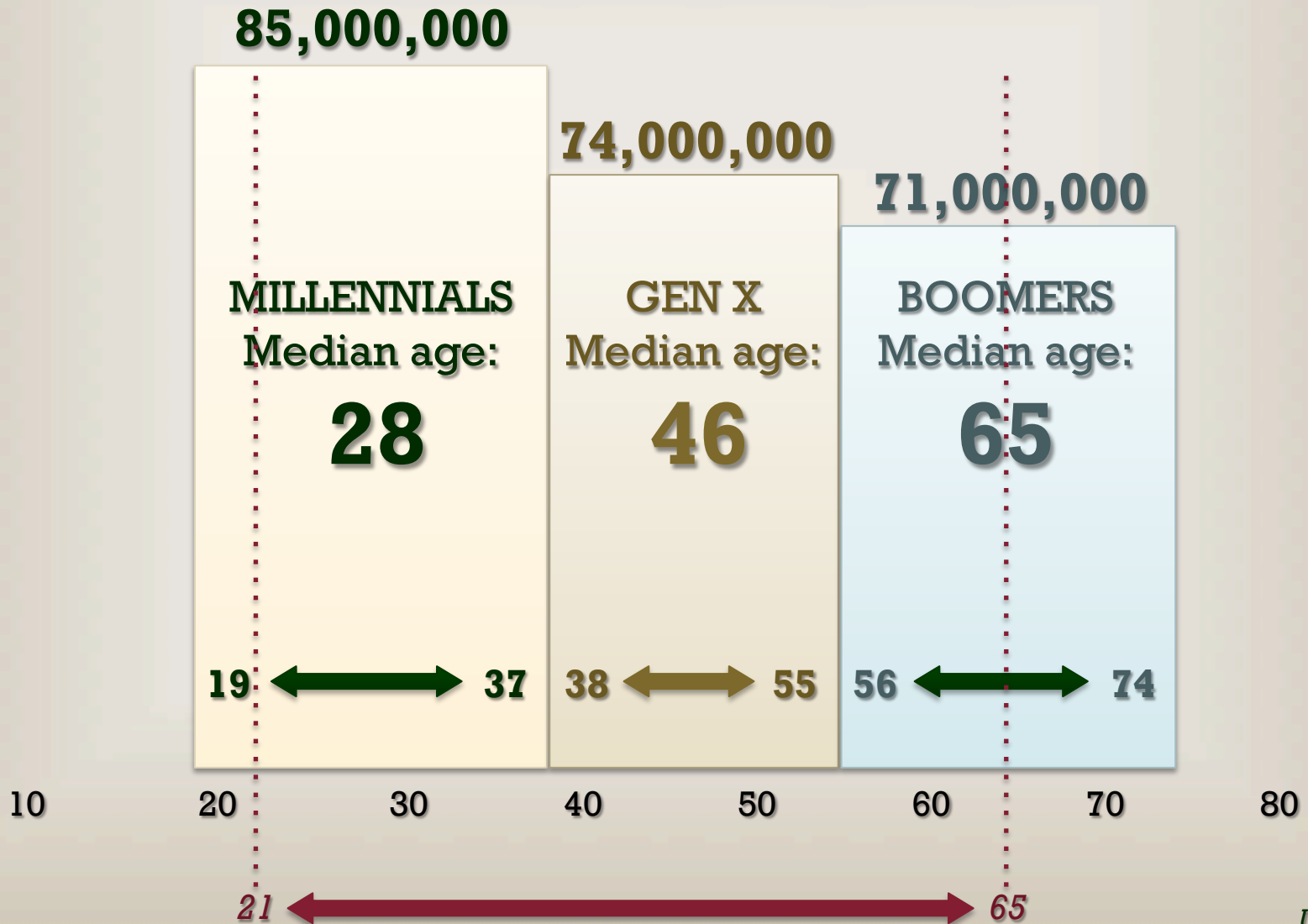
It's their world now...

TODAY:



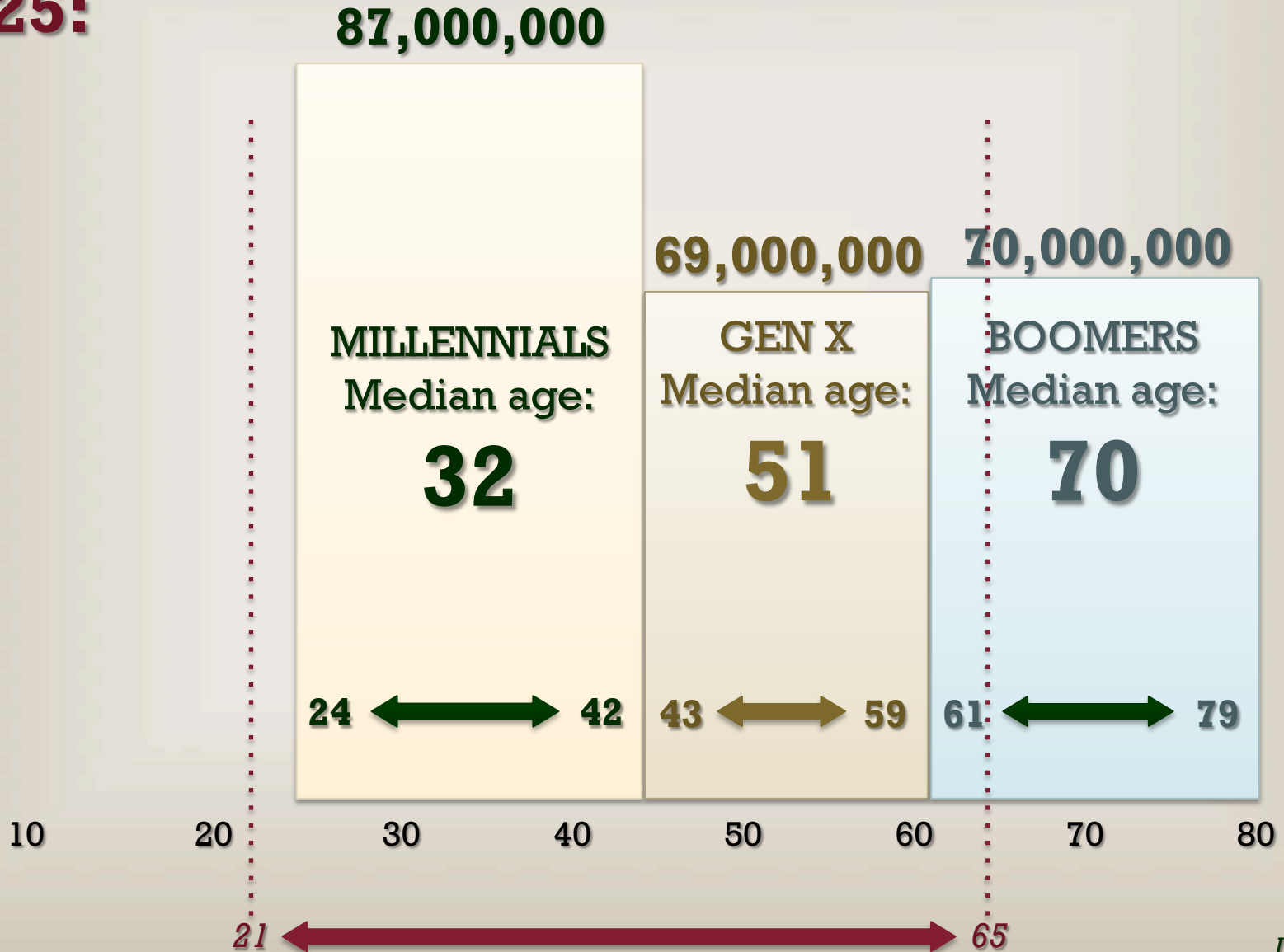
It's their world now...

2020:



It's their world now...

2025:





Millennials

1983-2001

14-32

Millennial Mindsets:

Sustainability

Collaboration

“Sharing” Economy

About “We”

MILLENNIAL
“WE”
MENTALITY



BOOMER
“ME”
MENTALITY

Career Goals:

BOOMERS:

**MAKE A
LIVING**

MILLENNIALS:

**MAKE A
DIFFERENCE**

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Virginia: Not great, but improving

Virginia Infrastructure Grades	2015
Bridges	C
Dams	C
Drinking Water	C
Parks and Recreation	C+
Rail and Transit	C-
Roads	D
Schools	C-
Solid Waste	B-
Storm water	C-
Wastewater	D+
OVERALL	C-

Up from a “D”
in 2014

National Strategies

Start with integrated infrastructure planning.

- Specific projects fit within a more comprehensive network of integrated systems.
- Mirror what happens in private sector to integrate processes and services.
- Speaks to desires of Millennials to think “whole picture” on infrastructure.

National Strategies

Modernize project planning and delivery.

- Change outdated laws or regulations that restrict cooperation and collaboration upfront.
- “We’ve always done it that way” is not the answer, and turns off Millennials.

National Strategies

Apply the triple bottom line.

- Economic, social and environmental.
- Very appealing approach to solicit support from Millennials.

National Strategies

Seek new avenues of investment and financing.

- More public/private partnerships needed.
- Investigate the latest on the Build America Transportation Investment Center.
- Stay on top of legislation on Qualified Public Infrastructure Bonds (QPIB).

Innovative Funding Ideas

- VDOT naming rights to rest areas and welcome centers.
- San Diego County selling rights to public parks, ball fields, skate parks, trails, etc.
- Philadelphia selling display space for advertising on public buildings.

Engaging Citizens Today

- Collaborative engagement is needed, and new tech tools enable governments to solicit input from thousands instead of a motivated few.

Virginia.gov Agencies | Governor Search Virginia.Gov

Route 29 Solutions VDOT

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Provide Input

Public involvement is a critical element in the development and delivery of transportation projects. VDOT is providing this forum for comments and discussion related to the Route 29 Solutions Improvement projects. We welcome suggestions, comments and critiques. If you prefer to make a comment that is not visible on this discussion board, please email Route29Solutions@VDOT.Virginia.gov. Comments on the discussion board and emailed comments will be reviewed by the project team and the Project Delivery Advisory Panel.

Note: Compatibility view must be off for this tool to work in some browsers.

Use the Menu Bar in Internet Explorer and go to Tools > Compatibility View Settings, then clear the bottom checkboxes.

VDOT is providing this forum to encourage public discussion and debate about the Route 29 Solutions projects. We ask that comments, questions and discussion be directed toward the projects and not toward other individuals participating in the forum. The forum is reviewed by the site administrators and inappropriate content and comments will be removed.

272 Comments

Recommend 2 Share Sort by Newest

Join the discussion...

Guest · 20 days ago
According to the Cooper Center, Charlottesville will experience the same ZERO population growth for the next 15 years that it's had for the past 30, while all the

Actively seeking comments, monitoring and replying.

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Thank You

Next Session:
Tuesday April 28, 2015
11:00-11:45am

