

# Placemaking 101 & Millennials

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# What is placemaking?

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- If you are a planner or designer, it is about physical redevelopment.
- If you are an economic developer, it is about economic restructuring.
- If you are a social worker, it is about healthy living and social justice.
- If you are a marketing specialist, it is about branding.
- If you are a community organizer, it is about visioning and consensus about the future.

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- If you are community organizer, it is about visioning and consensus about the future.
- It's all the above...and more!

# What is placemaking?

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- Placemaking is an approach to planning, design, economic development, community marketing, promoting quality of life, and creating a shared future for our place.
- Placemaking builds on a community's assets.
- Placemaking responds to a community's aspirations.
- Placemaking promotes a quality of life that appeals to residents and visitors.
- Placemaking focuses on shared (public) spaces and assets.

# What is placemaking?

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It is both *a process* (discovering what we want) and it is *a product* (actions for achieving what we want).

The Project for Public Spaces (PPS) talks about it this way:

“With community-based participation at its center, an effective Placemaking process capitalizes on a local community’s assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people’s health, happiness, and well being.”

# What is placemaking?

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*1000 Friends of Wisconsin* remind us that

“the task of Placemaking (is) to create a common vision of that place that is unique to its circumstances and people, and then implement that vision using people-scale, cost effective, doable improvements that can make an immediate impact.”

# Millennials

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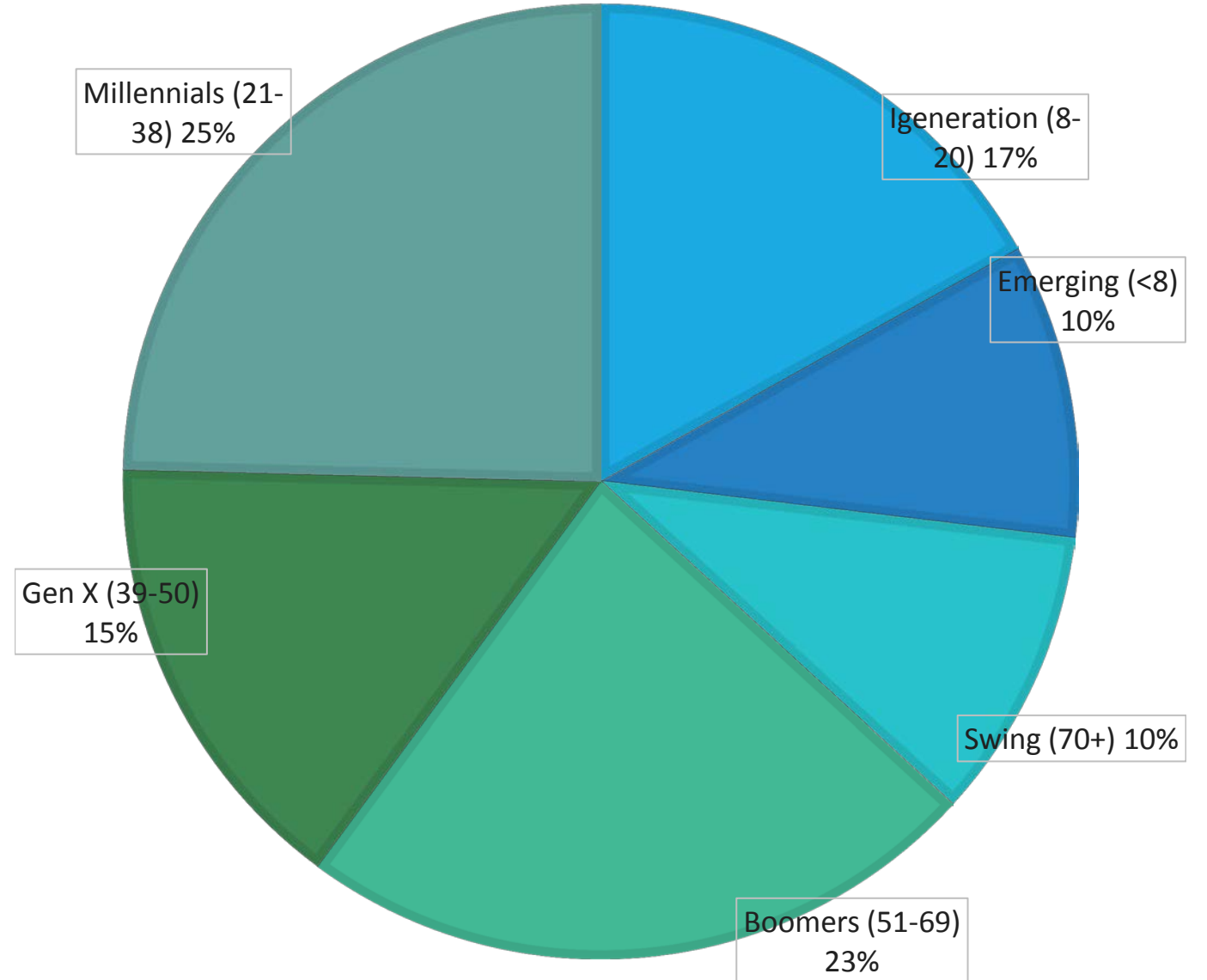
kristin.runge@ces.uwex.edu; Twitter @RungeKristin



# 1977-1994

21 to 38 years old in 2015 ...

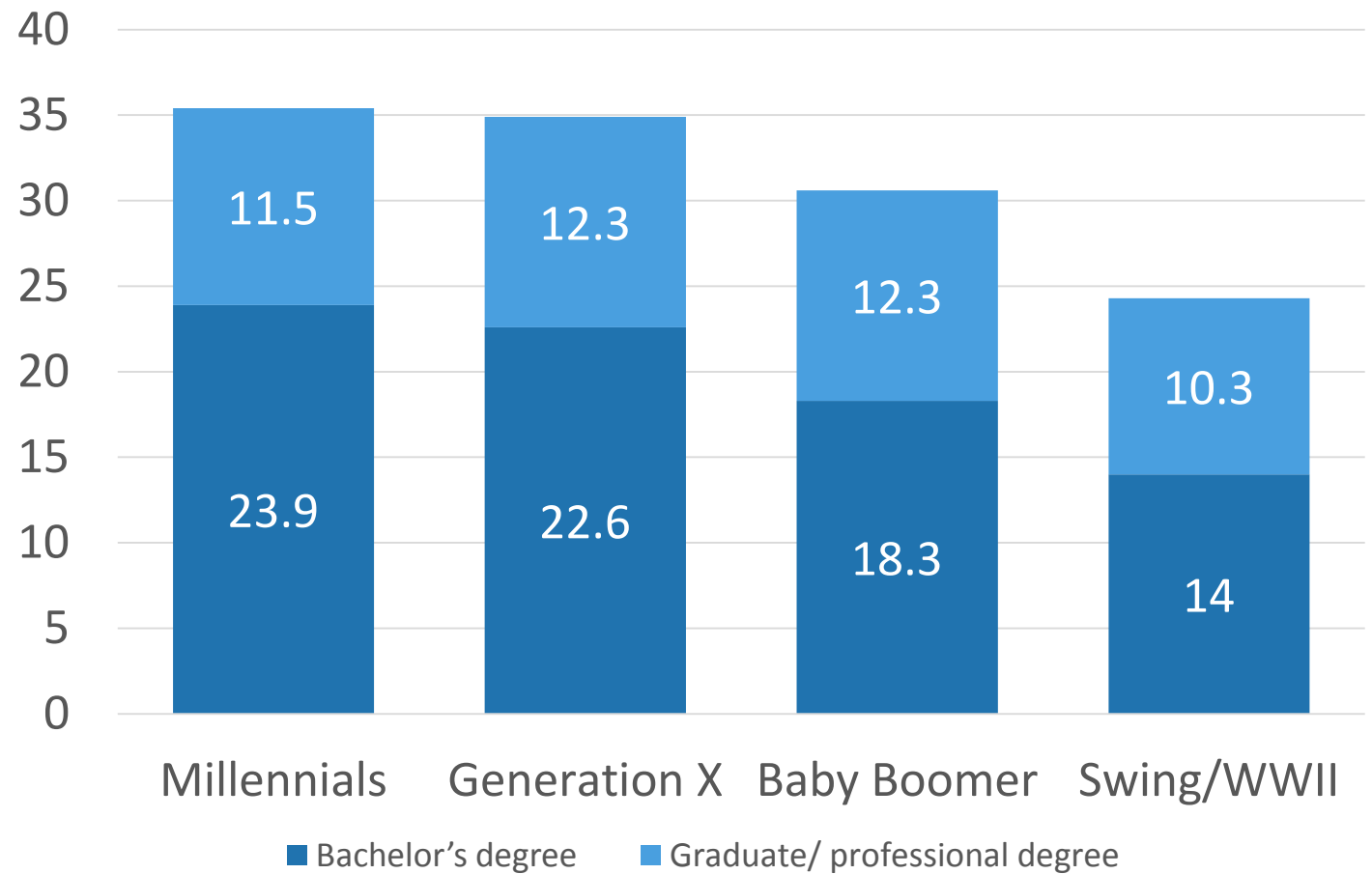
... 36 to 53 years old in 2030





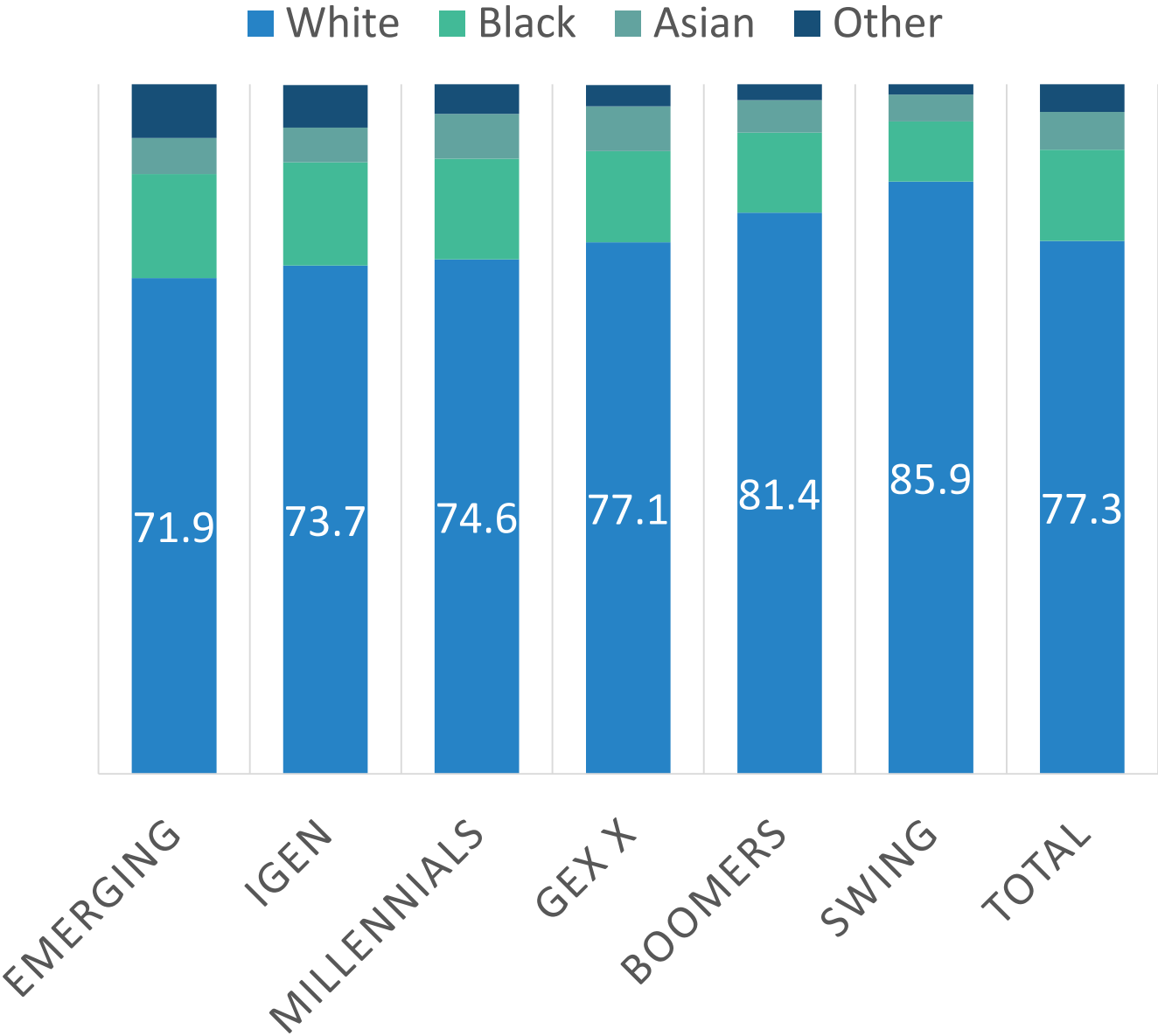
# Well Educated

## Percent Generation with Bachelor or Graduate Degree



Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.

# Racially Diverse



Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.

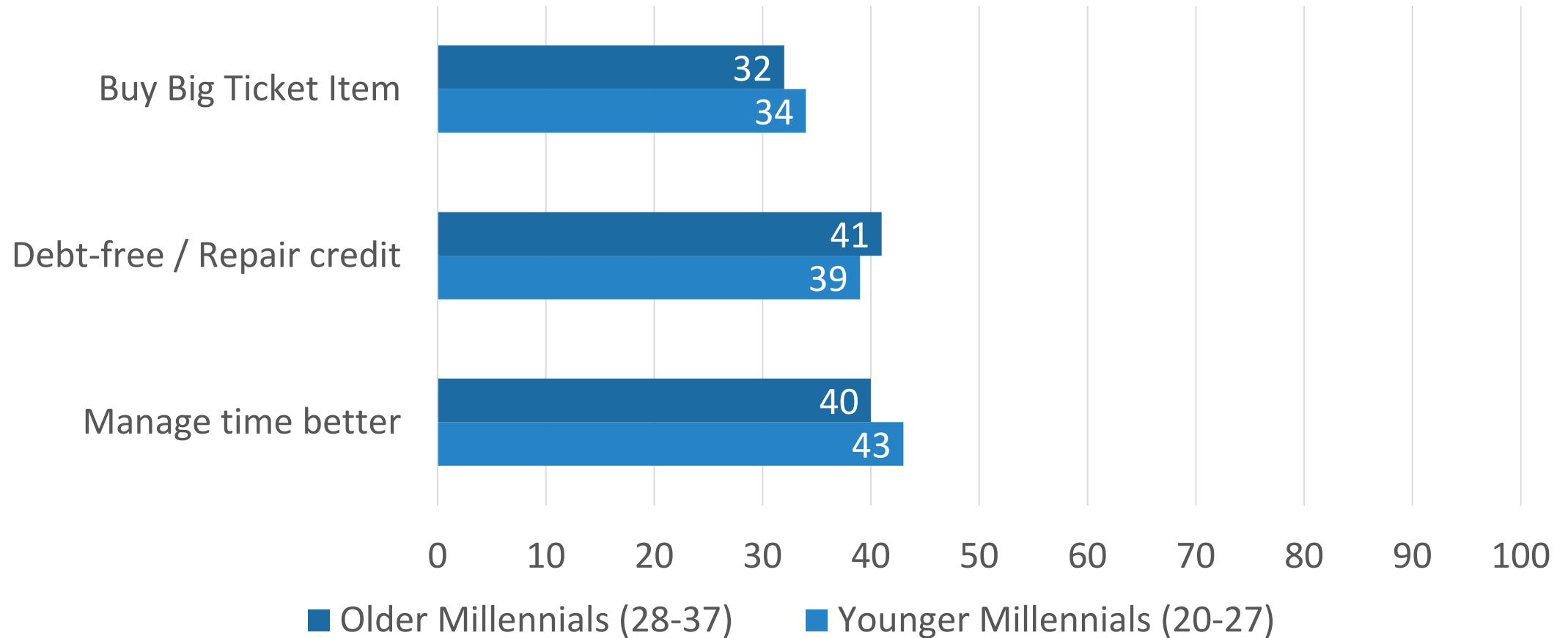
# Life Stage Effects

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*Defined: Variations that depend on the age of individuals*

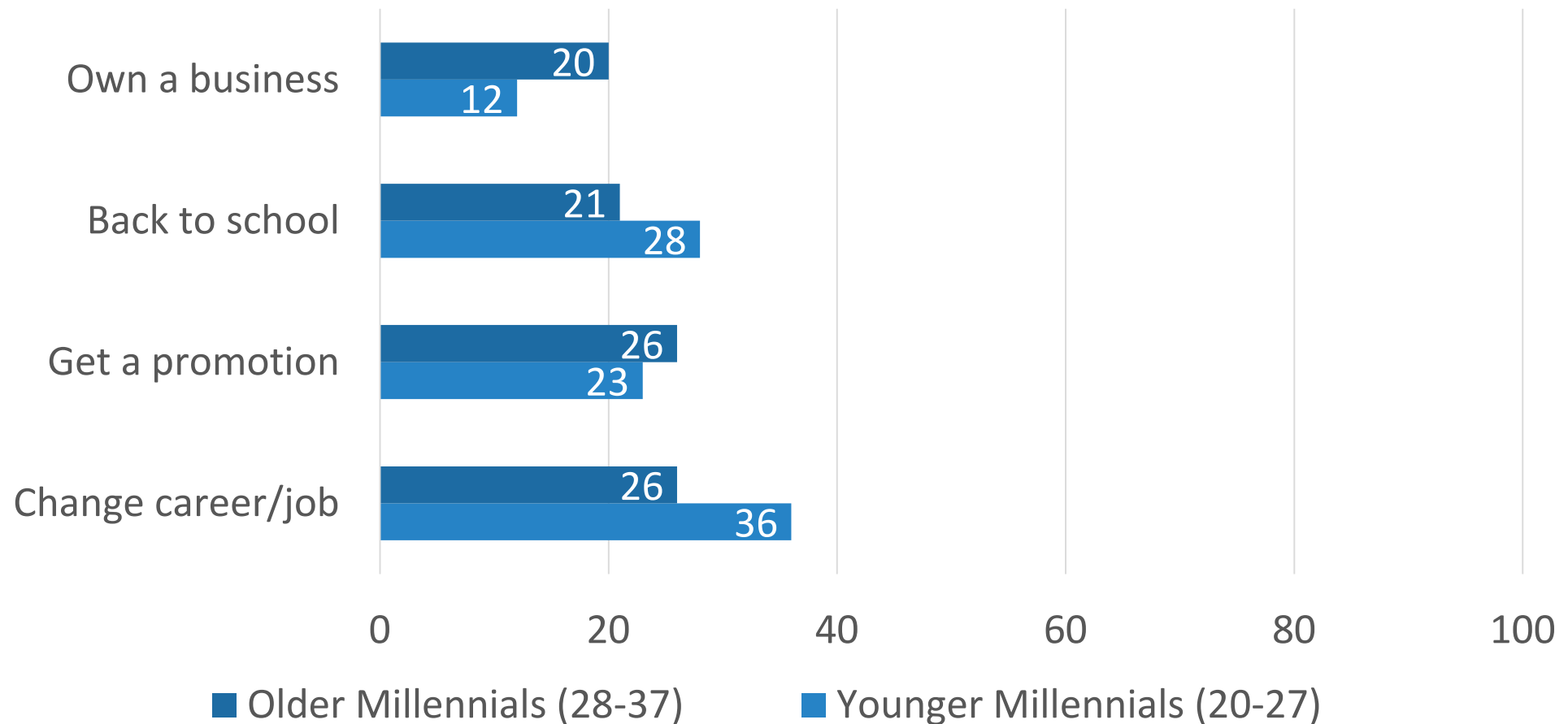
# Within the next 5 years ... Financial Goals

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



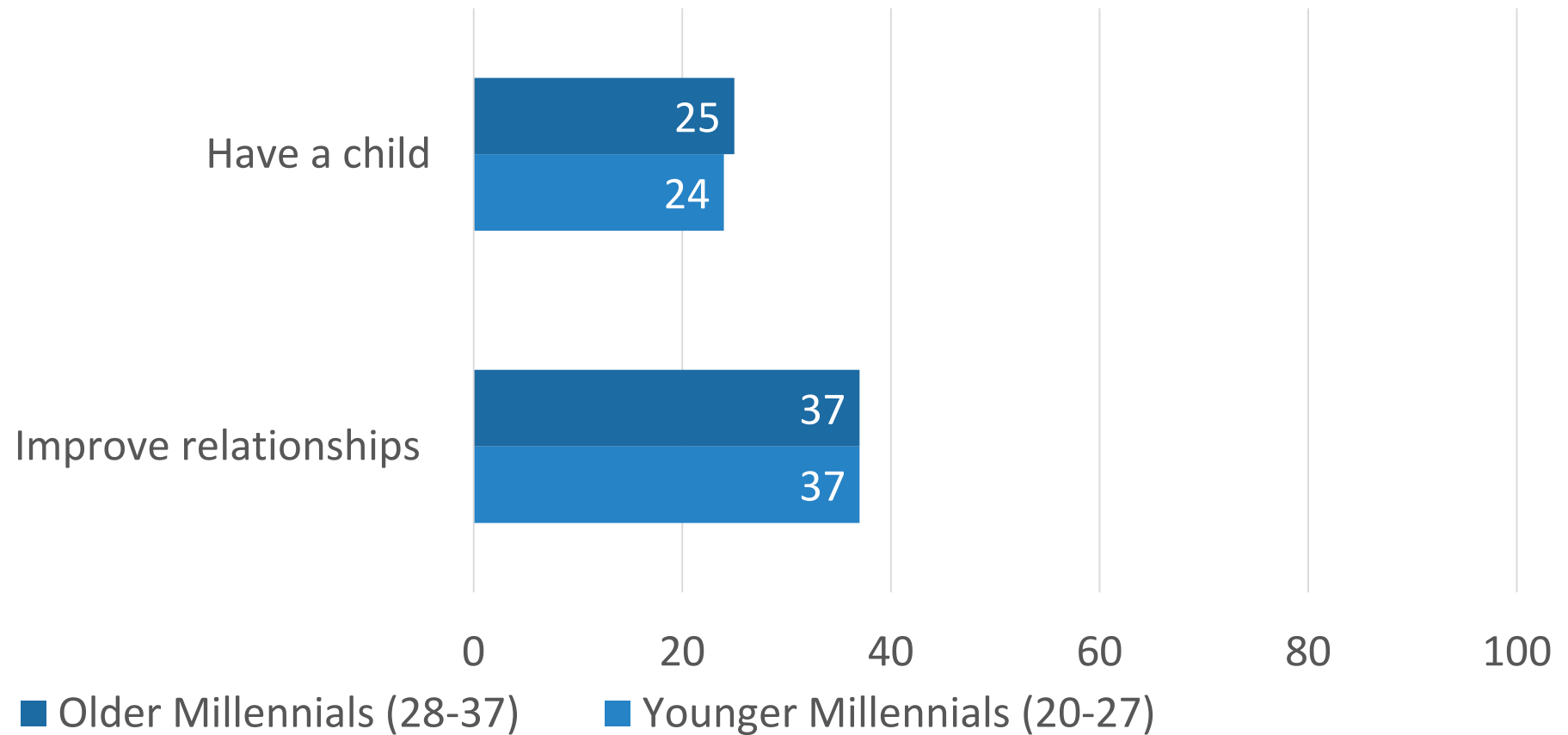
# Within the next 5 years ... Career Goals

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



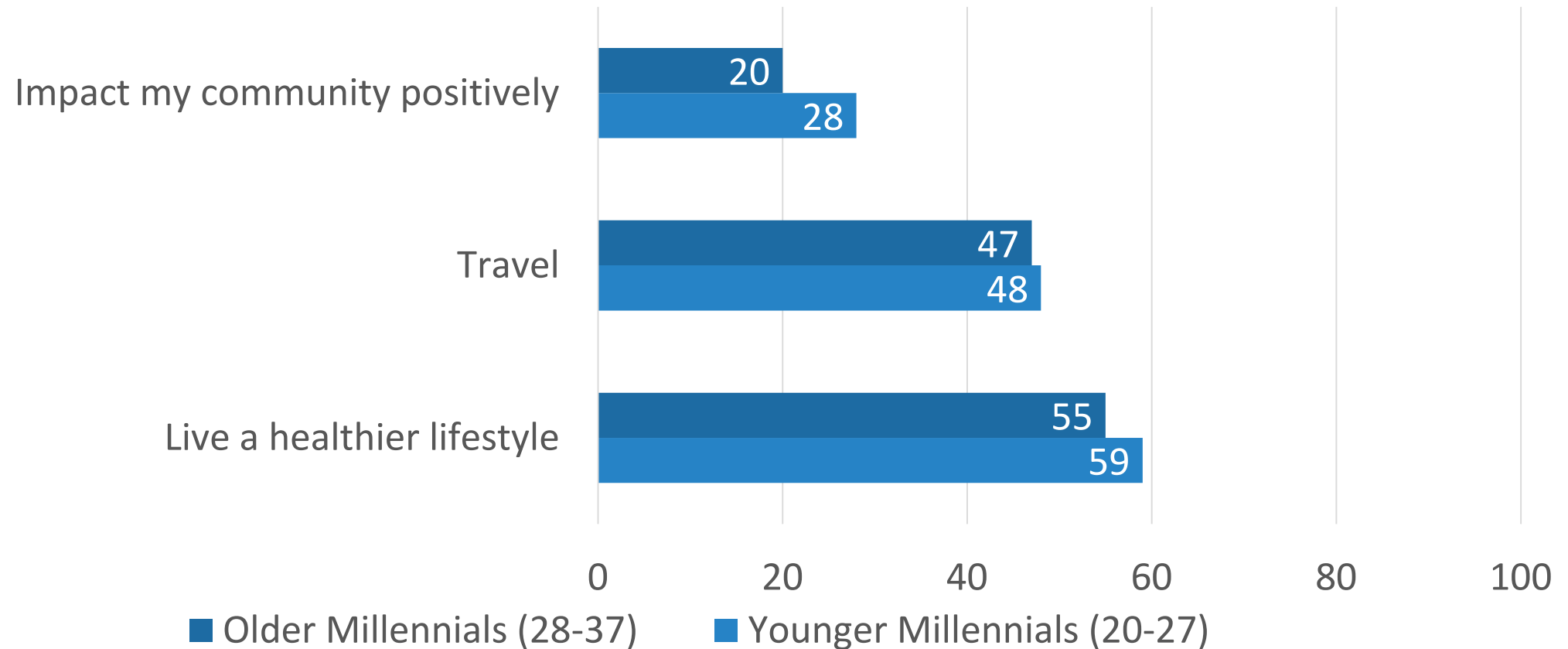
# Within the next 5 years ... Family Goals

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen



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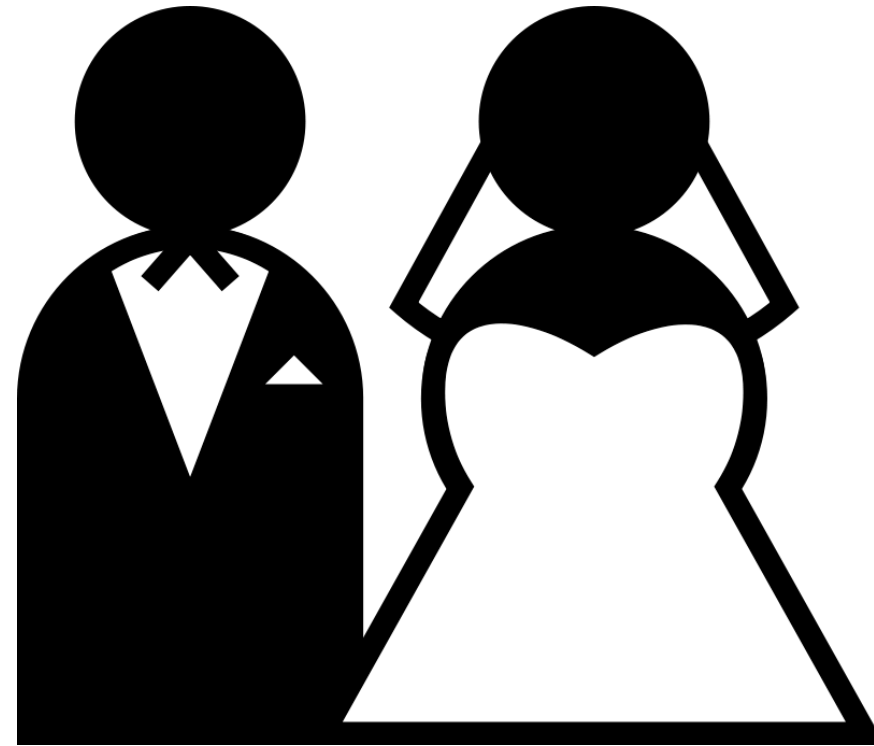
# Cohort Effects

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*Defined: Variations that are explained, at least in part, on the time period in which a group lives or comes of age*



# Millennials marry later



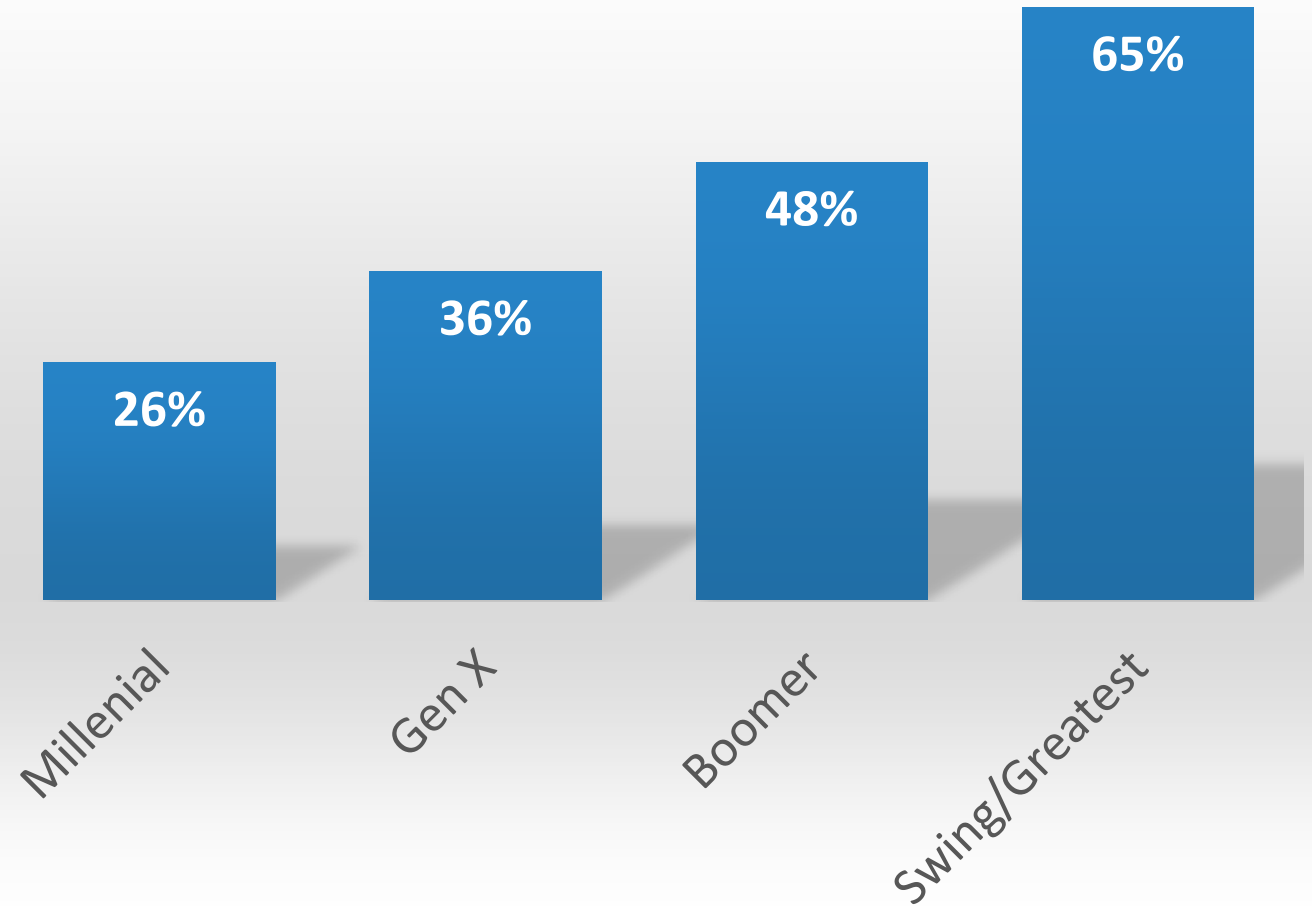
29 years

26 years

Taylor, P., Doherty, C., Parker, K., & Krishnamurthy, V. (2014). Millennials in adulthood: Detached from institutions, networked with friends. Pew Research Center.

# Millennials marry later

Married between age 18 and 32

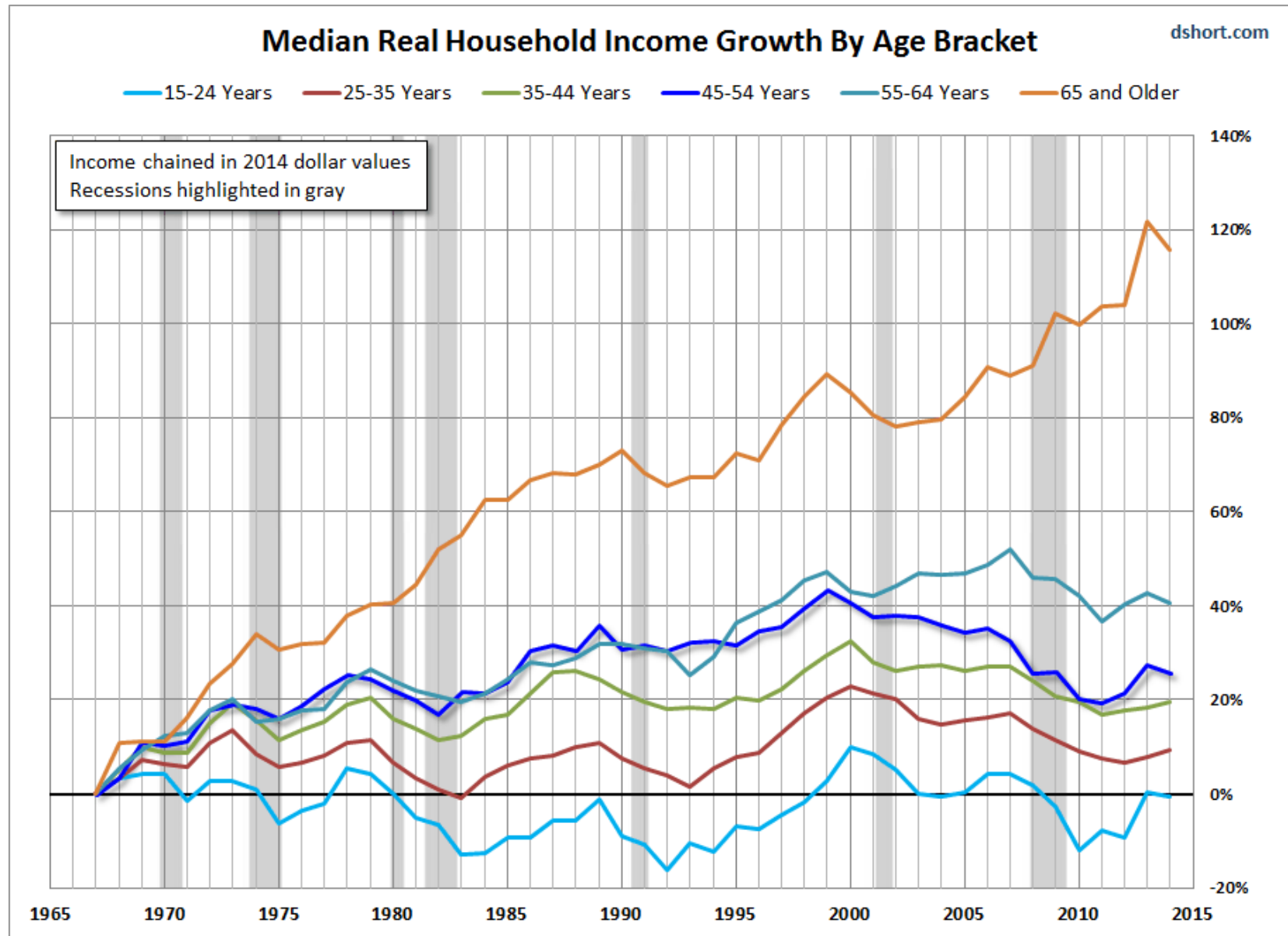


Taylor, P., Doherty, C., Parker, K., & Krishnamurthy, V. (2014). Millennials in adulthood: Detached from institutions, networked with friends. Pew Research Center.

# The Great Recession Hit Millennials Harder

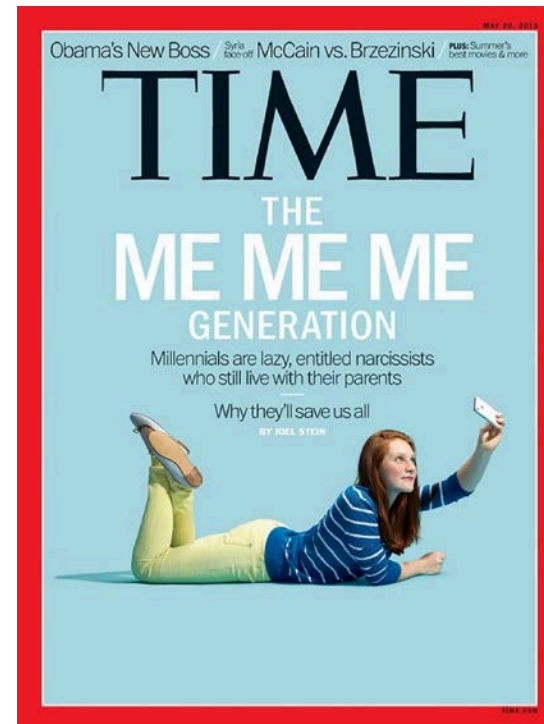
Real median income in 2014 dollars declined 11.2 percent, from a peak of \$61,056 in 2000 to \$54,243 in 2014, for workers between 25 and 34 years.

Short, D. (2015) Median household incomes by age bracket: 1967-2014.



Compared to  
other  
generations at  
their age ...

- Less likely to change jobs
- Less likely to invest in stock market
- Carry higher amounts of student debt
- May have an average retirement age of 73



Compared to  
other  
generations at  
their age ...



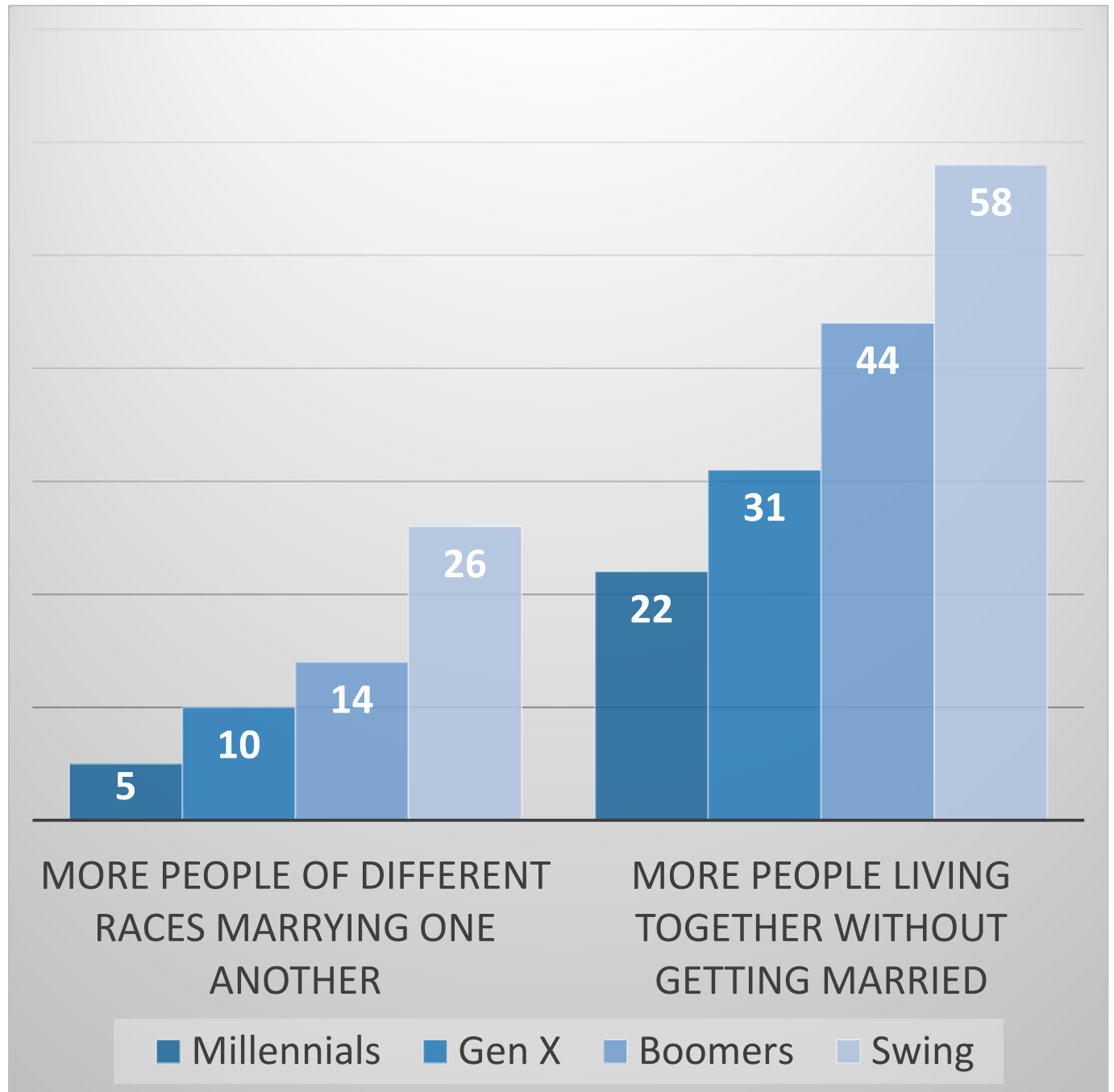
Compared to  
other  
generations at  
their age ...



# Is this bad for society?

Percent of respondents in each generation answering "Yes" to the question "Is this bad for society?"

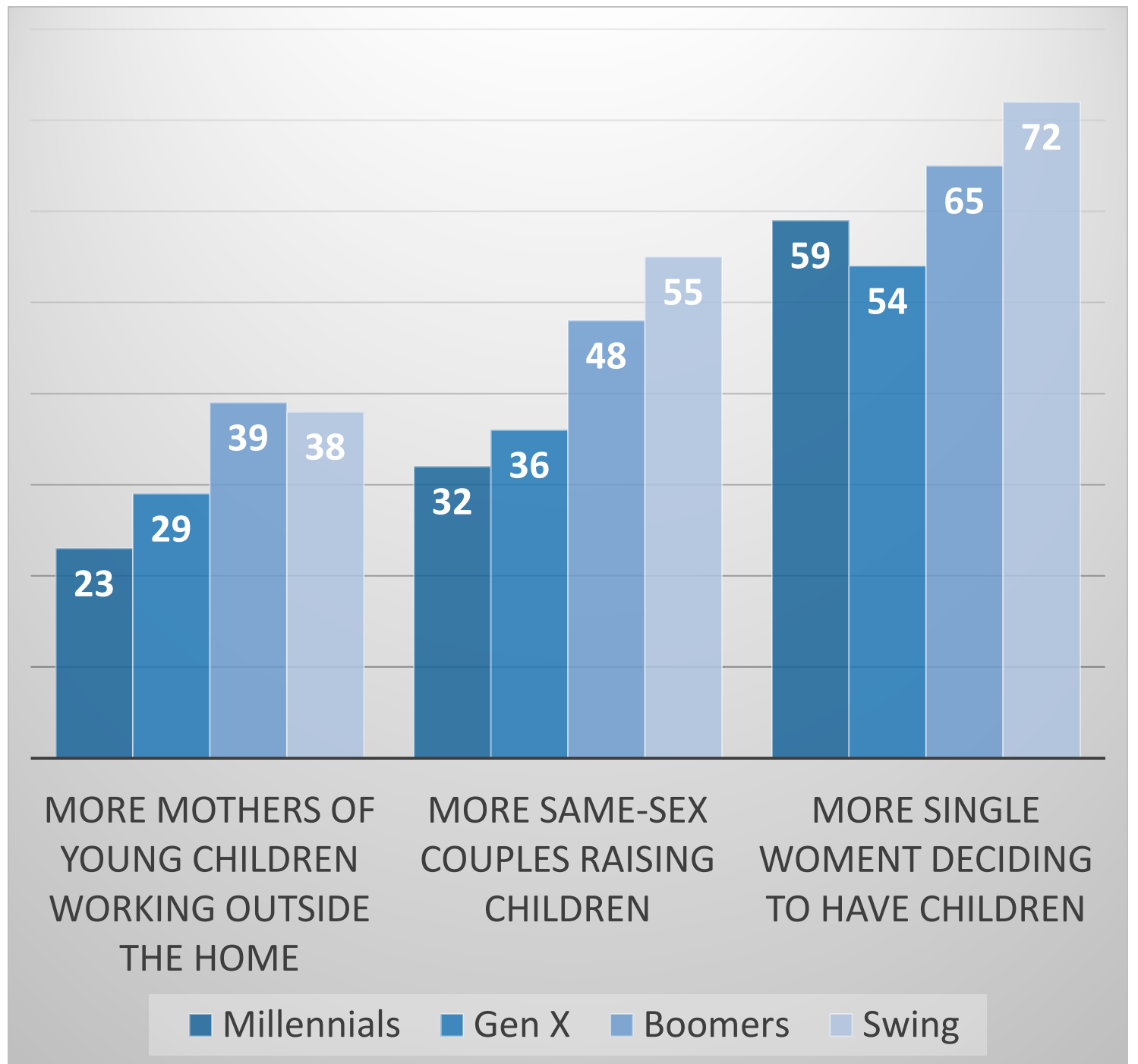
Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.



# Is this bad for society?

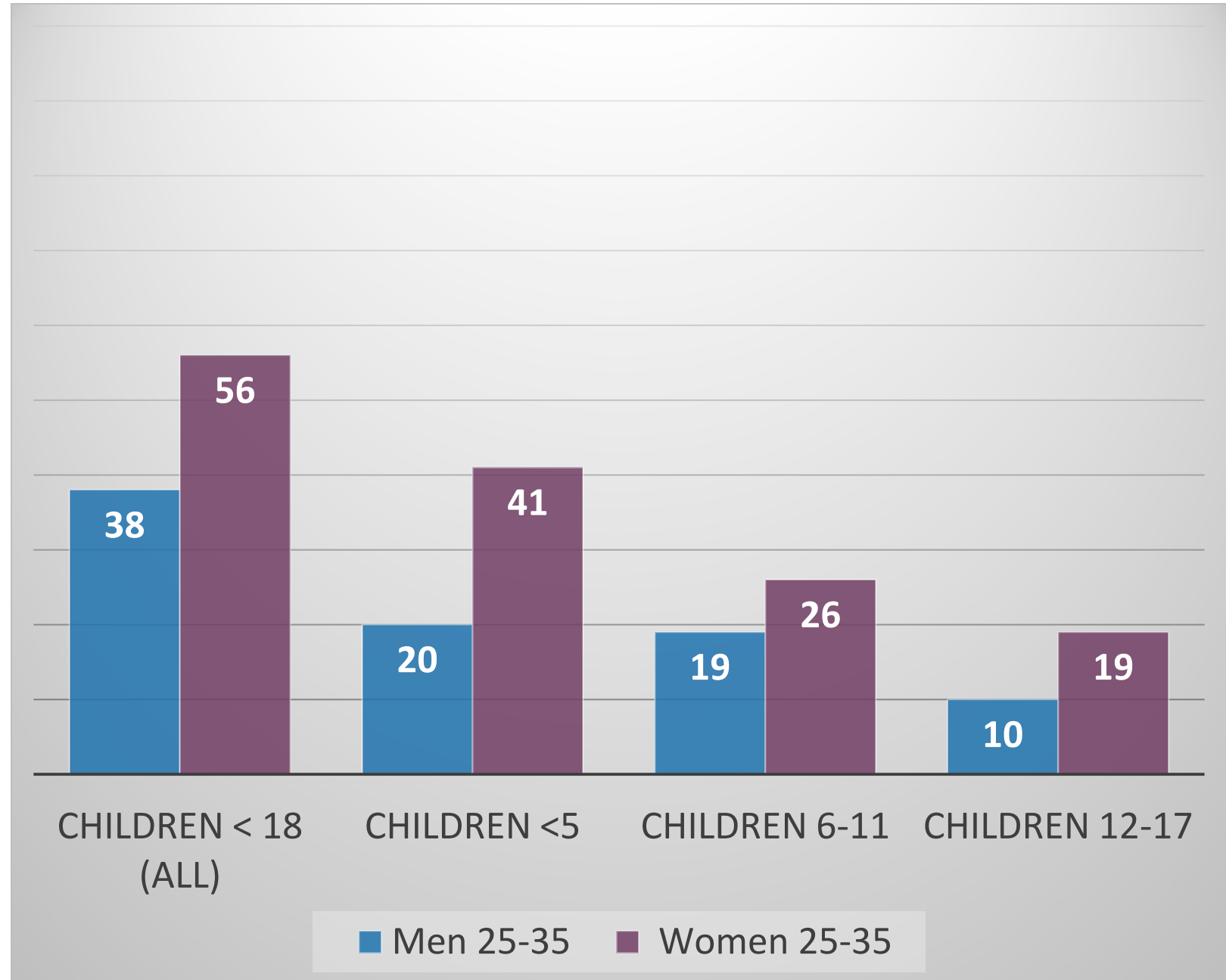
Percent of respondents in each generation answering "Yes" to the question "Is this bad for society?"

Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.





Millennial women are more likely to have children at home than Millennial men



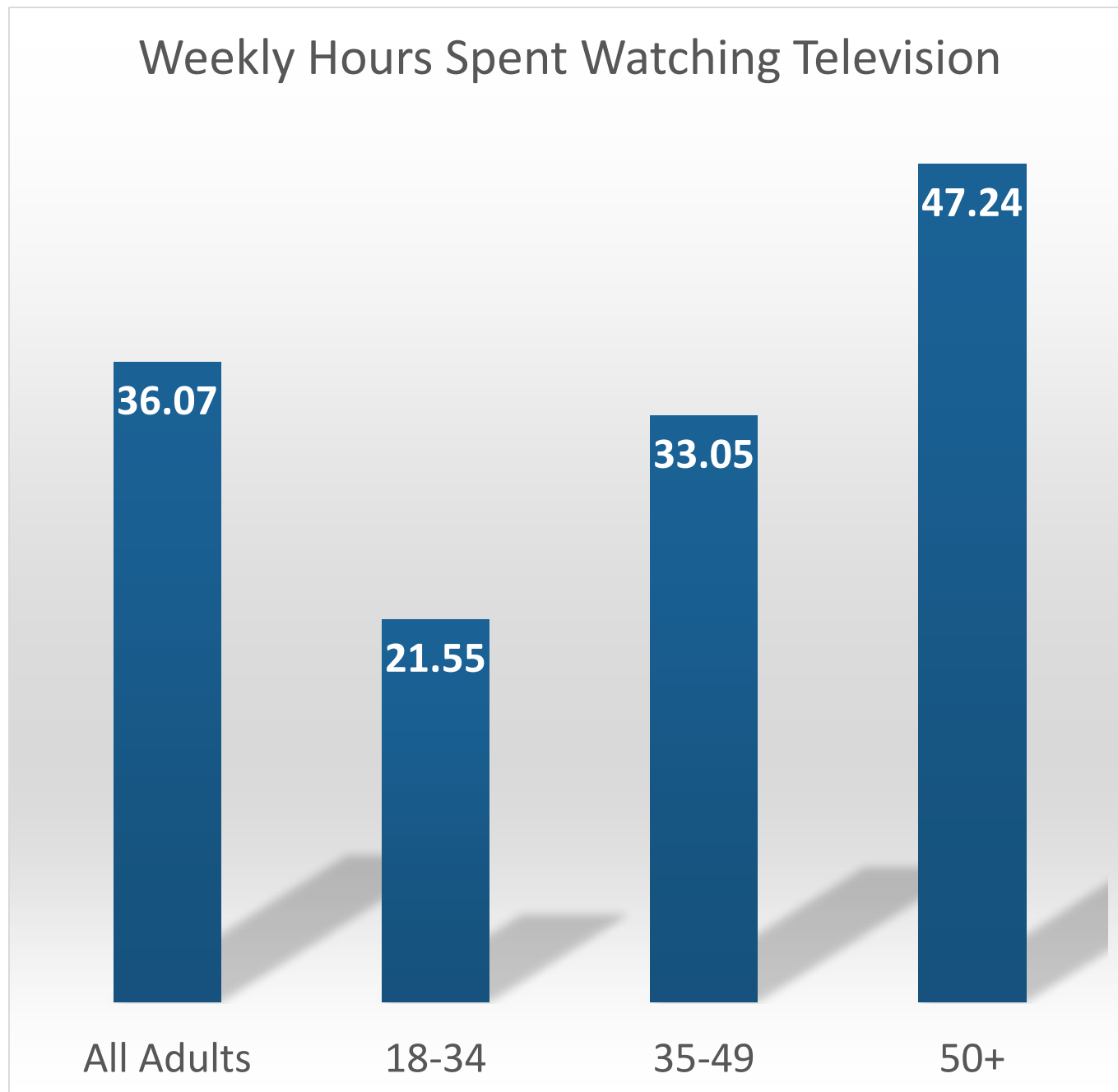
Bonetto, L. (2015). Marketing to Millennials-US. Mintel Academic: Mintel Oxygen.

# Media Use

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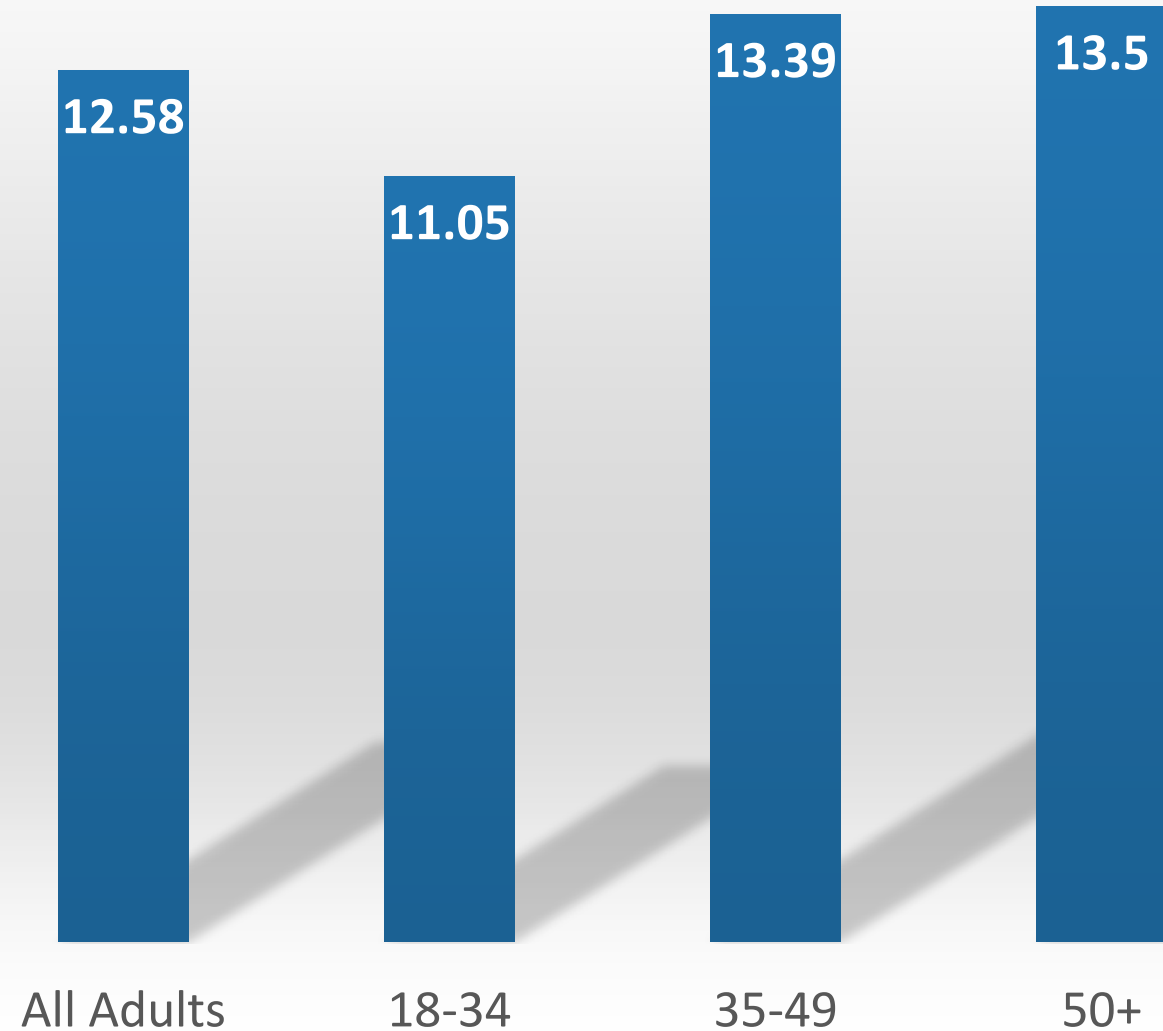
Television?  
Not so much ...

Nielson. (2015). Total audience report Q1 2015.  
*Advertising Age Fact Pack: Consumers on the Go.*



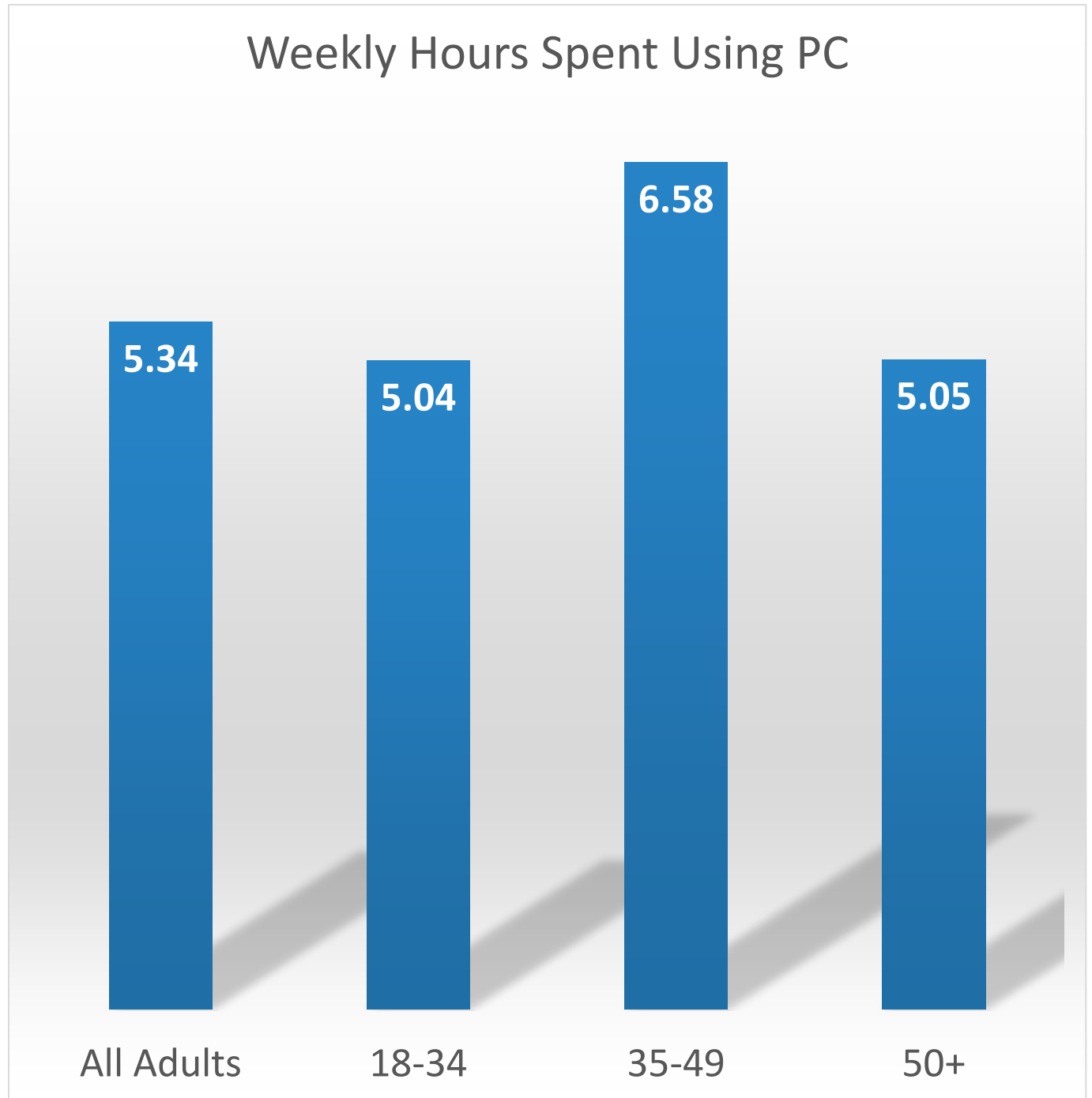
Less radio  
than other  
generations ...

## Weekly Hours Spent Listening to Radio



Nielson. (2015). Total audience report Q1 2015.  
*Advertising Age Fact Pack: Consumers on the Go.*

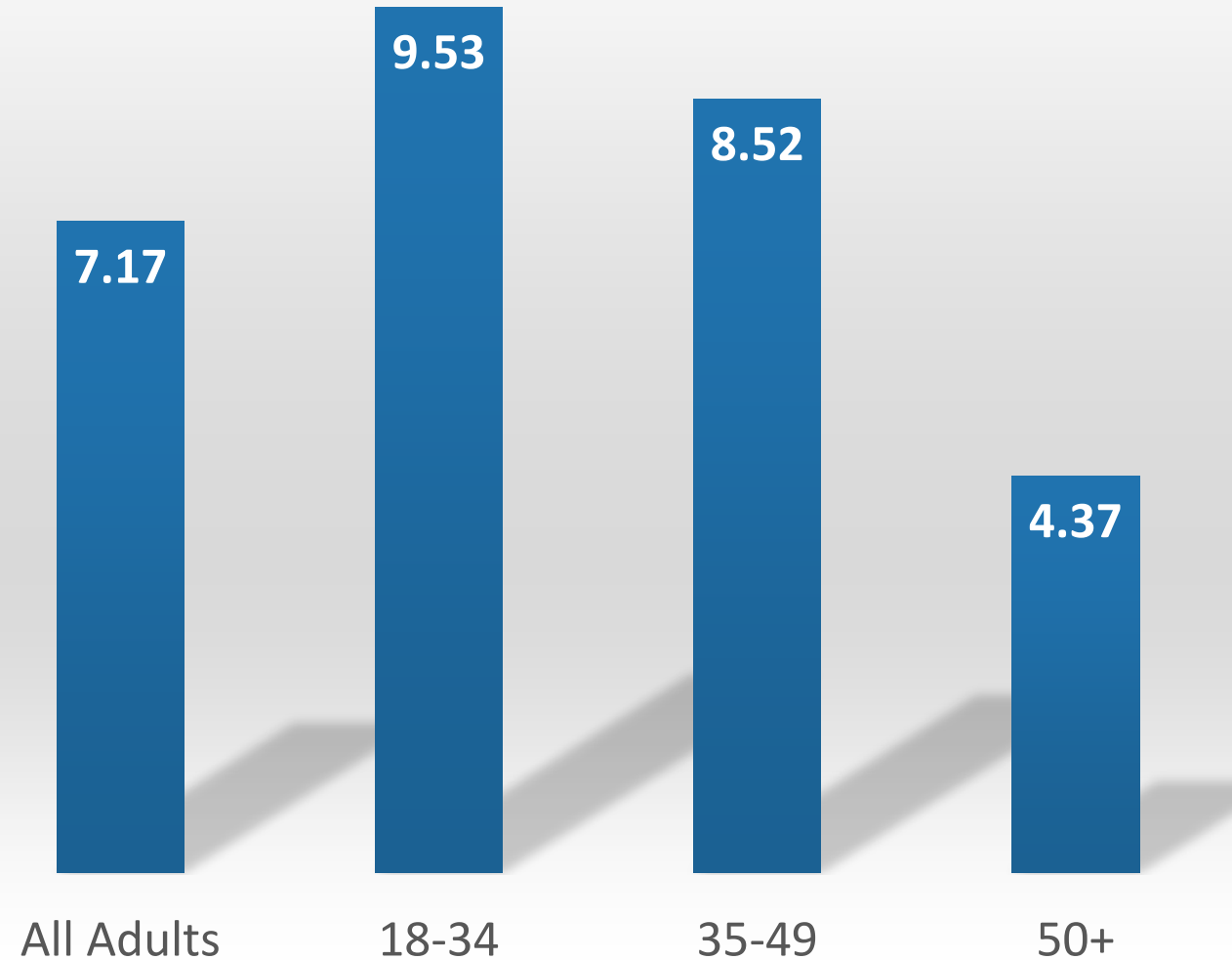
Less time  
on personal  
computers ...



Nielson. (2015). Total audience report Q1 2015.  
*Advertising Age Fact Pack: Consumers on the Go.*

More time on smartphones ...

## Weekly Hours Spent Using Smartphone



Nielson. (2015). Total audience report Q1 2015.  
*Advertising Age Fact Pack: Consumers on the Go.*

# Questions and Discussion

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# Reach Us At:

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