

greatermsp^{ahead}

APRIL 19 EVENT NOTES

EVENT DESIGN

The April 19 Greater MSP Ahead Event was designed to engage participants in thinking about the region in a global context – how are we competing today and what will it take to prosper in a future that will assuredly be different than the past. The event included three small-team exercises to engage participants in:

1. Identifying what was most important for each individual
2. Thinking critically about our region’s current level of competitiveness – what’s working well and can be leveraged, what’s not working, and what’s most important to address
3. Developing solutions for a future that includes some significant shifts based on current trends and some even greater potential changes

We captured notes from each of these exercises. Additionally, we captured ideas from participants through post-it notes and tweets.

SUCCESS FRAMEWORK

Some of the notes are organized within the context of the following “success framework.” As we have researched effective regions, we have consistently seen the following components in place.

Sustainable regional success on a global scale requires a broad coalition of public and private leaders who share a vision and the commitment to act on it. In those communities that thrive, we have seen a common set of characteristics:

- A strong brand and image – how a region thinks about itself and presents itself to the world
- A culture of excellence – in education, health, and quality of life – that fosters and attracts a workforce capable of supporting a strong, vibrant economy
- A spirit that encourages risk-taking and innovation, enabling continuous reinvention and adaptation
- Infrastructure and development patterns that facilitate connection and access – to each other and the region’s assets
- A commitment to preserve and regenerate regional resources and assets
- Social equity that recognizes the value of everyone to participate and thrive in a healthy economy

SUMMARY AND NEXT STEPS

The April 19 event accomplished a number of objectives:

- Gaining greater perspective on areas of emphasis for participants
- Creating momentum and alignment around the need for bold action
- Developing a coalition willing and ready to take action

The Greater MSP Ahead project management team will be incorporating the insights from the day into a plan for engaging the coalition and taking effective action toward a defined set of regional priorities.

MEETING NOTES - ENGAGEMENT #1

Reactions to Trends

1. Technology moves away from idea of humanity; need to consider power of place
2. Human interactions – helped and hindered by technology
3. Is the online education stuff scary or is it the current state that is most disconcerting?
4. Where are we on the exponential growth curve of growing diversity?
5. Exciting how work, live, play will change patterns of movement
6. Social media is a waste of time. Human nature doesn't change a lot. Technology is outpacing us.
7. Young people are afraid of not enough change.
8. As GDP has increased, happiness has declined.
9. Changing transportation desires and opportunities – developers required by today's market to build parking, but will that be required or desired 20 years from now?

What's Working

1. Speed of urban relocation – acceptance of density
2. Resiliency – e.g., bridge collapse
3. Great infrastructure – sewers, water, roads
4. Greater MSP working across jurisdictions

What's Not Working

1. Citizens disengaged because government has discredited citizen data collection protocol
2. Lack of walkability is a barrier for young people and aging seniors alike.
3. Pennywise and pound foolish. Midwestern – don't spend, not willing to give things up, unwilling to let go.
4. Minnesota nice is really Minnesota standoffish.
5. Ceiling – if not born here, no entry in higher things. Minnesotans not mixing with non-Minnesotans.
6. Dual city is problematic

What's Important to Address

1. Tie innovation to the idea of culture rather than as a separate agenda
2. Don't forget to emphasize play ethic. Millennials will choose a place over a job.
3. Need to harness demand-driven decision-making
4. Need to work on identity
5. The disparity in education and affordable housing
6. How to increase cultural diversity – look at the room
7. Think regionally!
8. Finding simplicity is a competitive advantage
9. Create a unified place – don't think we have figured it out
10. River needs more attention because it binds us yet isn't very accessible
11. More urban living in suburban communities
12. We need to bring the generations together. The millennials are having a different conversation.
13. Transportation system – will we catch up? We should leap frog – urban gondola – PRT?

MEETING NOTES - ENGAGEMENT #2

Key Regional Assets

1. Livability
 - a. Cost of real estate
 - b. Environment – clean air, access to nature / park system
 - c. Culture / Arts
 - d. Safety
 - e. Four seasons, a lot of sun
 - f. Great for raising kids
2. Workforce quality
 - a. Cost of labor
 - b. Education
 - c. More international than people think
3. Fit, healthy, balanced ethos – biking, cross-country skiing, river sports, golf
4. High social capital – not-for-profit community, volunteerism, civic engagement
5. Community is rooted – strong sense of place
6. Institutions – e.g., Mayo, University of Minnesota (applied research), MNSCU
7. Transportation hub – airport, rail, interstate, river, Great Lakes
8. Business success
 - a. Fortune 500 companies
 - b. Commercial clusters – medical devices, advertising / creative community, foodies
9. Speed of permitting, approvals, construction
10. Professional sports teams

Gaps to Address

1. Access is great, but must have a car
2. Climate is a hurdle
3. Perceptions – High cost; Not as diverse; Missing “cool factor” (other than the weather)
4. Culture of innovation – Limited examples; Low risk tolerance; Need venture capital; Need to develop “a great landing strip for young entrepreneurs”
5. Heavy taxes and regulation
6. Need more boldness and political will
7. Every region has issues – bring the swagger and believe we can

Ways to Position Greater MSP

1. “Great bang for the buck”
2. “Most affordable quality of life”
3. “If you want to do it, you can do it here”
4. “New city every season”
5. “Renewable region”
6. “We do great things! Where else can you get the best of all worlds. No where but MSP.”

MEETING NOTES - ENGAGEMENT #3

Broad Coalition of Public and Private Leaders

1. Decentralize and crowd source
2. Shift culture to increase government comfort with risk
3. Ramp up data gathering to enable quicker decision-making
4. Integrate civic, business, and non-profit efforts
5. Leverage utility partnerships to promote conservation
6. Connect bottom-up with top-down
7. Develop partnerships between watershed districts and schools
8. Align environmental groups and industry on forward-thinking projects

Brand and Image

1. Create brand based on 10,000 cultures vs. 10,000 lakes
2. Develop regional narrative that celebrates risk takers

A Culture of Excellence in Education, Health and Quality of Life to Support Workforce

1. Address cost of education – match supply of on-line courses with demand
2. Connect businesses with K-12 earlier to align skills with needs – government and business to fund jobs training jointly; fund through grants and loans that require a “giveback” such as mentoring
3. Attract younger creative class – scholarships for best and brightest rather than out-of-state tuition
4. Eliminate mandates, incorporate community service, learn from pilot projects
5. Engage Big Food to be part of the solution in addressing healthy food choices
6. Engage seniors in public service activities to support children activity – e.g., walking to school
7. Harness technology to measure health and increase awareness and improvement
8. Support community development that promotes safety, easy access to transit, etc. that will enable walkability
9. View health education as a critical component of education

A Spirit of Risk-Taking and Innovation

1. Focus on building culture of innovation, not physical facilities
2. Leverage the U of M to incubate small businesses, help with breaking down decision-making silos, and create a center for housing research and best practices
3. Build angel investor network and culture beyond med-tech
4. Develop a culture where failure is learning
5. Develop a rapid prototype culture
6. Provide a cradle-to-grave innovation system – mentors, investing, start-up support
7. Cross-pollinate industry talent to develop innovative solutions
8. Provide collaborative space and infrastructure

Infrastructure for Connection and Access

1. Leverage transportation to connect Greater MSP with Rochester, St. Cloud, and Duluth
2. Leverage services regionally to benefit from economies of scale
3. Create green infrastructure to address multiple needs simultaneously – green space, storm water, walking, biking, long-term health, development
4. Support densification through developer incentives
5. Provide dedicated transit funding
6. Design public spaces that are well designed to get people out and interacting with one another
7. Map regional assets and develop integrated emergency preparedness plans

Preservation and Regeneration of Resources

1. Water: create an inventory and understanding of aquifers; introduce tiered water-use pricing; water-reduction programs (gray water); protect recharge areas; provide incentives to harvest surface water; expand TIF funds to create water retention areas; enforce regulations; sell water credits
2. Connect all components of the system to address – transportation, energy, agriculture
3. Write regulations that require sustainable materials
4. Retrofit existing housing stock to reduce energy and water use
5. Educate populace to increase awareness regarding resource issues and the importance of conservation
6. Account for external costs and benefits and price accordingly

Social Equity

1. Include minorities more broadly in economy – a policy around minority-owned business; avenues for assimilation of immigrants
2. Close achievement gap and long-term poverty – change welfare systems to encourage ambition; provide affordable housing choices
3. Address food deserts and improve opportunities for community gardening

MEETING NOTES – POST-IT NOTE IDEAS

Broad Coalition of Public and Private Leaders

1. This room is far more white than the region is now or will be in the future. That is a problem.
2. Scenarios neglected to consider the large low-income communities of color in the region. Are they not important to us moving ahead together?
3. Representation is important and must be actively managed.
4. Poor unwhite people are unused assets for regional development.
5. We have a huge creative economy (advertising, marketing, graphic design). How do these folks get better tapped for their insights?
6. How do we engage smaller creative businesses into the business-civic infrastructure? Feels like so much focus is on Fortune 500?
7. Segregation in housing and schools impedes critical conversations
8. We need people of color in this room.
9. Reinvest in citizen participation infrastructure
10. “Learning opportunities” – shut down the highway day
11. Al a Chicago, business community should take a more active role in shaping business development – would be great if Greater MSP were the forum for this
12. Philanthropy (foundations) should aim their money at our collective vision.
13. We need a social media platform to continue this conversation.

Brand and Image

1. We should always “win” on value compared to our big competitors. Where else can \$250k buy you relative luxury?
2. Minnesota Nice: Novel; Intelligent; Congenial; Exciting
3. A new city every season
4. Economy of fast recovery
5. Renewable Progressive Region
6. Inspiration and Accessibility for the Twin Cities
7. Minnesota promotes its outdoors and rightly so – why not our great cities too?
8. Not a strategy but a story. What is the Greater MSP story? How do we make sure the story is not compromised?

A Culture of Excellence in Education, Health and Quality of Life to Support Workforce

1. Education is urgent and requires attention
2. K-12 school curriculum linked with city and community planning.
3. Health & Fitness: biking, skiing, medical, canoeing
4. Career mentor for every high school student
5. Willingness to mentor and support the next generation
6. Workplace policies that support families:
 - a. Paid maternity and paternity leave
 - b. Childcare at worksite
 - c. More part-time opportunities
 - d. Working from home

7. Create a cooperative of nannies of immigrant women and have a service to connect them. We have the most expensive childcare in the U.S. and it would also help the unemployment gap.
8. Pay people to do things! Replacing machines with human activity = jobs, health, building community

A Spirit of Risk-Taking and Innovation

1. U of M as a bridge to future high tech development

Infrastructure for Connection and Access

1. What is our economic future? What do we need in our physical spaces to help create it?
2. Improving transportation to inspire less car dependency.
3. Smart transit focus on quality of T.O.D. stations, not on quality of miles of track
4. Transit and education are connected
5. Let's incorporate disaster plans into all plans. We'll thank ourselves later
6. Transit and housing are important and connected.
7. Rochester Mayo Metro Corridor development opportunity
8. Our built environment needs to mimic how national systems work, where "waste" = "food" for another part of the system.
9. Kick-Starter for infrastructure

Preservation and Regeneration of Resources

1. Water security + food security = we can lead the world!

Social Equity

1. Diversity of opportunities
2. Blinders to health disparity easy when population segmented to FQHC's and HCMC.
3. Equal education for all
4. Concern for the economic divide in education
5. What if 10% of our kids don't think they will live to age 25?

General Perspectives

1. Government will be done.
2. All phones are not created equal.
3. We talk about all this technology, but a simple post-it note goes a long way to spread ideas.
4. Policies, laws, regulations need to keep up with speed of change. Think proactive not reactive.
5. Phones are ubiquitous and ?connecting?
6. Cities are about people
7. We will all do well when we all do well.
8. Institutions addressing disparities fail to address their failed approaches.
9. Rubbing elbows with large existing businesses
10. We need to talk about what we have to give up in the midst of all this change.

MEETING NOTES – TWEET IDEAS

Broad Coalition of Public and Private Leaders

1. Regionalism is not optional; it is absolutely necessary.
2. Millions of people...millions of small acts...can create huge change. Big thinking at Greater MSP Ahead.
3. The best way to predict the future is to create it yourself.
4. One of greatest strengths is cross-sector collaborations changing the face of planning for future. Strong volunteer spirit.
5. Glad to be part of Greater MSP Ahead, talking cornucopia of concrete solutions for 21st Century
6. Fascinating discussions at Greater MSP Ahead, 300 of us with different visions for our region, but amazed by so much alignment.
7. Lots of great energy at today's meeting. How can we keep the "doing" energy going? I'm in.

Brand and Image

1. We spend a lot of time worrying about trying to catch up with others. Let's use our energy to leap ahead instead.
2. What we have here in Minnesota: tenacious people who want to be here and will put in their best for you. And winter does end.
3. Here you get 8 seasons for the price of 4.
4. Portland may be where young people go to retire, but MSP is where they go to innovate.
5. What next brand after Prince and Mall of America?
6. City by Nature (river, parks bike trails, trees)
7. Maybe this is how we become a region of first choice for young people – come to Minnesota, we have delicious sweets
8. Most Wisdom per capita (with our highly educated workers over 65)

A Culture of Excellence in Education, Health and Quality of Life to Support Workforce

1. Changing illness to wellness, changing I to We
2. If we don't create a community where young citizens can interact, they will go somewhere else.
3. Support both public schools and programs like Khan Academy
4. Lots of stories of people who left our region coming back for family, love, great nature, contentment to be found here.
5. MSP rank among 25 largest metros: 1st in volunteerism; 3rd lowest poverty rate; 7th lowest obesity rate; 5th in those 25-34 with 4-year degree

A Spirit of Risk-Taking and Innovation

1. Twin Cities needs to reframe our challenges to uncover innovative solutions.
2. Using mobile technology to reengage citizenship a la "Adopt a Hydrant" in Boston - how can we apply that to move Greater MSP Ahead?
3. Med Tech is getting a lot of love this morning, but we can all be part of life-changing innovations
4. What future opportunities do changes in medical technology open up for our region with its rich healthcare / Med Tech sector?
5. Need to celebrate risk-taking. Embrace failure. Learn and get better.

Infrastructure for Connection and Access

1. Way overextended in our infrastructure. Way behind in its repair. How do we build resilience?
2. Seems like our current housing regulations and policies box us in and don't reflect current reality and needs.
3. Can we kickstart infrastructure projects to allow citizens to shape investment decisions more directly?
4. Performance / outcome-based standards are better for urban planning than prescriptive ones.

Social Equity

1. Regional disparities in poverty, education and access to education is startling to people who have just moved to MSP.