



Welcome:
Tim Baer,
Executive Vice President,
Target



Program Overview:

Caren Dewar,
Executive Director,
ULI Minnesota

Regional Priorities

1. Build an identity for the regional “competitive unit”
2. Cultivate an ecosystem adept at fostering and commercializing innovation and entrepreneurship
3. Accelerate job growth, attraction of talent, capital investment, and exports
4. Supercharge the education system
5. Improve place making and connectivity
6. Develop resilient infrastructure that connects regional job centers
7. Conserve and leverage natural resources as a key regional asset



THE CALL TO ACTION

To increase the global competitiveness of the Greater MSP region and achieve sustainable growth in talent, jobs, investment, and the tax base, it's increasingly clear that we must catalyze bold action to create healthy, resilient communities where everyone has the opportunity to thrive and prosper.



Talent Attraction and Retention:

Peter Frosch,

Director of Strategic Partnerships,

GREATER MSP



Minneapolis Saint Paul Regional Economic Development Partnership

PRIORITIZING TALENT

GREATER MSP VISION AND MISSION

VISION

The Greater MSP Region is *recognized as a globally leading economy* where business and people prosper.

MISSION

Accelerate job growth and capital investment in the Greater MSP region.

REGIONAL
ECONOMIC
DEVELOPMENT
STRATEGY

MARKETING,
BRANDING &
PROMOTION

JOB RETENTION,
EXPANSION &
ATTRACTION

OUR REGION'S STRATEGY

TELL OUR STORY



PRIORITIZE TALENT



**SECTORS FROM
GREAT TO GREATER**



TALENT & STRATEGY



FINDING

A talented workforce is our #1 competitive advantage & it is at serious risk

COMMITMENT

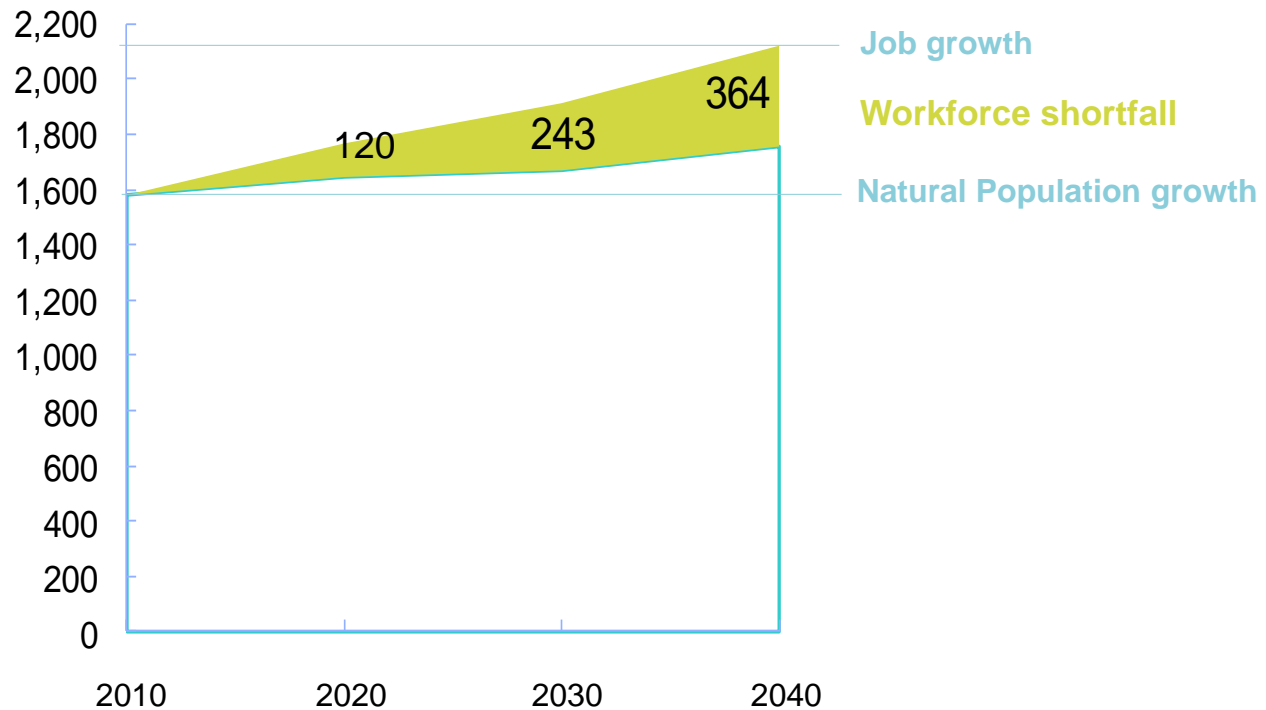
We must actively, strategically and immediately, create an aligned and cohesive regional talent strategy

FOCUS ON TALENT PIPELINE TO MEET FUTURE NEEDS

The need for workers will outpace the natural growth of the workforce in the Greater MSP region

Projected 2040 Workforce demographics

Thousands aged 25-64



SOURCE: Wilder research, Integrated Public Use Microdata Series from the U.S. Census Bureau, MetCouncil

GAPS EXIST IN THE TALENT PIPELINE



Our region needs a bigger net to **RETAIN** the skilled talent emerging from the early stages of the pipeline.



Our region needs a stronger magnet to **ATTRACT** degreed and creative talent into our workforce from outside of our state.

YOUNG TALENT GAP ON THE HORIZON

Regional Matrix – Talent Research Summary

		REGIONS	CURRENT STATUS	TREND	CURRENT ACTION
Leading Talent Magnets		Austin			
		Denver/CO			
		San Diego			
		Seattle			
		Silicon Valley			
		Chicago			
Best-Practice Programs		MSP			
		Pittsburgh			
		Cleveland			
		Detroit/MI			



THE **BIG** IDEA

**Our region will be
the preferred home
of the world's most
creative, motivated,
& educated young
talent.**





Placemaking and Connectivity:

Dean Tom Fisher,

University of Minnesota

College of Design

Re-aggregating our Region

Thomas Fisher
University of Minnesota

Our Region's Original Integration



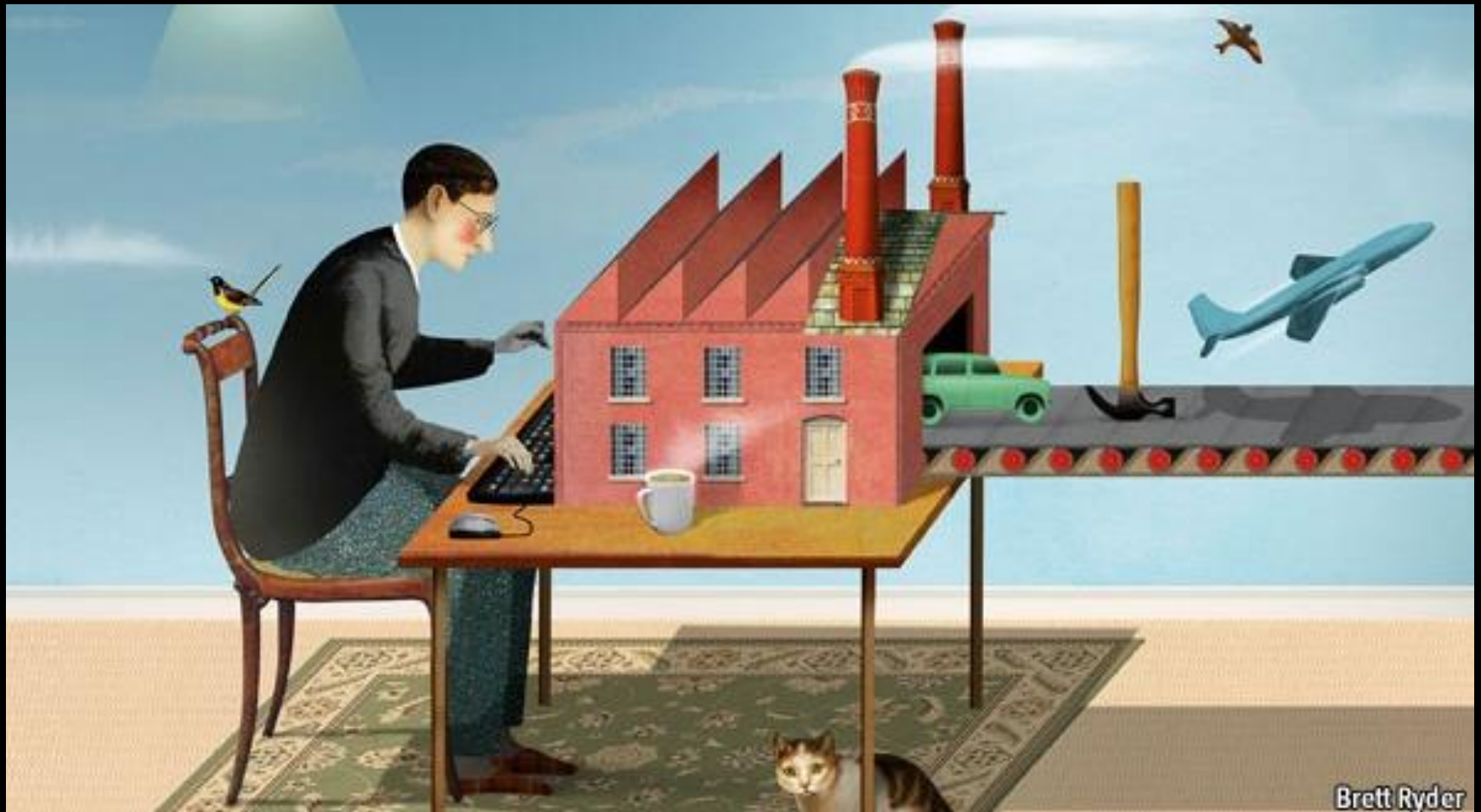
Its Disaggregation over 150 Years



The Disasters of Disaggregation



The 3rd Industrial Revolution



Brett Ryder

Reintegrate Living/Working/Making



Barrier: Single-Use Buildings



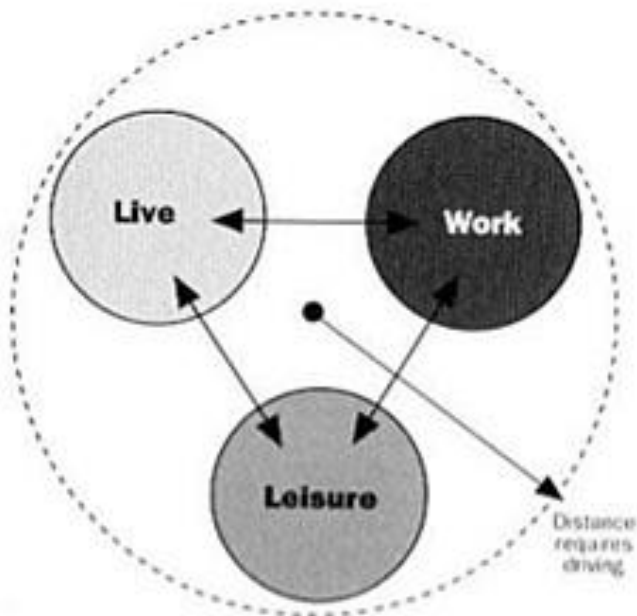
Recognize the Value of Density



Barrier: Single-Use Zoning

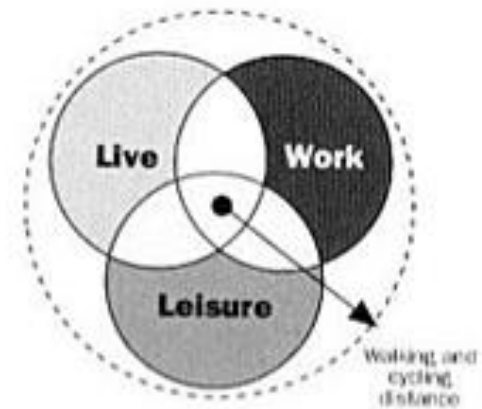
In Xrbia, mixed use development reduces journeys and creates lively neighbourhoods

Conventional Development Approach



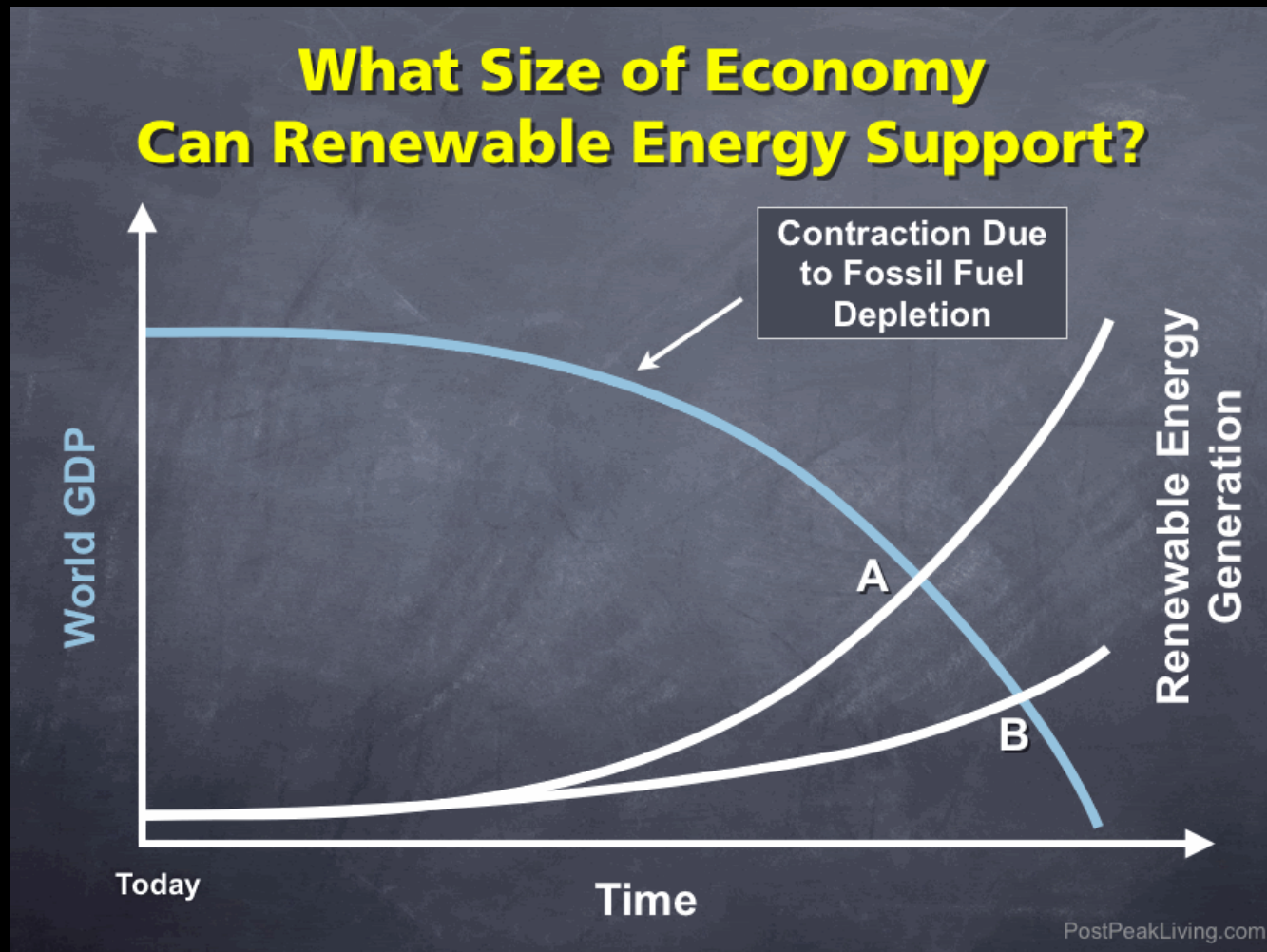
Zoning of activities leads to reliance
on the private car

Xrbia Development Approach



Compact nodes reduce travel and

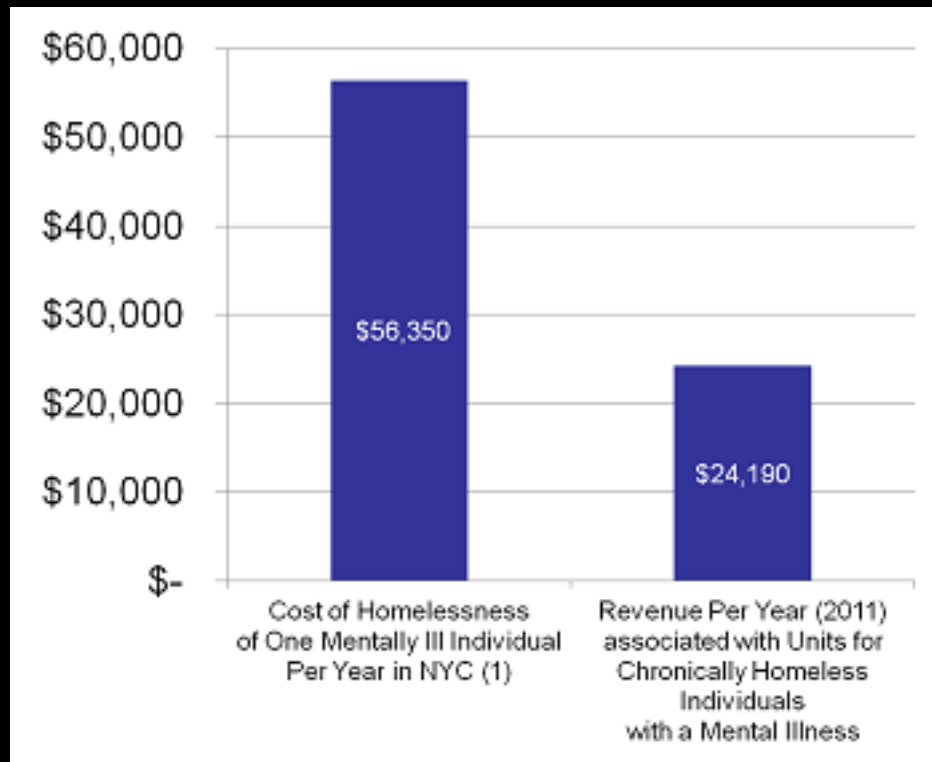
Realize an Economy of Abundance



Barrier: Outdated Subsidies



Re-aggregate Costs & Benefits



Barrier: Misguided NIMBYism



Reimagine Underutilized Assets



Barrier: Disjointed Responsibilities



THE BIG IDEA

When we re-aggregate our
region, we will discover
that much of what we
think we can't afford to do,
we can't afford NOT to do.



Housing, Transit and Equity:
Chair Sue Haigh,
Metropolitan Council



METROPOLITAN
C O U N C I L










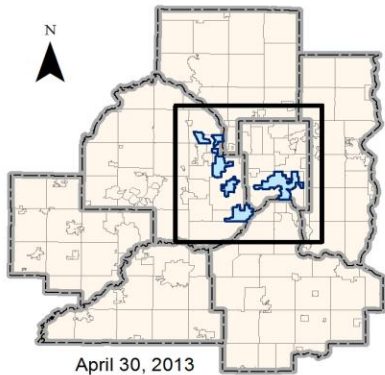
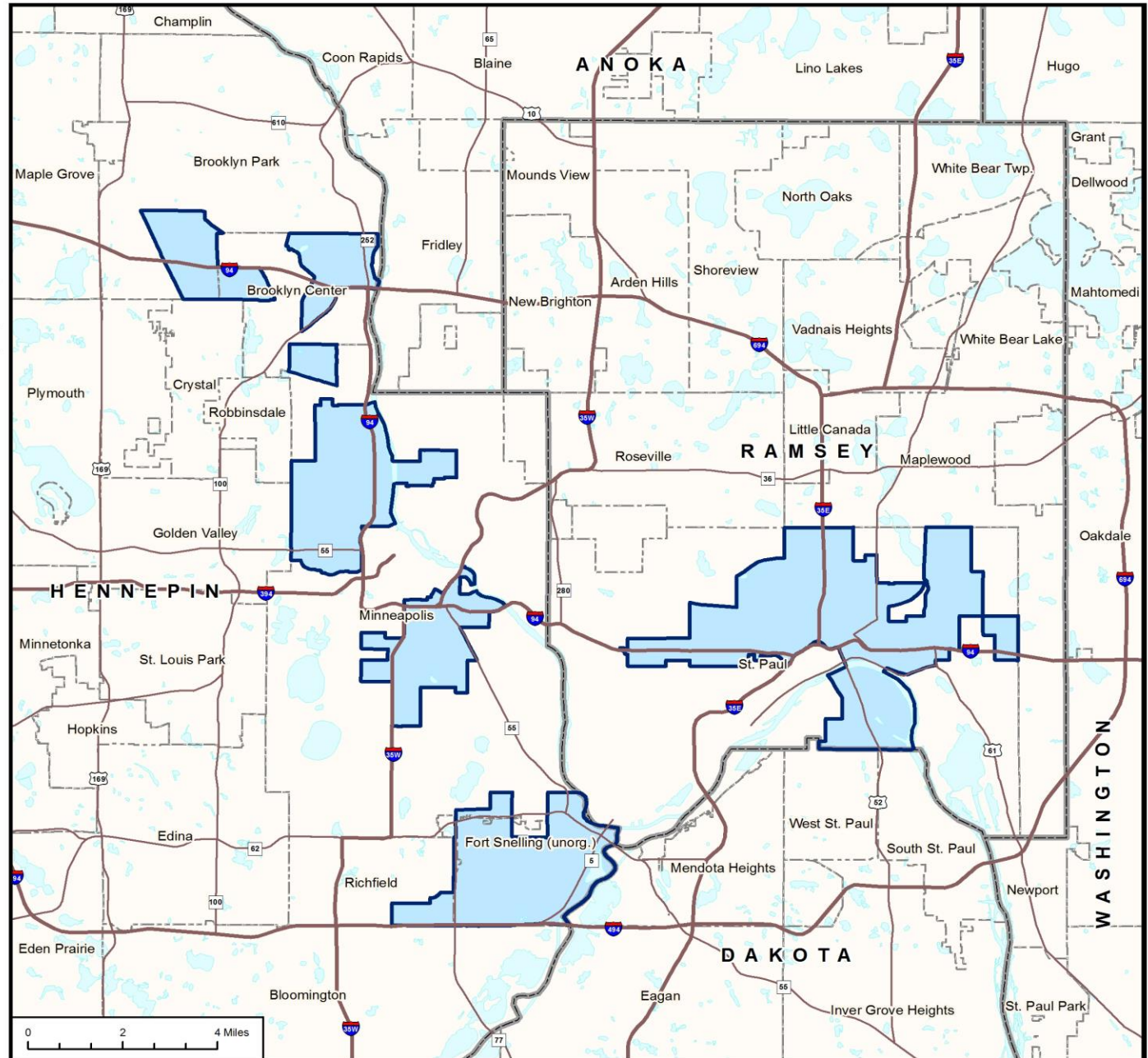


Racially Concentrated Areas of Poverty (RCAP)

 RCAP - 40% or More People at 185% Poverty and 50% or More People of Color



Source: RCAPs as defined by Metropolitan Council on March 6, 2013



April 30, 2013



\$32

BILLION





THE BIG IDEA

Think regionally; act equitably.



Protecting our Water:
Dr. Deborah Swackhamer,
University of Minnesota Water
Resources Center

Water Sustainability:

Planning for Future Generations

Deborah Swackhamer, PhD

Water Resources Center

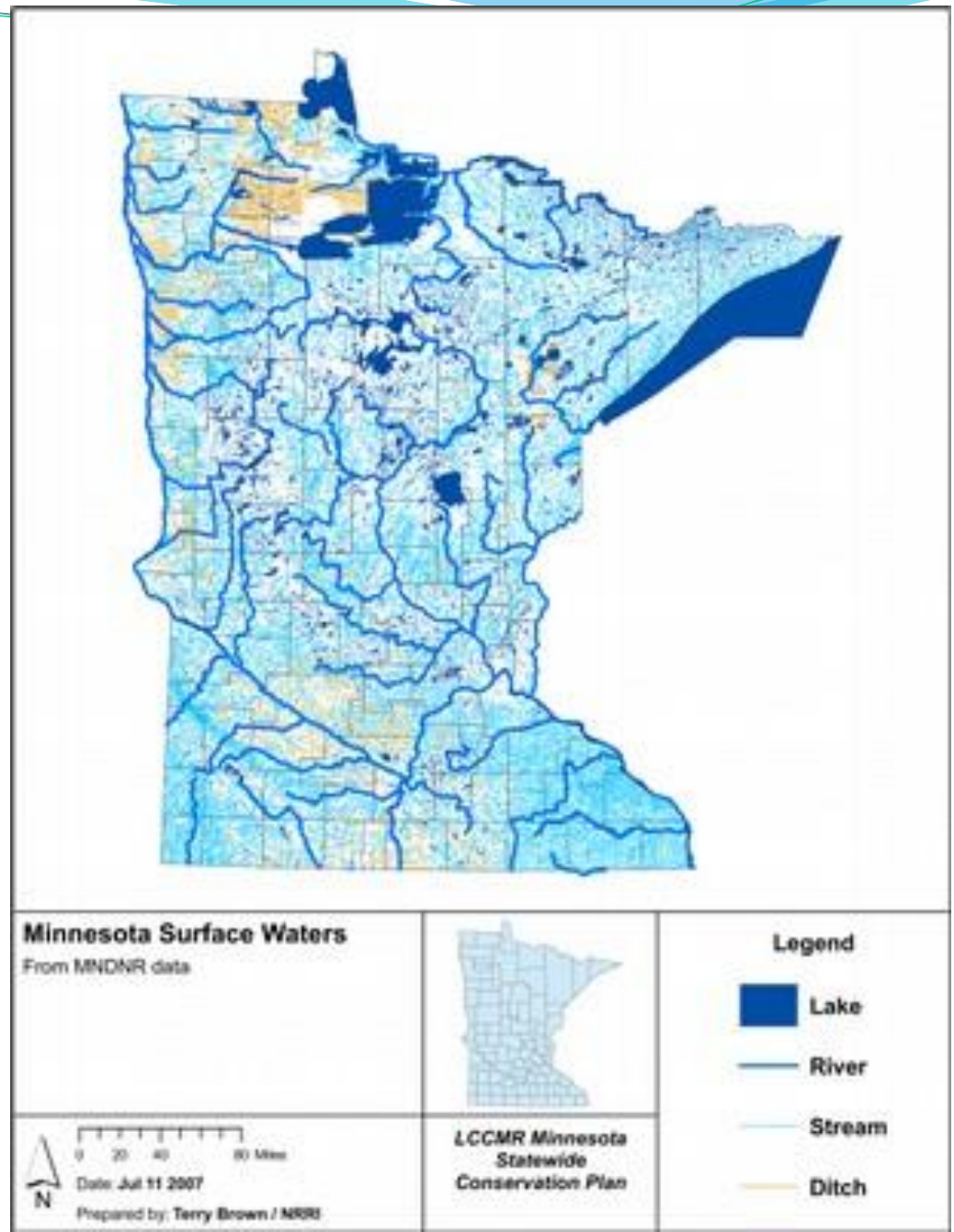
Humphrey Institute of Public Affairs

Environmental Health Sciences

University of Minnesota

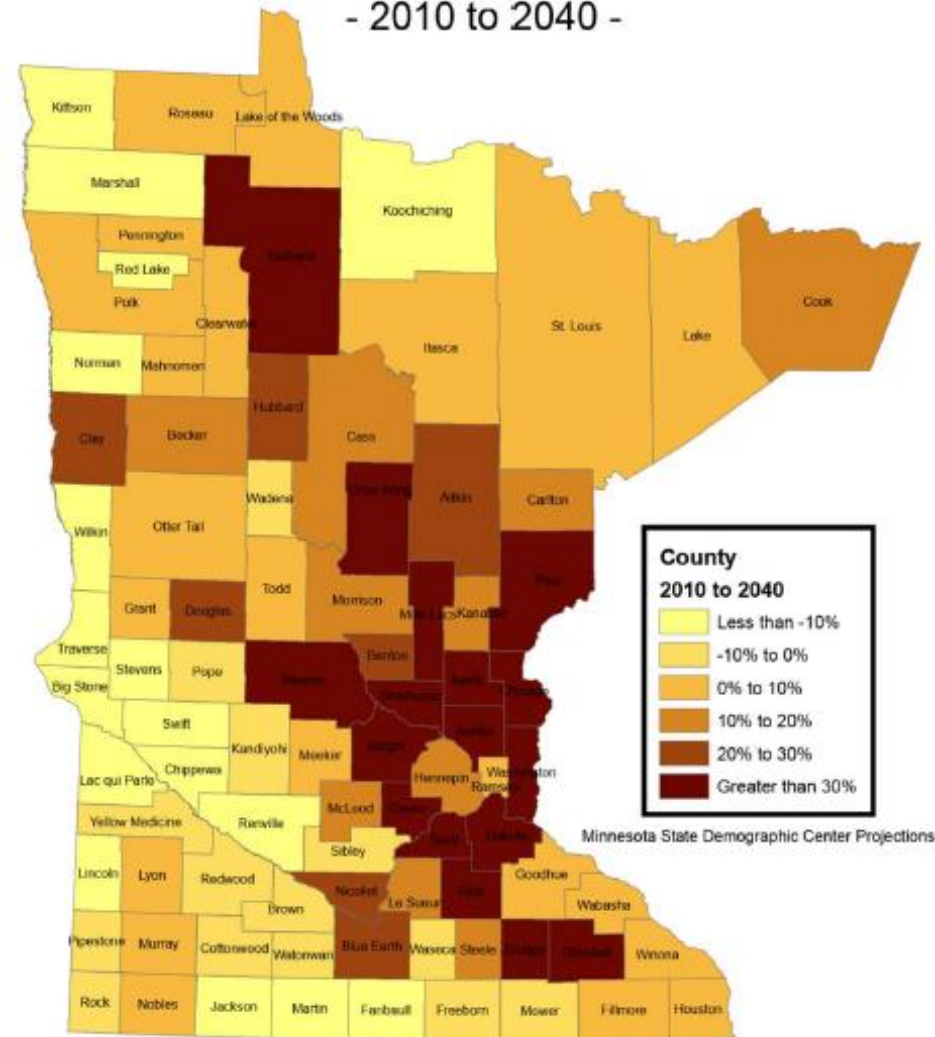
Minnesota: Land of 10,000 Lakes

Water, water,
everywhere...

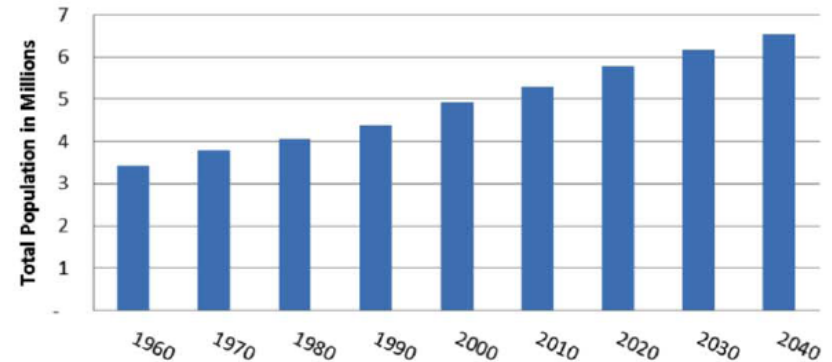


But will it be *enough*....?

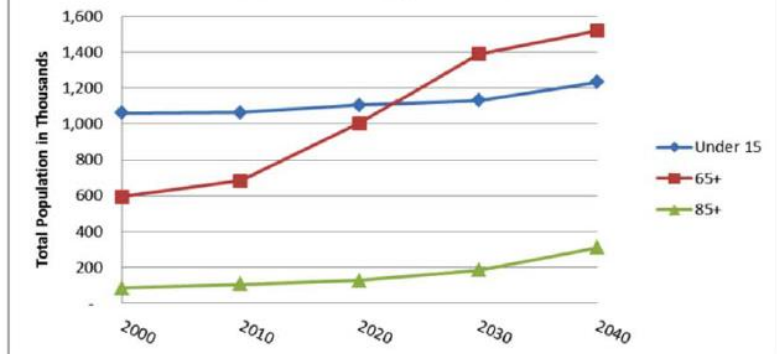
Projected Change in Population (Percent)
- 2010 to 2040 -



Minnesota Total Population
Historic and Projected Growth



Statewide Selected Age Groups
Historic and Projected Growth



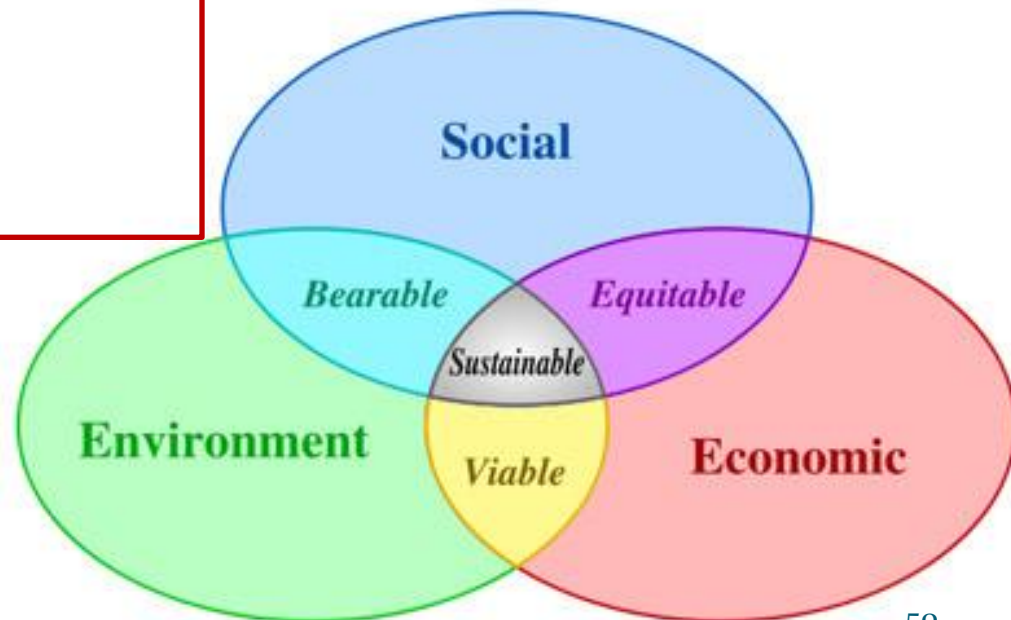
Future Pressures on Water Resources

- More people, more water use
- More people, more electricity use
- Development limited by availability
- Development limited by new pollution sources

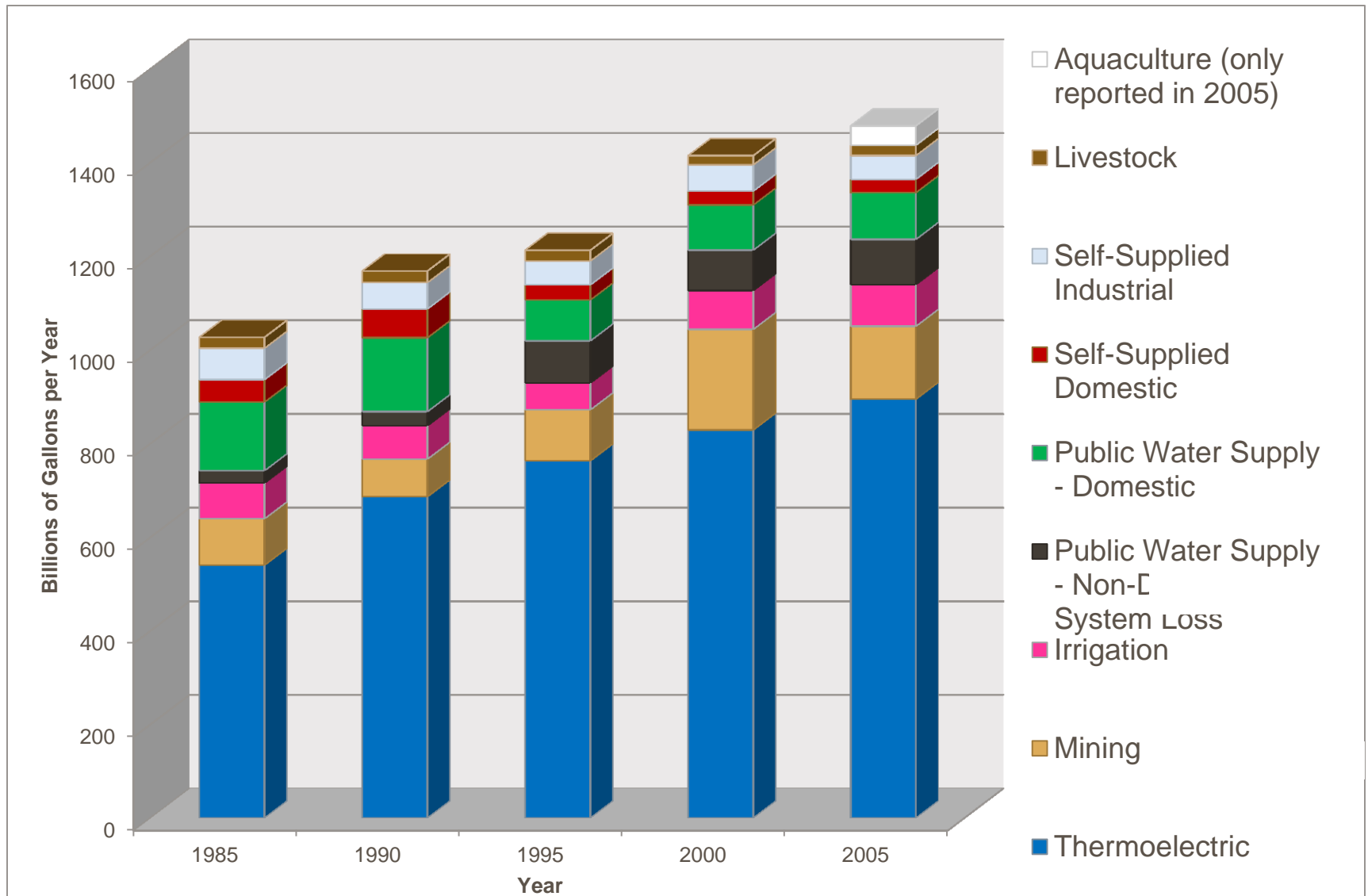
Sustainable Water Use

*Sustainable water use
does not harm ecosystems,
degrade water quality,
or compromise the ability
of future generations
to meet their own needs.*

2009 Minn. Laws. Ch. 172, Art. 2 § 30 at 45-46



Water Use in MN by Category



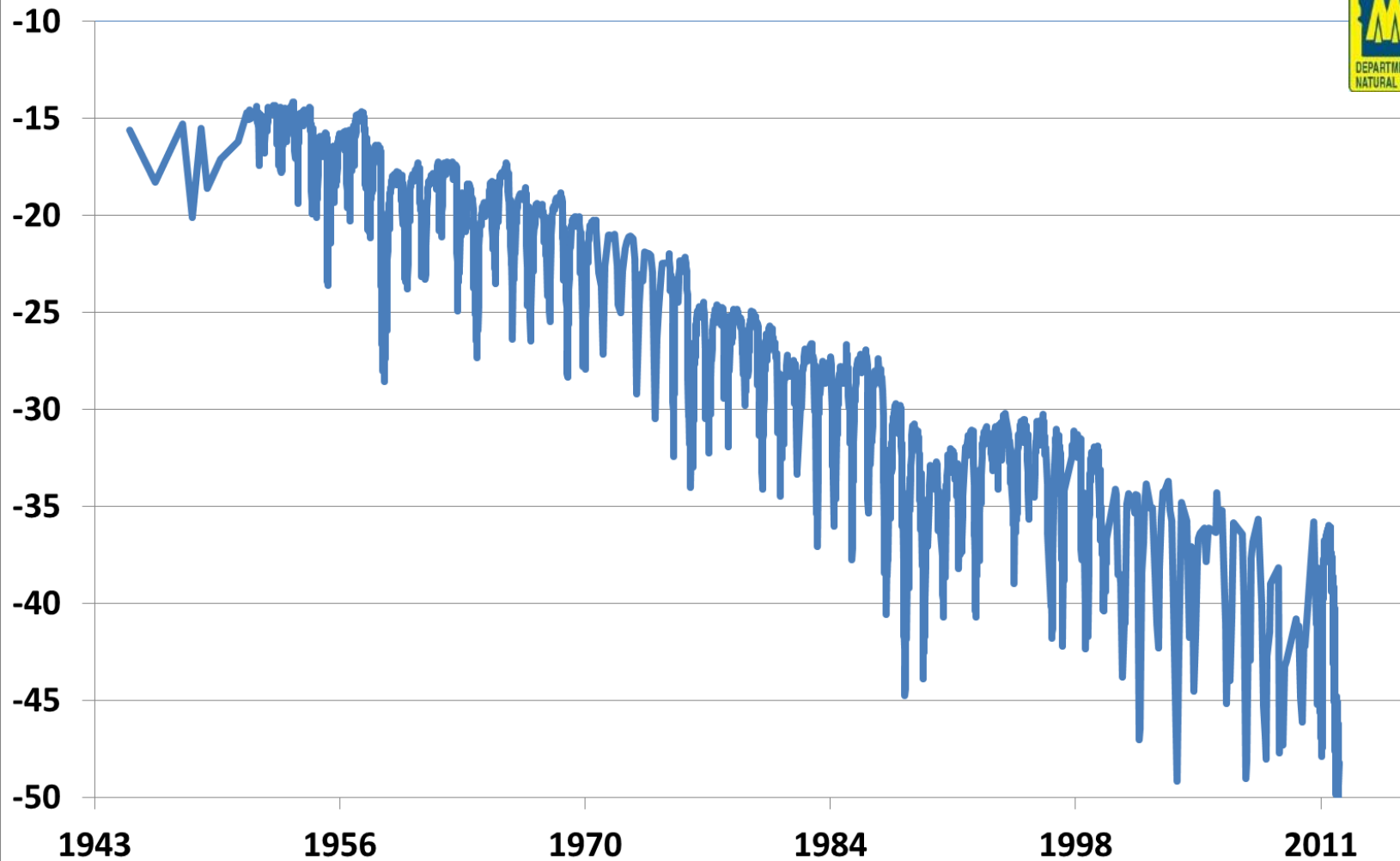
State Water Issues

- Water Quantity
 - Need sustainable water supply of good quality
- Water Quality
 - Excess nutrients and conventional pollutants
 - Contaminants of emerging concern
- Land, air and water connections
 - Ecological and hydrologic integrity
 - Water – energy nexus
- Economic issues
- Social aspects of water governance



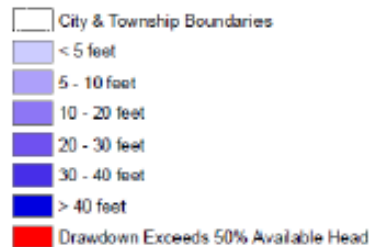
West Metro ('45 – '12)

DNR Observation Well # 27010

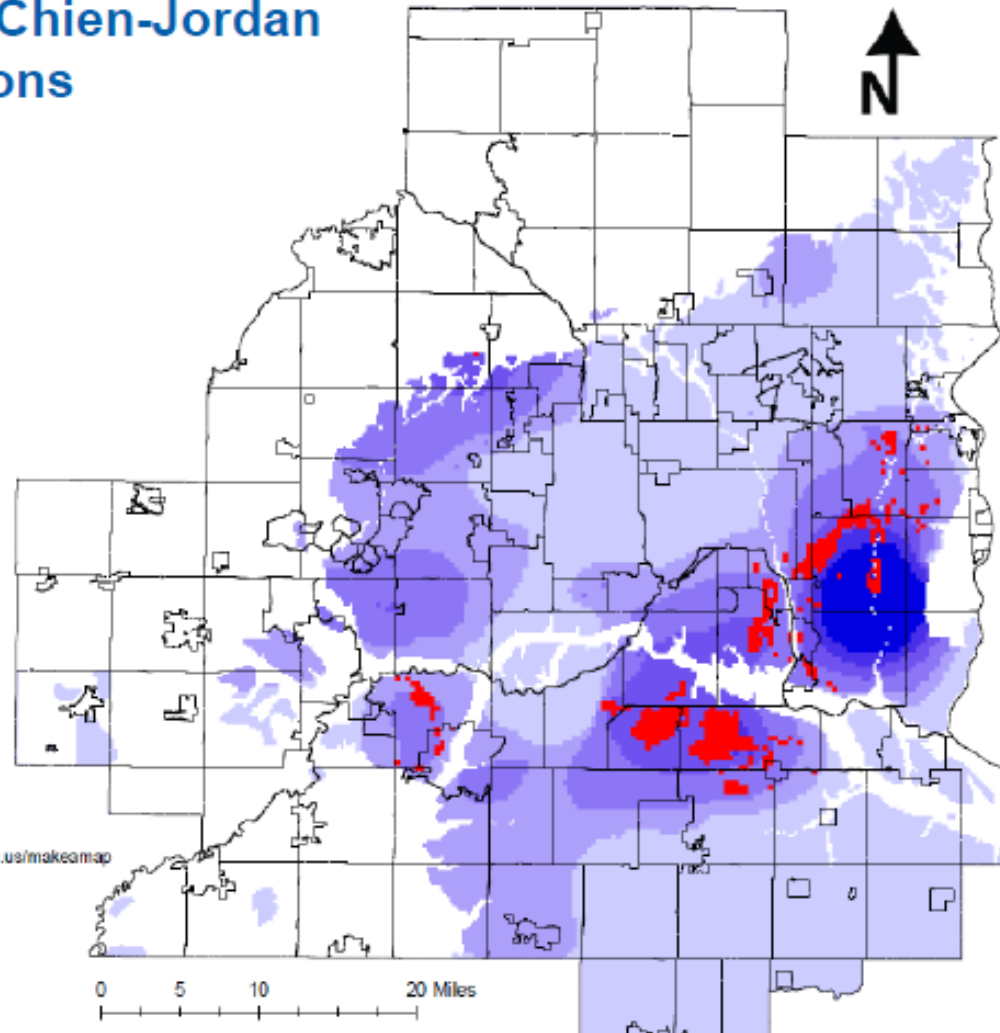


Metro Water Supply: Unsustainable

2030 Prairie du Chien-Jordan Aquifer Conditions



**“Business
As
Usual”**

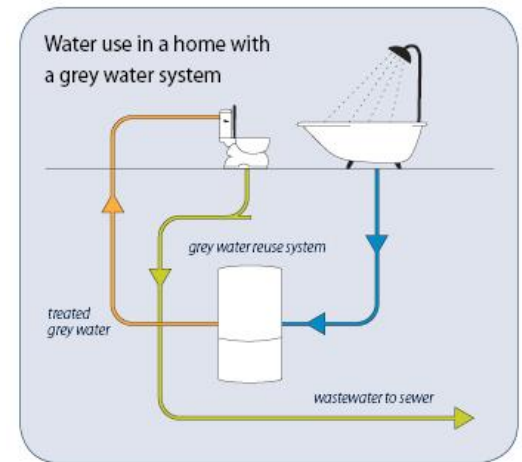
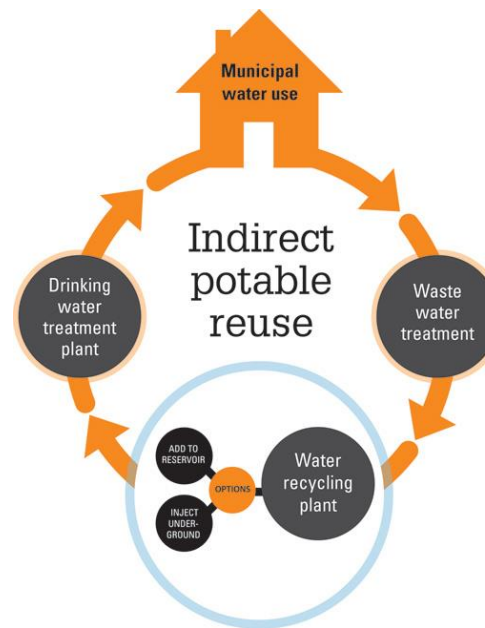


Metropolitan Council, 8/26/2009
View datasets online at <http://gis.metc.state.mn.us/makeamap>

Source:
Metropolitan Council

Sustainable Water Management Solutions

- Water Supply
 - Pipe it, move it, clean it
 - Water reclamation
- Water Demand
 - Education
 - Conservation

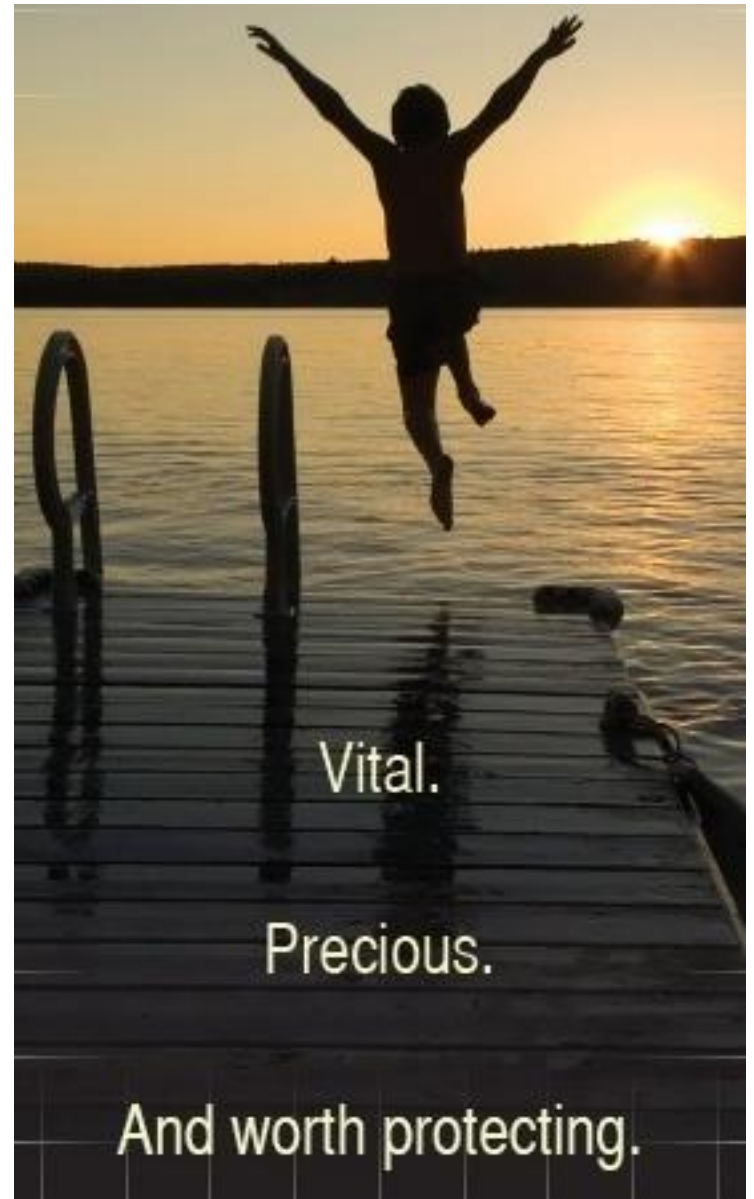


Barriers to Water Reclamation

- *Economic*: expensive, but will eventually become cost-effective
- *Institutional*: Building codes and zoning laws
- *Cultural*: perceptions hard to overcome

Imagine

a sustainable water future,
where there is abundant
and clean water for all





Group Exercise:

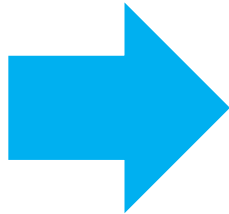
Julia Silvis,

Engagement Manager,
McKinsey and Company

THE PROJECT

This year, our region will create a set of shared, objective metrics to track the Greater MSP region's overall success on critical economic, environmental and social outcomes.

The **RESULT**
for our
region will
be



- More effective regional **priority-setting**
- Greater **coordination** across regional initiatives
- Better visibility & use of existing data assets
- Increased economic **competitiveness**

CONVERGING & ALIGNED MOMENTUM



Creating shared regional indicators is part of the regional strategy led by GREATER MSP



In addition, the Partnership for Regional Opportunity has a workgroup dedicated to supporting the regional strategy by creating shared indicators

THE PUSH TO ACT



Consensus accelerator

A shared dashboard helps leaders in the public, private and nonprofit sectors manage growth, focus investment, set strategic priorities and act more quickly in areas requiring cross-sector collaboration.



Global best practice

High-performing regions around the globe use indicators to track progress in the areas that matter most to their long-term success.

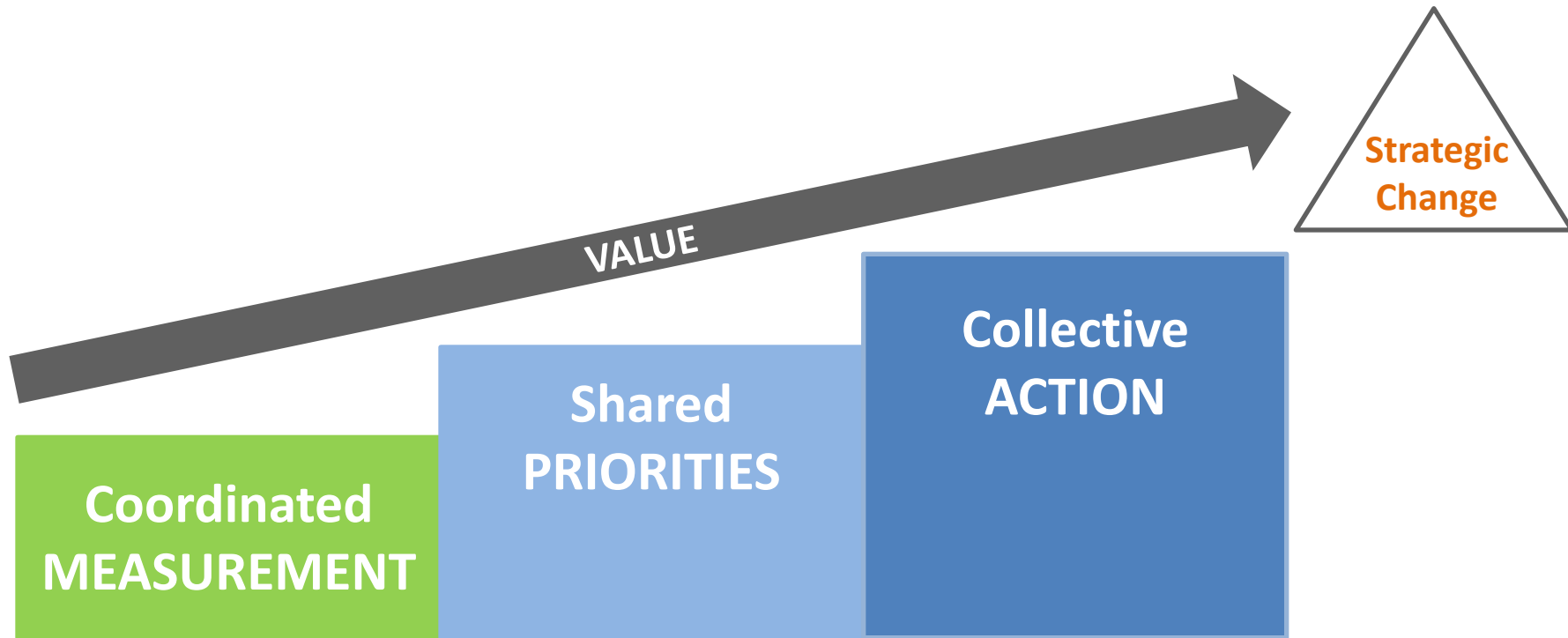


Regional Economic Development Strategy

Shared indicators are an early action item in the region's 3-5 year competitiveness strategy for the reasons explained above.

MEASURE TOGETHER

Our region lacks a common set of measurements – this is a barrier as we try to move from data to action.



FINISH THE JOB

This **capstone effort** will draw upon all the related indicators work to create a shared dashboard that is:

- Objective (*not relative rankings*)
- Comprehensive (*economic, social, environmental*)
- Compact (*20-25 key measures in 5-6 categories*)
- Benchmarked against peer regions
- Clearly and consistently communicated
- Endorsed and used by organizations across the region



MODELS: SAN DIEGO

EXPLORE INDUSTRY DATA & STATISTICS

DEMO-
GRAPHIC

TALENT

ECONOMIC

QUALITY
OF LIFE

DEMOGRAPHIC	Population Metro	Median Age	% Population Age 18-34	% of Population Born Outside of US	Median Household Income
	3M+ 3,177,063	34.8 years old	27.2 percent	23.4 percent	\$59.5 thousand
	Rank: 17th	Rank: 5th	Rank: 1st	Rank: 5th	Rank: 8th

US Census Bureau

TALENT	% Population w/ Bachelor's Degree or Higher	% Population w/ Advanced Degree or Higher	% Population w/ PhD or Higher	% College Grads w/ Science or Engineering Majors	% of Population Multi-Lingual English-Speaking Residents
	33.7 percent	12.7 percent	1.9 percent	51.4 percent	20.6 percent
	Rank: 12th	Rank: 12th	Rank: 4th	Rank: 2nd	Rank: 7th

US Census Bureau

ECONOMIC	Unemployment Rate	Gross Domestic Product	Export Value	Patents per 1,000 Workers	Annual Total VC Dollars Received
	7.8 percent	\$172.6 billion	\$17.2 billion	2.3 patents	\$1.1 billion
	Rank: 18th (Jul)	Rank: 18th	Rank: 15th	Rank: 2nd	Rank: 6th

Bureau of Labor Statistics

Bureau of Economic Analysis

International Trade Administration

Brookings Institution; USPTO

PricewaterhouseCoopers

QUALITY OF LIFE	Per Capita Income	Foreclosure Rate	Median Home Price	Mean Travel Time to Work	Sunshine Hours
	\$46.8 thousand	2.44 per 10k homes	\$469.0 thousand	24.1 minutes	3,055 hours

- Engaging, inviting, simple design
- Displayed on the homepage of the regional economic development organization
- Designed to tell a positive story

REGIONAL INDICATORS



How will our region define success?

We need your help to build a comprehensive regional dashboard

My
Dashboard

Category

comment

Category

comment

Category

comment

Category

comment

Category

comment

Criteria

The dashboard you create should be:

- **Comprehensive**
(include categories on economy, society & environment)
- **Relevant for leaders in all sectors**
(public, private & nonprofit)
- **Relevant for all parts of the region**
(urban, suburban, ex-urban)

Comments

Civic Vitality

Government

Public Safety

Environment

Sustainability

Energy

Quality of Life

Culture & Arts

Community

Mobility

Other ?

Equity

Talent

Housing

Infrastructure

Technology

Health

Children & Youth

Education

Innovation

Economy

Business Climate

Workforce

greatermsp^{*ahead*}

What will I do?

What will we do together?