Bridging the Rural - Metro Divide*

Regional Council of Mayors

November 13, 2017
By County, Adjusted for Margin
Adjusted for Population + Margin
Adjusted for What We Know
Headlines Read: Rural-Metro Divide

Urban-rural split in Minnesota grows deeper, wider

Urban and rural America are becoming increasingly polarized
Since Obama’s election in 2008, the trend of urban counties voting for Democrats and rural counties voting for Republicans has grown stronger.

The Growing Urban-Rural Divide Around the World
How politics pits demographic groups against each other
Resentment & Condescension?

Star Tribune Opinion Exchange, cover story, March 5, 2017: Bridging Our Divide Between City Mouse and Country Mouse
A Matter of Fairness or Respect?

- School funding ... who gets what and how much?
- Transportation ... rural roads versus metro transit!
- Local government aid ... only the neediest apply?!
- Water quality ... runoff from farmland or city streets??
- Immigration ... good, bad – and ugly?!?
The Result: Rural-Metro Divide

Matt Schmit votes with Minneapolis liberals 95% of the time. Minneapolis doesn't need another Senator...we do.
Average Annual Pop Change, 2010-15

- Rural
- Small town
- Large town
- Urban
- Minnesota

Annual population change
Median Earnings

- Rural
- Small town
- Large town
- Urban

Median earnings range from 0 to 60k.
## Entrepreneurship per 1000 residents

Most people mistakenly believe that startups occur overwhelmingly in metropolitan areas. Yet it is in fact rural counties that have higher rates of self-employed business proprietors.

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate per 1000 residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural (pop. less than 2,500, not adjacent to metro area)</td>
<td>234</td>
</tr>
<tr>
<td>Rural (pop. less than 2,500, adjacent to metro area)</td>
<td>177</td>
</tr>
<tr>
<td>Rural (pop. 2,500 to 19,999, not adjacent to metro area)</td>
<td>160</td>
</tr>
<tr>
<td>Rural (pop. 2,500 to 19,999, adjacent to metro area)</td>
<td>140</td>
</tr>
<tr>
<td>Rural (pop. 20,000 or more, not adjacent to metro area)</td>
<td>130</td>
</tr>
<tr>
<td>Rural (pop. 20,000 or more, adjacent to metro area)</td>
<td>121</td>
</tr>
<tr>
<td>Metro (pop. less than 250,000)</td>
<td>126</td>
</tr>
<tr>
<td>Metro (pop. 250,000 to 1 million)</td>
<td>122</td>
</tr>
<tr>
<td>Metro (pop. 1 million or more)</td>
<td>131</td>
</tr>
</tbody>
</table>

*Entrepreneurship is measured here by proprietorship, a tax status indicative of at least one self-employed individual who may also employ others. One proprietor may own multiple businesses.*

*The Conversation, CC-BY-ND*
A One Minnesota Vision...

- Our differences can divide
  - <Rural/Metro> MN must appreciate the economic contribution, socioeconomic struggle, and significant challenges – and opportunities – in <Metro/Rural> MN

- But interdependencies abound
  - Rural – Metro linkages in commerce & industry, education, family & culture
  - Regional collaboration
Bridging the Divide*

- Rural-Metro Community Exchange
  - Leadership delegations host one another
  - Increase understanding of challenges and priorities
- Community Dialogue Series
  - Public gatherings
  - Constructive discussion
  - Follow-up coverage and recap
- One Minnesota Narrative
  - Recognize regional independence
  - Emphasize regional interdependence
Interdependence & Moving Toward ‘One Minnesota’
‘To identify what state policies, public investments, business incentives, and local initiatives are the best bets for strengthening Greater Minnesota communities, revitalizing local economies, and reducing inequality, poverty, and racial disparity.’

Minnesota Rural Equity Project news release, Feb. 27.
Toward One Minnesota
Greater Understanding, Shared Vision, Impactful Investment

Dane Smith – Growth & Justice, President
dane@growthandjustice.org
651-917-6037

Matt Schmit – P3 Strategies | Growth & Justice
matt@p3strategy.com
651-283-8404
Project Partners

GMNP

Blandin Foundation

Coalition of Greater Minnesota Cities

Growth & Justice

THE MCKNIGHT FOUNDATION
Toward One Minnesota

Greater Understanding

Shared Vision

Impactful Investment
Toward One Minnesota

- Legislative policy priorities, 2017 and beyond
- Listening sessions and convenings
- Commentary, mainstream and social media
- Outreach & education, advocacy
- Coalition building
- Promote ideas & measure progress
- ‘Data Dive’ symposium & workshop
- Ongoing policy promotion, outreach & ed
One Minnesota Policy Priorities

Our 2017 policy priorities were evidence-based and draw upon input from communities and stakeholders across the state. We believe these ideas can bring together Democrats and Republicans from all corners of Minnesota – rural and metro alike.

These priorities include a balanced approach to meeting Greater Minnesota’s infrastructure and human capital service needs.
2017 Rural Policy Priorities

- Human Capital
  - Local government aid
  - Working family tax credit
  - Farm land tax relief
  - Local education partnerships
  - Early ed & childcare
  - Career pathways
  - Getting to work options

- Infrastructure
  - Transportation
  - Broadband
  - Workforce housing
  - Clean water
Measuring Our Work

- What gets measured gets done
- Rural Competitiveness Scorecard