



1

---

---

---

---

---

---

---

---



2

---

---

---

---

---

---

---

---



3

---

---

---

---

---

---

---

---



4

---

---

---

---

---

---

---

---



5

---

---

---

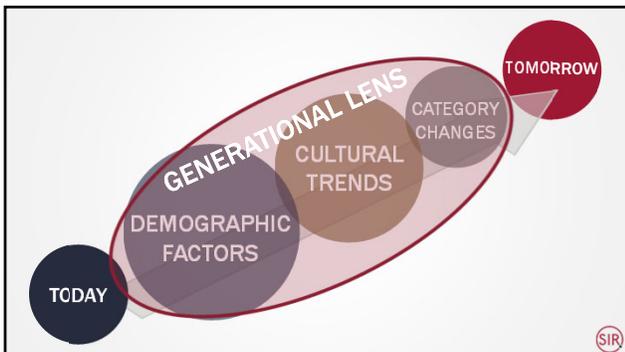
---

---

---

---

---



6

---

---

---

---

---

---

---

---

**WHY**  
IS EACH  
GENERATION  
UNIQUE?

- 1** AGE: "With age comes wisdom"
- 2** PERIOD: "It's different today"
- 3** COHORT: "The generation gap"



7

---

---

---

---

---

---

---

---

**3. GENERATIONAL COHORT AFFECTS VIEWS**



NOT "WHO YOU ARE," BUT...

WHAT "IMPRINTED" YOU  
WHEN YOU CAME OF AGE



8

---

---

---

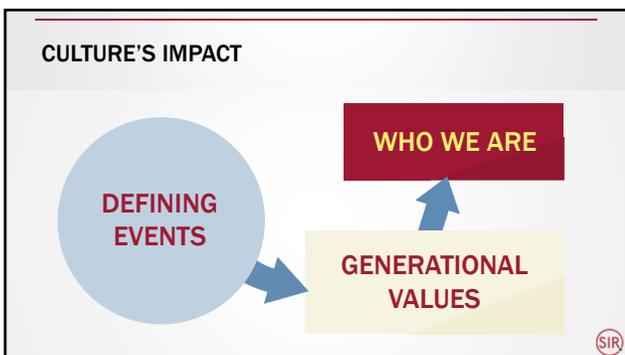
---

---

---

---

---



9

---

---

---

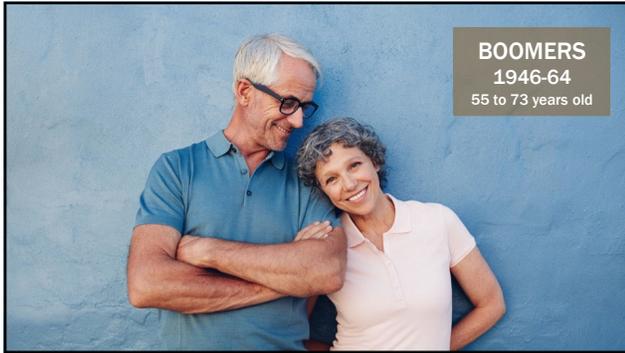
---

---

---

---

---



10

---

---

---

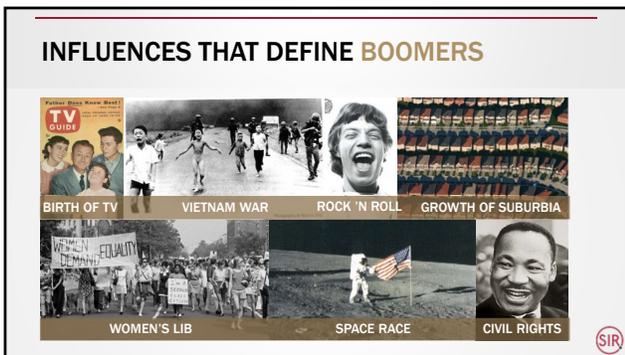
---

---

---

---

---



11

---

---

---

---

---

---

---

---



12

---

---

---

---

---

---

---

---



13

---

---

---

---

---

---

---

---



14

---

---

---

---

---

---

---

---



15

---

---

---

---

---

---

---

---

**GENERATION X:**



**GENERATIONAL VALUES:**

- Technosavvy
- Think Globally
- Self-reliance
- Diversity
- Pragmatic

**ARCHTYPE:**

- Skeptical
- Independent
- Task-driven



16

---

---

---

---

---

---

---

---



**MILLENNIALS**  
1983-2001  
18-36

17

---

---

---

---

---

---

---

---

**INFLUENCES THAT DEFINE MILLENNIALS**



18

---

---

---

---

---

---

---

---

**MILLENNIALS:**



**GENERATIONAL VALUES:**

- Confidence plus
- Civic duty
- Achievement
- Hyper connected
- Multi-tasking
- Fearless

**ARCHTYPE:**

- Co-dependent
- Purposeful
- Ambitious



19

---

---

---

---

---

---

---

---

**LIVING** vs. **SHARING**  
the experience the experience



20

---

---

---

---

---

---

---

---

EXPERIENCES MUST BE **SHARED**



21

---

---

---

---

---

---

---

---



22

---

---

---

---

---

---

---

---



23

---

---

---

---

---

---

---

---



24

---

---

---

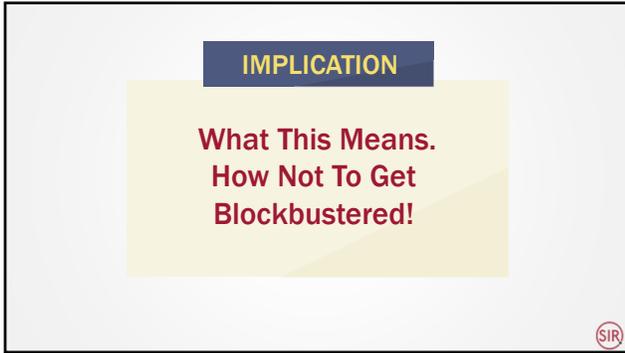
---

---

---

---

---



25

---

---

---

---

---

---

---

---



26

---

---

---

---

---

---

---

---



27

---

---

---

---

---

---

---

---



28

---

---

---

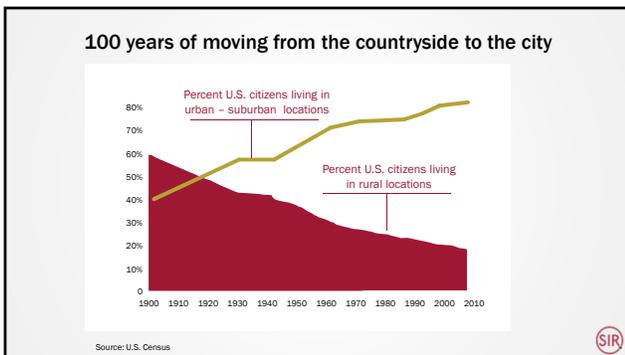
---

---

---

---

---



29

---

---

---

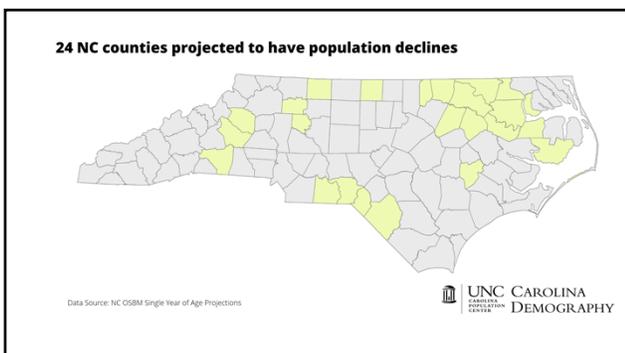
---

---

---

---

---



30

---

---

---

---

---

---

---

---

**IMPLICATION**

In the future, towns and counties will be either winners or losers. To remain vital, you must create an **amazing place** or a compelling **economic reason for being**.



31

---

---

---

---

---

---

---

---

**2**

**GROWING DENSITY**

32

---

---

---

---

---

---

---

---

**Walkable Community Trends**

2015 is the first year a preference for walkable communities overtook a preference for conventional communities.

**Community A:**  
Houses with large yards, and you have to drive to the places you need to go

**Community B:**  
Houses with small yards, and it is easy to walk to the places you need to go

Community	2004	2011	2015
Community A	70%	61%	46%
Community B	30%	37%	48%

Source: Metrolinx, 2015. Photo: © iStockphoto.com/Photo by Scott Brinkman

33

---

---

---

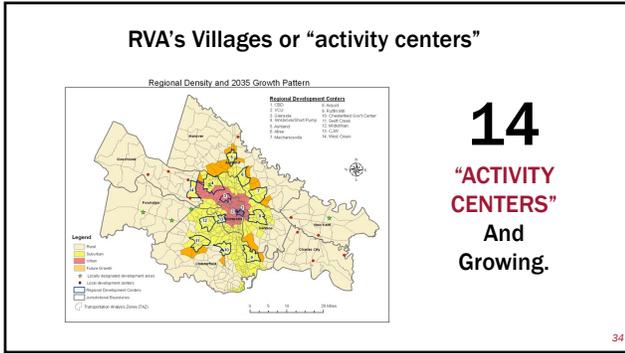
---

---

---

---

---



34

---

---

---

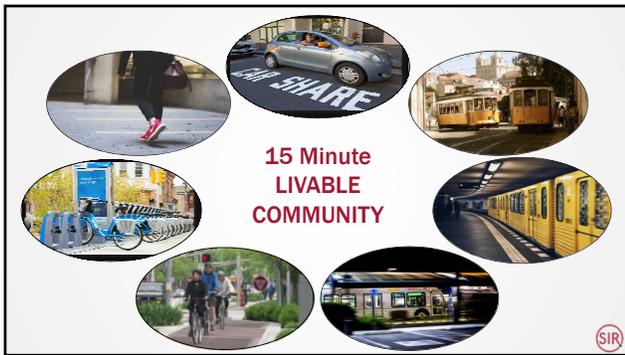
---

---

---

---

---



35

---

---

---

---

---

---

---

---

### IMPLICATION

The infill and redevelopment trend, supporting greater density, will continue to grow. Next up? Transforming the suburban landscape.

SIR

36

---

---

---

---

---

---

---

---



37

---

---

---

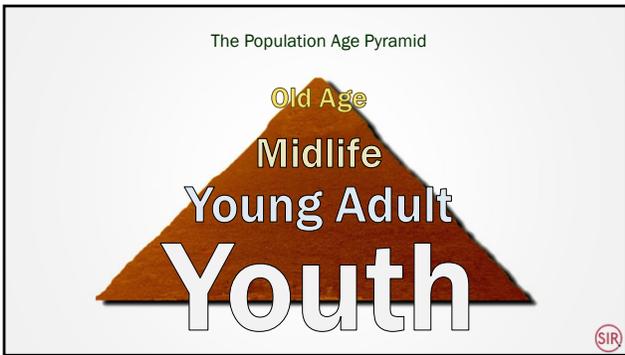
---

---

---

---

---



38

---

---

---

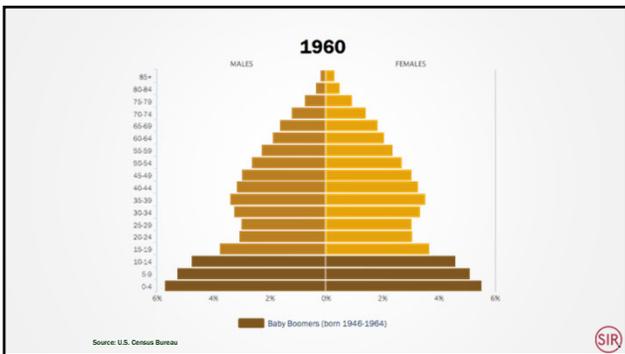
---

---

---

---

---



39

---

---

---

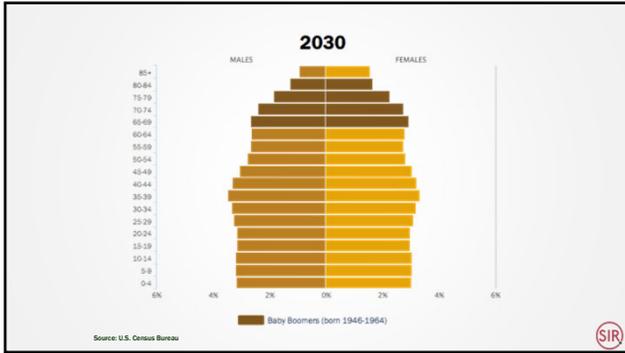
---

---

---

---

---



40

---

---

---

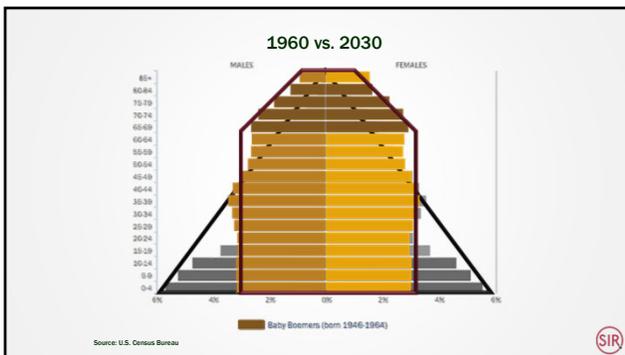
---

---

---

---

---



41

---

---

---

---

---

---

---

---



42

---

---

---

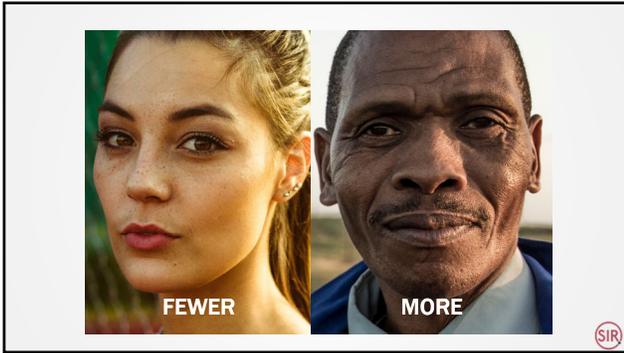
---

---

---

---

---



43

---

---

---

---

---

---

---

---



44

---

---

---

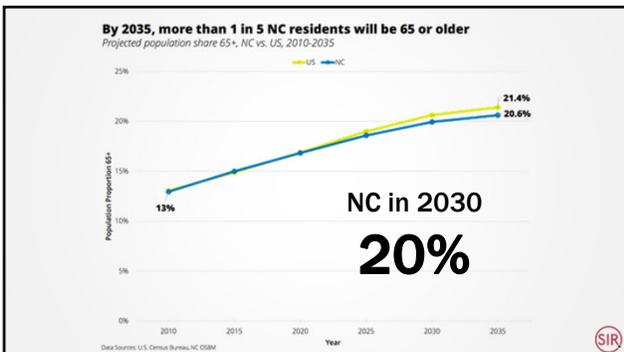
---

---

---

---

---



45

---

---

---

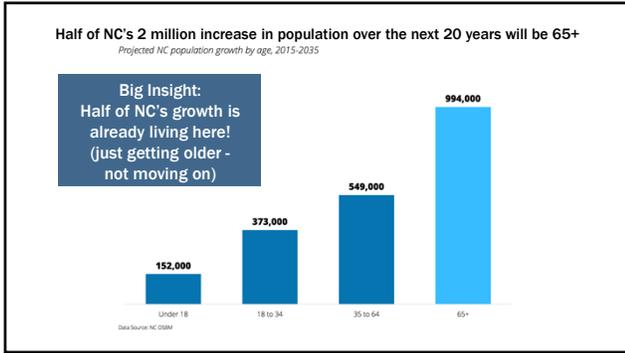
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

46

**IMPLICATION**

**Roads, buildings and spaces will be designed to accommodate the growing number of new seniors.**

---

---

---

---

---

---

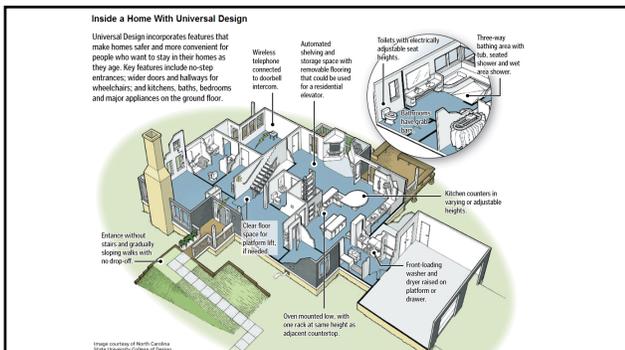
---

---

---

---

47




---

---

---

---

---

---

---

---

---

---

48



49

---

---

---

---

---

---

---

---



50

---

---

---

---

---

---

---

---



51

---

---

---

---

---

---

---

---



52

---

---

---

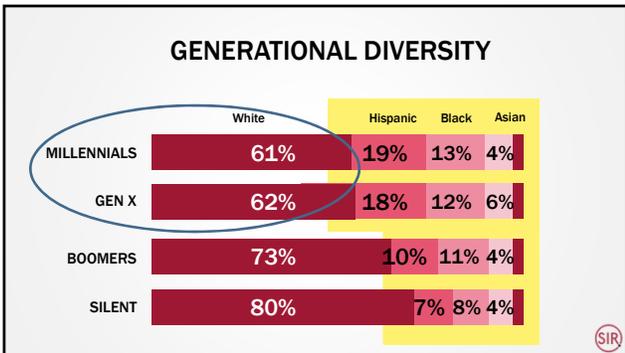
---

---

---

---

---



53

---

---

---

---

---

---

---

---



54

---

---

---

---

---

---

---

---



55

---

---

---

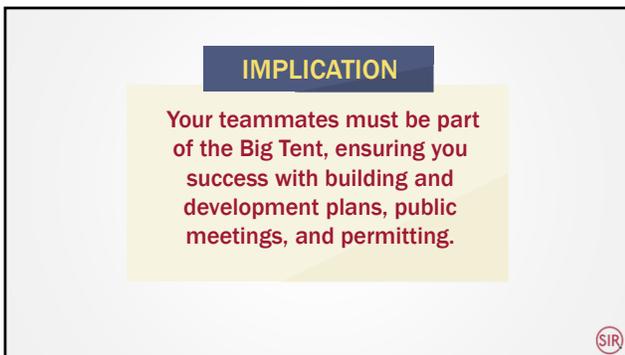
---

---

---

---

---



56

---

---

---

---

---

---

---

---



57

---

---

---

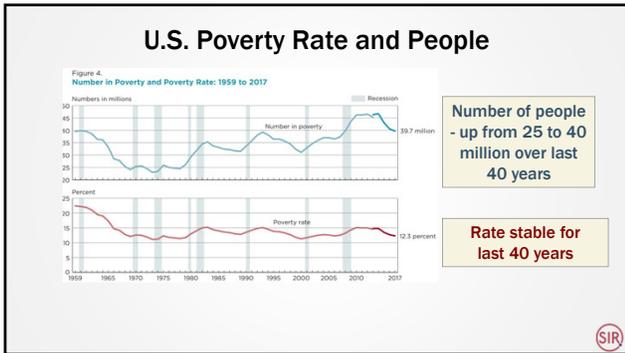
---

---

---

---

---



58

---

---

---

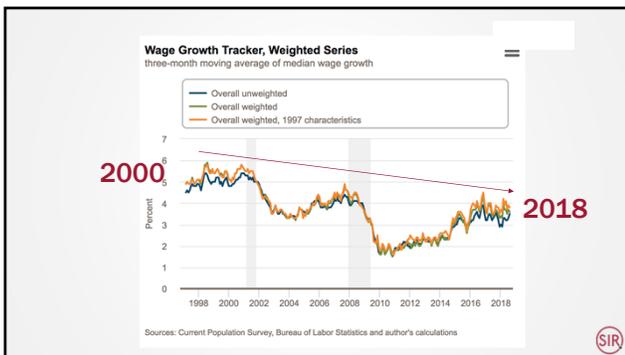
---

---

---

---

---



59

---

---

---

---

---

---

---

---

### On The Edge:

#### Life Has Gotten Harder for Millions of Americans

- 40% live paycheck to paycheck struggling to meet basic needs – buying food, covering rent.
- 40% can't cover a \$400 emergency expense.

60

SIR

60

---

---

---

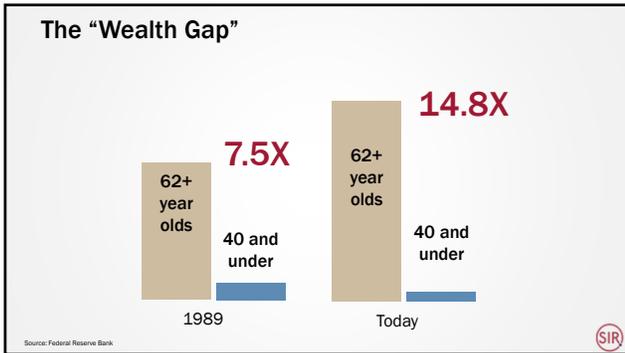
---

---

---

---

---



61

---

---

---

---

---

---

---

---

**IMPLICATION**

Intentionally designed mixed income neighborhoods and innovative affordable housing solutions will continue to rise.

SIR

62

---

---

---

---

---

---

---

---

**IMPLICATION**

For new developments, it's no longer about economic growth, new jobs and economic impact. It's now about affordable housing, education and minority business success.

SIR

63

---

---

---

---

---

---

---

---



64

---

---

---

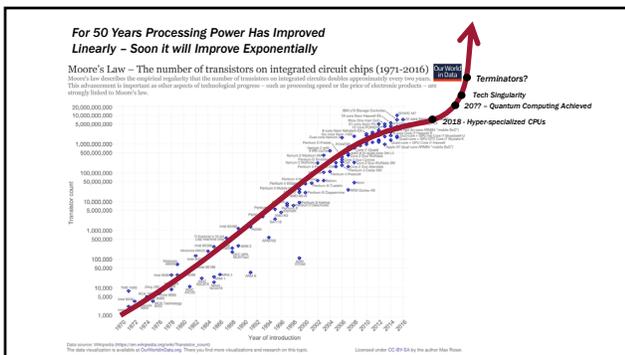
---

---

---

---

---



65

---

---

---

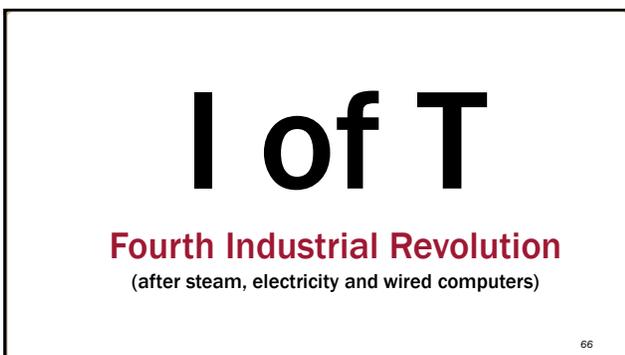
---

---

---

---

---



66

---

---

---

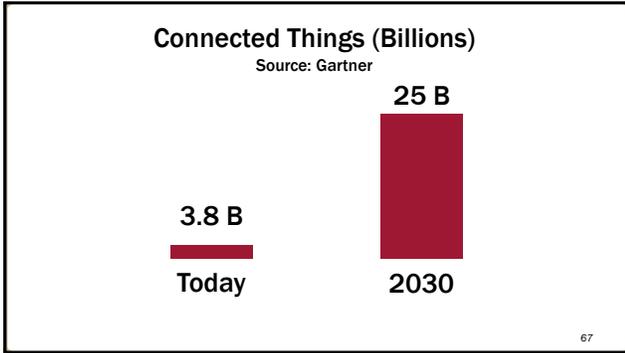
---

---

---

---

---



---

---

---

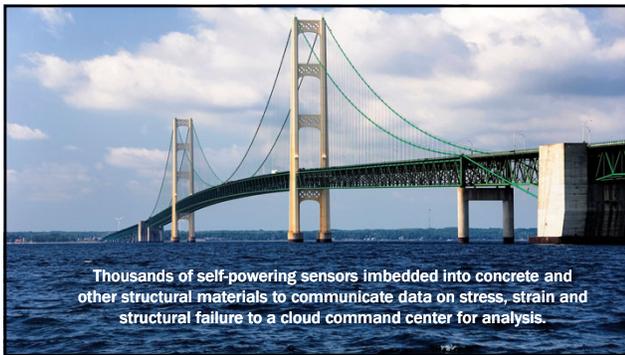
---

---

---

---

---



---

---

---

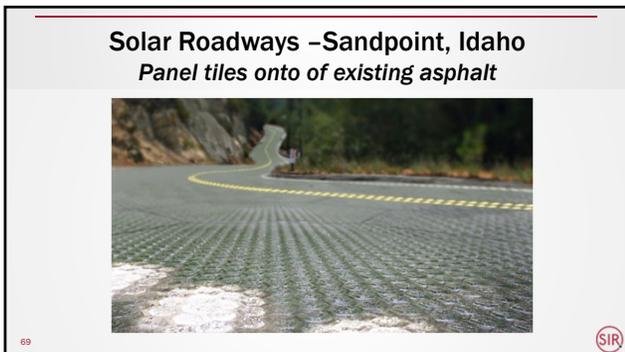
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

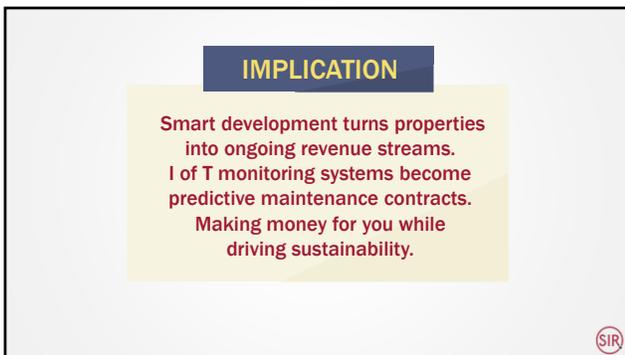
---

---

---

---

70



---

---

---

---

---

---

---

---

71



---

---

---

---

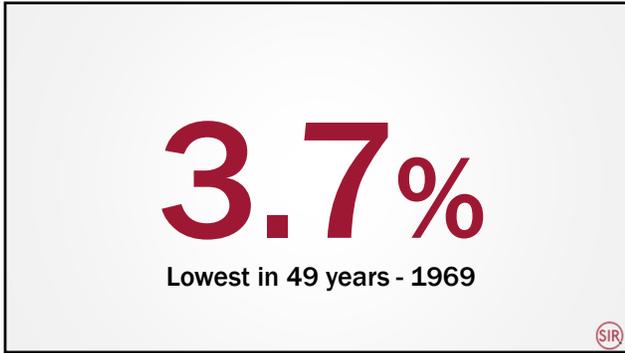
---

---

---

---

72



73

---

---

---

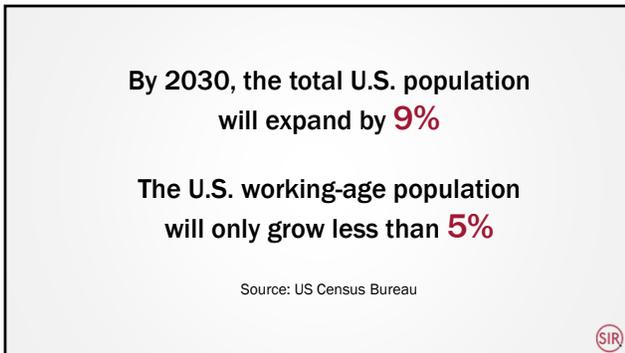
---

---

---

---

---



74

---

---

---

---

---

---

---

---



75

---

---

---

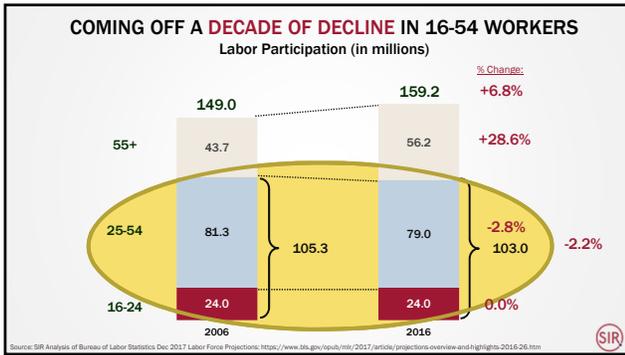
---

---

---

---

---



76

---

---

---

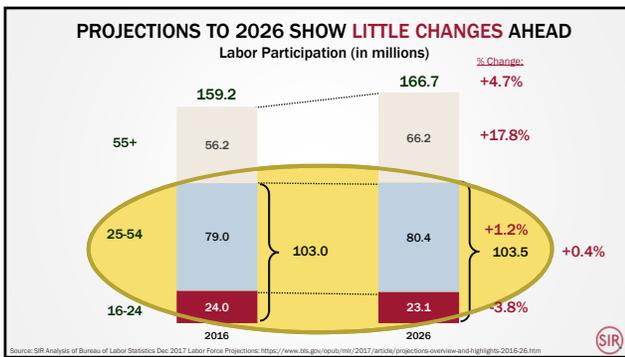
---

---

---

---

---



77

---

---

---

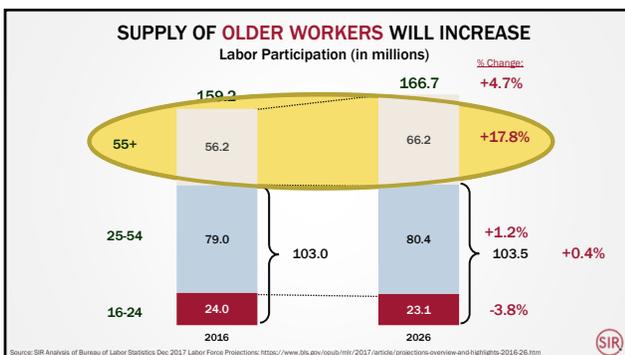
---

---

---

---

---



78

---

---

---

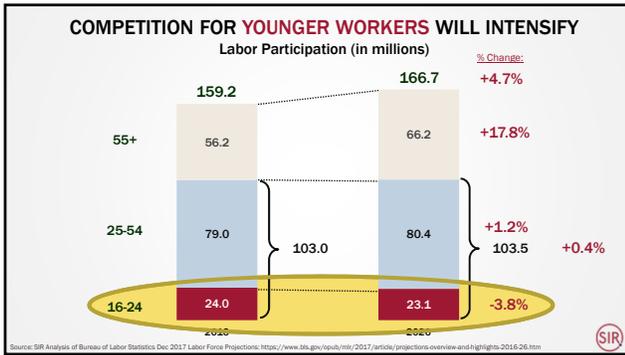
---

---

---

---

---



79

---

---

---

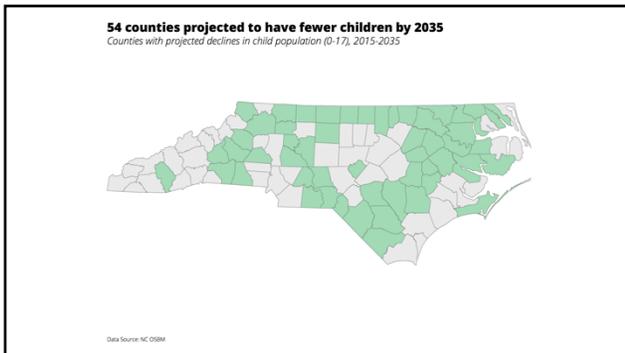
---

---

---

---

---



80

---

---

---

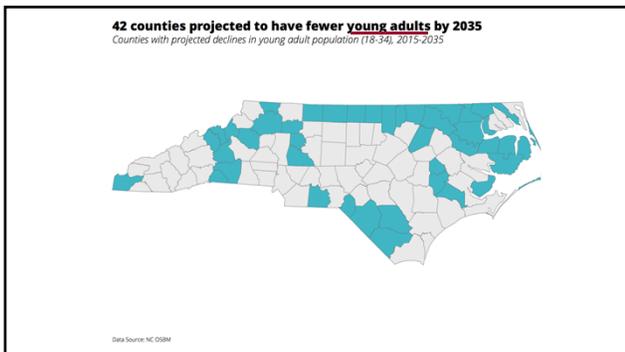
---

---

---

---

---



81

---

---

---

---

---

---

---

---

**IMPLICATION**

Towns, counties, cities and regions must become more appealing to young people to successfully compete for young talent.



82

---

---

---

---

---

---

---

---

**8**

**DISTRIBUTED WORKFORCE**



83

---

---

---

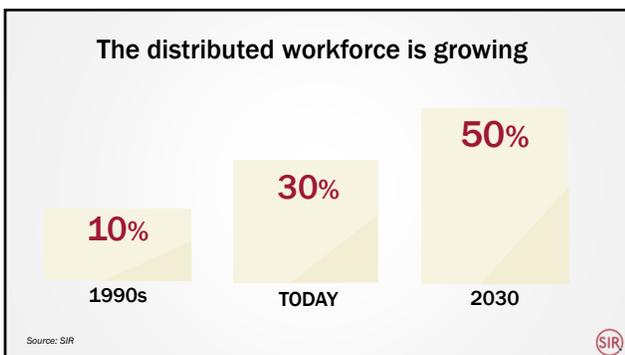
---

---

---

---

---



84

---

---

---

---

---

---

---

---

**91%**  
of young people (18-35)  
expect to stay in a job for  
less than three years.

Source: Future Workplace



85

---

---

---

---

---

---

---

---

**15-20**  
JOBS ACROSS THEIR  
WORKING LIFE

Source: Future Workplace



86

---

---

---

---

---

---

---

---

**1 of 3**  
Millennials  
freelance



87

---

---

---

---

---

---

---

---



88

---

---

---

---

---

---

---

---



89

---

---

---

---

---

---

---

---



90

---

---

---

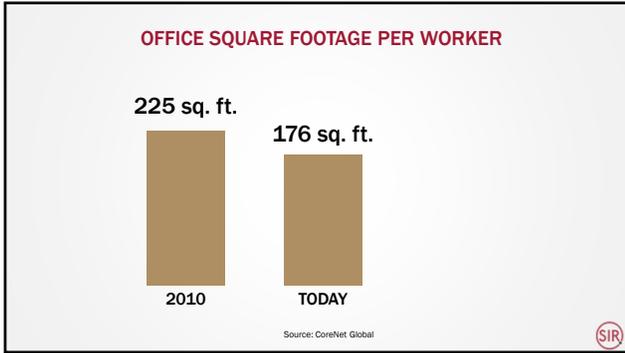
---

---

---

---

---



91

---

---

---

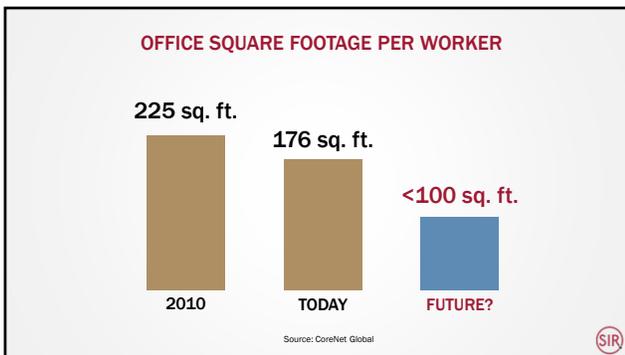
---

---

---

---

---



92

---

---

---

---

---

---

---

---



93

---

---

---

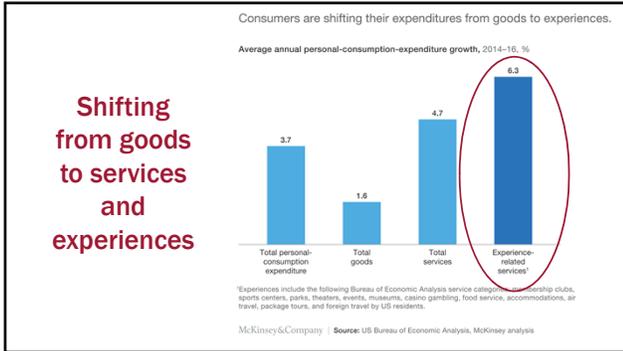
---

---

---

---

---



Shifting from goods to services and experiences

---

---

---

---

---

---

---

---

94



EXPERIENCES MUST BE SHARED

---

---

---

---

---

---

---

---

95

**FOMO**  
Fear of Missing Out

---

---

---

---

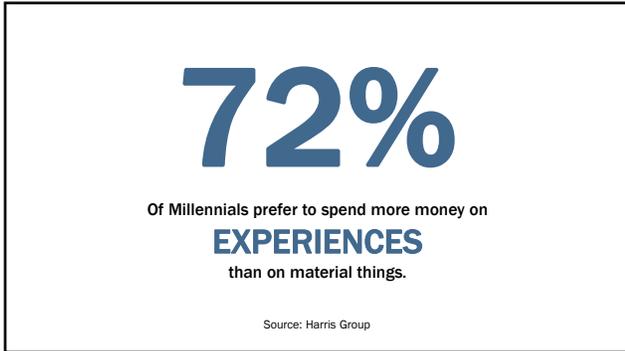
---

---

---

---

96



97

---

---

---

---

---

---

---

---

**IMPLICATION**

**Shopping malls and retail isn't dead, Millennials are just changing the game.**



98

---

---

---

---

---

---

---

---

DAYBREAKER

EVENTS COMMUNITIES ABOUT PARTNERS MISCHIEF LABS SHOP

WOLFGANG PETERSON

SNAG TIX

**1 WAKE UP EARLY**  
INSTEAD OF HITTING THE GYM, WE HIT THE DANCE FLOOR

99

---

---

---

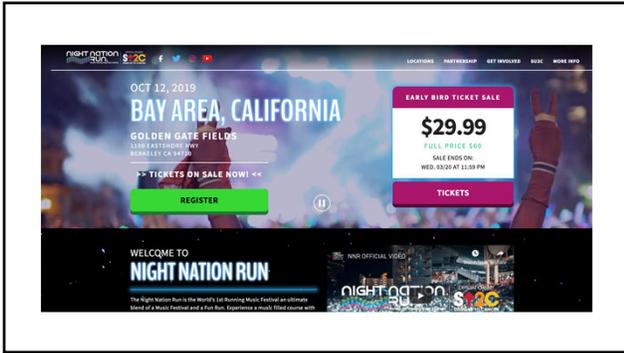
---

---

---

---

---



100

---

---

---

---

---

---

---

---



101

---

---

---

---

---

---

---

---



102

---

---

---

---

---

---

---

---



Autonomous Vehicles  
Will Be Everywhere

103

---

---

---

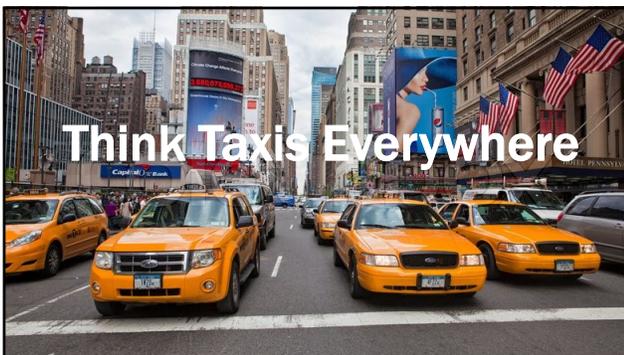
---

---

---

---

---



Think Taxis Everywhere

104

---

---

---

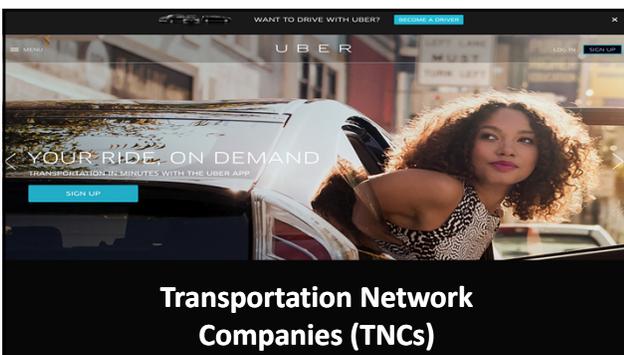
---

---

---

---

---



Transportation Network  
Companies (TNCs)

105

---

---

---

---

---

---

---

---

## Timing?

**2020** for fully automated models (Level 4)

**2025** for fully automated (Level 5)

**2035** for sufficient numbers to make a difference

**2040** to have a transformative societal impact

106

---

---

---

---

---

---

---

### IMPLICATION

**In the future, Autonomous vehicles will make all communities more people-centric.**



107

---

---

---

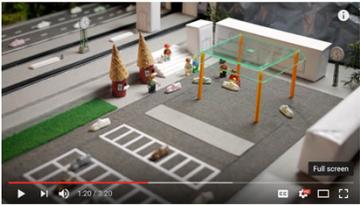
---

---

---

---

AVs will transformation cities as we know them



<https://youtu.be/WmYsWYDQxul>

108

---

---

---

---

---

---

---

**IMPLICATION**

In the future,  
drive time becomes  
**YOUR OWN TIME**,  
changing where  
and how we live.



109

---

---

---

---

---

---

---

---

- 1.** Becoming A Futurist
- 2.** Trends Shaping NC's Future
- 3.** What This Means for You



110

---

---

---

---

---

---

---

---

**1**

**Embrace  
Change**



111

---

---

---

---

---

---

---

---



112

---

---

---

---

---

---

---

---



113

---

---

---

---

---

---

---

---



114

---

---

---

---

---

---

---

---