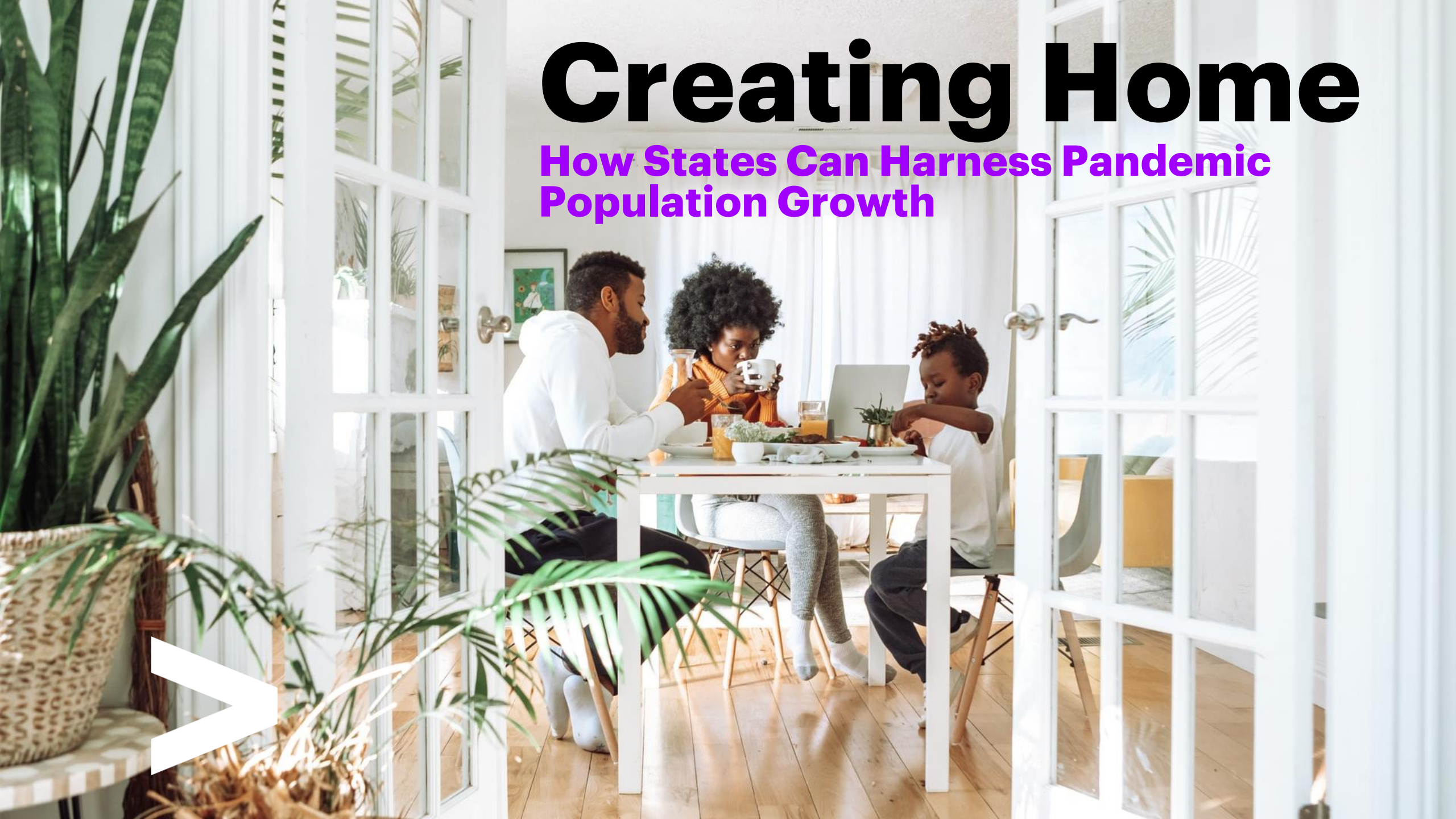


# Creating Home

How States Can Harness Pandemic  
Population Growth





# Have new residents provided your State a growth moment, or will it slip away?



## Here is what we know:

People are changing the way they think about **home**. Those with means are moving to areas that are less congested.

## What is the State's role?

- **Lead** the effort to welcome new residents
- Provide resources and systems to **gather & sort data effortlessly**
- **Coordinate** the **efforts** of local partners



# The Numbers

**72%**

Of moves were out-bound for **New York City** in 2020 <sup>1</sup>

**16,000**

New York City residents moved to **Connecticut** between March and July of 2020 <sup>2</sup>

**#1**

**Idaho** saw the most inbound moves in 2020; 75% of all moves in the state were in-bound <sup>3</sup>

**>50%**

of respondents to a PEW survey say they want to work remotely all or most of the time once the pandemic is over <sup>4</sup>

**30**

Of the **USA's most crowded cities** saw more U-Haul trucks leaving town than arriving <sup>5</sup>

**12%**

**Tennessee**, topped U-Haul's list of one-way moves for the first time with a 12-point surge over 2019 <sup>6</sup>

**295,103**

change of address requests were filed in **New York City** from March 1 through Oct. 2020 according to the US Postal Service, double the same time period in 2019 <sup>7</sup>

**79%**

Of all moves were inbound in Wilmington, **North Carolina** <sup>8</sup>

**1 in 5**

Employed persons worked remotely due to the pandemic in January 2021 <sup>9</sup>



# Post-Pandemic Considerations

## Long Term Migration Uncertainty

Some indicators lean toward less dense population centers. Those include a frustration with high costs of living in urban centers <sup>10</sup>, and a fear that strict lock downs can return. <sup>11</sup> The pandemic has created a surge for virtual and home-based work.

## Virtual Work is Changing Companies and Workers

**Currently, almost 2/3<sup>rd</sup>s of knowledge workers say that their jobs can be performed remotely.** <sup>12</sup> Additionally, companies who employ knowledge workers saw a 47% increase in productivity during the peak of the pandemic. <sup>13</sup>

## What is the Future of Urban Centers?

History has shown people will return to urban centers. However, **this time feels different.** Humanity has never had the technology to connect virtually so quickly and so universally. Companies will want to balance spontaneous interaction among workers with the fact that many feel they can achieve high results from home. **The simple truth is people might not go back.**



“It is unclear how migration will play out in the coming year but absent our proactive intervention our newfound neighbors may simply return back to where they came from.”

– Ryan Oakes  
**Senior Managing Director –  
Strategy & Consulting,  
Accenture Global Public Service**



# What can and States do to prevent outbound migration: **Make New, Familiar**

## Direct Contact

Reach out directly to new residents

## Get Local, Get Specific

Coordinate State & local efforts to learn about your new residents

## Adapt

Connect new residents to the local community & reinvent services as needs change over time

## Engage

Create a positive feedback loop by continually connecting & learning about new residents

# Direct Contact

**Knowing your citizens unlocks the potential to create strong and vibrant communities.**

As new residents move into your State, find methods to identify, welcome, and connect with them. Consider creating small welcome gifts for new residents to begin to forge a relationship from the start.

Genuine, strong relationships aren't created overnight. Getting to know your citizens is a worthwhile pursuit that takes time and effort.

A Recent study shows that **“material gifts are less effective than experiential gifts at strengthening relationships between gift givers and their recipients”<sup>14</sup>**

*-Journal of Consumer Research*

## GIVE 2 GET:

Here are some gifts that are experiential & reflective of who you are that will also boost local economies.



**Coffee from a local shop**



**A free local yoga class**



**Day pass to a local park or attraction**

# Get Local, Get Specific

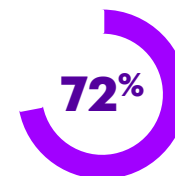
**A State cannot compete with a locality's ability to engage residents and it shouldn't try**

## Partner with local governments

- **Provide resources for municipalities** to meet and connect new residents in exchange for **information sharing**.
- **Centralize and aggregate survey data.** Only then can States see trends and create targeted action plans.
- Understand **who your new residents are** and **what brought them here**.
- **Critical** – States must understand **what might make them leave**.



The vast majority (84%) of citizens are open to sharing their personally identifiable information with a government department in exchange for a more personalized customer service experience. <sup>15</sup>



A recent study revealed Americans are more trusting of local government than State- 72% compare to 63%. <sup>16</sup>



The proportion of young adults (18-29) living with their parents amid the pandemic. A level not seen since the Great Depression Era. <sup>17</sup>



# Compare, Highlight and Adapt

## Meet your citizens where they are

- Use **data to drive discussions** of what will support local communities.
- Make a connection and **stay connected** to residents – keep learning and refine the messages
- **Highlight positives** and **address the negatives**

## Let data drive action

- Woo new remote-working residents by offering **moving incentives**. Tulsa, OK and Topeka, KS have strong business cases for this approach. <sup>18</sup>
- As remote work separates employees from a company's location, **focus taxes policies on individuals**
- Create an **integrated customer experience** that allows new (and existing!) citizens to easily navigate through government activities





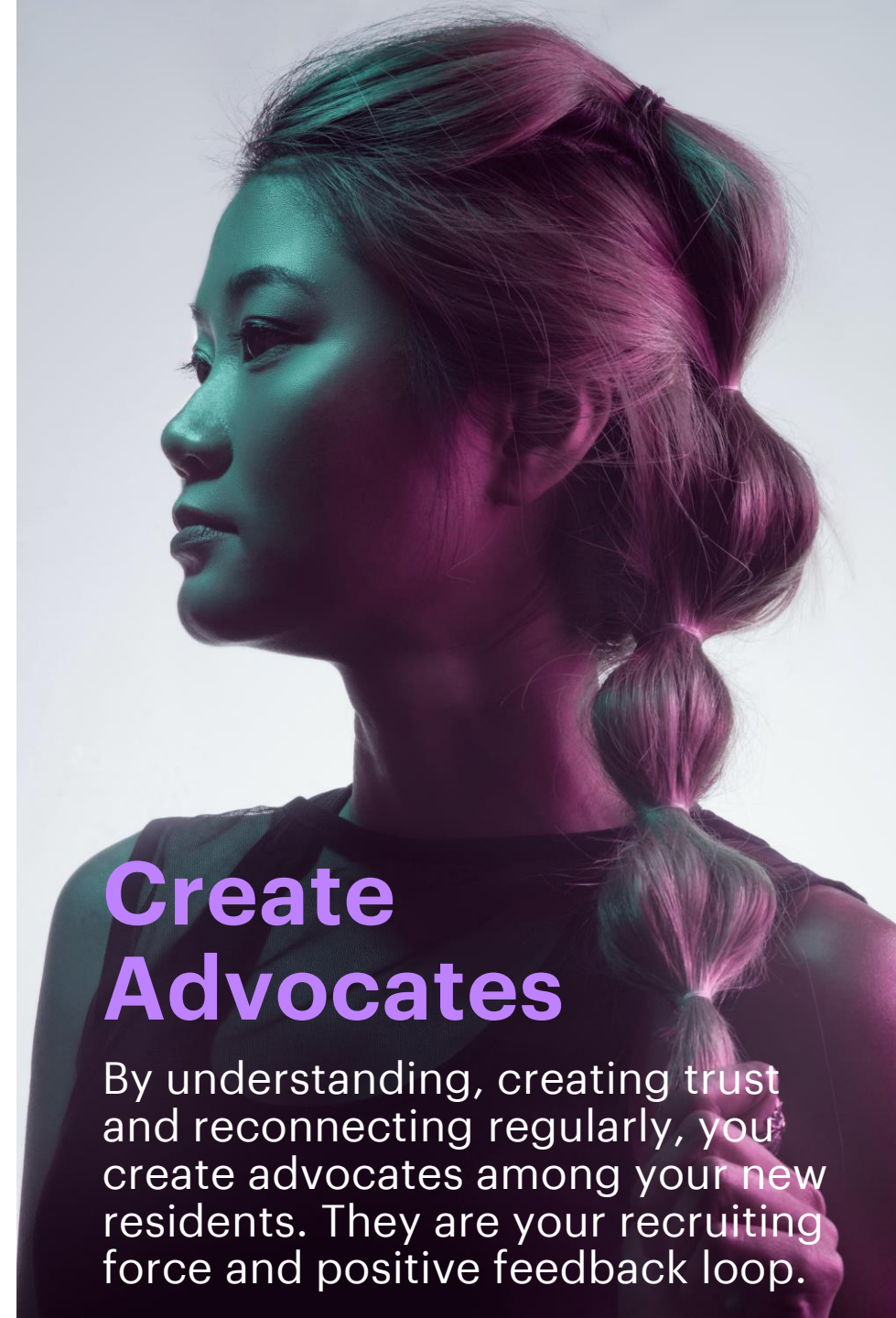
# Understand & Engage

- Seek and **use expert advice** to make better predictions and **gain insight into your data**
- Use recurring messaging to collect data and **refine messaging and policies**.
- **Highlight** what you have to offer
- Choose policy initiatives that make it hard to move away – create a **welcoming atmosphere** focused on where workers reside, rather than on corporate locations



## Create Advocates

By understanding, creating trust and reconnecting regularly, you create advocates among your new residents. They are your recruiting force and positive feedback loop.



# Post Pandemic Movement

**Once offices begin to reopen, workers may commute less often, but travel farther.**

**Ease the pain by creating:**

- Upgrades to public transportation
- Pop up office space for company meetings
- Work from Home incentives

**Urban Centers will campaign to get residents back.**

**Create your own marketing and communications:**

- Advertise small businesses and local events
- Highlight cultural activities
- Find ways for remote workers in your area to meet up
- Continue to highlight assets cities cannot compete with such as outdoor space and passive recreation

**Stay Local**



# References

1. [United Van Lines' National Migration Study Reveals Where and Why Americans Moved in 2020](#)
2. [Hello neighbor: Thousands of New Yorkers have moved to Connecticut since the coronavirus pandemic began in March](#)
3. [Study: Americans Moved West, South in 2020](#)
4. [How the Coronavirus Outbreak Has – and Hasn't – Changed the Way Americans Work](#)
5. [U-Haul data: The big cities that people left in 2020 and where they went](#)
6. [2020 Migration Trends: U-Haul Ranks 50 States by Migration Growth](#)
7. [New stats reveal massive NYC exodus amid coronavirus, crime](#)
8. [United Van Lines' National Migration Study Reveals Where and Why Americans Moved in 2020](#)
9. [Employment Situation Summary](#)
10. [California Exodus: Study Shows State Among Top 5 Showing Largest Outbound Migration](#)
11. [One in Five Americans Ordered to Stay Home in Coronavirus Crackdown](#)
12. [How the Coronavirus Outbreak Has – and Hasn't – Changed the Way Americans Work](#)
13. [Prodoscore Research from March/April 2020: Productivity Has Increased, Led By Remote Workers](#)
14. [Experiential Gifts Foster Stronger Social Relationships Than Material Gifts](#)
15. [Citizens Willing to Share Personal Data with Government in Exchange for Enhanced Customer Services, Accenture Survey Finds](#)
16. [Americans Still More Trusting of Local Than State Government](#)
17. [A majority of young adults in the U.S. live with their parents for the first time since the Great Depression](#)
18. Remote work incentives in [Tulsa, OK](#) + [Topeka, KS](#)



## About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 514,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at [www.accenture.com](http://www.accenture.com)

**DISCLAIMER:** This document is intended for general informational purposes only and does not take into account the reader’s specific circumstances and may not reflect the most current developments. Accenture disclaims, to the fullest extent permitted by applicable law, any and all liability for the accuracy and completeness of the information in this presentation and for any acts or omissions made based on such information. Accenture does not provide legal, regulatory, audit, or tax advice. Readers are responsible for obtaining such advice from their own legal counsel or other licensed professionals.



Accenture and its logo are  
trademarks of Accenture.

## Authors



**Laura Zucker**

Senior Manager  
Public Sector



**Stephen Nocera**

Senior Manager  
Public Sector

