

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 ¹

16,000

New York City residents moved to **Connecticut** between March and July of 2020 ²

#1

Idaho saw the most inbound moves in 2020; 75% of all moves in the state were in-bound ³

>50%

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

30

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

12%

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

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 ⁷

79%

Of all moves were inbound in Wilmington, **North Carolina** ⁸

1 in 5

Employed persons worked remotely due to the pandemic in January 2021 ⁹



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 ¹⁰, and a fear that strict lock downs can return. ¹¹ The pandemic has created a surge for virtual and home-based work.

Virtual Work is Changing Companies and Workers

Currently, almost 2/3^{rds} of knowledge workers say that their jobs can be performed remotely. ¹² Additionally, companies who employ knowledge workers saw a 47% increase in productivity during the peak of the pandemic. ¹³

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 –
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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”**¹⁴

-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.¹⁵



A recent study revealed Americans are more trusting of local government than State- 72% compare to 63%.¹⁶⁷



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

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**

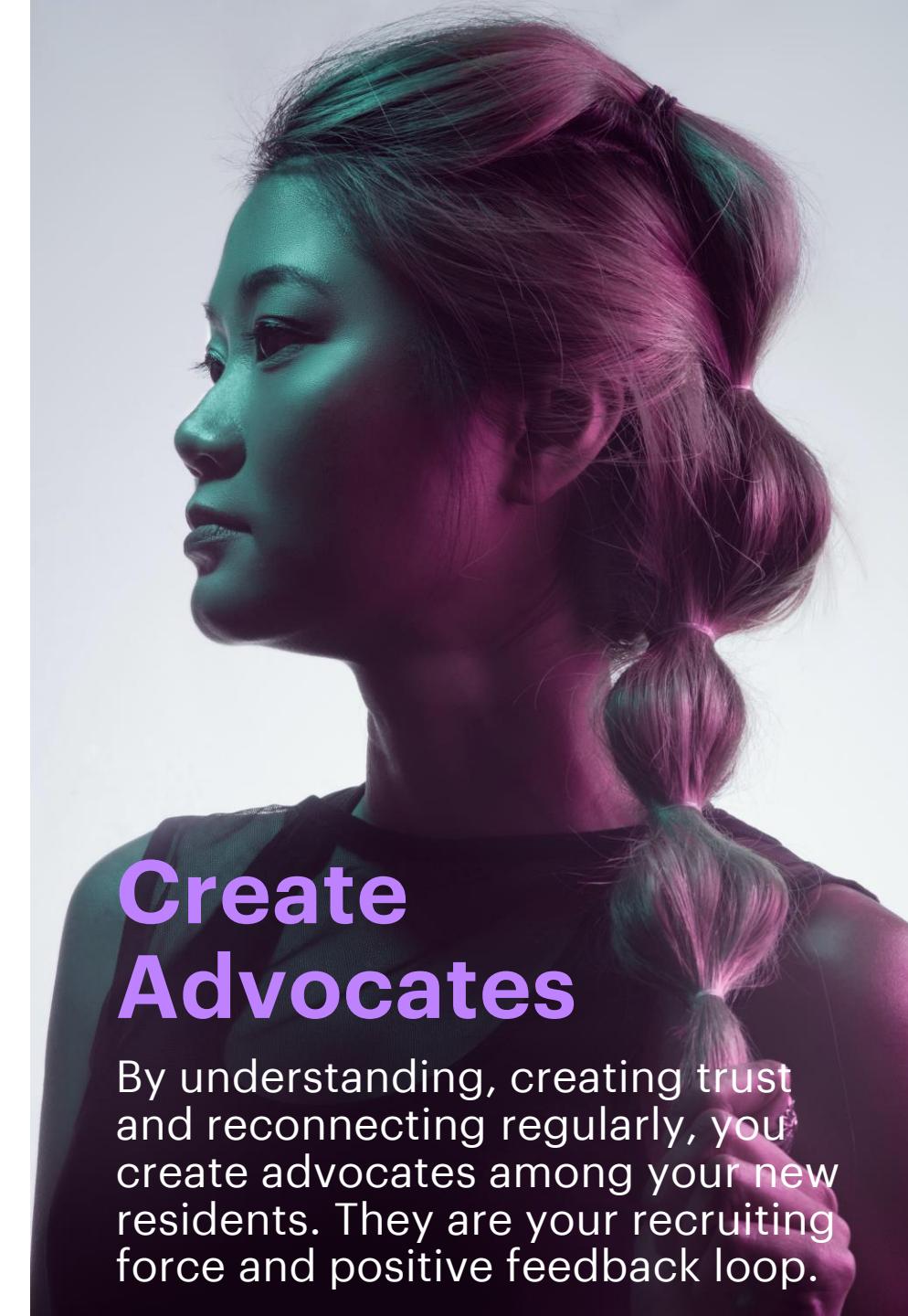
Let data drive action

- Woo new remote-working residents by offering **moving incentives**. Tulsa, OK and Topeka, KS have strong business cases for this approach.¹⁸
- 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

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