

Good: Trends Favor Downtowns

- Trends in demographics, lifestyles and global competition are attracting new investment to downtowns
- Never in our lifetimes have converging trends favored downtowns like they do today
- *Global Trends Report at www.pumaworldhq.com*

The 2017 edition of P.U.M.A.'s Global Trends Report highlights opportunities arising from converging shifts in demographics, lifestyles and competition that are rapidly shaping our cities. An award-winning research effort, P.U.M.A.'s Global Trends Report is a go-to resource for downtown management organizations, business leaders and local decision-makers.

2017

TOP 10 GLOBAL TRENDS

Affecting Downtowns & How to Respond at Home

2017 marks the tenth year that Progressive Urban Management Associates (P.U.M.A.) has conducted ground breaking research to identify the top global trends impacting American cities. Originally prepared for the Downtown Denver Plan to forecast our hometown's growth, the P.U.M.A. Global Trends Report has subsequently been utilized in cities throughout the nation to support a variety of downtown planning, marketing and economic development initiatives. Broadening and deepening our research, the last two Trends Reports were created along with the University of Colorado Denver College of Architecture and Planning. P.U.M.A.'s Global Trends Report was the recipient of the International Downtown Association's President's Award, acknowledging its value to the place management and downtown development fields.

The 2017 edition of P.U.M.A.'s Global Trends Report finds downtowns and urban districts benefiting from powerful market forces that have accelerated. Urban areas that once took decades to improve are transforming in a matter of years. The resulting urban renaissance is good news for city builders but is also presenting new challenges.

As in past editions, the 2017 Trends Report introduces new trends to reflect the latest market dynamics and thought leadership in the evolution of cities. Joining mainstay trends in demographics, lifestyles and competition, we offer insight into new phenomena that are becoming game changing considerations for cities, including:

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- The emergence of Gen Z, the generation now coming of age behind Millennials.
- The Rise of the Mid-Tier City, exploring how Millennials are increasingly attracted to the affordability and lifestyle of smaller cities.
- Housing and Livability looks at how downtowns are becoming multi-dimensional neighborhoods.
- Social Equity is becoming an economic imperative for downtowns to retain their historical role as centers of opportunity, diversity and tolerance.

[GLOBAL TRENDS]

2007	2011	2014	2017
Demographics Changing American Demographics Immigration Trends Changes with the "Creative Class"	Demographics Changing American Demographics Education, Talent & Jobs Emergence of Young Professional Women	Demographics Changing American Demographics Education, Talent & Jobs Influence of Women	Demographics Changing American Demographics Education, Talent & Jobs Rise of the Mid-Tier City
Lifestyles Traffic Congestion & Value of Time Trends in Health Care/Wellness/Recreation Growth of Tourism America's Growing Debt Burden	Lifestyles Changing Consumer Behaviors Shifts in Transportation & Mobility Health, Wellness & Urban Form The Age of Austerity	Lifestyles Changing Consumer Behaviors Shifts in Transportation & Mobility Health & Wellness Rise of Regionalism	Lifestyles Changing Consumer Behaviors Shifts in Transportation & Mobility Housing & Livability Regionalism
Competition The Emergence of a Planetary Middle Class Continued Advances in Technology Environmentalism, Sustainability, Climate Change	Competition The Emergence of a Planetary Middle Class Continued Advances in Technology Sustainability Mainstreamed	Competition Shift in Global Wealth Continued Advances in Technology Social Equity – The Neglected Pillar of Sustainability	Competition Shift in Global Wealth Continued Advances in Technology Social Equity

PROGRESSIVE URBAN MANAGEMENT ASSOCIATES

Bad & Ugly: Trends Favor Downtowns

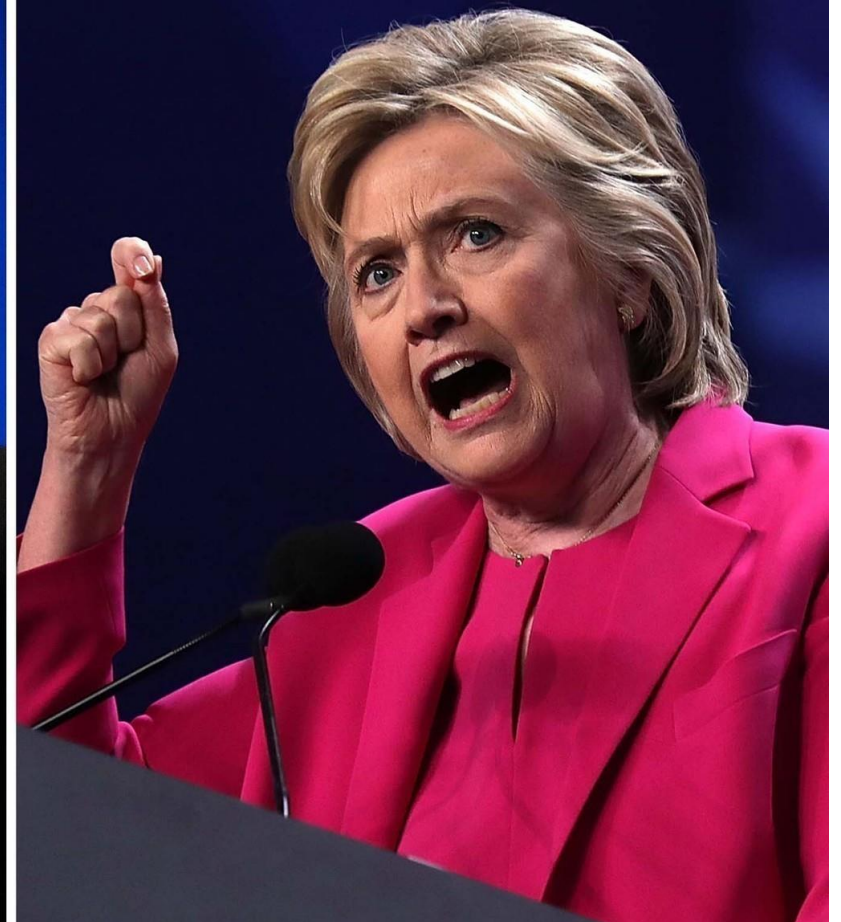
- High housing costs
- High cost of living
- Highly educated population
- Big barriers to entry
- Gentrification
- One dimensional cities threaten economic & social vitality?



How I Took
On the
NIMBYs
and Elites
to Change
My City



Angst From
That
Election...



No! Not
That One.
Denver City
Council
District 10,
Spring 2015



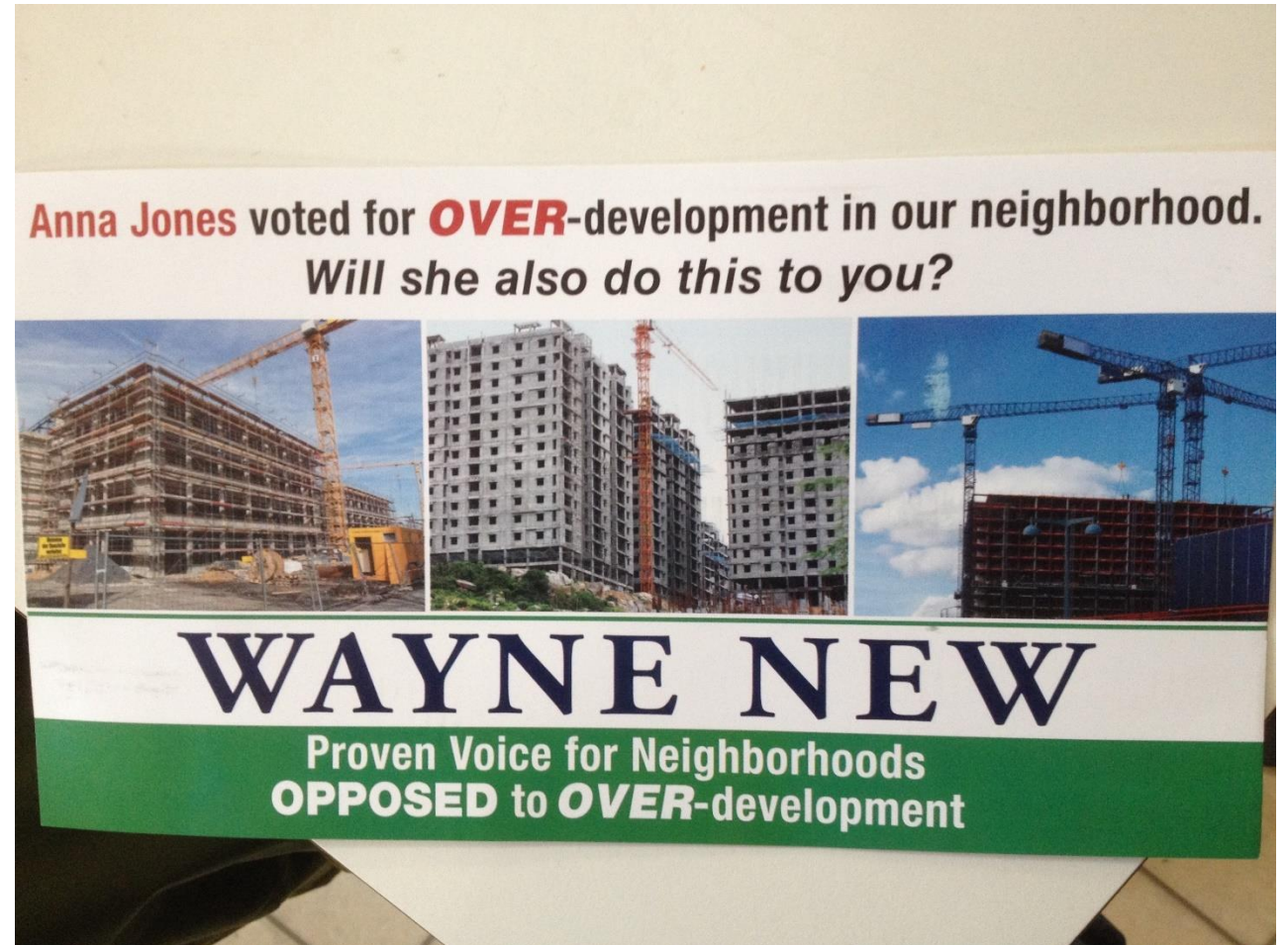
Political Realities in My City

- Competitive City Council Race: \$150,000
- Handful of key attorneys and lobbyists are gatekeepers of an entrenched elite dating back to 1980s



Political Realities in My City

- “Establishment” candidates lost
- NIMBYs arose and won
- Are these our choices for the future?



Rant or Revolution?

- The need for a fresh progressive voice that leverages community benefits from growth
- Diversified city =
Diversified economy

ALL IN
DENVER

Rant or Revolution?

- Structured as a 501(c)4 non-profit
- Board a mix of generations, expertise
- Affordable housing, citywide planning, DIY code relief, GO bonds, education...



Two Years Later...

- A credible disrupter
- Acknowledged by City Council, other influencers
- 250+ members
- Wins in affordable housing, GO bond, DIY code reform and funding, and planning policies

“Equity” is the key word as Denver City Council moves a \$937 million bond program closer to the ballot



Erica Meltzer / [Follow](#)

August 8, 2017 / 12:02 am / Denver news



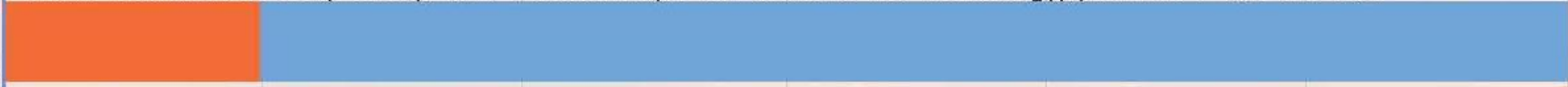
Portland
pop. 632,300

Ballot Measure 26-179 (2016): \$258 million; passed 61% to 38%



Oakland
pop. 419,200

Ballot Measure KK (2016): \$600 million (\$100 million for housing); passed 74% to 26%



Bond bills that passed in '15 and '16 and include affordable housing

San Francisco
pop. 864,800

Proposition A (2015): \$310 million; passed 76% to 24%



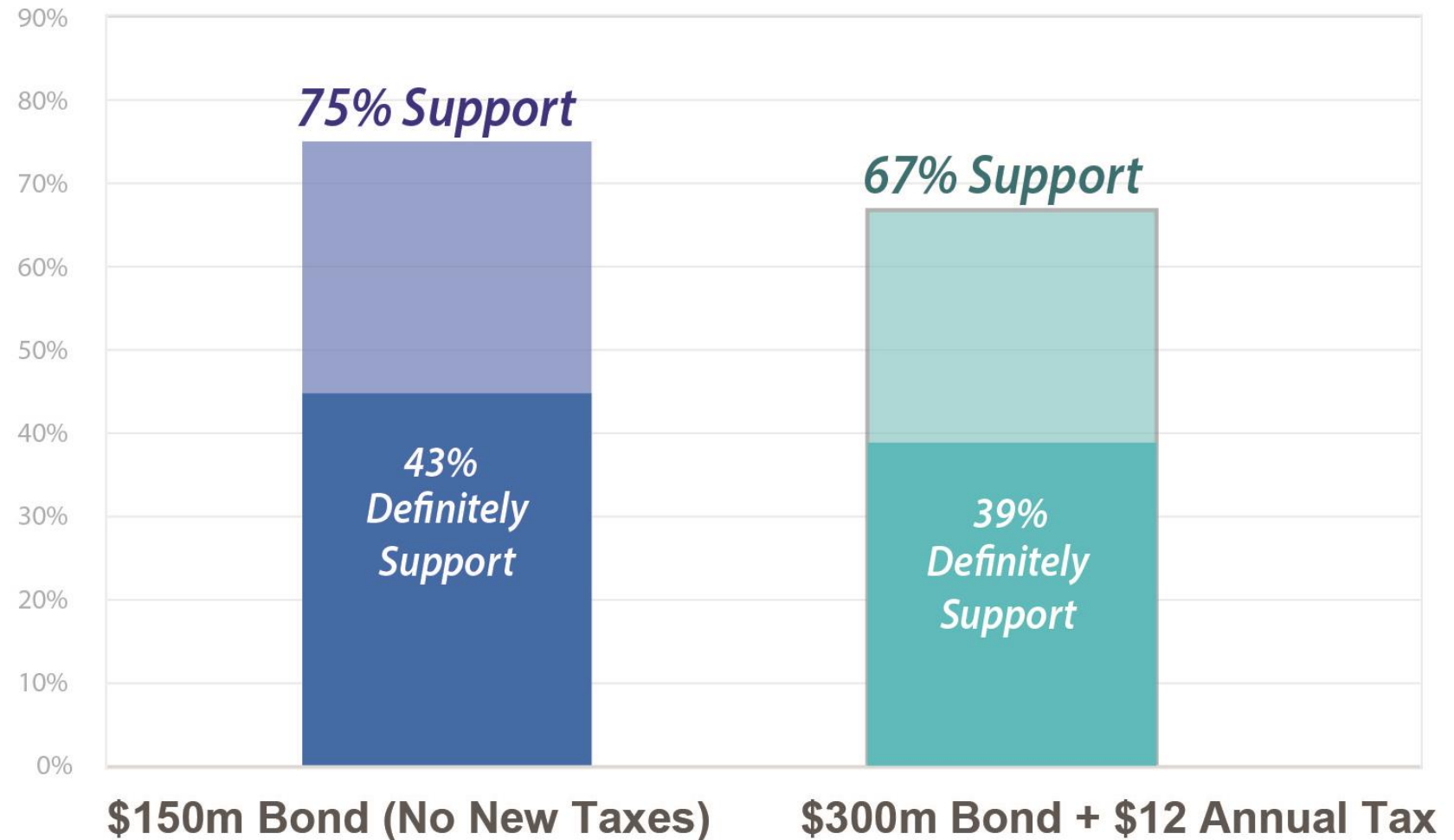
Alameda County
pop. 1,510,200

Ballot Measure A1 (2016): \$580 million; passed 72% to 28%



Denver Voters Indicate Support for More Funding for Affordable Housing (spring 2017)

Levels of voter support for two conceptual versions of a Denver affordable housing bond.



NEWS COLORADO NEWS

Armed with a poll, affordable housing advocates want Denver to accelerate — or expand — its \$150 million plan

All In Denver plans to lobby City Council to put housing bond on ballot, but some officials have reservations

Affordable Housing

- “Surge” in funding through bond issues, other means
- Met individually with all 13 Councilmembers
- Met with city staff, CFO
- Advanced position papers
- Mobilized partners



All In Denver's Proposal to Accelerate and Broaden Funding for Denver's Housing Plan

UPDATE -- December 18, 2017

In September 2017, All In Denver [submitted a proposal](#) to accelerate and broaden funding for Denver's Housing Plan. Since then, the urgency has increased for Denver to take bolder steps to create and preserve affordable housing – it's a civic crisis that is displacing residents, disrupting cultural diversity, changing entire neighborhoods in a matter of months, and placing the city's continued economic vitality at risk. Here is what we know:

- Housing prices and values continue to rise
- Tens of thousands of households struggle with rising rents and house payments
- Thousands of individuals and families are living in emergency shelters or on the streets
- Denver's population continues to increase, even as rising housing costs force existing residents out of the city
- Federal funding for housing continues to decline, and many critical incentives may be eliminated entirely
- The Ink! Coffee controversy revealed to the world that gentrification and displacement are bringing our residents and neighborhoods to the breaking point

The City of Denver has unveiled *Housing an Inclusive Denver*, a five-year plan to direct the investment of the year-old, \$15 million-per-year dedicated housing fund. **We support the City's housing plan, but we urge additional funding now -- \$15 million per year is inadequate to address Denver's deepening housing crisis.**

Since submitting our proposal, All In Denver has met with City of Denver housing and finance officials, all City Council members and affordable housing experts with public finance, real estate development and foundation expertise. We have refined our proposal as follows.

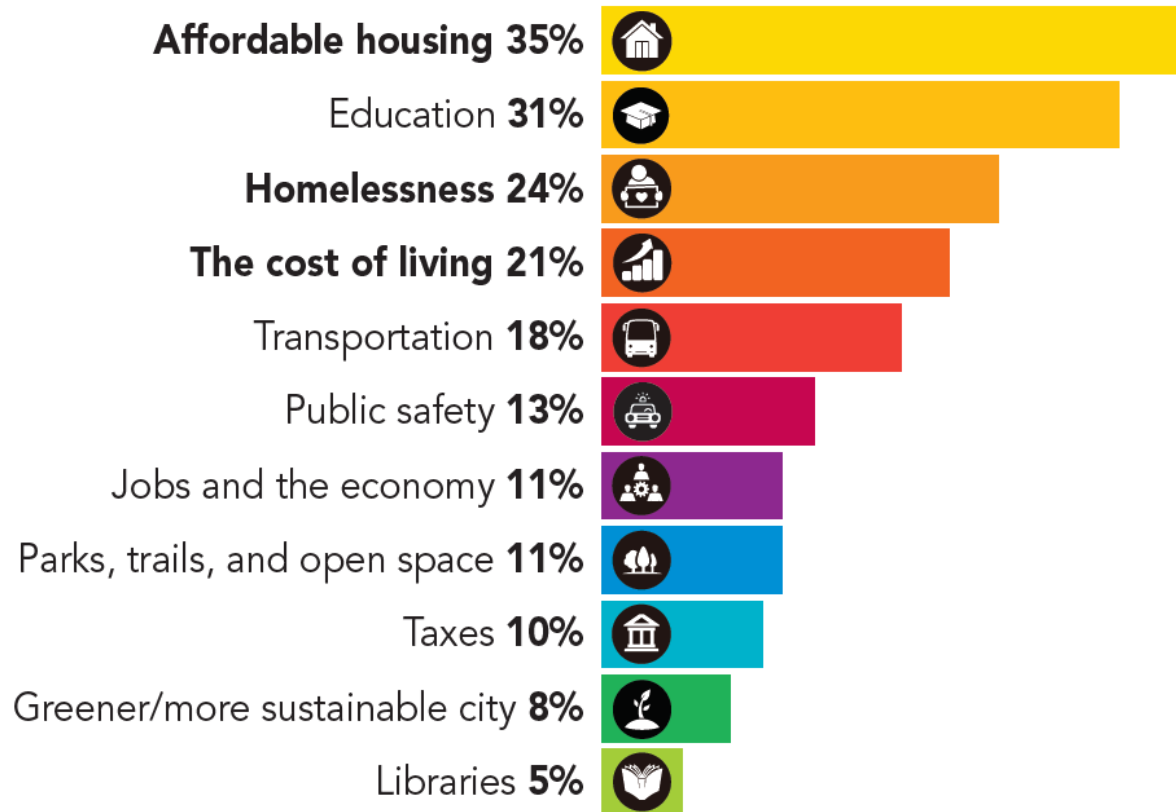
All In Denver proposes a four-step action plan that includes a minimum \$150 million funding surge in the next three to five years, and increases the City's annual dedicated funding for affordable housing to more than \$20 million. With these steps, Denver can more fully implement the 5-Year Housing Plan.



2018 Denver Housing Survey

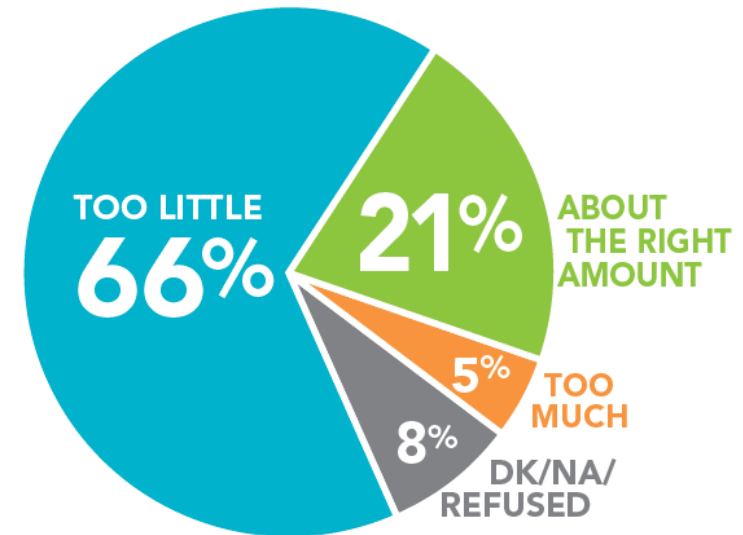
All In Denver believes in an equitable city where all people have the opportunity to prosper and thrive. To achieve that, Denver must be more strategic and bold in our housing agenda that reaches a wide continuum of households ranging from people experiencing homelessness, to very-low income working households, to young professionals.

What are your top issues for the Mayor and City Council to address?



Multiple responses accepted; total does not add up to 100%

For affordable housing and homelessness, are the Mayor and Denver City Council doing too little, about the right amount, or too much?



How serious a problem
is Denver's homelessness?

Serious 96%

Very serious 59%

Somewhat serious 37%

Not serious 2%

dk/na/refused 1%

How serious a problem
is Denver's home affordability?

Serious 94%

Very serious 64%

Somewhat serious 30%

Not serious 4%

dk/na/refused 2%

Strong Support for More Housing Funding

In All In Denver's 2017 survey of Denver voters, 74% supported the creation of Denver's affordable housing fund – but more resources are needed. In 2018, we asked:

"In concept, would you support increasing taxes for housing bonds?"



Learn more about All In Denver's Housing Agenda at www.AllInDenver.org

73 percent of Denver voters would support tax increases to fund affordable housing efforts, survey says

Denver mayor considers “surge” of housing money as polls show voter interest

POLITICS DENVER POLITICS

Hike in retail marijuana tax is part of Denver's plan to turbo-charge its \$15 million-a-year affordable housing fund

Mayor Michael Hancock has faced pressure from council members, advocates to increase spending on issue

Affordable Housing Funding Surge

- 2% addition to marijuana tax = \$9M per year
- Increase in general fund contribution
- Infusion allows existing property tax to be bonded -- \$105M by Denver Housing Authority



What's Next?

- Remain vigilant on housing
- Adding mobility and education focus areas
- Nurture new leaders
- Influence 2019 Mayor & Council elections
- www.allindenver.org

