

futuriCITY

generation z and the future of our communities

Jill Robertson

“the opinions contained in this presentation are those of the speaker and should be taken in the context of an urbanist + landscape architect.”

– disclaimer

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the intention

share ideas

leave here a little bit smarter

make the world better



the plan

the context

the challenge

the practice

the context

the context

planning has become political

politics are distracting us from context

context is not just about people

planning risks becoming stagnant

thousands of years of
planning + city building

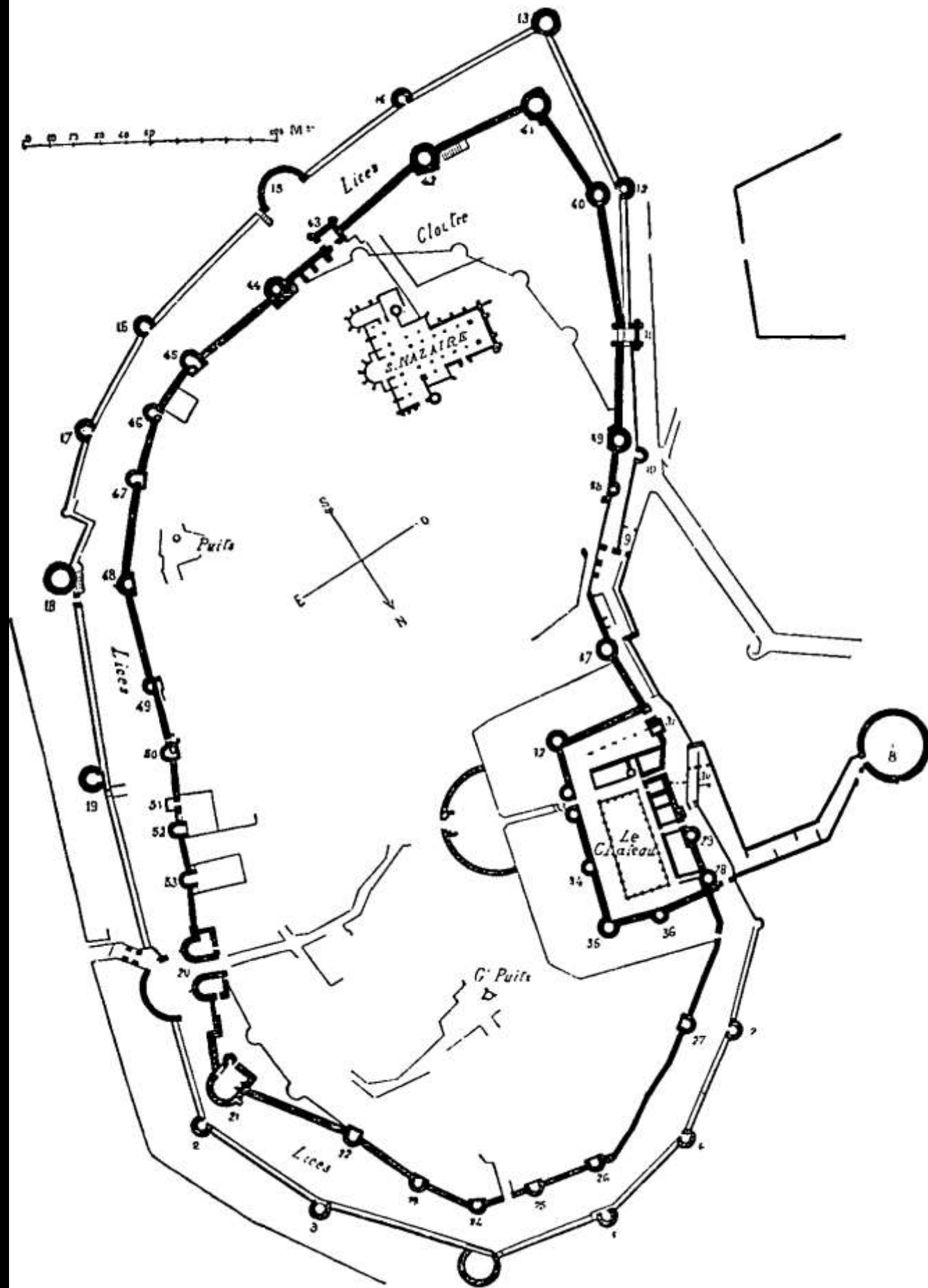
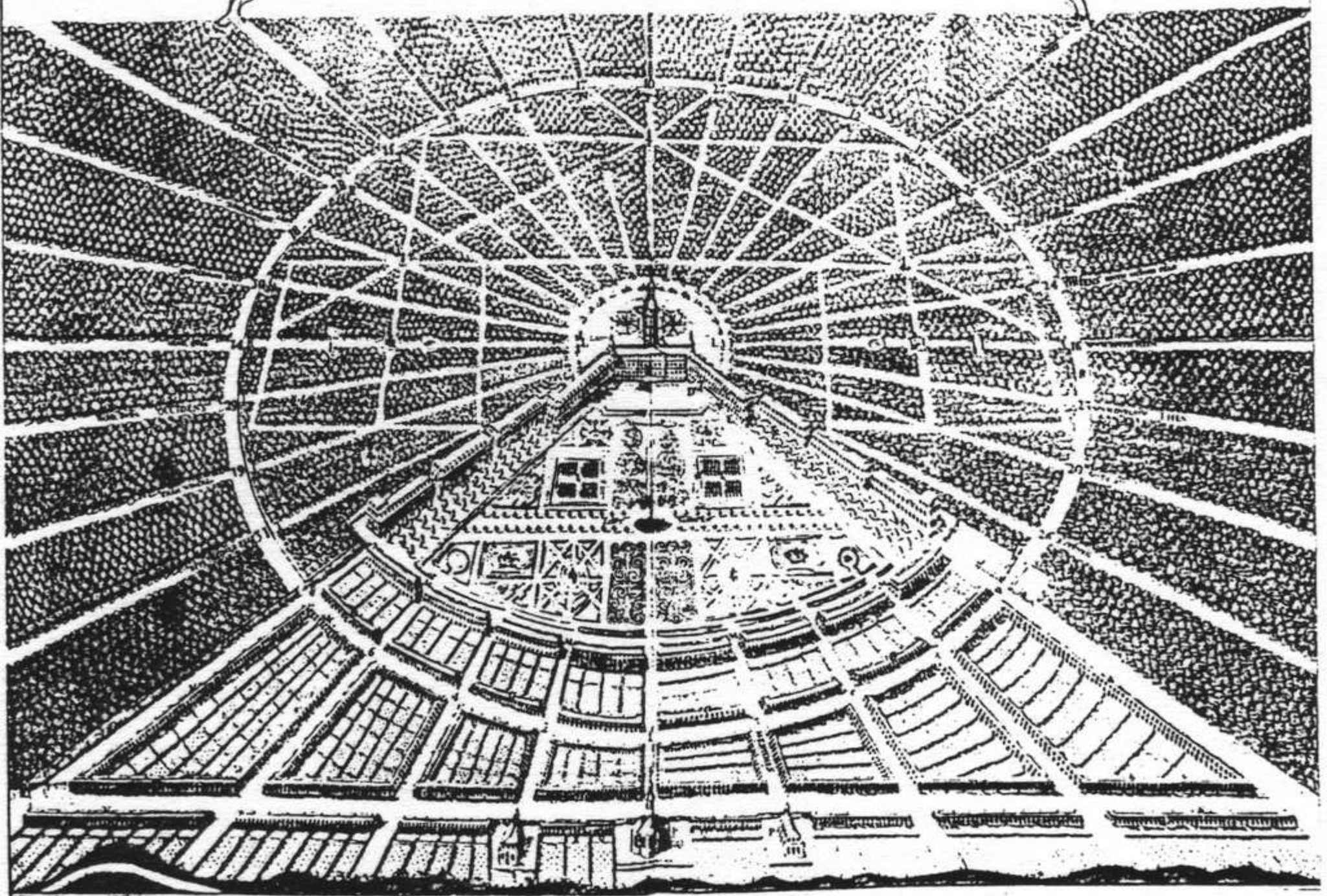


Fig. 16 — Plan général de la Cité.

PROSPECT DER FÜRST-MARGGRAV-BADEN-DURACH-NEUERBAUTEN-RESIDENZ-STATT CAROLSRUHE.





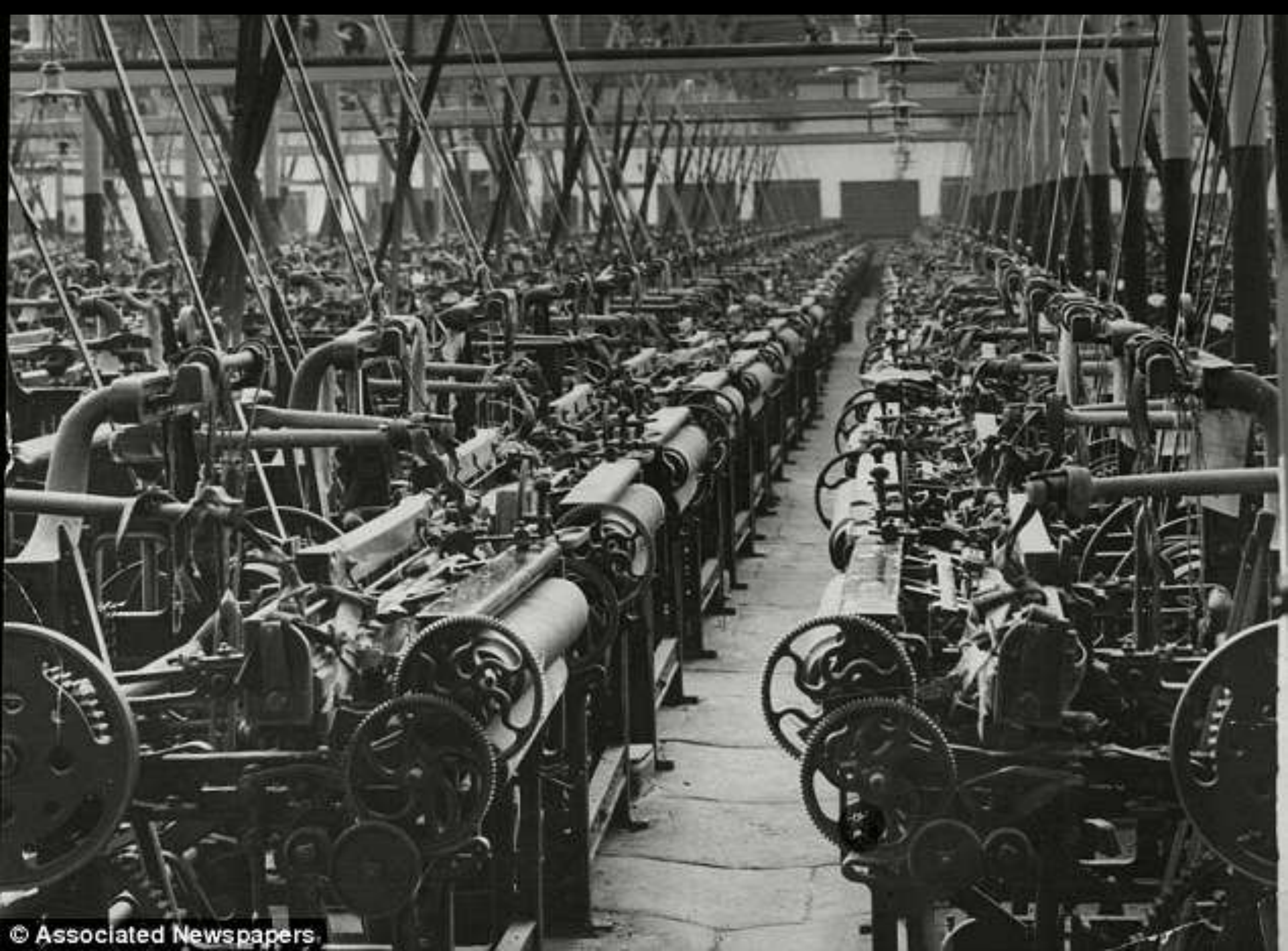
City of the City of
WASHINGTON

George Town

POTOMAC RIVER

BRANCH





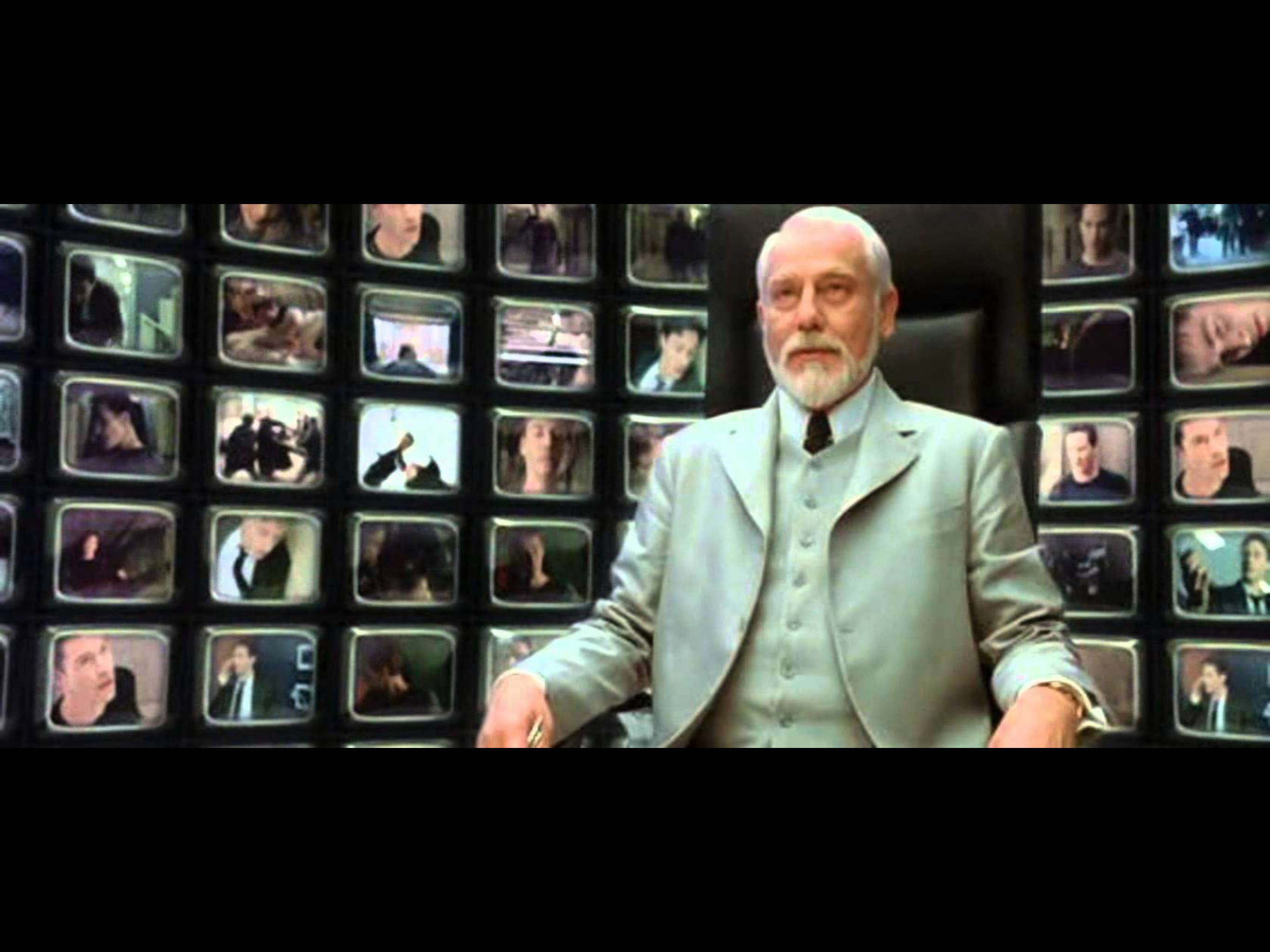








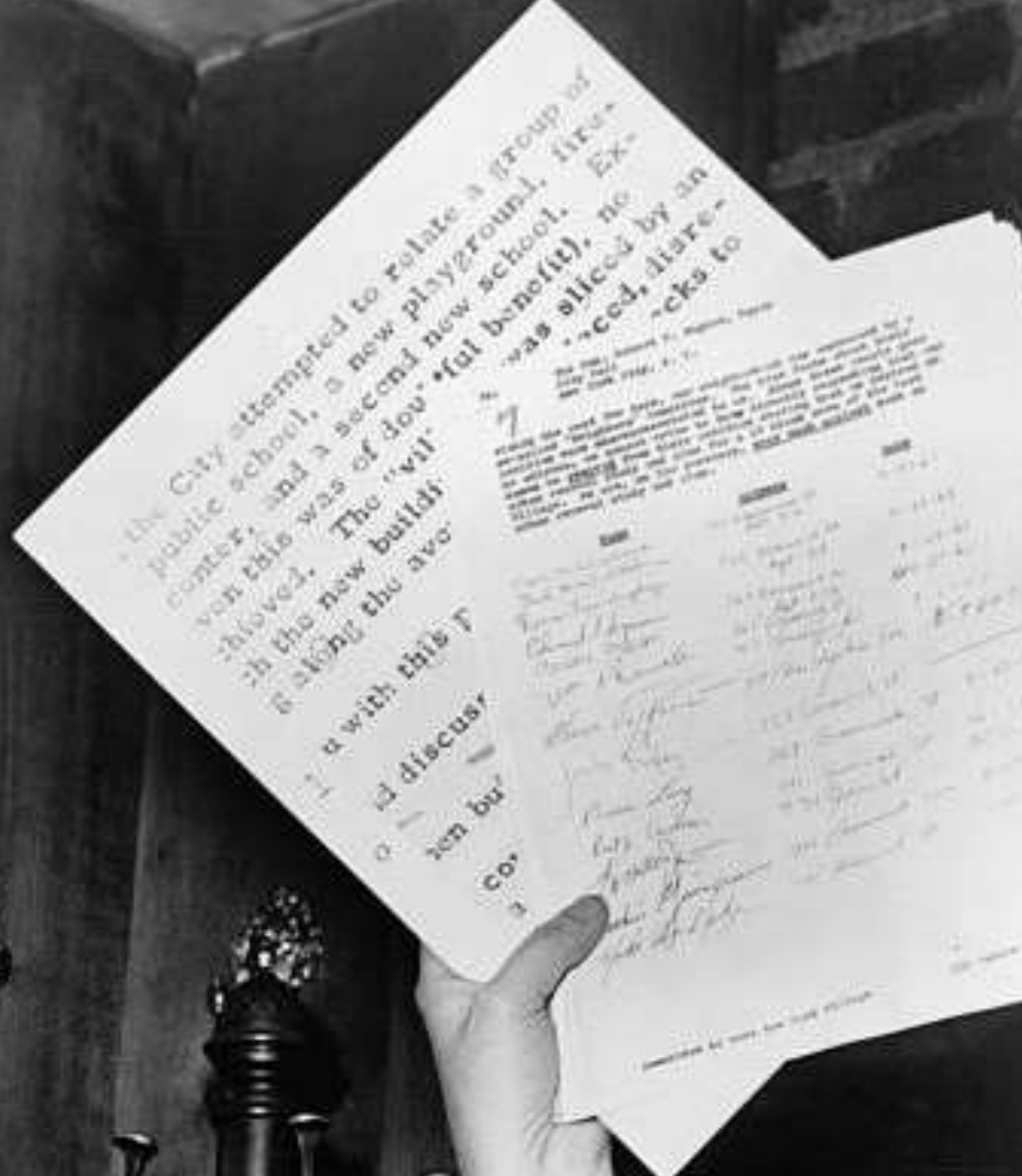








what is the next big idea in
planning + city building?



what are the ingredients in
great city?



浙 456 飯店 SHANG HAI CUISINE

新文華閣酒家

AHEAD

NO STANDING
Van-Pool
Storage Facility

NO PARKING
Anytime

聚園
KOKTON GARDEN

CATERPILLAR
TOM CON
CAT

2015.05.

SCHOOL



2015.05.07



PHILLIPS BUILDING
FASHION TAILORS
COMPLETE ALTERATIONS
CUSTOM TAILORING
FOR MEN & LADIES
2ND FLOOR

METALS Ltd.

WHOL

METALS LIMITED
ERECTED

CITY M... DOWN
MARKET INFORMATION TENTS

NO TRAFFIC
SATURDAY
8:00 AM - 12:00 PM





2015.08.30





**YOU
ARE
WELCOME
HERE.**

KENNEDY ST.



- Lounge,
- Eat,
- Sip,
- Listen,
- Watch,
- Sit,
- Sun,
- Shade,
- Relax,
- Gather,
- Perform,
- Meet,
- Rest,
- Chat,
- Picnic,
- Exercise,
- Stargaze,
- Celebrate,
- Socialize,
- Participate,
- Entertain,
- Play.



#downtownwinnipeg
#popupwinnipeg
#winnipegdowntown

the challenge...

the challenge...

people have the right to participation

planners have a social responsibility to people

everyone is an expert at something

participation creates ownership of the outcome

citizens are the drivers of change in their cities

people are changing...



Millennials have officially ruined brunch

By Kirsten Fleming

March 23, 2017 | 10:19am



Millennials are killing the napkin industry

Mallory Schlossberg
Mar. 28, 2016, 4:35 PM 18,172

FACEBOOK LINKEDIN TWITTER EMAIL PRINT

Millennials are killing the paper napkin industry.

Younger consumers are opting instead for paper towels at the dinner table, *The Washington*



ART OF DOING VACATIONS WELL

Hey Millennials, Stop Killing the Vacation!

Young people are the worst offenders when it comes to foregoing time off. Thanks for that precedent, guys.

BY JESSICA STILLMAN *Contributor, Inc.com* @EntryLevelRebel

2 COMMENTS

By AIMEE PICCHI **MONEYWATCH** August 25, 2016, 1:38 PM

Blame millennials for the vanishing bar of soap

107 Comments / Share / Tweet / Stumble / Email

When it comes to how Americans use soap, it's fair to say millennials are making a clean sweep of it.



NEXT ARTICLE

how are millennials
influencing the design of our
cities?



Seniors have too much house. Millennials have none. And a business model is born

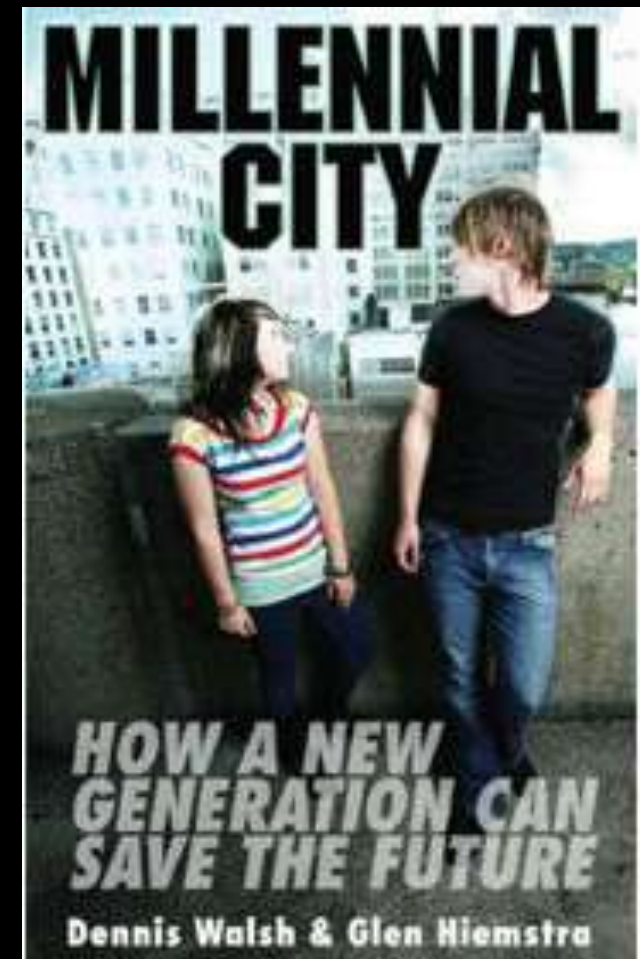
ERIN ANDERSEN >

PUBLISHED 11 HOURS AGO

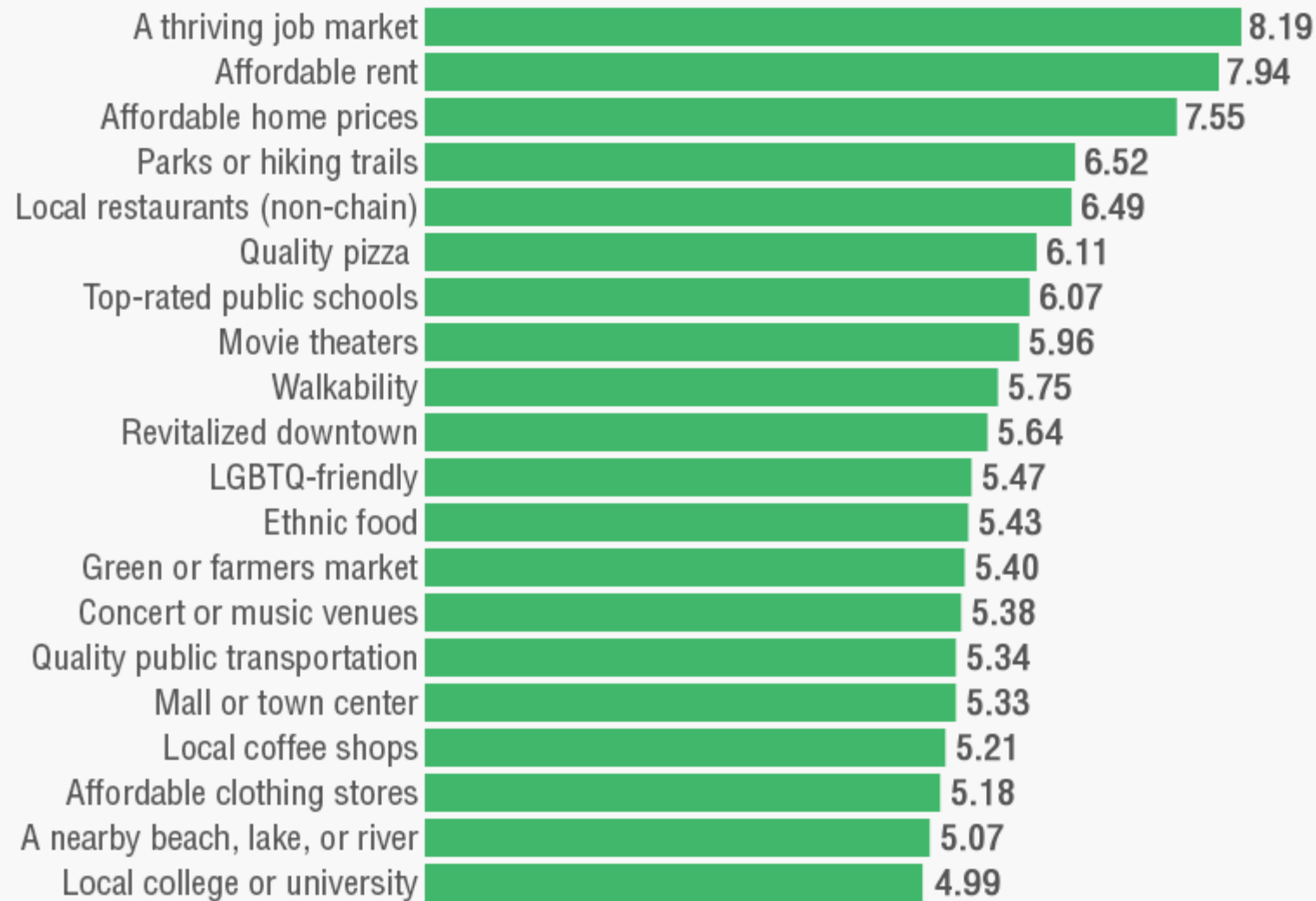


Millennials: We want houses in the suburbs

FOR YEARS, THE CONVENTIONAL WISDOM WAS THIS GENERATION DIDN'T WANT TO BUY, THAT'S CHANGED.



THE TOP 20 QUALITIES MILLENNIALS WANT IN A CITY



Rated on a scale of 1–10:

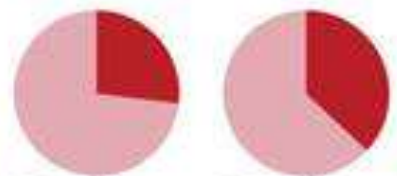
10 being most important and 1 being not important



THE CANADIAN MILLENNIAL

VITAL STATISTICS

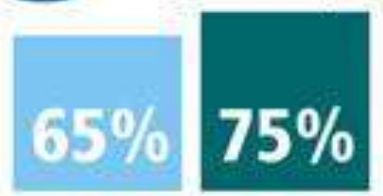
Born between 1981 and 2000
9.5 million in Canada



27% of population
37% of workforce

EDUCATION

Post secondary degree or diploma.*



Male Female *Ages 25-34

EMPLOYMENT



71% Employed

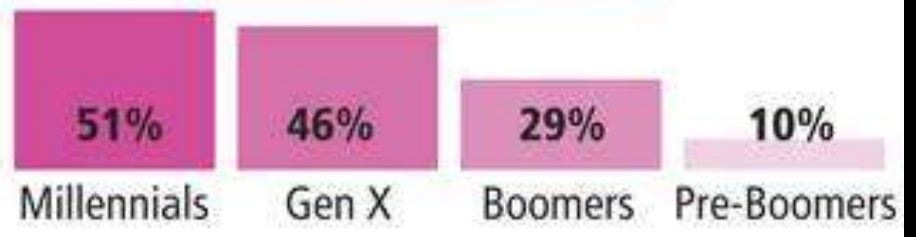


17% Part time
55% Full time

HOUSEHOLD INCOME



INTERNET PURCHASES



Source: Statistics Canada, Environics SaltWire Network

and it's not just about
millennials

who is this generation z?

how do we define
demographic cohorts?

cohorts...

birth year

cohorts...

birth year

major global events

sweeping technological changes

significant economic swings



**THE GREATEST GENERATION IS PASSING,
WHO WILL REPLACE THEM?**













by 2020 there will be five
distinct decision-making
demographic cohorts

by 2020 there will be five
distinct decision-making
demographic cohorts

traditionalists, boomers, gen x, millennials, gen z

by 2020 generation Z will
make up 40% of consumers

MULTIPLE GENERATIONS @ WORK



TRADITIONALISTS Pre-1945	BOOMERS 1946-1965	GEN X 1966-1977	MILLENNIAL 1978-1995	GEN 2020 After 1995
<p>Experienced: Great Depression, WWI and II, GI Bill</p> <p>Work is: An obligation</p> <p>Aspiration: Home ownership</p> <p>Changing Jobs: Stay for life</p> <p>Career Paths: Slow and steady</p>	<p>Experienced: Television, Moon Landing, Watergate, Vietnam War</p> <p>Work is: Expected</p> <p>Aspiration: Job security</p> <p>Changing Jobs: Loyal to employer; connecting to values</p> <p>Career Paths: Upward mobility</p>	<p>Experienced: MTV, Nintendo, PC's</p> <p>Work is: A difficult challenge</p> <p>Aspiration: Work-life balance; independence</p> <p>Changing Jobs: If necessary for compensation</p> <p>Career Paths: Need to know options now</p>	<p>Experienced: Natural disasters, diversity, mobile technology</p> <p>Work is: A means to an end</p> <p>Aspiration: Freedom and flexibility</p> <p>Changing Jobs: Is expected</p> <p>Career Paths: Switch frequently and fast</p>	<p>Experienced: Economic downturn, Global Warming</p> <p>Work is: Consistently evolving</p> <p>Aspiration: Structure and stability</p> <p>Changing Jobs: Constantly</p> <p>Career Paths: Career "multitaskers"</p>

Millennials

FANTASY

TEXT MESSAGES

OPTIMISTS

WANT TO BE DISCOVERED

PROLONGED ADOLESCENCE

FLEXIBLE VARIETY



MEDIA



COMMUNICATION
PREFERENCE



FOCUS



WORK



MATURITY



WORK VALUES

Gen Z

DYSTOPIAN

IMAGES

REALISTS

WORK HARD FOR SUCCESS

"UP-AGEING"

FLEXIBLE STABILITY

GENERATION

Pragmatic
connected
global

Z

educated
social
visual

Y → Z Trends from Generation Y to Z

- 66%** → **54%** Dislike of multi-tasking
- 68%** → **59%** Disinclined to work in a fast-paced environment
- 30%** → **34%** More interested in advancement at the company
- 38%** → **27%** Less motivated by money to stay at their company
- 56%** → **61%** Want their manager to listen to and value their ideas
- 58%** → **61%** Enjoy working independently



Generation B
"Boomers"
1946 - 1960



Generation X
"Gen X"
1961 - 1980



Generation Y
"Millennials" or "Gen Y"
1981 - 1995



Generation Z
"Gen Z" or "iGen"
1996 - 2015



Personality

Optimistic
Cause Oriented
Collaborative
Driven

Independent
Self-Reliant
Skeptical

Continuously Learning
High Self-Esteem
Achievement-Oriented

Resilient
Technology-Savvy
Less Entitled



Work Ethic

Quality Minded
Team Oriented
Company Loyalty

Work/Life Balance
Efficient
Focus on Results

Collaborative
Desires Feedback
Flexible Work
Arrangements

Resourceful
Meaningful Work
Strong Work Ethic



Communication

Rotary Dial Telephone
Face-to-Face

Email
Text

Instant Message
Text

Text
Social Media



Technology

Touch-tone Telephone
TV
Calculator

Touch-tone Telephone
Pager
Word Processor

Desktops
Cell Phones
Internet

Tablets
Smartphones
Social Media

boomers

moving out of suburbs

generation X

work life balance

generation Y (Millennials)

not setting down

generation Z

return to the traditional

boomers

moving out of suburbs

generation X

work life balance

generation Y (Millennials)

not setting down

generation Z

return to the traditional

generation alpha

???

Every person is influenced by their biases and values and experiences, and these shape their expectations for their city.

It turns out we don't all want the same things...

generation Z...

technology

proximity and convenience

stimulating and varied workplace

sustainability and authenticity

security considerations

interactive design

how will future generations
influence the design of our
cities?

how do we design a city for
future generations?

what is an authentic city in
today's context?



"I want it to look like Cinderella's castle,
but, like, tacky and vaguely evil."

can't forget the nub

the four horsemen of the apocalypse
(and none of them truly match.)

tfw you want
to be a castle
but also a mall

metaphor in architecture:
guy screaming and crying
in a pointy hat







challenges...

challenges...

climate change and resiliency

technology / smart cities

health and wellbeing

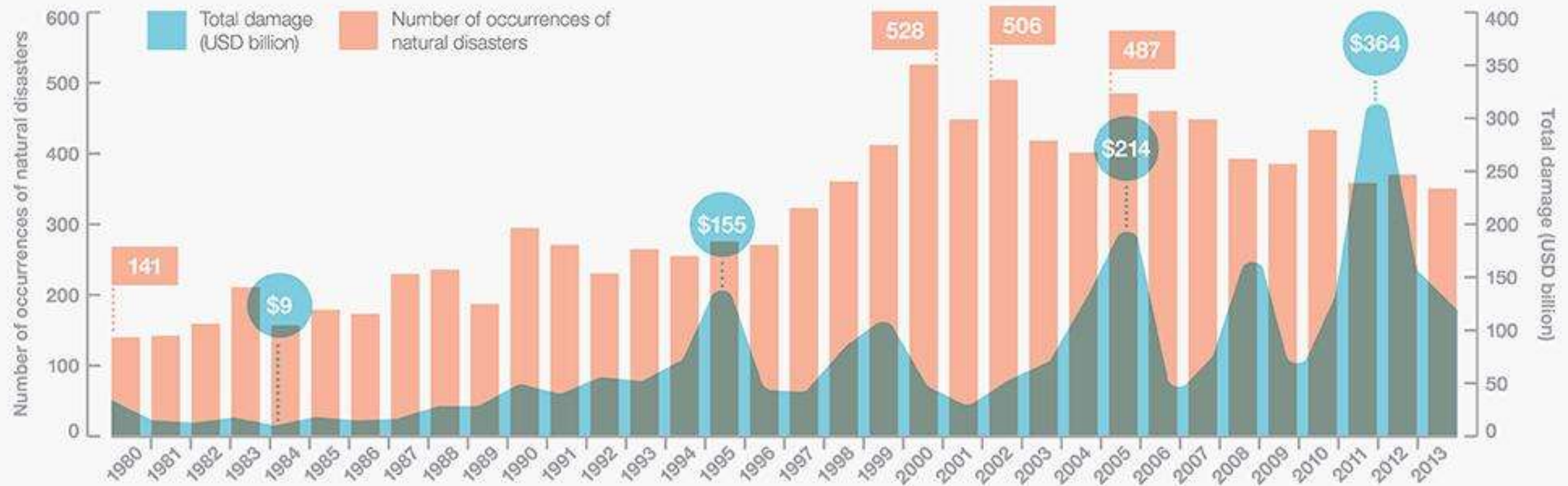
migration

food security

income disparity

social equity

What have been the economic consequences of a global increase in occurrence of **severe weather events**?



Source: The International Disaster Database, EM-DAT database

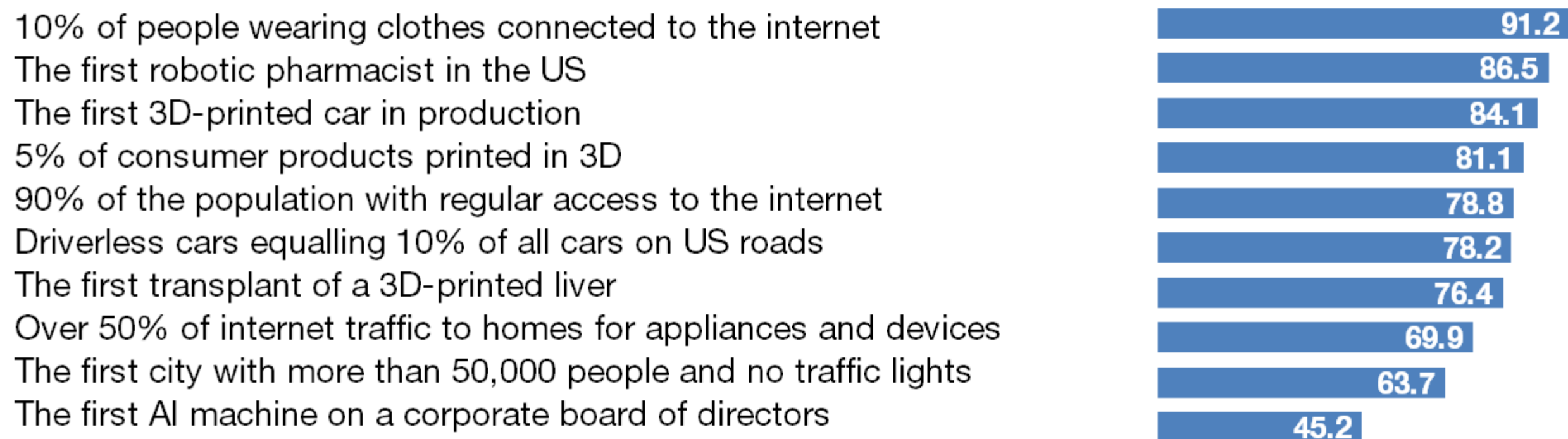
Read the report [#Outlook2015](#)

When will the future arrive?

800 technology executives and experts from the information and communications technology sector were surveyed as part of our *Technology Tipping Points and Societal Impact* report

Technology tipping points expected to occur by 2025

Percentage of respondents





PLANNING COMMITTEE



"Excellent! So that's passed then. All we need do now is draft the consultation document"



HOW
SHOULD THE
CITYCENTRE
BE
DEVELOPED?

THERE COULD BE
MORE SCULPTURES!



Most people strive to have an identity and a purpose... it makes us relevant.

A great failure of a traditional process is its inability to capture this variety ... the variety that creates authenticity in a community and that we as planners need to listen for and respond to...

the practice

the practice

policy changes

built / engineered changes

technological changes

process changes

WORLD

CITIES BY DESIGN M M X V I



BEAUTIFUL

SMART

HUMAN

NEW YORK,
JERUSALEM,
MECCA,
SHANGHAI,
SAN FRANCISCO

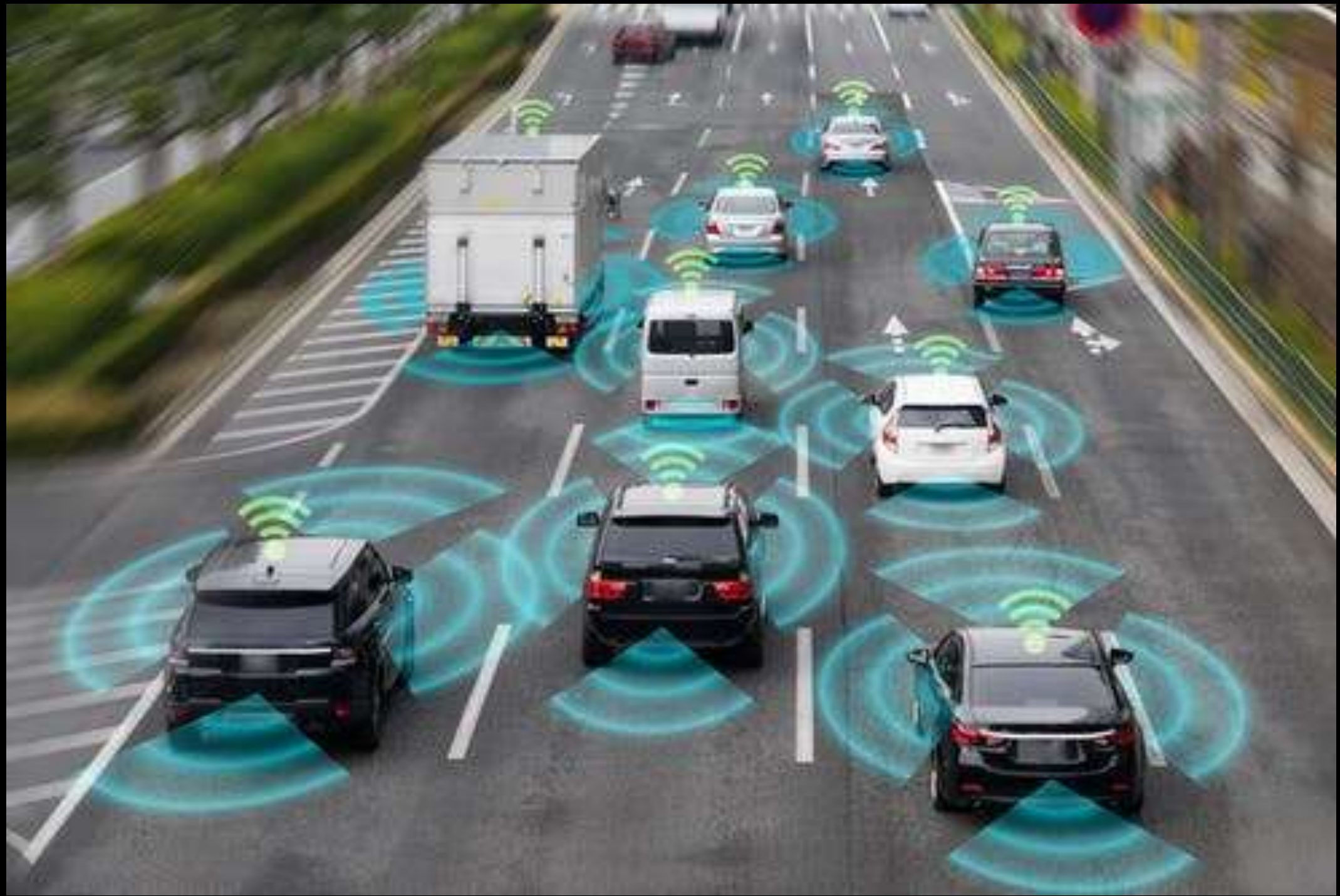
HOW ENGINEERS, ARTISTS,
SCIENTISTS, AND THE WORLD'S
LEADING ARCHITECT ARE
BUILDING THE URBAN FUTURE

HACK THE
THE GRID
D | OCT
2015

BY JAMES









what about the people?



participatory process

people have the right to participation

planners have a social responsibility to people

everyone is an expert at something

participation creates ownership of the outcome



WHAT THEMES ARE YOU FROM EACH STUDIO?



WHAT INNOVATION IDEAS DO YOU HAVE?











participatory process

people have the capacity to self organize

self organization leads to emergence

emergence can lead to innovation



ISTITUTO LOMBARDO DI SCIENZE E LETTERE





YOU ARE A GREAT, GREAT
URBAN PLANNER.
ALL THE OTHERS ARE
A TOTAL DISASTER.
BELIEVE ME,
EVERYONE AGREES.



participation leads to better
public places.

in collaboration with planners

the end

planning is bigger than politics

planning is about collaboration

planning is placemaking + city building

planning is with people



"Wow! I didn't know that can
be a career!"



“intricate minglings of different uses in cities are not a form of chaos. On the contrary, they represent a complex and highly developed form of order.”

– Jane Jacobs

futuriCITY

generation z and the future of our communities

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