

Messaging Guide: MILLENNIALS

How to use this messaging guide

This messaging guide can be used to talk about the importance of housing issues within Prince George's County. It summarizes key points about why housing matters and unique housing needs or preferences among key populations. At the end of this guide, there are three discussion questions to jumpstart conversation and help collect additional feedback on the ideas presented in it.

Your thoughts can be shared directly with Prince George's County Department of Housing and Community Development staff via email:

chs@co.pg.md.us.

Your input will shape the ideas in the County's Comprehensive Housing Strategy, which will outline an actionable set of solutions to help guide future housing investments in Prince George's County.

Millennials, sometimes called “Generation Y” or “echo boomers,” are residents roughly aged **18 years to 34 years old**. Today, Millennials are the largest population in the country. While Millennials’ individual experiences and preferences vary significantly, a wealth of research suggests that Millennials as a group have unique preferences about where they live. For instance, many Millennials are attracted to denser, walkable neighborhoods with shorter commutes, although these neighborhoods don’t necessarily need to be downtown.ⁱ Due to the Great Recession, many Millennials have opted to live with their parents or roommates.



Within Prince George's County, Millennial-aged residents make up about 26 percent of the total population.ⁱⁱ While Millennials have been a key driver of growth within the Washington, DC region, the share of Millennials in the County has remained relatively unchanged since 2000. But recent trends suggest that Millennials are beginning to decline within the region as a whole. These losses could continue without a concerted effort to address housing affordability in the County.ⁱⁱⁱ

Millennials living in Prince George's County are excited about its future. They like the diversity of Prince George's County and consider it an asset to attracting additional residents in their age range. They are optimistic about the growth of the County and express excitement about being on the “cusp” of burgeoning development.

There's a perception that Millennials aren't necessarily interested in purchasing homes, but this is not the case in Prince George's County. Millennial-aged residents in the County are interested in becoming homeowners. To them, homeownership is more affordable in the County relative to the rest of the Washington, DC region. They would like the County to proactively encourage homeownership among



Millennials through expanded financial education and assistance. They also would like to see a wider variety of housing options, such as apartments, townhomes, and single-family homes, in the County's urban areas.

Millennials would like to have better amenities nearby, like transportation options, open space and recreation opportunities, and walkable retail areas, with a preference for town center–style development. They frequently use the word “connectivity” to describe their optimal place to live.

Millennial-aged residents see some threats that could affect their ability to live in Prince George's County long-term. One major concern is a lack of quality educational options for their children, which could make them move away as their families grow.

The County seeks to attract Millennials and help them make Prince George's County their home, today and in the future.

A few actions the County can take to support existing Millennials and attract additional ones are:

- Increase housing options near amenities, like transit, open space and recreation opportunities, and walkable retail areas.
- Target homebuyer assistance and education to Millennial-aged residents.
- Build stronger partnerships between schools and housing development.

Topics for discussion



- *What issues or concerns would you add?*
- *What other solutions would you suggest?*
- *What is the most important thing the County can do to address current housing needs or attract new residents?*

Don't forget to share your thoughts!

Your thoughts and input can be shared with Prince George's County Department of Housing and Community Development staff via this email: chs@co.pg.md.us.

ⁱ <http://americas.uli.org/wp-content/uploads/sites/125/ULI-Documents/Gen-Y-and-Housing.pdf>

ⁱⁱ 2000 U.S. Census and 2012-2016 American Community Survey via PolicyMap.

ⁱⁱⁱ www.bizjournals.com/washington/news/2018/02/02/can-t-get-ahead-greater-washington-s-millennials.html