

# The New Normal: Fiscal and Demographic Trends Shaping Florida and Tampa Bay

## Demographic Implications for Tampa Bay

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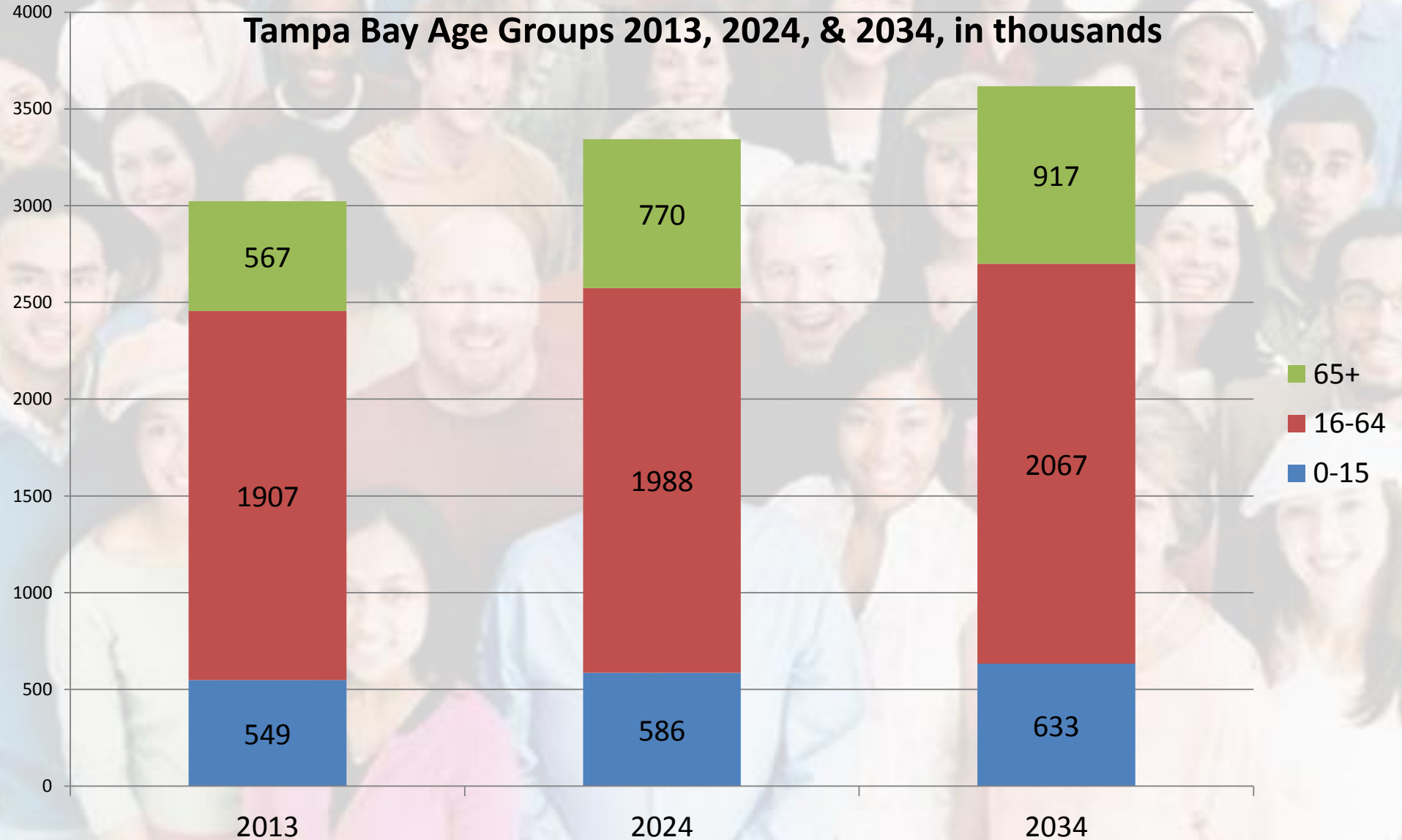


# The Population is Growing

- Tampa Bay Region Population is 3,023,000 today, by 2034, 3,643,000 (+20%)
- Hispanic (white and non-white) 515,000 today (16%), rising to 861,000 by 2034 (+27%)

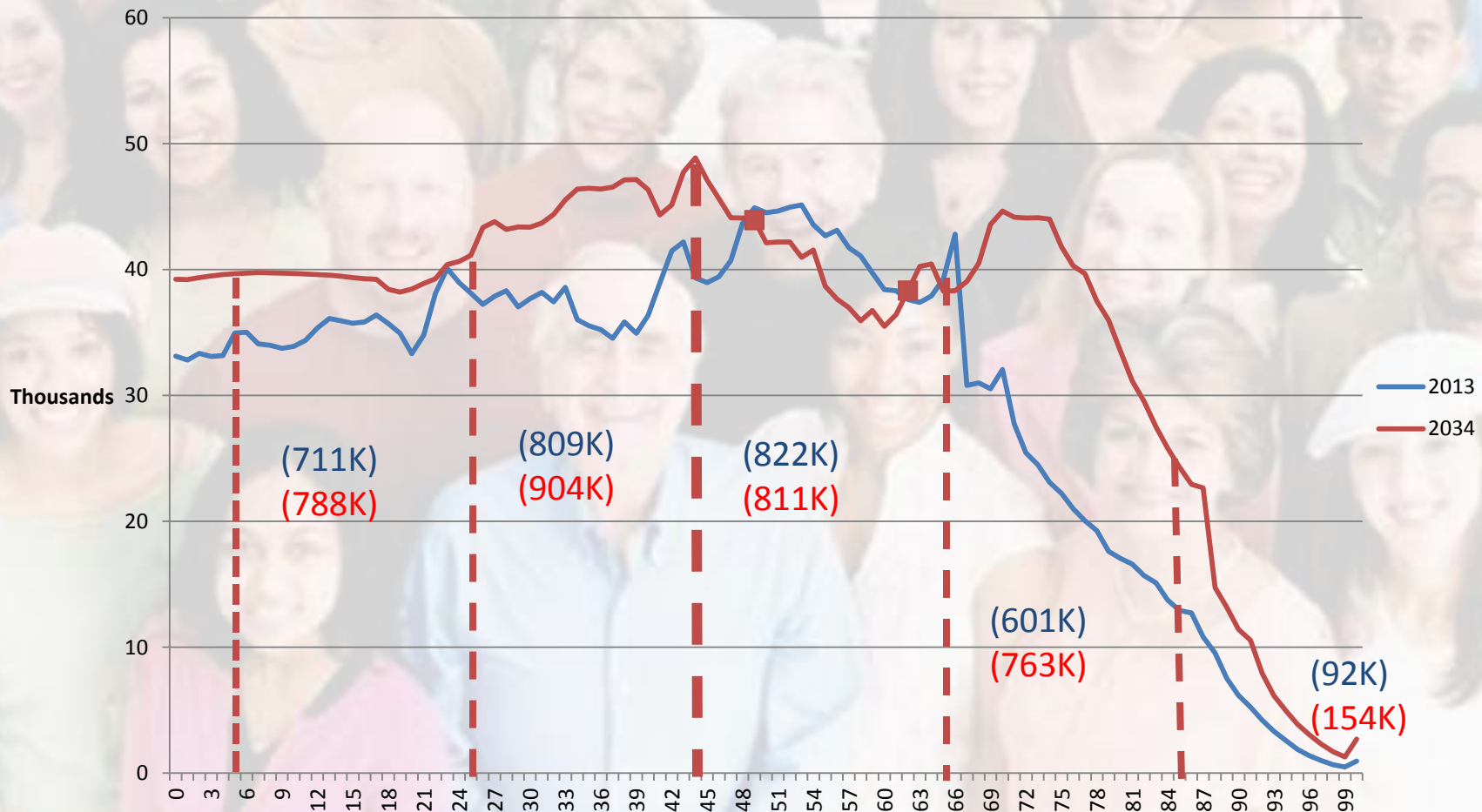
# Epic Demographic Change

Tampa Bay Age Groups 2013, 2024, & 2034, in thousands



# Aging Trends

- Over 65 population is now 26%, by 2034, 35%
- Over 75 population is now 12%, by 2034 19%



# The Graying Labor Market

- Aging is a powerful factor in shaping the labor market and how society allocates resources to dependent populations
- For communities, labor market conditions and characteristics are key for potential employers and investors
- Aging also impacts the fiscal bottom line of communities (e.g., spending on taxable goods) and housing decisions that influence the real estate landscape
- Aging will also influence decisions we make about how our communities are designed





# Labor Market Conditions

- TB population grows by 600,000 by 2034 (20%)
- Labor pool grows by 164,000 (8%)
- Many businesses require large labor markets to accommodate employee turnover (e.g., trucking is over 100% annual turnover), high tech will require highly educated staff

# Age and the Macro-Economy

- Dependency Ratios are generally more relevant to national economies—income taxes, social security
- Greater emphasis on dependent needs at the federal level may mean fewer dollars for other programs (states must pick up the tab)
- Traditional US trade partners will have more dependent populations (China, Japan, EU) than the US

## **For Comparison Purposes**

- TB: In 2013 there are 29 seniors for every 100 working age adults (like France),
- TB: by 2034 that will be 44 seniors for every 100 working age adults (More than Japan today)—the US average today is 21/100. Total dependency—for every 100 working age adults, 77 people will not be working age



# The Big Picture of Aging

- Personal spending peaks at 45
- At 45, average annual spending is \$60,500
- Over 75, spending is about half, at \$34,382
- As we age we spend less and spending priorities change
  - After 75, more spending on rental housing



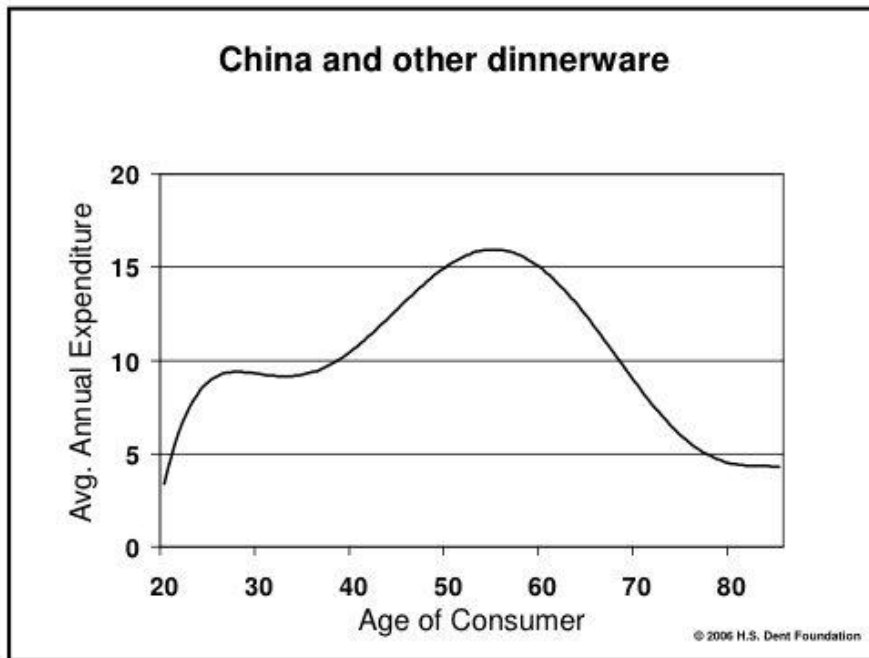


# Spending Impacts the Bottom Line

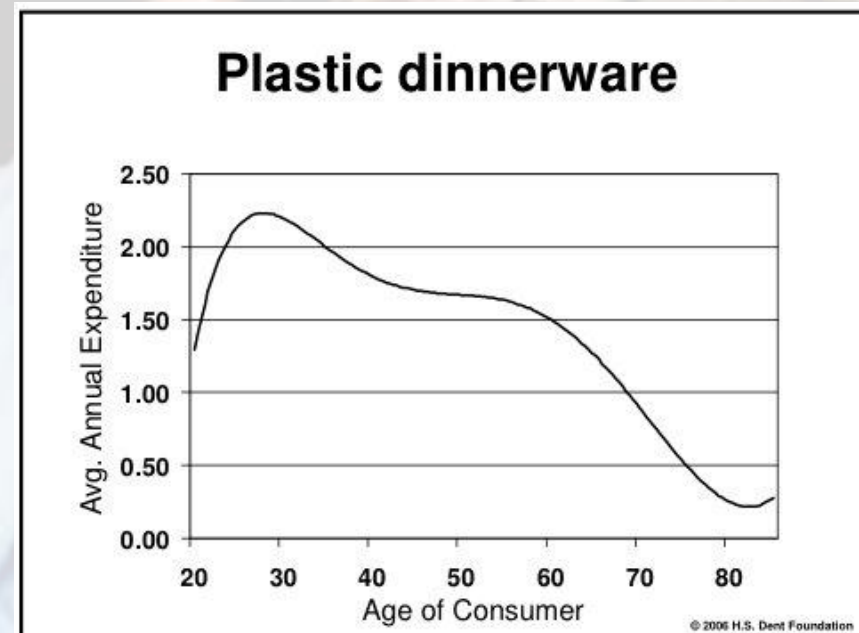
- Aging impacts local fiscal affairs with relatively less spending on taxable items, even as demand increases for some services
- Even if total revenues grow with population, per capita revenues may decline

# Spending through the Arc of Life

- An Aging population will shape spending patterns, with winners....

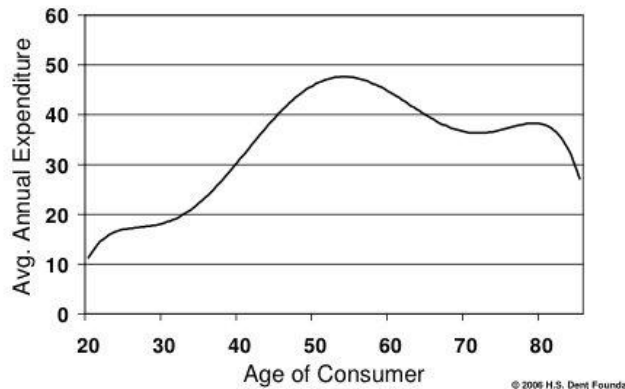


And losers....

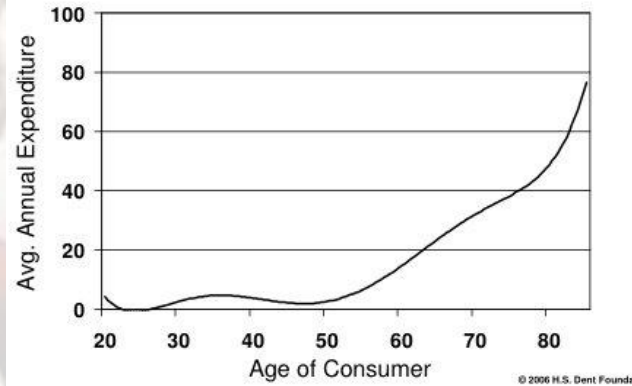


# Health

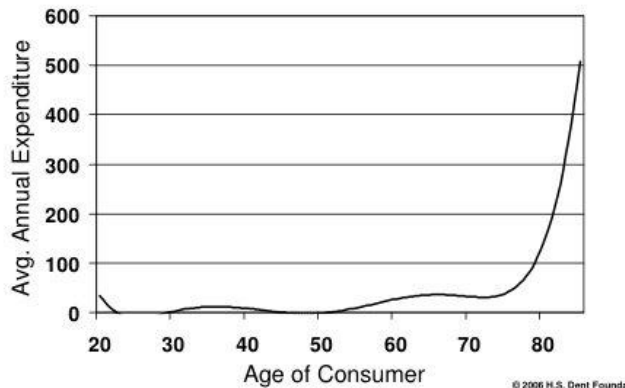
## Eye Care



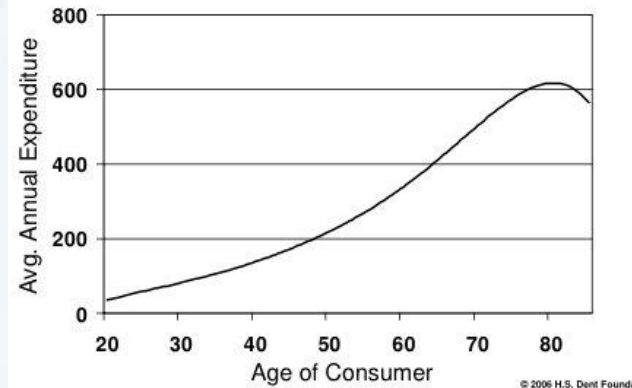
## Hearing Aides



## Nursing Homes

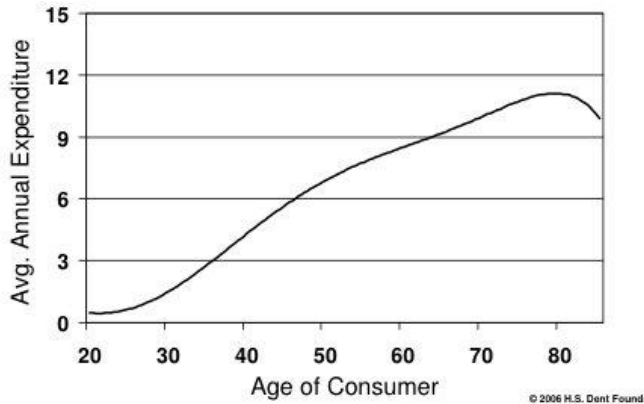


## Prescription drugs and medicines

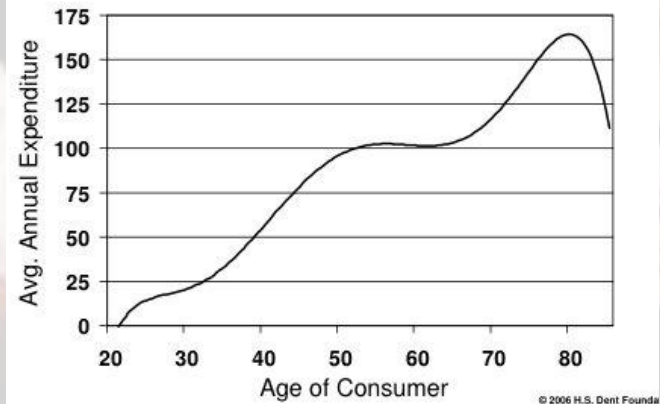


# Upkeep Expenses

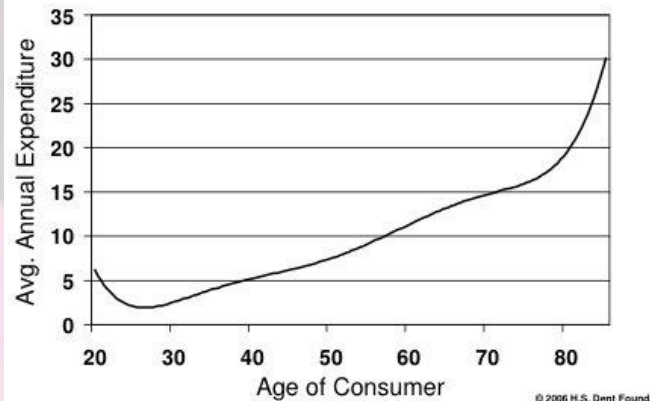
## Safe deposit box rental



## Home Garden and Lawn

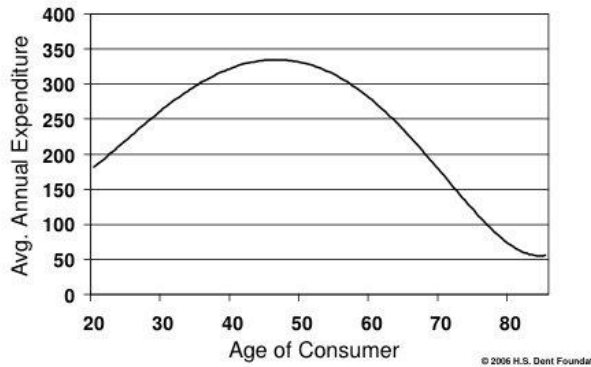


## Home Alarms and Security

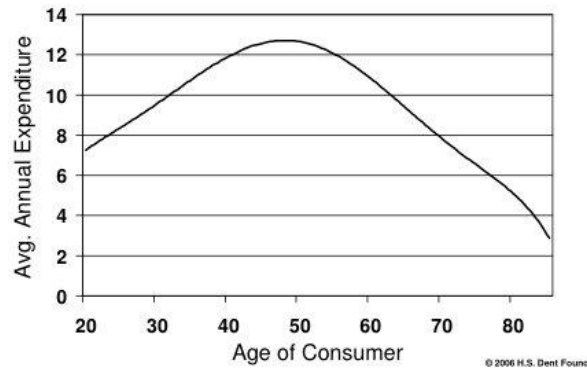


# Consumption Drops

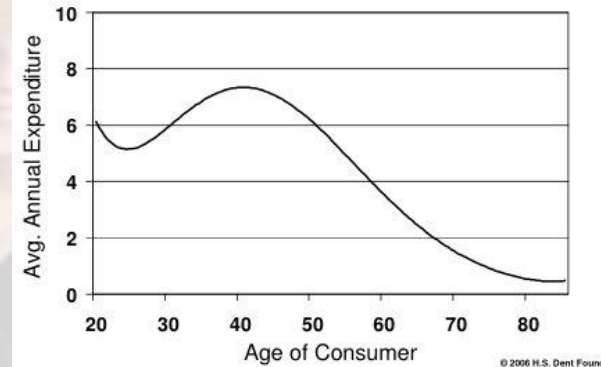
## Cigarettes



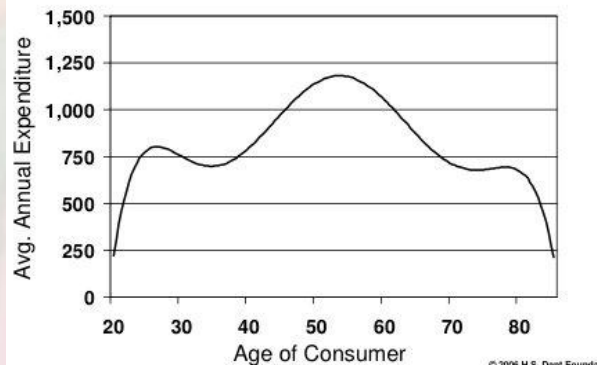
## Men's underwear



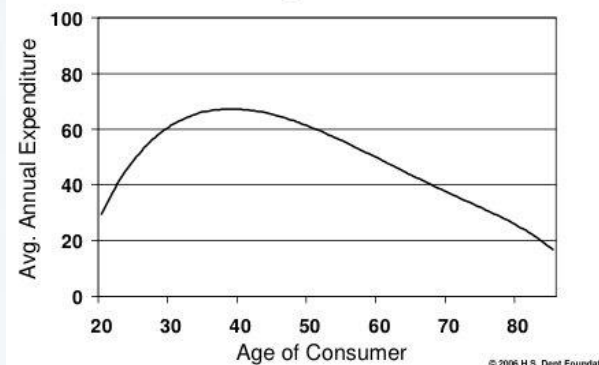
## Camping equipment



## New cars

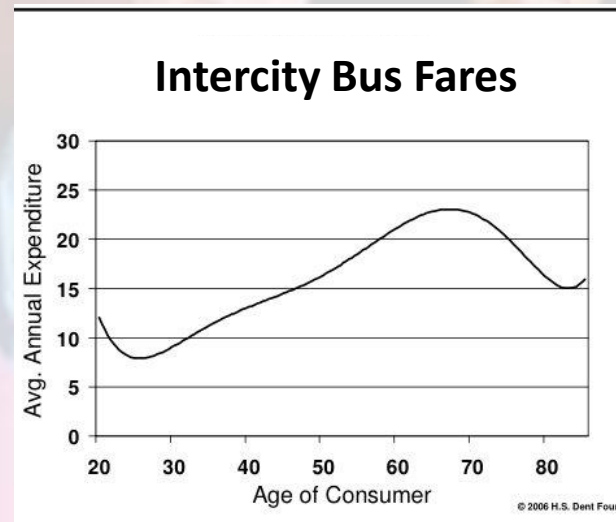
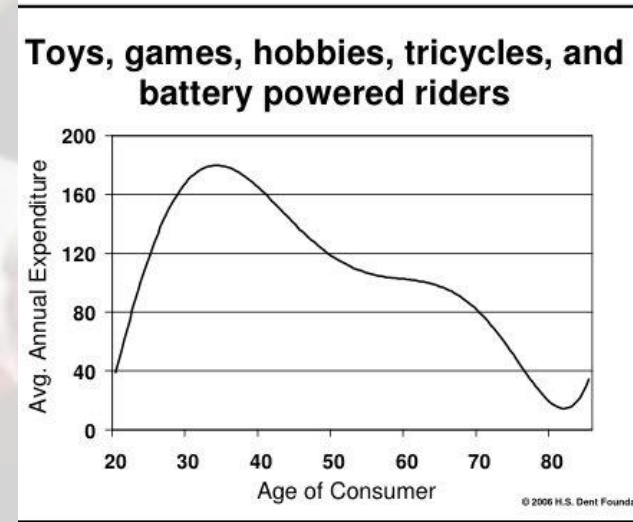
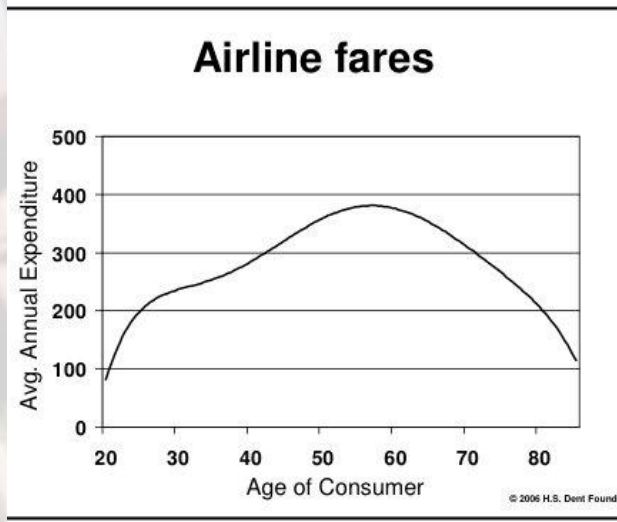


## Personal care services for males, including haircuts





# Who cares if the grandchildren visit?



# Urban Design

1 out of 4 residents is over 65. By 2034, 1 out of 3 residents will be over 65

1 out of 8 residents is over 75  
By 2034, 1 out of 5 will be over 75





# Conditions and Decisions

- Elderly can experience deteriorated vision
- Diminished hearing and
- Diminished ability to react quickly (2X wrong-way crashes on freeways as younger drivers), especially exit ramps, problems with glare
- Elderly pedestrians can be slower on crosswalks, difficulties with depth perception



# Urban Mobility for 2034

- Driving: Increase striping brightness, photoluminescent paints
- Driving: Signage size and position. Fonts—Times New Roman easier than San Serif fonts
- Driving: Self-driving vehicles
- Pedestrians: Curb cut outs, tactile paving, wayfinding maps and paths, audio cues, sharp contrast with pavers & steps
- Pedestrians: Increase crosswalk signal timing

# Market Place Transformations

- By age 65, seniors become net sellers of housing—generally—in AZ, FL and NV, the crossover point is 75
- Spend less on taxable goods, more on services
- Travel technologies-Uber, Self-Driving Vehicles, demand responsive transit
- Alternative fuels, efficiency—disrupt transportation finance
- Improved communications—remote work, 3D printers, disrupting office environment
- Job trends—hollowing of middle class, will older workers return after recessions?
- Will hollowed out middle-class lead to smaller homes? More dependence on transit?





# Mega-Trends

- The Tampa Bay Area is becoming more Hispanic and older.
- Will 75 be the new 65?
- How will we fund public services?
- What do these trends suggest for tax referenda?
- What about schools?
- What about the impacts of technology on work and work-life balance?

# Mega-Trends and Millennials

- Will people start car-sharing?
- Multi-platform shopping via web
- Impact on live sporting events/concerts
- What about the death of the pension
- VMT has hit historical lows, and has not recovered to 2005 levels—are we done with driving?



# Thank You

## **Some Sources**

- Slides 2-4, 6 REMI PI+ REMI Inc, 2004.
- Slide 7, OECD
- Slide 8, BLS-CES
- Slides 10-14, HS Dent Foundation

# Talking 'bout My Generation Panel Discussion

- Reuben Pressman, CheckImHere
- Leigh Fletcher, Attorney, Fletcher & Fischer
- Wilma Norton, Community Foundation Tampa Bay
- Jim Cloar, Downtown Advisory Services

## Moderator

- Avera Wynne, TBRPC



@TampaBayRPC

# Generational Values

	<b>Silent Gen 1925-42</b>	<b>Baby Boomers 1942-64</b>	<b>Generation X 1965-1984</b>	<b>Millenials 1985-2004</b>
Age in 2014	72-89	50-74	30-49	10-29
Influences	Great Depression	Highest divorce rate in history	First gen to underperform parents	Broken homes, 1 <sup>st</sup> gen of kids with schedules
Workplace		Believes hard work = long hours  Log term commitment	Seeks work/life balance, flexible hours  Often multiple careers and employers	Integrates technology into workplace Expects multiple careers and employers
Values	Conformity, dedication, don't question authority.	Challenge authority, live to work, flat org. style	Lack of org loyalty, informality, tech literacy	Untethered to the clock, expect to influence job conditions
Choices	Single family ownership, through retirement	Own as mature family, empty nester, retirement	Own home as young single couple	Mostly rentals, little ownership



# More choices

	Silent Gen 1925-42	Baby Boomers 1942-64	Generation X 1965-1984	Millenials 1985-2004
Age in 2014	72-89	50-74	30-49	10-29
Transportation	One car households, Bus and rail transit	Two car household, women are in the workforce, decline of transit	Diversification: 2 cars in suburban areas, 1 or zero cars in urban areas. Transit and bicycles for commuting.	Transit, uber, bikes, skateboards
Communication /technology	Rotary telephones, radio	Touch tone telephone, color TV	Cell phones, video arcade, fax	Smartphones, email, twitter, Xbox