



Mayor's Monthly Newsletter

Written by Mayor Justin Ray

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Mayors Newsletter February 2019

Millennial Growth in the 'Burbs

Hello Neighbors, Residents and Friends

Last month I had the pleasure of addressing the Jersey Village Senior Outreach (JVSO) at the civic center. Over a hundred JV residents attended the dinner and it was an excellent opportunity to learn about the services and events provided by the organization. The citizen lead JVSO is doing a tremendous job connecting seniors and helping its members lead fulfilling, healthy, safe and secure lives as they continue to reside in their homes. In addressing the group, I gave an update on the City and stressed the importance of the JVSO in a transitioning community with aging neighbors.

I intended my comments to remind us that as our community undergoes a generational transition, we shouldn't lose sight of the important responsibility to stay engaged with and assist our older neighbors. Our community is indeed transitioning. More and more young families are moving into Jersey Village bringing a new and exciting energy to the community. I recently read that "America's suburbs and exurbs continue to dominate population growth among post-college Millennials, those aged 25 to 34 in 53 major metropolitan area(s)". The typical image of post-college Millennials moving to urban cores is accurate in cities such as New York, Chicago, Boston and San Francisco with "legacy" urban cores that most resemble the pre-World War II urban form of higher population densities and substantial reliance on transit for commuting to their cores. Outside the metropolitan areas with legacy urban cores, such as the Houston area, 20-34 population growth is dominated by the suburbs and exurbs. Between 2010 and 2013/2017, nearly 92 percent of the 20-34 population growth was in the suburbs and exurbs in 47 major metropolitan areas.¹

Communities like Jersey Village are becoming increasingly attractive because "family-oriented suburbs typically offer more space, privacy, safety and quiet with better schools. For many millennials, those factors still exemplify the American dream, and are associated with comfort and stability... [These] suburban destinations rapidly becoming millennial hotbeds closely resemble cities in their amenities, demographics and the lifestyle they afford. With higher densities, taller buildings, 24-hour stores and the integration of retail, residential and office, these walkable oases pulsing with downtown energy have been dubbed "surban."²

As the City of Jersey Village moves forward, we will continue to attract young families with our adherence to the time tested values of public safety, tranquil streets and community engagement. Combining those attributes with the sought out "city" vibes of mixed-use, high density development will ensure our City remains an attractive destination. A destination with a rich mix of well cared for older neighbors and energetic new families.

All the Best,

Justin Ray
Mayor
Jersey Village, Texas

¹ <https://opportunityurbanism.org/2019/01/suburbs-and-exurbs-dominate-mid-decade-millennial-growth/>

² <https://www.bisnow.com/national/news/other/many-millennials-prefer-the-suburbs-heres-why-77407>