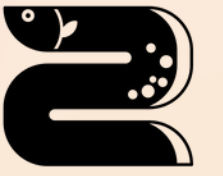


MAY 2023

Riparian Media LLC



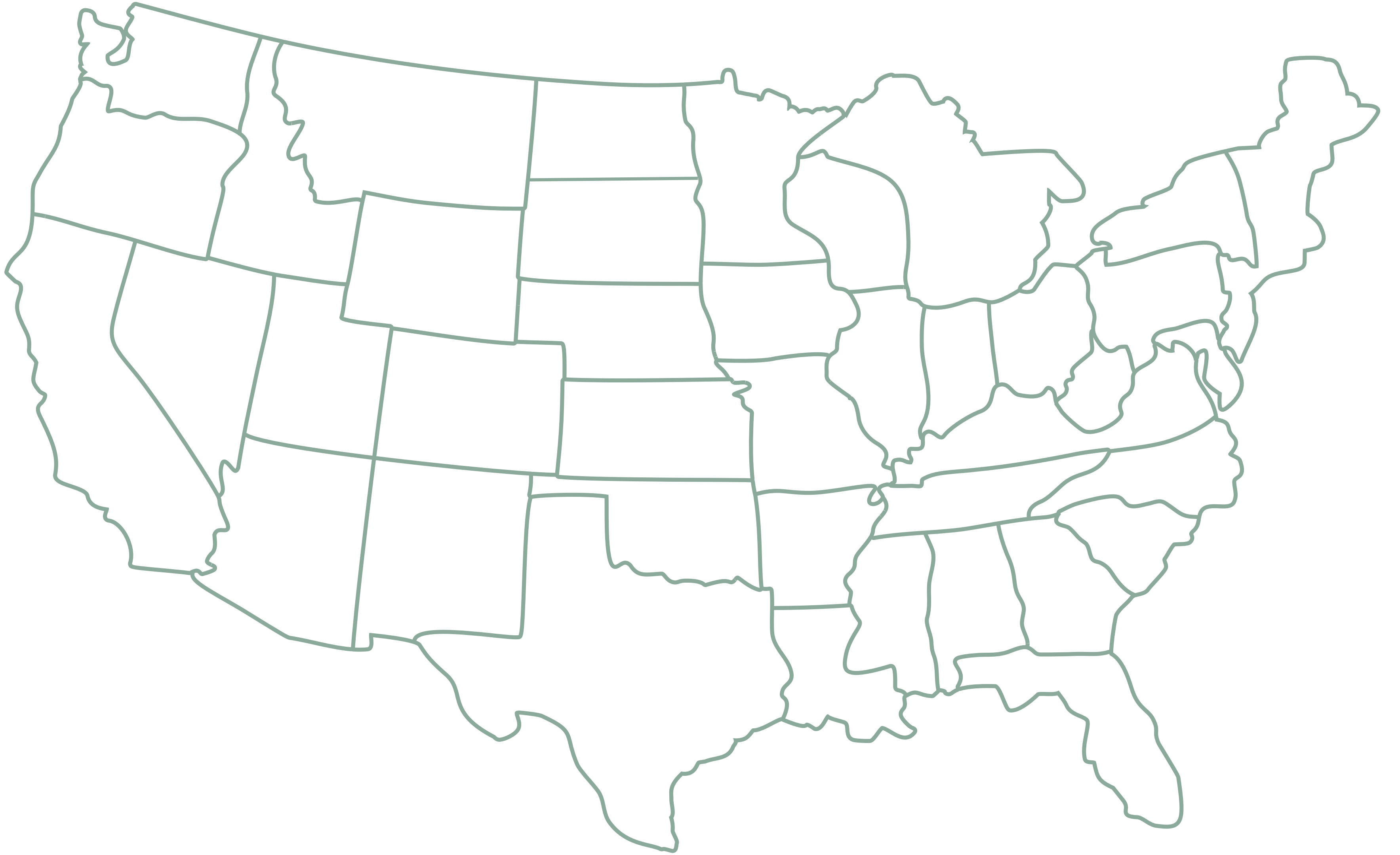
BUILDING BUZZ

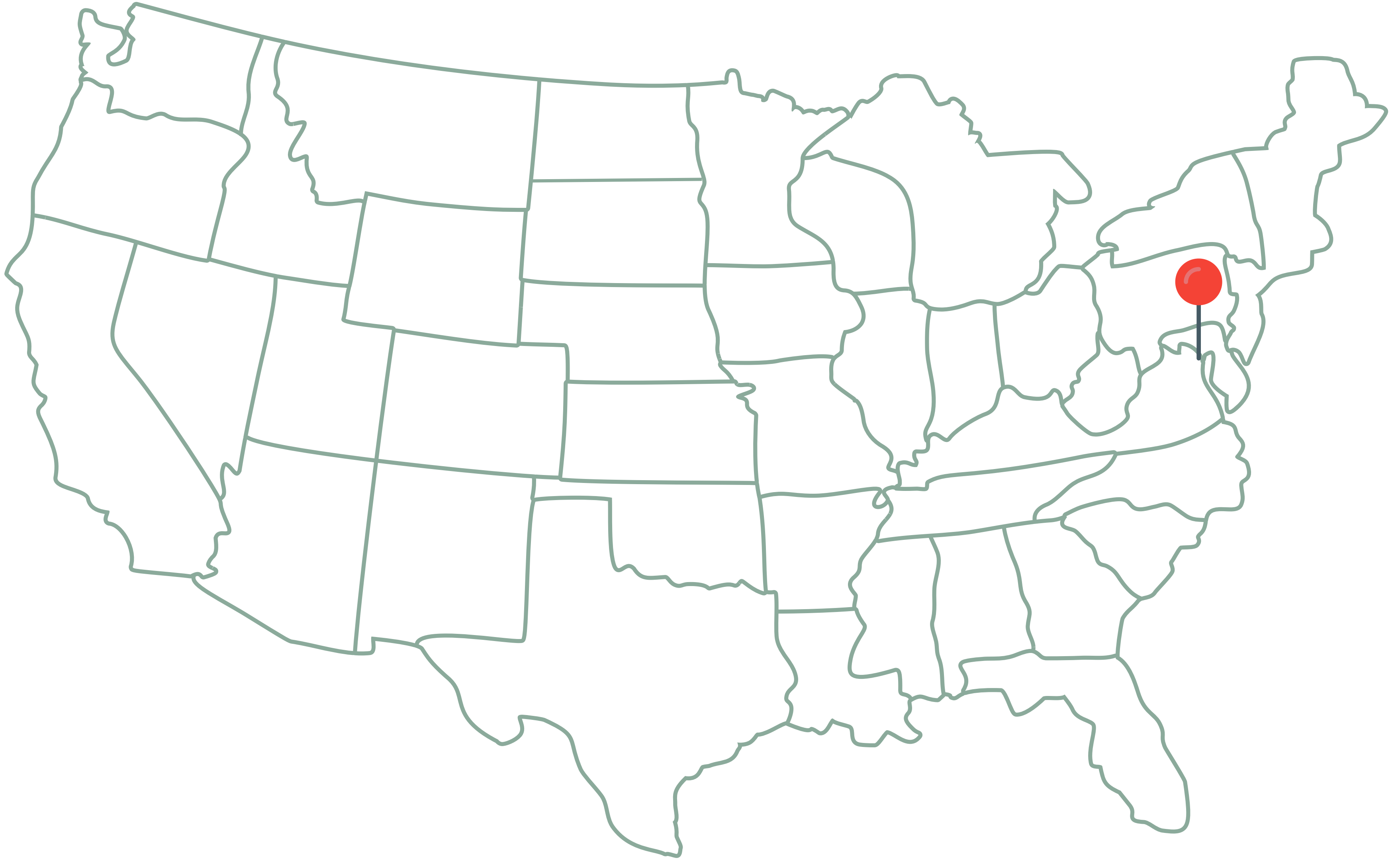
UNITE, THRIVE, & GROW

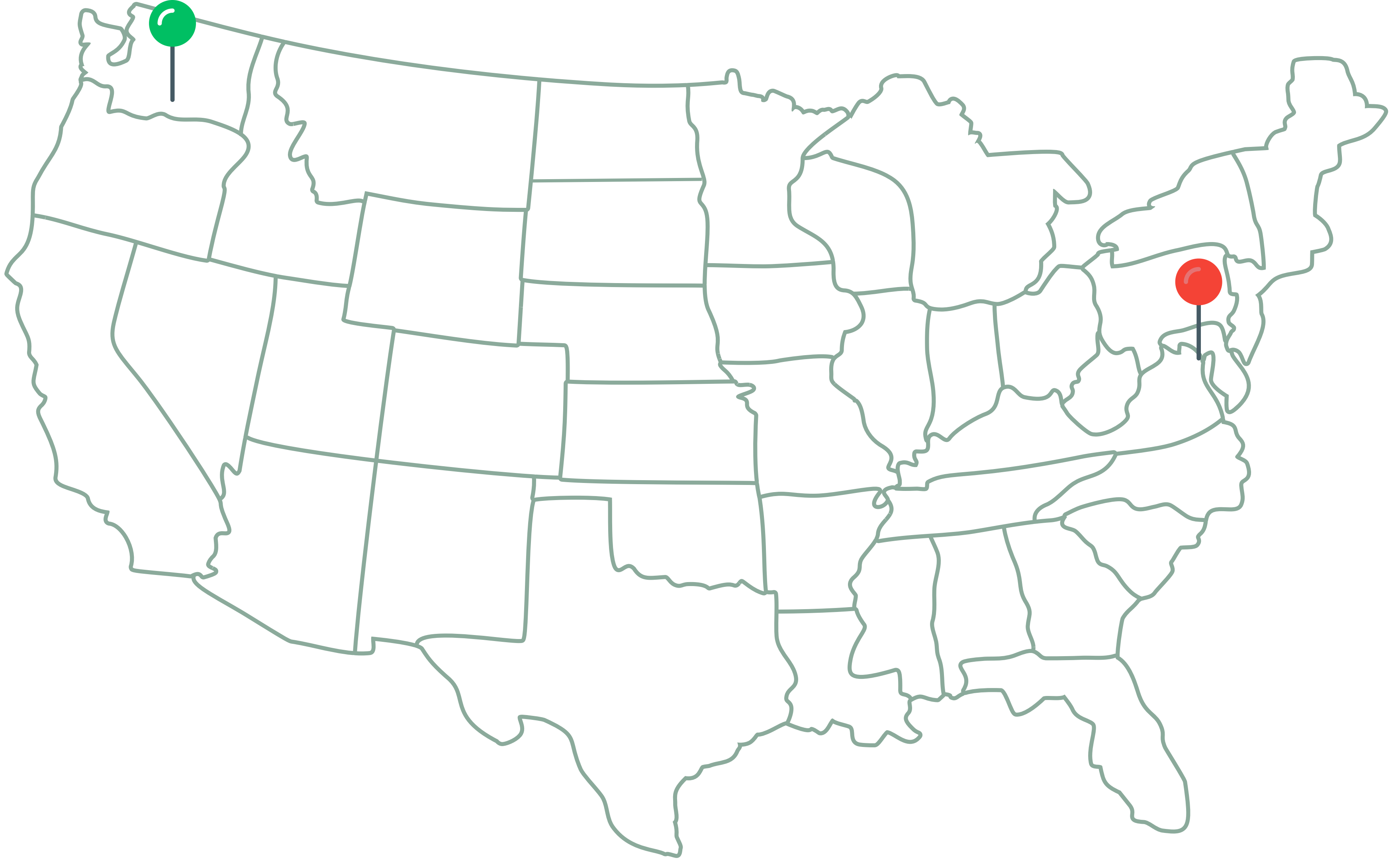
Presentation by:

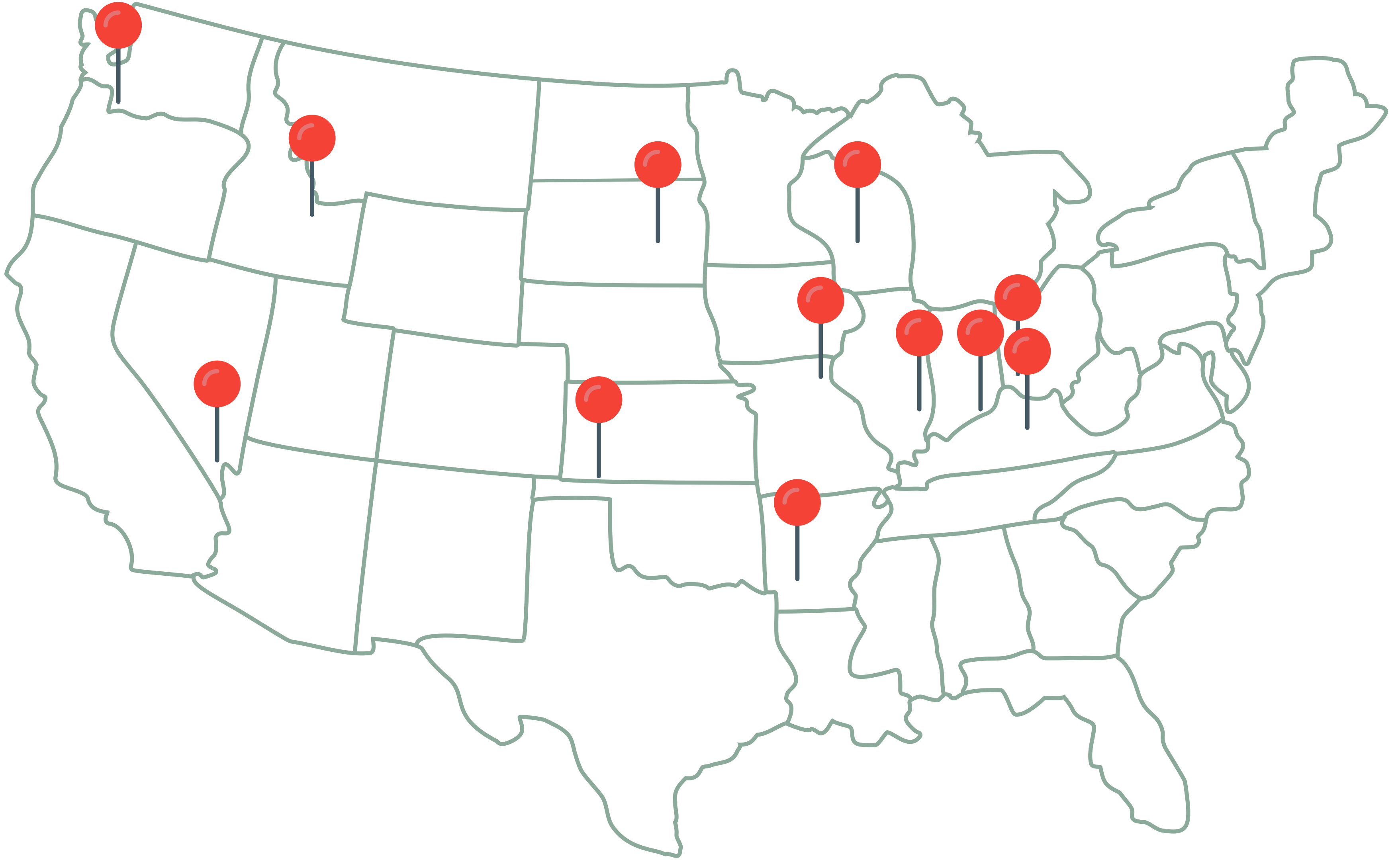
Kayla Anderson

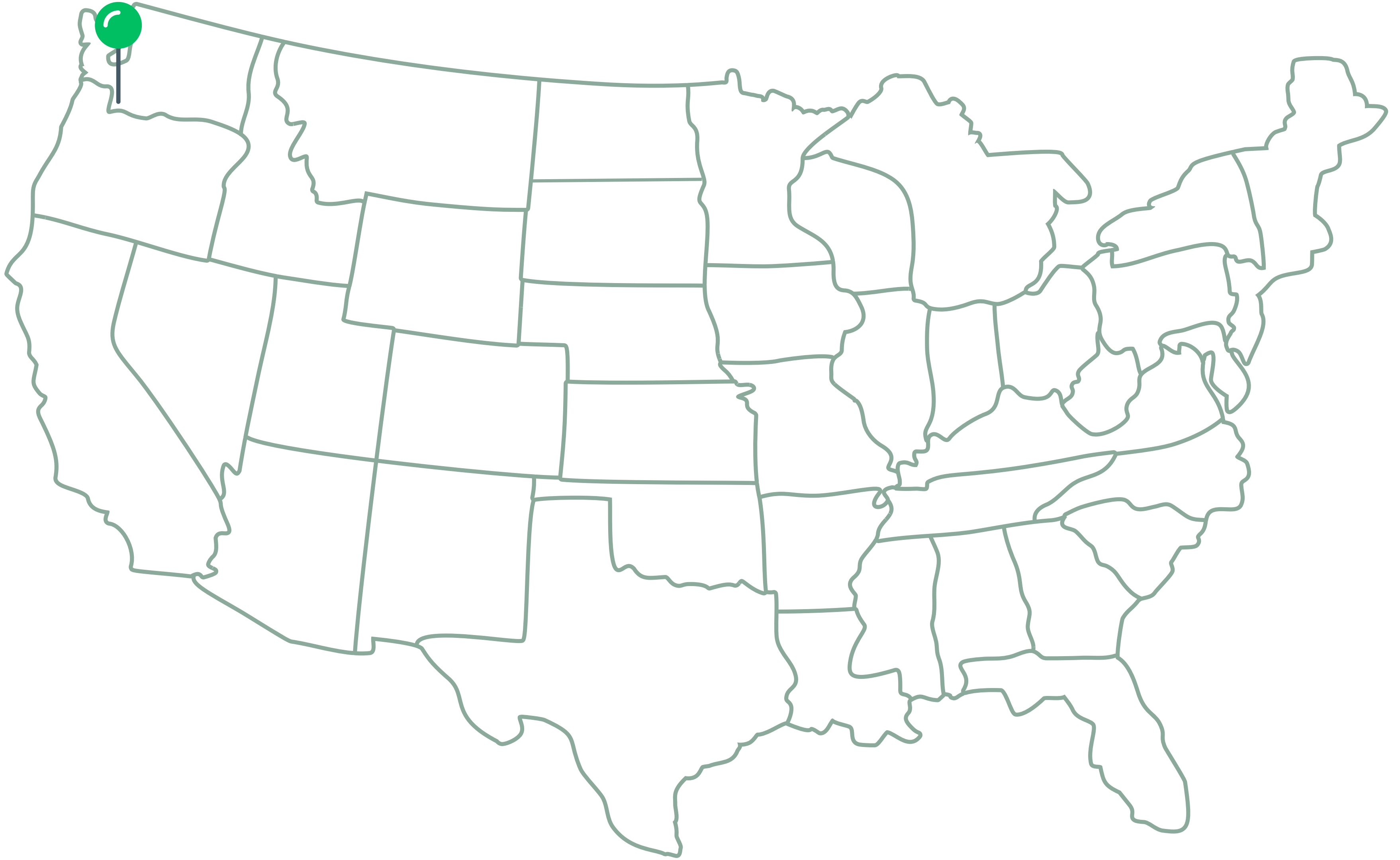
kayla@riparianmedia.com



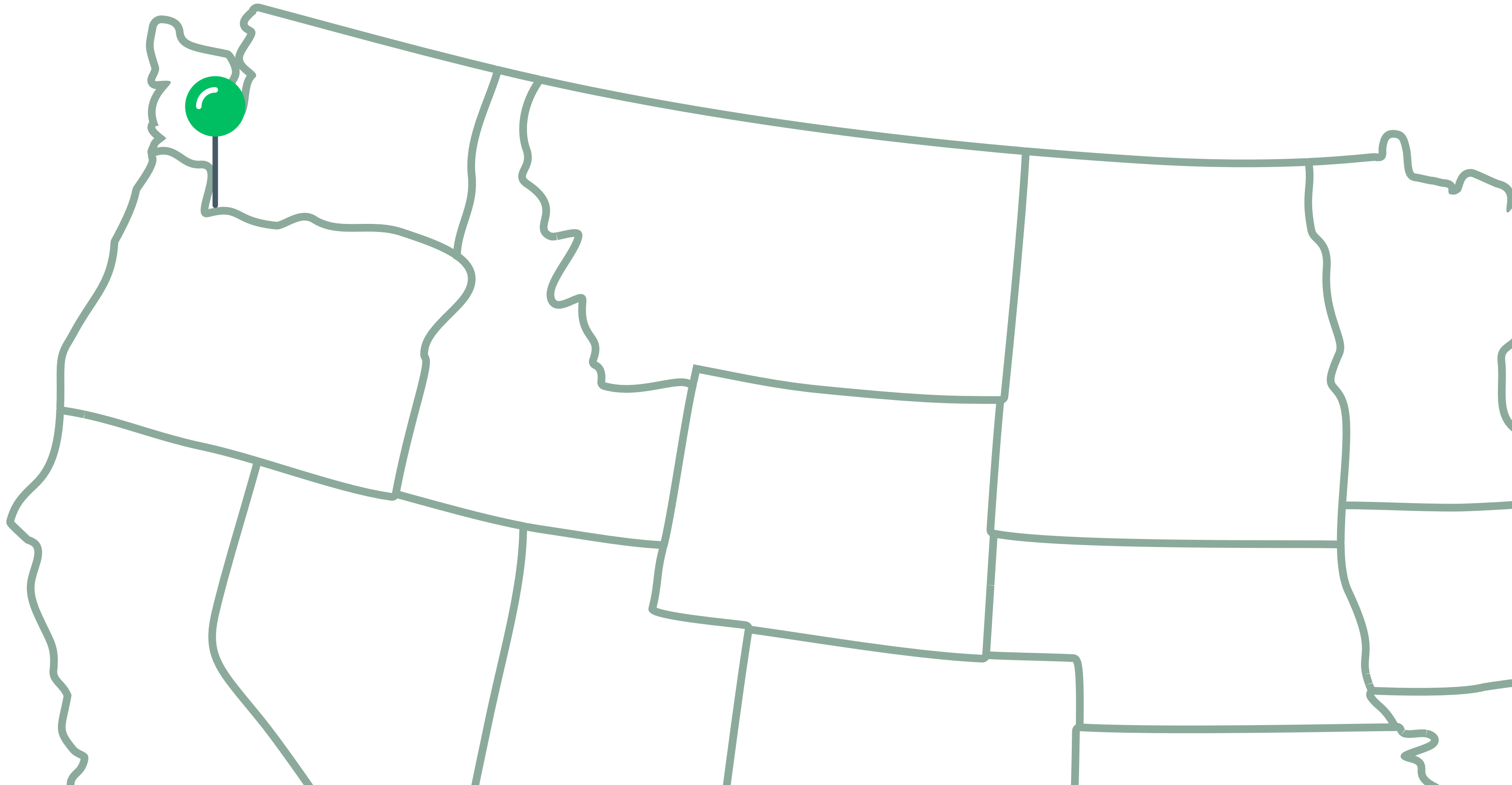












10

Key Takeaways

01. Gen Z is our Target Demographic
02. Brand Lead Needs Your Support
03. We Must Adapt to the Changing Market

TODAY'S TALENT

The Generations Defined

The Silent Generation
Ages: 78 - 95

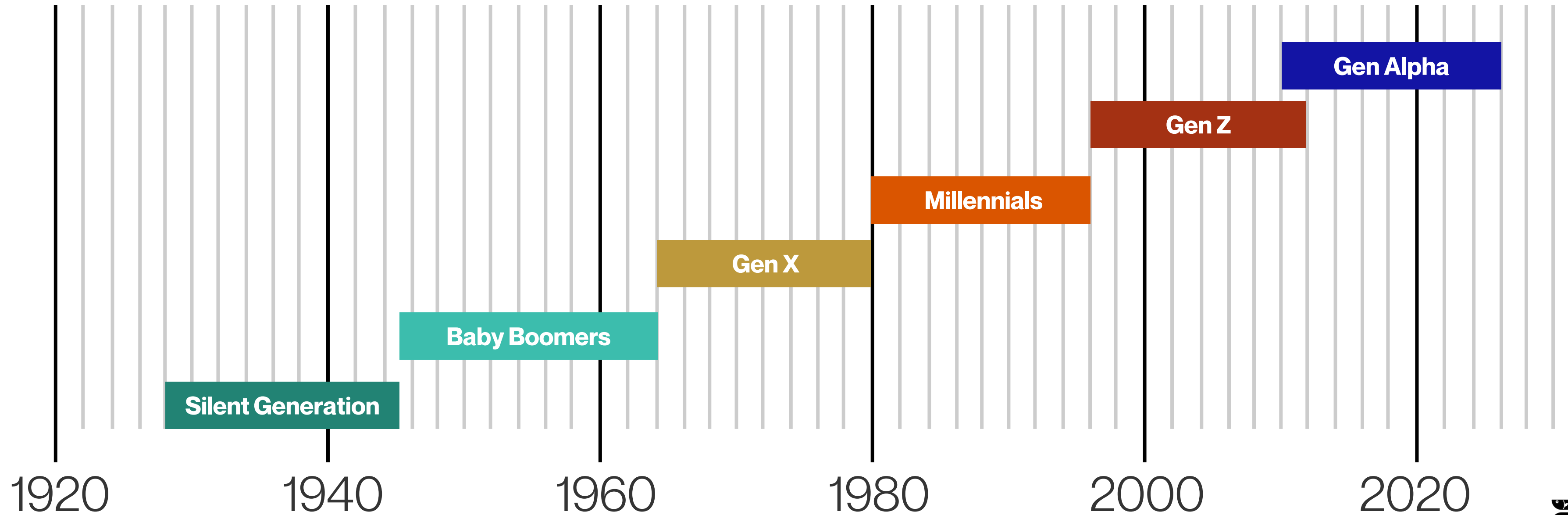
Baby Boomers
Ages: 59 - 77

Gen X
Ages: 43 - 58

Millennials
Ages: 27 - 42

Gen Z
Ages: 11 - 26

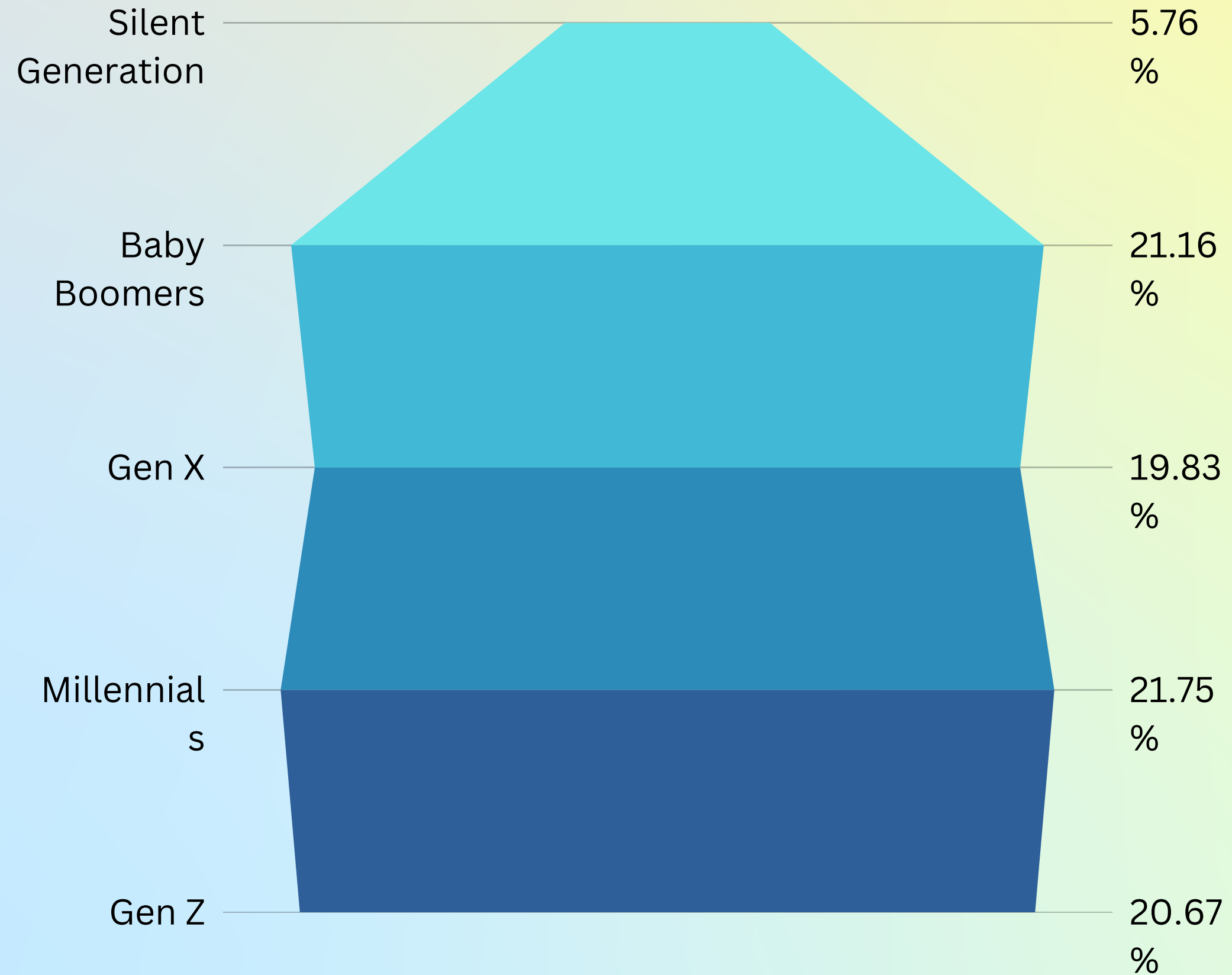
Gen Alpha
Ages: 0 - 10



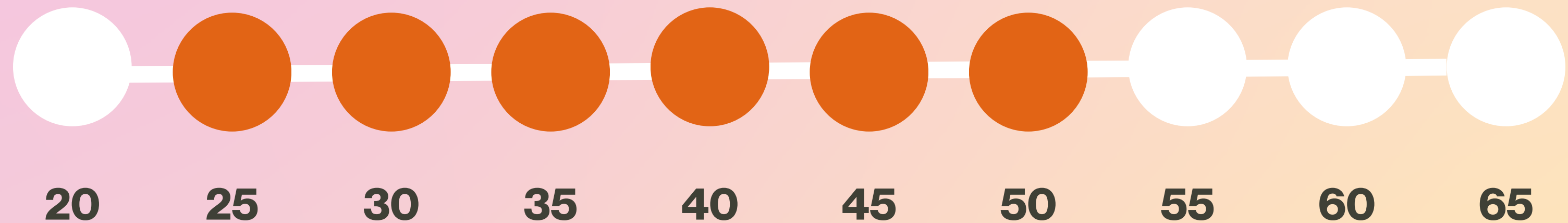
U.S. Population

MAY 2020

PEW RESEARCH

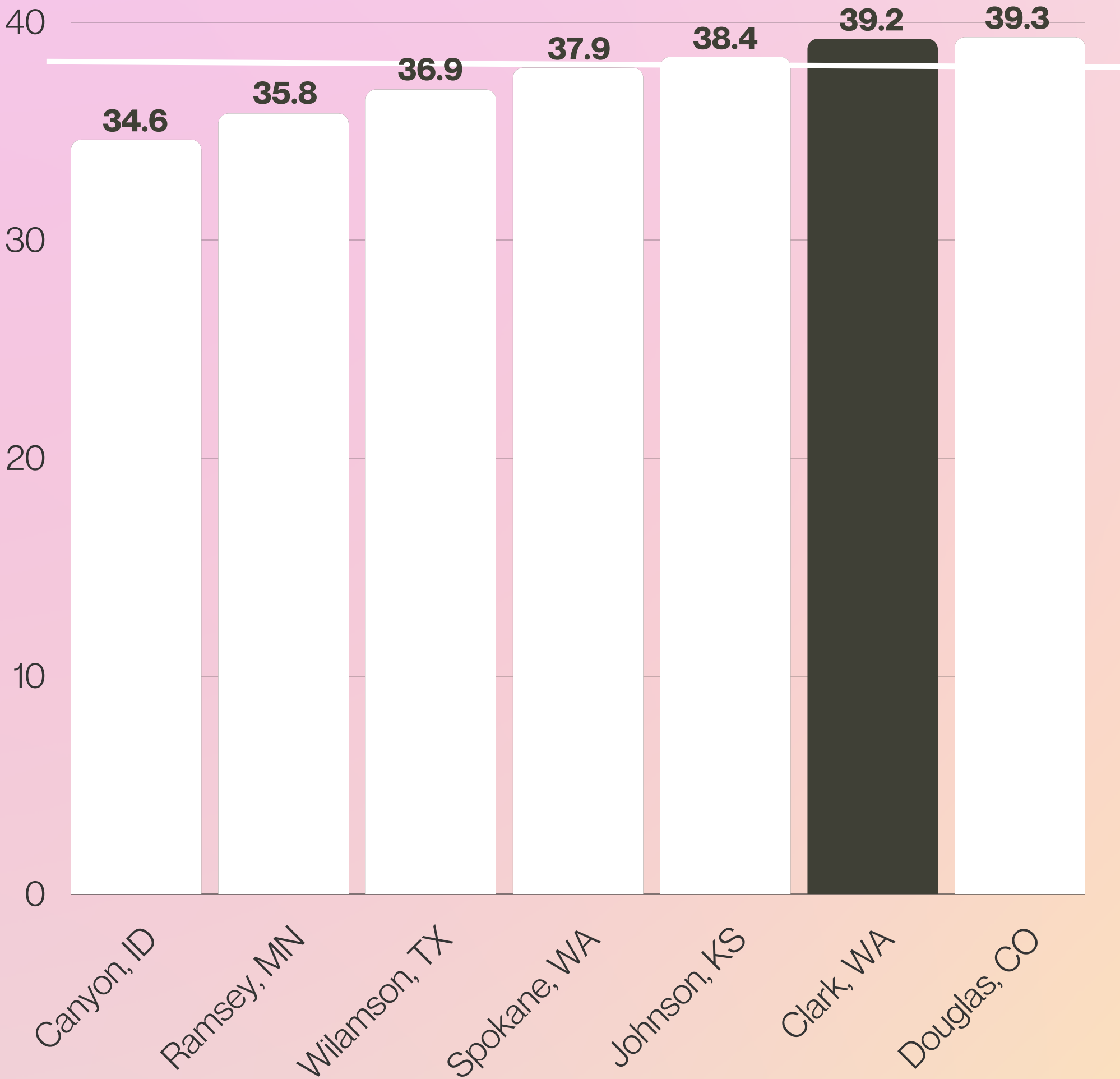


Prime Aged Workers



These workers have the strongest attachment to the labor market and therefore, are important to an area's economic vitality.

Median Age



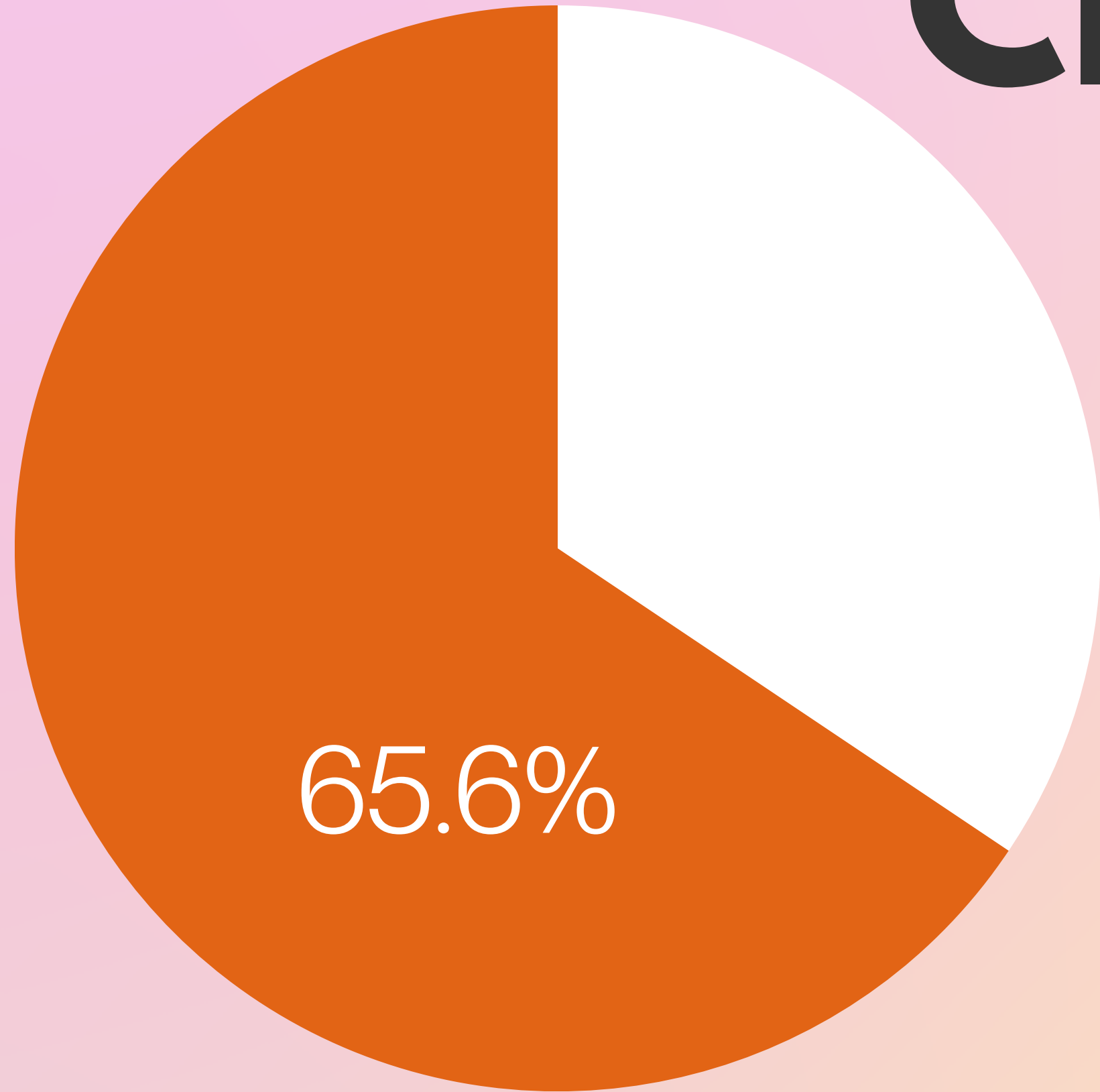
In 2016, Clark County's median age was **38.0**, suggesting the population is aging.

However, all of the compared communities have also aged over this time.

U.S. CENSUS BUREAU, ACS 1-YEAR ESTIMATES
THANK YOU GPI FOR THE INFORMATION



Clark County Workers



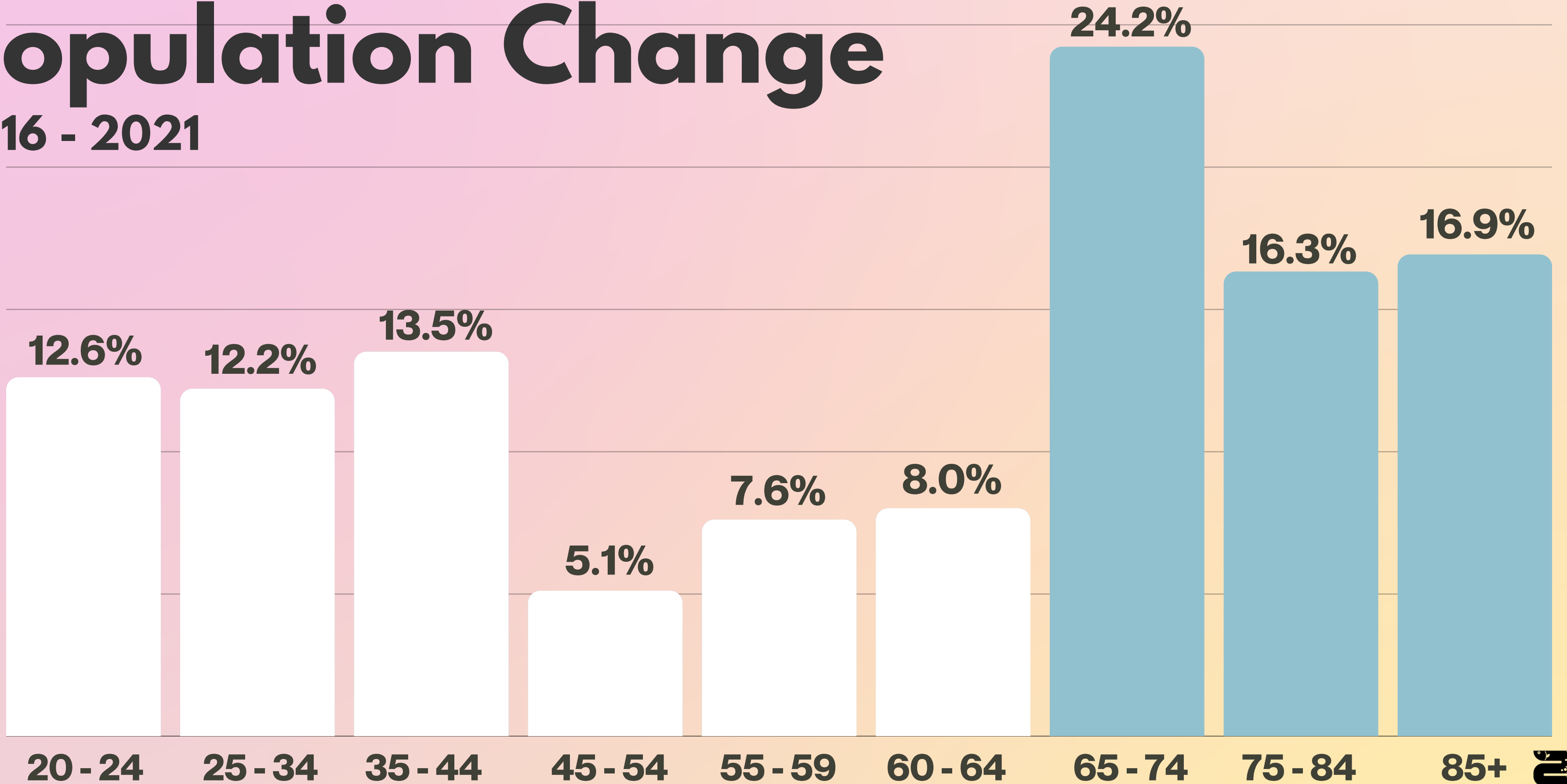
65.6% of Clark County workers are between the ages of 25 - 54.

In 2021, that number was **81.3%**

Clark County Population Change

2016 - 2021

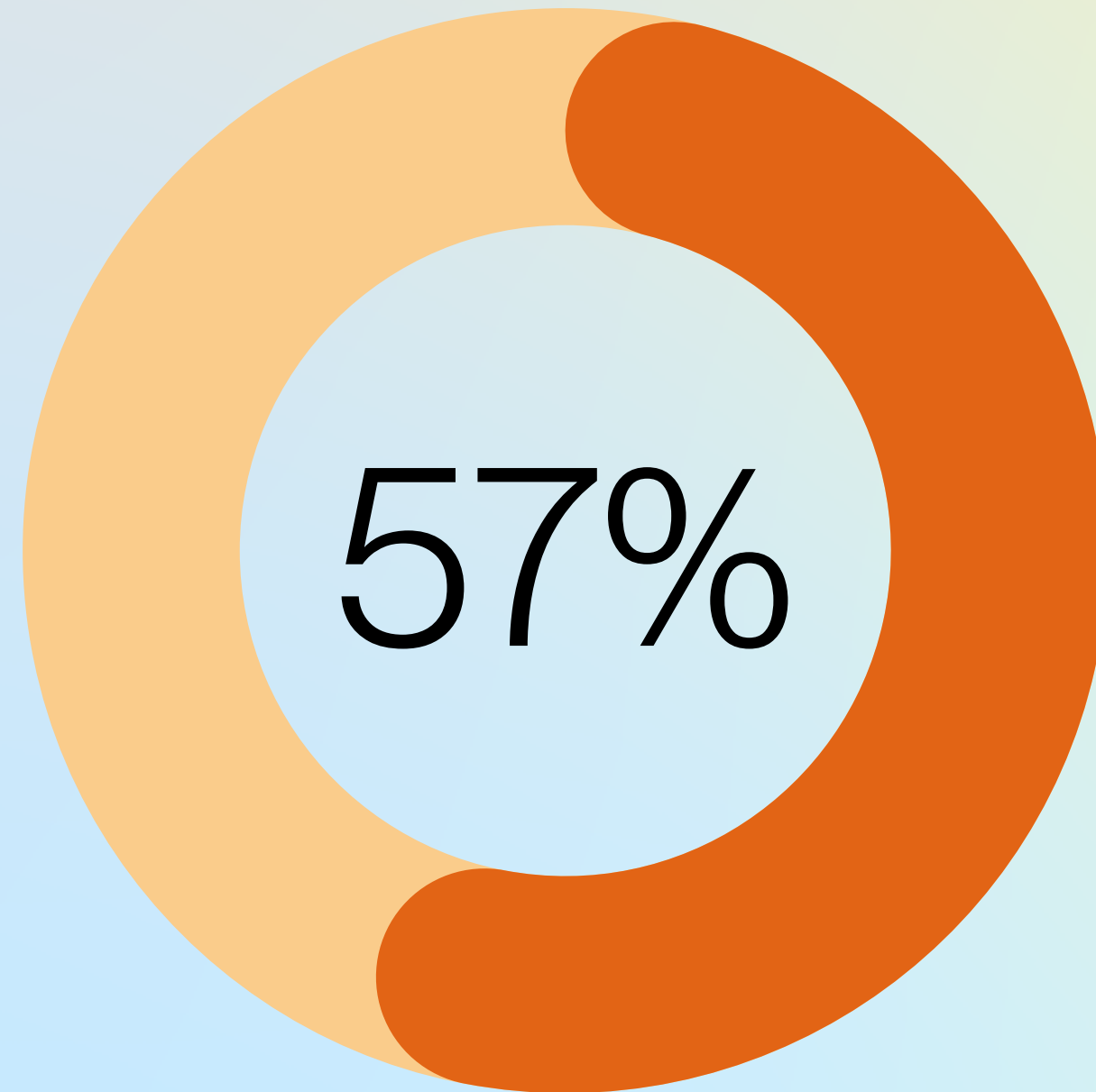
U.S. BUREAU OF LABOR STATISTICS, U.S. CENSUS BUREAU
THANK YOU GPI FOR THE INFORMATION



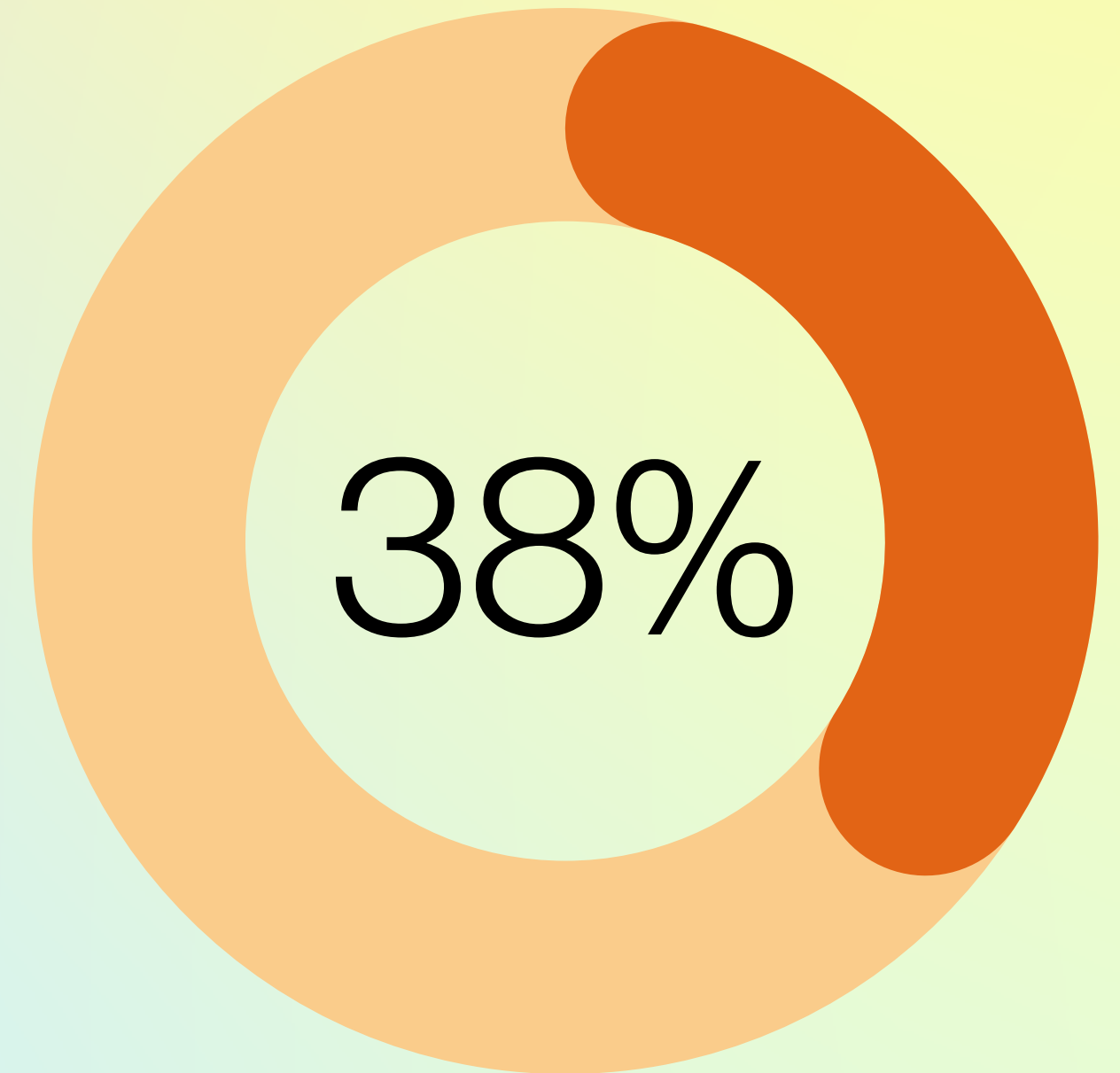
Why Gen Z?

MAY 2020

PEW RESEARCH



of Gen Z Adults are enrolled in College



of Gen Z Adults have entered the Workforce



- Gen Z has been learning to problem solve using technology in school and at home from an early age.
- Because Gen Z is so online, they're ahead of the curve to learn about and implement new tools in the workplace.



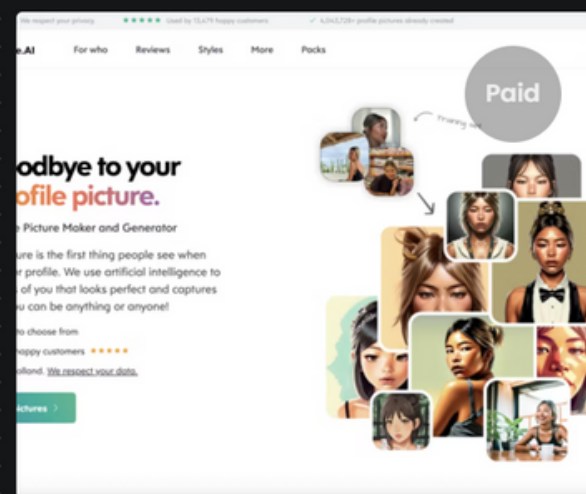


chrissy teigen ✓

@chrissyteigen

I thought the pope's puffer jacket was real and didnt give it a second thought. no way am I surviving the future of technology

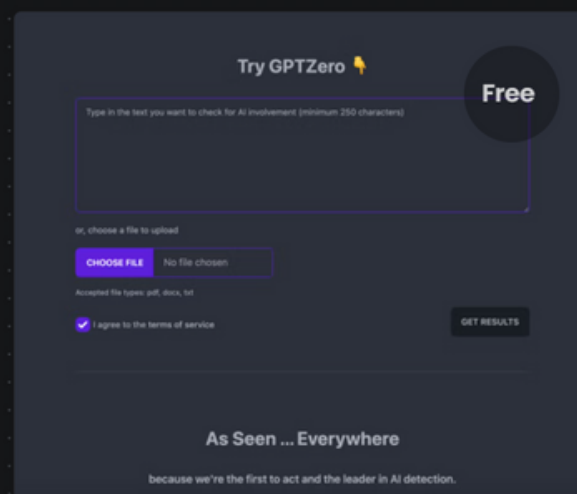
- View All
- All Free
- Avatar Creation
- Social Media
- Video Editing
- Speech Generation
- AI Detectors
- Teachers
- Students
- Chatbots
- Writing
- Marketing
- Coding
- Finance
- Data
- Fun
- Inspiration
- Generative Art
- Video Creation
- Music
- Prompting
- Productivity
- Business
- Self Improvement
- Tool Databases
- AI Communities
- 🌟 Recently added tools



ProfilePicture.AI

Avatar Creation

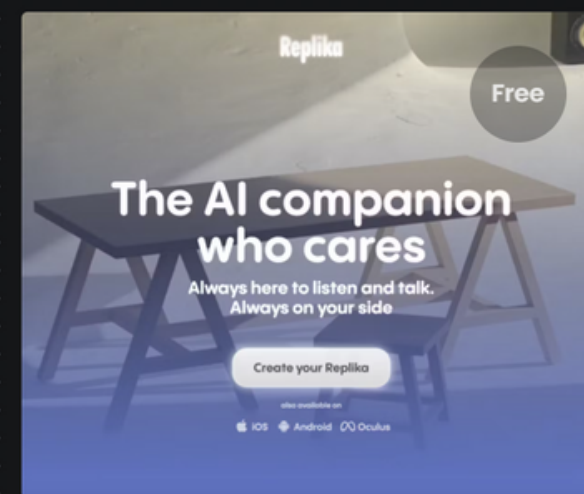
Create custom profile pictures for social media accounts in seconds.



GPTZero

AI Detectors Teachers

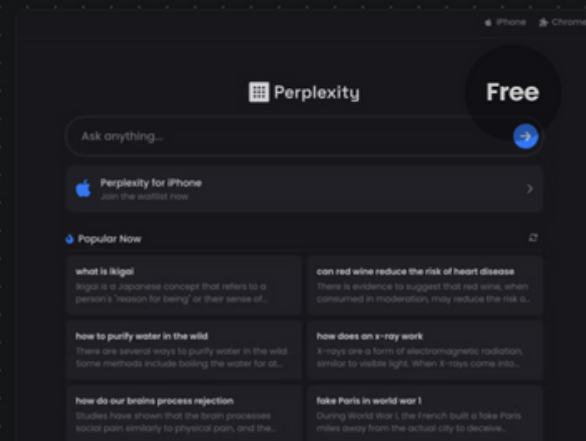
Accurately detect AI plagiarism using multiple metrics.



Replika

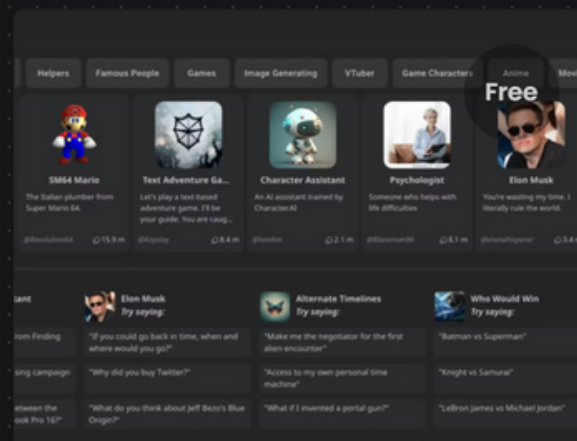
Chatbots Self-improvement

Chatbot companion that creates a unique and personal connection with the user.



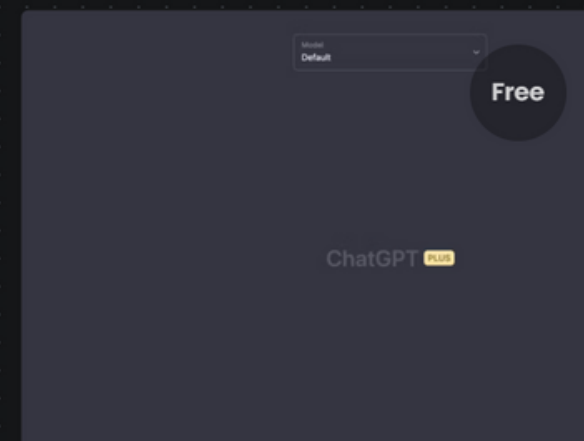
Perplexity

AI Detectors



AI Tools Dashboard

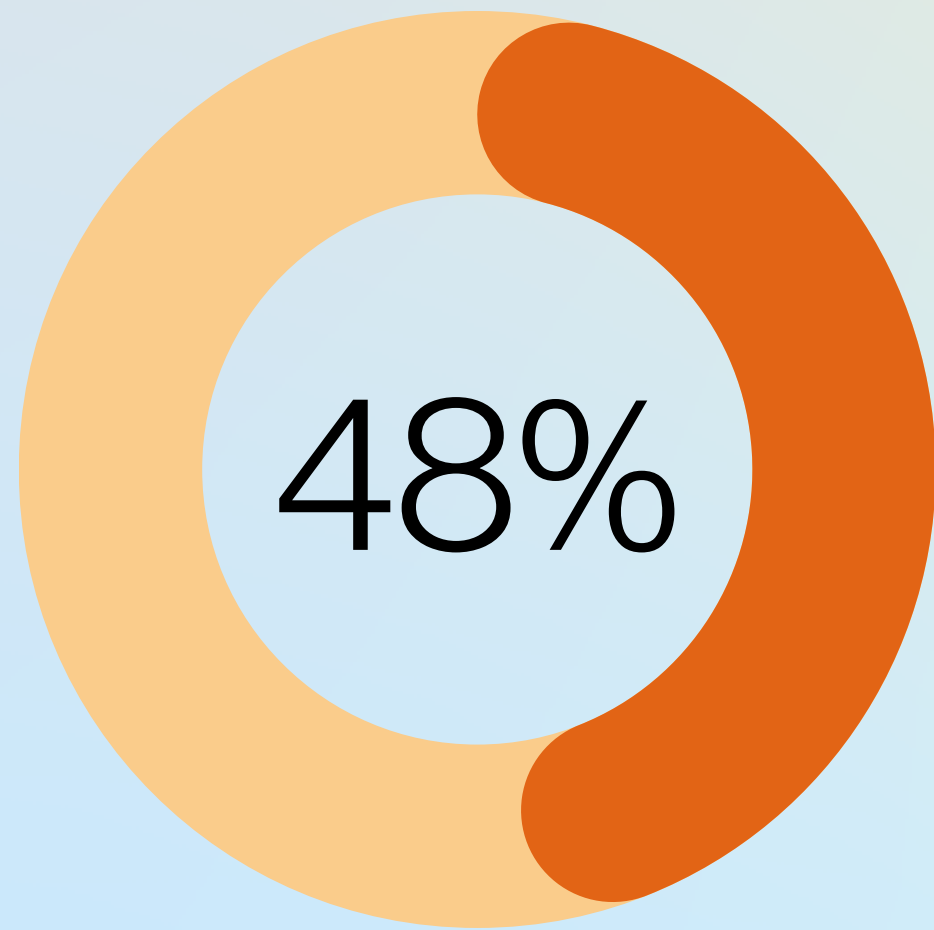
AI Detectors Chatbots Image Generation



ChatGPT

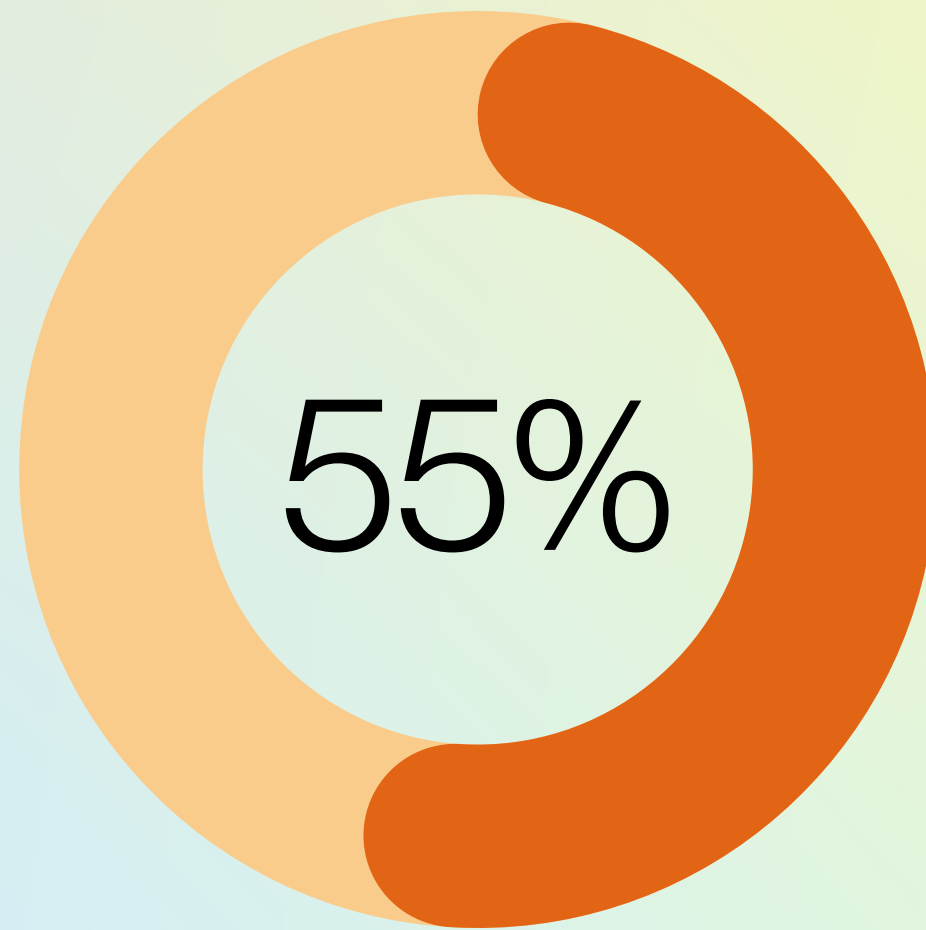
AI Detectors Chatbots





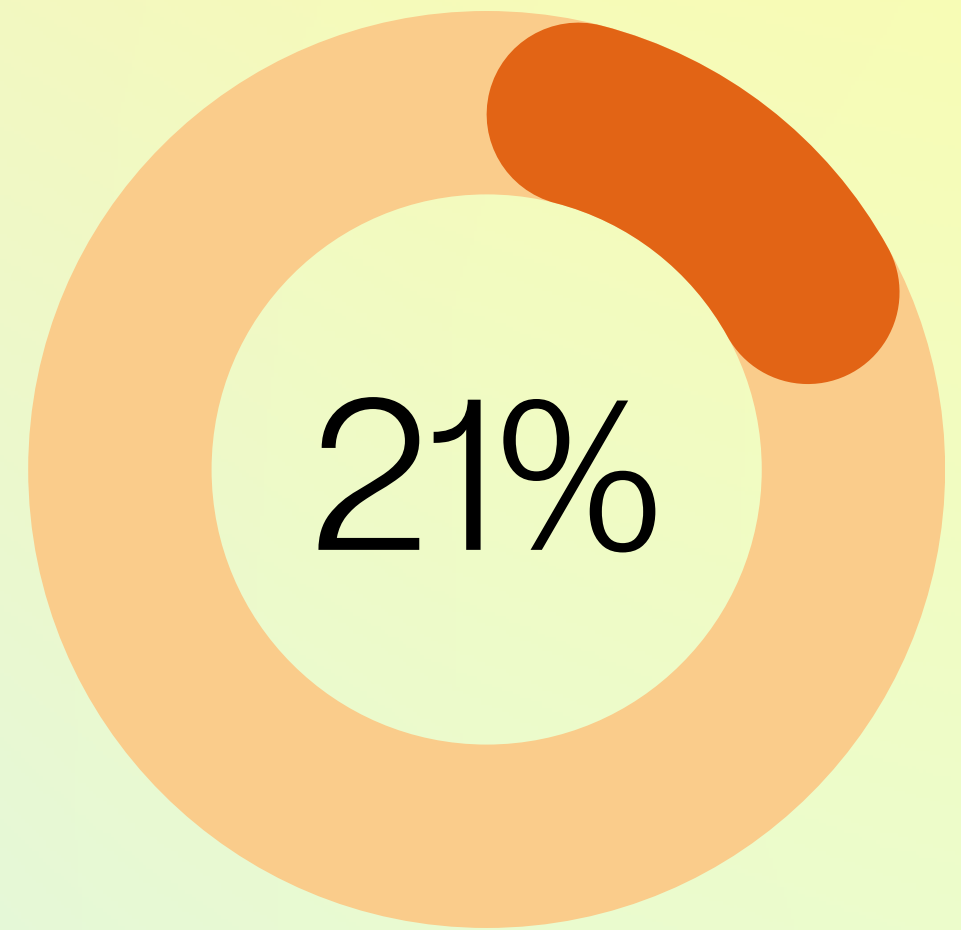
**of Gen Z in America were
BIPOC in 2019**

PEW RESEARCH, MAY 2020



**of Gen Z say they're
Extremely Interested in
Environmental Issues**

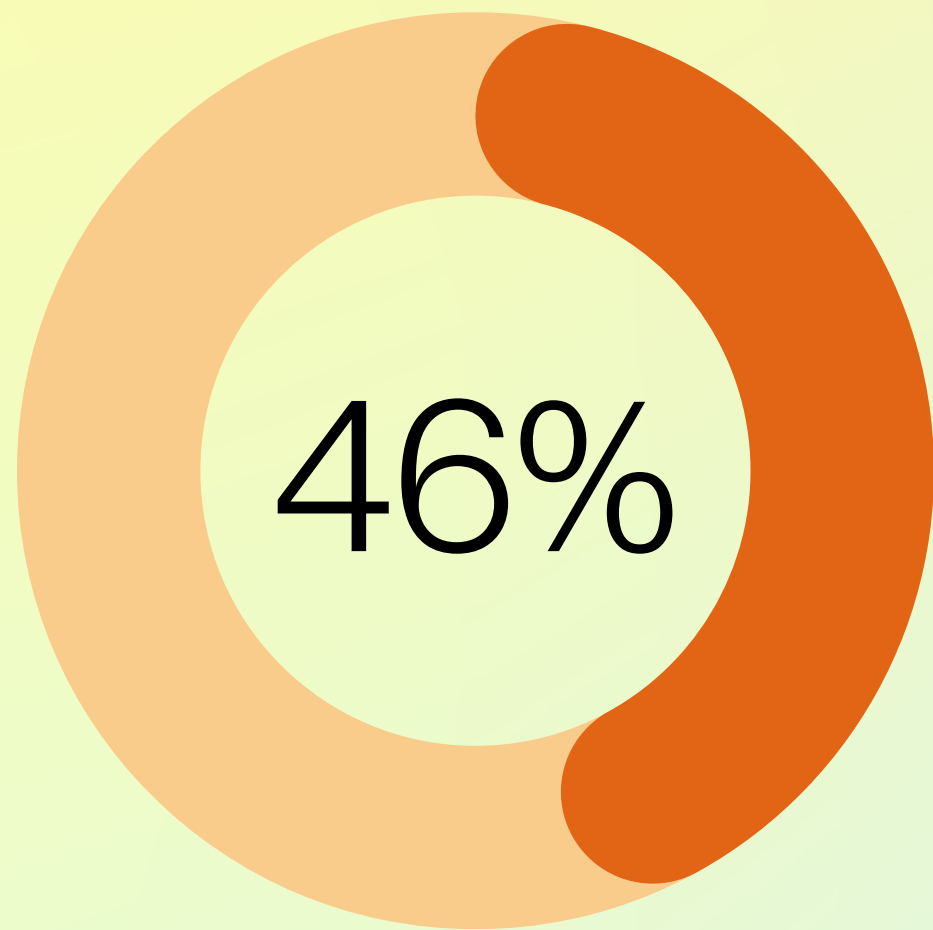
PEW RESEARCH, MAY 2020



**of Gen Z identifies
as LGBTQ+**

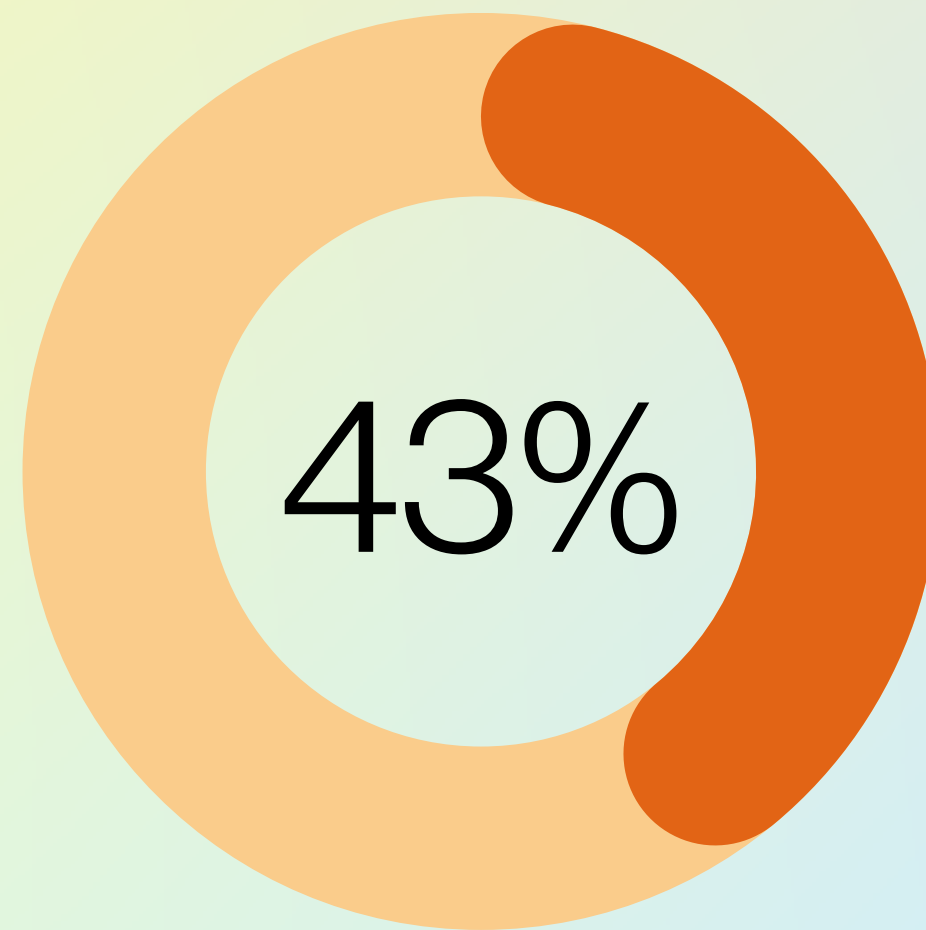
GALLUP, 2022





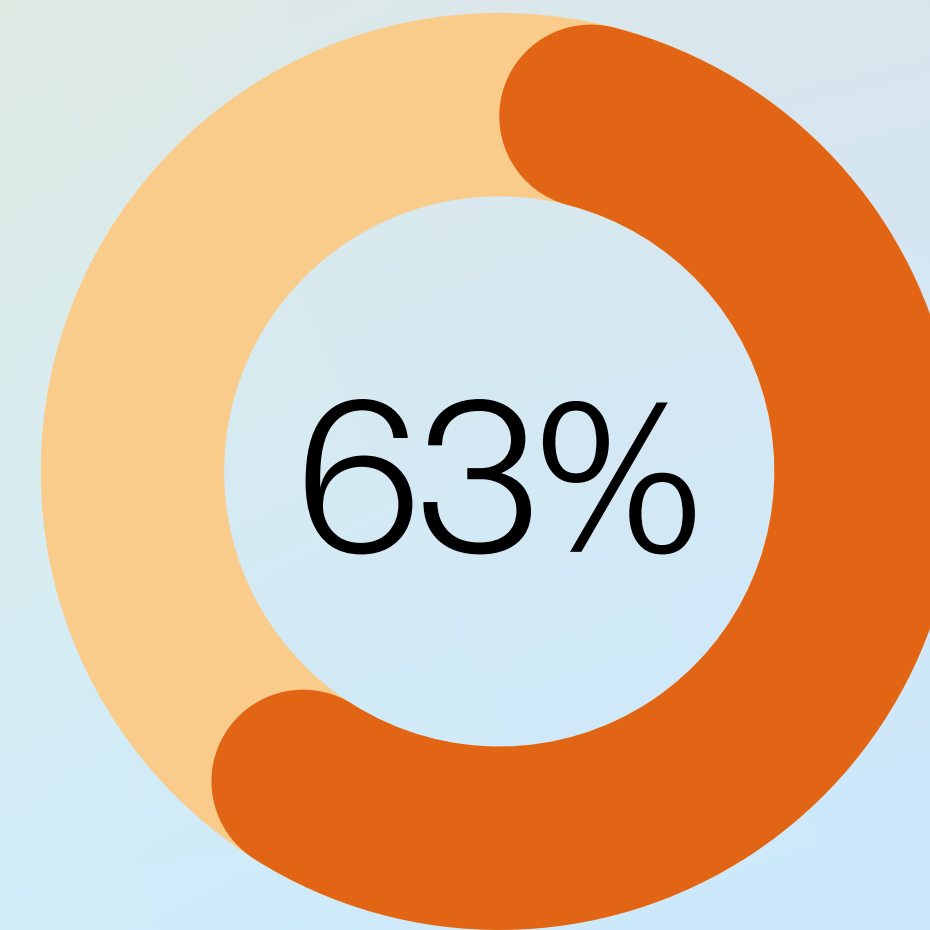
46%
**of Gen Z lives
Paycheck-to-Paycheck**

DELOITTE, 2022



43%
**of Gen Zs are working
a second job**

DELOITTE, 2022



63%
**of Gen Z prefers a
hybrid work environment**

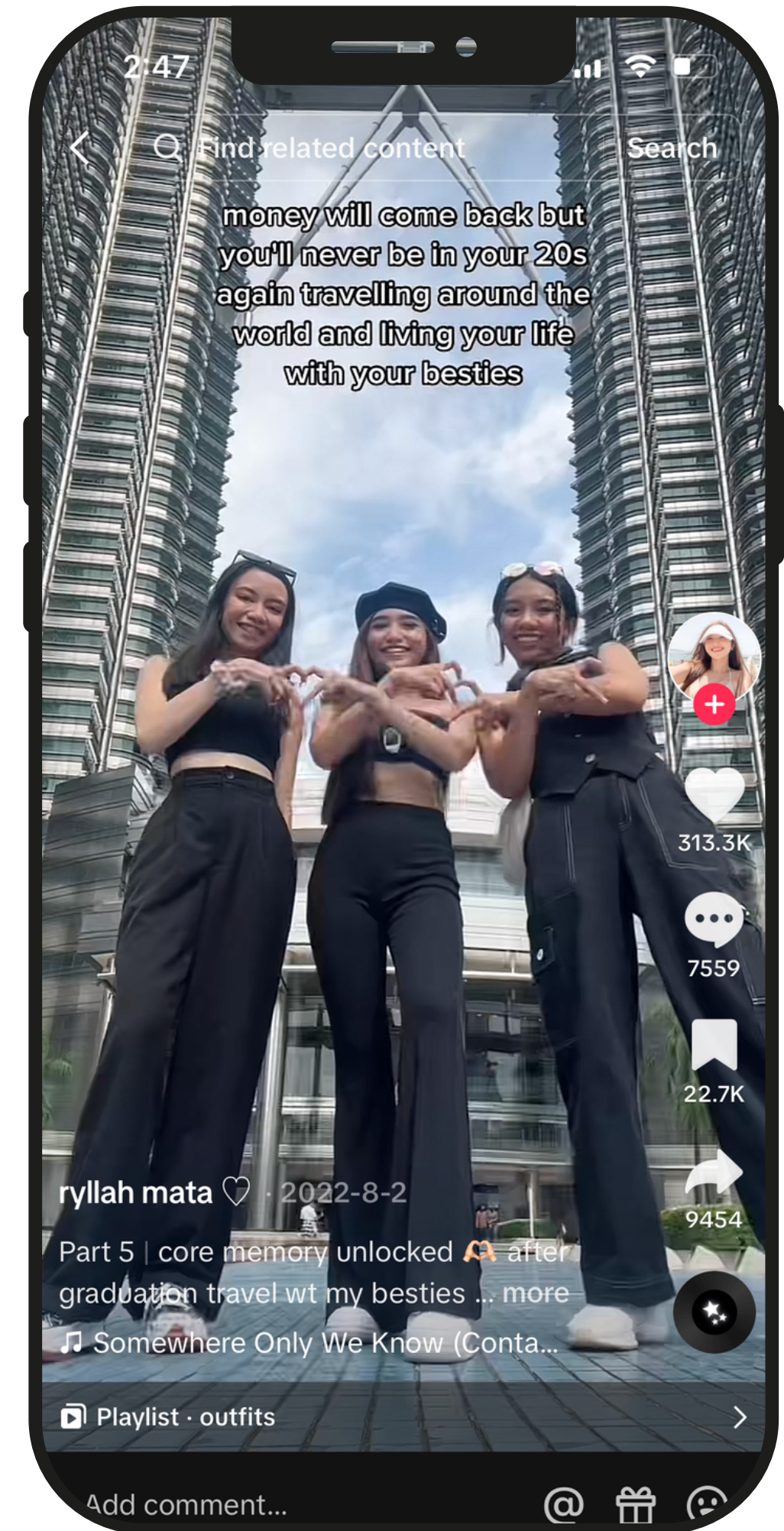
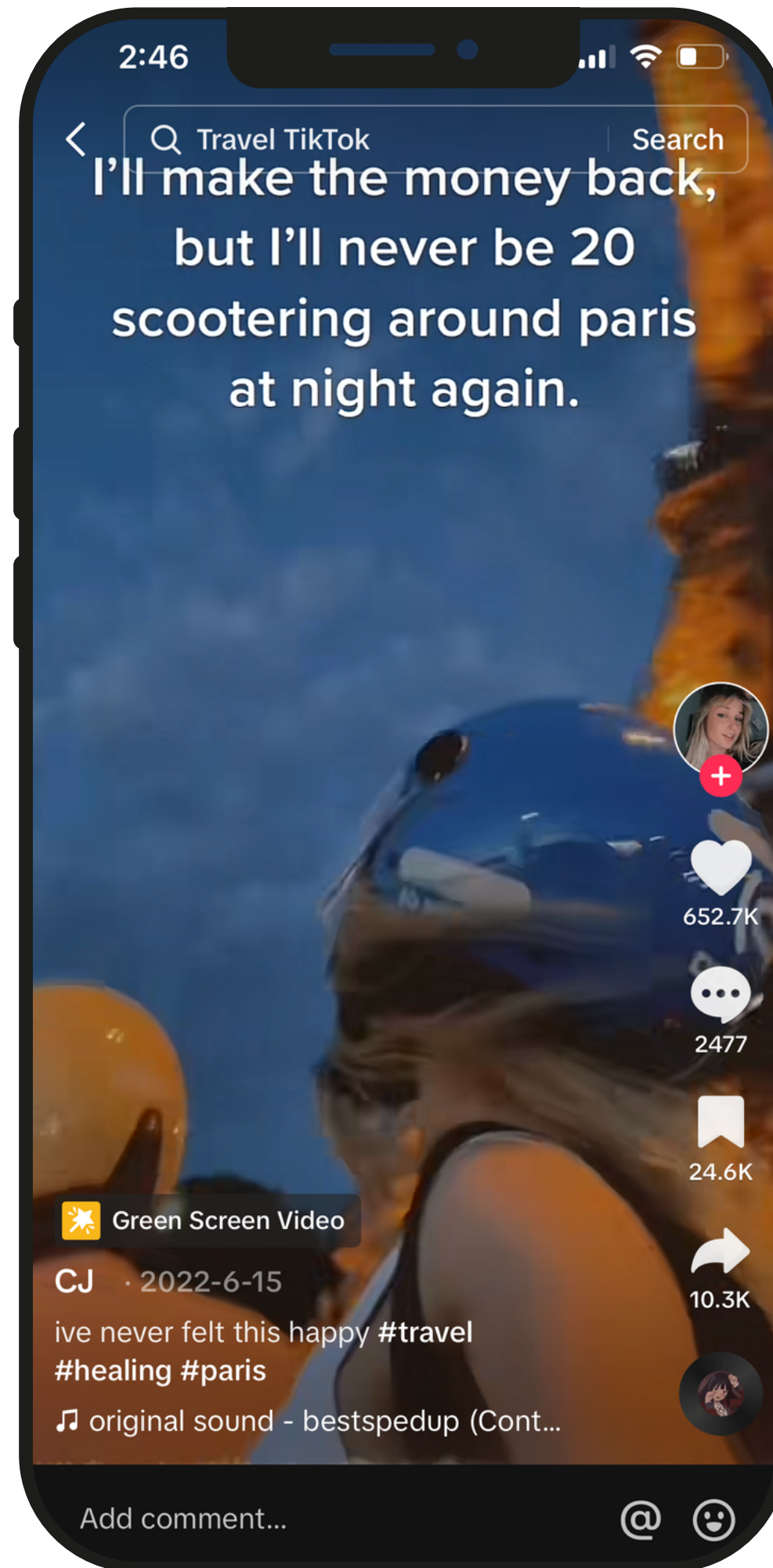
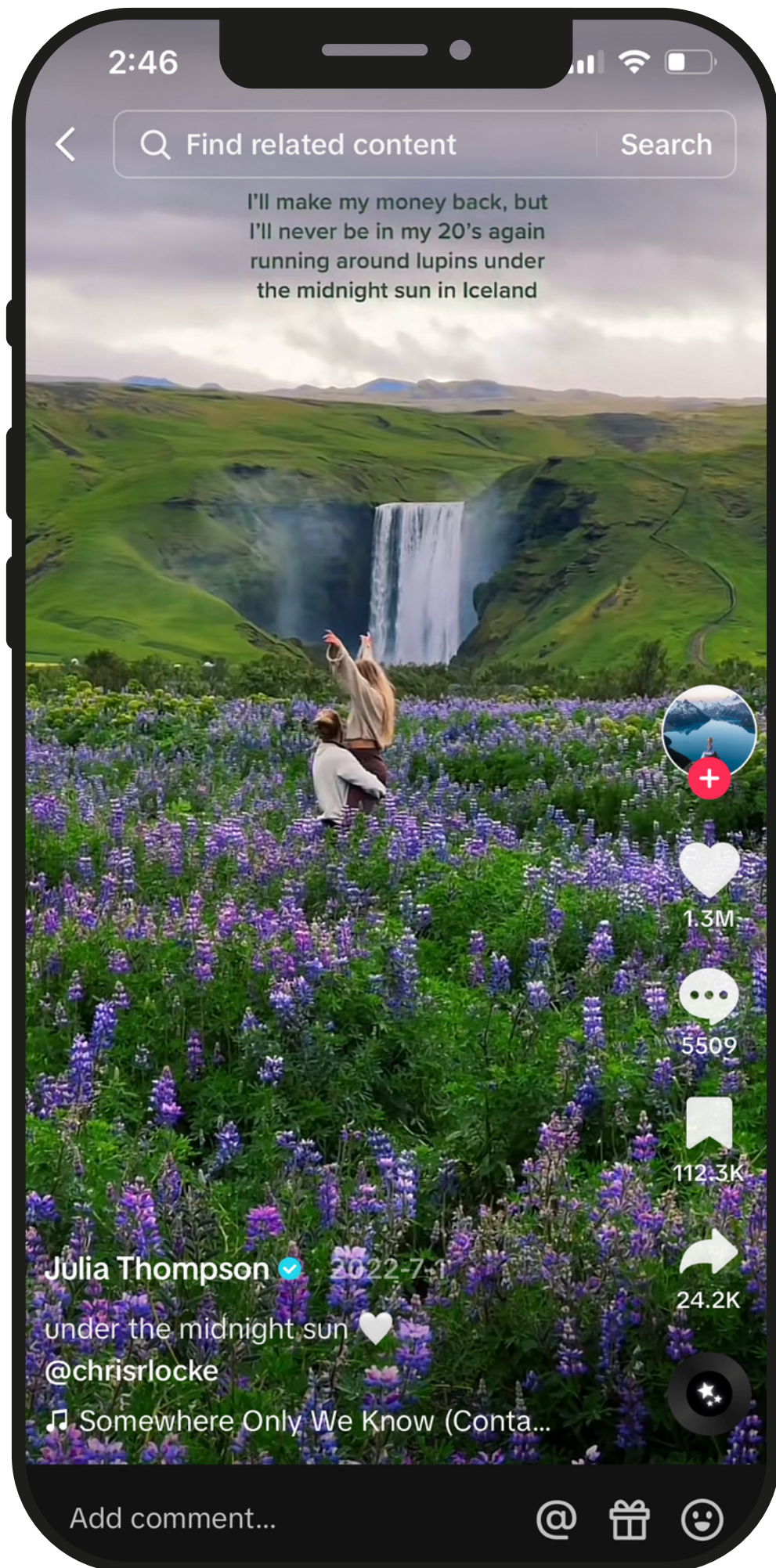
DELOITTE, 2022



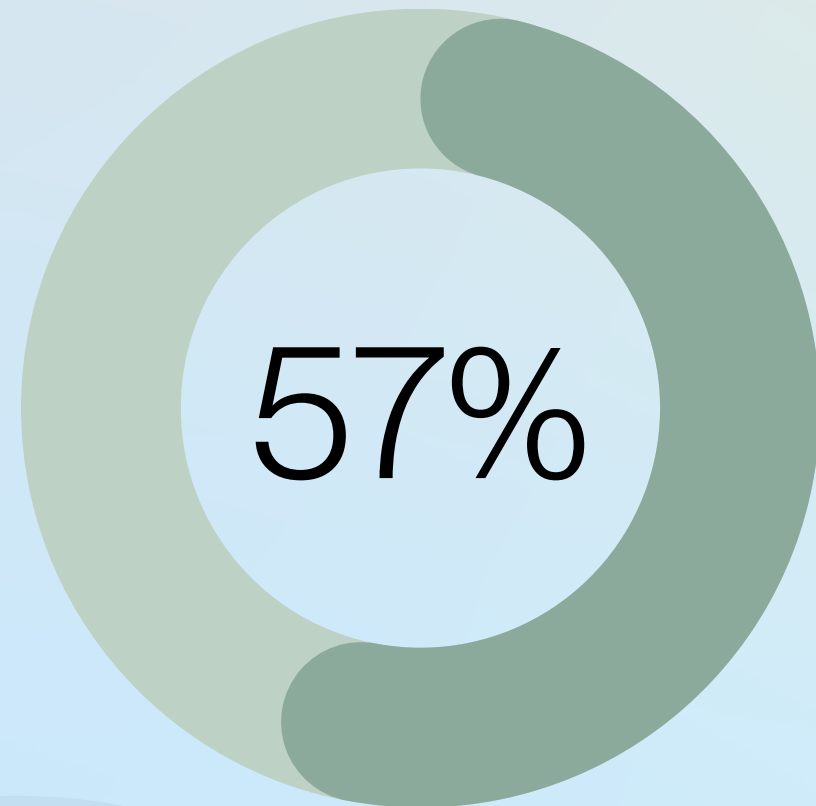
40%

**of Gen Zs say they plan
to leave their job within
the next 2 years**

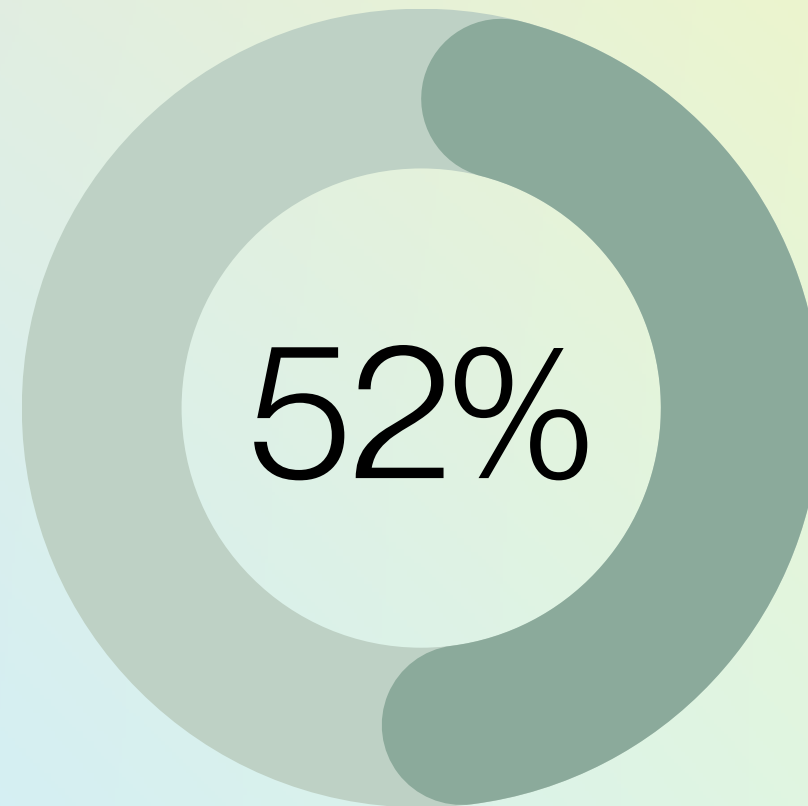
DELOITTE, 2022



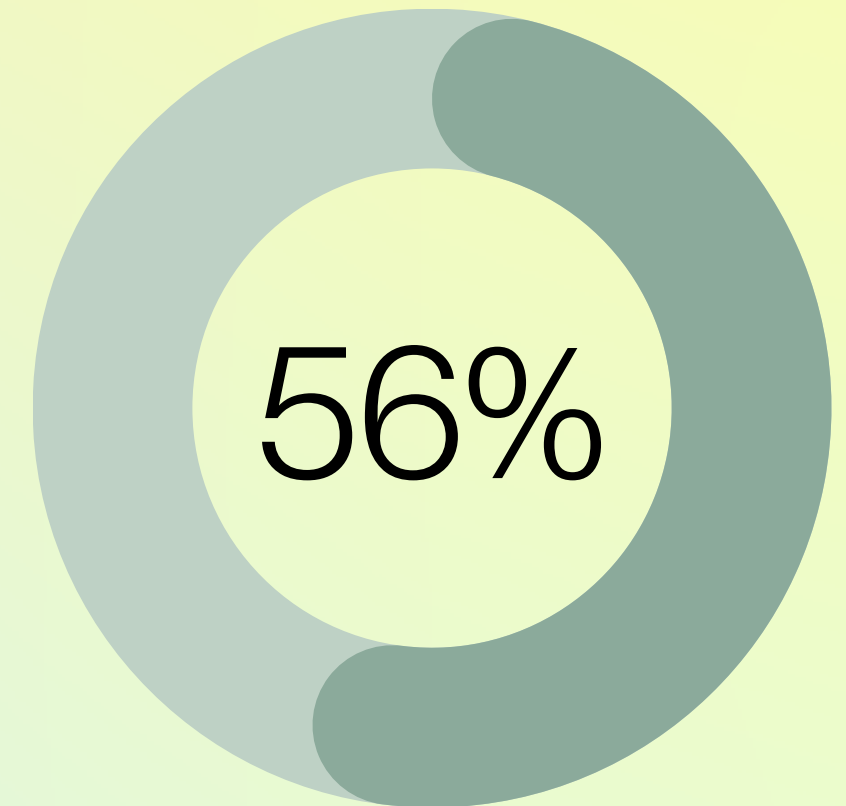
40% of Gen Zs say they plan to leave their job within the next 2 years



Not Satisfied with employer's Social Impact



Not Satisfied with employer's efforts to create a Diverse and Inclusive Environment



Say their employer fails in their commitment to Sustainability

[HOME](#)[SHOP](#)[OUR STORY](#)[SOCIAL RESPONSIBILITY](#)[BLOG](#)[CONTACT](#)[THE CAFE](#)[WHOLESALE](#)

Community Involvement

PROJECT "SHARITY" - SHARING

Each sale helps build clinics to provide basic health care services in rural Tanzania

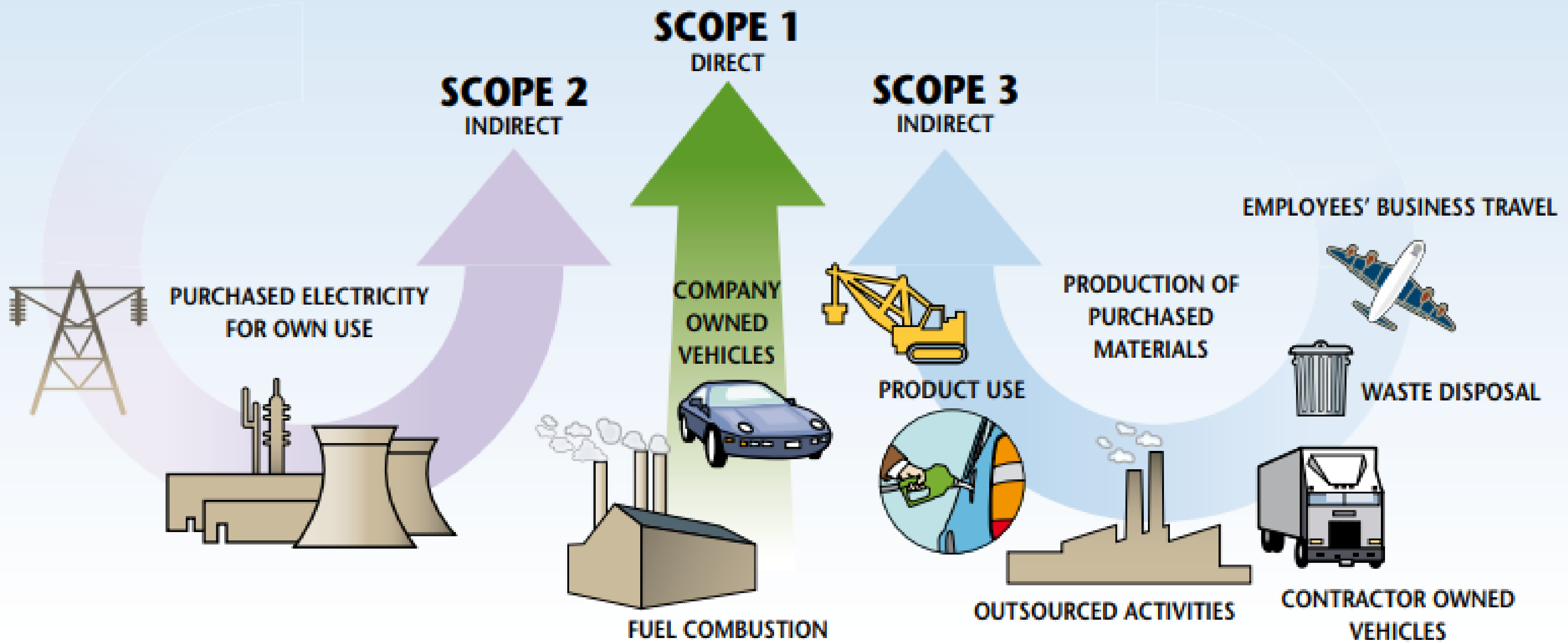


Through our products, Richland Hub strives to maximize its impact on underserved rural communities in Africa. This is done by focusing on health services while also giving back to our



- Become a B Corporation
- Reduce CO2 footprint of your product(s)
- Reduce employee CO2 footprint
 - Eliminate or reduce commutes
 - Smaller office space + hybrid work
- Cultivate a Zero-Waste culture

CO₂ SF₆ CH₄ N₂O HFCs PFCs



- Create a climate neutral by 2035 plan
- Create a climate-conscious workplace culture
 - Offer paid time for volunteer work
 - Pick an issue and advocate for it (like salmon protection)
- Match employee donations to climate change initiatives

The business case for diversity in executive teams remains strong.

Likelihood of financial outperformance,¹ %

■ Bottom quartile ■ Top quartile

By gender diversity

Why diversity matters²

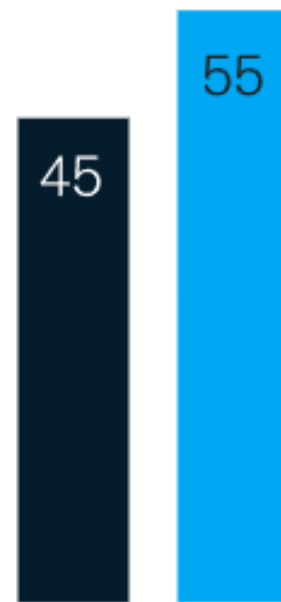
+15%



2014

Delivering through diversity³

+21%



2017

Diversity wins⁴

+25%

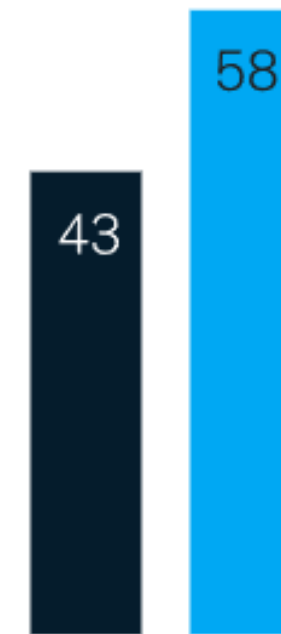


2019

By ethnic diversity

Why diversity matters⁵

+35%



2014

Delivering through diversity⁶

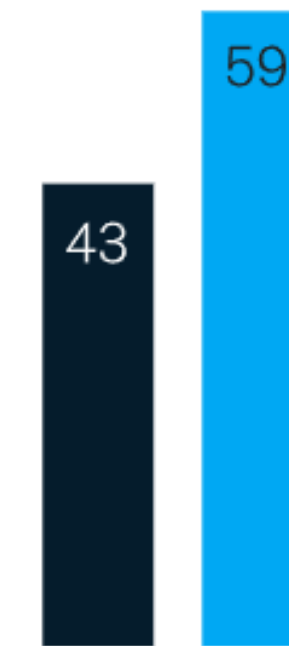
+33%



2017

Diversity wins⁷

+36%



2019

¹Likelihood of financial outperformance vs the national industry median; p-value <0.05, except 2014 data where p-value <0.1. ²n = 383; Latin America, UK, and US; earnings before interest and taxes (EBIT) margin 2010–13. ³n = 991; Australia, Brazil, France, Germany, India, Japan, Mexico, Nigeria, Singapore, South Africa, UK, and US; EBIT margin 2011–15. ⁴n = 1,039; 2017 companies for which gender data available in 2019, plus Denmark, Norway, and Sweden; EBIT margin 2014–18. ⁵n = 364; Latin America, UK, and US; EBIT margin 2010–13. ⁶n = 589; Brazil, Mexico, Singapore, South Africa, UK, and US; EBIT margin 2011–15. ⁷n = 533; Brazil, Mexico, Nigeria, Singapore, South Africa, UK, and US, where ethnicity data available in 2019; EBIT margin 2014–18.

Source: Diversity Wins data set






Why do we need unified messaging?





- 
01. Federal Recognition
 02. Exponential Growth
 03. Community Unity

Clark County is currently considered part of Greater Portland



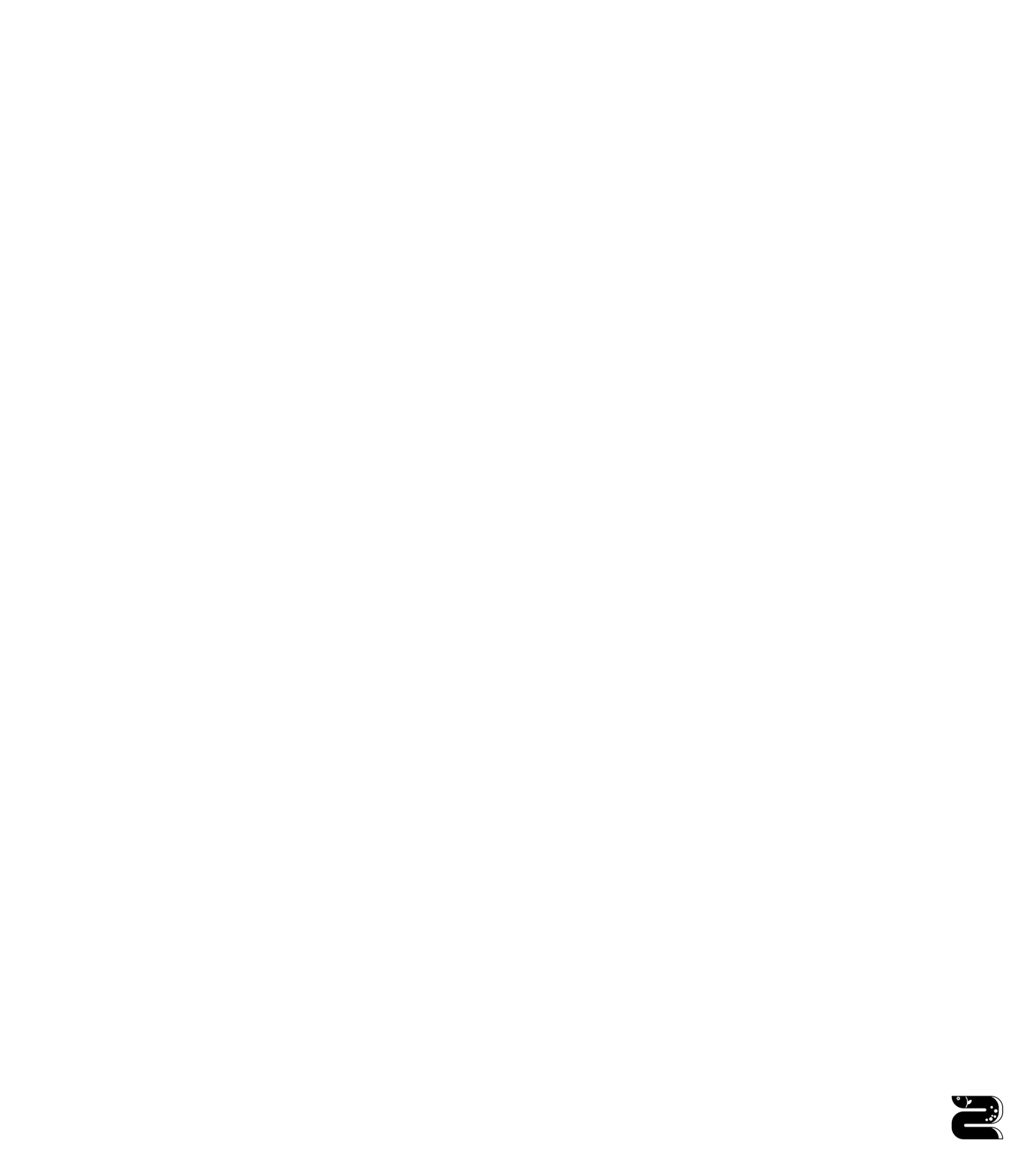
A man with a shaved head, wearing a dark, textured jacket, is shown from the chest up. He is looking down and to his right. The background is dark and out of focus, featuring a large, faint number '2'.

**EXPONENTIAL GROWTH, THAT'S
THE KEY HERE.**

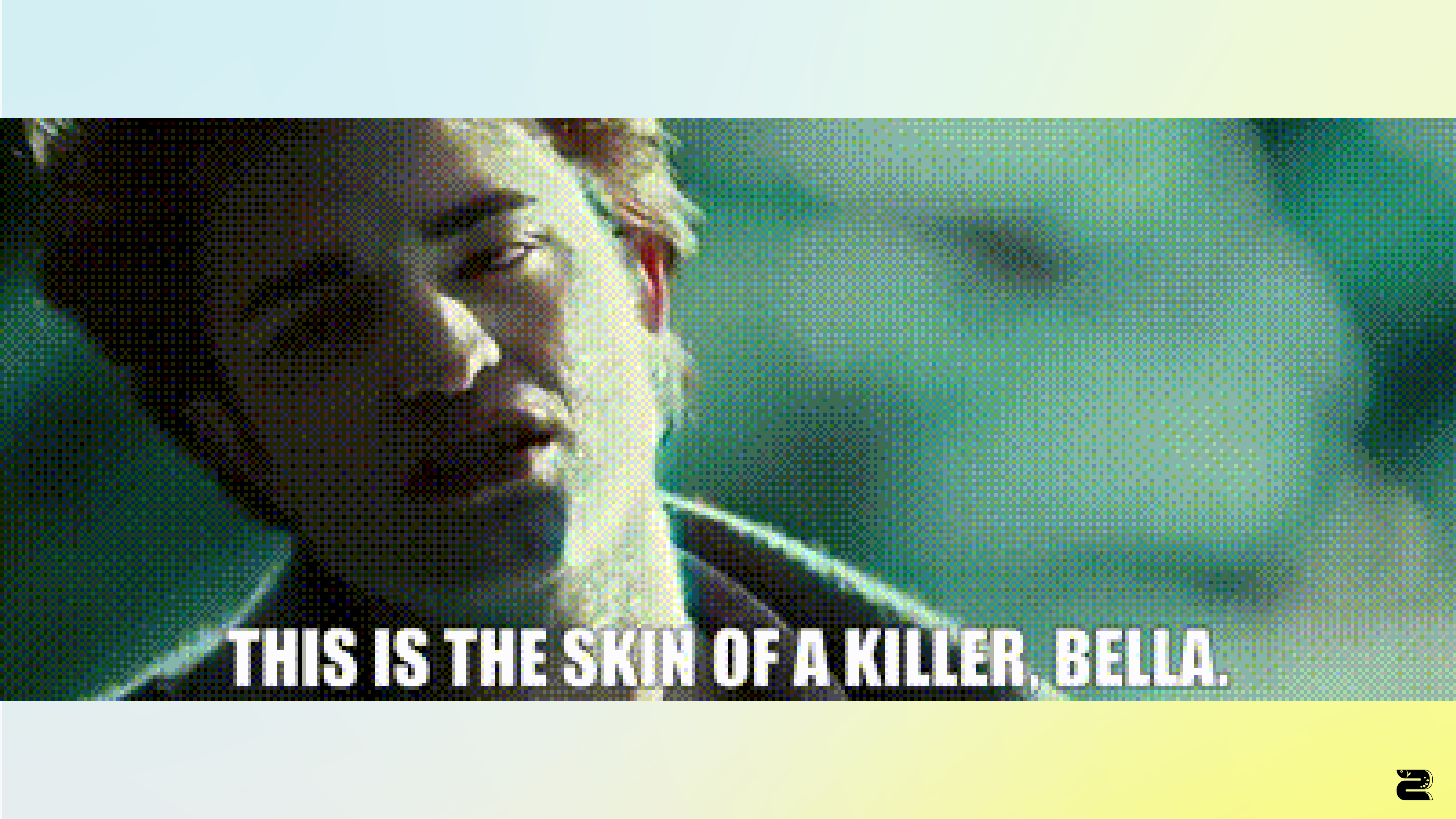
By uniting our messaging, we can guide Clark County's cultural path forward to prioritize the well being of our communities.



MESSAGING CHALLENGES







THIS IS THE SKIN OF A KILLER, BELLA.

Education

WSU-V Undergrad Degree

\$45,224

WSU-V \$5,653 SEMESTER TUITION X 8 SEMESTERS

UDUB Undergrad Degree

\$48,968

UDUB \$12,242 ANNUAL TUITION X 4 YEARS

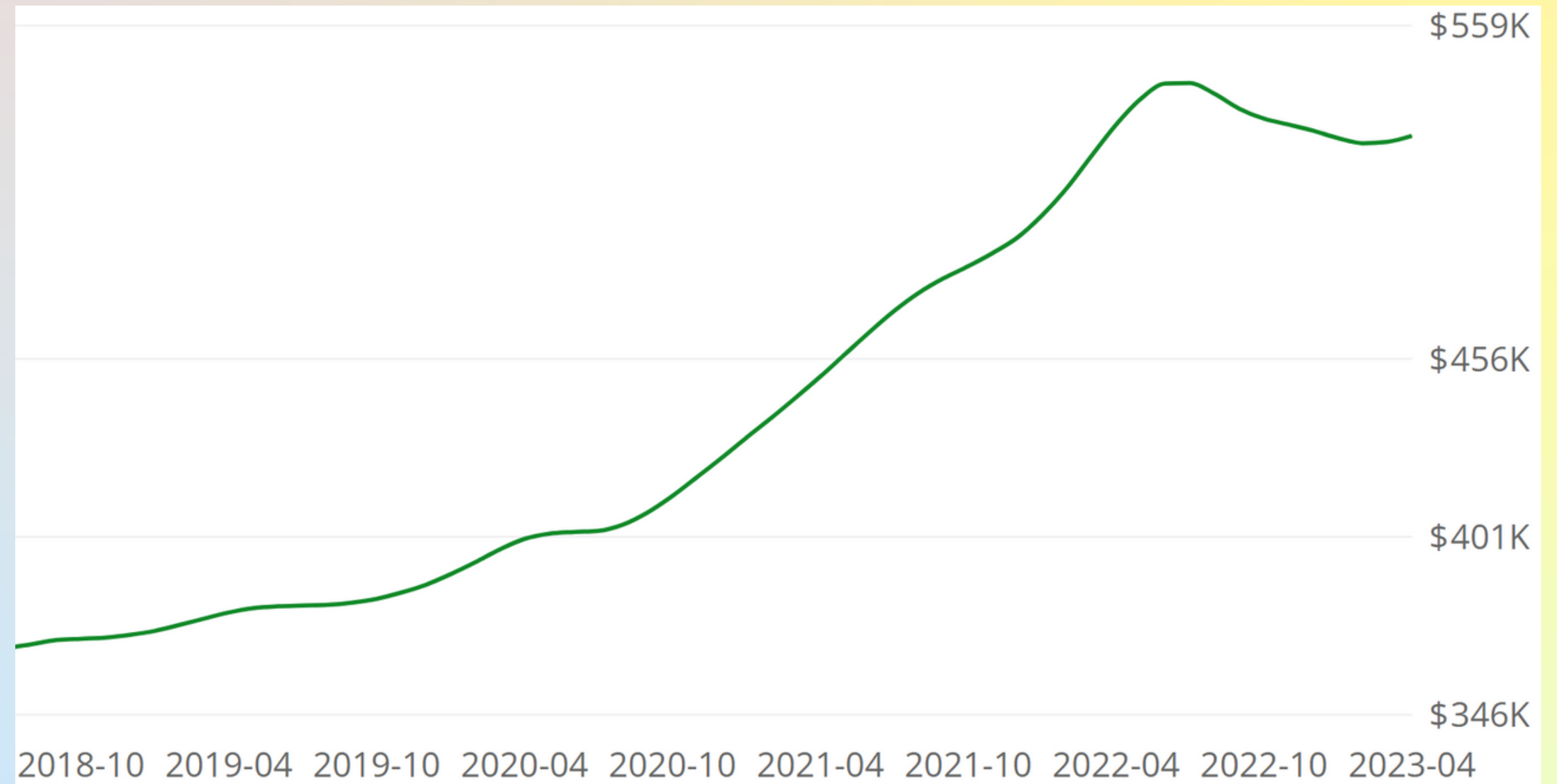
Numbers do not include cost of housing, food, supplies, etc.



Housing Costs

Amboy	\$662,068
Battle Ground	\$576,942
Brush Prairie	\$784,894
Camas	\$713,162
La Center	\$622,072
Ridgefield	\$662,068
Vancouver	\$488,127
Woodland	\$546,431
Yacolt	\$580,241

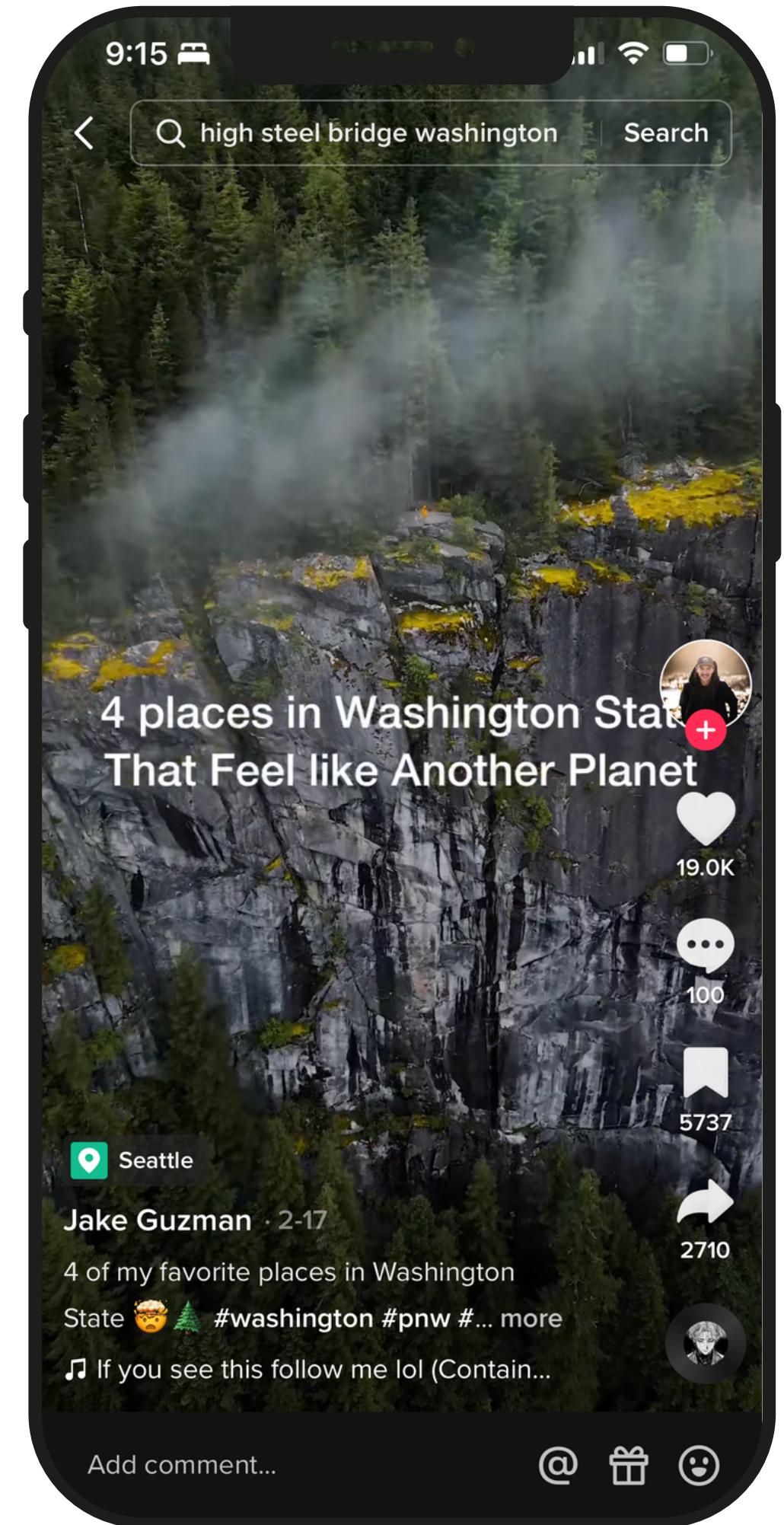
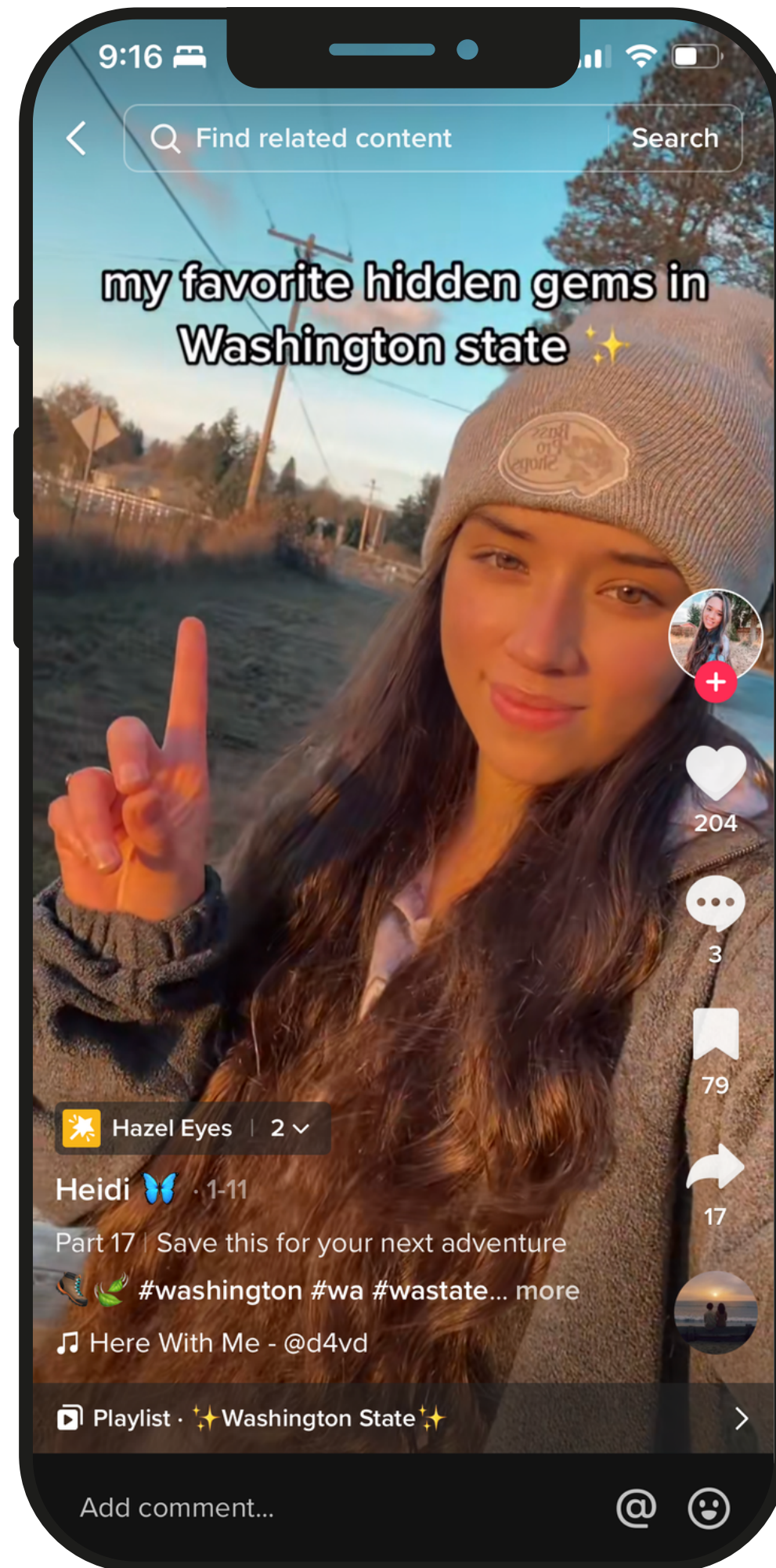
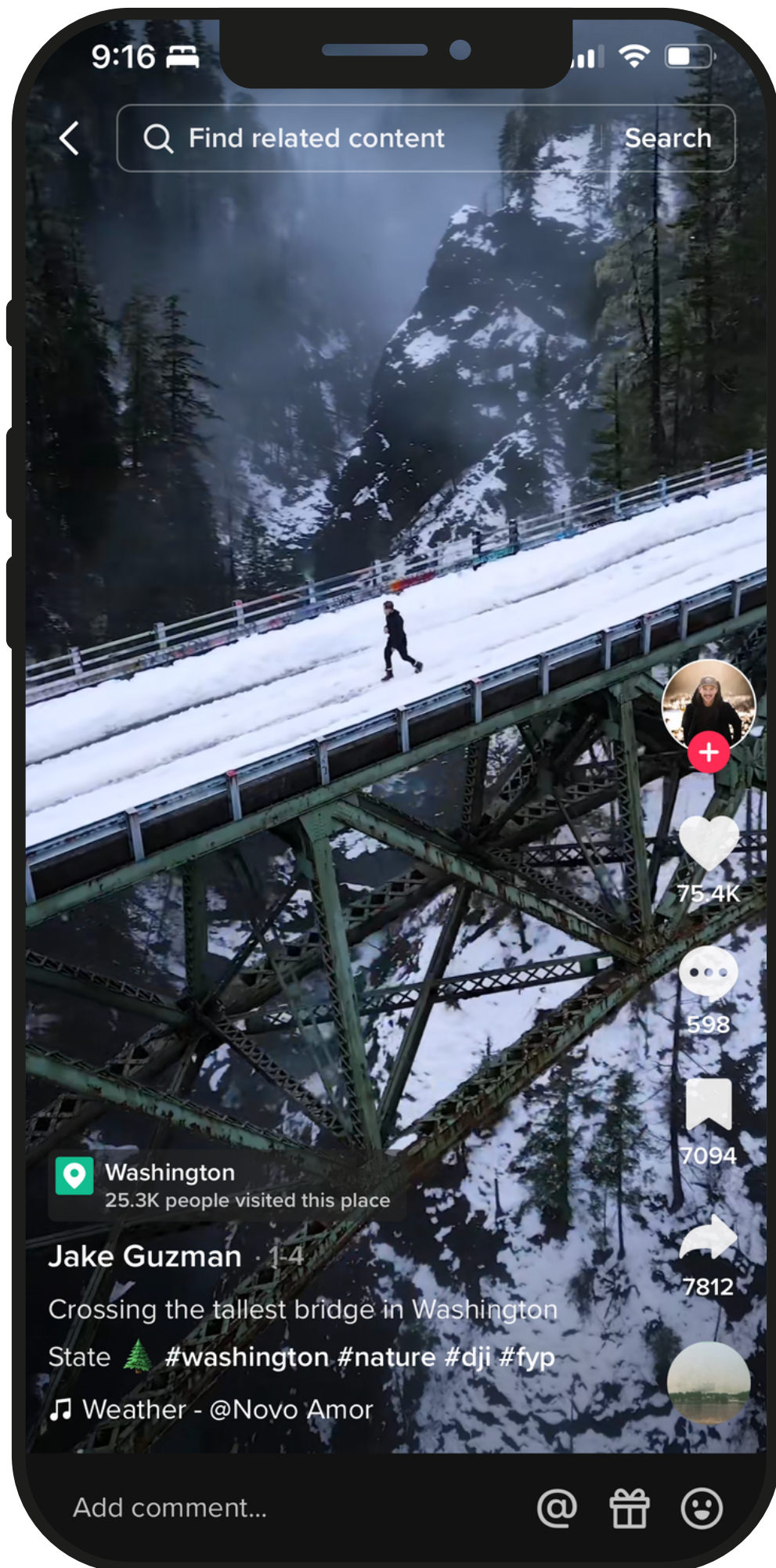
5 Year Market Overview



WHEN IT'S RAINING AGAIN



MESSAGING OPPORTUNITIES



Search Terms: WA

TIKTOK

WASHINGTON STATE

THINGS TO DO

LIVING IN

FUN PLACES

HIDDEN GEMS

TIKTOK

CLARK COUNTY, WA

POLICE CORRUPTION

LANDSCAPING

REALTOR

HOMELESS

YOUTUBE

WASHINGTON STATE

BEST PLACES TO VISIT

WHY WE LEFT

THINGS TO DO

SPORTS

YOUTUBE

CLARK COUNTY, WA

REASONS NOT TO MOVE

REAL ESTATE MARKET

POLICE DEPARTMENT

MOVING TO WA STATE



Search Terms: AZ

TIKTOK

ARIZONA

THINGS TO DO

LIVING IN

FUN PLACES

HIDDEN GEMS

TIKTOK

PHOENIX, AZ

THINGS TO DO

AESTHETIC

HIDDEN GEMS

LIVING

YOUTUBE

ARIZONA

BEST PLACES TO VISIT

BENEFITS OF AZ

EXPLORING

THE BAND

YOUTUBE

PHOENIX, AZ

BEST THINGS TO DO

LIVING IN

PLACES TO VISIT

UNEXPECTED BENEFITS





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Top 5 Coffee Shops Vancouver & Camas,
Washington

206 views • 5 days ago



7 Biggest CONS of Living in Vancouver,
Washington

484 views • 12 days ago

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7 Biggest CONS of Washington

484 views • 12 days ago

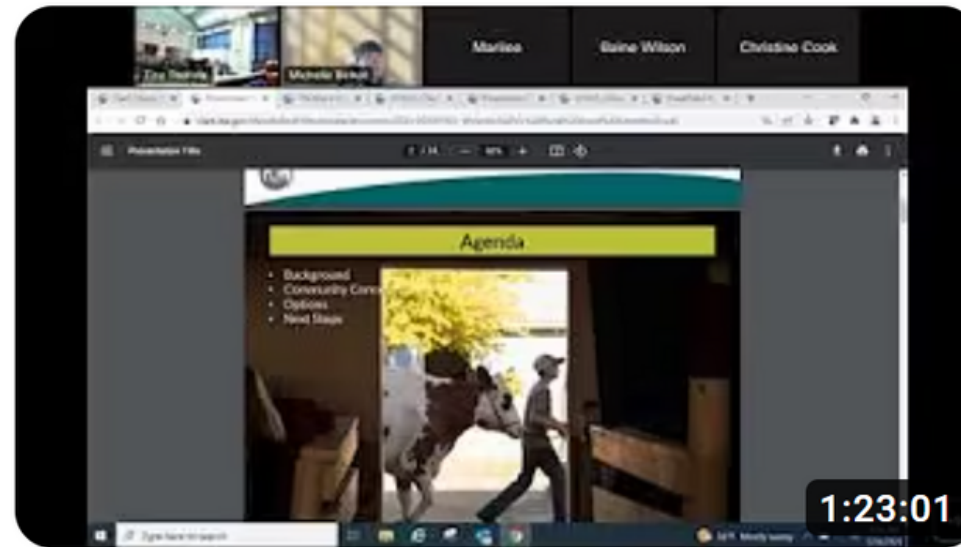


ClarkCoWa

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Named for Captain William Clark of Lewis and Clark Expe... >



May 10, 2023 Clark County Council Time

46 views • 4 days ago



May 10, 2023 Clark County Council Work Session: Fire Districts

25 views • 5 days ago

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With a dazzling array of amazing sights, Arizona's desert climate is home to some a...

CC



Intro | Antelope Canyon | Horseshoe Bend |...

11 chapters



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CC

Intro | Antelope Canyon | Horseshoe Bend |...

11 chapters ▾



Best chinese food in #phoenix #arizona

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MrSantosPhx19

Hello Beautiful people thank you for watching and if you're new here WELCOME! Dont forget to LIKE,COMMENT & SUBSCRIBE!

19:12



Climate Impact Map

Absolute Level Change From Historical

Show me Average Annual Temps under Moderate emissions (SSP2-4.5) with a Median probability

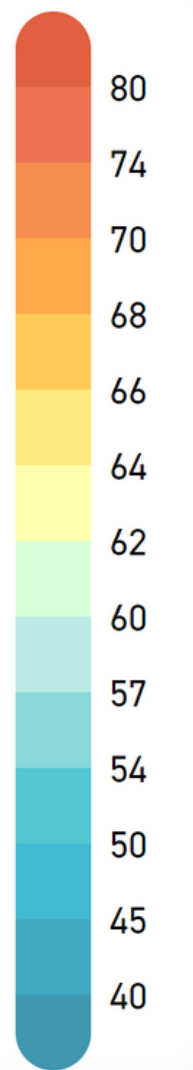
Historical 1986-2005

Next 20 Years 2020-2039

Mid-Century 2040-2059

End of Century 2080-2099

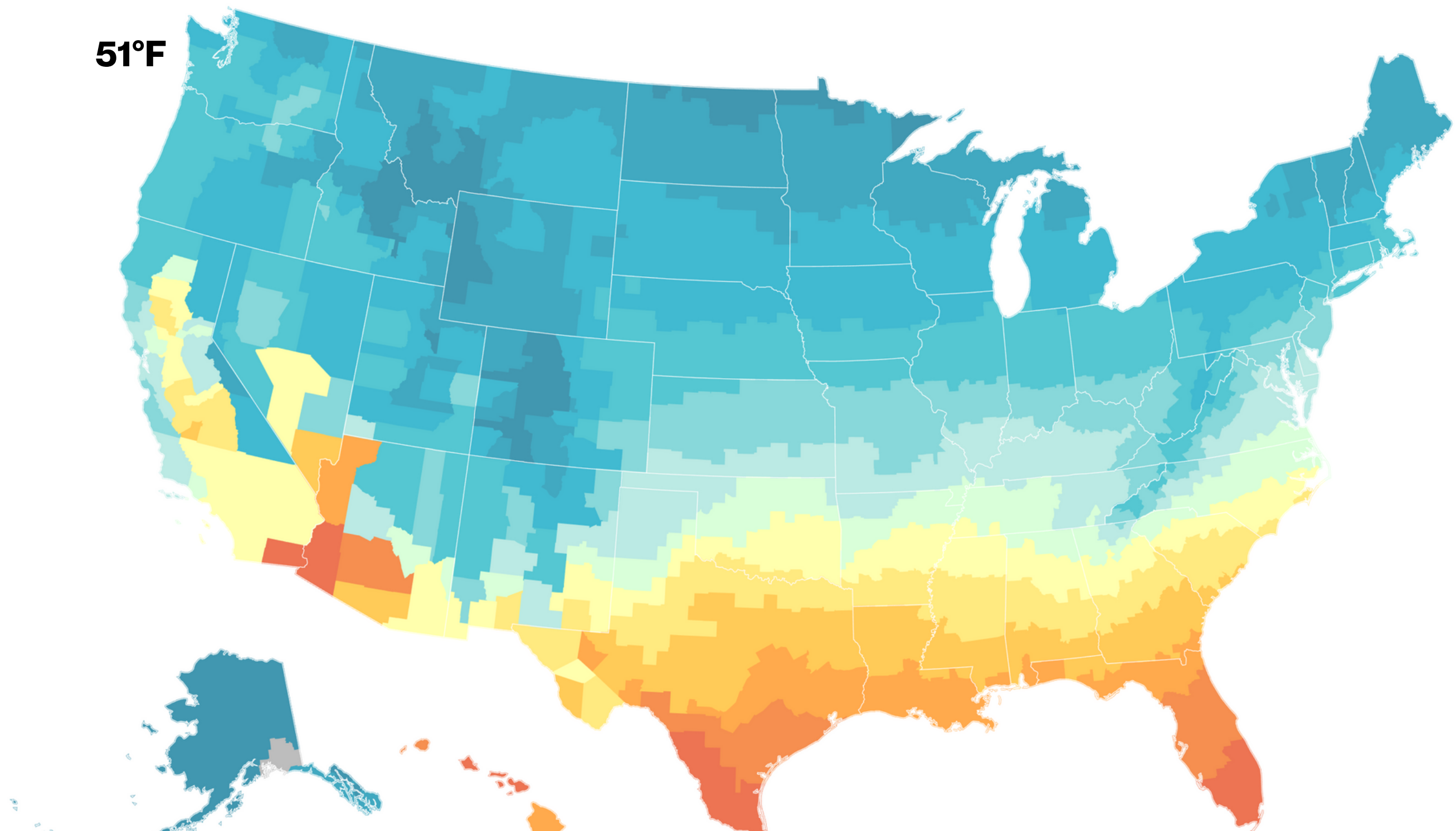
United States Map Global Map



51°F

Temperature

°F °C



Climate Impact Map

Absolute Level Change From Historical

Show me Average Annual Temps under Moderate emissions (SSP2-4.5) with a Median probability

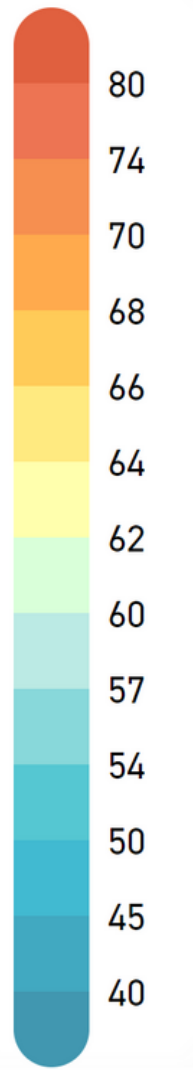
Historical 1986-2005

Next 20 Years 2020-2039

Mid-Century 2040-2059

End of Century 2080-2099

United States Map Global Map

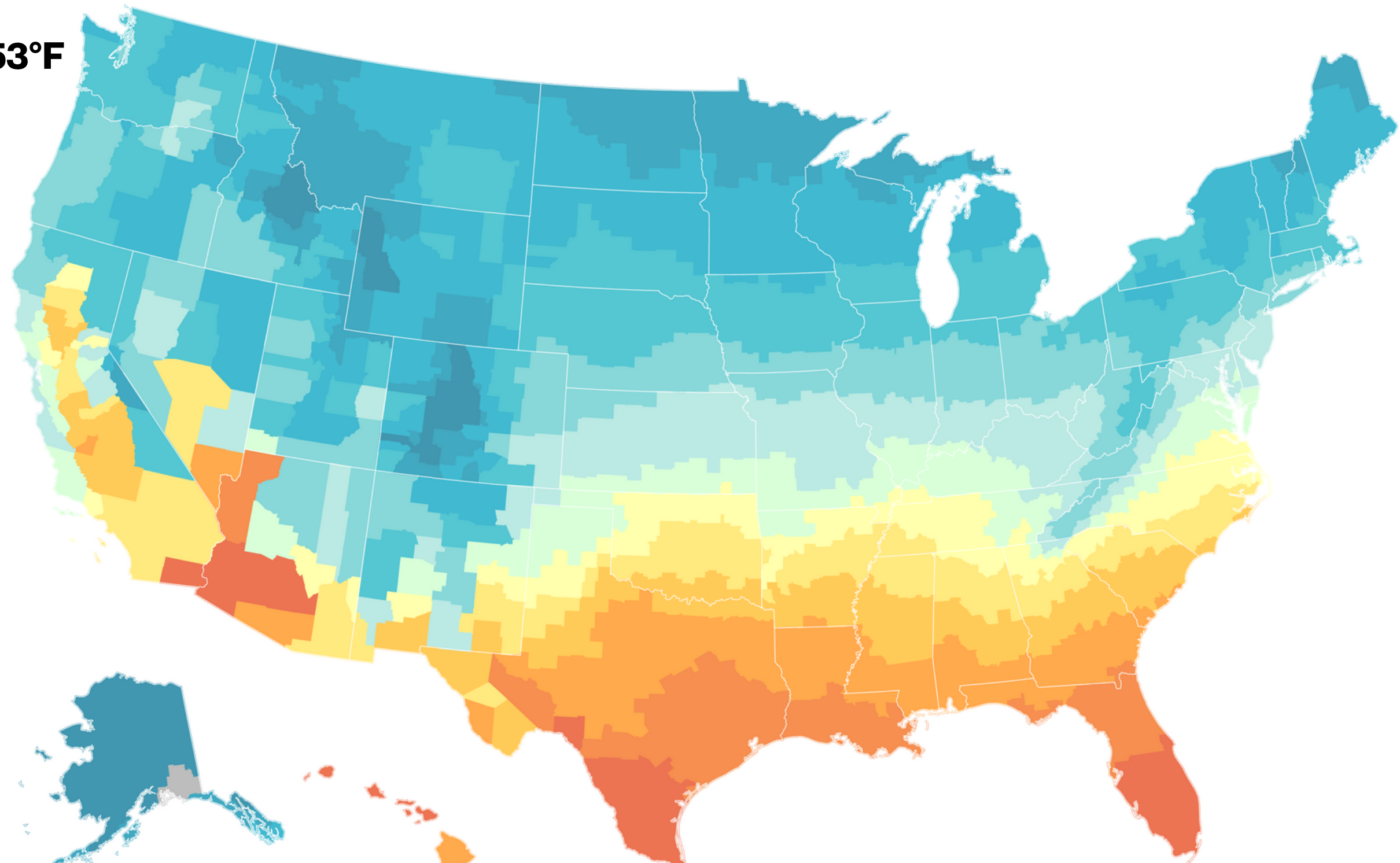


Temperature

°F °C



53°F



Climate Impact Map

Absolute Level Change From Historical

Show me Average Annual Temps under Moderate emissions (SSP2-4.5) with a Median probability

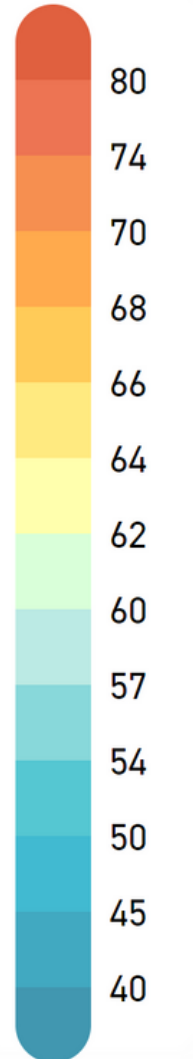
Historical 1986-2005

Next 20 Years 2020-2039

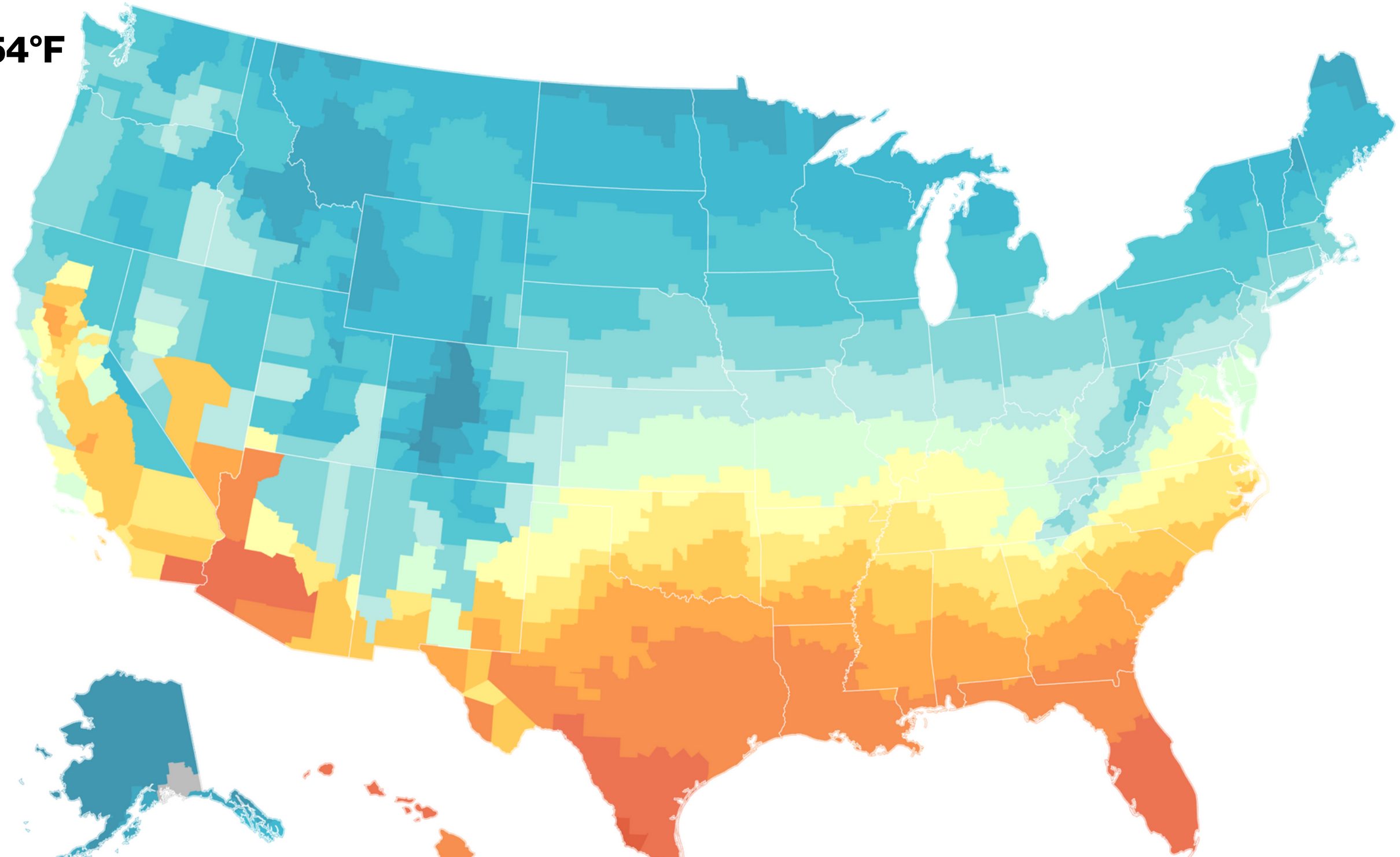
Mid-Century 2040-2059

End of Century 2080-2099

United States Map Global Map



54°F



Temperature

°F °C



THE CAMPAIGN

Ideal Search Terms

TIKTOK

TIKTOK

YOUTUBE

YOUTUBE

WASHINGTON STATE

CLARK COUNTY, WA

WASHINGTON STATE

CLARK COUNTY, WA

THINGS TO DO

THINGS TO DO

BEST PLACES TO VISIT

BEST THINGS TO DO

LIVING IN

AESTHETIC

WHY WE MOVED HERE

LIVING IN

FUN PLACES

LIVING IN

THINGS TO DO

UNEXPECTED BENEFITS

HIDDEN GEMS

HIDDEN GEMS

SPORTS

MOVING TO WA STATE



**We need a strong regional
brand identity**

identity





JUST NORTH



denrity



- Share related content with CREDC for Just North
- Create your own content and tag **#JustNorth** as well as the city you're in.
- Implement changes at your organization to align with the changing market.

dentistry



THE MARKET

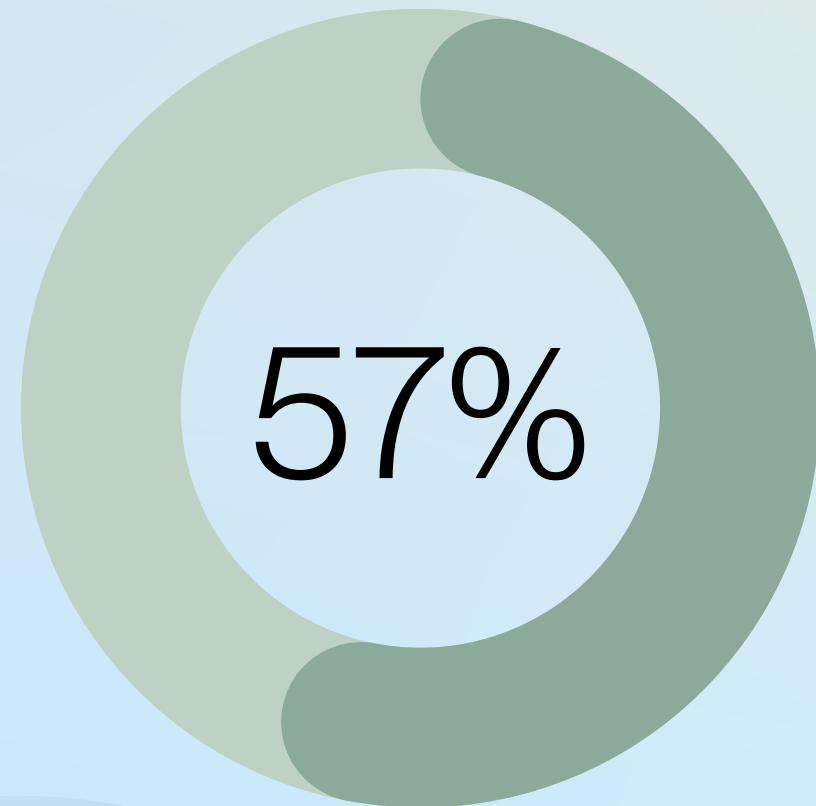


40%

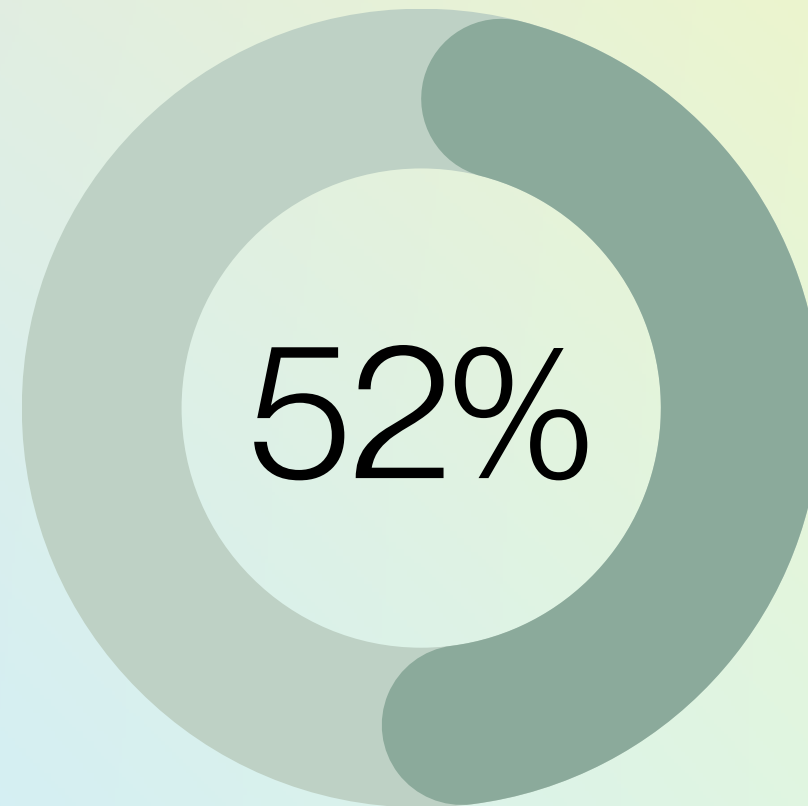
**of Gen Zs say they plan
to leave their job within
the next 2 years**

DELOITTE, 2022

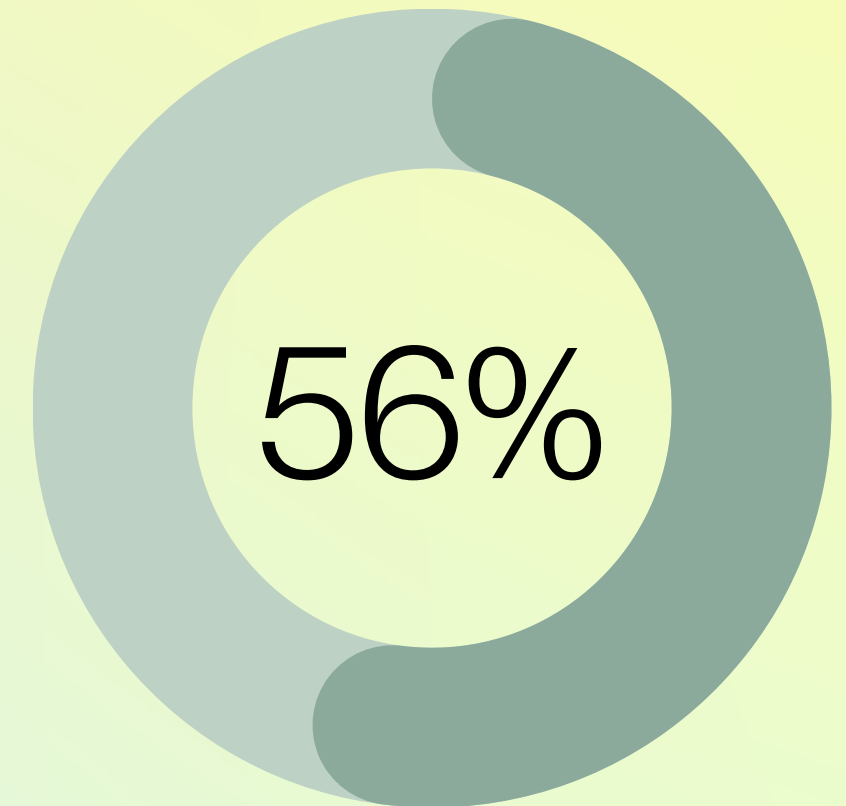
40% of Gen Zs say they plan to leave their job within the next 2 years



Not Satisfied with employer's Social Impact



Not Satisfied with employer's efforts to create a Diverse and Inclusive Environment



Say their employer fails in their commitment to Sustainability

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Community Involvement

PROJECT "SHARITY" - SHARING

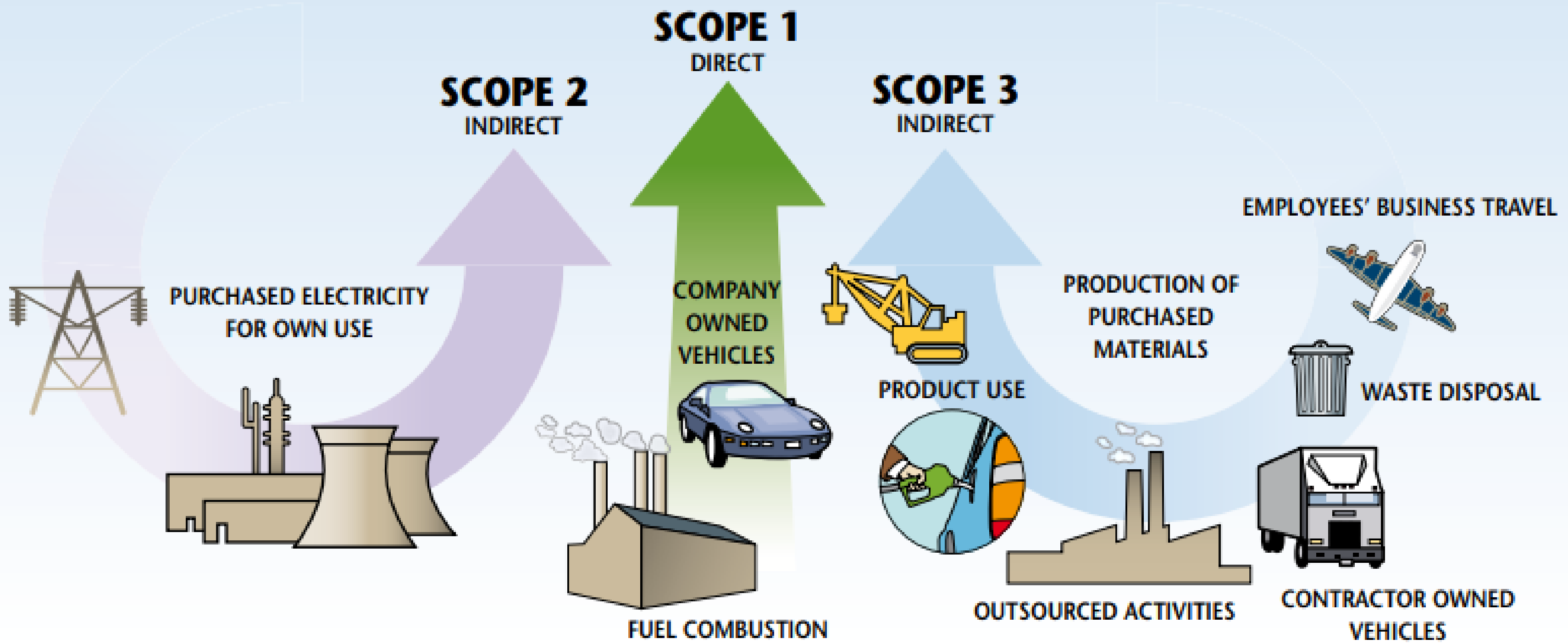
Each sale helps build clinics to provide basic health care services in rural Tanzania



Through our products, Richland Hub strives to maximize its impact on underserved rural communities in Africa. This is done by focusing on health services while also giving back to our



CO₂ SF₆ CH₄ N₂O HFCs PFCs



The business case for diversity in executive teams remains strong.

Likelihood of financial outperformance,¹ %

■ Bottom quartile ■ Top quartile

By gender diversity

Why diversity matters²

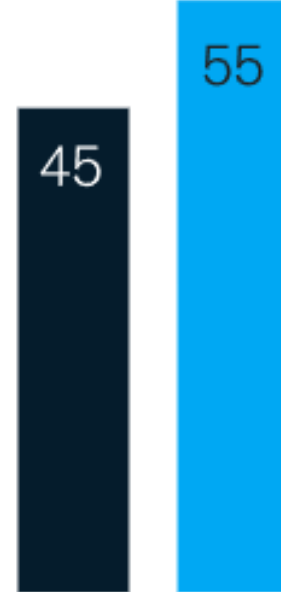
+15%



2014

Delivering through diversity³

+21%



2017

Diversity wins⁴

+25%



2019

By ethnic diversity

Why diversity matters⁵

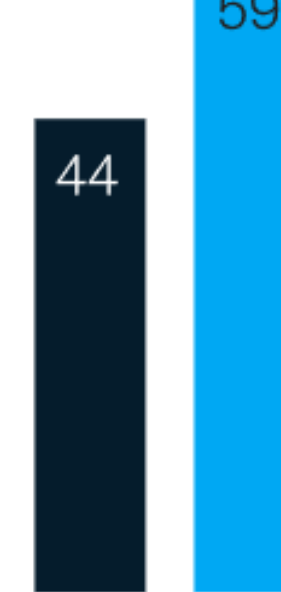
+35%



2014

Delivering through diversity⁶

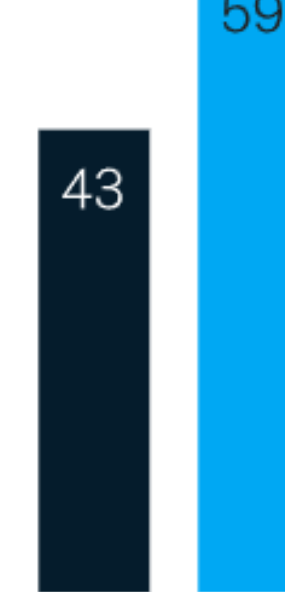
+33%



2017

Diversity wins⁷

+36%



2019

¹Likelihood of financial outperformance vs the national industry median; p-value <0.05, except 2014 data where p-value <0.1. ²n = 383; Latin America, UK, and US; earnings before interest and taxes (EBIT) margin 2010–13. ³n = 991; Australia, Brazil, France, Germany, India, Japan, Mexico, Nigeria, Singapore, South Africa, UK, and US; EBIT margin 2011–15. ⁴n = 1,039; 2017 companies for which gender data available in 2019, plus Denmark, Norway, and Sweden; EBIT margin 2014–18. ⁵n = 364; Latin America, UK, and US; EBIT margin 2010–13. ⁶n = 589; Brazil, Mexico, Singapore, South Africa, UK, and US; EBIT margin 2011–15. ⁷n = 533; Brazil, Mexico, Nigeria, Singapore, South Africa, UK, and US, where ethnicity data available in 2019; EBIT margin 2014–18.

Source: Diversity Wins data set



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Key Takeaways

01. Gen Z is our Target Demographic
02. Brand Lead Needs Your Support
03. We Must Adapt to the Changing Market



THANK YOU

Presentation by:

Kayla Anderson

kayla@riparianmedia.com