Changing Forces, Changing City

Kim Walesh, City of San Jose
The world is becoming more urban

1900  10%  1900

Today  50%  Today

2050  75%  2050
We face critical decisions today that affect our cities into the future.
We know the next 30 years will be fundamentally different than the last.
Consider how to anticipate and harness forces of change

Demographic  Economic  Environmental
Demographics:
Dramatic Shifts
Growth shifts to seniors, young adults

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Change (2007-2025)</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>+108,000</td>
</tr>
<tr>
<td>55-64</td>
<td>+68,000</td>
</tr>
<tr>
<td>35-54</td>
<td>-41,000</td>
</tr>
<tr>
<td>20-34</td>
<td>+91,000</td>
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2007 - 2025
What will aging boomers want?
Young professionals are key to prosperity
Pick a Place to Live—Then Find a Job

If you could move anywhere on the planet, where would it be? If you were like many people, you would probably say that you live where you do because your job dictated it. But work opportunities, not personal preferences, are the main reason people live where they do.

When it comes to choosing a place to live, there are other factors to consider. The community where you live can make a big difference in your quality of life. After all, it's not just about the job; it's also about the people who live there.

In a recent article in The Wall Street Journal, Tara Parker-Pope and Kyle Pope discuss the importance of community in choosing a place to live. They argue that it's not just about the job; it's also about the people who live there.

In their article, Parker-Pope and Pope share the story of a couple who moved to New York City because their jobs required them to live there. After moving, they realized that they didn't like living in the city and decided to move to a small town in New Hampshire.

The couple found that living in a small town gave them more time to spend with their family and friends. They also found that their community was more involved in local events and activities, which made them feel more connected to the people around them.

Parker-Pope and Pope's article highlights the importance of community in choosing a place to live. They argue that when you choose a place to live, you're not just choosing a job; you're choosing a community. And when you choose a community, you're choosing a way of life.

In conclusion, when choosing where to live, it's important to consider more than just the job. The community where you live can make a big difference in your quality of life. So, before you decide to move, take the time to consider what kind of community you want to be a part of. It's not just about the job; it's also about the people who live there.
Young professionals prefer more urban locations

33% more likely

CEOs for Cities
Immigrants are essential for economic growth
Immigrants and their children will drive workforce growth

Next 25 Years…

✓ 100% of net increase in CA workforce
Cities that can’t attract young professionals and immigrants will shrink!
Household structure will shift
Households without children become the strong majority

<table>
<thead>
<tr>
<th></th>
<th>1960</th>
<th>2000</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households with children</td>
<td>48%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Households without children</td>
<td>52%</td>
<td>67%</td>
<td>73%</td>
</tr>
<tr>
<td>-- single person households</td>
<td>13%</td>
<td>26%</td>
<td>29%</td>
</tr>
</tbody>
</table>
Rapid growth in single households, especially women
Significant change in housing demand projected nationally

90% HH without children

33% Single-person households
Economics: New Factors for Success
The world is competitive and connected
Economic power is shifting to Asia, growth is in emerging economies
Creativity fuels innovation
Demand will rise for educated workers
Growing demand for college-educated workers

2005

- College Degree: 31%
- Education Beyond H. S.: 30%
- High School or Less: 39%

2025

- College Degree: 41%
- Education Beyond H. S.: 25%
- High School or Less: 34%
Shortages predicted; California is not prepared

- High school or less: 38%
- Some college: 27%
- College Graduate: 41%

Share of Workforce vs. Share of Jobs Requiring
Economic returns to education will increase, widening income gap

Late 1970s: 20%

Today: 85%
More entrepreneurs, smaller-scale companies
The mobile, networked “office” is here
Office space is dramatically underutilized
Mobility cuts costs, lowers carbon footprint, benefits employees
Innovation requires interaction, face-to-face
Denser, open, interactive workplaces
Quality places are even more important
More reliance on shared amenities and public spaces

Support Services

Restaurants

Recreation/Fitness

Cafes, Coffee
The shift from industrial parks to innovation districts is widespread.
Environment: Cities Viewed as Solution
High gas prices are altering the real estate landscape
Growth of suburban housing and outlying communities was predicated on cheap gas
Nationally, home price decline is correlated with auto dependence

Driven to the Brink

How the Gas Price Spike Popped the Housing Bubble and Devalued the Suburbs
Cities will be designed for less driving
On per capita basis, denser cities have less environmental impact.
On per capita basis, denser cities have less environmental impact

-40% VMT
SAN JOSE
“Green dividends” will accrue to smart cities
Less driving saves money for households and sparks the economy

Portland $2.3 billion

Chicago $3.2 billion
The Future

NEXT EXIT
We can harness forces of change to succeed into the future

Demographic

Economic

Environmental