We Are

March 16, 2018
Kim Walesh
Director of Economic Development
City of San José
A Big, Growing City

- San José
- San Francisco
- Oakland

Population:

Graph showing the population growth of San José, San Francisco, and Oakland from 1970 to 2040.
Planning for Significant Growth

+400,000 people

+120,000 New Housing Units

+380,000 New Jobs
We Welcome EVERYONE!

Chào mừng

San Jose, capital of Silicon Valley

City of
A Diverse City...

- White: 27%
- Latino: 33%
- Asian (mixed): 6%
- African American: 3%
- Other/Korean: 4%
- Vietnamese: 31%
- Filipino: 16%
- Indian: 17%
- Chinese: 22%

San Jose
...With Global Origins

Place of Birth

- Native Born
- Foreign Born

Place of Birth

Latin America

- 2006
- 2016

Asia

- 2006
- 2016

SANJOSE
...And Many Languages Spoken

57%

Spanish, 35%

Indo-European

Other Asian & Pacific Island, 8%

Chinese

Korean

Other
25% Speak English “Less than Very Well”
Shift to Seniors and Young Adults

- 65+: +210,000
- 55-64: +20,000
- 35-54: +51,000
- 20-34: +117,000

90% of 2040 New Household Growth

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0 2010-2040

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90% of 2040 New Household Growth

0 2010-2040
# Households Without Children Become Majority

<table>
<thead>
<tr>
<th></th>
<th>1960</th>
<th>2000</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Households</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Children</td>
<td>48%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>without Children</td>
<td>52%</td>
<td>67%</td>
<td>73%</td>
</tr>
<tr>
<td><strong>Single Person</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households</td>
<td>13%</td>
<td>26%</td>
<td>29%</td>
</tr>
</tbody>
</table>
# The Best Cities for Millennials in 2016

<table>
<thead>
<tr>
<th>Overall Rank</th>
<th>Cities</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>San Diego, California</td>
<td>7.4</td>
</tr>
<tr>
<td>#2</td>
<td>Dallas, Texas</td>
<td>7.3</td>
</tr>
<tr>
<td>#2</td>
<td>Denver, Colorado</td>
<td>7.3</td>
</tr>
<tr>
<td>#4</td>
<td>Austin, Texas</td>
<td>7.2</td>
</tr>
<tr>
<td>#5</td>
<td>San Jose, California</td>
<td>7.1</td>
</tr>
<tr>
<td>#6</td>
<td>Omaha, Nebraska</td>
<td>7.0</td>
</tr>
<tr>
<td>#7</td>
<td>Madison, Wisconsin</td>
<td>6.8</td>
</tr>
<tr>
<td>#7</td>
<td>San Francisco, California</td>
<td>6.8</td>
</tr>
<tr>
<td>#9</td>
<td>Boise, Idaho</td>
<td>6.7</td>
</tr>
<tr>
<td>#10</td>
<td>Jersey City, New Jersey</td>
<td>6.6</td>
</tr>
</tbody>
</table>

☑️ Home to young talent

# 5 in US
4 in 10 San Jose households are one unexpected $500 expense from financial distress

Source: 2017 BW Research & Keen Independent Study
More Nighttime Residents than Daytime Workers
Together the 12 Major Strategies envision a San José that:

- Urbanizes by growing up, not out
- Develops a city for people, not cars
- Becomes a more Balanced City
- Achieves environmental sustainability
- Builds a City of Great Places
Goal: More Local Jobs

For every 1 resident there are only

- San Jose: 0.85 jobs
- Fremont: 0.97 jobs
- Sunnyvale: 1.26 jobs
- Cupertino: 1.60 jobs
- Mountain View: 1.77 jobs
- Santa Clara: 1.78 jobs
- Palo Alto: 2.94 jobs

Source: Census, American Community Survey 2015 5-year Estimates
Over 60% of Employed Residents Leave San José Each Day to Work

Source: US Census Center for Economic Studies
Mode Shift Goal

- Today: 90% (bike) and 10% (car)
- 2040: 60% (bike) and 40% (car)
WE STARTED BY listening to those shaping our city right now.
San Jose is the last major city where you can make your mark.

That’s our advantage. The next 10-15 years will shape what this town looks like for generations.
This is the place where things develop.
It’s the starting place and we send it out from here.
All of my peers are hungry for making a mark. If you have a great idea, there’s space, there’s funding.
There’s this perception that innovation starts out looking world-class. It’s not. It’s messy and gritty.

The real action is close to the ground.
Discussion

• What information is surprising or interesting to you?

• What implications do you see for the arts?

• How might you think or act differently?