

Envision San José 2040

General Plan Update

January 11, 2010
Task Force Meeting #31

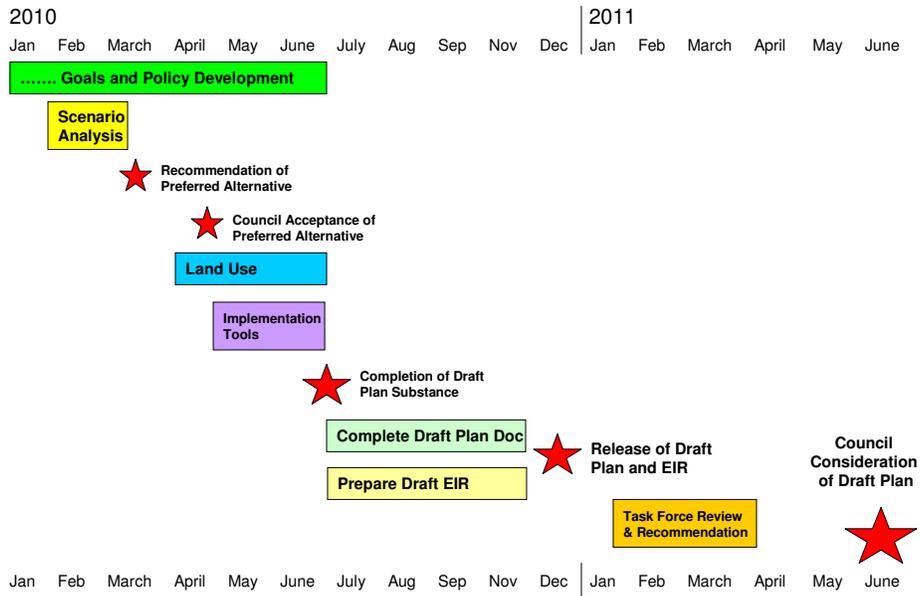
City of San José



Agenda Item #3

Envision San Jose 2040

Completion June 2011



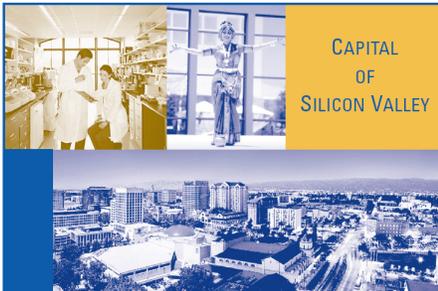
Agenda Item #4

Innovative Economy Overview

- **Economic Strategy 2010**
- **Job Growth and Demographic Trends**
- **Context for Land Use Scenarios**
- **Proposed Goals, Policies, and Implementation Actions**



San Jose



**Economic Strategy 2010
Executive Summary**

2003: First Economic Strategy

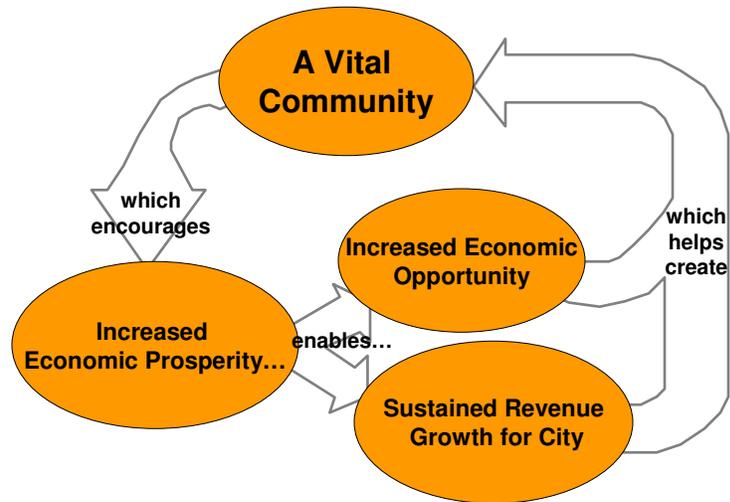
- **Economic Vision**
- **15 Strategies**

2010: Economic Strategy Update

- **Achievements**
- **Forces of Change**
- **Economic Vision Themes**
- **12 Strategies**

www.sjeconomy.com/publications/strategy.asp

VITAL CYCLE OF SUCCESS



CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

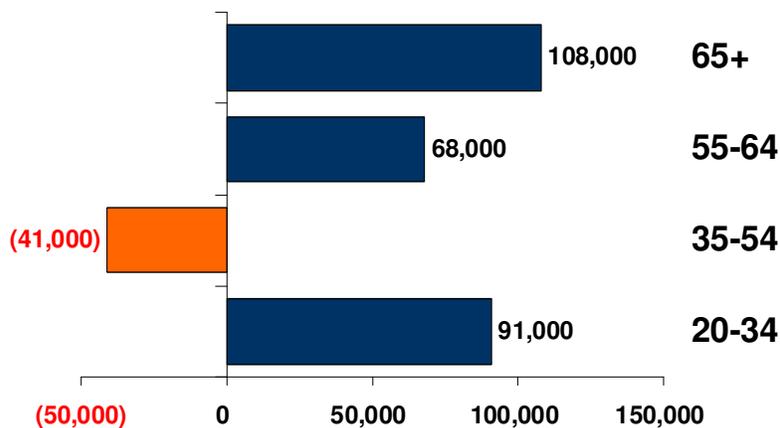
As the **Capital of Silicon Valley**, and largest city in the world's leading region for innovation,
San Jose is...

- A Global Gateway**, a cosmopolitan, international city for leading businesses and talent from around the world
- A Creative Community** that pioneers innovation within and across technology and business, art and culture, and society
- An Entrepreneurial Environment** where people from all walks of life start and grow companies, and achieve their dreams
- A Place of Opportunity**, where residents find a range of rewarding employment opportunities and support to participate in the economy
- The World's Most Livable Big City**, with diverse and distinctive qualities of life
- A Valued Contributor** to addressing the world's pressing public challenges—environmental, economic, urban

MAJOR FORCES OF CHANGE

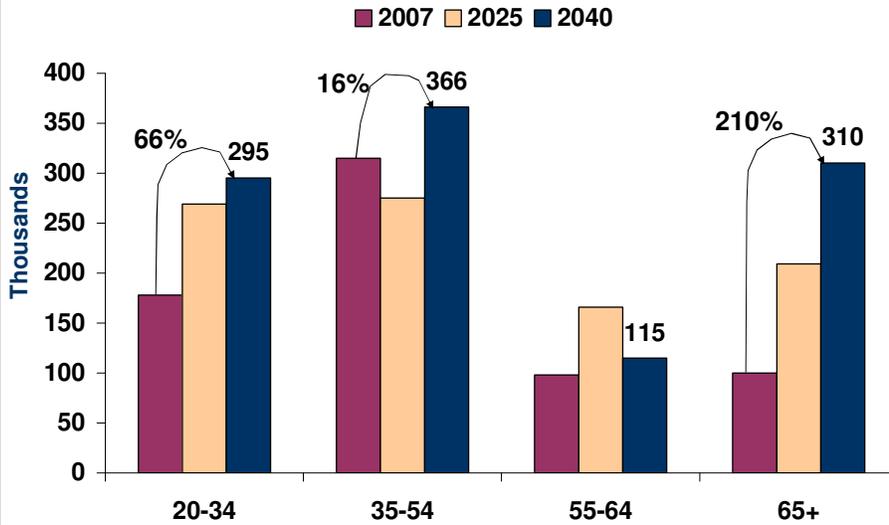
1. More Moderate Job Growth, New Economic Engines
2. Steady Pressure on Manufacturing and Other Middle-Income Jobs
3. Transition to Low-Carbon Economy
4. Shakeout in Venture Capital Industry, Transforming Financial Model for SV Innovation
5. Asia Becomes New Center of Gravity
6. Competing on “Right Brain” Creativity and Design
7. Growing Disconnect Between Economic Growth, City Tax Base, and State Investment
8. Growing Demand for College-Educated Workers; Shortages Predicted

9. SUBSTANTIAL POPULATION GROWTH IN YOUNG ADULTS AND SENIORS

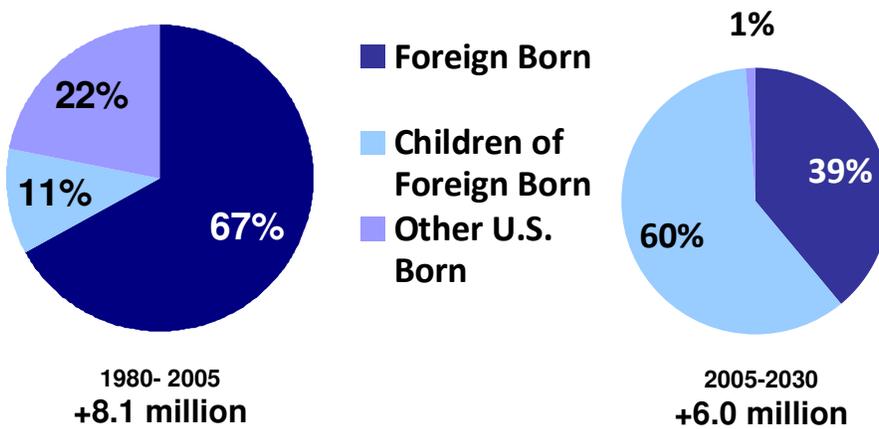


2007-2025

AGE PROFILES SHIFTS DRAMATICALLY, BUT MID-CAREER REMAINS LARGEST SEGMENT



10. CHILDREN OF IMMIGRANTS BECOME NEW MAJORITY OF WORKFORCE GROWTH



Immigration will continue, but growth will slow; economy will depend much more on California-educated children of immigrants

Source: USC Demographic Futures Project

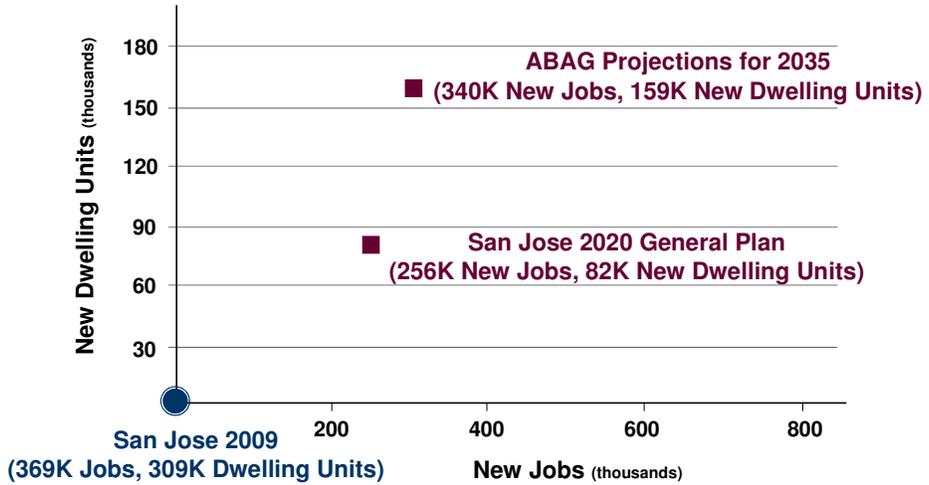
12 STRATEGIC GOALS: 2010-2015
REGAIN JOBS AND REVENUE

1. **Encourage Emerging Companies and Growth Sectors** that Can Drive the San Jose/Silicon Valley Economy and Generate Revenue for City Services and Infrastructure
2. **Develop Retail** to Full Potential, Maximizing Revenue Impact and Neighborhood Livability
3. **Preserve and Strengthen Manufacturing -Related Activity** and Jobs
4. Nurture the Success of **Local Small Businesses**
5. **Increase San Jose's Influence** in Regional, State, and National Forums in Order to Advance City Goals and Secure Resources
6. Improve the **Speed, Consistency, and Predictability** of the Development Review Process, and **Reduce Costs** of Operating a Business in San Jose

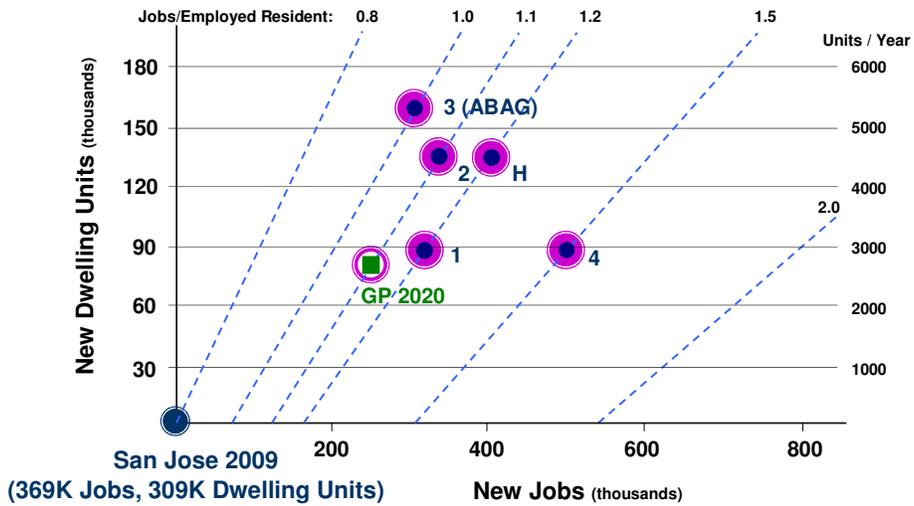
12 STRATEGIC GOALS: 2010-2015
INVEST FOR FUTURE SUCCESS

7. **Prepare All Residents** to Participate in the Region's Economic Opportunity
8. Advance the **Diridon Station Area** as Key Transportation Center for Northern California
9. Keep Developing a World Class Airport, and **Attract New Air Service**
10. Continue to Position Downtown as **Silicon Valley's City Center**
11. Create More **Walkable, Vibrant, Mixed-Use Environments** to Spur Interaction and Attract Talent
12. Develop a Distinctive Set of **Sports, Arts, and Entertainment** Offerings Aligned With San Jose's Diverse, Growing Population

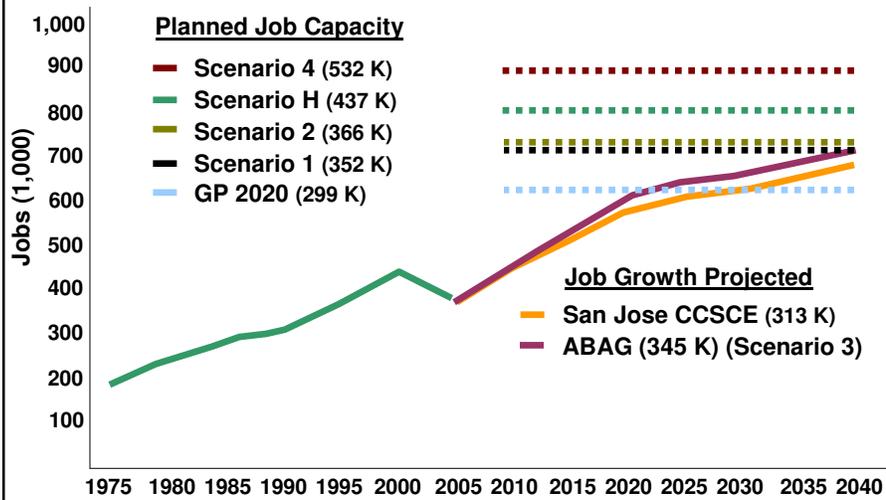
HOW MUCH GROWTH CAPACITY?



ENVISION SAN JOSE 2040 STUDY SCENARIOS



JOB PROJECTIONS AND POTENTIAL JOB CAPACITY



PROPOSED GOALS, POLICIES, AND IMPLEMENTATION ACTIONS

5 Economic Development Goals for 2040

- **Grow Business**
- **Build Workforce**
- **Expand Leadership**
- **Strengthen Connections**
- **Promote Culture Attractions**

Agenda Item #5

Public Comment



Agenda Item #6

Task Force Recommendations



Agenda Item #7

Announcements

