



# Central Texas 2040: Key Questions



**How do we plan for a Central Texas  
with 3.4 million people?**

# Population: County Breakdowns



	2009	2039	Change	Percent	Rank
Williamson	419,012	1,154,250	735,238	175%	3
Hays	158,152	368,625	210,473	133%	7
Bastrop	75,404	147,395	71,991	95%	14
Travis	1,030,498	1,613,897	583,400	57%	30
Caldwell	37,378	56,660	19,282	52%	36
Region	1,720,443	3,340,827	1,620,383	94%	

# Population: 3.4 Million People?



- 54,013 new residents annually—like adding another San Marcos...every year
- 642,679 more housing units
- 654,859 more vehicles
- 108,450 more Californians (at least)

# Population: Growing Diversity



	% Population 2010	% Population 2040
White	57%	43%
Black	8%	7%
Hispanic	31%	44%
Other	5%	6%

Hispanics are expected to account for nearly two-thirds of population growth in the region during 2010-2040.

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## What will our economy look like?

# Economy: How Fast Can Williamson Grow?



	% Region Jobs 2009	% Region Jobs 2039
Travis	75%	66%
<b>Williamson</b>	<b>16%</b>	<b>24%</b>
Hays	6%	8%
Bastrop	2%	2%
Caldwell	1%	1%

45% of working Williamson County residents commute to Austin today...

What will the shift mean for allocation of transportation \$, land use decisions, other planning?

# Economy: Will Growth Raise Incomes?



	PCI 1969	% US	PCI 2007	% US
Bastrop	\$14,436	67%	\$26,011	67%
Caldwell	\$11,481	53%	\$23,849	62%
Hays	\$12,955	60%	\$28,729	74%
Travis	\$19,464	90%	\$40,430	105%
Williamson	\$16,057	74%	\$35,659	92%
US	\$21,673	**	\$38,615	**

Region's per capita income (PCI) of \$37,238 ranked 95<sup>th</sup> among U.S. metro areas in 2007...

Who ranked higher?

Albany  
Ann Arbor  
Billings  
Cincinnati  
Kansas City

# Economy: Will New Jobs Be Good Jobs?



- Living wage for a family with two adults and one child in Austin is \$20.45/hr (\$42,536/yr)
- 60% of jobs in Austin-Round Rock MSA would require second income for this family
- Only 42 out of ~750 occupations pay > \$20.45/hr on average at entry level in region

# Central Texas 2040: Key Questions



**Will we remain competitive?**

# Competitiveness: Education Will Decide

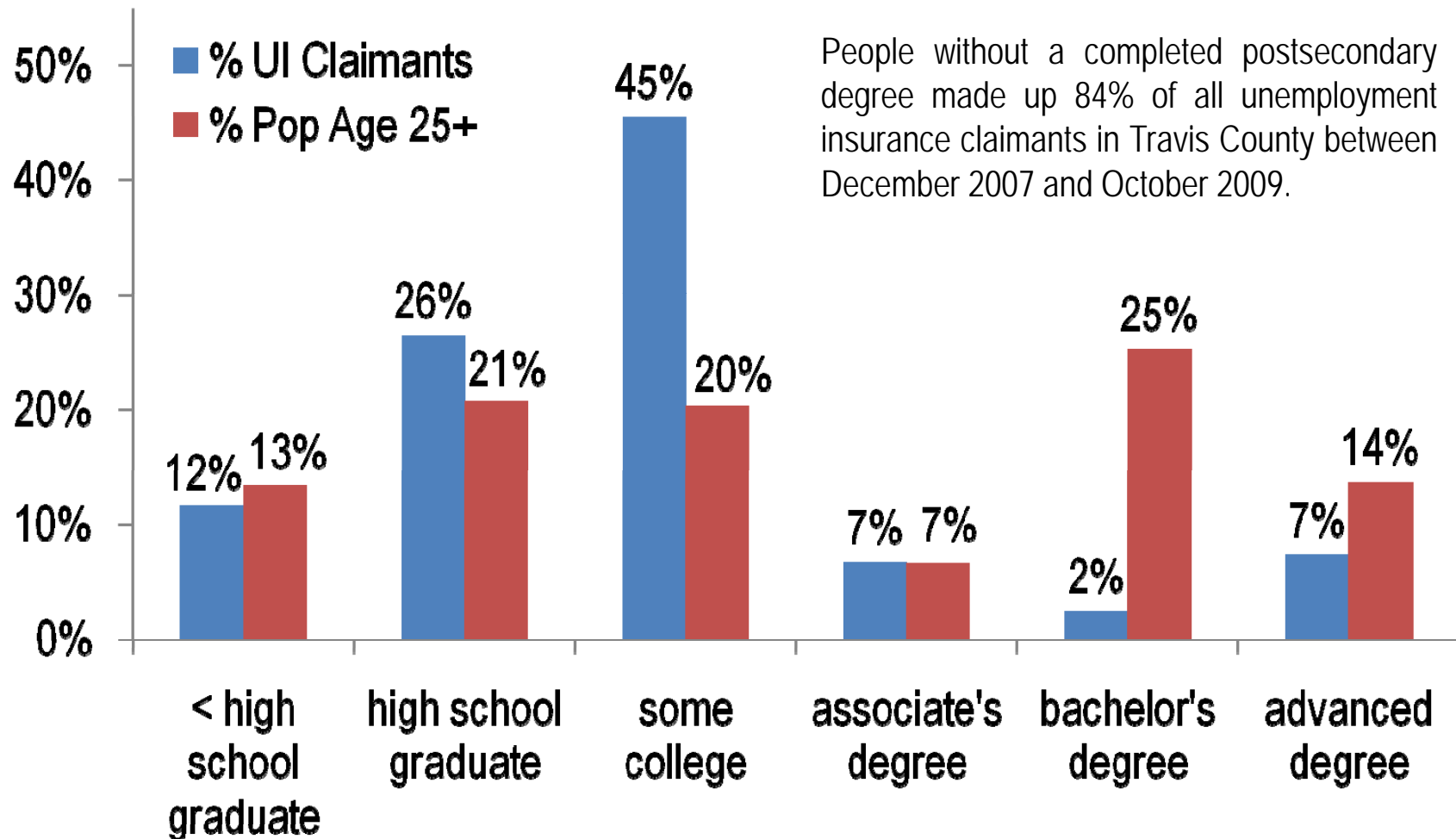


People Age 25+	White	Black	Hispanic
Some college and associate's degree	29%	34%	21%
Bachelor's degree and higher	48%	23%	16%
Total	77%	57%	37%

If educational attainment rates stay the same, the region will go from 37% of Whites, Blacks, and Hispanics with at least a bachelor's degree today to 33% in 2040.

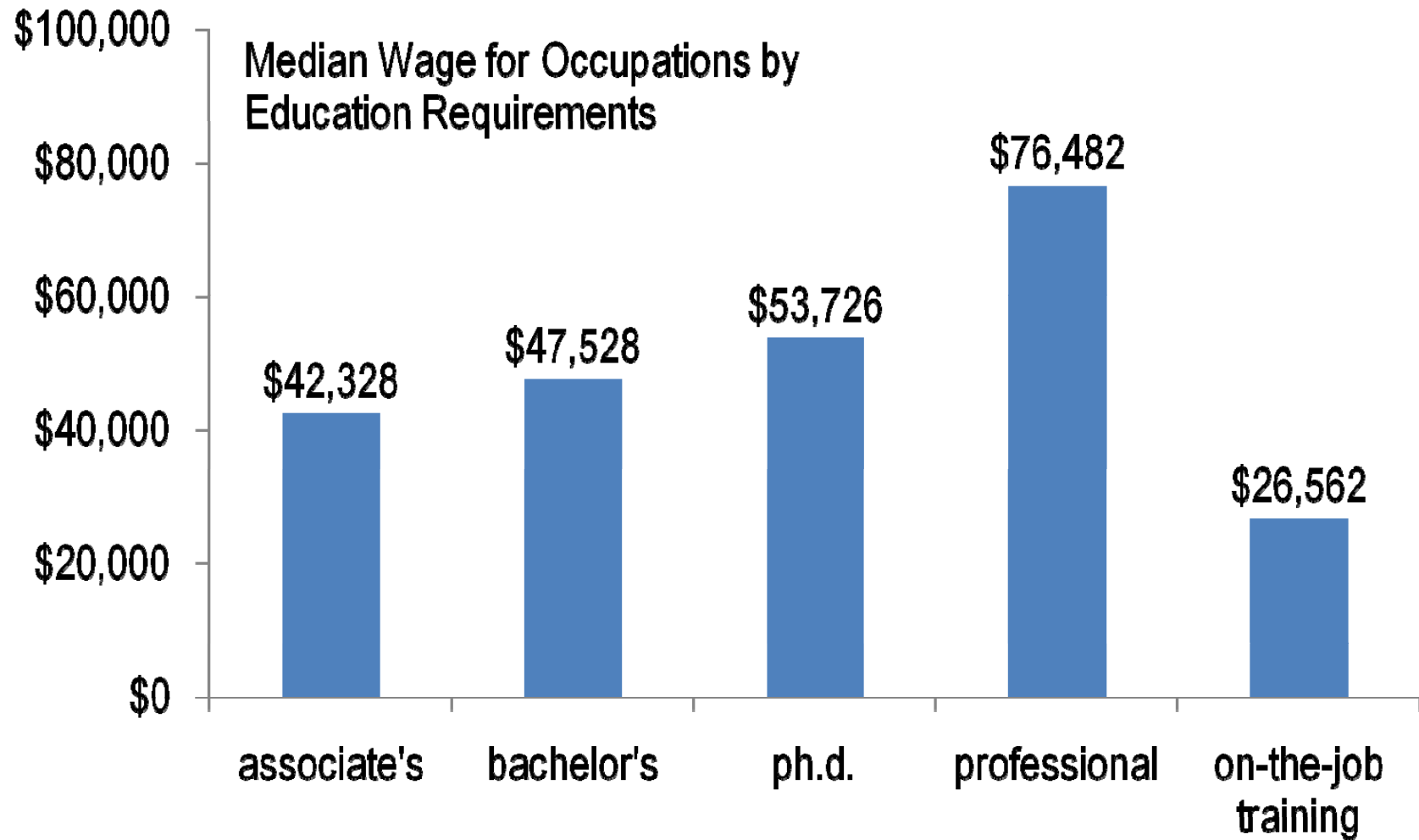
Today, the region ranks 26<sup>th</sup> among metro areas in the percent of people age 25+ with at least a bachelor's degree. 33% currently ranks 59<sup>th</sup>.

# Competitiveness: Education ROI



People without a completed postsecondary degree made up 84% of all unemployment insurance claimants in Travis County between December 2007 and October 2009.

# Competitiveness: Education ROI



# Central Texas 2040: Wish List



- Silos continue to come down for education, workforce, and economic development
- Stronger commitment to career and technical education in K-12 and beyond
- Concept of “work” evolves to accommodate demographic changes



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