Where Are We Going?
A Look into Beaverton’s Future

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Who lives in Beaverton?
Where do they live?
Housing Values and rent are rising...

But Beaverton’s values are falling behind the sub-region
Beaverton is aging...

....But is younger than the metro region
Young and older residents opt for different parts of the region.
Changing Faces

Fig. 6a. Percent of non-white minorities, 1960-2000

Fig. 6b. Percent of Asian Americans, 1980-2000

Fig. 6c. Percent of Hispanic Americans, 1980-2000
Leading the region in College Graduates…

With signs of continuing academic excellence….
Education drives higher incomes
Expected Employment Growth by Sector

- **Construction & Mining**: 10,000 jobs
- **Manufacturing**: 10,000 jobs
- **Transportation & Public Utilities**: 5,000 jobs
- **Trade**: 30,000 jobs
- **Finance, Insurance, & Real Estate**: 10,000 jobs
- **Services**: 40,000 jobs
- **Government**: 15,000 jobs

**Comparison Periods**
- 1992-2002
- 2002-2012
This is not our parent’s economy

Share of Total Employment: Industries Undergoing Cyclical Changes vs Industries Undergoing Structural Changes

Source: U.S. Bureau of Labor Statistics
Beaverton’s Economic Future

Creative Destruction:

The fundamental impulse that sets and keeps the capitalist engine in motion comes from the new consumers, goods, the new methods of production or transportation, the new markets, the new forms of industrial organization that capitalist enterprise creates.

Joseph Schumpeter, Capitalism, Socialism, and Democracy, 1942
Three views of Urban Growth

**Consumer City**: Cities grow by attracting population to their consumer amenities

**Information City**: Cities grow because they facilitate the exchange of information

**Reinvention city**: Cities survive by adapting their economies to new technologies
2004 POPULATION OF OREGON's 30 LARGEST CITIES

- Portland
- Eugene
- Salem
- Gresham
- Hillsboro
- Beaverton
- Medford
- Bend
- Springfield
- Corvallis
- Tigard
- Albany
- Lake Oswego
- Keizer
- McMinnville
- Oregon City
- Tualatin
- Grants Pass
- West Linn
- Woodburn
- Milwaukie
- Roseburg
- Ashland
- Klamath Falls
- Newberg
- Forest Grove
- Rainier
- Pendleton
- Wilsonville
- Coos Bay
1950 POPULATION OF OREGON's LARGEST 30 CITIES
A Look into the Crystal Ball
Who are our future citizens?

How many?

<table>
<thead>
<tr>
<th>Area</th>
<th>2000 Population</th>
<th>2040 Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington County</td>
<td>472,000</td>
<td>920,000</td>
</tr>
<tr>
<td>Multnomah County</td>
<td>687,000</td>
<td>842,000</td>
</tr>
<tr>
<td>5-County Metro Area</td>
<td>1,637,000</td>
<td>2,615,000</td>
</tr>
</tbody>
</table>
## How old?

### Washington County Age Distribution

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2000</th>
<th>2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 20</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>20 - 64</td>
<td>59%</td>
<td>56%</td>
</tr>
<tr>
<td>Over 64</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Over 84</td>
<td>1.2%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
The past is what we learn from

The present is the hand we are dealt

The future is what we want it to be....
What should Beaverton want?

Vision
- Transportation
- Housing
- Education
- Employment

Identity
- Why Beaverton?
- Role in the Region
CHAPTER THREE: LAND USE ELEMENT