



About the Global Cities Initiative

The Global Cities Initiative, a joint project of Brookings and JPMorgan Chase, aims to equip U.S. metropolitan leaders with the information, policy ideas, and partners necessary to bolster their position within the global economy. Brookings' commitment to fact-based independent research, analysis, and policy prescriptions will complement JPMorgan Chase's business expertise to help America's metropolitan leaders flourish in the changing economic and political landscape. We will convene public and private sector leaders from a range of metropolitan areas for a series of forums each year that will discern best practices and strategies for economic growth and put these practices into action.

The Next Economy and Southern California

The Great Recession's toll on America has motivated a growing chorus of business leaders and economists to call for a rebalancing of the American economy, towards one driven by exports, powered by low carbon, fueled by innovation, and rich with opportunity. An economy with these characteristics will be largely metropolitan in form and function.

The Brookings Metropolitan Policy Program has studied the position of the nation's 100 largest metropolitan areas on each of the pillars of the Next Economy, including international exports, employment in the clean economy and high-technology sectors, and workforce skills and wages.

This overview profiles the distinct Next Economy assets and starting points of a region of focus for the Global Cities Initiative: the Southern California metropolitan areas of Los Angeles, and San Diego, which together house 43 percent of California's population and generate 47 percent of its GDP.

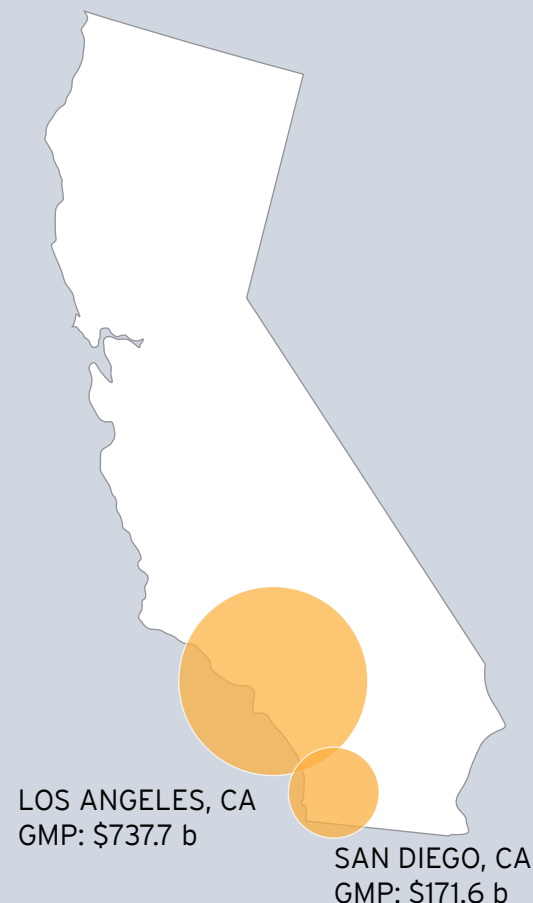
The Metro Program has engaged with leaders in the Southern California region and statewide on several issues, including advising on the Lieutenant Governor's new statewide "Economic Growth and Competitiveness Agenda," and facilitating the creation of a public-private Metropolitan Export Plan in Greater Los Angeles.

Additional Resources

Export Nation: How U.S. Metros Lead National Export Growth
<http://www.brookings.edu/metro/MetroExports.aspx>

Sizing the Clean Economy: A National and Regional Green Jobs Assessment
http://www.brookings.edu/metro/Clean_Economy.aspx

State of Metropolitan America: On the Front Lines of Demographic Transformation
<http://www.brookings.edu/metro/StateOfMetroAmerica.aspx>



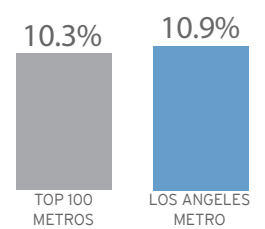


Exports

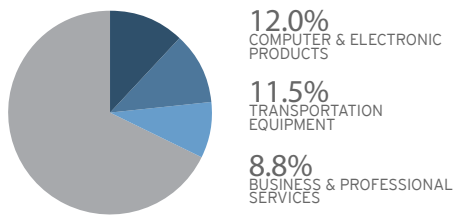
The world is rapidly urbanizing and industrializing, with global demand increasingly coming from abroad: 27 of the top 30 performing metros from 2008-2009 were located outside the US and Europe.

Export Jobs (1st)
560,475

Export Intensity (46th)
Share of GMP



Top Export Sectors
Share of \$78.5 b Export Volume (2nd)



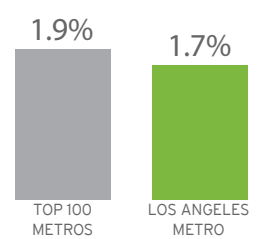
Sources: Brookings, Global Metro Monitor (2010); Brookings, Export Nation (2010)

Low Carbon

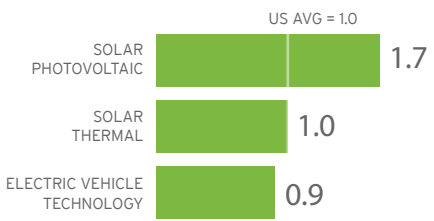
The clean economy will define our nation's low carbon future, with tremendous opportunity for growth. The clean energy market, in particular, is projected to grow dramatically in the next decade.

Clean Jobs (2nd)
89,592

Clean Intensity (58th)
Share of Total Employment



Top Cleantech Specializations
Location Quotient



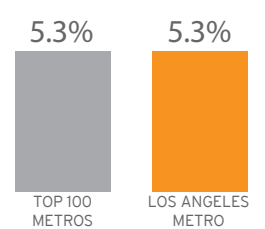
Sources: Brookings, Sizing the Clean Economy (2011)

Innovation

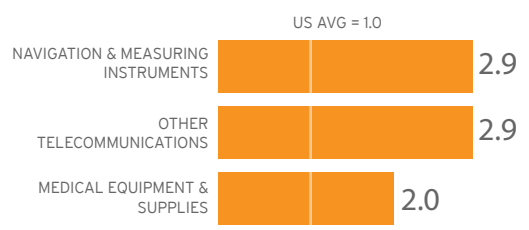
Innovation is the historic fuel and catalyst for economic growth: research and development's rate of return to the US economy is as high as 30%.

High-Tech Jobs (3rd)
278,949

High-Tech Intensity (31st)
Share of Total Employment



High-Tech Specializations
Location Quotient



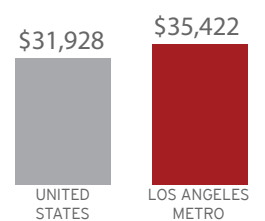
Sources: Brookings, Boosting Productivity, Innovation, and Growth through a National Innovation Foundation (2008); Brookings analysis of Moody's Analytics data

Opportunity

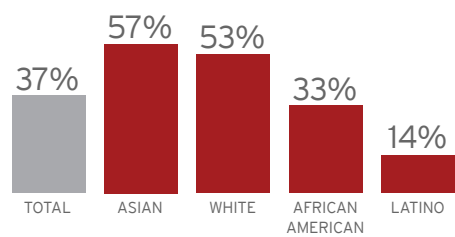
Metro areas must grow not only more jobs, but also better and more accessible jobs, and equip a rapidly diversifying workforce with the skills needed to succeed in the Next Economy.

Jobs Accessible by Transit (2nd)
5,824,050

Mid-Skill Worker Pay (32nd)
Average Wage

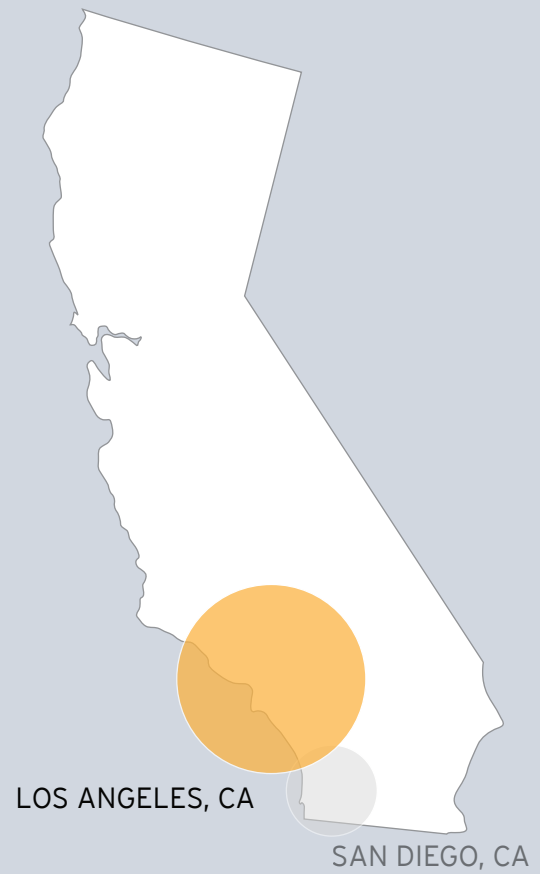


Post-Secondary Degree Attainment
By Race/Ethnicity



Sources: Brookings, forthcoming research on transit access; US Census, American Community Survey (2010); Brookings, State of Metropolitan America (2010) Mid-skill workers are those with either some college or an associate's degree

GMP and Population Sources: US Bureau of Economic Analysis (2010), US Census Bureau (2010)
All ranks are among top 100 US metropolitan areas



LOS ANGELES, CA

SAN DIEGO, CA

\$735.7 b
GROSS METRO PRODUCT (2ND)

12,849,383
POPULATION (2ND)



Metropolitan Policy Program
at BROOKINGS

SOUTHERN CALIFORNIA: SAN DIEGO, CA MSA

GLOBAL CITIES INITIATIVE REGIONAL PROFILE



Exports

The world is rapidly urbanizing and industrializing, with global demand increasingly coming from abroad: 27 of the top 30 performing metros from 2008-2009 were located outside the US and Europe.

Export Jobs (19th)

115,245

Export Intensity (67th)
Share of GMP

10.3%



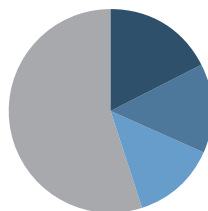
TOP 100 METROS

9.2%



SAN DIEGO METRO

Top Export Sectors
Share of \$15.4 b Export Volume (17th)



17.7%
COMPUTER & ELECTRONIC PRODUCTS

14.2%
TRANSPORTATION EQUIPMENT

13.2%
BUSINESS & PROFESSIONAL SERVICES

Sources: Brookings, Global Metro Monitor (2010); Brookings, Export Nation (2010)

Low Carbon

The clean economy will define our nation's low carbon future, with tremendous opportunity for growth. The clean energy market, in particular, is projected to grow dramatically in the next decade.

Clean Jobs (21st)

22,862

Clean Intensity (60th)
Share of Total Employment

1.9%



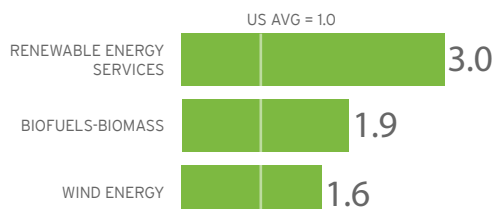
TOP 100 METROS

1.7%



SAN DIEGO METRO

Top Cleantech Specializations
Location Quotient



Sources: Brookings, Sizing the Clean Economy (2011)

Innovation

Innovation is the historic fuel and catalyst for economic growth: research and development's rate of return to the US economy is as high as 30%.

High-Tech Jobs (13th)

106,380

High-Tech Intensity (8th)
Share of Total Employment

5.3%



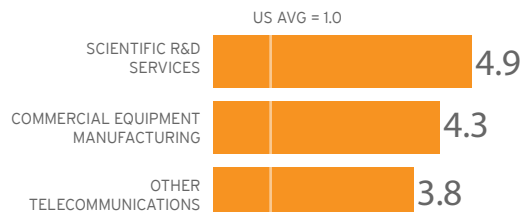
TOP 100 METROS

7.8%



SAN DIEGO METRO

High-Tech Specializations
Location Quotient



Sources: Brookings, Boosting Productivity, Innovation, and Growth through a National Innovation Foundation (2008); Brookings analysis of Moody's Analytics data

Opportunity

Metro areas must grow not only more jobs, but also better and more accessible jobs, and equip a rapidly diversifying workforce with the skills needed to succeed in the Next Economy.

Jobs Accessible by Transit (16th)

1,302,210

Mid-Skill Worker Pay (24th)
Average Wage

\$31,928



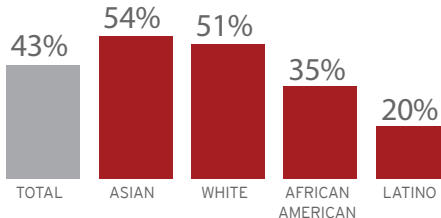
UNITED STATES

\$35,898



SAN DIEGO METRO

Post-Secondary Degree Attainment
By Race/Ethnicity



Sources: Brookings, forthcoming research on transit access; US Census, American Community Survey (2010); Brookings, State of Metropolitan America (2010) Mid-skill workers are those with either some college or an associate's degree

GMP and Population Sources: US Bureau of Economic Analysis (2010), US Census Bureau (2010)
All ranks are among top 100 US metropolitan areas



LOS ANGELES, CA

SAN DIEGO, CA

\$171.6 b
GROSS METRO PRODUCT (16TH)

3,105,989
POPULATION (17TH)



Metropolitan Policy Program
at BROOKINGS