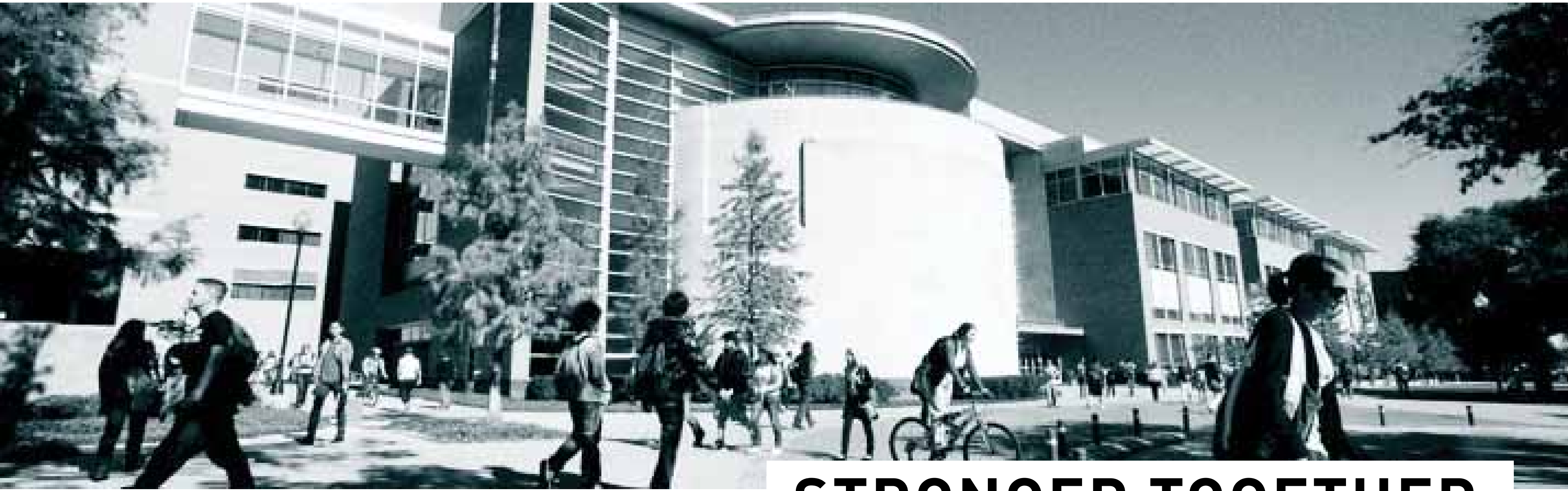
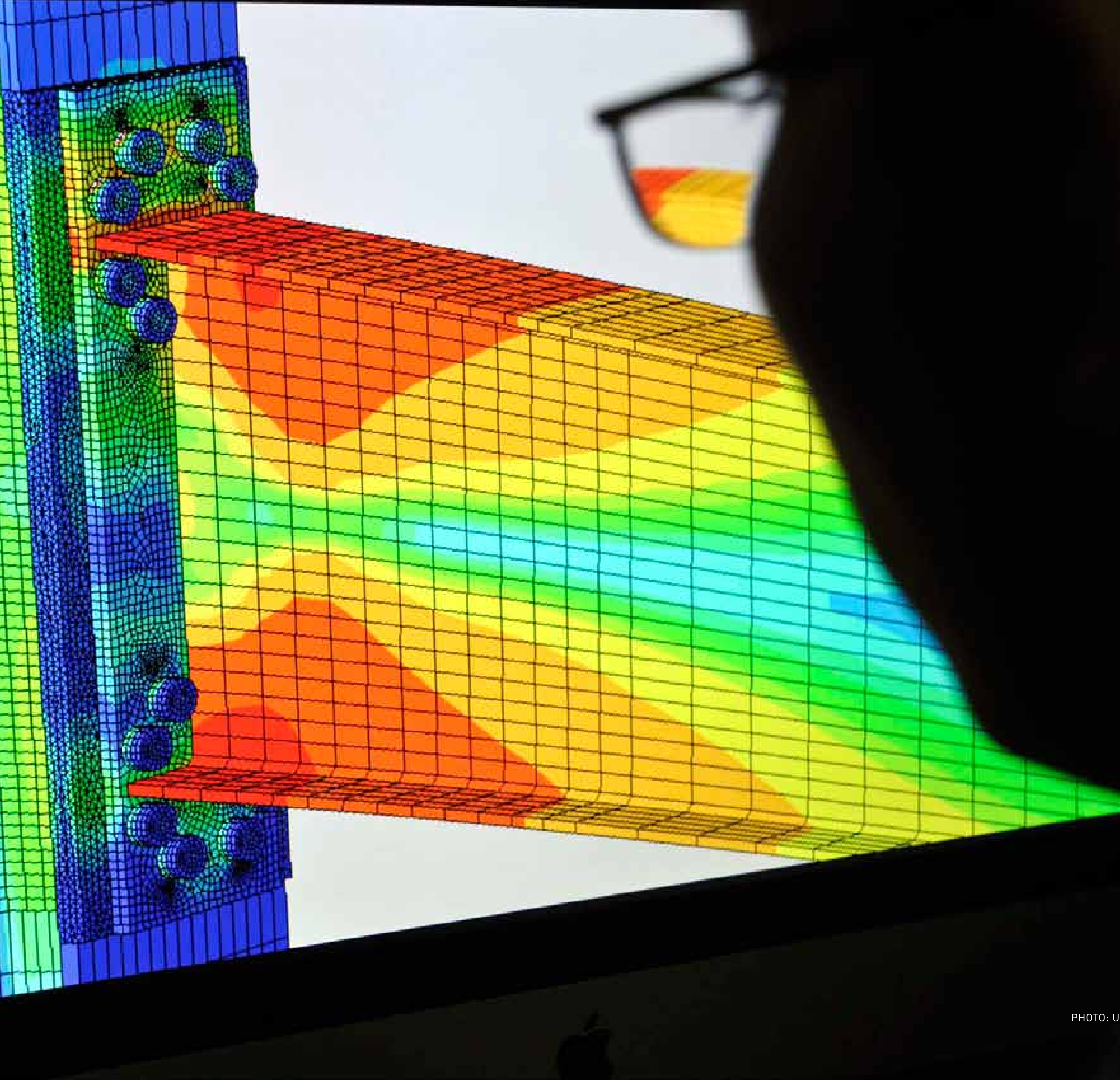


STRONGER TOGETHER: THE UNIVERSITY OF TEXAS AT ARLINGTON AND THE DALLAS-FORT WORTH METROPLEX

PREPARED BY:
CREATIVE CLASS GROUP
FEBRUARY 2012



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The University of Texas-Arlington and the Creative Class Group

The University of Texas at Arlington engaged the Creative Class Group (CCG) to examine the region's assets and challenges and to engage university faculty and students, key stakeholders and community leaders in a more active and robust dialogue on the future of the Dallas-Fort Worth Metroplex. With UT-A as the anchor institution, CCG presented speeches, meetings and a comprehensive research assessment of the region to catalyze the conversation about growth and economic development.

As part of its study, CCG did the following:

- **Met with regional and community stakeholders,** as well as the dean, faculty and students of the School of Urban Affairs and Policy, to get an overview of the region and its competitive advantages and disadvantages.

- **Conducted a full 4T Benchmarking Analysis,** comparing the region to 10 other benchmark communities on a number of key economic, demographic and qualitative metrics relating to the 4Ts. *(These findings have already been presented to the UT-A president and advisors.)*

- **Evaluated the area's industry clusters** (as well as those in Fort Worth, Dallas, the Texas Triangle Mega Region and the state of Texas as a whole) and presented its findings to UT-A leadership, students and faculty.

- **Identified three industry clusters to review in more detail:** Arts/Culture, Defense and National Security and Transportation/Logistics. Working with the students, CCG examined each cluster in more detail to understand its competitive advantages and challenges.

- **Examined the region's skill and talent base** and evaluated talent projections for the region into 2018. *(These findings were also presented to UT-A leadership.)*

- **In order to move the conversation forward,** CCG principal Richard Florida keynoted the annual conference of the public/private regional planning group Vision North Texas. CCG team members also participated in discussions with working groups at the event.

- **Following the completion** of CCG's year-long study and analysis, CCG Research Director Steven Pedigo made a week-long visit to UT-A's campus to meet with representatives from the area's Chambers of Commerce, economic development officials, city and university leaders and other key stakeholders to share the most important findings.

The following report offers a broad summary of the evaluation and achievements of the UT-A/CCG partnership.

Introduction

The developed and developing nations of the world are in the midst of one of the greatest economic transformations in human memory, comparable to the shift from agrarianism to industrialism that began two centuries ago.

If agrarianism's chief input was land and industrialism's contribution natural resources and labor, our emergent new economic order is driven by something intangible: creativity.

The effects of this shift are being felt around the globe, but its impact is different in each region and locality. As Michael Porter recently observed, "There is not one global economy but a collection of local economies." The Dallas-Fort Worth Metroplex has experienced the effects of this shift both positively and negatively, and there are a number of ways to leverage the shift to the region's advantage.

Demographics play a critical role in this shift. As creativity has risen to the fore, a new social/economic class has arisen as well, comprised of the people whose economic function it is to create new ideas, new technologies and new creative content. These are people who work in science and engineering, architecture and design, education, arts, music and entertainment—a more and more significant component of the Metroplex population. Around this core are people in business and finance, law and health care who engage in complex problem solving that involves independent judgment and requires significant levels of education or training. Nationwide, some 41.4 million Americans, roughly one-third of the American workforce, belong to the Creative Class.

Though relatively small in numbers, the Creative Class accounts for an outsized percentage of economic output and returns. Its members take home 50% of wages and income and account for about 70% of discretionary spending in the U.S. Creative economies are spiky—not all countries, states, regions and cities have them in equal measure, and those that do enjoy significant advantages over those that don't. Creative companies go where creativity is already thriving and, increasingly, this is the feedback loop that drives regional prosperity.

How does the Metroplex stack up as an emerging creative economy?

Following are topline assessments of the region's relative strengths and weaknesses.

4T Benchmark Analysis for the Metroplex

Before breaking down the analysis, it's helpful to first take a look at the 4Ts.

The new economic geography of creativity turns on what the CCG terms the 4Ts: **Technology**, **Talent**, **Tolerance** and **Territorial Assets**. A community, city or region's success in the creative economy will be driven by its ability to attract and retain creative talent. To do so, it must have an environment that is rich in each T.

The Ts are interdependent: each is a necessary but insufficient condition for prosperity. A community with deep reservoirs of technology and world-class universities might fail to attract talented people (or retain those who pass through its schools and technology firms) because it is unequipped to welcome foreign, gay, female, Islamic, nerdy or otherwise out-of-the-mainstream people. On the other hand, a place that's teeming with cutting-edge galleries and hipster paradises but lacks a first-class university, will find itself at a similar disadvantage.

Beyond the 4Ts, creative workers are generally looking for five attributes within their communities: basic services, opportunities, values, leadership and esthetics.

For our benchmarking analysis, we compared the Dallas-Fort Worth Metroplex to all U.S. metros with populations of a million or more. For finer-grained analysis, we compared it to Chicago, Houston, Phoenix, Philadelphia, San Francisco, Seattle and Washington, D.C. A full data scorecard is included in the appendix, and some of our key takeaways are listed here.

Notable strengths of the Metroplex:

- **Growing region.** Dallas-Fort Worth's five-year employment growth is the sixth-highest among comparably sized metros.
- **Weathering the housing market storm.** Dallas-Fort Worth's one-year housing appreciation was the fourth-highest in 2010.
- **Diverse community**. Dallas-Fort Worth has the 10th-highest share of non-white and non-black populations, the 11th-highest Hispanic population share and ranks 11th on our Melting Pot Index, which measures the concentration of foreign-born residents.
- **Young region.** Dallas-Fort Worth's median age is the fifth-lowest among regions with populations of more than one million.
- **Entrepreneurial spirit:** Dallas-Fort Worth has the fifth-highest ranking on our Non-Employer Index.

Notable challenges of the Metroplex:

- **Moderate human capital.** Among metros with populations of more than a million, Dallas-Fort Worth has only the 27th-highest percentage of workers with BA degrees or higher. Its Creative Class share is also 27th.
- **Automobile dependent.** Dallas-Fort Worth ranks a discouraging 49th for its biking and walking share; 41st for public transportation. This is a reflection of the region's high level of sprawl—and its corresponding lack of connection and cohesion.
- **Low arts and recreation options.** Dallas-Fort Worth is the 47th-highest ranking metro for our Arts and Recreation location quotient and ranks 30th for its fifth-year growth in arts.

The 4Ts in Depth

As previously mentioned, the 4Ts represent a comprehensive strategy for organizations, cities, regions and countries to compete and prosper in the creative age.

Technology / Half a century ago, the great economist Joseph Schumpeter highlighted the role of innovation in powering the rise of new industries. Robert Solow won his Nobel Prize for identifying the role of technology in economic growth and development. Paul Romer has shown how the accumulation of scientific and technical knowledge drives endogenous economic growth. Michael Porter and AnnaLee Saxenian, among others, have shown how clusters of high-tech companies can propel whole new epochs of regional growth.

PHOTO: UT ARLINGTON UNIVERSITY COMMUNICATIONS

How do the technology-related strengths of the Dallas-Fort Worth Metroplex stack up?

- **Strong high-tech business concentration and employment.** The number of high-tech businesses in the Dallas-Fort Worth Metroplex is 23% greater than the U.S. average, and high-tech employment is approximately 28% higher than the rest of the nation.

- **Strong concentration of entrepreneurs.** Dallas-Fort Worth ranks fifth-highest for entrepreneurs among U.S. metros with populations of a million plus.

- **Moderate (but growing) levels of venture capital.** Statewide, Texas brought in $1.7 billion (158 deals) in 2011, up 21% over 2007.

- **Relatively average patent production.** Dallas-Fort Worth's patent production is on par with places like Washington, D.C. and Chicago but significantly behind technology giants like San Francisco and Seattle. There is, however, some reason for concern: in the past five years, patent growth has actually declined by nearly 13%.

PHOTO: UT ARLINGTON UNIVERSITY COMMUNICATIONS

Talent / In the creative economy, economic prosperity is driven by human capital and talent. A community's ability to attract and retain top talent is the defining issue of the creative age. North Texas's talent base effectively supports its industry sector, but the region will need to consider its future talent and skill needs in order to maintain its competitiveness.

What are the Metroplex's human capital strengths and needs for the future?

Moderate levels of human capital and Creative Class. Nearly 30% of the metro workforce belongs to the Creative Class. As of 2009, some 318,554 students were enrolled in college within the region.

The Dallas-Fort Worth Metroplex has been effective at attracting talent but could more effectively nurture its own talent base in order to fill future skill gaps.

A relatively young region. The median age in the region is 28.

In order to better understand the region's future talent and skill needs, CCG conducted an occupational analysis. This technique provides an accurate assessment of an area's talent base, as opposed to an often-limiting assessment of industry employment. Overall, the occupational analysis examines more than 35 talent clusters.

CCG conducted an occupational assessment of the Dallas-Fort Worth Metroplex and the two metro divisions—Arlington-Fort Worth and Dallas-Plano—and included a forecast of the future talent and skill needs for the region.

What does the talent and skills assessment show for the Dallas-Fort Worth Metroplex?

Better and stronger together. Like the region's industry clusters, the Metroplex has talent and human capital strengths that are not competing, but rather complementary. These strengths provide for a well-balanced talent pool for potential employers. Arlington-Fort Worth's capabilities in transportation, engineering, mechanics and electronics capabilities complement Dallas-Plano's advantages in business and financial services, design and computer software/IT services.

Metroplex's talent clusters support the regional industry strengths. Arlington-Fort Worth's transportation and logistics sectors are supported by transit and engineering capabilities; Dallas-Plano's professional services and IT/telecom industries are built to business service and IT talent pools.

Research and science must be upgraded. For all geographies, research and science sector capabilities are well below the national average.

Metroplex faces a significant healthcare workforce gap.

PHOTO: UT ARLINGTON UNIVERSITY COMMUNICATIONS

What are the occupational strengths and weaknesses of the metro divisions?

Arlington-Fort Worth strengths:

Transportation and logistics expertise. Arlington-Fort Worth's transportation (17%) and mechanics (13%) clusters are well above the national average and among the area's top four specializations with strong future growth.

Improving IT capabilities. IT services cluster is expected to expand 22%, at the same pace as the Metroplex.

Engineering know-how. Engineering cluster is 13% larger than the U.S. average and projected to expand 10% by 2018.

Arlington-Fort Worth challenges:

Decrease in manufacturing. Manufacturing is a skill strength for Arlington-Fort Worth but one that is expected to decline 4% by 2018.

Healthcare help wanted. All health talent clusters are well below the national average. Just to maintain its current status quo, Arlington and Fort Worth will need to add 17,000 healthcare workers by 2018.

Dallas-Plano strengths:

Computing talent center. Dallas-Plano is the computing talent center for the Metroplex; IT Services (78%) and Computer Design (68%) clusters are significantly above the U.S average and growing (23%).

Professionals. Building to Dallas-Plano's business and financial services capability, the cluster will add 116,000 workers by 2018.

Design clusters grow and strengthen. The Design and Advertising clusters will combine to add 137,000 workers by 2018. Both clusters are well above the national average, 16% and 22% respectively.

Dallas-Plano challenges:

Research and science among bottom five. Dallas-Plano's Research and Science cluster is well below the U.S. average—nearly 30%. The cluster will add just 1,500 workers by 2018. Education sector is 13% below national levels.

Healthcare workers needed. All healthcare clusters are below the national average.

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PHOTOS: UT ARLINGTON UNIVERSITY COMMUNICATIONS

Tolerance / In order to foster the region's talent, a tolerant, diverse, amenities-rich community is needed. For a region its size, the Metroplex scores about average when compared to its peers on key tolerance measurements.

How does the area's diversity measure up?

Concentration of artists and entertainers. The Metroplex's bohemian concentration is slightly below the national average but greater than peer regions such as Houston and Philadelphia.

Presence of foreign-born residents. North Texas' melting pot index score is 41% greater than the U.S. average and surpassing Chicago, Seattle and Phoenix.

Gay and lesbian Index. Dallas-Fort Worth's same sex couple representation is 13% larger than the U.S. average and on par with metro areas like Washington, D.C. and Philadelphia

Growth of Hispanic population. One in three Dallas-Fort Worth residents is of Hispanic origin.

Territory Assets / More than ever before, place matters. Territory assets are the natural, built and psychological settings of a community. People want to live in communities that are unique and inspiring to them and rich with the amenities and services they need to live their lives efficiently and fully.

Though afflicted by sprawl and a lack of public transportation, Dallas-Fort Worth has good housing affordability and a strong owner-to-renter ratio (1:91) compared to other metros. It is a relatively safe metro too, with only 410.8 violent crimes per 100,000 residents—a much better rate than that of Houston or Texas as a whole, and well below Philadelphia's and San Francisco's.

creative class group

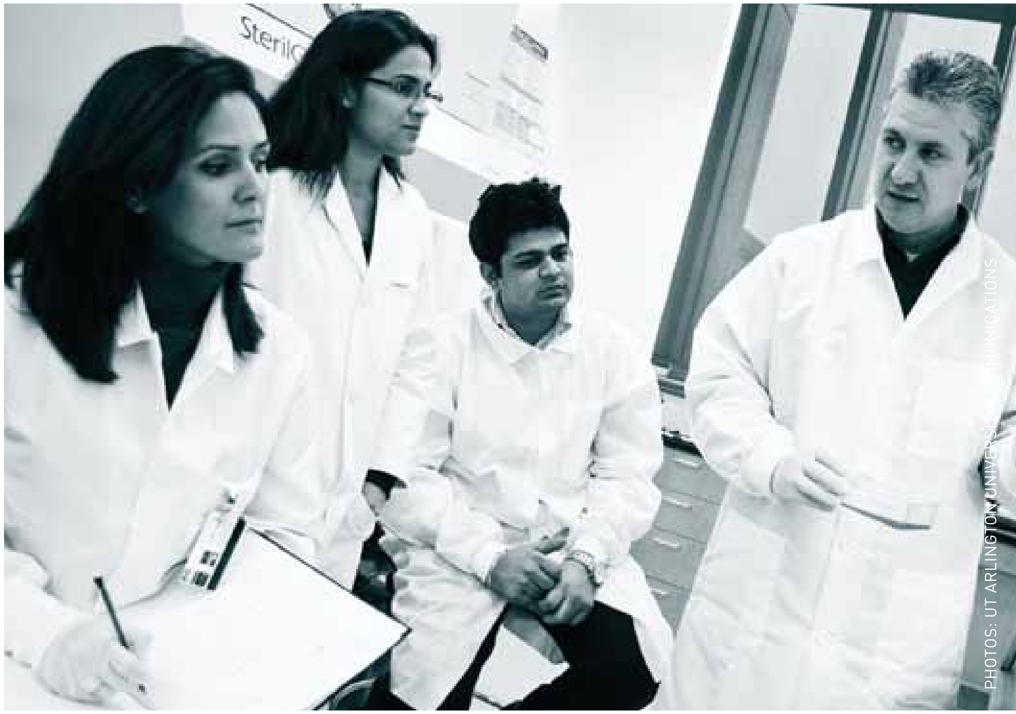
The Role of the University in the Creative Economy

When examined through the lens of the first three Ts—Technology, Talent, Tolerance—a number of critical issues emerge surrounding the role the University of Texas at Arlington plays in the Dallas-Fort Worth Metroplex.

Technology / Universities play a critical role in R&D and technology generation, and they are key contributors to regional development. Classic cases include Stanford and MIT, which had so much to do with the economic ascendancy of Silicon Valley and the Route 128 technology corridor in the Boston area, as well as the University of Texas in Austin and the universities in the North Carolina Research Triangle. Universities boast cutting-edge discoveries in their laboratories. They produce patents and spin off new businesses. They attract brilliant students and professors.

Despite all this, however, a university alone cannot transform a city or a region. The city's decision makers and stakeholders must have the will and capacity to transform and capitalize on what the university produces. Unless, that is, a geographically defined ecosystem that can mobilize and harness creative energy is well-established.

That said, the University of Texas at Arlington has been a significant contributor of Technology in its region. From 2005 to 2008, UT-A has received $185.7 million in R&D dollars. The federal government accounts for about 55% of that, the state of Texas for 6%, industry 12 % and institutions (i.e., UT-A itself) 28%. Each successive year has seen approximately an 11% increase over the year before.



PHOTOS: UT ARLINGTON UNIVERSITY COMMUNICATIONS

The Center for Innovation at Arlington is an incubator program that undertakes biomedical, genetic, energy and educational research in partnership with local businesses. University of Texas at Arlington is also the home of a university-based nanotechnology research facility, NanoFab Research and Teaching Facility, an interdisciplinary resource open to scientists within and outside the University. Research activities are conducted through mutually beneficial associations of chemistry, electrical engineering, mechanical and aerospace engineering, materials science and physics faculty, graduate students and research assistants at University of Texas at Arlington, as well as through collaborative efforts with investigators at other universities and in the private sector.

All told, University of Texas at Arlington's regional economic impact is approximately $1 billion.

PHOTOS: UT ARLINGTON UNIVERSITY COMMUNICATIONS

Talent / Universities affect a region's talent both directly and indirectly. Directly, they attract high human capital in the form of faculty and students. Indirectly, they draw the creative workers that staff the companies that benefit from (or are directly spun off from) university-sponsored research and the countless creatives who prefer to live and work amid the intellectual and cultural ferment that is invariably a feature of college towns.

► **Student body and enrollment.** University of Texas at Arlington's student body totaled 33,439 in 2011: 76% (25,419) undergraduates and 24% (8,020) graduates—56% of the students are female. Total enrollment has increased 34% since 2007: graduate enrollment by 32% and undergraduate by 35%.

► **Degrees awarded.** Since 2007, University of Texas at Arlington has granted 21,066 undergraduate degrees—5,103 of them in 2011.

► **Faculty.** As of 2010, University of Texas at Arlington had 428 tenured, 235 tenure-tracked and 783 non-tenured professors plus 708 teaching assistants: a total faculty of 2,154. Tenured faculty is up by 14% since 2006; tenure track faculty by 21%.

Tolerance, Community and Quality Of Place / Universities help shape a regional environment that is open to new ideas and diversity—in short, to different kinds of people. They also help create a sense of community and provide amenities that communities otherwise would not have. A January 12, 2012, editorial in the *Fort Worth Star Telegram* hailed the opening of UT-A's new arena and the College Park development as amenities that will stimulate "advancement in academics, cutting-edge research and a vibrant campus living environment" as well as "providing a catalyst for downtown Arlington economic development."

PHOTO: UT ARLINGTON UNIVERSITY COMMUNICATIONS

State of the Dallas Fort-Worth Regional Creative Economy

As the largest metro in the South, the fourth largest metro in the U.S. and the 10th largest metro in the Americas, the Dallas-Fort Worth Metroplex is the economic and cultural hub of North Texas. Its Gross Metropolitan Product is the sixth largest in the nation and about the 10th largest in the world. While many areas of the U.S. have struggled during the economic downturn, North Texas has held up fairly well.

A creative city or region is a complex network. Each component community in the Dallas-Fort Worth Metroplex, for example, offers a host of complementary strengths. On an even more macro scale are the clusters of cities and metros known as Mega Regions. The Dallas-Fort Worth Metro is part of the Texas Triangle—a Mega that contains five of the nation's 20 largest cities (Dallas, Fort Worth, Austin, San Antonio and Houston), is home to more than 70% of the people who live in Texas (almost 20 million people) and whose GDP was $817.5 billion, or 7% of the U.S. total as of 2010.

More and more, Mega Regions (which are frequently transnational) are supplanting nation states as the world's true economic engines. But if cities, regions and Mega-Regions, both shape and are shaped by the changing economy, they are not self-organizing or autonomous. Before they can reach their optimal form, physical infrastructure needs to be constructed and sound planning policies undertaken. Significant investments—in human and physical capital—are required.

The Texas Triangle, for example, whose sides are 271, 198 and 241 miles long, is singularly lacking in high-speed train service. Before it can function optimally, the region needs to be knit closer together.

The same is true for the smaller Dallas-Fort Worth Metroplex, whose citizens are spread out and overly car-dependent. A great public institution like the University of Texas at Arlington can assume a key role in shaping the future of a place by advocating for sounder development policies, acting not just as a talent magnet, but as a think tank and even a political power center. As a source of focus, vision, creative energy and human capital, a university can be the pivot upon which a regional economy turns and changes.

Key Takeaways from CCG Analysis

Following are some of the highlights of CCG's analysis of the Dallas-Fort Worth Metroplex's regional economy cluster strengths. The full data presentations and evaluations are available on the University of Texas-Arlington's website.

Overall Strengths and Challenges of the Dallas-Fort Worth Metroplex:

The region is better and stronger together. Overall, the region has strengths that are not competitive but potentially complementary. This provides for a well-rounded economy. For example, Arlington-Fort Worth's strengths in manufacturing, transportation and logistics supports Dallas-Plano's strengths in IT, business services and defense/security industries (and vice versa).

Transportation and logistics assets help connect the region. Although sprawl is a significant issue in Dallas-Fort Worth (and in the Texas Triangle and, indeed, in Texas as a whole), Arlington-Fort Worth's strengths in logistics are a bright spot. Some of the industrial sectors that are most immune to offshoring are warehousing, transportation and distribution. Dallas-Fort Worth Airport is an important freight and transportation hub, for both the region and the U.S. as a whole. In the new global economy, connectivity is critical. Though landlocked, Dallas-Fort Worth played a significant role in making Texas the first U.S. state to record $100 billion plus in trade with a foreign nation.

Education and knowledge sector can be improved. Despite Dallas-Fort Worth's relatively robust high-tech sector, its education metrics are below the national average. Clearly this imposes a ceiling on technological growth.

Arlington-Fort Worth strengths:

Transportation and logistics. 40% higher concentration than U.S. average and growing 6% annually. Provides a critical connection to global economy.

Manufacturing. 49% higher than national average and increasing 3% annually. Will strengthen as more manufacturing returns to the states.

Biomedical. 12% lower than the U.S. average but growing significantly. Has promise as more investment dollars flow into life sciences.

Dallas-Plano strengths:

IT and Telecom. 57% higher concentration than the U.S. average and employing almost 16% of the Dallas workforce.

Business services. 60% larger than the national average and growing 2%. The obvious the business center of the region.

Publishing. 57% larger than U.S. average and growing at 6% annually.

Arlington-Fort Worth challenges:

Education. Half the national average and growing slower than the U.S. as a whole.

Arts and recreation. 21% smaller than the national average and decreasing almost 4% annually.

Dallas-Plano weaknesses:

Education: Like Fort Worth, the cluster is nearly half the size of the national average; however, it is growing slightly faster than the national average.

Manufacturing: Just at the national average but decreasing 2% annually.

PHOTO: THE UTA JAZZ ORCHESTRA

A Closer Look

UT-Arlington student teams also looked at three industry clusters in more detail: Arts and Culture, Logistics and Transportation and Defense/Logistics. The goal was to better understand the potential of these clusters and their future impact on the region. These full cluster evaluations are available on the website of the University of Texas at Arlington.

- **Arts and Culture.** This is a sector that is lagging behind the national average. 1,400 movie production jobs were lost in Dallas between 2005 and 2010. Despite investments in high-level performing arts (symphony, ballet), Dallas has failed to produce anything like the street-level arts scene that has come to define Austin.

- **Transportation and Logistics.** A real strength of the region, given its location, airport and inland ports. Driven by Dallas-Fort Worth, Texas was the number one export state in the U.S.

- **Defense and National Security.** A strong industry cluster for the region, but driven by defense spending during the Bush presidency. In the past few years, military spending has declined significantly.


PHOTO: UT ARLINGTON UNIVERSITY COMMUNICATIONS

Region Going Forward

The following insights can help the region build on its competitive assets and address some of the aforementioned challenges.

Continue to work together to further regional causes. The region is stronger if it works together instead of focusing on how one municipality can outplay another.

Vision North Texas is a great example of regional cooperation; however, this is more on the public planning side and less on economic development. The region needs the same type of cooperation on economic development issues.

The positive spillovers from the new Cowboys Stadium in Arlington have generally redounded to the benefit of the region as a whole. The cutthroat competition over siting the stadium, on the other hand, benefited no one.

Look to places like Silicon Valley's Joint Venture. Established in 1993, Joint Venture brings private, public and university leaders together to work on a broad list of regional issues ranging from development, infrastructure, transportation and communications to education, health care, disaster planning, climate change and more.

Leverage Regional Higher Education Institutions like University of Texas at Arlington for growth. Universities make substantial economic contributions of their own, they are a source of tech transfer and they help train local workforces. They have an incalculable impact on tolerance and overall quality of life. Schools like the Institute for Regional Economics can supply invaluable economic development expertise and analysis. Beyond that, a major university like University of Texas at Arlington is not just an economic engine in its own right, but a potential leader of regional planning and development.

Discovery and Engagement

The leadership, faculty and students at the University of Texas at Arlington are passionate regional stakeholders who are truly invested in the future of North Texas and the University. This section of the report captures the time CCG spent working with the University, our joint accomplishments and the stakeholders who provided feedback on the analysis.

November 2010 ► Creative Class Group Founder and Professor Richard Florida, Rana Florida, CCG CEO, and Steven Pedigo, CCG director of research, make two-day visit to UT-Arlington campus for meeting with students, faculty and various community and business stakeholders, including Mayors from Arlington and Fort Worth

March 2011 ► Creative Class Group team briefs President Spaniolo and University of Texas leadership on Dallas-Fort Worth 4Ts (Technology, Talent, Tolerance and Territory Assets)

April 2011 ► Steven Pedigo, CCG director of research, presents 4T analysis to School of Urban and Public Affairs (SUPA) students and faculty, describing how-tos, methods and approaches

May 2011 ► Creative Class Group team briefs President Spaniolo and University of Texas leadership on the Metroplex's industrial cluster strengths

June 2011 ► Steven Pedigo, CCG director of research, presents industrial cluster findings to SUPA students and faculty, describing how-tos, methods and approaches

July 2011 ► Steven Pedigo, CCG director of research, kicks off summer research project with three groups of SUPA students examining three regional industry clusters: arts and culture, transportation and logistics and defense and national security

August 2011 ► Steven Pedigo, CCG director of research, and SUPA students convene biweekly to assess process and answer questions about methods and findings

October 2011 ► Creative Class Group Founder and Professor Richard Florida, Rana Florida, CCG CEO, and Steven Pedigo, CCG director of research, attend Vision North Texas conference. Professor Florida presents key note address and Creative Class Group team engages in breakout sessions regarding economic development, planning and quality of life

October 2011 ► Creative Class Group team briefs President Spaniolo and University of Texas leadership on the Metroplex's talent cluster strengths

November 2011 ► Steven Pedigo, CCG director of research, makes two-day visit to University of Texas campus to present initial final findings to regional business and community stakeholders; Steven also attends and participates in several SUPA classes and discussions

November 2011 ► Steven Pedigo, CCG director of research, provides feedback to Institute of Urban Studies on business and growth plan

December 2012 ► Steven Pedigo, CCG director of research, participates in Arlington Chamber of Commerce steering committee on economic and business development

March 2012 ► Creative Class Group team delivers initial final findings to President Spaniolo and University of Texas leadership from year-long engagement

Ongoing and Other Accomplishments

In addition to the accomplishments at left, the Creative Class Group is also doing the following:

► CCG Founder and Professor Richard Florida is providing feedback to University of Texas at Arlington Assistant Professor Carl Grodach on his forthcoming book with Dan Silver on Creative Cities. Dr. Florida is also writing the forward for the book.

► Professor Florida is serving on the dissertation committee for University of Texas at Arlington Ph.D student Michael Seaman. Professor Florida and the CCG team also worked with Michael to get his work featured by the National Public Radio, *Wired Magazine* and *The Atlantic Cities*. Michael attended the Creative Economy at the Martin Prosperity Institute at the University of Toronto.

► The CCG team and Professor Florida provided feedback to Assistant Professor Andrew Whittemore on his research about the Tea Party and the impact on public planning. The CCG was able to help Professor Whittemore secure media placement with *The Atlantic*.

Stakeholders

Throughout the process, the CCG team met with many regional business and civic leaders, as well as University representatives, to discuss our engagement with the University of Texas. Organizations include:

Arlington Chamber of Commerce

Arlington Center for Innovation

Arlington Department of Community Development and Planning

Office of Arlington Mayor Robert Chuck

Town of Argyle Office of Town Manager Lyle Dresher

Office of Cedar Hill Mayor Rob Frankle

Dallas Morning News

Dallas Regional Chamber of Commerce

Office of Dallas Mayor Mike Rawlings

Denton Economic Development Partnership

Fort Worth Chamber of Commerce

Fort Worth Star Telegram

Office of Fort Worth Mayor Betsy Price

North Central Texas Council of Government

North Texas Housing Coalition

North Texas Commission

Plano Economic Development

Tarrant County Public Health

United Way of Metro Dallas

University of Texas at Arlington School of Architecture

University of Texas at Arlington College of Education and Health Professions

University of Texas at Arlington Office of the President

University of Texas at Arlington Office of the Provost

University of Texas at Arlington School of Urban and Public Affairs

Urban Land Institute

Vision North Texas

4T SCORECARD: DALLAS-FORT WORTH METROPLEX

	MEASURE	Dallas-Fort Worth Metroplex	Regions above a Million	Dallas-Plano	Arlington -Fort Worth-	Texas	U.S. Average	Mega Region
Overall Indicators	Population 1-year growth	2.3%	1.4%	2.3%	2.3%	1.9%	0.7%	2.2%
	Population 25-year growth	88.3%	50.5%	90.2%	84.7%	54.3%	30.2%	82.0%
	Population density	717.2	686.9	774.1	623.7	94.7	86.8	405.1
	Employment 5-year growth	6.2%	0.2%	6.2%	6.9%	8.6%	-0.4%	7.8%
	Employment density	318.6	298.2	360.4	250.0	39.4	37.2	175.2
	Per capita income	$29,198	$27,198	$27,625	$26,328	$24,077	$26,409	$26,006
	Per capita income 10-year growth	37.6%	45.8%	35.7%	41.9%	49.0%	47.4%	N/A
	Housing value	$149,700	$232,800	$158,300	$135,400	$125,800	$185,200	$147,285
	Creativity index	32.5	32.4	40.4	26.3	39.3	N/A	N/A
Technology	Innovation index	7.5	10.5	9.2	3.7	29.7	N/A	N/A
	Patent 5-year growth	-13.4%	-4.0%	-15.4%	-2.4%	0.1%	-2.2%	2.6%
	Patents per 100K residents	26.5	37.1	32.8	13.6	23.9	26.8	36.3
	Tech pole index	17.35	11.09	N/A	N/A	32.3	N/A	N/A
	High tech business 5-year growth	9.8%	10.0%	8.8%	9.8%	8.8%	8.5%	2.8%
	High tech business LQ	1.23	1.14	1.22	1.23	0.9	1.00	1.19
	High tech employment LQ	1.38	1.11	1.47	0.87	1.04	1.00	1.30

4T SCORECARD: DALLAS-FORT WORTH METROPLEX

	MEASURE	Dallas-Fort Worth Metroplex	Regions above a Million	Dallas-Plano	Arlington-Fort Worth	Texas	U.S. Average	Mega Region
Talent	Talent index	40.1	42.7	44.4	31.3	26.4	N/A	N/A
	Non-employer index	1.22	0.98	1.19	1.29	1.25	1.00	1.19
	Bachelors degree and above %	30.0%	31.3%	32.0%	25.9%	25.5%	27.9%	29.4%
	Advanced degree %	9.8%	11.5%	10.7%	7.9%	8.5%	10.3%	9.8%
	No high school diploma %	18.1%	13.3%	1.2%	2.1%	-0.1%	14.8%	17.2%
	Brain gain index	0.69	1.01	0.74	0.55	0.71	1.00	N/A
	Median age	33	36.4	32.9	33.2	33.1	36.8	33.0
	University enrollment	318,554	199,915	222,199	96,255	1.4 million	19.6 million	670,766
	Student-faculty ratio	33 to 1	29 to 1	34 to 1	32 to 1	29 to 1	27 to 1	31 to 1
	Creative Class workers	860,000	466,378	636,780	223,220	2.9 million	37.6 million	1.5 million
	Creative Class %	29.6%	30.1%	31.1%	26.1%	28.0%	28.8%	29.7%
	Creative Class 1-year employment growth	-0.3%	-0.0%	1.1%	2.1%	1.2%	-0.3%	0.9%
	Creative Class 1-year total wage growth	2.8%	1.9%	2.0%	5.5%	4.9%	2.1%	4.9%
	Creative Class average annual salary	$73,381	$71,236	$75,390	$67,651	$68,326	$70,478	$69,691
	Super Creative class workers	542,140	280,092	393,040	149,080	1.9 million	24.5 million	952,040
	Super Creative Class %	18.7%	19.2%	19.2%	17.4%	18.7%	18.7%	19.2%
	Super creative Class 1-year employment growth	0.8%	-0.0%	-0.4%	3.9%	1.8%	0.0%	1.5%
	Super Creative Class 1-year total wage growth	4.7%	2.5%	3.5%	8.6%	6.3%	2.5%	6.5%

4T SCORECARD: DALLAS-FORT WORTH METROPLEX

	MEASURE	Dallas-Fort Worth Metroplex	Regions above a Million	Dallas-Plano	Arlington-Fort Worth	Texas	U.S. Average	Mega Region
Talent continued	Super Creative Class average annual salary	$64,685	$63,678	$66,110	$60,928	$60,757	$62,472	$62,247
	Service sector workers	1,397,450	708,696	981,270	416,180	4.9 million	63.9 million	2.4 million
	Service sector %	48.1%	49.3%	47.9%	48.6%	48.6%	49.0%	49.2%
	Service sector 1-year employment growth	-2.2%	-3.0%	-2.9%	-0.6%	-0.4%	-2.6%	-1.2%
	Service sector 1-year total wage growth	1.5%	-1.4%	1.1%	2.6%	3.8%	-0.8%	2.9%
	Service sector average annual salary	$32,000	$31,695	$32,790	$30,138	$29,054	$30,871	$30,401
	Working sector workers	645,120	283,871	428,390	216,730	2.4 million	28.6 million	1.1 million
	Working sector %	22.2%	20.4%	20.9%	25.3%	23.2%	21.9%	21.1%
	Working sector 1-year employment growth	-6.2%	-9.3%	-5.6%	-7.3%	-4.5%	-8.7%	-6.1%
	Working sector 1-year total wage growth	-3.2%	-7.2%	-2.6%	-3.2%	-0.3%	-6.4%	-3.0%
	Working sector average annual salary	$33,876	$37,477	$33,238	$35,137	$33,699	$36,561	$32,829

4T SCORECARD: DALLAS-FORT WORTH METROPLEX

	MEASURE	Dallas-Fort Worth Metroplex	Regions above a Million	Dallas-Plano	Arlington-Fort Worth	Texas	U.S. Average	Mega Region
Tolerance	Tolerance index	51.4	48.1	44.8	33.2	28.3	N/A	N/A
	Boho index	0.91	1.05	0.99	0.74	0.79	1.00	0.91
	Gay and lesbian index	1.13	1.16	1.21	0.98	0.90	1.00	1.12
	Gay index	1.21	1.20	1.49	0.65	0.84	1.00	1.06
	Lesbian index	1.06	1.13	0.95	1.28	0.96	1.00	1.18
	Non-white and non-black population %	17.7%	12.6%	18.9%	15.1%	14.7%	12.8%	16.8%
	Melting pot index	1.41	1.03	1.55	1.14	1.28	1.00	1.2
	Hispanic population %	28.0%	15.2%	29.5%	24.9%	36.9%	15.8%	31.9%
Territory Assets	Owner-to-renter ratio	1.7 to 1	1.9 to 1	1.6 to 1	1.9 to 1	1.8 to 1	1.9 to 1	1.6 to 1
	Average commute time	26.1	25.5	26.3	25.8	24.6	25.2	25.2
	Biking and walking (% of workforce)	1.5%	2.9%	1.6%	1.3%	2.0%	3.4%	1.9%
	Public transportation (% of workforce)	1.5%	4.2%	1.9%	0.8%	1.6%	4.9%	1.8%
	Difference between January and July temperature	40.6	38.3	N/A	N/A	40.6	N/A	37.6
	Annual percipitation	37.1	36.9	N/A	N/A	N/A	N/A	38.3
	Violent crimes per 100K residents	410.8	485.5	400.8	431.2	490.9	429.4	415.4
	Property crimes per 100K residents	3,912.7	3,368.9	3,819.3	4,103.6	4,015.5	3,036.1	4,211.3
	Arts and recreation establishments LQ	0.71	0.92	0.70	0.74	0.73	1.00	0.77
	Arts and recreation establishments 5-year growth	9.4%	10.1%	8.2%	12.0%	7.5%	9.0%	10.5%

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