

## Draft narrative: Dynamic Economy

### Economic and Financial

**Population and land use** – California’s population has grown at a faster rate than projected by the Department of Finance. We have 70 million people living here in 2050. To accommodate those growing numbers, California urban areas have spread and moved into areas that were once rural and in areas susceptible to flooding and fire. Families and homeowners prefer low density housing and many seek rural residential properties. These development patterns have expanded urban areas, away from existing infrastructure

**Economy and Housing** - California’s economy is booming, easily able to provide jobs for the growing population. The state has a highly diversified economic base and continues to be a leader in technology with increased employment in research and development. Average household incomes continue to rise.

**Agriculture** - Irrigated crop land has decreased significantly in some areas where urban development and natural resource restoration have increased. Some agricultural lands remained in production with land conservation agreements. Through a combination of advanced agricultural practices (e.g., multi-cropping) and technology, the agriculture industry has been able to increase the intensity of production as it also shifts to higher value permanent crops.

### Institutional and Political

Same as Current Trends

### Natural Systems

**Climate** - Same as Current Trends

**Water Quality** – New treatment technologies have allowed more cost effective treatment of brackish and polluted groundwater, which has increased available water supplies. Some rural areas lack access to good quality water due to natural conditions or legacy pollution.

### Technological

The West Coast was an early adopter of green technology. Fifty years ago, venture capitalists backed innovated technology as the industry realized that there was money to be made in clean energy. Water treatment technology allows more cost-effective clean up of groundwater and brackish water. New advancement in residential appliances and irrigation technology has significantly increased water use efficiency.