

PLAN 2010

People-Powered Goals For San Antonio's Future





Plan 210 is the Beto for Mayor campaign’s policy platform, prioritizing public safety, infrastructure, and economic development. Launched on October 5, 2024—exactly 210 days before the municipal election—it reflects the insights and aspirations gathered from residents citywide during four months of community engagement.

JOBS & WORKFORCE DEVELOPMENT



Our working-class families are the backbone of San Antonio, but too often, they face limited job opportunities and stagnating wages.

San Antonio has a rich history of economic resilience and innovation, but the challenges of the 21st century require a renewed focus on strategic planning and investment. As the city continues to grow—projected to add over 1 million residents by 2040—there is an urgent need to ensure that this growth is sustainable and inclusive.

The strength of San Antonio has always lied in its diversity and its capacity to adapt to changing economic conditions, but today it stands at a crucial juncture, ready to take bold steps toward building a resilient, innovative, and inclusive economy.

The city’s economic future success depends on making strategic investments in workforce development. By focusing on reskilling and upskilling the workforce, we can ensure that San Antonio continues to prosper in the years ahead.

JOB TRAINING

San Antonio’s economy has traditionally been anchored by industries such as manufacturing, healthcare, and military-related activities. While these industries remain vital, the city must also embrace emerging sectors like cybersecurity, bioscience, and advanced manufacturing. According to the Texas Workforce Commission, as of 2023, the San Antonio metropolitan area had an unemployment rate of 4.3%, with certain sectors experiencing higher rates due to technological disruption.

STRATEGIC OBJECTIVES

1. **Prioritization of SA Ready to Work:** The SA Ready to Work program, launched to address workforce needs, must prioritize training in high-demand fields such as cybersecurity, bioscience, AI, and green energy. The goal is to retrain 100,000 workers by 2030, ensuring they are equipped with skills relevant to the future economy.

KEY ACTIONS

- LAUNCH A CURRICULUM WITHIN THE SA READY TO WORK PROGRAM THAT FOCUSES ON EMERGING INDUSTRIES.
- PARTNER WITH LOCAL COLLEGES, UNIVERSITIES, VOCATIONAL SCHOOLS, AND HIGH SCHOOLS TO INTEGRATE THESE COURSES INTO THEIR OFFERINGS.
- IMPLEMENT REGULAR JOINT PLANNING SESSIONS TO ALIGN PROJECT SCHEDULES, ADDRESS POTENTIAL CONFLICTS, AND IDENTIFY OPPORTUNITIES FOR COLLABORATION.
- MONITOR AND EVALUATE PROGRAM OUTCOMES, WITH A GOAL OF RETRAINING AT LEAST 50,000 WORKERS BY THE END OF THE DECADE.

2. **Public-Private Partnerships:** Establish partnerships with local industries, educational institutions, and training providers to create apprenticeships and certification programs that align with the needs of Industry 4.0.

KEY ACTIONS

- INITIATE A TASK FORCE TO IDENTIFY KEY INDUSTRY PARTNERS AND DEVELOP APPRENTICESHIP MODELS.
- LAUNCH PILOT PROGRAMS IN PARTNERSHIP WITH INDUSTRY LEADERS IN CYBERSECURITY, BIOSCIENCE, AND ADVANCED MANUFACTURING.
- SCALE SUCCESSFUL PILOT PROGRAMS CITYWIDE, AIMING FOR BROAD ADOPTION ACROSS MULTIPLE SECTORS.

- 3.** **Digital Literacy and Advanced Skills Training:** Launch a citywide digital literacy campaign targeting 50,000 underserved residents by 2026, aiming to further reduce the city’s digital divide which stands at 18%. This campaign will provide residents with the basic and advanced skills necessary for employment in technology-driven sectors.

KEY ACTIONS

- DEVELOP DIGITAL LITERACY MODULES IN COLLABORATION WITH LOCAL NONPROFITS AND EDUCATIONAL INSTITUTIONS.
- DEPLOY THESE MODULES IN COMMUNITY CENTERS, LIBRARIES, AND SCHOOLS, WITH A FOCUS ON REACHING UNDERSERVED POPULATIONS.
- EXPAND THE PROGRAM TO INCLUDE ADVANCED TECHNICAL SKILLS TRAINING, WITH THE GOAL OF ENSURING DIGITAL LITERACY, INCLUDING AI LITERACY, FOR ALL RESIDENTS BY 2030.

ATTRACTING EMERGING ENTERPRISES

San Antonio’s economic future rests on its ability to proactively engage global companies, capitalize on its competitive advantages, and foster partnerships that enhance its standing in emerging sectors like cybersecurity and bioscience. With existing assets like the 16th Air Force and NSA’s cryptological center, as well as a robust healthcare sector, the city has the foundation to attract and grow these industries.

According to Greater:SATX, the IT and Cybersecurity sector is projected to grow by 11%, expanding from 18,000 jobs to over 120,000 within the next five years. Advanced Manufacturing and Logistics are expected to see a 15% increase, rising from 93,000 jobs to over 140,000. The Life Sciences and Health sector is set to outpace all other targeted sectors, with nearly 136,000 jobs anticipated. This growth will be further bolstered by the recent merger between the University of Texas at San Antonio and the University of Texas Health Science Center.

Despite these strengths, San Antonio faces competition from other cities that are also vying to become hubs for these industries. To stay competitive, San Antonio must offer a compelling value proposition to attract and retain companies and talent.

STRATEGIC OBJECTIVES

1. **Bolstering Support for Greater:SATX:** As part of our broader effort to attract emerging enterprises, the City of San Antonio Mayor's Office will strengthen its partnership with Greater:SATX, continuing enhancing its role in domestic and international corporate recruitment, particularly in the Cybersecurity, Advanced Manufacturing, Life Sciences & Health, and headquarters.

KEY ACTIONS

- EXPAND FUNDING FOR GREATER:SATX TO INCREASE PROACTIVE GLOBAL OUTREACH, FOCUSING ON KEY INTERNATIONAL MARKETS LIKE JAPAN, GERMANY, SOUTH KOREA, THE UK, AND MEXICO.
- ESTABLISH A CYBERSECURITY, BIOSCIENCE, ADVANCED MANUFACTURING WORKFORCE FUND TO FOSTER INTERNATIONAL PARTNERSHIPS AND TALENT PIPELINES.
- DOUBLE THE CITY'S INVESTMENT IN THE AIR SERVICE DEVELOPMENT FUND TO SECURE DIRECT FLIGHTS TO KEY DOMESTIC AND INTERNATIONAL BUSINESS HUBS, ENHANCING GLOBAL CONNECTIVITY.

2. **Incentive Programs:** Develop targeted incentive packages for companies in the cybersecurity and bioscience industries. The aim is to create 10,000 new jobs in these sectors by 2028.

KEY ACTIONS

- REVIEW EXISTING INCENTIVE PROGRAMS AND IDENTIFY AREAS FOR ENHANCEMENT.
- LAUNCH NEW INCENTIVE PROGRAMS TAILORED TO THE NEEDS OF HIGH-TECH INDUSTRIES, FOCUSING ON REDUCING BARRIERS TO ENTRY.
- EVALUATE THE EFFECTIVENESS OF THESE PROGRAMS, MAKING ADJUSTMENTS AS NEEDED TO MAXIMIZE JOB CREATION AND EASE IN DOING BUSINESS WITH LOCAL GOVERNMENT.

- 3.** **Innovation Districts:** Elevate and strengthen the branding of San Antonio's key innovation districts—including Port San Antonio, Downtown Tech District, Medical Center, VelocityTX, UTSA Main Campus, Greater Airport Area, Brooks City Base, and the NE I-35 & Loop 410 Regional Center—by fostering collaborative spaces that drive innovation and entrepreneurship. By 2027, our goal is to significantly increase the number of startups and new businesses across these areas.

KEY ACTIONS

- DEVELOP A MASTER PLAN FOR ENHANCING INNOVATION DISTRICTS, WITH INPUT FROM STAKEHOLDERS IN ACADEMIA, INDUSTRY, AND GOVERNMENT.
- IMPLEMENT PROGRAMS AND EVENTS TO ENCOURAGE COLLABORATION WITHIN THESE DISTRICTS, INCLUDING HACKATHONS, INCUBATORS, AND NETWORKING OPPORTUNITIES.
- REVIEW AND INCORPORATE SA TOMORROW REGIONAL CENTER PLANS FOR POTENTIAL COLLABORATION.

INCREASED REGIONAL COLLABORATION IN THE SOUTH TEXAS TRIANGLE

San Antonio, along with the broader South Texas region, share more in common than what separates them, highlighting the importance of a cooperative mindset. This approach enables us to comprehensively assess our city's economic activities and identify opportunities for economic collaboration.

The South Texas Triangle is already a critical component of the Texas economy, contributing billions in trade and logistics. However, the region faces challenges related to infrastructure, workforce readiness, and cross-border collaboration. By increasing collaboration within this region, San Antonio can play a pivotal role in harnessing its collective strengths to capture new opportunities.

STRATEGIC OBJECTIVES

1. **South Texas Triangle Economic Alliance (STTEA):** In 2025, we will launch the South Texas Triangle Economic Alliance to strengthen economic ties between the cities in this region. This initiative will focus on collaborative infrastructure projects, workforce development programs, and joint marketing efforts to attract international investment.

KEY ACTIONS

- ESTABLISH A REGIONAL COUNCIL WITH PUBLIC AND PRIVATE SECTOR REPRESENTATIVES FROM EACH CITY IN THE SOUTH TEXAS TRIANGLE TO OVERSEE THE INITIATIVE.
- IDENTIFY KEY INFRASTRUCTURE PROJECTS AND REGIONAL CLUSTERS THAT CAN BENEFIT FROM REGIONAL COLLABORATION, SUCH AS THE SPACE ECONOMY, TRANSPORTATION NETWORKS, ADVANCED MANUFACTURING, AND DIGITAL CONNECTIVITY.
- DEVELOP A REGIONAL WORKFORCE DEVELOPMENT PLAN THAT ALIGNS WITH THE NEEDS OF NEARSHORING INDUSTRIES, WITH A FOCUS ON CREATING A PIPELINE OF SKILLED WORKERS.

- 2.** **Nearshoring Strategy:** Develop a comprehensive nearshoring strategy by 2026, aimed at attracting investment from companies looking to relocate operations from Asia to North America. This strategy will include workforce training tailored to the needs of nearshoring companies, particularly in manufacturing and logistics.

KEY ACTIONS

- CONDUCT A MARKET ANALYSIS TO IDENTIFY THE SPECIFIC NEEDS AND OPPORTUNITIES ASSOCIATED WITH NEARSHORING IN THE SOUTH TEXAS TRIANGLE.
- LAUNCH TARGETED OUTREACH TO COMPANIES IN ASIA, EUROPE, AND LATIN AMERICA, HIGHLIGHTING THE BENEFITS OF NEARSHORING IN THE REGION.
- IMPLEMENT WORKFORCE TRAINING PROGRAMS IN PARTNERSHIP WITH LOCAL COMMUNITY COLLEGES, TECHNICAL SCHOOLS AND HIGH SCHOOLS, FOCUSING ON SKILLS RELEVANT TO NEARSHORING INDUSTRIES.
- LEVERAGE AND ENHANCE INTERNATIONAL COLLEGE EXCHANGE PROGRAMS WITH TOP TIER UNIVERSITIES.

- 3.** **Cross-Border Collaboration:** Work closely with Mexican counterparts to streamline cross-border trade and investment, enhancing the competitiveness of the South Texas Triangle as a single economic entity. By 2030, we aim to double cross-border trade, solidifying the Greater San Antonio area's role as a central hub in this mega-region.

KEY ACTIONS

- ESTABLISH A CROSS-BORDER ECONOMIC DEVELOPMENT OFFICE TO FACILITATE COLLABORATION BETWEEN TEXAS AND MEXICAN STATES.
- LAUNCH JOINT INITIATIVES WITH MEXICAN TRADE ASSOCIATIONS AND GOVERNMENT AGENCIES TO PROMOTE CROSS-BORDER INVESTMENT AND TRADE.
- DEVELOP INFRASTRUCTURE PROJECTS THAT IMPROVE CROSS-BORDER LOGISTICS, SUCH AS ENHANCED PORT FACILITIES AND TRANSPORTATION NETWORKS.

- 4.** **Supply Chain Development Zones:** Establish Supply Chain Development Zones in San Antonio to attract key industry players and their supply chains in high-impact sectors such as semiconductors, automotive manufacturing, renewable energy, and advanced energy technologies. These zones will offer targeted incentives, grants, and expedited permitting, to encourage companies to relocate or expand in San Antonio, fostering industrial growth and innovation.

KEY ACTIONS

- IDENTIFY POTENTIAL AREAS FOR SUPPLY CHAIN DEVELOPMENT ZONES AND DESIGN INCENTIVE PACKAGES TAILORED TO THE SEMICONDUCTOR, AUTOMOTIVE, RENEWABLE ENERGY, AND ADVANCED ENERGY SECTORS.
- LAUNCH A PILOT PROGRAM TO ATTRACT LEADING COMPANIES AND THEIR SUPPLY CHAINS IN THESE INDUSTRIES. COLLABORATE WITH OTHER SOUTH TEXAS CITIES TO PARTNER IN THE MANUFACTURING EFFORTS.
- SCALE THE INITIATIVE BASED ON INITIAL SUCCESSES, ATTRACTING ADDITIONAL COMPANIES AND BUILDING A ROBUST, FUTURE-FOCUSED SUPPLY CHAIN ECOSYSTEM IN SAN ANTONIO.

STRENGTHENING REGIONAL COLLABORATION IN THE AUSTIN-SAN ANTONIO MEGA REGION

By 2050, the Austin-San Antonio Mega Region is projected to grow to 8.3 million people. The question is not whether we will grow, but how we will prepare for that growth. As key cities in this dynamic region, Austin and San Antonio share more in common than what divides them, highlighting the need for a unified approach. Embracing a collaborative mindset allows us to thoroughly assess the region's economic landscape, unlocking new opportunities for innovation and sustainable growth. By leveraging the combined strengths of both cities, the region can attract global investment, enhance economic resilience, and address shared challenges such as infrastructure expansion and workforce development.

The Austin-San Antonio Mega Region is a significant economic powerhouse, contributing approximately \$385 billion annually to Texas' economy. According to the U.S. Bureau of Economic Analysis, the Austin-Round Rock metropolitan area accounted for about \$222 billion in GDP in 2022, while the San Antonio-New Braunfels metropolitan area contributed roughly \$163 billion. Despite its strengths in technology, biosciences, and advanced manufacturing, the region faces challenges in transportation infrastructure, housing, and workforce readiness. Enhancing collaboration between Austin and San Antonio can harness their collective potential, fostering innovation and economic growth.

- 1.** **Launching the ASTRA Corridor:** In 2025, we will establish the Austin-San Antonio Texas Regional Alliance (ASTRA Corridor) to strengthen collaboration between San Antonio and Austin. This alliance will prioritize joint infrastructure projects, workforce development initiatives, and positioning the mega region as a global innovation hub. The ASTRA Corridor will be driven by a coalition of public and private sector leaders, fostering a unified approach to regional growth and economic development.

KEY ACTIONS

- ESTABLISH A REGIONAL LEADERSHIP COUNCIL WITH REPRESENTATIVES FROM BOTH CITIES TO GUIDE THE ALLIANCE'S INITIATIVES.
- IDENTIFY AND ADVANCE KEY INFRASTRUCTURE PROJECTS, SUCH AS HIGH-SPEED RAIL AND EXPANDED DIGITAL CONNECTIVITY.
- DEVELOP A REGIONAL WORKFORCE PLAN TO CREATE A TALENT PIPELINE ALIGNED WITH THE NEEDS OF TECH, HEALTHCARE, AND ADVANCED MANUFACTURING SECTORS.

- 2.** **Fostering Innovation and Economic Synergy:** The ASTRA Corridor will drive the development of an innovation ecosystem, promoting collaboration between universities, research institutions, and private industry. By 2026, the aim is to double the number of startups and research initiatives in the region.

KEY ACTIONS

- ESTABLISH INTERCONNECTED INNOVATION HUBS TO FOSTER REGIONAL COLLABORATION AND TECHNOLOGICAL ADVANCEMENTS.
- LAUNCH JOINT ACCELERATOR PROGRAMS AND INVESTMENT FUNDS TO SUPPORT STARTUPS AND EMERGING INDUSTRIES.
- PROMOTE COLLABORATIVE RESEARCH IN FIELDS LIKE AI, BIOSCIENCES, AND RENEWABLE ENERGY.

- 3.** **Infrastructure and Mobility Enhancements:** By 2028, the mega region will see significant infrastructure improvements, enhancing connectivity, reducing congestion, and supporting economic activities.

KEY ACTIONS

- DEVELOP AND IMPLEMENT A COMPREHENSIVE TRANSPORTATION PLAN THAT EXPANDS AMTRAK TRAIN SERVICES BETWEEN SAN ANTONIO AND AUSTIN FROM ONE TO THREE DAILY RIDES, SUPPORTS NEW BRAUNFELS IN ITS PURSUIT OF A BUS RAPID TRANSIT SYSTEM FOR THE CORRIDOR, AND EVALUATES THE POTENTIAL FOR A PRIVATELY AND PUBLICLY FUNDED HIGH-SPEED RAIL SYSTEM.
- INVEST IN SMART INFRASTRUCTURE TO SUPPORT THE DIGITAL ECONOMY AND MANAGE REGIONAL TRANSPORTATION NEEDS, WHILE COLLABORATING WITH STATE AND FEDERAL AGENCIES TO SECURE ESSENTIAL FUNDING FOR THESE CRITICAL PROJECTS.