

AI & Data Centers in the Borderplex

AI and Data Center Industry: Interconnected Growth

The AI and data center industry **depend on each other for operations and growth**. As AI adoption increases, so will the need for more data centers:

- **Global race on AI:** Federal Gov't is accelerating digital infrastructure and reducing barriers
- AI is projected to increase the annual U.S. GDP by **\$1.7T to \$7.8T per decade**⁴
- As of 2024, 5K data centers exist nationwide with a **projected growth of 20-25% by 2030**⁵

16% 

of Texas businesses say they **will use AI in the next 6 months**, a growing trend.¹

11 

data centers are in the Borderplex. Investments signal a shift to AI.²

1 in 6 

workers in the Borderplex holds a position with high-AI exposure.³

Environment and Resources



By 2028 data centers are projected to:

- Triple their water use and consume 6.7-12% of total electricity nationwide⁶
- Increase emission exposure risks for resident

Identified Gap: No public data tracking exists

Economic Opportunity



Growth of data centers and AI can create:

- Construction and commerce opportunities⁸
- **High-wage tech and operations jobs**
- Collaborations to improve infrastructure for the region

Labor and Workforce



AI will have an impact on our region's workforce:

- AI will create additional occupations
- **84% of high-AI exposed workers in the region may be at risk for automation**⁹
- Women are more exposed to AI impacts¹⁰



Youth and Community



AI will have an impact on our youth:

- **72% of teens nationwide** have used AI companions¹¹
- Teens are likely to discuss important matters with AI rather than real people¹²

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SPOTLIGHT:

AI & the Borderplex Workforce

There is Significant AI Exposure Among Local Workers in the Borderplex

Approximately, 1 in 6 workers in the Borderplex region is employed in an occupation with a high level of AI exposure. Most of these workers are in office and administrative support roles, a field especially susceptible to automation.

AI-Exposed Occupations Are Typically Higher-Paying, Requiring Education and Analytical Skills

In general, jobs with high-AI exposure are in higher-wage sectors that require college-level education and strong analytical competencies. This presents a double-edged sword: while AI could enhance productivity for educated workers, it may displace others without upskilling.

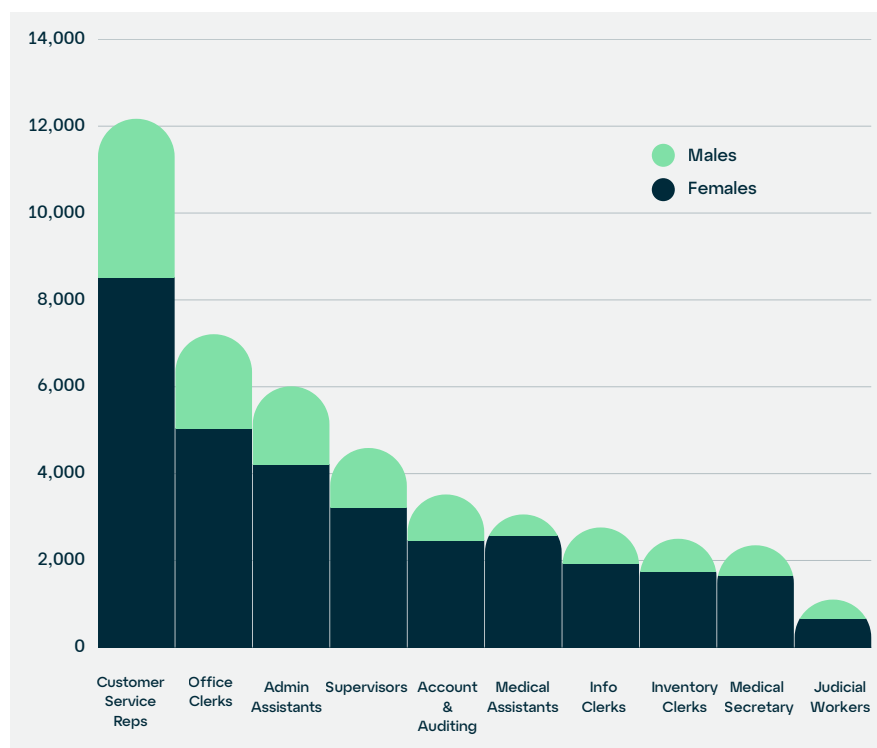
Women Workers in the Borderplex Are More Exposed to AI

Women in the region are disproportionately represented in administrative and clerical roles, making them more exposed to both AI augmentation and automation-driven displacement.

Borderplex Income Inequality Risks

Most workers in the Borderplex will not be exposed to AI. If AI increases the productivity of highly AI exposed workers, the U.S. Treasury indicated an exacerbation of income inequality may arise across the nation, including the Borderplex.

Top occupations in Borderplex with high-AI exposure, 2024



Source: Analysis was completed using the top 50 occupations with high AI exposure listed in the U.S. Treasury April 2024 report, U.S Bureau of Labor Statistics Occupational Employment and Wage Statistics Data for El Paso and Las Cruces (May 2024).



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Avanza is a project from the El Paso Innovation Hub dedicated to bringing together data, community voices, and public policy research to illuminate issues that matter the most for the Borderplex region.

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