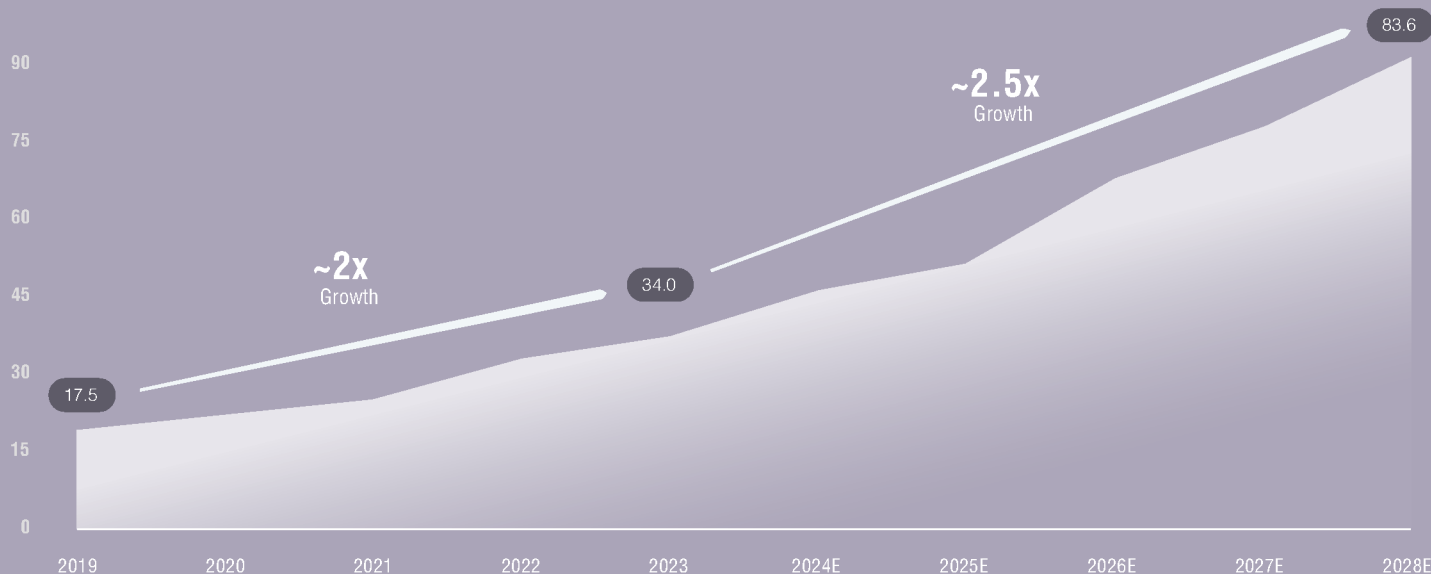


Increase much-needed processing and storage capacity

Growing global data center demand in gigawatts



Source: CBRE, DC Bytes

Our needs for data center capacity have grown—and continue to grow at a fast clip as we create more data.

If we don't build data centers that support this increasing data density, it could hamper the economy, business operations, and our daily lives.

On a microlevel, a lack of data center capacity or redundancy makes files and apps load slowly. On a macrolevel, if we don't build enough data centers to meet our growing storage and processing needs, there will be outages with international consequences, like the October 2021 Meta outage. We include a case study on this incident and its profound impacts in [the appendix](#).

Jobs

When data centers are in operation, they require fewer employees to operate than most other commercial properties, leaving minimal impacts on traffic in surrounding areas. A typical data center operates with fewer employees than other commercial or industrial facilities. Unlike industrial facilities, there is no fleet of trucks going in and out, which further minimizes traffic congestion.

More workers are present while the data center campus is under construction, though. Data center construction projects happen in phases, especially on larger campus developments, and these

phases can extend over several years. This phased approach often leads to misunderstandings regarding the permanency of the increased traffic. Clear communication about the nature and duration of construction phases can help manage expectations and reduce misunderstandings.

This phasing approach has a plus side, however. Data centers create local construction jobs for tradespeople who otherwise travel from job to job—with less fossil fuel consumption thanks to reduced commuting. Jobs related to data center construction typically provide these workers, sometimes called journey-people, with more stability and longer timelines, offering a higher quality of life. This outcome, in turn, can prevent or alleviate labor shortages and reduce renovation and building expenses in the area, benefiting homeowners and businesses.

Although the operational workforce of data centers is relatively small, people employed in these roles are well-compensated, often earning six-figure salaries without the need for significant training or a college degree. During both the construction and operational phases, data center jobs boost to the local economy because workers spend at retail stores, nearby restaurants, hotels, and suppliers.

Data centers also indirectly create many jobs across the broader economy. According to PricewaterhouseCoopers International Limited⁴ (PwC), each direct job in the U.S. data center industry

4 PwC, "Economic Impact Study of the US Data Center Industry," January 2021; "Data Centers and Ancillary Job Creation," TechIndustryReview, March 2022.