

Rick Adams, Goodwill of Orange County

Yeah, I think it's time to get going here. So thank you everyone for making it to our second meeting of the Community Economic Resilience Fund Stakeholders Group.

CJ Calderon

This meeting is being recorded.

Rick Adams, Goodwill of Orange County

We're happy to have you here and sorry for any technical delays to get started. We're getting started just a few minutes late here, but I think most folks are already on the call. Do we have our agenda ready to put up?

Dr. Wallace Walrod

Awesome.

Rick Adams, Goodwill of Orange County

So I think one of the things that we definitely wanted to do is everyone was on the last call where we did an overview of surf, which was really for a lot of folks. Probably the first time anyone's? Heard about surf, or if they have, it was probably the first deep dive you've taken into what that actually means and how it could affect Orange County. So today we have some additional items to go over. Now that you begin to think about the general concept, now we're ready to take a slightly deeper dive. CJ, do you want to add anything?

Annette Kelly-Whittle

Yeah.

CJ Calderon

I'd just like to add that you're going to be listening to some really great research presented by Dr. Walrod, and this really is the chance for the workforce sector and the organizations that do this work in Orange County to provide feedback to us, feedback to Dr. Walrod. And there will be some questions that we'll talk about. And I think he has built in some time at the end that we can have some discussions or questions, but we'll also be sending up a follow up email with those questions. So if you want to think about it, take some time or things come to you later. But this really is the chance for you all to hear the work that's being done and give us any other feedback or any ideas that you think that we might be missing from what we've found out so far.

Dr. Wallace Walrod

So thank you for being here.

Annette Kelly-Whittle

Great.

Rick Adams, Goodwill of Orange County

I think we can go ahead and get started then.

Annette Kelly-Whittle

Great.

David Loeza

And I'll give a really quick overview of where we're at in terms of the surf planning. Just very quickly. We are in the first part of the regional phase and what this initial phase, what we sort of call here for simplicity, is called the data phase internally. And here are five of the elements that go into that data. And Dr. Walrod and Jesse will be discussing a little bit more of what these elements are within the regional report, the draft regional report. But what we really want to highlight here is that this is the first deliverable to the state. We're hoping to get this well, the deadline for getting this to the state is the end of August, but we're hoping to get this report back to the state way before then. And part of the process for getting this back to the state is sharing it with you all, getting your input, making sure that the community understands what this report is trying to encapsulate and capture.

David Loeza

And after we collect feedback from the community, we then be moving into the second phase of this program, which is the strategies phase. And a lot of your feedback and observations will inform what the governing body, which is the HRTC of the surf process in North County will sort of determine as the strategies trista, we can

move to the next slide. So what we want to highlight here is that there will be a second phase that will follow this data phase, which is the strategies phase. And you can see here some of the elements that will be incorporated into that phase. And finally, trista, can you please okay. And finally, what we want to highlight here is that there's also a third phase, which is the implementation phase. This will begin in about a year. And what we really want to highlight here is that all this planning that we're doing, collecting your feedback and having these meetings, these discussions are really aimed towards actually getting essential funds for actual projects.

David Loeza

So a lot of what you are sharing with us and what we're discussing here is really meant to inform the really important projects that will receive funding. Now we'll pass it over to Dr. Walro.

Annette Kelly-Whittle

Thanks.

Dr. Wallace Walrod

W thanks, CJ and Rick.

Dr. Wallace Walrod

Appreciate it.

Dr. Wallace Walrod

Okay, somebody needs to enable screen sharing, please.

Trista Carter | CA FWD

There you go.

Dr. Wallace Walrod

Okay, thank you. Okay, let me get back up to the top here. Morning, everybody.

Dr. Wallace Walrod

Okay, got some slides to go through here. We'll start with a little bit about the approach and process that we undertook. Secondly, we'll just walk through the sections of the report.

Dr. Wallace Walrod

And then third, we'll do pretty deep.

Dr. Wallace Walrod

Dive into the SWOT analysis, which I think is basically that's the encapsulation of.

Dr. Wallace Walrod

The research that then leads that's kind.

Dr. Wallace Walrod

Of the bridge to the strategies phase as David outlined there. Let's start.

Dr. Wallace Walrod

So the research approach, we had a.

Dr. Wallace Walrod

Very tight timeline to accomplish this.

Dr. Wallace Walrod

It was supposed to start in October.

Dr. Wallace Walrod

Of 22, and it started really in March of 23.

Dr. Wallace Walrod

And they moved the deadline back, I.

Dr. Wallace Walrod

Think, one or two months, but they didn't move it back like, six months. So we had like a year's worth of work to do in about four months.

Dr. Wallace Walrod

So the research team did a great.

Dr. Wallace Walrod

Job of putting together what the state called for in their guidelines and then also some additional materials that we thought.

Dr. Wallace Walrod

Were important to tell the story here in Orange County.

Dr. Wallace Walrod

Because of that tight timeline, we used.

Dr. Wallace Walrod

A process where all the researchers put.

Dr. Wallace Walrod

Together their data and analysis into PowerPoint.

Dr. Wallace Walrod

Slides, and those were all presented to.

Dr. Wallace Walrod

The HRTC over the last three months or so. So we got feedback along the way and that allowed them to then build.

Dr. Wallace Walrod

Out the reports based upon that data and that feedback.

Dr. Wallace Walrod

And we documented the questions and the.

Dr. Wallace Walrod

Feedback during the whole process.

Dr. Wallace Walrod

We reached back out to those that did ask questions or want more detail directly, but then we also incorporated that.

Dr. Wallace Walrod

Into the document and.

Dr. Wallace Walrod

The narrative and data was brought back to the HRTC multiple times.

Dr. Wallace Walrod

There will be one more time at.

Dr. Wallace Walrod

The end of July when the HRTC.

Dr. Wallace Walrod

Will look at the complete document, which.

Dr. Wallace Walrod
Still missing a couple of pieces.

Dr. Wallace Walrod
And then to support the work along the way, we stood up a GIS.

Dr. Wallace Walrod
Data and mapping portal that's got all the maps in it, all the key.

Dr. Wallace Walrod
Data source links to the source data.

Dr. Wallace Walrod
Also has other reports that we thought were important.

Dr. Wallace Walrod
So that was sort of the process that we undertook for the research.

Dr. Wallace Walrod
So just walking through the components of.

Dr. Wallace Walrod
The report as it stands, as I said, some things are required in the state guidelines. These first set of bullet points under foundational objectives weren't required, but they were really in the spirit of surf that.

Dr. Wallace Walrod
We took a very deep dive into defining what and where the disinvested communities are.

Dr. Wallace Walrod
So went down to the census tract level.

Dr. Wallace Walrod
We looked very closely at equity and.

Dr. Wallace Walrod
Inclusiveness in those disinvested communities, especially compared to the countywide averages did the same.

Dr. Wallace Walrod
For sustainability and environmental justice and finally.

Dr. Wallace Walrod
COVID recovery and economic competitiveness, because resilience.

Dr. Wallace Walrod
Is a big part of what the.

Dr. Wallace Walrod
Spirit of surf is about. We did have several additional mapping requests from the HRTC, so you'll find those in the report as well. Next section, which we are still waiting for hopefully here. Pretty quickly.

Dr. Wallace Walrod
A couple of the community based organizations.

Dr. Wallace Walrod
That serve disinvested communities wanted to undertake some participatory action research. So they held a meeting where they had, I think, 112 disinvested community members attend that and they will be doing.

Dr. Wallace Walrod
A report based upon their findings of.

Dr. Wallace Walrod
The outcome of that meeting and other.

Dr. Wallace Walrod
Discussions they've had with the disinvested community members. Required in the state guidelines is stakeholder mapping.

Dr. Wallace Walrod
We had Rebecca Alvarez from NP Strategies, who's pretty familiar with a lot of the nonprofits in Orange County, but we didn't just survey nonprofits.

Dr. Wallace Walrod
So she has built a fantastic resource database that has basically all the community.

Dr. Wallace Walrod
Organizations that she reached out to, what areas they serve.

Dr. Wallace Walrod
A certain percentage are countywide, others are.

Dr. Wallace Walrod
Just a particular geographic region. Within Orange County. We took the supervisorial district sort of.

Dr. Wallace Walrod
As the way to take a look at that and we had a very.

Dr. Wallace Walrod
Good representation throughout the county.

Dr. Wallace Walrod
And we asked them, what services do.

Dr. Wallace Walrod
You provide, what communities do you support? Where might you play a role in surf. And that will become very important, especially as we move to the strategy phase.

Dr. Wallace Walrod
And to the project phase.

Dr. Wallace Walrod
So, for example, if we have uncovered.

Dr. Wallace Walrod
Say, we would like to look at.

Dr. Wallace Walrod
What a project might look like in workforce in North Orange County.

Dr. Wallace Walrod
We have a database at this point of the five or six organizations that critically play a role in those areas.

Dr. Wallace Walrod
And then other countywide organizations as well. So we can turn to them and.

Dr. Wallace Walrod
Say, what are your thoughts on developing.

Dr. Wallace Walrod
A strategy or a project around Workforce.

Dr. Wallace Walrod
In North Orange County?

Dr. Wallace Walrod
So we're still waiting on that, but.

Dr. Wallace Walrod
I think that should be pretty we'll.

Dr. Wallace Walrod
Receive that pretty soon. We'll incorporate both of those into the document. The link you were sent out is missing three pieces.

Dr. Wallace Walrod
Those are two of the pieces, and.

Dr. Wallace Walrod
I'll get to the other, the third piece on the next slide, I think.

Dr. Wallace Walrod
So another requirement of surf from the state is to do a regional summary.

Dr. Wallace Walrod
And at a high level.

Dr. Wallace Walrod
We looked at the overall Orange County.

Dr. Wallace Walrod
Economy and economic development trends going on here. We did a climate and environmental impact analysis where primarily what we focused on are the role of the transportation network in terms of workforce and job access.

Dr. Wallace Walrod
And economic development, and then looking at any climate vulnerabilities that are in Orange County, and there are several, and each.

Dr. Wallace Walrod
Of the sections had the key takeaway.

Dr. Wallace Walrod
We also did a public health analysis really focusing on disinvested communities.

Dr. Wallace Walrod
There are very definite, specific health disparities.

Dr. Wallace Walrod
That disinvested communities suffer to a greater.

Dr. Wallace Walrod
Extent than other places in Orange County.

Dr. Wallace Walrod
Similarly, that probably no surprise leads to gaps or disparities in health outcomes.

Dr. Wallace Walrod
There are environmental and sustainability challenges in disinvested communities that are greater probably than most other parts of the county. And then we looked importantly at healthcare access. What was the ability to address any of those health disparities or health outcomes?

Dr. Wallace Walrod
We did very pertinent to this group.

Dr. Wallace Walrod
Pretty deep dive on the labor market analysis. We looked both from an employment standpoint, from an industry standpoint, from an occupational.

Dr. Wallace Walrod
Standpoint, looking at where are good paying.

Dr. Wallace Walrod
Jobs in the county, both from an.

Dr. Wallace Walrod
Industry and occupational standpoint. We looked at where the current demand is, and primarily we did that through job postings.

Dr. Wallace Walrod
And then we did a bit of.

Dr. Wallace Walrod
An Orange County economic and employment forecast based upon our work, but also based.

Dr. Wallace Walrod
Upon work that Cal State Fullerton Chapman.

Dr. Wallace Walrod
And UCLA's Anderson School has put out recently. So that was required, sorry, the labor market analysis and public health analysis, those are all required parts of the state guidelines. These two were not required parts.

Dr. Wallace Walrod
So were fortunate to get Dr.

Dr. Wallace Walrod
Neil Sahota, who's a professor at UC Irvine and also an advisor to the United Nations on AI. He's a bit of a world expert on AI. We're lucky to have him here in Orange County. So we looked at what we think AI is such a big trend that's come upon us very quickly.

Dr. Wallace Walrod
Automation goes back a few decades in.

Dr. Wallace Walrod
Things like manufacturing, but AI in terms.

Dr. Wallace Walrod
Of things like Chat GPT obviously arose pretty quickly in 2022. So we thought it was important to understand what are going to be the impacts on the California, but specifically the Orange County economy. So there's a section on what might.

Dr. Wallace Walrod
The trends in AI mean for the.

Dr. Wallace Walrod
Labor market going forward.

Dr. Wallace Walrod
One of the requests from the HRTC.

Dr. Wallace Walrod
Was a very newly formed center at UC Irvine.

Dr. Wallace Walrod
The UCI Labor Center and UCLA and.

Dr. Wallace Walrod
Berkeley have had labor centers for decades.

Dr. Wallace Walrod
But there was an initiative at the.

Dr. Wallace Walrod
State and now every UC campus has a labor center.

Dr. Wallace Walrod
So under very tight timeline, we had.

Dr. Wallace Walrod
Dr. Virginia Parks and her colleague put together analysis of the labor market.

Dr. Wallace Walrod
From a labor perspective, from a union perspective.

Dr. Wallace Walrod
And as I said, they got it done very quickly.

Dr. Wallace Walrod
It's a brand new center.

Dr. Wallace Walrod
It really only launched in early 2023.

Dr. Wallace Walrod
So I think actually the work they.

Dr. Wallace Walrod
Did for us on Surf is actually their first work product, and I thought.

Dr. Wallace Walrod
They did a great job of that.

Dr. Wallace Walrod
Required in the state is the industry cluster analysis. So we looked at scores of industry.

Dr. Wallace Walrod
Clusters from an employment from a growth standpoint, we did analysis by city.

Dr. Wallace Walrod
We wanted to do a drill down.

Dr. Wallace Walrod
On it, not just at the countywide level. And then probably most importantly for our purposes, we looked at location quotient analysis, which is a good tool to look at how concentrated a particular industry is in your location. So in this case, comparing Orange County numbers to national numbers.

Dr. Wallace Walrod
And we have some very high location.

Dr. Wallace Walrod
Quotient areas such as medical device.

Dr. Wallace Walrod
I think a lot of people know.

Dr. Wallace Walrod
That Orange County is a home of medical device, but others as well, especially in advanced manufacturing actually.

Dr. Wallace Walrod
And one of the things that, if.

Dr. Wallace Walrod
We have time, I'd love to get.

Dr. Wallace Walrod
Your take on is we need to.

Dr. Wallace Walrod
Pick three industries that we think are sort of the industries of the future.

Dr. Wallace Walrod
And we'd love to have your input.

Dr. Wallace Walrod
As to what your thoughts are on what those three industries might mean. Of course, we'll probably look a little bit at the location quotient analysis.

Dr. Wallace Walrod
We'll look at where jobs are being.

Dr. Wallace Walrod
Created, especially good paying jobs. So that'll be part of the analysis.

Dr. Wallace Walrod
But we'd love to get your thoughts on that finally in terms of the.

Dr. Wallace Walrod
Main body of the report. So the industry cluster analysis was required.

Dr. Wallace Walrod
Under the state guidelines and then they.

Dr. Wallace Walrod
Also required a SWOT analysis. That's mainly what I'm going to walk through here in a few minutes.

Dr. Wallace Walrod
One of the other things to know is that Surf is very much based.

Dr. Wallace Walrod
On what's called the SEDs, the Comprehensive Economic Development Strategy kind of framework.

Dr. Wallace Walrod
That's a federal government framework that was.

Dr. Wallace Walrod
Put in place by the Economic Development.

Dr. Wallace Walrod
Administration, part of the US. Department of Commerce.

Dr. Wallace Walrod
So Orange County has an existing SWAT.

Dr. Wallace Walrod
Analysis from the SEDs, has an existing SEDs, and that actually runs out this year. It expires.

Dr. Wallace Walrod
So the county will probably put together a new said.

Dr. Wallace Walrod
I've done the last three. There are five year plans, so we use that as the basis for the SWOT analysis because there is a SWOT analysis in the SAIDS. But also we added in what were the key findings by the research team, and so we added all those into.

Dr. Wallace Walrod
The SWOT analysis as well. We do have three appendices if you.

Dr. Wallace Walrod
Want, just sort of the quick study, Cliff Notes version of what the research team found.

Dr. Wallace Walrod
It's the first appendix, and we asked.

Dr. Wallace Walrod
Each of the researchers to put together their three key points from what they studied. We did put together a history timeline for Orange County, and then finally we.

Dr. Wallace Walrod
Had a good partnership with Skagg Southern.

Dr. Wallace Walrod
California Association of Governments and with the Orange County Center of Excellence, which is center of Excellences are.

Dr. Wallace Walrod
Different centers that.

Dr. Wallace Walrod
The community colleges have set up statewide. The one in Orange County is hosted at Rancho Santiago Community College District. And they put together an occupational assessment, which we then wove into the labor market analysis, looking at what are the good paying jobs coming out of COVID.

Dr. Wallace Walrod
And what's going to be resilient if.

Dr. Wallace Walrod
We do have, say, another economic shock.

Dr. Wallace Walrod
So I think with that, maybe I'll.

Dr. Wallace Walrod
Stop there for a second. That was a lot for me and see if there's any questions about either our approach or kind of what's in the report. I know you were sent out a.

Dr. Wallace Walrod
Link to the existing report.

Dr. Wallace Walrod
Remember, there are three sections that are.

Dr. Wallace Walrod
Going to be added.

Dr. Wallace Walrod
That's the stakeholder mapping, the Participatory Action Research, and the UCI labor piece, which.

Dr. Wallace Walrod
We have received in our reviewing right now.

Dr. Wallace Walrod
So open it up to any questions or comments.

Annette Kelly-Whittle
Wallace.

Dr. Wallace Walrod
Yeah, this is Deborah Sanchez.

Dr. Wallace Walrod
Hey, Deborah.

CJ Calderon
Hello.

Deborah Sanchez - City of Santa Ana
Where can we find information on this? Is that the link that Jesse had sent out a couple of days ago.

Dr. Wallace Walrod
That has that 150 page document?

Dr. Wallace Walrod
It's about 250 pages exactly.

Dr. Wallace Walrod
But yes, I think Jesse sent it out multiple times.

Dr. Wallace Walrod
So that's exactly the link.

Deborah Sanchez - City of Santa Ana
That's where we can get the depth from the details of exactly. I think what you guys are doing is just phenomenal. Will be very helpful for all, and.

Dr. Wallace Walrod
I'm excited to delve into it.

Deborah Sanchez - City of Santa Ana
I guess that might be my nightly read. Right.

Dr. Wallace Walrod
Sorry about that. Yeah, there is a lot to cover.

Dr. Wallace Walrod
And one thing I would say about it is a lot of it is.

Dr. Wallace Walrod
Mapping and visual stuff. So it's not like 259 pages of text.

Dr. Wallace Walrod
It's looking really looking at where the patterns are. And with the overarching frame of looking.

Dr. Wallace Walrod
At disinvested communities, we thought that mapping is probably the best way to tell that story.

Annette Kelly-Whittle
Go ahead.

Dr. Wallace Walrod
Sorry.

Dr. Wallace Walrod
I was surprised to see there's actually.

Deborah Sanchez - City of Santa Ana
Need throughout the whole county.

Dr. Wallace Walrod
Yes, there is.

Deborah Sanchez - City of Santa Ana
Just North County. It's pockets all over our county.

Dr. Wallace Walrod
Yeah, just a little bit of just.

Dr. Wallace Walrod
Experience in working with the SAIDS that's.

Dr. Wallace Walrod
Interesting is.

Dr. Wallace Walrod
Some whole counties qualify under.

Dr. Wallace Walrod
The SAIDS, which is you have to.

Dr. Wallace Walrod
Be 2% above the national unemployment rate.

Dr. Wallace Walrod
And 80% or below per capita income levels.

Dr. Wallace Walrod
And so, like Imperial County, the whole.

Dr. Wallace Walrod
County qualifies for assets in Orange County.

Dr. Wallace Walrod
We obviously don't.

Dr. Wallace Walrod

We almost always have a lower unemployment rate. So we adopted this strategy, and it was actually, I believe, Mike Ruain way.

Dr. Wallace Walrod

Back when he was at the county, who he and I and a.

Dr. Wallace Walrod

Couple other people worked on.

Dr. Wallace Walrod

And so what we decided was to.

Dr. Wallace Walrod

Drill down to individual census tracts. We call those red zones.

Dr. Wallace Walrod

So we've been tracking those for 20.

Dr. Wallace Walrod

Plus years now and yes, you're exactly right, Deborah. That's an interesting observation, that they used to be kind of that very central.

Dr. Wallace Walrod

Part of the county, and that when.

Dr. Wallace Walrod

We look at the county from that.

Dr. Wallace Walrod

Perspective, it has kind of migrated out.

Dr. Wallace Walrod

To almost every part of the county. Almost every city has a red zone.

Dr. Wallace Walrod

What we used to call a red.

Dr. Wallace Walrod

Zone, but in this case, what we call a disinvested community.

Dr. Wallace Walrod

So that's a really good observation.

Dr. Wallace Walrod

Thank you.

Dr. Wallace Walrod

I think it would be good for.

Deborah Sanchez - City of Santa Ana

Us to look at the industry sector.

Dr. Wallace Walrod

Information that's in this report to identify.

Deborah Sanchez - City of Santa Ana

Industries who have that need, that also pay a fairly decent wage, so to speak, or a livable wage or closer.

Dr. Wallace Walrod

To that, and then see how we can get our community, our residents into those industries absolutely.

Deborah Sanchez - City of Santa Ana

But also meet their family needs.

Dr. Wallace Walrod

Absolutely.

Dr. Wallace Walrod

I think that's a hallmark of what if we want to stick to really.

Dr. Wallace Walrod

What sense and surf are so close.

Dr. Wallace Walrod

I get it mixed up and they're.

Dr. Wallace Walrod

So close not only in terms of the acronym, but in terms of the concept.

Dr. Wallace Walrod

We want to be able to make.

Dr. Wallace Walrod

Investments with the surf dollars and with other dollars.

Dr. Wallace Walrod

And I think that's something that everybody should know.

Dr. Wallace Walrod

This is even more. It was originally called the SAIDS on.

Dr. Wallace Walrod

Steroids, which I think is a pretty.

Dr. Wallace Walrod

Good because when we did it for.

Dr. Wallace Walrod

The county, we did do outreach per the EDA guidelines, but we have done a much more extensive and had the budget to do a much more extensive outreach for surf.

Dr. Wallace Walrod

And so I know it's going to.

Dr. Wallace Walrod

Be like a roadmap for not just surf related investments, but other state and federal dollars.

Dr. Wallace Walrod

And then also philanthropy is at the.

Dr. Wallace Walrod

Table and they're interested as well. So that's another thing to think about. Thank you for bringing that up.

Dr. Wallace Walrod

That this really just because of the.

Dr. Wallace Walrod
Massive amount of effort that we've undertaken.

Dr. Wallace Walrod
To do this, I think this really is the investment roadmap for where both.

Dr. Wallace Walrod
Geographically, but in terms of kind of sectoral, whether occupational or industry, where we should be making investments.

Dr. Wallace Walrod
And we need to have things like construction and manufacturing in the discussion as.

Dr. Wallace Walrod
Well as potentially one of the key industry sectors.

Dr. Wallace Walrod
So, great commentary. Thank you, Deborah. Anybody else before we head on?

Dr. Wallace Walrod
Yeah, Dr. Walrutt, I had just a quick question for you because you said.

Rick Adams, Goodwill of Orange County
Earlier that you've been tracking this data for 20 years. So that brings a question to my mind is for these key metrics and these sector industries, how quickly are you seeing things changing? I mean, my first look at the SWAT and some of the other elements of the report, a lot of things look really familiar, like I would expect them to be there. But I also wonder, from your expert perspective, what do you see changing quickly?

Dr. Wallace Walrod
Yeah, I think what might be changing.

Dr. Wallace Walrod
Very quickly that we will have to.

Dr. Wallace Walrod
Figure out how to incorporate because as.

Dr. Wallace Walrod
David said, this is due in August to the state. And by the way, just pat ourselves.

Dr. Wallace Walrod
In the back, we are far ahead.

Dr. Wallace Walrod
Of, I think, any other region of.

Dr. Wallace Walrod
The state which had to do their own tight timelines.

Dr. Wallace Walrod
I think the economic picture is probably.

Dr. Wallace Walrod
Changing pretty quickly and I think we still have with the headline numbers a pretty low unemployment rate.

Dr. Wallace Walrod
But I do think there's a rapid softening in the labor market and I.

Dr. Wallace Walrod
Don'T want to spend that much time happy to have separate conversations about this.

Dr. Wallace Walrod
But there are both statistical things within.

Dr. Wallace Walrod
The way the Bureau of Labor Statistics calculates the unemployment rate and then also other things that are more leading indicators.

Dr. Wallace Walrod
It turns out, like unemployment rates and.

Dr. Wallace Walrod
Job creation is a lagging indicator, especially right now coming out of COVID But.

Dr. Wallace Walrod
I'll give you an example. The unemployment rate is calculated using a.

Dr. Wallace Walrod
Model that the Bureau of Labor Statistics has put into place.

Dr. Wallace Walrod
There is a big component of that.

Dr. Wallace Walrod
Called the birth death business formation.

Dr. Wallace Walrod
It's totally.

Dr. Wallace Walrod
A modeling effort that tries.

Dr. Wallace Walrod
To guess how many new small startups.

Dr. Wallace Walrod
Are being formed versus how many are.

Dr. Wallace Walrod
Going out of business and coming out.

Dr. Wallace Walrod
Of COVID There were a lot of.

Dr. Wallace Walrod
People who.

Dr. Wallace Walrod
Started to form a new.

Dr. Wallace Walrod
Business, their own sort of business.

Dr. Wallace Walrod
And it turns out a lot of those didn't actually then end up like.

Dr. Wallace Walrod
They apply for a business license.

Dr. Wallace Walrod
A lot of them didn't really end.

Dr. Wallace Walrod
Up being in business.

Dr. Wallace Walrod
And so 37% of the jobs so that's an imputation to the other numbers. 37% of the jobs over the last twelve months have been attributed positively to those new business creation, those business formation statistics. I think that's probably overstated at this point. Then the other one that's not part of their model, but you can see.

Dr. Wallace Walrod
Coming very quickly are.

Dr. Wallace Walrod
Bankruptcies.

Dr. Wallace Walrod
Basically business bankruptcies are happening because as.

Dr. Wallace Walrod
Debt resets to the higher interest rate, it costs a lot more money for that business to stay in business.

Dr. Wallace Walrod
And for example, I just saw some.

Dr. Wallace Walrod
Statistics and this is for not highly credit rated businesses. This is for businesses on the lower end sort of on their credit risk.

Dr. Wallace Walrod
That when they reset and they reset.

Dr. Wallace Walrod
Some of them are floating rates, so.

Dr. Wallace Walrod
They have already reset.

Dr. Wallace Walrod
Some of them reset and usually they're.

Dr. Wallace Walrod
Only like 18 months to three year.

Dr. Wallace Walrod
Kind of debt cycles.

Dr. Wallace Walrod
85% with their existing rate are cash.

Dr. Wallace Walrod
Flow positive if they had to refinance.

Dr. Wallace Walrod
Their debt right now.

Dr. Wallace Walrod
And remember, this is not all companies.

Dr. Wallace Walrod
These are the ones lowest on the credit rating, 7% are cash flow positive versus 85%. So there could be a lot of layoffs, especially from those smaller firms that.

Dr. Wallace Walrod
Are sort of at risk because they.

Dr. Wallace Walrod
Have a lot of debt that's going.

Dr. Wallace Walrod
To reset at a much higher rate.

Dr. Wallace Walrod
And because of the stuff going on.

Dr. Wallace Walrod
In the banking sector, not spend one.

Dr. Wallace Walrod
More minute on this with the Silicon Valley Bank and Signature Bank, et cetera.

Dr. Wallace Walrod
There is really a credit crunch going on out there. And even, like, high tech companies up in Silicon Valley that are not publicly.

Dr. Wallace Walrod
Traded, when they're going to reset their.

Dr. Wallace Walrod
Debt, they're having to pay 15% to.

Dr. Wallace Walrod
20% interest, whereas they were paying like.

Dr. Wallace Walrod
Three to 5% 18 months ago.

Dr. Wallace Walrod
So I do think that's the thing that's changing most rapidly is the employment.

Dr. Wallace Walrod
Outlook and sort of the economic outlook, but it hasn't really hit the numbers yet. And people have been talking for like.

Dr. Wallace Walrod
A year about the recession and I do think it's going to hit either.

Dr. Wallace Walrod
Later this year or pretty hard in 2024. So that's the thing we'll have to take into account as we go forward after we submit this to the state.

Dr. Wallace Walrod
Is, yes, the labor market is probably.

Dr. Wallace Walrod
A lot weaker than what the report says it is.

Dr. Wallace Walrod
Sorry if that took too much time.

Dr. Wallace Walrod
But that's definitely something that everybody should.

Dr. Wallace Walrod
Be keeping their mind.

Dr. Wallace Walrod
It doesn't help that the Federal Reserve.

Dr. Wallace Walrod
Keeps raising interest rates, which it looked.

Dr. Wallace Walrod
Like they're going to do this month as well.

Dr. Wallace Walrod
Okay, anything else before we go to.

Dr. Wallace Walrod
The SWAT, which I'll go through pretty quickly, then we have time for discussion.

Dr. Wallace Walrod
And I'll probably stop along the way.

Dr. Wallace Walrod
Okay, so we have a lot of.

Dr. Wallace Walrod
Strengths in Orange County. We have a very highly educated and qualified workforce here.

Dr. Wallace Walrod
You'll see the positive things ripple throughout.

Dr. Wallace Walrod
A lot of the other indicators and.

Dr. Wallace Walrod
The negative things ripple throughout a lot of the other SWOT analysis.

Dr. Wallace Walrod
But yeah, we have one of the.

Dr. Wallace Walrod
Most educated and talented workforces nationally, I.

Dr. Wallace Walrod
Think probably top ten.

Dr. Wallace Walrod
We do really benefit just from our location.

Dr. Wallace Walrod
We're right at the heart of the Southern California market.

Dr. Wallace Walrod
And if you're a company and you.

Dr. Wallace Walrod
Only want one location in Southern California, orange county makes the most sense because you can then service La and San.

Dr. Wallace Walrod
Diego and Inland Empire very easily, whereas.

Dr. Wallace Walrod
Like, if you're in La.

Dr. Wallace Walrod
It's very difficult to serve the San Diego market and vice versa.

Dr. Wallace Walrod
San Diego difficult to serve the La market. We also benefit from being on the.

Dr. Wallace Walrod
Pacific Rim and all that global trade.

Dr. Wallace Walrod
That happens back and forth between Asia.

Dr. Wallace Walrod
So just our location is really important, kind of going along with that. It's important to have great transportation infrastructure.

Dr. Wallace Walrod
And I think Octa has done a phenomenal job.

Dr. Wallace Walrod
And so our streets and roads and.

Dr. Wallace Walrod
Highways and toll road network are really first class easily.

Dr. Wallace Walrod
They are the best in the state of California. I can't speak as much for nationally, but our transportation network is second to none.

Dr. Wallace Walrod
And then of course, it allows us.

Dr. Wallace Walrod
To be connected really well to the ports.

Dr. Wallace Walrod
And then also we have an airport, but we also have proximity to other airports like Lax and Ontario fairly close.

Dr. Wallace Walrod
So transportation wise is a real strength and that's a real important part of the economy. Not only getting people to and from work commuters every day, but getting goods.

Dr. Wallace Walrod
Moving easily back and forth throughout the.

Dr. Wallace Walrod
County and outside the county.

Dr. Wallace Walrod
We do have world class educational research institutions led by our three major universities.

Dr. Wallace Walrod
But also a great community college system, so we're well served by the educational community.

Dr. Wallace Walrod
Tourism is a big part of Orange County story.

Dr. Wallace Walrod
We do have these world class tourist.

Dr. Wallace Walrod
Attractions that attract people from throughout the.

Dr. Wallace Walrod
World, really, and not only around the.

Dr. Wallace Walrod
Disney resort, but our coastal amenities. So tourism brings in people and dollars.

Dr. Wallace Walrod
From other places and it's just sort of like when you export goods, like.

Dr. Wallace Walrod
You manufacture something you export, you are.

Dr. Wallace Walrod
Bringing dollars back into the county.

Dr. Wallace Walrod
Tourism is the other way that you.

Dr. Wallace Walrod
Can bring dollars into the county from outside.

Dr. Wallace Walrod
So we benefit from that because of all those things.

Dr. Wallace Walrod
We do have consistently the lowest unemployment rate in the region. And because we are at this heart.

Dr. Wallace Walrod
Of the Southern California region, we are.

Dr. Wallace Walrod
Sort of the economic engine. And we have about 200,000 more workers commuting into Orange County every day than.

Dr. Wallace Walrod
Orange County workers commuting out.

Dr. Wallace Walrod
We have really good internet connectivity, broadband in Orange County.

Dr. Wallace Walrod
As I said, we do have a.

Dr. Wallace Walrod
Very strong and concentrated industry cluster network. But we're not just one thing. Our industry cluster network is fairly diverse.

Dr. Wallace Walrod
Milken Institute up in Santa Monica measures.

Dr. Wallace Walrod
That throughout the US.

Dr. Wallace Walrod
And Orange County is always 1st, 2nd or third. And we always swap places with Boston and San Diego.

Dr. Wallace Walrod
Sorry.

Dr. Wallace Walrod
And that's really good because if you.

Dr. Wallace Walrod
Have one industry that's really dominant, say like the entertainment industry in La county, if for whatever reason there's a big downturn there, you can make up the difference from all your other industry sectors.

Dr. Wallace Walrod
So we actually had during the mortgage.

Dr. Wallace Walrod
Crisis back in seven and eight, we had a lot of those mortgage lenders.

Dr. Wallace Walrod
Here that took a big hit, but.

Dr. Wallace Walrod
We actually recovered fairly quickly. And so we do have this.

Dr. Wallace Walrod
Very diverse, well rounded economy. I will go through the weaknesses and.

Dr. Wallace Walrod
Maybe stop for questions and comments. This is debatable and we do have the sets that's in existence but some people have postulated that we do have a lack of a unified regional vision.

Dr. Wallace Walrod
And I think that's one of the.

Dr. Wallace Walrod
Beauties of Serf is that we will.

Dr. Wallace Walrod
Be developing this regional vision collectively together.

Dr. Wallace Walrod
We do have workforce labor gaps, we've called them various things, skills gaps, et cetera. But we do have a lot more.

Dr. Wallace Walrod

Job openings than we do have people able to successfully be placed in those jobs. The biggest weakness by far that as I said, we have stuff that ripples.

Dr. Wallace Walrod
Positively through the rest of the SWOT analysis.

Dr. Wallace Walrod
This is one that ripples negatively is.

Dr. Wallace Walrod
Just our housing situation. We don't have enough supply and it's too expensive.

Dr. Wallace Walrod
And I'm not just talking about houses.

Dr. Wallace Walrod
But rental market as well. It's just an expensive place to live.

Dr. Wallace Walrod
That obviously affects the high cost of.

Dr. Wallace Walrod
Living and 95% of the differential. Why Orange County is a high cost of living place is because of housing costs and that's especially important as we're.

Dr. Wallace Walrod
At a time of elevated inflation. Although it looks like it's coming down.

Dr. Wallace Walrod
A little bit recently.

Dr. Wallace Walrod
Going back to the housing situation, it's not easy. We are a small county.

Dr. Wallace Walrod
A lot of our county is permanent open space so it's permanently dedicated to.

Dr. Wallace Walrod
Be open space can't be built upon. We're running out of, like, raw land.

Dr. Wallace Walrod
So we have to be creative.

Dr. Wallace Walrod
And things like as brick and mortar.

Dr. Wallace Walrod
Retail suffers challenges and ecommerce rises, we need to think about and several of.

Dr. Wallace Walrod
The shopping malls throughout Orange County have already started to do this. Either completely knock it down and put.

Dr. Wallace Walrod
Up housing or add housing. Opportunistically like Main Place mall.

Dr. Wallace Walrod
Some of the plans for that are.

Dr. Wallace Walrod
The Five Lagunas, I think what used to be the Laguna Hills Mall.

Dr. Wallace Walrod
We are very vulnerable to natural disasters, a series of them but the ones.

Dr. Wallace Walrod
We think about mostly are earthquakes and.

Dr. Wallace Walrod
Fires so we need to be prepared for those. Something I personally have been working on childcare supply and cost is a big issue in Orange County. We don't have enough supply and it costs too much.

Dr. Wallace Walrod
And then once again, environmental and sustainability challenges are definitely a weakness in Orange.

Dr. Wallace Walrod
County that we need to plan for.

Dr. Wallace Walrod
I do think AI and Automation is.

Dr. Wallace Walrod
Going to impact Orange County, maybe more.

Dr. Wallace Walrod
So than other places.

Dr. Wallace Walrod
But I think in general, AI and.

Dr. Wallace Walrod
Automation is something that every region is.

Dr. Wallace Walrod
Going to have to take into account when you're somewhat higher cost place both in terms of living and in terms.

Dr. Wallace Walrod
Of what it costs to have a business here. You're going to look for ways to.

Dr. Wallace Walrod
Reduce costs and one of those for.

Dr. Wallace Walrod
Sure is going to be AI and automation. And it's definitely, from a workforce perspective.

Dr. Wallace Walrod
Something we have to do a better.

Dr. Wallace Walrod
Job of educating our students in current workforce about. We do have uneven outcomes and so.

Dr. Wallace Walrod
The emphasis on disinvested communities is really key here. How do we even out some of those outcomes? And that also leads to the climate.

Dr. Wallace Walrod
And environmental impacts are not evenly distributed, like air pollution is not evenly distributed. Lack of parks in some parts of the county.

Dr. Wallace Walrod
It is getting hotter these next two.

Dr. Wallace Walrod
Weeks, so extreme heat events are not distributed evenly.

Dr. Wallace Walrod
And then I think this is the.

Dr. Wallace Walrod
Last slide that then has public health impacts on disinvested communities.

Dr. Wallace Walrod
So there is a greater burden on disinvested communities. Even though we have good broadband, there.

Dr. Wallace Walrod
Is still a digital divide and we understood the importance of that during COVID especially the importance for education, the importance.

Dr. Wallace Walrod
For as we move to more of.

Dr. Wallace Walrod
A remote or hybrid work environment, the.

Dr. Wallace Walrod
Importance of broadband connectivity is important.

Dr. Wallace Walrod
And actually this is one added by.

Dr. Wallace Walrod
One of the HRTC members. With the state's emphasis on EVs, is the grid going to be able to.

Dr. Wallace Walrod
Stand up to how much capacity needs to be added on that?

Dr. Wallace Walrod
I think with that I'll stop and then we'll move on to opportunities and threats.

Dr. Wallace Walrod
Any ones that we missed there.

Dr. Wallace Walrod
I think there is a questionnaire that's.

Dr. Wallace Walrod
Going to go out that will ask.

Dr. Wallace Walrod
About each of these, if there's other things that we should consider.

Annette Kelly-Whittle
Yes. Deborah.

Dr. Wallace Walrod
On the comment about EVs and capacity in the grid, I'm also thinking.

Deborah Sanchez - City of Santa Ana

About all the apartment dwellers. Where are they going to charge? They may not have private garages or spaces assigned.

Dr. Wallace Walrod
How is that going to be addressed?

Dr. Wallace Walrod
Yeah, absolutely. I think you could think part of that's maybe at workplace sites, but that's.

Dr. Wallace Walrod
Definitely not we're, I think way behind.

Dr. Wallace Walrod
In general, both residential and workplace deployment of charging stations.

Dr. Wallace Walrod
But it is definitely a priority for the state and the state has provided some funding, so that could be something.

Dr. Wallace Walrod
We should think about as a strategy.

Dr. Wallace Walrod
For Orange County and a project even, is how we do make sure that.

Dr. Wallace Walrod
That continues to move in the right direction.

Dr. Wallace Walrod
Thanks Deborah. Others maybe I'll just roll through the.

Dr. Wallace Walrod
Rest of them and then we can.

Dr. Wallace Walrod
Get to any discussion and especially the.

Dr. Wallace Walrod
Discussion of the key industry clusters. So Opportunities Surf is all about elevating disinvested communities. We need to do a better job.

Dr. Wallace Walrod
Of promoting innovation and entrepreneurship. There have been good efforts, but I.

Dr. Wallace Walrod
Think other places there have been increased.

Dr. Wallace Walrod
Efforts compared to Orange County. So we need to do a better job there.

Dr. Wallace Walrod
We do have shifting demographics.

Dr. Wallace Walrod
We are very diverse from an ethnicity standpoint.

Dr. Wallace Walrod
Probably where we're getting less diverse is in our age distribution.

Dr. Wallace Walrod
We're getting much older as a county and that's because of that housing issue.

Dr. Wallace Walrod
That we're losing 35 to 44 year.

Dr. Wallace Walrod
Olds and 25 to 34 year olds. They're just moving out of Orange County.

Dr. Wallace Walrod
And they're not just moving to inland empire.

Dr. Wallace Walrod
They're moving out of state increasingly.

Dr. Wallace Walrod
So we are at risk of our.

Dr. Wallace Walrod
Workforce talent pipeline, not meeting needs. And then also we're losing the kids.

Dr. Wallace Walrod
That they would have if they were here.

Dr. Wallace Walrod
So we do have declining K through twelve school enrollment.

Dr. Wallace Walrod
We can do a better job of.

Dr. Wallace Walrod
Leveraging our existing industry clusters. That's a really exciting part is to.

Dr. Wallace Walrod
Really do a deep dive into what.

Dr. Wallace Walrod
Are our opportunities in terms of industries and what are the three that as a group will collectively decide upon career.

Dr. Wallace Walrod
Technical education, especially for things like construction.

Dr. Wallace Walrod
And manufacturing, but other things as well.

Dr. Wallace Walrod
Is really an opportunity. We have a robust system and we.

Dr. Wallace Walrod
Need to market that probably better.

Dr. Wallace Walrod
Orange county usually recovers quicker than our surrounding counties, but we still need to build economic resilience and especially if something like an earthquake would happen, how are.

Dr. Wallace Walrod
We going to respond to that? And then a hallmark of surf is to develop an inclusive economy and the.

Dr. Wallace Walrod
Way to do that is through greater.

Dr. Wallace Walrod

Education and greater job creation of good paying jobs. Higher education needs to also be a part of opportunities in terms of non English speakers, formerly incarcerated, et cetera. And I know there's a proposal that.

Dr. Wallace Walrod

Orange County is going to make on the hire program. So surf really is this overall regional competitiveness strategy.

Dr. Wallace Walrod

And then finally US is reindustrializing and.

Dr. Wallace Walrod

Orange County still has almost 160,000 manufacturing jobs, so we need to be a part of that reindustrialization and places like.

Dr. Wallace Walrod

Santa Ana have a significant amount of.

Dr. Wallace Walrod

Manufacturers still career pathways and skills based learning. Would love to get your feedback on.

Dr. Wallace Walrod

How we're doing on that, but I.

Dr. Wallace Walrod

See that as a continuing opportunity. If we address the childcare issue, it turns from a weakness into a strength. And then we do need to realize.

Dr. Wallace Walrod

We have these world class employers and.

Dr. Wallace Walrod

We need to do a better job.

Dr. Wallace Walrod

Of keeping them here. Threats I'll go through pretty quickly because.

Dr. Wallace Walrod

I've talked a lot about these. We've lost population in the last three or four years.

Dr. Wallace Walrod

It seems crazy to me if you.

Dr. Wallace Walrod

Would have told me that 20 years ago that were going to be losing population, but we have been that's mostly because of housing costs and high cost of living. That's also created poverty rates and homelessness.

Dr. Wallace Walrod

And then we need to make sure.

Dr. Wallace Walrod

That our regulatory environment doesn't push companies.

Dr. Wallace Walrod

Out like it's kind of pushed residents out.

Dr. Wallace Walrod

Our health trends are generally moving in the right direction, but mental health trends are not.

Dr. Wallace Walrod
So we need to keep an eye on that.

Dr. Wallace Walrod
Our AI experts said that our AI.

Dr. Wallace Walrod
Workforce and education is lagging a bit from some other places.

Dr. Wallace Walrod
We're just always going to be perpetually.

Dr. Wallace Walrod
Have to keep drought in mind even.

Dr. Wallace Walrod
Though we had very rainy last nine months or so. But that's always going to be an.

Dr. Wallace Walrod
Issue for Orange County. That and other climate and sustainability challenges like coastal erosion, et cetera.

Dr. Wallace Walrod
And then once again this increasingly older.

Dr. Wallace Walrod
Population is a threat to us.

Dr. Wallace Walrod
I think these are the last ones.

Dr. Wallace Walrod
Automation and its impact, as I said, on occupation, career ladders, big deal.

Dr. Wallace Walrod
Shifting commercial real estate trends.

Dr. Wallace Walrod
It looks like hybrid and work from.

Dr. Wallace Walrod
Home is sticky, maybe stickier than some people thought.

Dr. Wallace Walrod
So if we have excess office space.

Dr. Wallace Walrod
How do we transition that to other uses?

Dr. Wallace Walrod
And finally, once again, big threat long.

Dr. Wallace Walrod
Term is natural disasters like earthquakes, fires, floods, et cetera. So with that I'm going to stop.

Dr. Wallace Walrod
And would love any comments or feedback. I think we have about 10 minutes here and Jesse and I are also.

Dr. Wallace Walrod

Available if you send an email or if you want to have a side conversation or the survey will be sent out to everybody.

Dr. Wallace Walrod

So this is our time to chat and discuss. Yeah, really a lot of it is expected right there's not a lot of.

Rick Adams, Goodwill of Orange County

Big surprises there but also just one perspective is how much of the SWOT analysis does touch the workforce side.

Dr. Wallace Walrod

Absolutely, absolutely. Yeah, we it's an area that I think it's a strength for Orange County.

Dr. Wallace Walrod

But it's also a bit of a threat as we when were talking to one of the other groups they.

Dr. Wallace Walrod

Were like they said, which is a good point, how do we know how.

Dr. Wallace Walrod

To prepare people for the AI world? And we're just kind of at the front end of that and I'm sure it will evolve very quickly over the.

Dr. Wallace Walrod

Next five plus years. So I think it does get back.

Dr. Wallace Walrod

A little bit to tried and true things like critical thinking skills, teamwork and things like that.

Dr. Wallace Walrod

But that's definitely an area we need.

Dr. Wallace Walrod

To definitely make sure that we always think about that when we're doing education.

Dr. Wallace Walrod

And training now is what could be the impacts.

Dr. Wallace Walrod

And I guess something new really is.

Dr. Wallace Walrod

We traditionally think of automation in terms.

Dr. Wallace Walrod

Of blue collar jobs, and I think.

Dr. Wallace Walrod

With Chat GBT that's more aimed at.

Dr. Wallace Walrod

Kind of white collar jobs and the.

Dr. Wallace Walrod

Potential for replacement there. So that is something new as well that's come on very quickly.

Dr. Wallace Walrod

And then.

Dr. Wallace Walrod
We'D love any comments on the industries of the future.

Dr. Wallace Walrod
Thoughts on that?

Israel Dominguez, Saddleback College
Well, Wallace. Thank you. This is a great report.

Dr. Wallace Walrod
Thanks.

Israel Dominguez, Saddleback College
Israel had a chance to kind of skim through it and just a couple of comments. First, that's a lot of data to digest. Secondly, it's so much different aspects of the data in terms of areas of poverty, the demographics, the opportunities and industry clusters that it's going to be a bit of a challenge to come up with a comprehensive strategy to roll this out. Just assessment not only, but there's just a lot of moving parts to it. So I think we're going to have to collectively look at where can we make the most impact and have the quicker wins than versus the longer term strategy.

Dr. Wallace Walrod
Yeah, fortunately, that's the HRTC's job.

Dr. Wallace Walrod
And then secondly, the state is starting to provide more prescriptive guidance on what.

Dr. Wallace Walrod
Those strategies should look like.

Israel Dominguez, Saddleback College
But I think what we see is in terms of industry clusters, I definitely see manufacturing expanding in a number of areas. Obviously, you pointed out medical device is one of the key ones. Automation. I totally see that increasing in automation. So that's a different kind of set.

Dr. Wallace Walrod
Okay.

Israel Dominguez, Saddleback College
And in the service sector, there's a lot of in terms of entrepreneurship, lifestyle, type of opportunities that people get into because they're easier to get into. And then, of course, what you mentioned as far as AI yeah, there's opportunities, but there's a real danger with it that out of control in unexpected and unintended ways. I think whatever we do as it relates to AI in terms of implementation and strategy that we look at, it also from how do we mitigate or avoid some misuses of it can create devastating effects to the overall economy as well.

Dr. Wallace Walrod
Absolutely.

Annette Kelly-Whittle
Yeah.

Dr. Wallace Walrod
I'll throw out one that I'm not saying this is one that I would pick as the top three, but one maybe that people don't think about. And it gets a little bit to.

Dr. Wallace Walrod
Your comment about lifestyle is we are.

Dr. Wallace Walrod
One of the centers of foodrestrantcolony all.

Dr. Wallace Walrod
The way from in and out, being.

Dr. Wallace Walrod
Headquartered here to Chipotle, obviously moving here.

Dr. Wallace Walrod
To a lot of other.

Dr. Wallace Walrod
Food type companies. So that's kind of an interesting one to think about.

Dr. Wallace Walrod
And I think there's a lot of.

Dr. Wallace Walrod
Actual entrepreneurship and innovation that goes on in that space that would be interesting to think about.

Dr. Wallace Walrod
There's a lot of food manufacturers here.

Deborah Sanchez - City of Santa Ana
In Santana that we laugh great bread bakeries here in the city.

Dr. Wallace Walrod
Absolutely.

Deborah Sanchez - City of Santa Ana
There's a lot in Orange County in that area.

Dr. Wallace Walrod
Yeah.

Dr. Wallace Walrod
And there's some emerging.

Dr. Wallace Walrod
I don't know if you've seen that store, one concept in Anaheim.

Dr. Wallace Walrod
If you haven't, that's really interesting too. Like what Shaheen Sedegi has done with.

Dr. Wallace Walrod
The Lab and the camp and packing.

Dr. Wallace Walrod
House up in Anaheim. Some interesting.

Dr. Wallace Walrod
And then what's the one?

Dr. Wallace Walrod
Fourth Street Market? Is that what it's called in Santana? Deborah?

Deborah Sanchez - City of Santa Ana
Yes, Fourth Street Market.

Dr. Wallace Walrod
But there's also some aqua farms here.

Deborah Sanchez - City of Santa Ana
In Santana that are growing various vegetables vertically industrial buildings.

Dr. Wallace Walrod
Wow.

Deborah Sanchez - City of Santa Ana
And then if you really want to.

Dr. Wallace Walrod
Touch it, we do have a burgeoning.

Deborah Sanchez - City of Santa Ana
Manufacturing of cannabis products here in our city.

Dr. Wallace Walrod
Oh, yeah, that's interesting.

Deborah Sanchez - City of Santa Ana
That needs manufacturers or people that know how to use the products.

Dr. Wallace Walrod
So we're collaborating with general fund monies.

Deborah Sanchez - City of Santa Ana
With our community colleges to provide training for that industry.

Dr. Wallace Walrod
And I think Santa Ana College is.

Dr. Wallace Walrod
Building up their culinary program.

CJ Calderon
Yeah.

Dr. Wallace Walrod
And then we have a lot of nutraceuticals and nutritional supplement manufacturers, I believe.

Dr. Wallace Walrod
In Orange County as well.

Deborah Sanchez - City of Santa Ana
Well, then even our charter schools have culinary programs. OSHA San Antonio Unified has a culinary program and their K Three spar, their high school program.

Dr. Wallace Walrod
That might be an interesting one to take a look at. Consider at least put on the list.

Deborah Sanchez - City of Santa Ana
Right, that's one of our industries for.

Dr. Wallace Walrod
The three workforce boards is the transportation, or what's it called?

Deborah Sanchez - City of Santa Ana
Hospitality, tourism and retail. And the culinary falls under.

Dr. Wallace Walrod
That fits in nicely in there, right? Absolutely. Any other thoughts?

Dr. Wallace Walrod
I think we only have a couple more minutes, but we're available by email.

Dr. Wallace Walrod
Happy to set up other conversations or.

Dr. Wallace Walrod
The survey is a good way to.

Dr. Wallace Walrod
Actually give us some thoughts as well.

Trista Carter | CA FWD
Yeah, we're going to be sending out the email shortly after this and a copy of the slides that were presented by Dr. Walberg will be attached to the email and a link to the survey as well will be sent out right after this. And then the recording will be uploaded to the OCB website as well.

Annette Kelly-Whittle
Great.

Dr. Wallace Walrod
Well, thanks, everybody.

Dr. Wallace Walrod
I think I'll turn it back over.

Dr. Wallace Walrod
To Trista and Rick and CJ.

Trista Carter | CA FWD
That's it for me.

CJ Calderon
So, Trista, David, talk about the survey that you just put in the chat.

Dr. Wallace Walrod
Really quick, and will that be in.

CJ Calderon
The letter of the follow up email as well?

Davíd Loaeza
Yes, we'll send up a follow up email with the survey again, but here's another opportunity for you to share your feedback on the report. It will mainly focus on the SWOT analysis and you'll be able to input any feedback that you have in that part of the report. We are also curious about what you think are the three growing industries in Orange County in the future, so we added a question there to address that. So please, as Deborah mentioned, as you're doing your nightly read with the report and you have some feedback on any of the pieces that seem important to you, please fill out that survey or let us know via email. We'll be happy to incorporate it and share with the research team.

Trista Carter | CA FWD
The final plan. The draft plan will be revised by the HRTC next week and they're collecting all this data and then hopefully they can submit it to the state, I believe, by the 28th, I think that's the deadline, so they'll definitely greatly appreciate any flags that you guys may see.

Annette Kelly-Whittle
Great.

Rick Adams, Goodwill of Orange County
Sounds good. Any last comments before we close it out?

Dr. Wallace Walrod
Can you drop?

CJ Calderon
There it goes. Thank you.

Annette Kelly-Whittle
You got it. Great.

Dr. Wallace Walrod
Thank you, Dr. Walrod.

Rick Adams, Goodwill of Orange County
Thank you.

Dr. Wallace Walrod
Everyone else, thank you.

Dr. Wallace Walrod
Thanks for all the great questions.

Annette Kelly-Whittle
Thank you.

CJ Calderon
The recording has stopped.

Dr. Wallace Walrod
Have a great day.

Dr. Wallace Walrod
Thanks, everybody.