



**Orange County CEDS**  
**Comprehensive Economic Development Strategy**  
**Presented by**  
**Orange County Workforce Investment Board**  
**ANNUAL REPORT**  
**2007**  
**Orange County, California**



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## **Introduction**

Orange County is a powerful and influential economic force in the nation and in the world. As the 14th top-producing economy in the US, Orange County contributes billions of dollars to the nation's economy annually, and employs a massive workforce of 1.6 million members. Orange County generated a Gross County Product of \$172.4 billion in 2006 and ranks 37<sup>th</sup> in the world's economies, ahead of Israel and Singapore.

The Housing and Community Services Community Investment Division (HCS-CID) provides administrative support to the Orange County Workforce Investment Board (OCWIB). The OCWIB is appointed by the Orange County Board of Supervisors the OCWIB's responsibilities include overseeing the Comprehensive Economic Development Strategy (CEDS) for the entire County of Orange. The Economic Workforce Intelligence Committee (EWIC), as a subcommittee of the OCWIB, reviews all CEDS matters prior to formal approval of OCWIB and subsequently Board of Supervisors, and takes the lead in the coordination of economic and workforce development activities and strategies.

Instrumental to the economic growth of Orange County is the information provided through the CEDS. Through research and preparation of data and studies, the CEDS serves as a guide for the future direction of development for Orange County's economy. This is done through the creation of partnerships with public and private sectors in order to provide long term, stable employment opportunities and to enhance business opportunities for an improved Orange County economy. In 2007, the HCS-CID competitively procured, through a Request for Proposals process, the Orange County Business Council as the contractor to develop a new CEDS for Orange County due to be released summer of 2008.

### ***The Orange County Workforce Investment Board***

The Orange County Workforce Investment Board oversees the Comprehensive Economic Development Strategy (CEDS). Each of the five County Supervisors appoints members to the OCWIB from nominations made by the chambers of commerce or business associations, and is identified below in Table 1.

**Table 1 – Orange County Workforce Investment Board**

<b>Member</b>	<b>District</b>	<b>Business / Community Affiliation</b>	<b>City</b>
Alireza Jazayeri	3	3P Consulting	Irvine
Bill Habermehl	2	Orange County Department of Education	Costa Mesa
Bob Bunyan	5	DBN Environmental Properties	Mission Viejo
Bonny Perez	2	Patina Restaurant Group	Costa Mesa
Clarence (Buddy) Ray	1	Community Action Partnership of OC	Garden Grove
Dave Arthur	3	Tower Electronics	Huntington Beach
David Cline	3	Balboa Instruments, Inc.	Tustin
DJ Norman	3	The Home Depot Western Div.	Orange
Don McCrea	3	Bus-Ed Partners, Inc.	Irvine
Douglas Mangione	3	International Brotherhood of Electrical Workers	Orange
Dr. Diane Scheerhorn	4	Centralia School District	Buena Park
Dr. Milton Gordon	4	California State University of Fullerton	Fullerton
Dr. Raghu Mathur	5	South Orange County Community College District	Mission Viejo
Euiwon Chough	4	Chough & Associates	Anaheim
Fred Flores	4	Diverse Staffing Solutions	Fullerton
Gary Matkin	3	University of California - Irvine	Irvine
Gary Toyama	3	The Boeing Company	Seal Beach
J. Adalberto Quijada	1	U.S. Small Business Administration	Santa Ana
Jack Mixner	4	Jack Mixner Strategy	Fullerton
Jim Adams	ALL	L.A./ Orange County Building Trades Council	Los Angeles
John Luker	3	Orange County Rescue Mission	Tustin
June Kuehn	4	State Department of Rehabilitation	Anaheim
Kay Turley-Kirchner	5	Kirchner Consulting	Aliso Viejo
Larry Labrado	1	Southern California Edison	Santa Ana
Lauray Holland Leis	2	The Irvine Company	Newport Beach
Michael Ruane	1	Children & Families Commission of OC	Santa Ana
Norah Lovato	3	Orange County United Way	Irvine
Pamela Boozan	1	Social Services Agency	Santa Ana
Patricia Worthy	3	Corporate Consolidated Services, Inc.	Orange
Paula Starr	1	Southern California Indian Center	Garden Grove
Peter Agarwal	4	Citizens Business Bank	Fullerton
Rob Claudio	1	State Employment Development Department	Santa Ana
Robert Zur Schmeide	4	City of Fullerton	Fullerton
Ronald DiLuigi	3	St. Joseph Health System	Orange
Ruby Yap	2	Yap & Little CPA, Inc.	Cypress
Scott McKenzie	4	Fullerton College	Fullerton
Thomas Tassinari	3	Synergy Solutions	Irvine
Tom Porter	5	The Tom Porter Group	Lake Forest

## **1. About Orange County**

### ***Orange County Demographics***

#### **Population**

The 2006 American Community Survey estimated Orange County's population to be 3,002,048, with a median age of 35.3 years. Today, the County is the third largest county in California, behind Los Angeles and San Diego, and the fifth largest county in the nation. The County has more residents than 22 states, including Iowa, Utah, Nevada, and Idaho. By the year 2020, the population is expected to increase to 3.5 million. (Source: EDD/LMID, Orange County Snapshot)

Orange County is the most densely populated county in California, and the smallest in Southern California. Orange County covers 798 square miles of land, including 42 miles of coastline. As of January 2006, Orange County population density was estimated at 3,892 persons per square mile, an average increase of about 1.7% annually since 2000.

Thirty-four (34) incorporated cities are located in Orange County and seven (7) of these cities are among the 200 largest cities in the US<sup>1</sup>.

#### **Race & Ethnicity**

The following table represents the ethnic diversity in Orange County, as estimated by the 2006 American Community Survey<sup>2</sup>.

**Table 2 – Race & Ethnicity**

<b>Race &amp; Ethnicity</b>	<b>N</b>	<b>%</b>
White alone	1,408,486	46.9%
Black or African American alone	48,849	1.6%
American Indian and Alaska Native alone	7,865	0.3%
Asian alone	477,720	15.9%
Native Hawaiian and Other Pacific Islander alone	9,227	0.3%
Other	62,473	2.1%
Hispanic or Latino	987,428	32.9%
<b>Total:</b>	<b>3,002,048</b>	

#### **Employment**

The following information represents employment, industry and occupation for Orange County:

67.1% of the population 16 years and over was estimated to be in the labor force. This represents a 2% gain over the previous year<sup>3</sup>.

The County has almost 50,000 businesses employing five or more individuals<sup>4</sup>

Industry projections from the Employment Development Department (EDD) for 2004-2014 indicate that Orange County's fastest growing sectors will be Leisure & Hospitality which is expected to grow at just over 2.5% per year. Average annual growth rates in Professional & Business Services (2.4%), Government (2.1%) and Construction (2.1%) will exceed the overall county annual growth rate of 1.9%

The 50 occupations with the most job openings are expected to generate 349,800 total job openings, and approximately 53% of all job openings in Orange County for the period of 2004-2014. The top occupations include Retail Salespersons, Cashiers, and Waiters and Waitresses; also included are General and Operations Managers, Registered Nurses, and Computer Software Engineers, which are higher-skilled occupations requiring an associate degree or higher<sup>5</sup>.

The 50 fastest growing occupations are all expected to outpace the county's annual growth rate. High wage occupations in the computer, health, and education fields dominate the fastest growing occupations. Most of these occupations require at least a Bachelor's degree, and some require an advanced degree. Examples include Network Systems and Data Communication Analysts, Special Education Teachers, Computer Software Engineers, Occupational Therapists, Pharmacists, and Registered Nurses.

## Unemployment

The Employment Development Department's Labor Market Information Division (EDD/LMID) indicates that Orange County's unemployment rate was 3.4% for 2006. During the same period, California's unemployment rate was 4.9%. Table 3 provides a comparison of the unemployment rates for 2004, 2005, and 2006<sup>6</sup>.

**Table 3 - Unemployment Rates**

	<b>2004</b>	<b>Unemployed</b>	<b>2005</b>	<b>Unemployed</b>	<b>2006</b>	<b>Unemployed</b>
Orange County	4.3%	67,400	3.8%	60,300	3.4%	55,300
California	6.2%	1,094,300	5.4%	958,100	4.9%	872,600
U.S.	5.5%	8,149,000	5.1%	7,590,583	4.6%	6,972,083

According to the 2000 Census, certain census tracts within some Orange County cities had relatively high levels of unemployment. Appendix A is a map which indicates the high unemployment areas in red ("Red Map"). Corresponding tables identify which census tracts are colored red within each city.

Chapman University's forecast for 2008, points to job growth on a quarterly basis to turn negative beginning the second quarter of 2008 and remain negative through the third quarter of the year. This trend indicates that the county will experience recession. In annual terms, the forecast calls for a loss of 2,400 jobs in 2008<sup>7</sup>.

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## Income

The median household income in Orange County in 2006 was \$70,232. Eighty-five percent of the households received earnings and fourteen (14%) received retirement income other than Social Security. Twenty-three percent (23%) of the households received Social Security, with the average income of \$14,510 per year. These income sources are not mutually exclusive; that is, some households received income from more than one source<sup>8</sup>.

### Per Capita Income

In 2006, Orange County's per capita income was \$31,869. The State's was \$39,358 representing a 2.6% increase over 2005<sup>9</sup>. The 2000 Census indicates that Orange County has census tracts within the cities of Santa Ana, Garden Grove, Placentia, Anaheim, and Stanton with income levels below 50% of the U.S. per capita income level. Appendix B is a map which identifies low per capita income areas in red ("Red Map"). Corresponding tables identify which census tracts are colored red within each city.

### Poverty

The following information represents the percentage of families and people whose income is below the poverty level in Orange County<sup>10</sup>:

- 9.7% of Orange County's population or 265,000 people;
- 13% of all people younger than 18 years of age;
- 6.3% of people 65 years old and over;
- 6.6% of all families;
- 16.8% families with a female head of household.

## *Orange County's Economics*

### Cost of Living

In the first quarter of 2006, Orange County's cost of living index was 154 preceded only by Manhattan, San Francisco, Honolulu, Los Angeles-Long Beach, and San Jose as the most expensive areas in the nation. National Average for 297 Urban Areas was 100. The composite index is based on six components: housing, utilities, grocery items, transportation, health care and miscellaneous goods and services<sup>11</sup>.

### Housing Trends

In 2006, a potential homebuyer with median family income of \$76,300 needed 49.9% of family income to purchase a median single-family home, even after taking into account the tax savings of deducting mortgage interest and property taxes<sup>12</sup>.

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The annual income for a nurse in Orange County is approximately \$68,600; a firefighter is \$50,400; and an elementary school teacher is \$54,000. The percentage of households in California able to afford a median-priced home stood at 14% in November 2006, compared with 11% for Orange County according to a report released by the California Association of REALTORS® (CAR)

To afford a Fair Market Rent (FMR) two bedroom apartment in Orange County in 2006, an individual would need to earn \$28.56 per hour. When compared with other peer regions, only the San Francisco Bay Area had less affordable housing than Orange County. California ranks number 50 out of the 52 states for Most Expensive 2 bedroom housing wage<sup>13</sup>.

### **Migration & Age**

The American Community Survey reports the population in Orange County in 2006 as 3,002,048. Growth rate in Orange County has significantly slowed during the past 15 years. Between 1990 and 2000, the average annual rate of increase was 1.8% and from 2000 to 2005, the average annual rate of change was 1.5%. Between 2005 and 2006 the population grew by 0.8%<sup>14</sup>

Between 2000 and 2006, the Census data shows a decrease of 68,628 Orange County residents between the ages of 25 and 39. In addition, there is a decrease of 15,790 in Orange County residents between the ages of 5 and 9, inferring that families with younger children are migrating out of Orange County. In contrast to the decrease of younger adult residents, the number of adults between the ages of 55 to 64 increased by 67,796 during the same time period. In addition, there was an increase of 20,518 of residents ages 80 years and older.

### **Housing Production & Inventory**

The average number of housing starts (new construction) during the period between 2003 and 2006 was 8,500, compared to 11,000 for the period between 1997 and 2002. The forecast is a decrease to 6,000 for 2007 and 2008. Compared with 2006, home sales in Orange County have decreased by 7% in 2007<sup>15</sup>. The expectation is equilibrium of the housing market as the slowdown in housing starts, residential construction and house prices minimize the gap between consumer demand and excess supply. Current projections of housing unit production show that the county is not producing enough homes to keep up with anticipated job growth. Orange County is expected to add 530,179 new residents by 2030 but only 104,587 new housing units<sup>16</sup>.

Orange County is not immune to the subprime lending issues facing the nation. The Center for Responsible Lending, as reported in the Orange County Register in August 2007, estimates that 23% of subprime mortgages made in Orange County last year will end in foreclosure. That would be about 2,500 of the 11,000 homes bought with subprime mortgages, or 7% of the 36,000 homes bought last year in Orange County.

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## Local Finances

Orange County is comprised of 34 cities, the largest of which are Anaheim and Santa Ana. Anaheim and Santa Ana also have higher unemployment and more persons with low per capita income than most other cities. Orange County is a “donor county” – the county government receives from the State the least amount of property taxes per capita among peer counties in California. The same is true for several of Orange County’s large cities, many of which have per capita property tax allocations below the statewide average<sup>17</sup>.

## Employment Trends

The four largest employment clusters<sup>†</sup> – Business and Professional Services, Tourism, Construction, and Health Services – reflect the importance of the service sector and the construction industry in the Orange County economy. These four large clusters posted solid employment growth during the 1990s with an average annual growth rate of 3.2%, 2.0%, 3.0%, and 1.3% respectively. Although the county experienced significant downsizing in Defense and Aerospace employment in the 1990s, the impact was mitigated by strong annual growth in Computer Software (13.2%) and Communications (7.1%).

The 2001-2004 technology industry downturns resulted in significant job losses in several sectors, namely: Communications, Biomedical, Computer Hardware, Defense and Aerospace, Energy and Environment, and Computer Software. Fortunately, between 2004 and 2005 all of these clusters except Defense and Aerospace experienced employment growth:

- Communications (23.4%)
- Biomedical (6.1%)
- Energy and Environment (5.3%)
- Computer Software (3.4%)
- Computer Hardware (3.1%)

Employment in the county’s four largest clusters expanded further between 2004 and 2005. Construction employment expanded by 10.7%, followed by more modest growth in Business and Professional Services (3%), Health Services (1.3%) and Tourism (0.8%).

Business and Professional Services, Tourism, Health Services, and Construction have been the economic heart of Orange County, with sustained growth over long periods of time and through a variety of economic conditions. That these are among the lowest paying clusters does not bode well for workers in Orange County. Construction and

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<sup>†</sup> A cluster is a concentration of industries that gain advantage through co-location.

Finance occupations were the main engine fueling the County's economy. However, rising interest rates have triggered a downturn in the sub-prime mortgage industry which is predicted to have a negative effect on the County's economy.

Many sub-prime lenders made their home in Orange County, and since January 2006, the California Employment Development Department (EDD) identified 12,500 Unemployment Insurance Claims in the mortgage industry occupations. In August 2007 alone, EDD reported loss of 5,200 jobs in just one month. In addition to the downturn in Financial Services, Construction, primarily in single family homes, has weakened as housing projects are pulled back to shore up prices.

According to Chapman University's Economic Forecast for 2007-08, the new engine for the County's economy will be Exports, especially to the Pacific Rim. Chapman further predicts the job market will weaken as construction projects are halted and losses in financial services continue. Manufacturing products for exporting will require fewer workers than construction or finance thereby darkening the job market.

**Table 4- Average Annual Salaries in Orange County Industry Clusters**

<b>2005</b>		<b>Change from 2004-05</b>
Defense and Aerospace	\$81,781	12.2%
Computer Software	\$78,887	-4.6%
Computer Hardware	\$63,873	0.6%
Communications	\$61,800	13.2%
Biomedical	\$61,300	-4.8%
Energy and Environment	\$50,742	1.8%
Construction	\$47,425	4.8%
Business and Professional Services	\$44,533	5.5%
Health Services	\$43,740	4.6%
Tourism	\$18,377	4.4%

### ***Transportation***

Use of Orange County's Freeways according to Caltrans, in 2004 Orange County had the greatest level of state highway utilization of all areas compared including Los Angeles, Santa Clara and San Diego Counties. A greater number of Vehicle Miles Traveled per highway mile suggests greater congestion on the system, as well as more wear and tear on the roadways and therefore, higher maintenance and preservation costs<sup>18</sup>. In 2004/05, a majority of Orange County freeways were congested during weekday evening peak hours. In 2005, over 1 million drivers who commuted to work in Orange County drove alone. Commuters who carpoled totaled 161,902<sup>19</sup>.

### **Average Commute Times<sup>20</sup>**

In 2005, the average commute time to work in Orange County was 26.5 minutes, the same as the prior year. This places Orange County in the upper third of the comparison regions, with Riverside/San Bernardino County commuters spending the longest time

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commuting to work (31.2 minutes) and Minneapolis commuters spending the least (21.9 minutes). Over the last five years, Orange County commutes have ranged from 25.5 minutes (2002) to 27.0 minutes (2004). Despite a growing population with more cars on the road, Orange County commute times have remained relatively constant.

### **Transit Performance: Metrolink Trains**

Combined ridership on Orange County's three Metrolink lines reached 3.8 million with 44 weekday trips and an average of 17,600 boardings every weekday<sup>21</sup>. In September 2007, the 11th Metrolink station opened in Buena Park and provides alternative transportation for commuters living in the northernmost part of the County<sup>22</sup>.

### **Transit Performance: Bus Ridership**

The American Public Transportation Association ranks the Orange County Transportation Authority (OCTA) bus system 12th in the nation with ridership of more than 68.5 million. Every weekday, more than 220,000 people rely on OCTA buses for their transportation needs<sup>23</sup>.

### ***Education***<sup>24</sup>

Students who have limited English speaking skills often face academic, employment and financial challenges. An educated workforce with good communication skills is important for a strong economy. A large number of bilingual students can provide a rich employment resource for companies seeking to expand internationally.

Orange County experienced a slight decrease in the percentage of English Language Learners in the 2005-06 school year. In 2005-06, the percentage of English Language Learners was 28.3% of students, while in 2004-05 it was 29.1%. Orange County is behind only Los Angeles County in the percentage of English Language Learners. Orange County's English Language Learner percentage of 28.3% is below Los Angeles which is at 31.1% and above the California percentage of 24.9%, San Diego County's percentage of 23.4%, Riverside County's percentage of 24.2% and San Bernardino County's percentage of 20.0%. The decrease in Orange County is part of a decreasing trend since 2002-03 -- while increases occurred in the Inland Empire counties of Riverside and San Bernardino.

Santa Ana Unified School District has the highest percentage of English Language Learners, with 55.9% of students designated as English Language Learners. Garden Grove was second with 46.7%. These two districts bring the overall Orange County average to 28.3%. Every other school district in Orange County is below the county average with Los Alamitos the lowest percentage at 2.5%. The percentage of students re-designated from English Learner to Fluent English Proficient has experienced a steady rise between 1995-96 and 2005-2006. Also, the number of students considered initially Fluent English Proficient grew in the 2005-06 school year.

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Literacy requirements for different occupations become important when workers are trying to enter the workforce. Typically, low literacy jobs offer low pay. The ten lowest literacy jobs in Orange County had an average wage of \$13.01 per hour in 2005. The ten highest literacy occupations in the County paid an average wage of \$38.00 in 2005. Given the high cost of living in Orange County, it is important to educate the workforce to enable movement into the higher paying occupations.

## **2. Forecasting the New Year**<sup>25</sup>

Current statistics show that the county generated only 500 jobs in the third quarter of 2007 as compared to the third quarter of 2006.

Construction and financial activities (previously included in the strongest sectors of Orange County's economy) are the weakest sectors of the economy followed by trade, transportation, and utilities which are indirectly affected by the housing market. The government sector, however, has added about 2,600 jobs. Surprisingly, the services sector grew at only 0.9 percent adding 5,800 jobs, feeble growth by historical standards. The dismal performance of the services sector is largely attributable to weak growth in the professional and business services sector, traditionally one of the strongest segments of Orange County's economy.

Over the 2001-06 reporting period when home prices appreciated annually at double-digit rates, the economic fundamentals (i.e. income, job growth, and mortgage rates) did not justify the historically high levels of housing demand and home price appreciation. Since 2001, Orange County created about 119,000 payroll jobs. With the exception of 2003, however, most of the new jobs were in below-average salary sectors while the jobs lost in 2002 were in higher-paying sectors.

With sluggish income growth and rapid home price appreciation, housing affordability index deteriorated sharply since 2002.

### ***A Workforce Agenda for 2025***<sup>26</sup>

In 2006, the Orange County Workforce Investment Board (OCWIB) commissioned the Orange County Business Council (OCBC) to provide supplemental research and projections for the state of the county in 2025. The report also identified challenges and performance targets and goals to create a competitive and fit workforce for the County's innovation-driven economy for 2025 and beyond. Challenges were identified to address the critical issues that could affect the County's ability to develop, cultivate, attract and retain such a workforce, namely:

- Housing affordability at all wage-earning levels
- Educational Attainment to maintain competitiveness
- English Fluency for underachievers
- Training & Skills development to meet cluster demands

The 2007 Workforce Report incorporated the four challenges identified above and provides an analysis of ongoing performance in meeting the goals in creating a fit workforce. The challenges and target analysis are shown on the next page in Table 5. The complete report is available for download at [www.ocwib.org](http://www.ocwib.org) or by contacting the Orange County Workforce Investment Board.

<b>Table 5</b>	<b>Housing</b>	<b>Educational Attainment</b>	<b>English Fluency</b>	<b>Training &amp; Skills Development To Meet Cluster Demands</b>
<b>Challenge:</b>	<p>Exploring, identifying and building consensus around feasible affordable housing solutions throughout Orange County, but targeted especially to those areas of extreme population density</p> <p>Frequently, due to the gap between low rental and homeownership affordability and lack of income growth in service sectors, two and even three families must share a single housing unit, causing great strain on their neighborhood's infrastructure and causing traffic and parking congestion, lack of access to parks and recreational opportunities, and strains on already overloaded community services</p> <p>Result is that more young working families are being priced out of the OC market and are leaving -- losing our "best and brightest"</p>	<p>Reducing the County's student dropout rate by supporting alternative schools and complementary K-12 extracurricular programs that keep students motivated and in school.</p> <p>Current efforts are not making a significant dent in Orange County dropout rates.</p> <p>Young adults who enter the workforce without graduating from high school will not be able to qualify for good paying jobs and will face a lifetime of underachievement.</p> <p>Increasing the enrollment and success rate of adult residents pursuing their GED or equivalent. Undereducated Orange County adults in the workforce cannot compete effectively for desirable jobs that pay sustainable wages and therefore must settle for low paying service jobs.</p>	<p>Increasing the enrollment and success rate of students and adult residents seeking to become fluent in English. Lack of English language skills hurts our neediest residents in several interrelated ways:</p> <p>What has been a barrier to advancement can be turned into an opportunity. Clusters such as Healthcare are increasingly requiring bilingual staffing.</p>	<p>Understanding the cost-benefit of job training programs is essential for determining how these programs ought to be designed. A large gap between average wages and entry-level wages sends two positive signals to workforce planners: First, the potential for career advancement for workers, and second, the disparity in pay could be attributed to variances in skills, training, and/or experience.</p> <p>Generally, occupations with a large ratio of average to entry-level wages have the potential for wage growth. Such occupations, therefore, could be good targets for training that seeks to accelerate an individual's wage progression within the occupation. Occupations with low ratios of average divided by entry-level wages do not provide much room for wage growth within the occupation. Training resources for individuals in those occupations might be better focused on transitioning to occupations with greater upward mobility. Another critical component for assessing workforce cost-benefit is to take into account the potential volume of employment opportunities for these occupations.</p>

<b>Table 5</b>	<b>Housing</b>	<b>Educational Attainment</b>	<b>English Fluency</b>	<b>Training &amp; Skills Development To Meet Cluster Demands</b>
<b>Target:</b>	Orange County has sufficient affordable housing for all income levels and maintains a competitive home purchasing power of wages compared to other innovation-driven economies.	By 2010, 50% of Hispanic/Latino and Pacific Islander students meet UC/CSU eligibility.	By 2010, double the rate of “converted” fluent English proficient students from 10% to 20%.	By 2010, demonstrate that workforce spending in Orange County has been targeted to high growth, high wage industries and occupations.
<b>Performance:</b>	Orange County remains one of the most expensive places to purchase a home, although prices have moderated.	In the last year, 35.1% of Hispanic/Latino and 26.5% of Pacific Islander students met UC/CSU eligibility, a dramatic increase from last year.	English language acquisition trends are positive and on pace to meet the 2010 target.	Orange County Workforce Investment Board resources are being directed to Orange County Growth Clusters.

### **3. CEDS Projects**

#### ***City of Anaheim, Anaheim Canyon Project***

This project is for public infrastructure necessary to support development of a pedestrian connection for ingress and egress between Kaiser Permanente and the Canyon Metrolink station located in the Pacificcenter development. This infrastructure improvement will also revitalize Grove Street and provide a connection to the redeveloping Boeing site. The City of Anaheim plans to construct the pedestrian connection as a paved and landscaped pathway beneath the existing railroad tracks to the proposed Kaiser Permanente facility from the Pacificcenter and the Anaheim Canyon Metrolink station. The pedestrian crossing is a component of the City's recently developed transit master plan for the Orange County Transit Authority's "Go Local" initiative and is necessary to provide a safe and efficient alternative for workers. Phase one of the project, and the portion being pursued for Economic Development Administration (EDA) grant funding consideration, includes design and engineering, land acquisition, and some site preparation and demolition. The companion project shall be the construction and furnishing of the pedestrian connection.

The Anaheim Canyon Area is a 2645-acre area in northeast Anaheim designated for industrial, R&D, and office uses. There is significant unemployment in the areas surrounding The Canyon, including twelve separate census tracts within the City of Anaheim where unemployment is 2% above the national average. Census tracts within the adjacent cities of Buena Park, Fullerton, Garden Grove, La Habra, Orange, Placentia, and Stanton in Orange County, CA also have unemployment at the same level. The requested EDA grant for infrastructure will support business development in the Canyon and increased opportunities for individuals in Anaheim and the surrounding cities to benefit from the jobs being created. Development concerns continue to be an issue in this HUB Zone which is also a part of the Anaheim Merged Redevelopment Project Area. The development need for this area is further addressed in the current Orange County Comprehensive Economic Development Strategy, on file with EDA, which cites Anaheim as being one of the few Orange County cities that contain areas of need, or "red zones". The 1,200 new high-paying non-seasonal jobs, with an average wage of \$23.00, to be created by Kaiser Permanente's development are a necessary addition to this eligible zone. In addition to the new jobs being created by the Kaiser Permanente project, WCB Properties, owners of the Pacificcenter, are planning to intensify uses at their location. The development will offset the recent 400 job loss at Fremont Banking by adding 1000 office and 600 retail jobs. The need for these jobs is especially acute given the pending closure of the Boeing facility in the Canyon.

Considerable improvements are proposed for the Anaheim Canyon Metrolink station, including an expanded platform, a new plaza area under the existing tracks and a 600' pedestrian connection from the station to the new Kaiser site. The City is investing in increased public transit in order to attract more companies that provide high wage jobs, especially in light of the pending closure of Boeing's Anaheim facility. The expansion of the Metrolink station and its furthered connectivity to the area will assist in business

retention. Current Metrolink capacity is almost at the maximum ridership and local businesses report that difficulty in attracting and retaining employees because of traffic congestion is a factor in considering relocation.

While some of the proposed improvements will be supported through state transportation funds, limited funding will be extended to the pedestrian connection. The Kaiser contribution alone is not sufficient to cover the entire cost to build the pedestrian connection and while certain Anaheim Redevelopment Agency funds are available, the majority of such funds have been committed for other infrastructure needs and affordable housing projects in the City. The total project cost for phase one of the pedestrian connection is estimated to be \$4.5 million. The requested grant funds will be assigned for demolition, design work, and property acquisition. The City will provide support in the form of permit assistance, relocating existing property owners, preparing design drawings and engineering specifications, construction management, and many other activities related to the design and construction of the proposed access link.

#### **4. Meeting Goals and Objectives**

The EWIC continues to review statistical data and maps of Orange County cities. Based on this information, the Committee selects “target cities” – cities which would best fit the CEDS Goals and Objectives and have the greatest chance for EDA funding. Additionally, the Committee solicits proposals from non-target cities, although the primary focus is on cities that met or exceeded EDA criteria. Following are the Orange County CEDS Goals and Objectives as contained in the updated Orange County CEDS report approved by EDA on May 13, 2002:

##### ***Employment***

To stimulate job growth in chronically distressed areas of Orange County, with a major emphasis on industries that has the potential for job growth.

To attract new employers to Orange County, retain current employers and assist them in local, domestic and global expansion of their businesses.

To use industry cluster information to promote CEDS projects that benefit areas of high unemployment and low income

To cooperatively promote an integrated and coordinated workforce development system to serve the County’s needs.

##### ***Education***

To establish an educated and trained workforce from diverse ethnic backgrounds that are equipped with the tools and skills required for the ever-changing job market of the twenty - first century.

To provide opportunities for the chronically impoverished, underemployed, and unemployed to increase self-sufficiency and personal well-being through targeted job creation and training in Orange County's primary economic growth clusters.

To place Orange County's increasingly diverse workforce into newly created jobs.

### ***Housing***

To adequately house Orange County residents near their place of employment through the provision of a variety of housing options that are affordable.

To address community issues such as crime, unemployment, welfare dependence, blight, environmental justice, and barriers to affordable housing.

#### ***Objectives:***

To successfully achieve progress toward the accomplishment of the stated goals, the EWIC developed the following objectives:

Actively solicit projects targeted to employ and/or train individuals in chronically distressed areas of the County.

Focus efforts on projects supporting high-value, high-wage job creation.

Support efforts in Orange County to help entrepreneurs establish successful ventures, small businesses grow, and companies of all sizes expand and increase profitability.

Encourage local government to improve infrastructure and the development of roadway improvements and transit systems in Orange County.

Facilitate cooperation and understanding between the business and government sectors, with the goal of fostering business retention and job creation.

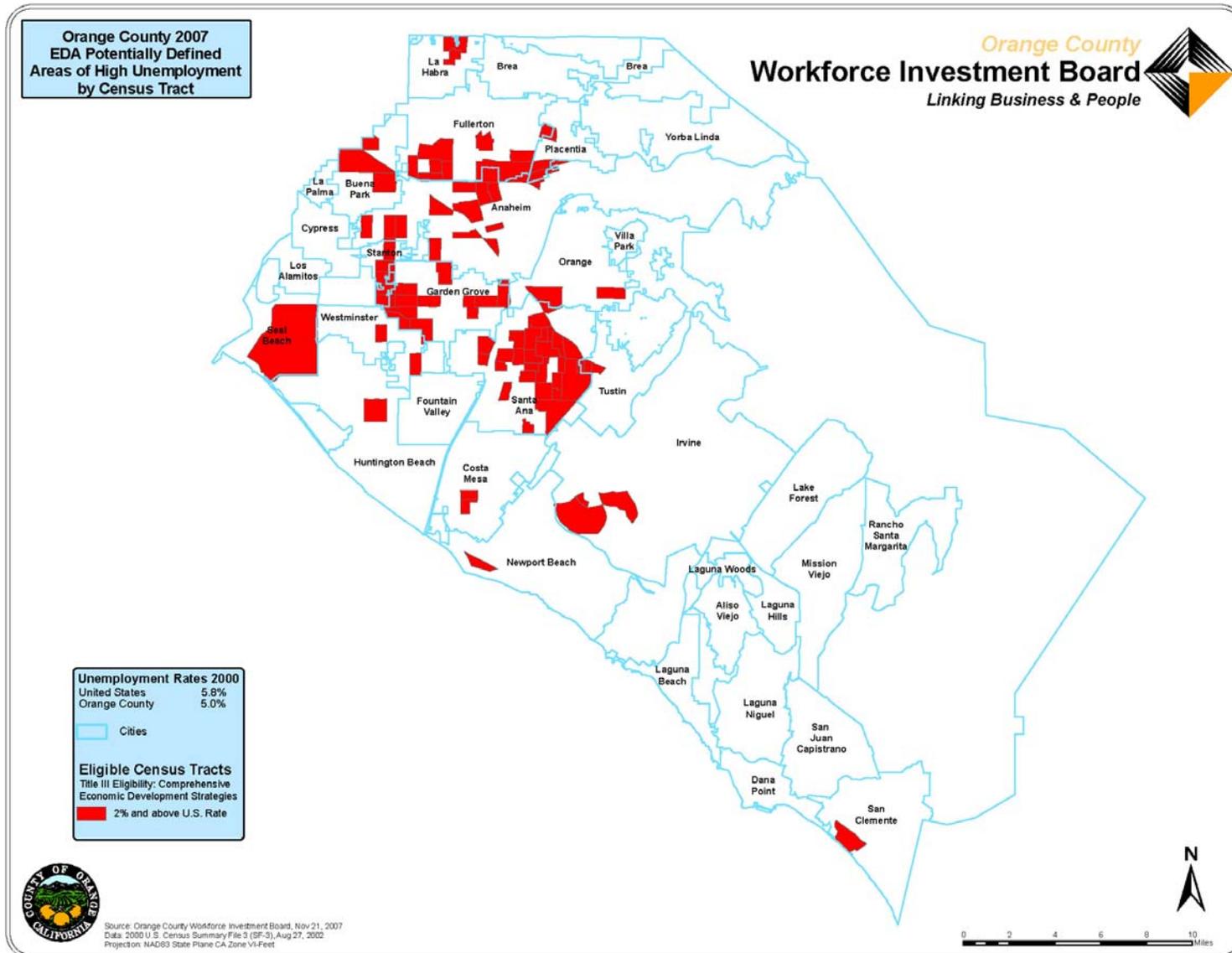
Aid agencies involved in defense conversion and job retraining. Actively solicit project proposals designed to assist businesses impacted by defense cutbacks and base closures as well as agencies involved in job retraining and/or the creation of jobs to assist such businesses.

Support projects that increase the ability of the unemployed and working poor to improve their quality of life by obtaining higher paid jobs.

### ***Performance Measures***

Based on the goals and objectives, the following performance measures assess the effectiveness of the Orange County CEDS.

**Appendix A: “Red Map” of High Unemployment and Corresponding Table**

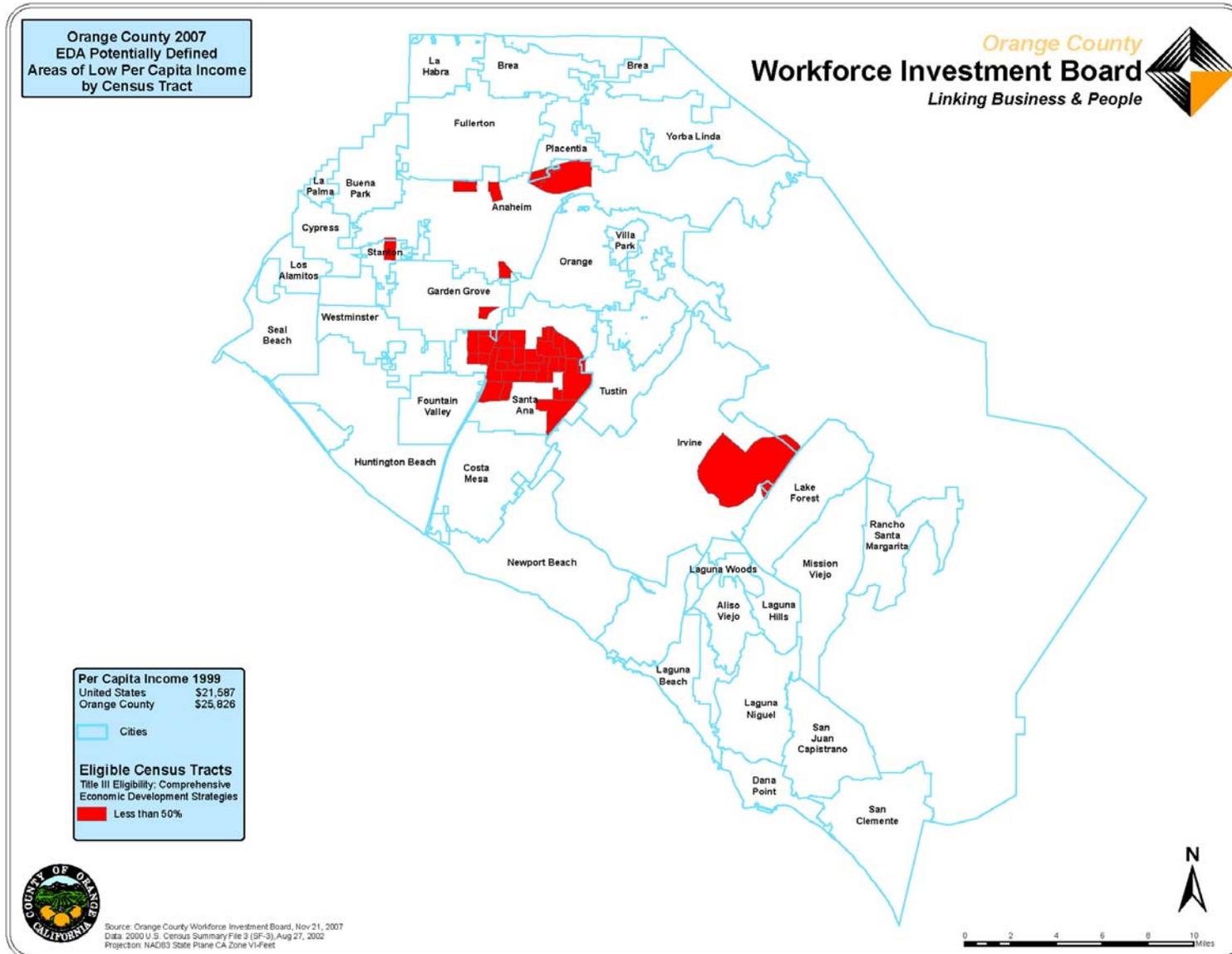


CEOS Maps Data

Unemployment

City	Geography	Population 16 years and over: Total	Population 16 years and over: In Labor Force	Population 16 years and over: In Armed Forces	Population 16 years and over: In Labor Force: Civilian	Population 16 years and over: In Labor Force: Civilian: Employed	Population 16 years and over: In Labor Force: Civilian: Unemployed	Civilian Unemployment Rate	Is it Higher than the National Average of 5.8%?	More than 2% Higher?
La Habra	Census Tract 12.02,	2249	1305	0	1305	1193	112	8.58%	Yes	Yes
La Habra	Census Tract 14.01,	4162	2718	8	2710	2234	476	17.56%	Yes	Yes
Fullerton	Census Tract 18.02,	5065	3185	0	3185	2920	265	8.32%	Yes	Yes
Fullerton	Census Tract 19.02,	2208	1352	0	1352	1227	125	9.25%	Yes	Yes
Fullerton	Census Tract 19.03,	2205	1286	0	1286	1165	121	9.41%	Yes	Yes
Fullerton	Census Tract 110,	5004	3087	0	3087	2830	257	8.33%	Yes	Yes
Fullerton	Census Tract 111.01,	2906	1951	5	1946	1789	157	8.07%	Yes	Yes
Fullerton	Census Tract 114.01,	1723	1108	0	1108	1019	89	8.03%	Yes	Yes
Fullerton	Census Tract 115.02,	3060	2036	0	2036	1873	163	8.01%	Yes	Yes
Fullerton	Census Tract 116.02,	4129	2348	0	2348	2115	233	9.92%	Yes	Yes
Fullerton	Census Tract 117.11,	5618	4223	0	4223	3887	336	7.96%	Yes	Yes
Placentia	Census Tract 117.20,	4799	2827	0	2827	2594	233	8.24%	Yes	Yes
Placentia	Census Tract 117.22,	2331	1511	0	1511	1366	145	9.60%	Yes	Yes
Unincorporated	Census Tract 421.06,	1325	766	0	766	697	69	9.01%	Yes	Yes
Irvine	Census Tract 626.14,	10796	6896	0	6896	5515	1371	19.91%	Yes	Yes
Irvine	Census Tract 626.26,	2658	1490	0	1490	1332	158	10.60%	Yes	Yes
Irvine	Census Tract 626.28,	2574	1749	0	1749	1594	155	8.86%	Yes	Yes
Newport Beach	Census Tract 629,	1647	860	0	860	791	69	8.02%	Yes	Yes
Costa Mesa	Census Tract 637.01,	4644	3004	7	2997	2721	276	9.21%	Yes	Yes
Costa Mesa	Census Tract 638.08,	4734	3232	0	3232	2938	294	9.10%	Yes	Yes
Santa Ana	Census Tract 740.03,	1705	945	0	945	830	115	12.17%	Yes	Yes
Santa Ana	Census Tract 740.06,	4186	3057	11	3046	2793	253	8.31%	Yes	Yes
Santa Ana	Census Tract 741.09,	2737	1533	0	1533	1401	132	8.61%	Yes	Yes
Santa Ana	Census Tract 742,	6501	3750	0	3750	3299	451	12.03%	Yes	Yes
Santa Ana	Census Tract 743,	3007	1499	0	1499	1328	171	11.41%	Yes	Yes
Santa Ana	Census Tract 744.03,	4103	2227	0	2227	1934	293	13.16%	Yes	Yes
Santa Ana	Census Tract 744.05,	4449	2635	0	2635	2309	326	12.37%	Yes	Yes
Santa Ana	Census Tract 744.06,	2515	1382	0	1382	1223	159	11.51%	Yes	Yes
Tustin	Census Tract 744.07,	4841	2755	0	2755	2522	233	8.46%	Yes	Yes
Tustin	Census Tract 744.08,	3778	2560	0	2560	2359	202	7.89%	Yes	Yes
Santa Ana	Census Tract 745.01,	5125	2555	0	2555	2329	226	8.85%	Yes	Yes
Santa Ana	Census Tract 745.02,	4184	2425	0	2425	2200	225	9.28%	Yes	Yes
Santa Ana	Census Tract 745.01,	5837	3265	0	3265	2957	308	9.43%	Yes	Yes
Santa Ana	Census Tract 747.02,	4379	2607	0	2607	2313	294	11.28%	Yes	Yes
Santa Ana	Census Tract 748.01,	4168	2368	5	2363	2140	223	9.44%	Yes	Yes
Santa Ana	Census Tract 748.02,	3992	2278	12	2266	2022	244	10.77%	Yes	Yes
Santa Ana	Census Tract 748.05,	4197	2742	0	2742	2521	221	8.06%	Yes	Yes
Santa Ana	Census Tract 749.01,	6684	4111	0	4111	3668	443	10.78%	Yes	Yes
Santa Ana	Census Tract 749.02,	4444	2680	0	2680	2466	214	7.99%	Yes	Yes
Santa Ana	Census Tract 750.02,	6507	3437	0	3437	3007	430	12.51%	Yes	Yes
Santa Ana	Census Tract 750.03,	5166	2614	0	2614	2274	340	13.01%	Yes	Yes
Santa Ana	Census Tract 750.04,	3672	2411	0	2411	2187	224	9.29%	Yes	Yes
Santa Ana	Census Tract 751,	7870	3316	0	3316	3046	270	8.14%	Yes	Yes
Santa Ana	Census Tract 752.02,	4075	2446	15	2431	2188	243	10.00%	Yes	Yes
Santa Ana	Census Tract 753.03,	2645	1793	0	1793	1643	150	8.37%	Yes	Yes
Tustin	Census Tract 755.14,	2885	1921	0	1921	1741	180	9.37%	Yes	Yes
Orange	Census Tract 759.07,	3554	2265	0	2265	2037	228	10.07%	Yes	Yes
Orange	Census Tract 760,	6823	4716	0	4716	4302	414	8.78%	Yes	Yes
Garden Grove	Census Tract 761.03,	6247	3804	18	3786	3445	341	9.01%	Yes	Yes
Anaheim	Census Tract 865.01,	3220	2044	0	2044	1840	204	9.98%	Yes	Yes
Anaheim	Census Tract 865.02,	4302	2437	0	2437	2209	228	9.36%	Yes	Yes
Anaheim	Census Tract 866.01,	6400	3966	6	3950	3515	435	11.01%	Yes	Yes
Anaheim	Census Tract 869.01,	6367	3918	29	3889	3583	306	7.87%	Yes	Yes
Anaheim	Census Tract 869.03,	4433	2618	0	2618	2403	215	8.21%	Yes	Yes
Anaheim	Census Tract 870.01,	3885	2471	0	2471	2263	208	8.42%	Yes	Yes
Anaheim	Census Tract 871.02,	4076	2794	7	2787	2542	245	8.79%	Yes	Yes
Anaheim	Census Tract 871.06,	3641	1999	0	1999	1811	188	9.40%	Yes	Yes
Anaheim	Census Tract 872,	5469	3267	0	3267	3001	266	8.14%	Yes	Yes
Anaheim	Census Tract 874.03,	2434	1406	0	1406	1250	156	11.10%	Yes	Yes
Anaheim	Census Tract 874.04,	2354	1442	0	1442	1279	163	11.30%	Yes	Yes
Anaheim	Census Tract 877.04,	3673	2415	0	2415	2178	237	9.81%	Yes	Yes
Stanton	Census Tract 878.03,	4222	2509	5	2504	2236	268	10.70%	Yes	Yes
Stanton	Census Tract 879.01,	2533	1505	0	1505	1373	132	8.77%	Yes	Yes
Stanton	Census Tract 879.02,	4188	2470	0	2470	2245	225	9.11%	Yes	Yes
Stanton	Census Tract 881.04,	3698	1918	0	1918	1765	153	7.98%	Yes	Yes
Garden Grove	Census Tract 881.05,	2976	1870	0	1870	1721	149	7.97%	Yes	Yes
Stanton	Census Tract 881.06,	3457	2118	0	2118	1925	193	9.11%	Yes	Yes
Garden Grove	Census Tract 881.07,	4415	2489	10	2479	2285	194	7.83%	Yes	Yes
Garden Grove	Census Tract 883.01,	4434	2629	10	2619	2357	262	10.00%	Yes	Yes
Garden Grove	Census Tract 885.01,	4771	2891	0	2891	2619	272	9.41%	Yes	Yes
Garden Grove	Census Tract 885.02,	3729	2351	5	2346	2125	221	9.42%	Yes	Yes
Garden Grove	Census Tract 887.01,	4640	2933	5	2928	2673	255	8.71%	Yes	Yes
Garden Grove	Census Tract 888.01,	6193	3985	0	3985	3631	354	8.88%	Yes	Yes
Garden Grove	Census Tract 889.02,	3912	2441	0	2441	2250	191	7.82%	Yes	Yes
Garden Grove	Census Tract 889.01,	5175	2884	0	2884	2555	329	11.41%	Yes	Yes
Santa Ana	Census Tract 891.05,	4660	2553	0	2553	2287	266	10.42%	Yes	Yes
Westminster	Census Tract 992.22,	3728	2027	0	2027	1853	174	8.58%	Yes	Yes
Santa Ana	Census Tract 992.49,	2832	1760	0	1760	1592	168	9.55%	Yes	Yes
Huntington Beach	Census Tract 994.02,	5930	3601	0	3601	3263	338	9.39%	Yes	Yes
Sea Beach	Census Tract 995.02,	437	301	183	118	98	20	16.95%	Yes	Yes
Westminster	Census Tract 998.02,	3012	1758	0	1758	1584	174	9.90%	Yes	Yes
Buena Park	Census Tract 1104.01,	3481	2250	4	2245	2064	182	8.10%	Yes	Yes
Buena Park	Census Tract 1105,	5952	3836	0	3836	3502	334	8.71%	Yes	Yes
Buena Park	Census Tract 1105.06,	3166	1993	0	1993	1799	194	9.73%	Yes	Yes

### Appendix B: “Red Map” of Low Per Capita Income and Corresponding Table



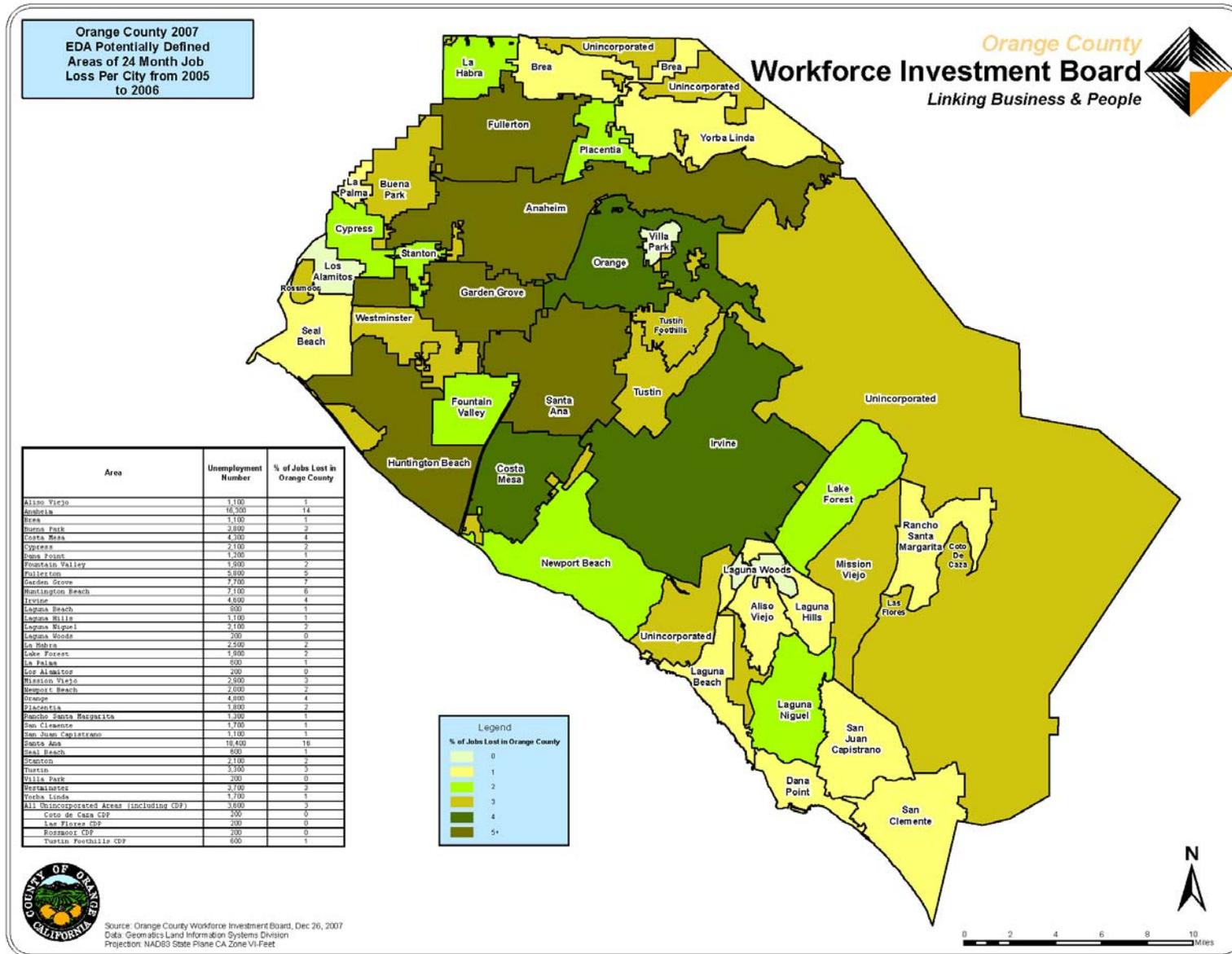
County of Orange, California

CEDS Maps Data

Income

City	Geography	Median Family Income in 1999	Total population: Per capita income in 1999	Percent of US Per Capita Income of \$21,597	Lower than 50% of US Per Capita Income?	Population for which poverty status is determined: Total	Poverty Level	Population for which poverty status is determined: Income in 1999 below poverty level; 0-17 years old	Population for which poverty status is determined: Income in 1999 below poverty level; 18-64 years old	Population for which poverty status is determined: Income in 1999 below poverty level; over 65 years old
Anaheim	Census Tract 117.14,	\$ 35,899	\$ 8,759	41%	Yes	220	44%	41	38	20
Pleasanton	Census Tract 117.20,	\$ 29,922	\$ 8,081	37%	Yes	7424	30%	963	1177	45
El Toro	Census Tract 524.04,	\$ 68,750	\$ 7,587	35%	Yes	20	0%	0	0	0
Santa Ana	Census Tract 740.03,	\$ 38,125	\$ 9,290	43%	Yes	2478	20%	159	337	9
Santa Ana	Census Tract 741.08,	\$ 52,679	\$ 9,827	48%	Yes	5244	14%	309	411	0
Santa Ana	Census Tract 741.09,	\$ 50,436	\$ 9,906	48%	Yes	3990	15%	258	303	28
Santa Ana	Census Tract 743,	\$ 45,258	\$ 9,076	42%	Yes	4359	17%	307	418	12
Santa Ana	Census Tract 744.03,	\$ 30,886	\$ 9,375	43%	Yes	6302	27%	654	1028	8
Santa Ana	Census Tract 744.05,	\$ 28,283	\$ 9,024	42%	Yes	8748	35%	1097	1200	34
Santa Ana	Census Tract 744.06,	\$ 28,873	\$ 8,348	39%	Yes	5749	27%	385	610	19
Tustin	Census Tract 744.07,	\$ 51,142	\$ 8,679	40%	Yes	7581	27%	947	1041	27
Santa Ana	Census Tract 745.01,	\$ 30,582	\$ 7,423	34%	Yes	8083	31%	1249	1250	20
Santa Ana	Census Tract 748.01,	\$ 35,556	\$ 9,888	48%	Yes	8591	21%	683	1087	60
Santa Ana	Census Tract 748.02,	\$ 38,158	\$ 9,018	42%	Yes	9438	23%	940	1237	32
Santa Ana	Census Tract 747.01,	\$ 48,042	\$ 9,828	48%	Yes	8839	18%	688	893	40
Santa Ana	Census Tract 747.02,	\$ 45,498	\$ 10,073	47%	Yes	8587	19%	547	695	28
Santa Ana	Census Tract 748.01,	\$ 38,297	\$ 9,223	43%	Yes	8141	24%	651	781	50
Santa Ana	Census Tract 748.02,	\$ 31,283	\$ 8,498	39%	Yes	5800	33%	831	1024	83
Santa Ana	Census Tract 748.03,	\$ 42,459	\$ 10,485	49%	Yes	8930	16%	470	951	33
Santa Ana	Census Tract 748.05,	\$ 31,231	\$ 7,289	34%	Yes	8588	24%	718	838	0
Santa Ana	Census Tract 748.06,	\$ 31,694	\$ 8,898	32%	Yes	5988	30%	1121	1154	31
Santa Ana	Census Tract 749.01,	\$ 29,555	\$ 8,245	38%	Yes	9943	30%	1305	1531	109
Santa Ana	Census Tract 749.02,	\$ 29,113	\$ 8,089	37%	Yes	7081	33%	1125	1208	38
Santa Ana	Census Tract 750.02,	\$ 30,291	\$ 8,782	41%	Yes	9405	28%	1033	1347	62
Santa Ana	Census Tract 750.03,	\$ 28,201	\$ 8,601	40%	Yes	8154	34%	1411	1303	45
Santa Ana	Census Tract 750.04,	\$ 28,899	\$ 8,580	40%	Yes	5694	29%	688	925	9
Santa Ana	Census Tract 752.01,	\$ 45,379	\$ 10,725	50%	Yes	5831	17%	350	591	34
Santa Ana	Census Tract 752.02,	\$ 37,911	\$ 9,988	48%	Yes	5933	18%	404	595	89
Anaheim	Census Tract 885.02,	\$ 37,090	\$ 8,632	40%	Yes	8594	22%	680	750	45
Anaheim	Census Tract 888.01,	\$ 33,815	\$ 8,819	45%	Yes	9875	21%	970	988	109
Anaheim	Census Tract 875.04,	\$ 28,870	\$ 9,972	46%	Yes	8120	29%	1097	1217	50
Shantou	Census Tract 878.03,	\$ 31,399	\$ 9,596	44%	Yes	6280	34%	910	1159	40
Santa Ana	Census Tract 890.04,	\$ 35,816	\$ 10,674	49%	Yes	7297	20%	588	838	31
Santa Ana	Census Tract 891.04,	\$ 27,821	\$ 7,508	35%	Yes	8048	34%	988	1001	62
Santa Ana	Census Tract 891.05,	\$ 29,100	\$ 9,756	45%	Yes	6929	35%	1027	1348	33
Garden Grove	Census Tract 891.06,	\$ 31,995	\$ 9,944	48%	Yes	3578	30%	483	574	42
Santa Ana	Census Tract 902.48,	\$ 35,658	\$ 10,089	47%	Yes	5591	23%	523	681	71
Santa Ana	Census Tract 902.49,	\$ 37,825	\$ 9,210	43%	Yes	4332	28%	548	564	9

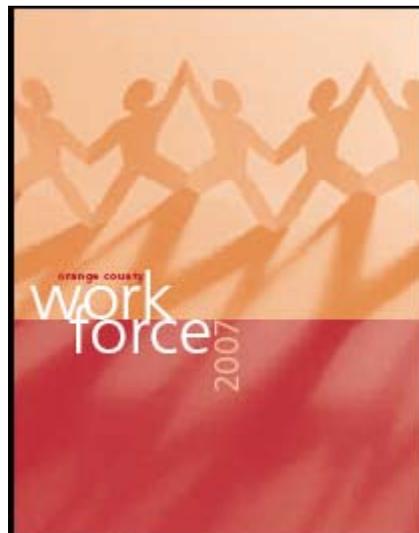
### Appendix C: 24-Month Job Losses in Orange County



<b>TOTALS FOR 24 MONTHS 2005-2006</b>	<b>Unemployment Number</b>
<b>Area Name</b>	
<i>Orange County</i>	<i>115,600</i>
Aliso Viejo	1,100
Anaheim	16,300
Brea	1,100
Buena Park	3,800
Costa Mesa	4,300
Coto de Caza	200
Cypress	2,100
Dana Point	1,200
Foothill Ranch	200
Fountain Valley	1,900
Fullerton	5,800
Garden Grove	7,700
Huntington Beach	7,100
Irvine	4,600
Laguna Beach	800
Laguna Hills	1,100
Laguna Niguel	2,100
Laguna Woods	200
La Habra	2,500
Lake Forest	1,900
La Palma	600
Las Flores	200
Los Alamitos	200
Mission Viejo	2,900
Newport Beach	2,000
Orange	4,800
Placentia	1,800
Portola Hills	200
Rancho Santa Margarita	1,300
Rossmoor	200
San Clemente	1,700
San Juan Capistrano	1,100
Santa Ana	18,400
Seal Beach	600
Stanton	2,100
Tustin	2,900
Tustin Foothills	600
Villa Park	200
Westminster	3,700
Yorba Linda	1,700
<b>TOTALS</b>	<b>113,200</b>

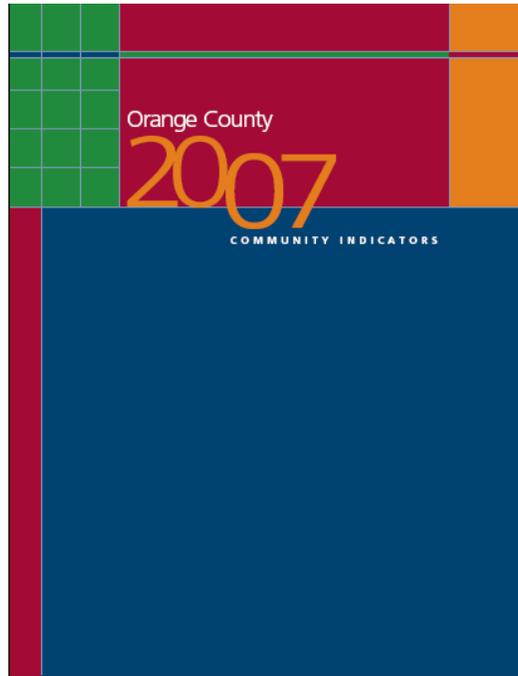
**Appendix D: Orange County Workforce 2007**

*<http://www.ocwib.org/Portals/0/WorkforceIndicators-07.pdf>*



**Appendix E: Orange County 2007 Community Indicators Report**

*<http://www.ocwib.org/Docs/Community%20Indicator%20Reports/2007CIPReport.pdf>*



## **End Notes**

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- 1 US Census Bureau, 2006 American Community Survey (<http://factfinder.census.gov>)
- 2 US Census Bureau, 2006 American Community Survey Table C03002.
- 3 US Census Bureau, 2006 American Community Survey, Selected Economic Characteristics
- 4 D&B Q4 2007 Database
- 5 EDD/LMID OES, 1st Quarter 2006 Survey
- 6 California EDD/LMID
- 7 Chapman University 2008 Forecast
- 8 U.S. Census Bureau, 2006 American Community Survey, Selected Economic Characteristics
- 9 Ibid
- 10 Ibid
- 11 ACCRA Council for Community & Economic Research (<http://www.coli.org>)
- 12 Chapman University 2008 Forecast
- 13 Out of Reach, National Low Income Housing Coalition Annual Report, 2006
- 14 2007 Orange County Community Indicators
- 15 California State University Fullerton 2007 Economic Forecast
- 16 2007 Orange County Community Indicators
- 17 Ibid
- 18 Federal Transit Administration, National Transit Database ([www.ntdorigram.com](http://www.ntdorigram.com))
- 19 2007 Orange County Community Indicators
- 20 Ibid
- 21 OCTA Metrolink – Fast Facts <http://www.octa.net/uploadedfiles/Files/pdf/metrolink.pdf>
- 22 OCTA Buena Park Station – Fast Facts <http://www.octa.net/uploadedfiles/Files/pdf/metrolinkbp.pdf>
- 23 OCTA Bus System – Fast Facts <http://www.octa.net/uploadedfiles/Files/pdf/bus.pdf>
- 24 2007 Workforce Report
- 25 Chapman University 2008 Forecast
- 26 2006 Workforce Report and 2007 Workforce Report