

## SWOT ANALYSIS

# OPPORTUNITIES

- Capital of 5th Largest Economy in the World/Global Policy and Innovation Leader
- Bay Area Proximity / Megaregion
- Comparative to the Bay area, there is an advantage to the cost of living advantage, but the rising cost of living is tough for historically vulnerable populations, such as aging populations, economically disadvantaged, workforce. Therefore, can be a threat in that aspect
- Proximity to the San Joaquin Valley (e.g., Stockton Port and Agriculture), especially for south region locations, yet still within proximity for Greater Sacramento and Bay Area relationships



- Telecommuting opportunities
- High Level Health Care System:
  - Level I-IV trauma centers
  - Four major hospital systems/clinical trials
  - Life sciences capabilities, especially through UC Davis
- Diversifying Economy in Key Clusters o Manufacturing companies
- Food and Agriculture sector
- California Mobility Center
- Education & Workforce Training Systems