

Application task

Consider the following scenario. You are hired as an adviser to county government in California. The county asks for your recommendation on ONE of the following two questions:

1. Should they issue more/fewer licences for production of cannabis?
2. Should they issue more/fewer licences for retail sales of cannabis?

The county that hired you corresponds with the letter your last name starts with, as explained in the table below. The question assigned to you (given the county assigned to you) is in the last column.

If your last name starts with letters	The county assigned to you is:	The question assigned to you is:
A-E	Kern	Question 1
F-J	Santa Clara	Question 2
K-N	Mendocino	Question 1
O-R	Santa Barbara	Question 2
S-V	Merced	Question 1
W-Z	Marin	Question 2

What you would have to do:

- Write a short 3/4 pages report describing how you would answer the question. There is no specific structure for the report. If you want to do some analysis and suggest recommendations, you are welcome to do that. But we don't expect you to provide numerical answers. If you just want to explain what things you would do to provide an answer, that is totally fine. We understand that providing clear answers to such questions takes substantial time. We are more interested in learning how you think about this problem and what you would do to try to answer the question.

In case you want to get some background and/or do some analysis, here are some datasets that may help:

- Industry Employment (CES) -- Has information on employment by industry sector
 - <https://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/areaselection.asp?tablename=ces>
- Labor Force Statistics (CPS) -- Traditional labor force information, unemployment, employment, unemployment rate, etc.
 - <https://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/AreaSelection.asp?tableName=labforce>
- Occupational Statistics (OES) -- information on employment and wages by occupation
 - <https://www.labormarketinfo.edd.ca.gov/data/oes-employment-and-wages.html>

- Census of Agriculture (USDA) -- acreage, land use, etc.
 - https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_2_County_Level/California/
- Cannabis retail / distribution (Bureau of Cannabis Control) and cultivation licenses (CA Dept. of Food and Agriculture)
 - <https://search.cannabis.ca.gov/>
 - <https://aca6.accela.com/CALCANNABIS/Cap/CapHome.aspx?module=Licenses>