

I-15

Interregional
Partnership

MEETING NOTICE AND AGENDA

I-15 INTERREGIONAL PARTNERSHIP (I-15 IRP) TECHNICAL WORKING GROUP

The I-15 Interregional Partnership Technical Working Group may take action on any item appearing on this agenda.

Thursday, March 4, 2004

1:00 – 3:00 p.m.

Escondido City Hall*
Training Room #1
201 North Broadway
Escondido, CA 92025

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SOUTHERN CALIFORNIA



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I-15 IRP TECHNICAL WORKING GROUP

Tuesday, January 6, 2003

ITEM #		ACTION
1.	Welcome and Introductions - Jeff Martin, SANDAG	SELF INTRODUCTIONS
+2.	Summary of the January 6, 2004 I-15 IRP Technical Working Group Meeting Technical Working Group (TWG) members should review and approve the summary for the last TWG meeting.	APPROVE
3.	Public Comments/Communications	INFORMATION
+4.	Draft Final Project Report - George Franck, SANDAG Based on the strategies accepted by the Policy Committee in January, staff will present the draft final report for discussion and working group recommendations. Appendices that have been discussed by the TWG, are not included in this review Draft.	DISCUSSION/ RECOMMENDATION
5.	Strategy Implementation and Monitoring – George Franck, SANDAG Staff has prepared an implementation and monitoring section for the proposed interregional strategies. This program is included as Chapter V in the draft final report, item #4 above.	DISCUSSION/ RECOMMENDATION
6.	Outreach Program – Jeff Martin, SANDAG/Elgeritte Adidjaja, WRCOG The Technical Working Group will preview a revised I-15 Interregional Partnership PowerPoint presentation to be used in the project outreach through the end of the fiscal year.	INFORMATION/ DISCUSSION
7.	Next Steps/I-15 IRP Work Program Update – Jeff Martin, SANDAG and Kevin Viera, WRCOG The Technical Working Group will be updated on the status of the work program.	INFORMATION/ DISCUSSION
8.	Project/issue Updates from Working Group Members Working Group members should provide information about upcoming events and updates on projects and issues of interest to other members.	INFORMATION

ITEM #

ACTION

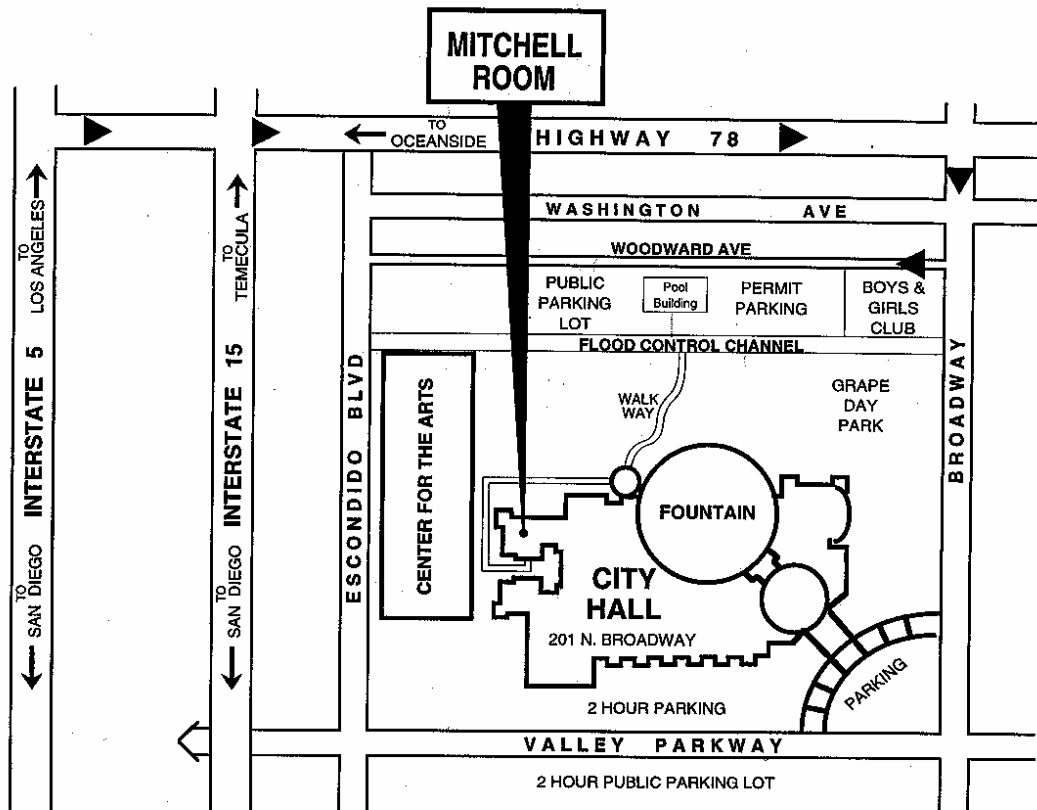
9. Adjournment and Next Meeting

INFORMATION/
ACTION

The next TWG meeting is currently scheduled for Thursday, April 8, 2004 at 1 p.m. in the City of Temecula.

The I-15 IRP Policy Committee will meet on Friday, March 19, 2004 from 1:30 – 3:30 p.m. in the Mitchell Room at Escondido City Hall to review the draft final report. Members of the Technical Working Group are encouraged to attend the Policy Committee meeting.

+ Next to an agenda item indicates an attachment



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**I-15 Interregional Partnership (I-15 IRP)
Technical Working Group
Meeting Summary
Thursday, January 6, 2004**

Agenda Item #1: Welcome and Introductions

Kevin Viera, WRCOG, opened the meeting, asking for self-introductions of those attending the meeting. The names of persons attending this meeting are listed at the end of the meeting summary.

Agenda Item #2: Summary of the December 11, 2003 I-15 IRP Technical Working Group Meeting

The Technical Working Group approved the meeting summary with no changes.

Agenda Item #3: Public Comment/Communications

Maurice Eaton, Caltrans, said that the expansion of the Park-and-Ride lot at SR 76, an early project discussed by the I-15 Interregional Partnership (IRP), was under construction and scheduled for completion in approximately six weeks. At a cost of \$125,000, the project will increase the capacity of the lot from 80 to 150 spaces.

To continue interregional planning in the I-15 corridor, SANDAG will submit an application for federal FY2005 funding to Caltrans. The application seeks funding to continue interregional coordination and to monitor the strategies under preparation in the current-year study.

Agenda Item #4: Short-Range Interregional Strategies

In response to TWG comments in December, staff rewrote one long range economic development and two long-range interregional program strategies as short range strategies to begin implementation under the current grant. The economic development strategy calls for the collaboration of economic development agencies (EDAs), initially in southwestern Riverside County but eventually expanding to the entire I-15 interregional corridor.

WRCOG has initiated contacts for an initial meeting of EDAs in southwestern Riverside County. Pending the approval of this strategy by the Policy Committee, an initial meeting could be held as early as February. The TWG supported the reclassification of the program strategies: advocacy for jobs-housing balance legislation and public outreach. Paul O'Neal offered to review potential legislative initiatives, with the objective of sponsoring suitable legislation.

Agenda Item #5: Long Range Interregional Strategies

Again in response to TWG comments in December, staff added a long range strategy to improve job growth through the promotion of existing "cluster" or interdependent employment. Ramsay Green, San Diego Regional Chamber of Commerce, said that this approach is generally supported by the S.D. Regional Chamber of Commerce and other business groups.

The strategy promoting infill development in older communities has been rewritten to emphasize the provision of additional housing rather than neighborhood revitalization. The TWG expanded this strategy concept to include provisions to discourage gentrification of these infill areas: inclusionary zoning for larger projects, linkage fees and the promotion of accessory units.

Caltrans was added as a support agency for strategy T2: the provision of shuttle transit services. References to High Occupancy Toll (HOT) lanes were changed to High Occupancy Vehicle (HOV) lanes. The TWG discussed ridership on the new RTA commuter route between Temecula and Oceanside. Current ridership is about 400 passengers per month, about three riders per trip. The service is being operated with new 30-foot vehicles with computer plug-in locations and other commuter amenities. RTA, North County Transit (NCT) and Caltrans are cooperating on potential route improvements and marketing. The lack of free transfers between RTA and NCT, especially the Coaster, was identified as one problem.

Agenda Item #6: Long Range Strategy Priorities

Following a brief discussion, the TWG supported the strategy priorities recommended by staff.

Agenda Item #7: Next Steps/I-15 IRP Work Program

Following the I-15 IRP Policy Committee meeting, staff will prepare a draft final project report for public and agency review. WRCOG, with SANDAG assistance will proceed with coordinating EDA activities in southwestern Riverside County. Over the next three months, TWG members were asked to solicit potential venues for I-15 IRP presentations.

NOTE: No item #8 was listed on the agenda.

Agenda Item #9: Project/Issue Update from Working Group Members

The EDAs in the Temecula/Murrieta area will hold their quarterly meeting at the Pechanga reservation on January 30, 2004. A location "branding" proposal will be discussed.

The San Diego Regional Chamber of Commerce will present "January Surprises," the good and bad new state laws effective this month on January 23, 2004 and a San Diego City Attorney debate on January 28, 2004.

Agenda Item #10: Adjournment and Next Meeting

Staff will schedule the next I-15 TWG meeting to discuss monitoring and review an initial draft of the final project report for late February or early March 2004 in Escondido; the next Policy Advisory Committee meeting is scheduled for January 16, 2004 in Temecula.

**January 6, 2004 Meeting Participants
I-15 Interregional Partnership
Technical Working Group**

Aaron Adams, City of Temecula
Kathy Boyer, Riverside County Economic Development Agency
Maurice Eaton, Caltrans District 11
Ramsey Green, San Diego Regional Chamber of Commerce
Jim Mackenzie, City of Murrieta
Laurel Nicholson, Candidate for 66th Assembly District
Paul O'Neal, Office of Bill Morrow, Senator, 38th District
Ann Palatino, Riverside Transit Agency
Dianne Sessions, EDC of Southwest Riverside County

Staff Members -

Susan Baldwin, SANDAG
George Franck, SANDAG
Jeff Martin, SANDAG
Kevin Viera, WRCOG

**DRAFT FINAL REPORT
I-15 INTERREGIONAL PARTNERSHIP**

February 25, 2004

**San Diego Association of Governments
Western Riverside Council of Governments**

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CHAPTER VII: CONCLUSIONS AND RECOMMENDATIONS (New - in preparation. This Chapter will be based on an Informational Project Flier).....	?
Problem Statement/Introduction (½ page – EC#17)	?

Conclusions about the Jobs-Housing Balance - (summary data that supports the Problem Statement, from Chapter II – below – 2 pages)?

Recommended Long-term Strategies (2 pages – Strat0306.7)?

Existing Programs (including the identified short-term strategies – 2 pages).....?

Monitoring Plan (brief – 1 page).....?

APPENDICES (included in the Final Report Volume)?

 A. STRATEGY DESCRIPTION SHEETS?

 B. STRATEGY EVALUATION MATRIX?

APPENDICES (Bound separately).....?

 C. EXISTING CONDITIONS REPORT?

 D. LICENSE PLATE SURVEY (New)?

 E. CENSUS TRAVEL SURVEY (New).....?

CHAPTER I: INTRODUCTION

THE PURPOSE OF THE REPORT

The I-15 Interregional Partnership developed Strategies to better balance the supply of jobs and housing in the southwestern Riverside/San Diego County corridor as well as provide cost-effective transportation facilities to meet the future travel demand. This report presents existing and forecast information on the corridor as well as documenting the development of Interregional Strategies.

Existing Conditions: The Existing Conditions Report was the first milestone in the I-15 IRP work program. Its purpose was to present information about the land use characteristics and transportation facilities in the study corridor. Housing and employment opportunities and constraints to housing production and employment growth also were described. The identified existing conditions are summarized in this report.

The Interregional Commuting Problem: Much of the discussion about interregional commuting has been based on limited observations. From these observations, we know that congestion on I-15 is growing and that some of the vehicles caught in that congestion come from Riverside County. This report is an initial attempt to quantify the interregional commute and explain the various reasons why it is made.

Current Programs to Resolve Interregional Issues: The interregional commute between Riverside County and the San Diego region is a relatively recent phenomenon. Nevertheless, a number of current programs address the causes and effects of this long-distance commute. These programs range from activities to attract employment to predominantly residential communities to housing programs in job-rich areas. This report identifies those existing programs.

Forecast Commute Conditions: Future travel will be evaluated in comparison with existing traffic conditions in the study corridor. Because commuting between the two counties had previously been relatively minor, this will be the first evaluation which combines the forecasts for the two regions.

Establish Strategies to Better Balance Jobs and Housing: Based on the Existing Conditions Report and strategies available to public agencies in California, the I-15 IRP has developed strategies that will improve the jobs-housing balance between the two regions.

Establish an Implementation and Monitoring Process: The governmental programs that would implement the proposed interregional strategies will build on existing economic development, transportation, and land use programs in the corridor.

I-15 INTERREGIONAL PARTNERSHIP

The I-15 Interregional Partnership (I-15 IRP) is a voluntary compact between local elected officials representing the San Diego Association of Governments (SANDAG) and the Western Riverside Council of Governments (WRCOG). The Southern California Association of Governments (SCAG), Caltrans and other affected governmental agencies and non-governmental organizations also participate in the partnership. The I-15 IRP was formed in 2001 to address the imbalance of jobs and housing that has developed between the San Diego region and western Riverside County over the last five to ten years.

Centered on Interstate 15, this two-county commute corridor extends from central San Diego to the cities of Lake Elsinore, Perris and Hemet as shown in Figure 1. While employment in the central and northern areas of the City of San Diego is included in this report, the residential study area is centered along I-15 within 30 miles of the County boundary — from Lake Elsinore and Perris on the north to Escondido on the south. In this report, the larger area is referred to as the **Study Corridor**, and the smaller area as the **Study Area**.

INSERT Figure 1 I-15 Interregional Partnership Study Area and Corridor

The jobs-housing imbalance between the San Diego region and western Riverside County has developed in large part because an adequate supply of relatively affordable housing has not been built to match the employment growth in the San Diego region, combined with relatively low cost and plentiful single-family housing developments in southwestern Riverside County. The increasing number of commuters on I-15 indicates that this trend has increased in recent years.

Jobs-housing balance is a condition that results in an adequate supply of housing (and therefore workers) being located within a reasonable commute distance of compatible employment opportunities. The benefits of jobs-housing balance include reducing demands on the highway system, improving air quality, and reducing the time spent commuting to and from work.

The primary goal of the I-15 IRP is to foster a more sustainable land use pattern providing appropriate employment closer to where people live in the study area and more affordable housing closer to employment in jobs-rich areas throughout the study corridor. By doing so, workers would have more opportunities to live closer to work and the need for long distance interregional commuting would be reduced. The I-15 IRP also will be developing and promoting strategies that mitigate the impacts this jobs-housing imbalance is having on congestion along the I-15 Corridor.

The Partnership developed a three-year work program that will culminate in a Jobs-Housing Balance Action and Implementation Plan and Evaluation Program. The project is primarily funded through a grant from the California Department of Housing and Community Development (HCD) as part of the State's Jobs-Housing Balance Grant Program, with matching in-kind services from WRCOG and SANDAG.

Jobs-housing balance compares the available housing and available jobs within a community, a freestanding City or other geographically defined subregion. Measuring this balance is not an easy task. Assuming a simple ratio of one job to one household would not recognize the prevalence of

more than one worker in many households or the large percentage of retired persons in senior communities.

In addition, the jobs-housing balance should consider the cost and types of available housing, comparing them to the wage rates and types of jobs that are located in a community. Food processing or assembly type jobs are not a good match with estate housing areas. To provide balance, the salaries of persons working in a community should be reflected in the cost of housing in the same community.

Long commutes to work are the most obvious symptom of an imbalance of jobs and housing. The distance that people commute to their jobs has been growing as our world becomes more industrial and urban. Based on a 2001 survey by the National Board of Realtors, the mean total amount of time spent commuting is nearly 24 minutes each way. According to this national survey, only 18 percent of commuters spend more than 30 minutes going to work or coming home from it.

Half of the respondents to this survey indicated that they would rather commute to work in less than 30 minutes, even if it means living in a smaller home on a smaller piece of property. On the other hand, more than 40 percent of the respondents said they would commute more than 45 minutes each way for a larger home than they now occupy, on a larger piece of property. Clearly, the value people put on the time spent commuting can vary greatly between individuals.

Until the past decade, Camp Pendleton to the north and the mountains to the east isolated San Diego from the rest of Southern California. As shown in Figure 2, the jobs-to-workers ratio approached the statewide ratio in San Diego County in the year 2000. The ratio in Orange County grew to exceed the statewide ratio.

INSERT Figure 2 – Ratio of Jobs to Workers by County, 1990 - 2001

During this same period, the ratio of jobs-to-workers declined in Los Angeles County, primarily because of the reduction in aerospace employment. In sharp contrast, Riverside has a significantly lower jobs-to-worker ratio, indicating a large number of workers commuting across the County line to work. In Riverside, Orange, and San Diego counties, employment grew faster than population.

In both Orange and San Diego counties, increased housing prices have made workers willing to drive longer distances over the foothills to less expensive, single-family homes in Riverside County. Similar commutes have developed between the San Francisco Bay area and the San Joaquin Valley as well as in metropolitan areas in most regions of the country.

DEFINING JOBS-HOUSING BALANCE

In the broadest sense, the balance between jobs and housing in a metropolitan region is defined as a provision of an adequate supply of housing to house workers employed in a defined area, such as a community or sub-region. Alternatively, a jobs-housing balance can be defined as an adequate provision of employment in a defined area that generates enough local workers to fill the housing supply.

Several similar measures of jobs-housing balance are used in this report. The most accurate depiction of balance is the number of jobs in an area compared with the number of resident workers. This number is difficult to forecast and is used only in Figure 3. The jobs-per-household ratio compares the number of jobs in an area with the number of occupied housing units. This is available for most areas historically and is used in comparing 1990 data with year 2000. For future years, the ratio of jobs per housing unit is used. Housing units can be either occupied or vacant.

Based on the average jobs per household in San Diego in the year 2000, communities approach a numerical balance when there are between 1.2 and 1.3 jobs for each household. This ratio accounts for civilian military employees, two-worker households and retired-worker households. It does not include uniformed military personnel or the self-employed workers.

Within the study area, the City of Temecula, by itself, nearly achieves a jobs-housing balance. However, when the larger community, including Temecula, Murrieta and nearly 10,000 households in the adjacent unincorporated areas is considered, there are only four jobs for every five households. This represents 0.8 jobs per household for the larger geographic community.

Similarly, the City of San Marcos has 1.6 jobs per household, because it has maintained a large portion of its land area for employment uses. When taken together with the adjacent cities of Vista and Escondido as well as adjacent unincorporated areas, this larger area has a reasonable balance of jobs and housing.

With the exception of the Lakeview-Nueno communities, the area north of Murrieta has a similar or lower ratio of jobs to households. Similarly, the unincorporated San Diego communities in the north I-15 area have fewer than 0.7 jobs per household. The ratio of jobs per household is shown on Table 1.

DESCRIPTION OF STUDY PROCESS

The I-15 Interregional Partnership (IRP) is a voluntary partnership between elected officials representing the San Diego Association of Governments (SANDAG), Southern California Association of Governments (SCAG), and the Western Riverside Council of Governments (WRCOG) as well as other key decision-makers from public and private sector organizations.

Policy and Technical Guidance: Working through a committee structure, the Partnership has identified issues related to jobs/housing balance and traffic congestion along the I-15 Corridor, recommend strategies and model approaches to address the issues, and promote adoption of its recommendations into existing jurisdictional and agency plans and programs. Evaluation will occur on both a policy and a technical level.

Comprised of SANDAG's Borders Committee and elected officials from SCAG and WRCOG member agencies, the Policy Committee is the Interstate 15 Partnership's decision-making policy board. The Policy Committee meets regularly to discuss policy issues and consider recommendations from the Partnership's Technical Working Group.

The chair of the SANDAG Borders Committee and one Western Riverside County representative serve as co-chairs of the Policy Committee. Meetings alternate between Riverside County and the

San Diego region. The responsibility for chairing a meeting rests with the co-chair representing the region in which the meeting is being held. Meetings of the Policy Committee are held approximately every quarter.

I-15 IRP Technical Working Group (TWG) works with the staff from SANDAG, WRCOG, SCAG and other agencies assisting on this project. The TWG reviews staff reports, considers staff recommendations and provides recommendations to the Policy Committee for consideration. The TWG is comprised of representatives from public and private agencies from both regions. As with the Policy Committee, a co-chair structure was adopted, with meetings alternating between northern San Diego and southwestern Riverside Counties.

Survey: A telephone survey of 2,010 adults residing in western Riverside County was conducted during July and August of 2002. The survey was designed to profile residents and interregional commuters and gain a better understanding of the factors, rationales and decisions of long distance commuters that lead them to live so far from where they work. Ultimately this information along with pertinent land use, transportation and economic data will be used to develop and evaluate strategies to bring housing and jobs into better balance in both regions. Data from this survey is also being used to evaluate a similar, but much more congested commute, from western Riverside County into Orange and Los Angeles Counties along SR 91.

Data from this survey were also used to establish the boundaries for the study area and study corridor. From the survey it was calculated that 95 percent of the persons commuting into the San Diego region were from Southwest Riverside County, that part of the county from Lake Elsinore and Hemet south to the county line at I-15. Before the end of this study, survey information will be supplemented with the results of a license plate mail-back survey of I-15 interregional commuters, and home-to-work information from the Census Transportation Planning Package.

Data Collection, Strategy Development and Public Outreach: In addition to the telephone survey, the partnership drew information about the two regions and the travel between them from various existing data sources. Census information was used for information about the residents, households and employment within the corridor. Metropolitan area data bases for the Southern California and San Diego were used to determine updated population and employment estimates as well as future year forecasts.

Strategies to better balance the population and employment within sub-areas of the corridor were drawn from academic research and the planning programs from other similar agencies in the San Francisco Bay area and from other states. Because of its rapid growth in the 1990s, northern California experienced a growing imbalance in its sub-area population and employment before the southern part of the State. The Policy Committee and TWG played an active role in identifying and evaluating interregional strategies.

While the TWG membership included representatives from stakeholder agencies and organizations in the corridor, staff pursued an outreach effort when initial recommended strategies had been identified. Local newspapers published articles about most Policy Committee and TWG meetings.

CHAPTER II: FINDINGS

POPULATION AND EMPLOYMENT: 1990-2030

Population: In the year 2000, the population of San Diego and Riverside Counties totaled 4.3 million with nearly two-thirds of this total residing in San Diego County. Of the 1.5 million residents of Riverside County, about 80 percent live in the Western Riverside (WRCOG) area to the west of the mountains and desert. Within the WRCOG area, 440,000 persons live within 30 miles of the San Diego boundary on I-15. This Southwestern Riverside area includes the cities of Hemet, San Jacinto, Perris, Lake Elsinore, Murrieta, and Temecula. The distribution of population in the year 2000 is shown on Figure 4, at the end of this chapter.

Within about 15 miles of the San Diego boundary on I-15, the Murrieta-Temecula area includes the cities of Murrieta and Temecula as well as the unincorporated areas. Over 130,000 persons lived in this area in the year 2000, as shown in Table 3.

In San Diego County, 380,000 persons live along I-15 within 30 miles of the northern county boundary. This area includes the cities of Vista, San Marcos and Escondido. Of the total, about 70,000 persons live in the unincorporated communities north of Escondido.

Over the last ten years of the last century, the population in the SCAG and SANDAG regions grew about 13 percent, slightly less than the California population growth rate of 13.8 percent. Riverside County grew by more than 30 percent over the same period. Both of the cities of Murrieta and Temecula grew by more than 100 percent.

In the San Diego County portion of the study area, from Escondido north, population increased by just over 20 percent as shown in Table 3. About 80 percent of this growth was in or adjacent to the cities of Vista, San Marcos and Escondido.

INSERT Table 3 – Resident Households Population

Over the next 20 years, about one-third of the population growth is forecast to come from net migration. In a reversal of the historic trends prior to 1990, the great majority of the San Diego region's growth will come from natural increase — a surplus of births over deaths in the County.

Because of the higher growth rate in Riverside County during the 1990s, the percentage of growth from net migration is estimated to be much higher than that of San Diego. This trend is anticipated to continue through the year 2020.

Demographic and Economic Characteristics: The percent of non-white population (including Hispanic whites) in Southern California exceeds that of the State as a whole. However, the non-

white population in both San Diego and Riverside Counties is less than the statewide percentage. While the California non-white percentage is more than 50 percent, the percentage for the Temecula-Murrieta area is less than 30 percent. In Riverside County, the only community within the study area that exceeds the State average is Mead Valley, which includes the longer-established City of Perris; in San Diego County, the only community is rural Rainbow.

The lowest percent of non-whites is in Sun City/Meniffee community plan area in Riverside County and the Pala/Valley Center area in San Diego County. Sun City/Meniffee and Pala/Valley Center also have the highest median age in the study area, about 10 years higher than the statewide, Southern California and County median age. While some high growth communities like Lake Elsinore and Temecula have a lower median age others, like Murrieta, do not. In general, the median age in Riverside County and in the Riverside portion of the study area is a year less than California and the rest of Southern California.

To a large extent, mean household size reflects the ethnicity of an area and the age of its residents. In the State and Southern California, the mean size ranges from 2.73 persons per household in San Diego County to 2.96 in the greater Southern California area. Riverside County is slightly higher than that range. Areas with a high percentage of non-white population tend to have a high median household size; areas with a high median age tend to have a smaller household size.

Median household income from the 2000 census is currently available for counties, incorporated cities and some unincorporated communities. The median in San Diego County is just over \$47,000, slightly less than the statewide median household income. The median in Riverside County is \$42,900, about 10 percent less.

INSERT Table 4 – Year 2000 Employment and Households (HH)

While the median household income in the City of Lake Elsinore is near that of Riverside County, the median in both Murrieta and Temecula is 50 percent higher. High growth areas, particularly those with a large number of new single family homes, tend to have higher median household incomes.

Employment 1990-2000: Although year 2000 total employment can be mapped, analysis of job information will wait for the availability of Census Transportation Planning Package (CTPP). This information will include employment growth in the nineties, employment by sector and employment wage rates for geographic areas within the study area.

Employment in the San Diego region in the year 2000 totaled 1.2 million jobs, as shown in Table 4. There were 374,000 jobs in western Riverside County, including 111,000 in the southwestern quadrant of the County and 33,000 in the Temecula-Murrieta area. As noted earlier in this chapter, it is estimated that nearly 30,000 workers commute from Riverside into San Diego County. These 30,000 interregional commuters are a significant number compared with employment in the I-15 Riverside County communities nearest to San Diego. However, these interregional commuters fill less than three percent of the jobs in San Diego County.

The year 2000 population in the study area totaled nearly 825,000 residents, with more than half living in Riverside County. At a regional level, employment in Riverside County grew by 45 percent during the 1990s. This rate is nearly double the employment growth rate of San Diego County and

nearly triples the State growth rate. Employment in the northern I-15 area in San Diego County grew by over 30 percent. In both Riverside and San Diego, employment grew at significantly higher rates than population. At the regional levels, San Diego County has a balance of jobs and housing; Riverside County does not have a sufficient number of jobs for its residents.

Housing: Housing in San Diego County and the San Diego portion of the study area grew at a rate of 10 percent over the 1990s, slightly higher than the statewide housing growth rate, as shown in Table 5. In contrast, Riverside County grew at a rate of 20 percent; southwest Riverside County grew at a rate of 30 percent. Again, the cities of Murrieta and Temecula grew at a rate of more than 75 percent over the ten years. The distribution of households is shown in Figure 6, at the end of this chapter.

About two-thirds of the housing in the state is single-family, with the percentage lower in San Diego County and higher in Riverside County. In the new growth areas of Lake Elsinore, Murrieta and Temecula, the percentage of single family homes exceeds 70 percent.

At the statewide and San Diego County levels, less than 60 percent of the households own their home. In Riverside County, ownership approaches 70 percent of households. Some Riverside County areas exceeded 80 percent home ownership.

Residents of Riverside County communities pay less for housing in comparison with their income than statewide and San Diego County residents. Median housing value in Riverside County is 3.4 times annual household income, compared with about 4.5 times the annual household income in San Diego and at the statewide level. Other household economic factors are shown in Table 6, and will be expanded when more complete census information is available.

Developable Land: Over half of the 900,000 acres in the study area is privately owned and available for development, as shown in Table 7. This includes most of the land in existing agricultural uses.

The majority of this acreage is only available for agriculture and residential uses at very low densities – 1 unit per acre or less. About 85,000 acres are available for apartments and single family subdivisions at suburban densities. At currently planned densities, over 250,000 new homes could be built in the two-county study area, three-quarters of them in Riverside County. It is estimated that 140,000 are currently in the housing “pipeline” in southwest Riverside County.

In the San Diego portion of the study area, nearly 100,000 jobs could be accommodated on the land planned for commercial and other employment uses at current employment densities. General Land Use Plans in Riverside County identify even more acreage for employment uses.

In San Diego County, a relatively large percentage of both housing and employment growth will be accommodated within existing communities through redevelopment. While this will occur primarily in the older communities in the southwestern portion of the County, some of it will occur in other traditional center such as Oceanside and Escondido. Even lower density suburban areas like older industrial parks that developed within the last 30 to 50 years, some redevelopment will occur. Total redevelopment acreage in Riverside County has not been determined.

Projected Growth: Over the next 20 years, population in the I-15 study area will increase by approximately 60 percent to more than 1.3 million residents. Of this increase, 395,000 or about three out of four new residents will live in Riverside County, as shown on Table 8.

To accommodate this growth, the Temecula-Murrieta area will increase their housing stock by 45 percent; a rate similar to their population growth. This is an increase of approximately 20,000 housing units. During the same period, employment in this area will increase by more than 40,000 jobs – nearly three times the rate of increase for housing. As a result, jobs and housing are forecast to be nearly balanced in 20 years.

Figure 7 shows the most recent available land use information in the I-15 interregional corridor. In comparison, future land uses identified in the various Comprehensive Plans in the area are shown in Figure 8.

TRAVEL VOLUMES AND CHARACTERISTICS

In preparing its draft Regional Transportation Plan for the year 2030, SANDAG has forecast population and employment growth in its region as well as the impact of its employment growth on Riverside County and other adjacent areas. This forecast indicates that some persons who work in western San Diego County will need to find housing in other areas. Because of the restrictions at the international border and the mountains and desert to the east of urban San Diego, western Riverside County is the most likely area to accommodate this external housing demand. Table 9 shows the forecasted travel on Interstate 15 for the year 2030.

Table 9 INTERSTATE 15 WEEKDAY TRAFFIC VOLUMES		
Highway Location	2000	2030
Riverside County Line	95,000	230,000
North of SR 76	90,000	215,000
North of SR 78	103,000	210,000
South of SR 78	185,000	280,000

Source: SANDAG Transportation Model, 2030 Mobility Emphasis RTP Alternative

The following key findings are primarily based on the of a western Riverside resident telephone survey conducted by the I-15 interregional partnership in the summer of 2002.

Basic Individual Commute Patterns:

- Forty-nine percent of western Riverside adult residents are employed full-time, eight percent part-time, and five percent are self-employed.
- Eighty-four percent of those employed full-time or self-employed commute to work at least three days per week. An additional six percent work from home or telecommute.
- Of those that commute to work, just over half (55%) commute to a city within Riverside County. Other counties include Orange (13%), Los Angeles (12%), San Diego (8%) and San Bernardino (7%).

- Over 92 percent of respondents who commute to San Diego County or Imperial County use I-15 when they commute.
- Just under one quarter (24%) of western Riverside residents who commute to San Diego or Imperial counties use FasTrak at least once per week.
- Overall, four percent of western Riverside adult residents qualified as an I-15 commuter, which means they commute to work in San Diego County or Imperial County using I-15 at least three days per week. (Almost all I-15 commuters commute to San Diego County as opposed to Imperial County).
- Approximately 15 percent of southwestern Riverside County households, those living within 30 miles of the county boundary at I-15, have at least one person qualified as an I-15 commuter.
- Within the Temecula, Murrieta and Winchester area, 32 percent of households have at least one person qualified as an I-15 commuter.

Basic Household Commute Patterns:

- Forty-two percent of households in western Riverside County have at least one member who commutes outside of the County for work; with 4 percent having at least one member commuting to San Diego County
- In Southwestern Riverside County, 15 percent of households have at least one person commuting to San Diego County.
- The Temecula, Murrieta and Winchester area has the highest percentage of interregional commuting households: 51 percent total, with two-thirds of those commuting to San Diego County.

Work Commute Details:

- Almost 60 percent of commuters begin their commute prior to 7:30 AM.
- I-15 and SR 91 commuters begin their commute substantially earlier than other types of commuters.
- The average distance between home and work for I-15 commuters is 52 miles.
- The average time it takes to commute to work for I-15 commuters is 60 minutes.
- The average time it takes to commute back home from work for I-15 commuters is 71 minutes.
- Nearly 60 percent of commuters begin their commute back from work between 3 PM and 5:30 PM.
- Overall, 43 percent of I-15 commuters indicated that they spend much more time commuting than they would like to spend.
- Nearly 60 percent of I-15 commuters stated that their commute to and from work has gotten slower during the past year.
- Eighty-six percent of I-15 commuters drive alone as the primary or occasional method of commuting to work.
- Seventeen percent of I-15 commuters carpool as the primary or occasional method of commuting to work.
- Among those who drive alone to work, the average number of days per week they drive alone is 4.6.
- Among those who carpool as a primary or secondary method of commuting to work, the average number of days per week that they carpool is 3.9.
- When asked to indicate the City that they work in, I-15 commuters most often mentioned: the City of San Diego (40%), followed by Escondido (11%), Oceanside (8%) and Carlsbad (6%).

Employment Details:

- When compared to the non-commuter group, I-15 commuters are more likely to be employed in Hi-tech/Computers/Internet and 'other' industries. A significant percentage (about 7%) of I-15 commuters are employed by the military.
- I-15 commuters are more likely than non-commuters to be employed in occupations that require training and education, such as 'Manager/Administrator/Executive' and 'Technical Specialty/Technician'.
- I-15 commuters, as a group, earn more annual income from their jobs than their non-commuting counterparts.
- Job stability is greater among I-15 commuters than their non-commuting counterparts.
- Twenty percent of I-15 commuters are allowed to telecommute at least once per week.
- Forty-seven percent of I-15 commuters are allowed to adjust their work schedule (flex-time).
- Twenty-one percent of I-15 commuters work for an employer that sponsors carpools, vanpools or other programs.
- Nearly 18% of I-15 commuters were uniformed military or other government workers; less than 5% of Riverside residents who work in their home county are government employees.
- Similarly, 8% of commuters work in high technology industries in San Diego County, compared with 5% of those living and working in Riverside County.
- A similar percentage of I-15 commuters and resident workers held jobs in the construction trades (10%) and in manufacturing (5%).
- 4% of I-15 commuters work in education compared with 12% of resident workers in Riverside County; 6% of commuters work in retail or food service establishments, compared with 14% of resident workers.

Living in Riverside County:

- Almost 50 percent of I-15 commuters have lived in Riverside County for less than five years.
- Almost 65 percent of I-15 commuters who moved to Riverside County in the past 10 years stated that they did so, in large part, because the cost of living and housing was less expensive.
- Sixty percent of I-15 commuters who have lived in Riverside County less than 10 years moved to Riverside County from San Diego County.
- I-15 commuters are generally very satisfied with Riverside County as a place to live, and twice as many I-15 commuters feel that Riverside County is a better place to live than San Diego County than the reverse.

Selecting a Home:

- When selecting their home, I-15 commuters indicated that affordability, safety of neighborhood, and overall look and feel of the home were the strongest factors in their decision.
- Over half (52%) of I-15 commuters did not consider homes near their place of work when they were searching for their current residence. The main reasons for not considering homes near their work were cost of housing and cost of living.

Trade-offs:

- Fifty-eight percent of I-15 commuters indicated that they would be interested in applying for a job within a 15 minute drive of their current home even if it involved changing careers.

- Thirty-one percent of I-15 commuters indicated that they would be interested in applying for a job within a 15 minute drive of their current home even if it involved a 10 percent reduction in pay.
- Eighty-nine percent of I-15 commuters live in a single family, detached home.
- I-15 commuters generally expressed a strong preference for living in a single family, detached home.
- Although 63 percent of I-15 commuters who own a home in Riverside County would be interested in moving their residence to be within a 15 minute drive of their current employer if it involved a similar home at the same price, interest in moving declines substantially once trade-offs such as smaller home size or higher mortgages are introduced.
- I-15 commuters who rent their residence in Riverside County were more interested than their home-owning counterparts in making trade-offs to move their residence within a 15 minute drive of their current employer.
- A substantial percentage of I-15 commuters indicated that, if the services were available, they would be likely to 'regularly carpool to work' (60%), 'regularly use a vanpool service to commute to work if the vanpool group received a \$400 monthly incentive' (56%), and 'use a free service that would match them with a convenient carpool' (56%).
- Forty-eight percent of I-15 commuters stated that they would be at least somewhat more likely to carpool if a carpool lane were developed on I-15 that spanned the entire length of San Diego County.
- Nearly 60 percent of I-15 commuters stated that they would be likely to pay a toll to use the aforementioned carpool lane if it were also a FasTrak lane.

Attitudes about Priorities, Area and Commuting:

- Like other western Riverside County residents, I-15 commuters expressed a strong preference for living in a single family home with a yard, although they were more likely than their counterparts to view having parks and open space around their home as important.
- I-15 commuters are much more likely than their non-commuting counterparts to agree that they do not have enough free time to enjoy their lives.
- The majority of I-15 commuters indicated that they are not interested in making sacrifices and trade-offs in order to live and work in the same area and thereby reduce their commute.

INTERREGIONAL TRAVEL: 1990-2030

Recent Travel Trends: Travel volumes for the major highway facilities in the study area are shown in Table 2. The number of trips on the study area's major highways grew significantly during the 1990s. Travel on I-15 at the County line increased by about 30,000 trips per day, approximately 50 percent in a decade. During the same period, population in the southwestern Riverside communities including Temecula and Murrieta, increased by over 70,000 persons; more than 100 percent. During the five-year period from 1996 to 2001, I-15 traffic volumes within the City of Temecula grew by 50 percent to approximately 155,000 daily trips.

Congestion Levels on I-15 and Other Routes: Between Escondido and Temecula, I-15 currently operates at free flow conditions – Level of Service (LOS) A through C. Through the City of Escondido the freeway approaches its capacity, becoming heavily congested at Lake Hodges. Currently, I-15 remains heavily congested as far south as MCAS Miramar, including about half of the area served by

the reversible Managed Lanes. South of Miramar Road, both I-15 and the intersecting SR 163 freeway are near capacity.

The SR 78 freeway is also heavily congested for approximately five miles to the west of I-15. This route is used by Riverside residents to access jobs in the City of San Marcos, as well as the growing employment area along Palomar Airport Road in the Cities of Vista and Carlsbad. Between Escondido and Fallbrook, two-lane SR 76 is at capacity to the east and west of I-15.

TABLE 2A
Average Weekday Motor Vehicle Trips (ADT)
SAN DIEGO COUNTY

Highway Location	1990	2000
I-15 – Riverside/San Diego County Line	63,000	94,000
I-15 – north of SR 76	60,000	88,000
I-15 – north of SR 78	80,000	103,000
I-15 –south of SR 78	145,000	185,000 *
I-15 – Lake Hodges Bridge	172,000	225,000 *
I-15 – north of SR 56	166,000	227,000 *
I-15 – south of SR 56	165,000 *	234,000 *
SR 79 – south (east) of I-15		
SR 79 – Riverside/San Diego County Line	2,000	2,000
Mission Road, Fallbrook – west of I-15	15,000	16,000
SR 76 – west of I-15	14,000	15,000
SR 76 – east of I-15	6,000	6,000
SR 78 – west of I-15	119,000	149,000
SR 78 – east of I-15	69,000	77,000

*Includes vehicles in Managed Lanes/Carpool Lanes

Source: SANDAG Traffic Counting Program, 1990 & 2000

TABLE 2B
Average Weekday Motor Vehicle Trips (ADT)
Riverside County
2000 - 2001

Highway Location	Daily Trips	% Truck
I-15 – south of Route 74	79,000	11%
I-15 – north of I-215	88,000	9%
I-15 – north of Route 79 (north)	118,000	8%
I-15 – north of Route 79 (south)	155,000	6%
I-15 – north of San Diego County Line	100,000	8%
I-215 – south of Route 74	57,000	13%
I-215 – north of I-15	63,000	7%
Route 74 – east of I-15	16,200	9%
Route 74 – west of I-215	17,500	12%
Route 74 – east of I-215	19,500	10%
Route 79 – south of Route 74	5,900	9%
Route 79 – north of I-15	44,000	14%
Route 79 – east of I-15	42,000	11%
Route 79 – north of San Diego County Line	2,500	17%

Source: Caltrans, District 8, 2002

Table 2c
AVERAGE PEAK HOUR VEHICLE TRIPS
Riverside County

Highway Location	2001 Peak Hour Volume	Level of Service
I-15 – north of I-215	6,138	C
I-15 – south of I-215	10,612	D
I-15 – north of San Diego boundary	7,500	C
I-215 – north of I-15	4,150	C
SR 79 – north of I-15	2,960	D
SR 79 – east of I-15	2,300	B

SANDAG forecasts for the year 2030 show conditions worsening north of Escondido particularly in the northbound direction. Level of service F is shown in both directions south of the county line. In western Riverside County, I-15 traffic is forecasted to be at level of service F north of the County line by the year 2015.

Freeways and state highway in Riverside County study area remain relatively non-congested in the year 2001. The freeways operate at Level of Service (LOS) C, well under capacity, throughout southwestern Riverside except for a brief section of I-15 between I-215 and Route 79 (north). In this area, the freeway approaches its current capacity.

To the east and south of Temecula, Route 79 operates at free flow conditions (LOS B and C). To the north of Temecula, Route 79 is approaching its current capacity. South of Route 79, some congestion occurs on the I-15 exit ramps because of the capacity limitations of the state facility.

Potential Additions to this travel Data:

LICENSE PLATE SURVEY

CENSUS TRIP TO WORK INFORMATION

CHAPTER III: STRATEGIES THAT ADDRESS JOBS-HOUSING BALANCE

METHODOLOGY

The strategies proposed for incorporation into the I-15 IRP program were developed through a cooperative, multi-agency planning process. Initially, staff identified potential strategies based on a literature search and review of the existing Regional Transportation Plans and other regional planning and policy documents. The I-15 IRP Technical Working Group (TWG) expanded this list based on local experience and its understanding of the issues. The Policy Committee reviewed these strategies during the summer of 2003 and approved them for further evaluation. IRP staff screened the full list of strategies using a set of criteria developed by the TWG (and reviewed by the Policy Committee) that included: impact on I-15 congestion, whether it was a new or current project, funding availability, time frame for implementation, consistency with existing plans and programs, ease of implementation, and political support.

Based on this evaluation, the TWG recommended 13 strategies for further evaluation (in addition to the eight short-term transportation strategies previously approved by the Policy Committee). In this action, the TWG recommended seven strategies that should be actively pursued by the I-15 IRP and six whose implementation should be supported and monitored.

Based on the strategy evaluation process and further discussion by the TWG and Policy Committee, two strategies were dropped from consideration: the reduction of employee parking in areas with a high level of transit service to encourage ridesharing and transit use and the location of back-office or customer service center operations in housing-rich areas. The TWG also recommended the reclassification of three long-term strategies to short-term: the increased collaboration among economic development agencies (ED1) and the two IRP Program Strategies legislative advocacy (P1) and community outreach (P2). TWG members felt that these three strategies should be implemented immediately as part of the current project. The promotion of bi-county employment cluster jobs (ED2) was added to the list of proposed strategies.

ORGANIZATION OF STRATEGIES AND OBJECTIVES

During the past year, the I-15 Interregional Partnership (IRP) has developed, refined and evaluated a set of strategies designed to improve the jobs-housing balance between the San Diego and southwestern Riverside regions. Potential strategies that would mitigate the current imbalance generally promote housing construction in San Diego County and economic development in southwestern Riverside County. These strategies are listed on the following table as ED1, ED2, and H1 through H5. The short-term program strategies support the ongoing regional activities to better balance jobs and housing.

The housing and economic development strategies build on the transportation strategies identified by the IRP earlier last year. Eight short-term transportation strategies were adopted by the Policy

Committee in early 2003, and are being implemented by local and regional transportation agencies. The short-term strategies primarily focus on the coordination of Transportation Demand Management (TDM) activities already being undertaken by SANDAG and the Riverside County Transportation Commission (RCTC). They include joint rideshare marketing, transit operator collaboration and additional interregional transit service. The eight short-term transportation strategies are listed on the following table as T1 through T8; the long-term transportation strategies are listed as strategies T9 through T12.

Table III-A INTERREGIONAL STRATEGIES

Program Strategies

- Strategy P1: Support/Sponsor Legislation that Addresses Jobs/Housing Balance
- Strategy P2: Actively Engage in Community Outreach

Economic Development Strategies

- Strategy ED1: Facilitate Greater Collaboration between Regional Economic Development Entities
- Strategy ED2: Improve Job Growth through the Promotion of New Employment Opportunities in the Cluster Industries that Drive the Bi-regional Economies

Housing Strategies

- Strategy H1: Provide a Range of Housing Affordability and Housing Types in All Communities
- Strategy H2: Support Fiscal Reform to Encourage Housing Construction
- Strategy H3: Provide Incentives for the Construction of Moderate Cost Family Housing Near Employment Centers
- Strategy H4: Require the Construction of Moderate Cost Family Housing in New Development Near Employment Centers
- Strategy H5: Encourage Infill Development in Older Residential Neighborhoods

Transportation Strategies

- Strategy T1: Interregional Coordination of Vanpool and Carpool Programs
- Strategy T2: Expand Park-and-Ride Lots and Improve Rideshare Information Signage
- Strategy T3: Joint Outreach and Marketing for Transit, Vanpool, and Ridesharing Programs
- Strategy T4: Implement Interregional Public Transit Commuter Services
- Strategy T5: Collaboration among Transit Providers
- Strategy T6: Advocate for Employer-Subsidized Transit Passes
- Strategy T7: Encourage the Adoption of Alternative Work Schedules
- Strategy T8: Encourage Tele-work
- Strategy T9: Support High Speed Rail Transit Service in the I-15 Corridor
- Strategy T10: Implement Transit Shuttle Services to Interregional Transit
- Strategy T11: Preserve Transportation Rights-of-Way and Implement Priority Measures through the Development Process
- Strategy T12: Implement the I-15 High Occupancy Vehicle (HOV) System

STRATEGIES FOR SHORT-TERM IMPLEMENTATION

Jobs-Housing Balance Program: To assist in the implementation of the economic development, housing and transportation strategies developed to address jobs/housing balance issues in the San Diego and southwestern Riverside regions, two interregional program strategies have been proposed by the I-15 IRP Technical Working Group. These two strategies address the need to support and/or sponsor legislation that provides incentives for jobs/housing balance programs, and to actively engage in community outreach activities. The IRP Program Strategies include:

Strategy P1 - Support/Sponsor Legislation that Provides Incentives for Jobs/Housing Balance Programs This strategy would involve advocating and supporting legislation that provides incentives for jobs/housing balance programs. Additionally, the I-15 IRP could chose to sponsor program specific legislation. Some examples of IRP-related bills introduced to the legislature during this session are:

1. AB 437: This bill would delete the provision that an IRP have no fiscal impact on any local jurisdiction and would instead give priority eligibility in the award of state competitive grants and other economic incentives for projects within the IRP pilot project areas.
2. SB 863: This bill would develop an incentive-based strategy to encourage the construction of housing in those areas of the state that over the last decade have experienced the greatest increase in job growth but have not kept pace with necessary housing.

Strategy P2: - Actively Engage in Community Outreach This strategy would involve using existing presentations, informational handouts and reports, and IRP members to promote awareness of the I-15 IRP and its programs to improve the jobs/housing balance in the area. The Partnership would create an outreach toolkit that could be used by SANDAG Staff, WRCOG Staff, and members of the Technical Working Group to better inform the media and local citizens about the efforts of the IRP. Outreach can be an important tool in the success of IRP programs because it increases awareness among individual citizens, business leaders, community leaders, and elected officials. The outreach program can be coordinated to target specific aspects of the jobs/housing balance issue. The goal of this strategy is to educate the community about the IRP and the current jobs/housing imbalance, so that a wider range of entities can participate in supporting our programs.

The IRP would develop toolkits to aid in addressing two areas for outreach:

1. Promoting Business and Employment in Housing Rich Areas.
Potential audiences:
 - Businesses, both locally based and potentially new to the region
 - Community leaders
 - Elected officials
 - Interest groups and organizations
 - Employment agencies.

The focus of this presentation toolkit would be to:

- Educate the audience about the current jobs/housing imbalance and why increased job growth in housing-rich areas makes sense.
- Introduce the I-15 Existing Conditions Report and show how it affects the local residents.
- Explain the consequences of the jobs/housing imbalance.
- Introduce the strategies that the IRP is pursuing and demonstrate how they can benefit people who live in housing rich areas.

2. Promoting Alternative Housing Opportunities in Job Rich Areas

Potential audience:

- Individual citizens
- Community leaders
- Elected officials
- Real estate developers
- Property owners.

The focus of this presentation toolkit would be to:

- Educate the audience about the current housing situation and why more affordable housing is needed in job-rich areas.
- Introduce the I-15 Existing Conditions Report and show how it affects the local residents.
- Introduce the strategies that the IRP is pursuing and demonstrate how they can benefit employees and employers.

Economic Development: The I-15 Interregional Partnership (IRP) presents opportunities to improve the economy of both the southwestern Riverside and San Diego regions. Two economic development strategies, one short-term (ED1), the other long-term (ED2), are proposed for inclusion in the draft Final Report.

Strategy ED1 - Facilitate Greater Collaboration between Regional Economic Development Agencies The strategies now being recommended expand the discussion to include a greater emphasis on the inter-related nature of the economies of both regions. Until November 2003, the draft IRP economic development strategies focused primarily on increased job growth in Riverside County. The IRP Existing Conditions Report identified southwestern Riverside County as a housing-rich area. Therefore, increasing employment would improve the area's jobs/housing imbalance. The negative effects of the existing jobs/housing imbalance in southwestern Riverside County include very long commute times for those living there, as well as traffic congestion along the I-15 corridor.

ED1 proposes a short-term economic development strategy that focuses initially on better collaboration among the various economic development agencies in southwestern Riverside County. Subsequently, coordination will be pursued between the southwestern Riverside County agencies and similar agencies in the San Diego region. The long-term economic development strategy (ED2) regarding economic clusters will evolve from the coordination efforts initiated in ED1.

Due to the nature of economic development entities, there is little cooperation or cross-border idea sharing. However, it is important that the IRP recognize that, despite the political boundary between our regions, the jobs/housing imbalance and the need for economic development in southwest Riverside County are realities that affect both regions. These realities may be confronted more effectively through inter-agency collaboration and idea-sharing.

Transportation: The I-15 IRP Policy Committee approved eight short-term transportation strategies in February 2003.

Strategy T1 - Interregional Coordination of Vanpool and Carpool Programs RCTC is responsible for management of the rideshare program in Riverside County; SANDAG is responsible for this program in the San Diego region. Rideshare programs primarily provide services to residents commuting from home to work on a regular basis.. These services include the operation of vanpool programs,

carpool participant matching, a guaranteed ride home program, and the distribution of transit information.

This strategy involves SANDAG and RCTC working together to develop ways to promote and serve interregional commuters more efficiently with the ultimate goal of increasing the number of commuters who carpool, vanpool and buspool.

SANDAG's rideshare program, RideLink, has experienced an increasing need to service commuters living in the southwest Riverside area since many are employed in the San Diego region. The predominate source of rideshare information for these commuters is from their employer via newsletters, intranet, or surveys.

This strategy has three areas of focus; first, is to develop incentives that encourage residents of Southwest Riverside County to participate in carpooling, vanpooling and buspooling; this strategy is combined with an outreach effort that is aimed at business parks or clusters of employers where high occupancy vehicles could be used and increasing the demand from employees who work in these areas; and third, that the regional agencies examine the potential of closer collaboration to increasing efficiencies and reduce any overlap in program administration.

As a part of the last element, consideration should be given to the potential of a subsidy program (for vanpools and buspools) that is jointly funded by both regions.

As demand for alternate commuting options develops from this group of commuters, it may be more efficient to transition from traditional-sized vans to larger vehicles with the intent of creating buspools. This need could be fulfilled by either an existing public transit operator or a private transportation company.

Strategy T2 - Expand Park-and-Ride Lots and Improve Rideshare Information Signage Coordinate the implementation of Park-and-Ride lots along the I-15 Corridor with the expansion of carpool, vanpool, and public transit services. Developing secure, maintained and well-identified locations will help encourage ride sharing and will serve as collection points for current vanpool and any future bus service along the corridor.

Some existing Park-and-Ride lots are provided by Caltrans at freeway interchanges, often located on excess freeway right-of-way. In some locations, a public agency rents the use of a privately-owned parking lot that has low usage during commute hours (dual-use facility). Transit agencies and some community developers provide transit centers with parking facilities for bus riders or carpool users. In some jurisdictions, park and ride lots are a negotiated condition of development. In some cases, these lots remain in private ownership.

While most Park-and-Ride lots are intended for carpool users, they can also serve transit riders. This is especially true for long distance commuter or "express" bus service where users can be widely dispersed and require a central meeting point. Also, the nature of this type of transit service requires limited stops to increase the speed and efficiency which attracts users.

Strategy T3 - Joint Outreach and Marketing for Transit, Vanpool and Ridesharing Programs

Several agencies are involved in promoting alternative modes of transportation along the I-15 Corridor. SANDAG and RCTC provide carpool and vanpool services, the Riverside Transit Agency

(RTA) began interregional commuter bus service in 2003, and Caltrans provides support for these services through its Park-and-Ride lot program. This strategy proposes that these agencies (and other interested agencies) consider the effectiveness of joint marketing programs targeting drive-alone commuters along the I-15 Corridor, and if beneficial, to develop such programs.

Strategy T4 - Implement Interregional Public Transit Commuter Services Interregional transit commuter services will connect residential areas in southwestern Riverside County where interregional I-15 commuters live to employment centers in the San Diego region where a significant percentage of these I-15 commuters work.

In this strategy, residential pick up points will be located at transit centers, and park-n-ride lots or locations where relatively secure parking is available. Generally, there will be only two or three pick up locations. Riders access the commuter routes by walking, using feeder bus service, driving, or by being dropped off. The interregional commuter routes will have multiple drop-off points at major employer centers or transfer facilities.

These interregional commuter bus trips can take significant periods of time since the corridor doesn't yet have a complete HOV system. In some cases elsewhere in the state, transit operators have provided premium services on-board the vehicles, such as internet access, entertainment services, and food in order to attract and maintain ridership.

RTA initiated commuter transit service from southwestern Riverside County to Oceanside in May, 2003. In the longer term, the SANDAG Regional Transportation Plan proposes peak period commuter services on the I-15 corridor originating in Riverside County. While this strategy deals with the implementation of interregional public transit services, there already is for-profit transit service provided by a private transit operator in the I-15 Corridor. Coordination between public and private sector operators is called for under Strategy #T7

Strategy T5 - Collaboration among Transit Providers Transit service is relatively new in the study area with the oldest services provided in the historic heart of the agricultural valleys, such as Escondido, since the middle part of the 20th century. All areas are now covered by transit agencies and receive state funding that can be used for transit service.

The long-term vision for transit in Western Riverside is covered in the Southern California Association of Government's Regional Transportation Plan (RTP); the vision for the I-15 corridor in northern San Diego is covered in the SANDAG RTP. Shorter-term programs have also been adopted by the public transit operators.

As the agencies initiate commuter services both into and out of the San Diego region, coordination of transit services becomes more important. Interregional transit stops should be located near major transit distribution points or transit centers. Schedules should be coordinated.

Coordination between public and private transit service providers is also encouraged. Minimizing competing services benefits all service providers. Sharing transit facilities, and potentially facility maintenance costs, could also be beneficial.

Strategies T6, T7 & T8 - Develop Employer Incentives Program While public transportation agencies can encourage or advocate these types of strategies, employers must initiate, support and promote

them. Funding for commuter benefits can be borne entirely by the employer, by the commuter or by a combination the two. These strategies must be adopted and implemented by public- and private-sector employers.

The focus of these strategies is to develop policies, incentives, and other market-like factors to catalyze the achievement of the interregional mobility goals of the IRP. This effort would include some level of analysis that evaluates the effectiveness of policies and incentives to move employers along the continuum of support of commuter programs; motivating them from a low level of involvement to a high level of commitment.

A pilot program should be developed to test varying levels and types of incentives to encourage employers to actively and vigorously support commuter programs, with a particular emphasis on subsidized benefits such as transit, buspool and vanpool passes; telework; and alternative work schedules. The initial goal of the pilot program is to have 10 companies participate in the incentive program for a minimum twelve-month period. Emphasis on employer outreach should continue through regional rideshare programs, with a focus on the following areas:

- Advocate for Employer-Subsidized Transit Passes (T6)
- Encourage the Adoption of Alternative Work Schedules (T7)
- Encourage Telework (T8)

STRATEGIES FOR LONG-TERM IMPLEMENTATION

Economic Development: Existing employers in both San Diego and Riverside counties provide a significant market for shared services and supplies. As these relationships mature, a range of additional job opportunities should emerge in both regions. SANDAG's existing cluster research has developed information on regional employment clusters to foster infrastructure investment and develop policy focused on strengthening the region's clusters. In the San Diego region, the Regional Economic Prosperity Strategy is based on promoting the growth and retention of the region's existing employment clusters. SCAG and WRCOG are developing a similar economic development strategy based on the clusters in their regions. Strategy ED2 will provide a better understanding of the strengths of southwestern Riverside's economy and the types of linkages and relationships that exist with the San Diego region's employment clusters.

SANDAG has created a methodology to identify, define, and understand employment clusters. Understanding the composition and health of clusters could provide a number of benefits to the I-15 IRP. The information can be used to develop policy, refine local business expansion and retention efforts, improve the local business environment, more efficiently target resources, and prioritize infrastructure expenditures to best meet the needs of the economic clusters of both regions.

Strategy ED2 - Improve Job Growth through New Employment Opportunities in the Cluster Industries that Drive the Bi-regional Economies One way to address the relationship between the two regions is to foster the development of employment clusters. Employment clusters are groups of interdependent or similar employers.

These clusters are not constrained by political boundaries. Firms purchase goods and services from the company that best meets their needs. Proximity is one aspect firms consider when making a business

decision; creating a relationship with a company within an hour travel time is preferable to working with a company more than a day of travel away. The common boundary presents our two regions with an opportunity to coordinate efforts to achieve a mutually beneficial outcome.

Enhancing the cluster-related infrastructure of our two county area will improve overall economic performance on both sides of the county line. For example, improving and developing high quality research institutions, a stronger presence of complementary businesses, and appropriate skills and training programs all contribute to a strong regional economy. Furthermore, developing jobs and a local labor force capable of working in them will help the Interregional Partnership address the jobs/housing imbalance and raise our residents' standard of living.

Housing:

Strategy H1 - Provide a Range of Housing Affordability and Housing Types in All Communities

California state housing law promotes planning and implementation of balanced communities within the State, which include a balance of housing types and housing costs as well as a balance of housing and employment. In areas with many employment opportunities, the provision of a full range of housing affordable to workers of all income levels, from management to service workers, is especially important. Local jurisdictions, transportation and regional governmental agencies can support the provision of economically balanced housing in a number of ways:

1. Amend local general plans to encourage the construction of both a full range of housing densities and unit sizes.
2. Amend zoning and other local codes to encourage mixed use (residential/ commercial) and compact development.
3. Encourage a full range of housing choices in new residential developments.
4. Educate the public about the advantages of mixed use development.
5. Educate the public about the advantages of infill housing development.
6. Implement higher intensity, mixed use development near transit stations.
7. Assign funding priority for transportation projects located in jurisdictions that provide more affordable housing and a greater range of housing choice.
8. Identify land available for housing.

Strategy H2 - Implement Fiscal Reforms to Encourage the Construction of Moderate and Low income Family Housing Near Employment Centers

This Strategy would build on the SANDAG initiative to restructure state and local tax policy to provide an "incentive" for local governments to encourage the development of residential uses within their boundaries. It would support proposals sponsored by the League of California Cities and other organizations (including SANDAG) which promote the creation of this type of incentive.

Strategy H2 would reduce the reliance of local jurisdictions on the local-portion of the sales tax to support local services and programs. Existing state-local fiscal restructuring proposals attempt to be revenue-neutral for most jurisdictions, at least in the near term.

Strategy H3 - Provide Incentives for the Construction of Moderate Cost Family Housing Near Employment Centers

The largest group of San Diego workers living in southwestern Riverside County is made up of moderate income families, which often include children. This group appears to value home ownership, single family homes and good schools so highly that they are willing to make a significantly longer-than-normal commute to work in order to have them. Strategy H3 seeks to provide additional new single family homes in the moderate cost range, generally slightly under

\$300,000. While many new condominiums are priced in this moderate cost range, very few new single family homes are available in the San Diego region for less than \$300,000.

Moderate cost, or “workforce housing,” programs have received increased interest in the San Diego region. The University of San Diego Real Estate Institute sponsored a Workforce Housing Conference on September 19, 2003 to outline actions that would assist in the provision of moderate cost housing in the San Diego region. SANDAG and other local agencies such as the San Diego Regional Economic Development Corporation and San Diego Regional Chamber of Commerce were co-sponsors of this conference.

The cost of single family homes in the San Diego region could be reduced using incentives in the following ways:

1. Provide increases in housing density in urbanized areas by implementing the existing state density bonus law. State law allows a 25 percent density bonus if 20 percent of a project is built as moderate income condominiums.
2. Streamline permitting process for mixed use and residential development in areas near employment centers.
3. Implement a Location-Efficient Mortgage (LEM) program.
4. Implement employer-assisted housing programs.
5. Develop a subsidy program(s) to assist in both housing rehabilitation and in the development of community infrastructure, especially schools. Subsidies should not depend on developer contributions alone. A subsidy program could be structured as either an incentive or a requirement.

Strategy H4 - Require the Construction of Moderate Cost Family Housing Near Employment Centers

As noted in Strategy H3, the largest group of I-15 Interregional commuters is the primary wage earners of moderate income families, often with children. While H3 attempts to increase moderate cost family housing in the San Diego region using incentives, Strategy H4 would achieve the same objectives through development requirements.

Strategy #H4 would:

1. Reduce the cost of single family homes by requiring that some portion of housing projects include the construction of smaller, less expensive, starter homes.
2. Implement inclusionary housing programs for new residential developments in areas near employment centers aimed at moderate income households.
3. Develop a subsidy program(s) to assist in both housing rehabilitation and in the development of community infrastructure, especially schools. Subsidies should not depend on developer contributions, alone. A subsidy program could be structured as either an incentive or a requirement.

Strategy H5 - Encourage Infill Family Housing in Older Residential Neighborhoods

Older residential neighborhoods, including those built into the early 1980s, are often located near existing and growing major employment centers. These older communities can help provide access to employment in two ways. First, if revitalized, these neighborhoods can continue to provide moderate-cost, single-family housing. In addition, their obsolescent commercial areas may be potential locations for infill development.

Neighborhood revitalization and opportunities for infill housing often depend on public facility improvements. To attract workers with school-age children to older neighborhoods, schools may be

the most significant public facilities that need to be improved. In older, declining communities located near major employment areas, local jurisdictions should:

1. Revitalize residential uses through code enforcement and home-improvement programs for new homeowners;
2. Rehabilitate and improve public facilities and services in these neighborhoods, working with school districts and other agencies as needed;
3. Encourage the redevelopment of underutilized commercial properties with mixed use and mixed income residential uses; and
4. Mitigate the effects of gentrification through such programs as inclusionary zoning, linkage fees and/or the encouragement of accessory units.

Transportation:

Strategy T9 - Support High Speed Rail Transit Service in the I-15 Corridor The State legislature created the California High Speed Rail Authority (CHSRA) to design, finance, build and operate a high-speed passenger rail system to connect California's major urban areas. The first-priority corridor identified by the Authority connects the San Francisco Bay Area with Los Angeles Union Station (LAUS). To help fund this "backbone" high speed rail system, the CHSRA plans to place a \$9.95 billion bond measure on the November 2004 statewide ballot. Nearly 10% of this funding will be available for the construction of rail and bus feeder services.

When this priority corridor opens for service, most passengers would travel to High Speed Rail stations on conventional rail or highway-based transit. Beyond the year 2010, high speed rail service would be extended north to Sacramento and south to San Diego. Based on studies completed by the CHSRA, the preferred route for high speed rail service from LAUS to San Diego would be through Riverside County and then south on I-15.

The SCAG long-term transportation plan also includes a high speed rail service providing both passenger and limited freight service in identified corridors. The primary corridor identified by SCAG connects the Los Angeles International Airport (LAX) with downtown Los Angeles. Several Maglev system extensions are identified. One future corridor would connect east into Riverside County, and could be extended south into the San Diego region.

Strategy T10 - Implement Transit Shuttle Services to Interregional Transit The Implementation of Interregional Commuter Transit Services is a short-term strategy (T8) approved by the I-15 Policy Committee. Interregional services would operate primarily on the freeway system, connecting relatively distant residential areas with employment centers. Interregional commuter routes can be designed to pick up some of their riders near their homes and distribute them to their job sites. However, in most cases, local transit shuttle services may be needed to collect interregional commuters from their residences and, less commonly, deliver them to work. While some shuttle services already exist in the I-15 corridor, more will be implemented in the near term.

Strategy T11 - Preserve Transportation Rights-of-Way and Implement Priority Measures through the Development Process As required by state law, public land use and transportation agencies prepare long-term facilities plans to serve their jurisdiction for the next 20 years. Even if the locations of facilities are not identified in an environmental process, appropriate rights-of-way can be preserved through the development process. However, this process should include an environmental analysis. An example of this Strategy is the preservation of a right-of-way for State Route 125 South in the Otay Ranch area of San Diego County.

In addition to the preservation of rights-of-way, transit-related facilities could improve the speed and convenience of bus use in the short-term. For example, the installation of “queue-jumpers,” transit-only lanes which allow buses to by-pass a line of cars stopped at red signals, can reduce transit travel times. Transit Centers and transit stop improvements such as shelters can improve the comfort of the transit patron. The types of facilities should be identified in the IRP program, Short-term Transit Plans and local General Plans.

Strategy T12 - Implement the I-15 High Occupancy Vehicle (HOV) System In the summer of 2002, a survey by the I-15 Interregional Partnership estimated that approximately 29,000 individuals commute to work in the San Diego region from Riverside County on a daily basis. Approximately 85 percent of those workers drive alone. This survey also revealed that a significant percentage of those commuting into the San Diego region are interested in vanpooling and carpooling. The number of interregional commuters interested in alternative transportation modes increases when the potential of HOV lanes running the length of I-15 from southwestern Riverside County into San Diego County is discussed.

Strategy T4 would take advantage of the interest in alternative transportation, developing a High Occupancy Vehicle (HOV) system. The HOV system carpool lanes can move interregional commuters efficiently through what will eventually become congested freeway traffic between Southwest Riverside County and Escondido along I-15. The HOV facilities would be used by Bus Rapid Transit and other commuter transit services. As is currently the case on I-15 south of Escondido, single occupant vehicles can be permitted to use these lanes for a fee if sufficient capacity exists.

Current plans show I-15 expanding by one or two lanes in each direction in southern Riverside County. In the San Diego region, given projected funding levels and more urgent highway improvement projects, the funding needed to add HOV lanes on I-15 north of Escondido is anticipated only under the most favorable funding scenarios. Because freeway congestion in San Diego County currently only exists from Escondido south, the addition of more flexible “managed lanes” have been programmed only for that portion of the corridor.

CHAPTER IV: EVALUATION OF STRATEGIES

Over a period of more than a year, the I-15 Interregional Partnership (IRP) considered potential strategies to better balance jobs-housing within San Diego County as well as potential strategies to balance jobs-housing within southwestern Riverside County. In addition, the IRP has evaluated potential strategies to mitigate the congestion impacts that have resulted from the existing jobs-housing imbalance between the two regions.

ROLES OF PARTICIPATING INTERREGIONAL AGENCIES

Role of Public Input: Public input on the interregional issues and strategies has been solicited from the beginning of the study. In the initial data collection phase, two focus group interviews were used to lead into an 2,010-sample home interview survey. The focus groups and survey identified existing commute pattern and behavior, as well as opinions on the long-distance commute.

As the study progressed staff has been available for presentation about the study. These presentations ranged from the Escondido Lion's Club to the San Diego North Economic Development Corporation. A number of presentations were made over the 18-month process.

The IRP Policy Committee directed that this draft report be presented to the widest range of public interest groups and agencies prior to final action on the strategies in June 2004. Presentations will identify the existing imbalance, its potential growth and recommended strategies to improve jobs-housing balance and mitigate its effects.

Jurisdictions Responsible for Implementing Proposed Strategies: The Policy Committee is composed of representatives of local jurisdictions, appointed by the regional planning agencies. Local jurisdictions are also represented on the Technical Working Group. The TWG works closely with staff in developing the Interregional program and makes recommendations on the program to the Policy Committee.

Local Resource Agencies in Determining the Most Feasible Strategies: A second group of TWG members were drawn from the transportation agencies and Economic Development Corporations in the two-region area. The transportation agencies included Caltrans, regional funding agencies as well as the transit operators from both the public and private sector.

The Economic Development staff members on the TWG represent both private sector groups and public agencies, including Cities. As noted above, the TWG helped identify the range of potential interregional strategies, as well as participating in the review their feasibility, cost and effectiveness. The TWG recommended potential strategies to the Policy Committee.

RECOMMENDED INTERREGIONAL STRATEGIES

The following table lists the recommended interregional strategies:

STRATEGY	LONG / SHORT TERM	PRIMARY IMPLEMENTING AGENCIES	IRP ACTION	CURRENT STATUS
IRP PROGRAM STRATEGIES				
Support/Sponsor Legislation that Provides Incentives for Jobs/Housing Balance Programs				
P1	Short-term	SANDAG, WRCOG, SCAG	Pursue	Underway
P2	Short-term	SANDAG, WRCOG, SCAG/ All of Technical Working Group	Pursue	Underway
ECONOMIC DEVELOPMENT				
Greater Economic Development Agency Collaboration				
ED1	Short-term	Economic Development Agencies, WRCOG	Pursue	Initial Efforts Underway
ED2	Long-term	Economic Development Agencies, SANDAG	Pursue	In FY05 Pending Grant Funding
HOUSING				
Provide a Range of Housing				
H1	Long-term	Local Jurisdictions	Monitor/Support	Underway
State-Local Fiscal Reform				
H2	Long-term	State	Monitor/Support	Underway
Moderate-Cost Housing Incentives				
H3	Long-term	Local Jurisdictions, Economic Dev. Agencies	Pursue	Initial Efforts Underway
Moderate-Cost Housing Requirement				
H4	Long-term	Local Jurisdictions	Monitor/Support	Underway
Infill Development in Older Neighborhoods				
H5	Long-term	Local Jurisdictions, Redevelopment Agencies	Monitor/Support	Underway

STRATEGY	LONG / SHORT TERM	PRIMARY IMPLEMENTING AGENCIES	IRP ACTION	CURRENT STATUS	
TRANSPORTATION					
T1*	Interregional Coordination of Car/Vanpool Programs	Short-term	RCTC, SANDAG	Pursue	Underway
T2*	Expand Park-and Ride Lots and Improve Rideshare Information Signage	Short-term	RCTC, SANDAG, Caltrans Districts 8 and 11	Pursue	Underway
T3*	Joint Outreach and Marketing for Transit, Vanpool, and Ridesharing Programs	Short-term	SANDAG, RCTC	Pursue	Underway
T4*	Implement Interregional Transit Services	Short-term	RTA	Pursue	Underway
T5*	Collaboration Among Transit Providers, Including Private Transit Service Providers Advocate for Employer-Subsidized Transit	Short-term	RTA, NCTD,MTDB, Private Transit Service Providers	Pursue	Underway
T6*	Passes	Short-term	Employers, SANDAG	Pursue	Underway
T7*	Encourage the Adoption of Alternative Work Schedules	Short-term	Employers, SANDAG	Pursue	Underway
T8*	Encourage Tele-work	Short-term	Employers, SANDAG	Pursue	Underway
T9	High Speed Rail Service	Long-term	Calif. High Speed Rail Authority	Monitor/Support	Underway
T10	Transit Shuttle Services	Long-term	Transit Operators	Support	Underway
T11	Rights-of-Way Preservation	Long-term	Local Jurisdictions	Monitor/Support	Underway
T12	High Occupancy Vehicle (HOV) Facilities	Long-term	SANDAG, RCTC, CALTRANS	Pursue	Interregional Action Needed**

* Short-term Strategies approved at February 2003 Interregional Partnership Policy Committee Meeting

** Caltrans has initiated a design and phasing study for I-15 between State Routes 78 and 79

Primary implementing Agencies: For most of the proposed strategies, existing responsible agencies would retain this responsibility. Implementing agencies are identified in Table IV-A, above.

Based on the Interregional Partnership recommendation, these implementing agencies would address interregional issues more directly. Focus on these Interregional issues would be monitored and maintained through continued IRP participation in the process. If possible, IRP participation should include funding support.

Direct implementation actions by the I-15 IRP may be required to implement three of the potential strategies:

ED2 - Employment Cluster Promotion: This strategy builds on an existing SANDAG program, but would require significant amount of technical evaluation in identifying employment clusters in the two-region area, and preparing a private- and public-sector program to promote those clusters.

H2 – State-Local Fiscal Reform: This strategy also builds on an existing SANDAG program, as well as several other efforts to rationalize state- and local taxing resources. While the existing regional agencies will undoubtedly continue to pursue this initiative, an interregional perspective would be beneficial.

H3 – Moderate Cost Housing Incentives: While the State-mandated, local jurisdiction Housing Elements address moderate-cost housing, local programs understandably focus on the provision of very-low and low cost housing programs where the greatest need exists. Incentives could come through linkages with employment development projects or linkages with employers. While local jurisdictions currently play the primary role in housing programs, the participation of Economic Development Agencies would be beneficial.

The two program strategies, P1 and P2, are existing programs of the regional planning agencies. If Interregional partnership funding continues, the IRP should play the lead role in these outreach and legislative strategies.

Support for Interregional Partnership Objectives: The objectives of the I-15 IRP are threefold. The greatest, long-term interregional benefit would result through the construction of moderate cost housing, especially for families, near employment sites in San Diego County. Similarly, the 30,000 moderate income workers currently living in Riverside County and commuting into San Diego could benefit by the production of appropriate jobs in the Temecula-Murrieta area. And finally, transportation improvements to encourage ridesharing from southwestern Riverside County into San Diego employment centers would help mitigate the effects of the existing imbalance.

Three of the five housing strategies provide a high level of support for the interregional housing objective. Two of these encourage the construction of moderate income, family housing; the third change the government fiscal structure to encourage the construction of the full range of housing types. Infill development in older neighborhoods would have a low impact on the objective because of the potential magnitude of the program that would be located in employment centers.

Of the Transportation strategies, only the provision of new Rideshare facilities would have a high impact on the objective. The remaining strategies assist the existing and future commuters, but do not directly affect the balance of jobs and housing in the two regions.

Recommended Action by Interregional Partnership Member Agencies: Interregional Partnership members are responsible for the implementation of the proposed strategies, as indicated in Table IV-A. While the agencies are asked to more directly address interregional issues, major changes in the programs are not anticipated, except as indicated for strategies E2, H2 and H3.

EVALUATION MATRIX

The individual matrices used for evaluating each strategy in this evaluation are shown in Appendix A. The following criteria were used to evaluate potential Interregional Strategies and establish relative priorities.

- a. Strategy Objective
- b. Implementing Agency
- c. Support Agencies
- d. Impact on I-15 Congestion
- e. Current Project
- f. Current Funding
- g. Alternative Funding
- h. Implementation Time Frame
- i. Consistent w/Existing Plans and Programs
- j. Ease of Implementation
- k. Political Support
- l. Conclusion

Based on the application of these criteria, strategy priorities as shown in Table III-A and specific action by the member agencies was determined.

CHAPTER V: IMPLEMENTATION AND MONITORING PLAN

The I-15 Interregional Partnership identified 21 strategies to improve the jobs-housing balance in the I-15 corridor linking San Diego and southwestern Riverside County. These strategies are listed in Chapter III and Appendix B. Various actions, primarily by government agencies, are required to implement these strategies.

AGENCIES RESPONSIBLE FOR IMPLEMENTATION OF INTERREGIONAL STRATEGIES

Existing public agencies and private sector groups have the authority and responsibility for implementing the 21 recommended interregional strategies identified for the I-15 corridor. These agencies are identified in Section/Chapter 4. A more detailed description of the strategies and steps toward implementation are provided in Appendix A.

Of these interregional strategies, the nine short term (immediate) strategies are already being implemented. All but one of these short term strategies are existing programs, refocused to better facilitate interregional action by the agencies in San Diego and Riverside Counties. The implementation of these programs remains with the existing responsible agencies.

In most cases, the long term strategies will also be implemented by the agencies currently responsible for similar kinds of programs. Cities and Counties in the corridor would retain the responsibility for implementing a range of housing choices as part of the state-mandated Housing Elements of their General Plans. Caltrans and regional transportation funding agencies would retain the responsibility for implementing ride-share facilities on the freeway system.

For example, either the California High Speed Rail Authority will remain responsible for conventional high speed rail service in the I-15 corridor. It would be the responsibility of the existing regional agencies to work with the Authority to accommodate interregional commuting as part of the implementation of the system. Similarly, SCAG would retain responsibility for system implementation if a magnetic levitation (maglev) type of high speed passenger service is built.

Nevertheless, specific action by the I-15 Interregional Partnership (IRP) can assist in the implementation process. Specifically, the IRP role is in retaining a focus on the reasons for the long distance interregional commute and a focus on bi-regional cooperation. For example, while both RCTC and SANDAG were actively implementing rideshare programs at the beginning of the IRP project, coordination of these programs initiated through the IRP process has benefited both.

STRATEGIES FOR DIRECT IRP ACTION

The I-15 Interregional Partnership Policy Committee believes that most of the recommended interregional strategies be actively pursued, either by the IRP or its member agencies that have responsibility for similar programs.

Short-term Transportation Strategies: Eight short-term transportation strategies were approved by the IRP Policy Committee in February 2003. Over the past year, some initial benefits have been realized. These strategies are being implemented by three groups of agencies.

SANDAG and the Riverside County Transportation Commission (RCTC), the regional rideshare agencies, continue to administer and expand their respective state-mandated programs, with a new emphasis on interregional coordination (Strategy T1) and joint marketing (T3). These agencies are joined by Caltrans for the implementation and funding of rideshare lots and signage. The Park and Ride facility adjacent to I-15 at Route 76 in Fallbrook has been doubled in size over the past year.

The Riverside Transit Authority (RTA) has begun commuter service between the Temecula Valley and Oceanside, with stops in Fallbrook (Strategy T4). This service joins a private service in the I-15 corridor operated by privately-owned, Friendship Transportation Services. Coordination between transit operators (T5) has improved, with North County Transit assisting RTA in planning the RTA commuter service.

Because it deals primarily with the work end of the interregional commute, SANDAG is working with employers to subsidize transit passes (T6), to permit alternative work hours (T7) and to permit telework opportunities for their long-distance commuters (T8).

NOTE: This report could provide a more extensive **Status Report** for T1 through T8 – as well as P1/P2/ED1 - implementation. Substantial additional data collection may be required.

Long-term Transportation Strategies: The two long-term transportation strategies that propose the expansion of alternative transportation system capacity would be actively pursued as part of the Interregional Partnership program. High Speed Rail Service (Strategy T9) would be implemented by the State, through the California High Speed Authority. SCAG is advocating an alternative type of high speed transit in the I-15 corridor. The Interregional Partnership would actively pursue this strategy to ensure that the opportunity for commuter-type service is preserved in the design of the system.

Funding for the provision of High Occupancy Vehicle (HOV) lanes (T12) would be pursued by SANDAG and RCTC, with construction accomplished by Caltrans. In the planning of this project, continued coordination among RCTC, SANDAG and Caltrans is needed to ensure that the facility is appropriately phased to minimize congestion and accommodate demand.

Housing Strategies: The provision of incentives for the construction of moderate cost, family housing (H-3) near employment centers in San Diego County is the only Housing strategy recommended for active pursuit by the Interregional Partnership. Incentives could be provided through employers, through office site developers or through local jurisdictions. For example, employers could provide a housing allowance, developers could fund an area-wide subsidy program

or local jurisdictions could provide incentives through a reduction in the minimum single family lot size.

Economic Development Strategies: Both Economic Development strategies should be actively pursued. WRCOG and representatives of several economic development agencies (EDAs) have initiated coordination of the agencies in southwestern Riverside County (ED1). Hopefully through continued Interregional Partnership funding, SANDAG and WRCOG will assist the EDAs in identifying two-county economic clusters (Strategy ED2) and developing actions to build new employment on these employment groupings. Caltrans Districts 8 and 11 are leading a multi-agency effort to review existing plans for facility improvements on I-15 near the county line. This effort will develop alternative transition plans.

Program Strategies: Under the existing Interregional Partnership grant, SANDAG and WRCOG staff is advocating interregional partnership programs (P1) and providing outreach for the recommended strategies (P2). SANDAG has applied for discretionary funding to continue the 2-agency interregional partnership in Fiscal Year 2005. If this funding is not realized, continued advocacy and outreach activities will continue as part of the planning agency program, although at a lower level of activity.

STRATEGIES FOR IRP SUPPORT AND MONITORING ACTIONS

A second group of strategies listed on Table IV-A have less direct effects on the balance of jobs and housing or interregional commuting. The IRP suggests that these strategies should be supported and monitored because they tend to mitigate effects of interregional imbalance, but that the IRP not take the initiative implement them.

Long-term Transportation Strategies: Two of the four long term transportation strategies are recommended for support and monitoring, only. Strategy T10 would implement transit shuttle services, primarily at the work destination of the commute, but at the home end as well. These shuttle services would be local in nature. Although shuttles would improve the feasibility of the interregional commute, the impact would be small. The small impact results primarily because of the required transfer that adds time and complexity to the commute trip. Transit operators would plan and operate shuttle services as part of their local area planning.

Preservation of transportation rights-of-way is the responsibility of local land use jurisdictions: cities and counties. While the IRP should support the identification of needed facilities, the implementing transportation agency should negotiate the preservation of land needed for their future facilities.

Housing Strategies: Four of the five recommended interregional housing strategies are recommended for support and monitoring by the IRP. Two of these strategies are clearly the responsibility of local jurisdictions: the provision of a range of housing choices (Strategy H1) and the requirement for moderate cost housing program (H4). Both programs are enforced through California Housing Element requirements.

Infill development (H5) is also encouraged through the actions of local jurisdictions, often through the action of city redevelopment agencies. The reform of State- and local tax resources (H2) clearly

requires state initiative action. SANDAG and several statewide organizations have advocated specific actions to achieve this reform.

Economic Development Strategies: The I-15 Interregional Partnership should actively pursue both Economic Development Strategies.

MONITORING PLAN

Primarily through the ongoing activities of Caltrans and the regional planning agencies (SCAG, WRCOG & SANDAG), the Interregional Partnership will monitor the implementation of the interregional strategies that are approved as part of this study. The following process is derived from SANDAG's conceptual monitoring program for the San Diego Regional Comprehensive Plan (RCP).

The SANDAG monitoring program will be based on two types of measurements: "lead" measures and "lag" measures. Lead measures are those actions which the implementing agency must take to initiate the implementation of a strategy or other governmental program. An example of a lead measure would be the revision of a traditional "hierarchical" zoning ordinance needed before mixed-use projects could be built in residential areas.

Lag measures are used to determine the resultant effects of an action. These effects could be on land use, travel or other behavior. An example of a lag measure would be the transit ridership in a corridor following the initiation of interregional transit service.

Table V-A lists the 21 strategies proposed for the I-15 Interregional Partnership, indicating potential lead and lag indicators for each strategy. It is important that the measures are information that can be readily collected. If possible this information should already be collected as part of existing regional agency activities. For example, regional agencies routinely collect transit ridership information as a requirement of federal subsidies; Caltrans routinely collects both daily traffic volumes and measures vehicle occupancy on a periodic data collection program.

Table V-A
Strategy Implementation Monitoring

STRATEGY	LEAD MEASURE	LAG MEASURE
Program Strategies		
P1: Legislative Program Advocacy	Active IRP Legislation	Passage of Funded IRP Programs
P2: Community Outreach	Solicitation letter Presentation Materials	# of Presentations Substantive IRP Program Comments
Economic Development (ED) Strategies		
ED1: Greater Collaboration	Collaboration Program Scheduled EDA meetings	# of Referrals between EDAs Bi-County Job Recruitment & Retention Programs
ED2: Promote Job Cluster Growth	Identification of Bi-County Job Clusters Program to Recruit in Existing Clusters	Job Growth in Bi-County Clusters Improved J/H balance in Riverside
Housing Strategies		
H1: Provide Range of Housing	HCD Certified Housing Elements	# of New Units by Income Category Ratio of Multi- to Single Family Units
H2: Fiscal Reform	Active State Fiscal Reform Legislation	Ratio of Sales Tax to Other Local Juris- diction Tax Revenues
H3: Moderate Cost Housing Incentive	Definition of Incentive Programs Employer Based Incentive Programs	Ratio of Moderate Cost Housing Annual Need to Production
H4: Moderate Cost Housing Requirement	Draft of Potential Requirement Legislation Local Housing Requirement Ordinances	Ratio of Moderate Cost Housing Annual Need to Production
H5: Encourage Infill Development	Draft of Potential Requirement Legislation Local Agency Infill Programs	Percentage of New Housing in Smart Growth Opportunity Areas (San Diego region only)

STRATEGY	LEAD MEASURE	LAG MEASURE
Transportation Strategies		
T1: Coordination of Ridesharing	Funded Rideshare programs	Vehicle Occupancy Rates
T2: Rideshare Information/P&R Lots	Funded Rideshare programs	# Ridesharers # of Park & Ride Spaces provided
T3: Joint Rideshare Marketing	Funded Rideshare programs	% of Rideshare budget in joint projects
T4: Transit Commuter Services	# Interregional "Seats"/Work Day	# Interregional Transit Riders/Work Day
T5: Transit Provider Collaboration	Formal Agreement(s)	# Commute-Period Transit Transfers
T6: Employer-Subsidized Transit Passes	Formal Agreement(s)	# Interregional Transit Passes Purchased
T7: Alternative Work Schedules	Formal Agreement(s)	# Ridesharers using Alternative Hours
T8: Tele-work	Formal Agreement(s)	# Tele-work participants (3-days/week)
T9: I-15 High Speed Rail Service	Voter Approval of HSR Bond	# HSR Commuters in I-15 Corridor
T10: Transit Shuttle Services	# Coordinated Shuttle Routes	# Shuttle Riders/Workday
T11: Preserve Rights-of-Way	Identification of Required Interregional Facility acreage	% of Acreage Acquired
T12: I-15 HOV System	I-15 HOV Facilities included in SCAG/SANDAG RTPS	HOV Lanes-Miles between SR78 to SR79