

# **I-15 Interregional Partnership (I-15 IRP)**

## **Technical Working Group**

### **Meeting Summary**

Thursday, April 17, 2003

#### **Agenda Item #**

#### **1. Welcome and Introductions**

Kevin Viera of WRCOG welcomed everyone and conducted the meeting.

#### **2. Summary of the March 13, 2003 I-15 IRP Technical Working Group Meeting**

The meeting summary was approved by the committee.

#### **3. Public Comments/Communications**

No public comments or communications were made.

#### **4. Economic Development Strategies – Jeff Martin, SANDAG**

Kevin Viera began the discussion in lieu of SANDAG Staff. SANDAG Staff arrived late to the meeting due to traffic congestion on I-15. Mr. Viera presented ideas for Economic Development strategies that had emerged from the March 13, 2003 Technical Working Group Meeting and a meeting of IRP interested parties held on April 8, 2003

#### **5. Group Discussion – Economic Development Strategies**

Four main strategy ideas were discussed. The following is a short synopsis of the discussion.

##### **WEBSITE TO LINK I-15 COMMUTERS WITH LOCAL JOBS**

The attendants of the meeting discussed the job-search websites that serve Riverside County, such as Rivcojobs.com, and Caljobs.com. Also discussed was the San Diego based buyer-supplier network called Connectory.com. A strategy was proposed to create either a stand alone website or an add-on to an existing site, that would link residents of Southwestern Riverside County with local companies, so that commuters can find jobs closer to their homes. The website could also include additional information, such as traffic updates and information for companies about the local workforce. The group reached a general conclusion, however, that due to constraints on funding resources to maintain the website, the I-15 IRP might be better off promoting the existing websites that offer job information in Riverside County. It was suggested that by providing links from local Southwestern Riverside based sites (such as the EDC of SW Riverside) to these existing job search sites, the IRP could inform I-15 commuters of resources that already exist, instead of having to fund an entirely new project. Finally, the group did agree that despite the financial obstacles, the website idea, in some form, would be a valuable resource for the numerous I-15 commuters that are willing to seek jobs closer to their homes in Southwestern Riverside County.

Next, the group discussed the idea of mapping the infrastructure of copper and fiber-optic cable in the Southwestern Riverside County region. It was agreed that this would be both a great marketing tool to attract companies to the area, as well as being helpful as a "needs assessment." The major obstacle is the process of obtaining enough data that would allow the IRP to form an entire network map of existing broadband access. The cities of Temecula and Murrieta are both in the process of creating these maps, but have had some difficulty obtaining the information. One suggestion that came up during the meeting was that the IRP role could be to coordinate the work of the individual cities to facilitate the creation of a regional master plan of broadband coverage. It was also suggested that instead of taking a top-down, master plan approach, resources such as Sitefinder.com (on the SW Riverside Economic Alliance website) might be able to provide the connectivity information on a site-by-site basis, thus creating a network map from the bottom-up. Just as with the job-search website strategy, the group agreed that this strategy, although broad and difficult, would be extremely functional as a tool for economic development in the region.

#### LEGISLATION

The attendants agreed that the I-15 IRP could play a significant role as an advocate for future legislation that would provide incentives for jobs/housing balance programs. WRCOG staff suggested that the IRP may have interest in a legislative summit taking place in Temecula on May 28, 2003.

#### OUTREACH

Public outreach can be an important strategy related to economic development. It was mentioned that staff will begin informal presentations on the I-15 IRP to local groups next month, starting with a Rotary Club meeting in Temecula. SANDAG staff mentioned that they have a short slide presentation with speaking points that could be provided to any Technical Working Group member wishing to present to an outside group. Additionally, it was suggested that outreach, through presentations, newsletters, websites, etc. will be an important component of any economic development strategy chosen for implementation by the Interregional Partnership.

### **6. Meetings and Events**

Agenda items for the next meeting were discussed, as were its date and location. WRCOG is to draft a list of economic strategies for final review at the next Technical Working Group meeting.

### **7. Next Meeting Date and Location**

The next meeting of the I-15 IRP Technical Working Group is scheduled for May 8, 2003, from 1:30 to 3:30 pm at Escondido City Hall, Mitchell Room.