

## **I-15 INTERREGIONAL PARTNERSHIP ECONOMIC DEVELOPMENT STRATEGIES - DRAFT**

The Economic Development strategies are focused on the southwest Riverside region. The goal of these strategies is to increase job growth within this housing-rich region and to lessen the negative effects of the jobs/housing imbalance, such as increased commute times and traffic congestion in the I-15 corridor.

### **ECONOMIC DEVELOPMENT STRATEGY ED1**

**STRATEGY:** **Facilitate Greater Collaboration between Regional Economic Development Agencies**

**CATEGORY:** Economic Development

**IMPLEMENTATION AGENCIES:** Primary: Economic Development Corporation of Southwest Riverside County, San Diego Regional Economic Development Corporation, Economic Development Agency of the County of Riverside, North County Economic Development Corporation, Southwest Riverside County Economic Alliance, Valley Economic Development Corporation, Local Chambers of Commerce

Cooperating: WRCOG, SANDAG

<b>REQUIREMENTS:</b>	New State Legislation	Not Required
	State or Federal Funding Grant	Not Required
	Joint Powers Agency	Not Required
	Local Agency Action	Yes
	Private Sector	Not Required

### **DESCRIPTION:**

By facilitating more collaboration between regional and sub-regional economic development entities, the issue of economic development in the southwestern Riverside region may be addressed more successfully. The IRP would establish a forum that would be conducive to project collaboration, experience sharing, and greater understanding of the interregional issues that affect these types of entities.

Due to the regional 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.

### **IMPLEMENTATION STEPS:**

1. Organize a meeting of representatives of regional and sub-regional economic development entities to discuss common issues and explore opportunities for collaboration.
2. Facilitate cooperation between agencies by providing contact information, organizing meetings/forums, and educating representatives about the realities of the jobs/housing imbalance and its implications for various sub-regions.

## ECONOMIC DEVELOPMENT STRATEGY ED2

**STRATEGY:** Create a Web site to Link I-15 Commuters with Local Jobs and Promote Businesses in Housing-Rich Areas

**CATEGORY:** Economic Development

**IMPLEMENTATION AGENCIES:** Primary: WRCOG, SANDAG, Southwest Riverside County Economic Alliance, Economic Development Corporation of Southwest Riverside County, Local Chambers of Commerce

Cooperating: To be determined

<b>REQUIREMENTS:</b>	New State Legislation	Not Required
	State or Federal Funding Grant	Maybe
	Joint Powers Agency	Not Required
	Local Agency Action	Yes
	Private Sector	Yes

### DESCRIPTION:

This strategy would create a Web site to serve as a clearinghouse for information about the local job market and business environment. The Web site would focus on three areas: job search; business attraction; and general information. As a job search tool, the Web site would focus on the needs of commuters seeking new employment and businesses looking for new employees. As a business attraction tool, the site would educate companies about the resources of the region and would utilize existing Web sites and their information sources, such as the site-finder feature provided by the Southwest Riverside County Economic Alliance. As a general information tool, the site would offer pertinent, region specific information to interregional commuters and local employers, such as traffic updates, vanpool information, and business development opportunities.

As an example, The "Tri-Valley" area, east of the Bay Area in Northern California, has a Web site that is region specific and offers many of the same features that are proposed for this strategy, including job search for employees and employers, and links to the Web sites of local cities. The Web site is [www.trivalleyjobs.com](http://www.trivalleyjobs.com).

The proposed Web site would provide information such as:

1. Local job openings. The Web site would link to existing local job-search Web sites, such as [www.rivcojobs.com](http://www.rivcojobs.com), [www.ietechjobs.com](http://www.ietechjobs.com), and [www.caljobs.com](http://www.caljobs.com).
2. Industrial and commercial properties for sale or lease and vacant land zoned for commercial and industrial type uses. The property information could contain the address of the property, property type, size, price, amenities, property description, and broker/contact information. In addition, the Web site will also provide demographic information on the area where the site is located.

Example: The Southwest Riverside County Economic Alliance (SWRCEA) administers a GIS-based site finder program, which could be linked to this proposed Web site. Their Web site ([www.swrco.com](http://www.swrco.com)) allows individuals to search the southwestern Riverside area for available retail, office, industrial, and vacant property.

3. Potential business-to-business resource such as [connectory.com](http://connectory.com).
4. Information for the I-15 commuter, such as traffic updates, carpool, vanpool, and public transit information, etc.
5. Information that portrays the southwestern Riverside region as an attractive area for doing business. The Web site, having a specific regional focus, should demonstrate its capability to accommodate accelerated economic development.
6. Information sources on economic development programs, small business assistance programs and state housing programs.

#### **MARKETING:**

This Web site would be designed to reach interregional commuters that live in the southwestern Riverside area, local businesses looking for local employees, and businesses that are considering expansion or relocation to the area. In order to be successful, it must be marketed aggressively. Several marketing strategies to promote the Web site are:

- Partnering with southwest Riverside cities to promote the Web site through the mailing of periodic newsletters, business license renewals or handouts to new local businesses.
- Periodic advertising in newspapers.
- Periodic advertising on local radio stations.
- Partnering with local economic development entities, chambers of commerce, education centers, and businesses, to advertise the Web site on their own Web sites and any other documents or newsletters that may be seen by the public.
- Periodic advertising on freeway signage such as the Murrieta auto mall along Interstate I-15.

#### **STRATEGY OPTIONS:**

1. Partner with Southwest Riverside County Economic Alliance to expand their existing Web site.
  - *Pro:* Reduces initial setup costs.
  - *Pro:* Leverages a recognizable and existing site that is already promoting economic development in the region.
  - *Con:* May require more resources for maintenance.
2. Partner with the University of California, Riverside, Azusa Pacific University, CSU San Marcos, or other university computer centers to provide hosting services.
  - *Pro:* Reduces initial setup and operational cost.
  - *Pro:* Locates the "home" of the Web site within a potential pool of educated employees.
  - *Pro:* Provides increased marketing opportunities.
  - *Con:* Introduces new partners that will need to be educated and included in I-15 IRP work.
3. Seek some other partner to host and maintain the Web site.

## **IMPLEMENTATION STEPS:**

1. Research existing Web sites for features, costs, etc.
2. Determine who will host, manage and maintain the Web site. Partner with host to provide broadest and deepest array of services available.
3. Seek grants and additional funding for the creation of the Web site.
4. Obtain "seed funding" to begin process and to attract additional partners.
5. Work to develop the necessary database and Web site.
6. Seek help from additional partners in financing the creation and implementation of a marketing plan for the site.
7. Establish partnership agreements with owners of existing Web sites ([www.rivcojobs.com](http://www.rivcojobs.com), [www.caljobs.com](http://www.caljobs.com), [www.swrco.com](http://www.swrco.com), [www.connectory.com](http://www.connectory.com), etc.) Some of these agreements may be more formal than others, i.e. [connectory.com](http://www.connectory.com) which has the potential for customization to become a region specific business to business resource and business attraction tool.

### ECONOMIC DEVELOPMENT STRATEGY ED3

**STRATEGY:** **Map the Broadband Service Coverage Area in the Southwest Riverside County Region**

**CATEGORY:** Economic Development

**IMPLEMENTATION AGENCIES:** Primary: Cities of Southwest Riverside County, Southwest Riverside County Economic Alliance, Economic Development Corporation of Southwest Riverside County, Economic Development Agency of the County of Riverside, Valley Economic Development Corporation, Local Chambers of Commerce

Cooperating: WRCOG and SANDAG

<b>REQUIREMENTS:</b>	New State Legislation	Not Required
	State or Federal Funding Grant	Not Required
	Joint Powers Agency	Not Required
	Local Agency Action	Yes
	Private Sector	Yes

#### DESCRIPTION:

This strategy would involve the creation of a broadband service coverage area map for the southwestern Riverside region primarily for use as a business attraction tool. Additional maps of water availability, sewers, and road and rail access could augment the infrastructure map. Most importantly, a broadband service coverage area map could help businesses make more informed decisions about the expansion or relocation of their company. The maps also would be beneficial to local governments in the planning and construction of new fiber optic service coverage areas. Furthermore, mapping the existing broadband coverage may encourage further broadband infrastructure development in the region.

Due to the complexity of obtaining data for such a map, there are two alternative directions that could be taken with this strategy:

1. The IRP could partner with the cities of the Southwest Riverside region to collaboratively coordinate the accumulation of data. The IRP could oversee the gathering of information by the cities and local agencies and then coordinate its integration into a comprehensive map of broadband service coverage.
2. Each city could work independently on compiling data from broadband providers currently offering service in the area. Each city would then be responsible for providing its own map. In order for this option to be effective, cities would have to agree on major principles for the maps to make them comparable.

As an example of a similar regional project, the California Central Valley Economic Development Corporation (CCVEDC - <http://www.greatvalley.org/access/index.aspx>), which consists of Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus, and Tulare Counties, has successfully developed an infrastructure

map as a tool for its economic development strategy. The interactive map can be viewed online at (<http://geoweb.ci.bakersfield.ca.us/sanjoaquin.htm>). By developing a broadband service coverage area map, the region has demonstrated its ability to accommodate "new economy" businesses. The full report can be found at [www.greatvalley.org/nvc/projects/telecom/telcom\\_plan.htm](http://www.greatvalley.org/nvc/projects/telecom/telcom_plan.htm).

On a smaller more site specific scale, San Diego has used bandwidth mapping as a business attraction tool. The Web site, [www.bandwidthbay.org](http://www.bandwidthbay.org), is a marketing tool for San Diego's high-tech capability. The site offers listings of current companies operating downtown, a list of wired buildings, a database of area internet service providers, related news and notes regarding technology, a link to training resources available in the downtown, and a GIS map to view where fiber optics are located throughout the central city.

#### **IMPLEMENTATION STEPS:**

1. Actively research existing maps that offer similar features to determine the feasibility of mapping the broadband coverage area for the southwestern Riverside region.
2. Identify the key stakeholders that would be involved in information gathering and the aggregation of data.
3. Work through the IRP to form a working group to develop and implement a strategic plan for creating a regional broadband service coverage map of the southwestern Riverside region. Among the responsibilities of the working group would be seeking outside funding sources for the project and coordinating the workload between local jurisdictions, economic development agencies, private companies, and other stakeholders. This spatial mapping could then be tied into existing Web sites, such as [www.swrco.com](http://www.swrco.com), [www.edc-swrc.org](http://www.edc-swrc.org) or other locally based Web sites.