

I-15 INTERREGIONAL PARTNERSHIP JOBS/HOUSING BALANCE STRATEGIES – DRAFT

The Jobs/Housing Balance Strategies target the broad needs of the I-15 IRP program. These strategies that are necessary for the success of the I-15 Interregional Partnership, yet do not fit easily into any of the other strategy groups.

JOBS/HOUSING BALANCE STRATEGY JH1

STRATEGY: **Support/Sponsor Legislation that Provides Incentives for Jobs/Housing Balance Programs**

CATEGORY: Jobs/Housing Balance

IMPLEMENTATION AGENCIES: Primary: WRCOG/SANDAG

Cooperating: Southwest Cities, Southwest Riverside County Economic Alliance, Economic Development Corporation of Southwest Riverside County, Economic Development Agency of the County of Riverside, Valley Economic Development Corporation, North County EDC, San Diego Regional Economic Development Corporation

REQUIREMENTS:	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:

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.

IMPLEMENTATION STEPS:

1. Identify and analyze proposed bills that can provide incentives for job/housing balance programs.
2. Develop and implement a strategic plan for obtaining support from local jurisdictions throughout western Riverside County and San Diego County.
3. Research existing funding programs that offer incentives to local jurisdictions in addressing jobs/housing balance issues.

JOBS/HOUSING BALANCE STRATEGY JH2

STRATEGY: **Actively Engage in Community Outreach**

CATEGORY: Jobs/Housing Balance

IMPLEMENTATION AGENCIES: Primary: WRCOG/SANDAG

Cooperating: Southwest Cities, Southwest Riverside County Economic Alliance, Economic Development Corporation of Southwest Riverside County, Economic Development Agency of the County of Riverside, Valley Economic Development Corporation, North County EDC, San Diego Regional Economic Development Corporation

REQUIREMENTS:	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 using existing slide 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 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.

IMPLEMENTATION STEPS:

1. Identify existing outreach media/material for use in the toolkit.
2. Refine the content of the materials.
3. Calculate the cost of creating the presentation toolkit (video, brochures, etc.).
4. Gather a list of entities that would participate in conducting outreach within their sphere of influence.
5. Produce the toolkits and train I-15 IRP representatives to conduct presentations.

JOBS/HOUSING BALANCE STRATEGY JH3

STRATEGY: Establish a “Coordinated Funding Group” to Support the Strategy Implementation Efforts of the Interregional Partnership.

CATEGORY: Job/Housing Balance

IMPLEMENTATION AGENCIES: Primary: To be determined

Cooperating: WRCOG, SANDAG, Southwest Cities, Valley Economic Development Corporation, Southwest Riverside County Economic Alliance, Economic Development Corporation of Southwest Riverside County, Economic Development Agency of the County of Riverside, Local Chambers of Commerce

REQUIREMENTS:	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 establishing a new entity under the authority of the Interregional Partnership – a Coordinated Funding Group (CFG) – that would help implement the proposed IRP strategies. The CFG would serve as a fundraiser, administrator, and monitor for IRP developed strategies and programs. Currently, the scope of the I-15 IRP is limited to formulating strategies to remedy the jobs/housing imbalance in the region. However, the funding of the partnership may not be adequate to fund the implementation of many of the strategies. Therefore, in order to help with the implementation process, the Coordinated Funding Group would become a resource gathering and performance monitoring extension of the Partnership.

The further development of this strategy is dependent upon the details of the specific strategies that are eventually selected for implementation. As the Technical Working Group continues to analyze the feasibility of the proposed strategies, the details of this strategy and the specific form of the CFG are likely to evolve. The Coordinated Funding Group would most likely address strategies that are determined to be viable for the I-15 IRP, yet are not easily funded by the implementation agencies.