MEETING NOTICE
AND AGENDA

I-15 IRP JOINT POLICY COMMITTEE
The I-15 IRP Policy Committee may take action on any item appearing on this agenda.

Monday, June 15, 2009
Meeting - 1 to 3 p.m.
(Light Lunch Available at 12:30 p.m.)

City of Temecula
Temecula City Hall
Council Chambers
43200 Business Park Drive
Temecula, CA 92589-9033

Staff Contacts: Kevin Viera
(951) 955-8305, viera@wrcog.cog.ca.us

Jane Clough-Riquelme
(619) 699-1909, jcl@sandag.org

*Directions to Temecula City Hall
In compliance with the Americans with Disabilities Act (ADA), WRCOG will accommodate persons who require assistance in order to participate in WRCOG meetings. If such assistance is required, please contact WRCOG at (951) 955-7985 at least 72 hours in advance of the meeting.

To request this document or related reports in an alternative format, please call (951) 955-7985, or fax (951) 787-7991.
City of Temecula
Temecula City Hall
Council Chambers
43200 Business Park Drive
Temecula, CA 92589-9033

Directions:

**Heading South on I-15**
I-15 South
Exit Rancho California Road
Turn Right onto Rancho California Road
Turn Right onto Business Park Drive
End at 43200 Business Park Drive

**Heading North on I-15**
I-15 North
Exit Rancho California Road
Turn Left onto Rancho California Road
Turn Right onto Business Park Drive
End at 43200 Business Park Drive
ITEM #                                       RECOMMENDATION

+1. SUMMARY OF THE SEPTEMBER 17, 2008, MEETING  APPROVE

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER

   COMMENTS

   Members of the public will have the opportunity to address the
   I-15 Interregional Partnership Joint Policy Committee (I-15 IRP) on
   any issue within the jurisdiction of the Committee. Speakers are
   limited to three minutes each and shall reserve time by
   completing a “Request to Speak” form and giving it to the Clerk
   prior to speaking. Committee members also may provide
   information and announcements under this agenda item.

   REPORT ITEMS (#3 through #8)

+3. OVERVIEW OF I-15 INTERREGIONAL PARTNERSHIP JOINT

   POLICY COMMITTEE (I-15 IRP): PHASE III
   (Jane Clough-Riquelme, SANDAG; Kevin Viera, WRCOG)

   Formed in 2001, the I-15 IRP is a voluntary compact between
   local elected officials representing the San Diego Association of
   Governments (SANDAG), the Western Riverside Council of
   Governments (WRCOG), the Riverside County Transportation
   Commission (RCTC), and the Riverside Transit Agency (RTA) to
   foster collaborative strategies in economic development,
   transportation, and housing that will improve the quality of life of
   residents in both counties. In 2007, WRCOG and SANDAG were
   awarded a Caltrans planning grant to implement Phase III of the
   partnership to pursue activities in each of the three focus areas.
   SANDAG staff will provide a brief context for the rest of the
   agenda by presenting an overview of the goals and objectives of
   Phase III.
ITEM # | RECOMMENDATION
---|---
4. **I-15 IRP PHASE III TRANSPORTATION ACTIVITIES** | DISCUSSION/POSSIBLE ACTION
   +a) *I-15 Interregional Transit, Buspool, and Vanpool Study Draft Report (Barrow Emerson, SANDAG)*

   SANDAG is conducting an interregional transit, buspool, and vanpool study in collaboration with the Riverside County Transportation Commission (RCTC). Staff will present the main findings and recommendations from this study.

   +b) *Update on the I-15 IRP Strategic Transportation Implementation Plan (Tanya Love, RCTC; and Richard Marcus, Wilbur Smith Associates)*

   In the area of transportation, the focus of Phase III of the I-15 IRP is the development of a Strategic Transportation Implementation Plan. Tanya Love, Project Manager from RCTC and the consultant will brief the Committee on the status of the activities underway and key upcoming tasks.

5. **I-15 IRP PHASE III SMART GROWTH/HOUSING ACTIVITIES** | DISCUSSION
   +a) *Initial Western Riverside Smart Growth Concept Map (Midori Wong, SANDAG; and Kevin Viera, WRCOG)*

   Staff will brief the Committee on progress achieved toward development of a Smart Growth Concept Map for selected western Riverside cities, one of the major work elements of the Phase III Housing Strategy. This initial mapping effort, modeled after SANDAG’s Smart Growth Concept Map for the San Diego region, focuses on three pilot cities: Temecula, Murrieta, and Lake Elsinore.
ITEM # | RECOMMENDATION
--- | ---
+b) **Update on the I-15 IRP Workforce Housing Project**  
(Coleen Clementson, SANDAG) | INFORMATION

The second major element of the Phase III Housing Strategy is development of an I-15 Workforce Housing Project, which will make substantial progress in facilitating the development of moderate income/workforce housing in northern San Diego County. The project will identify and analyze three to five potential sites for workforce housing development, select one preferred site from this group and conduct further site analysis and prepare a range of development scenarios detailing financial feasibility and key potential funding sources to help implement the project and a recommended approach to the developer selection process. Staff will provide an update on the consultant selected for this project and next steps.

6. **I-15 IRP PHASE III ECONOMIC DEVELOPMENT STRATEGIC PLAN**

+a) **Update on the I-15 IRP Economic Development Strategic Plan**  
(Kevin Viera, WRCOG) | INFORMATION

As part of the I-15 IRP Phase III, an Economic Development Task Force was formed to develop an Interregional Strategic Action Plan based on the recommendations from the Phase II Employment Cluster Study. Kevin Viera, Program Manager from WRCOG, will brief the Committee on the status of this component and planned activities.

b) **Introduction to the Connectory**  
(Kevin Viera, WRCOG; and Jo Marie Diamond, San Diego East County EDC) | INFORMATION

One of the deliverables for the Economic Development section of I-15 IRP Phase III is to establish a business-to-business Web portal for Riverside County businesses specifically those in southwest Riverside to post information about their business. Jo Marie Diamond with the East County EDC will present an overview of their business portal the Connectory.com.
7. HIGH-SPEED RAIL UPDATE  
(Mike Zdon, HNTB; Anne Mayer, RCTC)  

Through the development of the strategies for the I-15 IRP, the Stakeholders concluded within the transportation section that the I-15 IRP would support the implementation of high-speed rail through the region. Mike Zdon of HNTB will provide an update on the California High-Speed Rail and potential alignments for a San Diego - Riverside route.

8. NEXT MEETING AND ADJOURNMENT  
(Kevin Viera, WRCOG)  

The grant funding for Phase III of the I-15 IRP expires February 28, 2010. According to the project timeline, one more meeting of the I-15 IRP Joint Policy Committee is called for to review and recommend the draft final report in January 2010. However, joint staff recommends that one additional meeting be considered when the individual subprojects are completed. This meeting will be in the first week of November.

+ next to an item indicates an attachment
SUMMARY OF SEPTEMBER 17, 2008, MEETING

Agenda Item #1: Welcome and Introductions

Co-Chair Ed Gallo, City of Escondido, called the meeting to order at 1:02 p.m. Self-introductions were conducted.

Agenda Item #2: Public Comments/Communications

No public comments were made.

Agenda Item #3: Minutes

The minutes from the January 29, 2007, and November 8, 2007, meetings were approved unanimously.

Agenda Item #4: Overview of I-15 Interregional Partnership (I-15 IRP)

Rick Bishop, Executive Director of WRCOG, provided a short overview of the I-15 IRP. He described the main goals, study area, and strategies of the I-15 IRP, the major accomplishments from Phases I and II, and outlined plans for Phase III work. He commented that he felt one of the most notable successes of the I-15 IRP is its role as a forum for bringing together representatives from Riverside and San Diego counties.

Agenda Item #5: Caltrans View of the I-15 IRP

Bill Figge, Deputy Director for Caltrans District 11, presented a brief report on the value of the I-15 IRP to Caltrans Headquarters. He noted that the I-15 IRP has been recognized as a model throughout the state for developing relationships to tackle many issues, including long distance commutes and climate change. The fact that the I-15 IRP has been funded twice demonstrates that it is a good example and that Sacramento is very supportive of this effort. He thanked the Joint Policy Committee members and contributors for their participation.
Agenda Item #6: 2008 Commuter Survey Presentation

Dr. Tim McLarney, President of True North Research, made a presentation on the results of the 2008 Western Riverside County Commuter Survey, a follow-up to the survey completed in 2002 for Phase I of the I-15 IRP. True North Research has conducted about 500 research studies to-date, 15 to 20 of which have been for SANDAG. The firm specializes in surveys that provide profiles of communities.

Dr. McLarney noted that the original commuter survey was conducted in 2002 to get an understanding of the jobs/housing imbalance and the trade-offs that interregional commuters were considering and weighing. This most recent study allows us to examine how things have changed over the past six years, but keep the same methodology. Dr. McLarney commented that the content of his presentation covered “the highlights of the highlights” because the full report is more than 150 pages. While the study, as a whole, looked beyond the I-15 IRP scope and incorporated questions about family commuting patterns and the SR-91 corridor, the main purpose was to find out where people are going, how they are getting there, and how they perceive their situation and trade-offs involved.

Some of the “big picture” results from the survey were:

- The vast majority of San Diego-bound commuters live in Southwest Riverside County
- At the household level, interregional commuting behavior has not changed significantly
- However, from a regional perspective, the number of interregional commuting households has grown by about 97,000 more households in Southwest Riverside County
- More than 2/3 of intra-county commuters choose surface streets to avoid freeway congestion on a weekly basis
- I-15 commuters are the most satisfied with living in Western Riverside and are largely unwilling to move or to change employment to shorten their commute time, even for comparable homes or jobs

Joint Policy Committee member Jeff Comerchero, City of Temecula, asked Dr. McLarney to elaborate on the measure of the unwillingness of I-15 commuters to move or change jobs. Dr. McLarney responded that the survey found that a large number of commuters who move to Western Riverside County build a life there and are unwilling to sacrifice that life, despite acknowledging increased stress from the lengthening commute and the rise in gasoline prices. This unwillingness has actually increased since the last survey and can be partially attributed to the fact that ten years ago, this segment of the population had just moved to Western Riverside County. Today, they have been residents much for much longer and their willingness to make a change decreases.

The major conclusions drawn from the survey are that in Western Riverside, commuting is clearly a way of life and one that residents are willing to accept. Findings suggest that some of the I-15 IRP strategies target potential future interregional commuters who will consider moving to Western Riverside rather than existing interregional commuters.
Agenda Item #7: Economic Development Strategies

Kevin Viera, WRCOG, gave an overview of the Phase III Economic Development Work Plan. This work will build on the outcomes of the Phase II Cluster Study, which identified 16 cluster industries in Western Riverside. Mr. Viera noted that 58 percent of these industries are low-wage, while only 14 percent are high-wage (above the average Western Riverside commuter income of $70,000 per year). Additionally, there is a substantial sharing of industries between San Diego and Western Riverside, including biotechnology, so Phase III will target industries unique to the latter region, including wineries.

The initial Scope of Work is being developed and includes plans to convene a core group of six economic representatives to build a list of cluster industries stakeholders. An Request for Proposals (RFP) will be released to procure qualified consulting services to facilitate workshops and develop outreach materials. Another task will be to create a “Connectory” database to expand local “Business-to-Business” Web portals to enhance communication.

Mr. Viera introduced Christina Luhn, project manager for the Mega-region Initiative at the San Diego Regional Economic Development Corporation. She made a brief presentation on the Economic Development Administration grant awarded to San Diego and Imperial Counties, and Baja California to attract and retain new investments and skilled jobs. Through the grant, the EDC and partners selected five clusters for a gap analysis and regional economy assessment: applied biotechnology, clean technology, specialized manufacturing, logistics, and construction materials. The team made determinations as to what kinds of investments and infrastructure are needed to support these cluster industries and will form a priority list to deliver to the Mega-region advisory board to help develop a strategic action plan that lists resources needed to implement the plan. The next phase is to identify key advocates, and ultimately brand and market the region.

Co-Chair Gallo suggested that the work incorporate other studies. Joint Policy Committee Member Crystal Crawford, City of Del Mar, mentioned Victor Currillo as a key person to involve in the Mega-region initiative.

Mr. Viera also introduced Morris Myers of the Southwest California Economic Development Corporation. Mr. Myers explained that the EDC is a member-based organization that spans from San Diego County up to Lake Elsinore and Menifee, and one of the agency’s primary goals is to identify clean, green, high-tech, high-paying jobs for the region. He noted that since the survey revealed that most people do not seem willing to change jobs, the I-15 IRP could look into creating satellite offices for the same types of jobs that I-15 commuters are traveling to San Diego for.

Ms. Crawford commented that the I-15 IRP should create good jobs in the part of the region where people want to stay. She asked how the I-15 IRP would track progress and make sure that the San Diego region would not be harmed by efforts that shift jobs north.

Mr. Comerchero asked how many I-15 commuters are doing jobs that could be done out of satellite/home offices. He suggested going to the five to ten largest employers (in terms of interregional commuters) and ask them to set up satellite offices.
Rick Gibbs, RCTC Commissioner and City of Murrieta Meyer, commented that it is unrealistic to think that large industries will relocate. It is more likely to get major suppliers to move to Riverside County.

Jane Clough-Riquelme, SANDAG, commented that this is the strength of the cluster study; now we know what these industries are.

**Agenda Item #8: Housing Strategies**

Coleen Clementson, SANDAG, briefed the Joint Policy Committee on the objectives and activities planned for the Housing component of Phase III. There will be two primary activities. First, SANDAG is developing an RFP for a Model Workforce Housing Project. This project will build from the work that NCTD has done at transit stations along the SPRINTER line and perhaps take some of these plans to the next step. The effort also includes dialogue with Palomar Pomerado Health, the local community colleges, and the local state university as potential development partners. A consultant would be procured for this project and would help to come up with a project proposal for the city to consider or line up developers for a possible agreement.

The second major activity is to develop a Smart Growth Concept Map for select Western Riverside cities. SANDAG developed a Smart Growth Concept Map for the San Diego region that was accepted by the Board of Directors in 2006 and updated in 2008.

Joint Policy Committee member Thomas Buckley, City of Lake Elsinore, asked if staff had looked at a density bonus within standard walking distance of a transit center to get “free” units; for example, a bonus that would decrease required parking.

Bob Leiter, SANDAG, answered that a concurrent SANDAG study on Trip Generation Rates and Parking Demand is trying to answer some of these questions and to make sure that bonuses function properly. He noted that SANDAG would share these results as part of the Smart Growth Concept Map for Western Riverside. Mr. Leiter also mentioned SANDAG’s Smart Growth Incentive Program.

**Agenda Item #9: Transportation Strategies**

a. **Strategic Implementation Plan**

Tanya Love, RCTC, discussed the agency’s Strategic Implementation Plan. RCTC has retained a consultant to help with Phase II initiatives and to complete work on leasing park-and-ride lots, looking at Bus Rapid Transit (BRT) services with SANDAG, and developing a ten-year visioning process with RTA.

Mr. Viera commented that the 2008 Park-and-Ride Map was available for Joint Policy Committee members to view. Basic analysis was done with routing structure and housing information compiled for this map.
Robert Yates, RCTC, commented that once you introduce a commuter bus into a park-and-ride, leasing site owners start to express concern. He suggested that an education element needs to take place. He also commented on the important role of Caltrans, which provides signage and insurance for the lots.

Mark Stanley, RTA, briefed the Joint Policy Committee on efforts to start BRT service on the I-15 corridor across the county line. The service, which will start this winter, will originate in Hemet, go through Temecula and Murrieta, and connect to Escondido.

Mr. Leiter commented that throughout the partnership, the I-15 IRP has looked at short-term solutions that can be pointed to as successes. He suggested that the I-15 IRP also develop a specific plan for regional transit service connecting Southwestern Riverside and San Diego—what it would look like, how it would be operated, financed, managed, and how it could be prepared for future transit-oriented development (TOD). Current service sites are not conducive to TOD. He suggested that the I-15 IRP evaluate whether a vision or program for regional transit service could be developed to connect Temecula Valley and San Diego.

Ron Roberts, RCTC Commissioner and City of Temecula Councilmember, expressed that he felt planning was pretty good all the way to the county line. He commented that the I-15 IRP needs to work on the segment from Escondido to the county line. There has been some discussion of building Metrolink all the way to San Diego, but that this effort is not feasible because of grade separation. He commented that he believes BRT is the answer.

Mr. Leiter commented that the advantage of BRT is that you can make it happen faster, and for much less money. He mentioned the “movable shoulders” pilot project on I-805 to help accommodate transportation demand. He emphasized that Phase III could see a lot of progress on a regional transit project for the I-15 corridor. He suggested that the I-15 IRP target the new population with the jobs/housing balance strategy, and existing commuters with efficient public transit/vanpool systems that get people out of their cars.

Co-Chair Gallo and Ms. Crawford both expressed that they liked the idea of using church parking lots for park-and-ride operations. Mr. Leiter suggested making these spaces usable for transit takers. Mr. Comerchero commented that this solution might help to reduce people parking in municipal parking spaces.

b. Transit and Vanpool Study

Barrow Emerson, SANDAG, provided an update on the Transit and Vanpool Study that recently got underway. Consultants have just finished evaluating existing conditions; more informative results will be available in the spring. He discussed the advantages of using different kinds of transit options for different populations, i.e., military personnel, ballpark attendees, and commuters. He noted that tribal nations could be possible partners in transportation demand strategies.

Ms. Clough-Riquelme mentioned that the Reservation Transportation Administration received a grant to develop a vanpool system for employees.


**Agenda Item #10: Discussion on Issues for Phase III**

In the interests of time and in light of the ongoing discussion throughout the meeting, Mr. Leiter asked policymakers if the work plans they had heard were in line with what they would like to see.

Co-Chair Gallo commented that the I-15 IRP should work to produce “something we can sink our teeth into.” Ms. Crawford suggested meeting with employers to tell them about the vanpool program, especially incentives associated with it.

Co-Chair Gallo adjourned the meeting at 3 p.m. The next meeting is scheduled for spring 2009.
**I-15 IRP JOINT POLICY COMMITTEE MEETING**  
September 17, 2008  
1 p.m. to 3 p.m. – ESCONDIDO

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I-15 IRP JOINT POLICY COMMITTEE MEETING
September 17, 2008
1 p.m. to 3 p.m. – ESCONDIDO

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**SIGN-IN SHEET**  
**I-15 IRP Joint Policy Meeting**  
**September 17, 2008**

YOU ARE NOT REQUIRED TO SIGN-IN, however, if you would like SANDAG staff to know that you attended this meeting and want to provide a method of contacting you, please fill in the information below. Please note that SANDAG’s sign-in sheets are public records and may be disclosed to the public upon request.

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OVERVIEW OF I-15 INTERREGIONAL PARTNERSHIP (I-15 IRP): PHASE III

Introduction

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 southwestern Riverside County in the past decade and the resulting traffic congestion on the I-15 corridor. The I-15 IRP is a voluntary compact between local elected officials representing the San Diego Association of Governments (SANDAG), the Western Riverside Council of Governments (WRCOG), the Riverside County Transportation Commission (RCTC), and the Riverside Transit Agency (RTA). Caltrans and other affected governmental agencies and private sector organizations also participate in the partnership. Through various grants, the partner agencies have been able to pursue two phases of the partnership. New funding has been secured by WRCOG, I-15 IRP, and RCTC to pursue a third phase. The I-15 IRP kicked off Phase III of the I-15 IRP in September of 2008. The purpose of this report is to provide the I-15 IRP Joint Policy Committee members with an overview of the project context and Phase III work program before each staff member provides a status report on the individual components of the Phase III work effort. The agenda items today provide an opportunity for the I-15 IRP Joint Policy members to give their input and direction on each of the project components at the mid-way point in the project cycle which expires in February 2010.

Background

The primary goal of the I-15 IRP is to foster collaborative strategies in economic development, transportation, and housing that will improve the quality of life for residents in both counties by reducing the impacts of interregional commuting, creating more jobs in housing-rich areas, and more housing in job-rich areas. Centered on I-15, this two-county commute corridor extends from central San Diego to the cities of Lake Elsinore, Perris, and Hemet as shown in Attachment 1.

Phase I Overview and Accomplishments

Phase I of the I-15 IRP was funded by a $400,000 grant from the State Department of Housing and Community Development. The focus of the first phase, based on a three-year work plan, was to: develop a policy structure and mechanism for technical support, explore existing conditions, understand the interregional commute problem, identify current programs to resolve interregional issues, forecast commute conditions, develop strategies to better balance jobs and housing, and establish an implementation and monitoring process. A total of 21 interregional strategies for short- and long-range implementation were identified (Attachment 2). Eight short-range transportation
strategies focused on coordinating existing Transportation Demand Management (TDM) activities were adopted by the I-15 IRP and are now being implemented by the local and regional transportation agencies. The long-range strategies identified included development of Bus Rapid Transit (BRT) along the I-15 Corridor.

Phase II Overview and Accomplishments

In 2004, I-15 IRP and WRCOG were awarded a $240,000 Caltrans grant to implement the short-term strategies and to lay the foundation to implement several long-term strategies. In the area of economic development, an Economic Development Working Group (EDWG) was established as a structure for pursuing cooperative economic development strategies and a two-county Employment Cluster Study was completed, which provided recommendations for economic prosperity in both regions. The transportation component focused on a cooperative study undertaken by Caltrans to assist San Diego and southwestern Riverside to better understand the multimodal infrastructure and service needs in the I-15 corridor. The housing component provided a summary of housing and land use programs that could be implemented in the San Diego region and southwestern Riverside. At the end of Phase II, the Committee approved a set of next steps for Phase III.

Scope of Work for Phase III

WRCOG, RCTC, and I-15 IRP were awarded two additional Caltrans grants to pursue the activities identified at the end of Phase II. The first grant, for $450,000 has allowed WRCOG and I-15 IRP to continue with activities in all three of the focus areas: economic development, transportation, and housing. The second grant, for $125,000 has enabled I-15 IRP and RCTC to improve the vanpool programs that the two agencies administer and look at how vanpool/carpool ridership can be shifted into transit options such as Express Bus or BRT. WRCOG oversees work on the $450,000 grant coordinating with I-15 IRP and the other partner agencies. The $125,000 transit planning grant is managed by I-15 IRP in partnership with RCTC. Phase III activities are being coordinated through an overall work program, which incorporates the objectives of the two grants (Attachment 3). The staff leads for each of the three components will present updates in all three areas for the I-15 IRP Joint Policy Committee's consideration and feedback.

Attachments: 1. I-15 Interregional Partnership Phase III - Draft Overall Study Area Map  
2. I-15 Interregional Partnership Strategies Developed in Phase I  
3. I-15 Interregional Partnership Phase III Work Program Descriptions

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### I-15 Interregional Partnership (I-15 IRP) Strategies Developed in Phase I

<table>
<thead>
<tr>
<th>STRATEGIES BY CATEGORY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td><strong>Program</strong></td>
<td></td>
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<tr>
<td>• P1</td>
<td>Support/sponsor legislation that addresses jobs-housing balance</td>
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<tr>
<td>• P2</td>
<td>Actively engage in community outreach</td>
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<tr>
<td><strong>Economic Development</strong></td>
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<tr>
<td>• ED1</td>
<td>Facilitate greater collaboration between regional economic development entities</td>
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<tr>
<td>• ED2</td>
<td>Improve job growth through the promotion of new employment opportunities in the cluster industries that drive the bi-regional economies</td>
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<tr>
<td><strong>Transportation</strong></td>
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<tr>
<td><strong>Short-Range</strong></td>
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<tr>
<td>• ST1</td>
<td>Interregional coordination of vanpool and carpool programs</td>
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<tr>
<td>• ST2</td>
<td>Expand park-and-ride lots and improve rideshare information signage</td>
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<td>• ST3</td>
<td>Joint outreach and marketing for transit, vanpool, and ridesharing programs</td>
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<tr>
<td>• ST4</td>
<td>Implement interregional public transit commuter services</td>
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<tr>
<td>• ST5</td>
<td>Collaboration among transit providers</td>
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<tr>
<td>• ST6</td>
<td>Advocate for employer-subsidized transit passes</td>
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<td>• ST7</td>
<td>Encourage the adoption of alternative work schedules</td>
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<td>• ST8</td>
<td>Encourage telework</td>
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<tr>
<td><strong>Long-Range</strong></td>
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<tr>
<td>• LT9</td>
<td>Support high-speed rail transit service in the I-15 corridor</td>
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<tr>
<td>• LT10</td>
<td>Implement transit shuttle services to interregional transit</td>
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<tr>
<td>• LT11</td>
<td>Preserve transportation rights-of-way and implement priority measures through the development process</td>
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<tr>
<td>• LT12</td>
<td>Implement the I-15 high-occupancy-vehicle (HOV) system</td>
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<tr>
<td><strong>Housing</strong></td>
<td></td>
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<tr>
<td>• H1</td>
<td>Provide a range of housing affordability and housing types in all communities</td>
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<tr>
<td>• H2</td>
<td>Support fiscal reform to encourage housing construction</td>
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<tr>
<td>• H3</td>
<td>Provide incentives for the construction of moderate-cost family housing near employment centers</td>
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<tr>
<td>• H4</td>
<td>Require the construction of moderate-cost family housing in new development near employment centers</td>
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<tr>
<td>• H5</td>
<td>Encourage infill development in older residential neighborhoods</td>
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<tr>
<td>Strategy and Major Tasks</td>
<td>Responsible Agencies</td>
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<td>----------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>1. COORDINATION</td>
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<tr>
<td>Maintain interregional planning structure to pursue collaborative goals:</td>
<td></td>
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<tr>
<td>a. Convene I-15 IRP Joint Policy Committee (two times/yr)</td>
<td><strong>Primary:</strong> WRCOG/SANDAG and Caltrans District 8</td>
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<tr>
<td>b. Convene executive staff (minimum of three meetings)</td>
<td><strong>Secondary:</strong> Caltrans District 11 and RCTC</td>
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<td>c. Convene project staff (as needed)</td>
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<tr>
<td>2. ECONOMIC DEVELOPMENT</td>
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<tr>
<td>Develop collaborative economic development strategy between regional economic entities:</td>
<td><strong>Primary:</strong> WRCOG/SANDAG</td>
</tr>
<tr>
<td>a. Expand Interregional Economic Development Working Group to include San Diego agencies</td>
<td><strong>Secondary:</strong> Stakeholders</td>
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<tr>
<td>b. Working Group will develop a strategic action plan among select cluster industries through a series of three workshops</td>
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<tr>
<td>c. Join existing regional Web portal to add Riverside business data</td>
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<tr>
<td>Strategy and Major Tasks</td>
<td>Responsible Agencies</td>
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<tr>
<td>3. TRANSPORTATION</td>
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<tr>
<td>Develop Strategic Transportation Implementation Plan(^1) including:</td>
<td>Primary: RCTC/SANDAG</td>
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<td></td>
<td>Secondary: Caltrans District 8 and District 11, RTA, and WRCOG</td>
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<td></td>
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<tr>
<td>a. Document existing Project Status Reports (PSRs) and highlight agency 5-, 10-, and 15-year short-term strategies, including the development of cost-effectiveness analysis and overall funding strategy</td>
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<tr>
<td>b. Interregional Vanpool/Carpool program coordination strategy which includes an O&amp;D survey of vanpool riders*</td>
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<tr>
<td>c. Interregional express bus and bus rapid transit implementation options*</td>
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<tr>
<td>d. Analysis of transit priority treatments and transit lane infrastructure development;</td>
<td></td>
</tr>
<tr>
<td>e. Analysis of existing and potential park-and-ride facilities; and</td>
<td></td>
</tr>
<tr>
<td>f. Development of short-term goods movement analysis(^2)</td>
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</tr>
</tbody>
</table>

\(^1\) This task is supported by: $110,662 – in a Caltrans Transit Planning Grant and $14,338 in matching funds.

\(^2\) Item 3f: Development of Short-Term Goods Movement Analysis should be considered for omission from Phase III. Staff recommends that two options be presented to the Policy Committee for their approval. Option 1 would be to pursue additional funding from other sources, or Option 2 could be to include in Phase IV of the IRP. If this task is left in, staff believes that at the current budget for Task 3 there would not be adequate funding to produce quality products for the other subtasks.

\(^3\) Available from Caltrans.
### 4. HOUSING

Collaborate on smart growth development near transit applicable to both regions:

- **a.** Partner with employers, developers, and local jurisdictions to develop pilot workforce housing project(s) in northern San Diego County.

- **b.** Develop a pilot Smart Growth Corridor Analysis for select southwestern Riverside County cities as a foundation for future work funded by SCAG’s Compass Blueprint Demonstration Project grant program.

- **c.** Convene the Western Riverside Smart Growth Corridor Analysis Working Group as needed to facilitate development of pilot and expanded work.

**Primary:** SANDAG/WRCOG and Caltrans District 8

**Secondary:** Local Jurisdictions and other stakeholders

- Pilot Workforce Housing Project
- Pilot Smart Growth Corridor Analysis identifying place types, target land uses, and potential smart growth opportunity areas along transportation corridors
- Meeting agendas, materials, and summaries

**Completion Date:** Jan 2010

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### 5. FINAL PHASE III REPORT

**Primary:** SANDAG/WRCOG and Caltrans District 8

**Secondary:** Caltrans District 11, RCTC, and RTA

- Comprehensive final report

**Completion Date:** Feb 2010

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4 The pilot work would lead to an expanded Smart Growth Corridor Analysis and Transit Development Plan for a larger portion of the WRCOG sub-region, administered by SCAG and a qualified firm procured through the Compass Blueprint Demonstration Project Program.
Introduction

As part of interregional planning by Riverside and San Diego Counties, a significant demand for work trips from southwestern Riverside to San Diego County destinations was identified. SANDAG received a Caltrans transit planning grant to conduct an Interregional Transit, Buspool, and Vanpool Study in collaboration with the Riverside County Transportation Commission, the Metropolitan Transit System (MTS), and Riverside Transportation Agency (RTA). The goal was to evaluate the market, operational, and financial viability of providing additional fixed-route transit and/or van/buspool services as alternatives to single-occupancy vehicle commutes between the two counties.

Discussion

Vanpools, buspools, and fixed-route transit services are products on a continuum of services offered to attract driving-alone commuters. Vanpools are generally a solution where there is relatively low demand between specific origin-destination pairs, but where sufficient demand exists to group 10 to 15 passengers together. I-15 IRP currently uses federal funds to provide an ongoing monthly subsidy to encourage vanpools. Buspools are a potential option to group larger groups of passengers together on a 35 to 50 passenger vehicle that could be more cost-effective than a vanpool. While not currently used in the San Diego region, buspools would have one of the passengers serve as driver similar to vanpools and could potentially receive the same federal funds from I-15 IRP to help offset the cost to passengers. For high-demand commutes, fixed-route transit is an option that can provide the greatest flexibility to the passenger, since it can offer numerous departures/arrivals over the commute period (versus having to commit to a specific vanpool/buspool departure/arrival) and gives the passenger more flexibility on how the service is used (e.g., could use transit three times a week and drive the other two days).

Because of its increased convenience, a quality fixed-route transit service provided by a public transit agency has the potential to attract a higher proportion (typically 10 to 30 percent) of total peak travel demand, versus less than 5 percent attraction rate for vanpools. Efficiently moving patrons from vanpools into buspools or fixed-route transit has the added benefit of freeing up vanpool resources and the accompanying subsidy to use for origin-destination combinations which have less total demand, potentially resulting in lower costs to the passenger.
Demand for Fixed-Route Transit Service

In 2012, upon completion of the 20+ miles of Managed Lanes facility along I-15 between State Route (SR) 78 and SR 163, I-15 IRP, in conjunction with MTS, will be implementing Bus Rapid Transit (BRT) service in the I-15 corridor between Escondido and Downtown San Diego and between Escondido and Sorrento Mesa/University Town Center (UTC)/University of California – San Diego (UCSD) (Attachment 1).

Approximately 29,000 commuters per day cross the county line into San Diego County and BRT planning identified a significant transit demand of 1000+ originating from southwestern Riverside County and traveling the I-15 corridor to employment in Downtown San Diego (600+) and the Sorrento Mesa/UTC/UCSD (400+) areas were fixed-route transit services to be extended from Escondido to southwest Riverside County.

Estimated total travel and transit demand for 2015 is shown in Table 1. The demand primarily (over 60 percent) originates from southwestern Riverside County communities Temecula and Murrieta, with a much lesser number (less than 40 percent) from communities such as Perris, Hemet, San Jacinto, and Lake Elsinore.

Table 1 - 2015 Estimated Travel and Transit Demand to I-15 BRT Destinations

<table>
<thead>
<tr>
<th>San Diego County Destination</th>
<th>Estimated Travel Demand 2015</th>
<th>Estimated Transit Demand 2015</th>
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</thead>
<tbody>
<tr>
<td>San Diego Downtown</td>
<td>2,147</td>
<td>322</td>
</tr>
<tr>
<td>SDSU</td>
<td>1,514</td>
<td>114</td>
</tr>
<tr>
<td>Mission Valley</td>
<td>740</td>
<td>37</td>
</tr>
<tr>
<td>Kearny Mesa</td>
<td>3,192</td>
<td>160</td>
</tr>
<tr>
<td><strong>Downtown San Diego Corridor Total</strong></td>
<td><strong>7,593</strong></td>
<td><strong>633</strong></td>
</tr>
<tr>
<td>Mira Mesa/Miramar</td>
<td>1,108</td>
<td>55</td>
</tr>
<tr>
<td>Sorrento Mesa</td>
<td>1,131</td>
<td>56</td>
</tr>
<tr>
<td>University City</td>
<td>1,111</td>
<td>56</td>
</tr>
<tr>
<td>UCSD</td>
<td>1,772</td>
<td>266</td>
</tr>
<tr>
<td><strong>Sorrento Mesa/UTC/UCSD Corridor Total</strong></td>
<td><strong>5,122</strong></td>
<td><strong>433</strong></td>
</tr>
</tbody>
</table>

Based on the table above, the potential transit demand for services to Downtown San Diego and Sorrento Mesa/UTC/UCSD represents about a 3.7 percent share of the estimated 29,000 existing commuters traveling to San Diego County from Riverside County, and 8.3 percent of the 2015 demand to the these two employment centers.

Commute Distances. There are other examples today in Southern California of public transit agency provided and subsidized long distances commutes of up to 60 miles, such as Metrolink rail from Riverside and San Bernardino to Downtown Los Angeles, along with over-the-road coaches from Antelope Valley (Lancaster/Palmdale) and Santa Clarita to Downtown Los Angeles. One-way travel times on these services are upwards of 90 minutes; the estimated travel time for a service from Temecula to Downtown San Diego or Sorrento Mesa/UTC/UCSD are in line with these examples of commuter services.
**Trip Loads.** Based on a 15-minute service frequency for the three morning and three afternoon peak hours, patronage to Downtown San Diego would average 53 passengers per trip and 36 passengers per trip to Sorrento Mesa/UTC/UCSD.

**Future Growth.** This transit demand from southwestern Riverside County to San Diego County destinations can be expected to grow significantly over the next two decades. Temecula and Murrieta’s current populations (already 100,000) are expected to exceed 120,000 by 2030.

**Summary.** The conclusion from this study is that fixed-route transit service provided by public transit agency(s) between southwestern Riverside County to Downtown San Diego and Sorrento Mesa/UTC/UCSD appears to be feasible in terms of potential patronage and operating costs. This conclusion is based on the following assumptions:

- The BRT service to Riverside County would involve an extension of the planned I-15 BRT service northward from Escondido to Temecula.
- Adequate park-and-ride facilities would be available in Riverside County for access to the BRT services.
- Depending on the specific operating plan, the total operating costs for a 15-minute peak-period only BRT service provided by a public transit agency (three hours in the morning, three hours in the afternoon) between Temecula and Downtown San Diego would be approximately $2 million annually.
- Assuming a 50 percent farebox recovery rate (similar to performance of existing MTS commuter bus services in the I-15 corridor), the annual subsidy requirement would be about $1 million per year.
- Under the above subsidy scenario, per trip fare levels and passenger subsidy could be in a range in line with comparable existing commuter bus services, including the current I-15 Commuter Express services.

Assuming a decision is made to further pursue the concept of extension on the planned I-15 BRT services to Riverside County, a number of next step actions would be needed in conjunction with the partner agencies (MTS, RCTC, and RTA):

- Develop a specific operating plan, including Riverside County station locations/park-and-ride facility needs and additional fleet requirements.
- Outline which agency(s) would be responsible for service delivery and vehicle storage/maintenance.
- Explore funding partnership options between the various agencies.
- Outline implementation plan and schedule.
Opportunity for Consolidation of Vanpools into Buspools

As of January 2009, there were over 240 vanpools operating daily between southwestern Riverside County and San Diego County serving approximately 1,600 Riverside County commuters. Many of these existing vanpools travel to common destinations that could be served by using more efficient and higher capacity modes, such as buspools or fixed-route transit, thereby freeing up vans for reallocation to meet future vanpool needs as the population continues to grow.

Origins and Destinations. Fifty percent of the vans, serve military-related demand centers with destinations outside of the I-15 corridor, including Downtown San Diego. Military employment schedules are typically well structured, which could fit a regular daily schedule of a buspool. Fixed-route transit proposals would generally not compete for these same markets and the different services would complement each other well.

Vanpools originate in 14 southwestern Riverside County communities, with four accounting for 75 percent of the vanpoolers. Those four communities are:

1. Temecula
2. Murrieta
3. Menifee
4. Hemet

There are 36 current San Diego County vanpool destinations with the top five destinations as follows:

1. Camp Pendleton
2. Naval Base San Diego
3. Naval Air Station North Island
4. Rancho Bernardo
5. San Onofre Nuclear Generating Station

There are a number of origin-destination pairs which suggest some potential for vanpool consolidation to the large number of existing riders. Many vans in these pairs have matching or similar work hours.

The highest origin-destination pairs for the vanpools are:

- Murrieta/Camp Pendleton: 12 vans, 94 riders
- Temecula/Downtown San Diego: 11 vans, 71 riders
- Temecula/NASNI (North Island): 11 vans, 70 riders
- Temecula/Rancho Bernardo: 8 vans, 65 riders
Conclusion

The study concluded that there appear to be a number of opportunities for conversion of some number of vanpools originating from Riverside County into buspools. A final task in the study is investigating leasing options for buspool services.

Assuming a decision is made to further pursue the concept of converting some vanpools into buspools for trips originating in Riverside County, a number of next step actions would be needed:

- **Confirmation of Market Demand.** Surveys of existing Riverside County to San Diego County vanpoolers as to their interest in buspool options, including the importance of various service features (vehicle comfort and amenity, pick-up locations and routing, and cost) would be valuable to the RideLink Program in promoting and marketing these commuter options.

- **Vehicle Selection.** The current fleet of vanpools serving Riverside County to San Diego County commute trips is primarily seven passenger vans, with a smaller number of 14 passenger vans. These vehicles are able to run comfortably at highway speeds and are offered in two levels of comfort (primarily bench versus individual seating).

  Using larger vehicles for buspools offering the opportunity to merge existing van pools with close origins and matched destination/trip times can free up van resources. However, the selected bus would need to operate comfortably at highway speed and with equivalent seating and amenities to be competitive.

  SANDAG’s vanpool vehicle providers, VSPI and Enterprise, currently do not lease vehicles large enough to operate buspools. Other lease options are being investigated.

- **Drivers.** One of the key issues with converting vanpools to larger buspools is providing suitably trained and licensed drivers from amongst the existing pool participants. California vehicle code states that anyone transporting 15 or more passengers in a vehicle must obtain a Commercial Driver’s License. Since no vanpool currently carries more than 15 passengers this has not been an issue for the existing program. In a recent survey of interregional vanpool drivers, over 70 percent indicated they would be willing to drive a larger vehicle and obtain the necessary license.

  Due to the added restriction of requiring a Commercial Driver’s License, as well as higher insurance requirements, many buspool and subscription bus services across the country utilize a paid driver (often through a bus company which also provides fleet). Military staff may represent a group more likely to act as volunteer bus drivers compared to general vanpools, as many such staff are familiar with heavy vehicle operation.

  Using a paid driver will add to a buspool’s operating costs and that may negate any savings to the existing vanpool riders. Exceptions where paid drivers may be possible are for military destinations, where a federal transportation incentive (subsidy) of $230 per month is provided to riders and other companies which offer the transportation commute subsidy.
Next Steps

This draft report is provided for information and input as the final technical details are being completed. This report will be presented to the Inter-Regional Partnership Policy Committee at its meeting on May 27 for the same purpose. Upon completion of the report, proposals for fixed-route transit and van/buspool initiatives could be developed for formal endorsement by the appropriate San Diego and Riverside agencies.

Attachment: 1. I-15 Interregional Partnership Phase III - Draft Bus Rapid Transit Map

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Robert Yates, RCTC, (951) 787-7141; ryates@rctc.org
I-15 Interregional Partnership Phase III

Bus Rapid Transit (BRT)

DRAFT

April 24, 2009

I-15 BRT Service 2012

- Escondido to Downtown San Diego
- Escondido to Sorrento Mesa/UTC/UCSD
- Proposed Extension to Temecula
UPDATE ON THE I-15 INTERREGIONAL PARTNERSHIP (I-15 IRP)
STRATEGIC TRANSPORTATION IMPLEMENTATION PLAN

Introduction

In the area of transportation, the focus of Phase III activities is the development of a Strategic Transportation Implementation Plan. This work will build upon previous Phase I and II efforts. The Riverside County Transportation Commission (RCTC) is the primary agency responsible for Phase III transportation activities. As identified in the attached scope of work, the required transportation deliverables consist of:

- Document existing Project Study Reports (PSR) for short-term strategies
- Develop report and maps on potential park-and-ride sites and improvements
- Document existing Goods Movement data for the I-15 and connecting corridors
- Develop a Strategic Implementation Plan, Including short-term and long-term strategies

Other key tasks are to develop and/or refine Bus Rapid Transit (BRT) and/or commuter express transit plans in the I-15 and I-215 corridors including an analysis of transit priority treatments and transit infrastructure development. This work will supplement a separate study conducted by the San Diego Association of Governments (SANDAG) funded by a Caltrans transit planning grant.

To assist with the project deliverables, RCTC retained the consulting services of Wilbur Smith Associates (WSA). RCTC and consultant staff will provide an update on the status of the transportation-related activities currently underway for Phase III.

Discussion

The primary goal of the I-15 IRP is to develop collaborative, interregional strategies in transportation, economic development, and housing that will improve the quality of life of the residents in Riverside and San Diego counties. RCTC, acting as the primary agency for transportation activities under Phase III, in partnership with the Western Riverside Council of Governments (WRCOG) - acting as the lead agency - is responsible for coordinating and administering the necessary work to complete the transportation tasks and deliverables for this project. Other I-15 IRP partners include SANDAG, Caltrans Districts 8 and 11, and the Riverside Transit Agency (RTA).
In the area of transportation planning, the centerpiece for Phase III transportation activities, is the development of a Strategic Implementation Plan (SIP) that will concentrate on short and long-term multimodal strategies for the I-15 corridor. This work will build on the Cooperative County Line Study completed during Phase II of the I-15 IRP by Caltrans Districts 8 and 11. Key tasks of the SIP include: development of a technical memorandum documenting the I-15 corridor concept and summarizing existing PSRs for 5, 10, and 15-year short-term strategies; a technical memorandum documenting goods movement data in the I-15 corridor; an analysis of transit priority treatments and transit infrastructure development in the I-15 and I-215 corridors; together with a cost effectiveness analysis and overall funding strategy. The SIP also will incorporate the SANDAG study results from the buspool, vanpool, and BRT study funded by the Caltrans’ grant.

The cost effectiveness analysis and overall funding strategy will provide the I-15 IRP members with planning level cost estimates for short-term project deliveries and funding strategies. Once all tasks in the SIP are completed, a suite of projects will be presented to members of the policy committee for potential future implementation. Challenges to implementing the transportation strategies will also be identified including infrastructure and service delivery constraints along with institutional barriers including funding, jurisdictional boundaries, and multiple service providers, including labor/union involvement.

SIP Work Accomplished to Date

Project Study Reports (PSR)

The draft PSR report has been completed and is currently being circulated for review by partner agencies. A total of seven PSRs have been collected: five in Riverside County and two in San Diego County. The PSRs document the agreement on the project scope, schedule, and estimated cost of the project. They highlight short-term strategies and detail how and when various projects within the I-15 county line area can be implemented. Using data from the PSRs, WSA reviewed average weekday peak period traffic, number of interregional vanpools, daily interregional transit ridership, and peak period vehicle occupancy at the county line.

Goods Movement Data

The draft summary report related to goods movement is currently being reviewed by RCTC and will be circulated to the I-15 IRP planning partners prior to the June 15, 2009, Joint IRP Policy meeting. Goods movement data reviewed includes truck vehicle miles traveled, average daily truck counts, truck tonnage, and total freight train movements. The following is a summary of the draft goods movement report:

- Truck goods movement is more prevalent in Riverside County than San Diego County on the I-15 and in the county in general
- San Diego County has significant border-related freight movement and some port-related goods movement traffic via container ships
- Riverside County freight corridors mostly run in an east/west orientation, while San Diego County’s major freight corridors run more north/south
Transit Priority Treatments and Transit Lane Infrastructure

This task develop and/or refine future BRT and/or commuter express transit plans in the I-15 and I-215 corridors to include in updates to each region’s long-range transportation plans, including future stop locations and cost-estimates. Data sources collected and currently being analyzed include the I-15 IRP Phase II report, RTA’s route map, RTA’s Comprehensive Operational Analysis, SANDAG’s I-15 BRT Operations Plan, WRCOG’s TOD Study, lane cross section of I-15, RCTC’s Perris Valley Metrolink extension report, RCTC’s Measure A Expenditure Plan, SANDAG’s TransNet Expenditure Plan, and SANDAG’s 2030 RTP. Information from these documents together with the interregional Vanpool, Buspool, and Transit Study report conducted by SANDAG will be used as part of the SIP report. The development of this task will be coordinated with the smart growth land use planning efforts also underway in the I-15 and I-215 corridors. The multimodal portion of the SIP report will include:

- Discussion of priority transit treatments and transit lane infrastructure development needed in I-15 and I-215 to serve BRT and/or express bus services, including preliminary phasing options.
- Operational issues such as which agency would run BRT/express bus service, what is the cost to operate the service, and a review of union and political issues.

Cost Effectiveness Analysis and Overall Funding Strategy

The Cost Effectiveness Analysis and Overall Funding Strategy portion of the SIP report is contingent on completion of the other deliverables; however, it is anticipated that the report will explore:

- How extensive will managed lanes be?
- How far north in Riverside County is it feasible to run managed lanes?
- Is running regular express bus service instead of BRT service adequate for the next 20 years?
- System Development Concepts
- Alternatives to be compared and the associated cost estimates
- Short-range operational strategies
- A 2035 horizon year for long-range vision
- Cost-effective analysis to compare alternatives in the I-15 corridor with other projects in the two regions

As part of the Phase III study, numerous meetings with various I-15 IRP partners will take place, including the initial meeting on June 15, 2009, with the I-15 IRP Joint Policy Committee. Direction provided will further refine and focus the SIP and cost effectiveness analysis and overall funding strategy.

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**Task 1: Compilation of Project Study Reports (PSR)**

- The Consultant shall confirm and refine, if needed, the I-15 Corridor Concept given the adopted long-range transportation plans for RCTC, SANDAG, and the Southern California Association of Governments (SCAG). The corridor concept shall be designed to accommodate future Bus Rapid Transit (BRT) and commuter express transit service.

- The Consultant shall compile a list of existing completed Project Study Reports (PSR) for Riverside and San Diego Counties and selected urbanized counties within California that highlight their short-term strategies. This summary document shall detail how and when various projects within the I-15 County Line area could be implemented. The SIP shall include performance measures that determine the effectiveness of the short-term strategies and the methods used to determine the outcomes. Staff from participating agencies shall provide the Consultant with copies of relevant PSRs within their jurisdictions.

**Deliverable:** Technical memorandum documenting the I-15 Corridor Concept and summarizing existing PSRs for 5, 10, and 15-year short-term strategies.

**Task 2: Goods Movement Data Summary**

- The Consultant will include a summary of current Goods Movement data, specifically heavy truck data along the I-15 corridor and major connectors. The data will be provided by RCTC, SANDAG, and Caltrans Districts 8 and 11.

**Deliverable:** Summary of Goods Movement Data in the I-15 Corridor.

**Task 3: Analysis of Transit Priority Treatments and Transit Lane Infrastructure Development**

- The Consultant shall develop and/or refine future BRT and/or commuter express transit plans in the I-15 and I-215 corridors to include in updates to each region’s long-range transportation plans, including future stop locations and cost estimates. The Consultant shall incorporate the results from the Western Riverside Council of Governments (WRCOG’s) Transit-Oriented Development (TOD) Study and the Interregional Transit, Buspool, and Vanpool Study, which is being conducted by SANDAG and is expected to be completed in spring 2009. Additionally, this work shall coordinate with the smart growth land use planning efforts also underway in the I-15 and I-215 corridors.
The Consultant shall include an analysis of transit priority treatments and transit lane infrastructure development in the SIP. The Consultant shall develop preliminary phasing options for Express Bus and BRT services given existing and proposed infrastructure. I-15 IRP partners will continue to collaborate among transit providers to continue to coordinate transit service on the I-15 corridor, such as proposed refinements to the I-15 Express and BRT services.

Meetings/Presentations: Up to one (1) meeting/presentation with project partners after draft deliverable.


Task 4: Cost Effectiveness Analysis and Overall Funding Strategy

The Consultant shall include in the State Implementation Plan (SIP) a cost effectiveness analysis and overall funding strategy. This will provide Caltrans, RCTC, and SANDAG with the planning level cost estimates for short-term project deliveries and funding strategies. The SIP would not be limited to highway projects, but would investigate and analyze multimodal options for the I-15 corridor, in keeping with the philosophy of the I-15 IRP. Projects shall be presented to the I-15 IRP Policy Committee to determine prioritization of the suite of potential projects and to recommend what specific projects should be developed and determine which projects are appropriate for each agency to implement. In addition to presenting the list of projects to the I-15 IRP Policy Committee, challenges to implementation shall be identified including both infrastructural and service delivery constraints along with institutional constraints such as funding, jurisdictional boundaries, and multiple service providers, including labor/union involvement.

Meetings/Presentations Up to one (1) meeting/presentation with project partners after draft deliverable.

Deliverable: Technical Memorandum on Cost Effectiveness, Challenges, and Overall Funding Strategy.

Task 5: Draft Strategy Implementation Plan Document

The Draft SIP shall combine the analysis done for the previous tasks, prioritize the proposed strategies and projects, and present a clear action plan for the agencies to follow in the implementation of short-term projects selected by the I-15 IRP Policy Committee.

The Draft SIP shall incorporate the analysis of existing and potential park-and-ride facilities that evaluated possible short-term strategies to accommodate the increasing need for park-and-ride spaces and lots due to an increasing number of vanpool and carpool riders. This evaluation will be conducted by RCTC staff and provided to the Consultant.
The Draft SIP shall incorporate the results of the Interregional Transit, Buspool, and Vanpool Study.

Meetings/Presentations: Up to two (2) meetings/presentations with project partners after draft deliverable.

Task 6: Final Strategic Implementation Plan

The Consultant shall incorporate the comments from the I-15 partners and I-15 IRP Policy Committee into the Final SIP.

Meetings/Presentations: Up to two (2) presentations with project partners to present final SIP.

Deliverable: Final SIP Report.
**Introduction**

The I-15 Interregional Partnership (I-15 IRP) Phase III Housing Strategy calls for the development of a Smart Growth Concept Map for selected Western Riverside cities, modeled after SANDAG’s Smart Growth Concept Map for the San Diego region. This initial mapping effort will focus on three pilot cities: Temecula, Murrieta, and Lake Elsinore. The purpose of this report is to provide a status update on the initial map and to inform the Committee on discussions between the Western Riverside Council of Governments (WRCOG) and the Southern California Association of Governments (SCAG) to expand the project area boundaries following the end of grant funding from Phase III.

**Discussion**

Development of the Western Riverside Smart Growth Concept Map includes both land use and transit planning components focused on identifying smart growth opportunities centered on the I-15 and I-215 freeway corridors and along existing, planned, and possible future transit corridors in the region.

The planning effort will ultimately result in a set of specific Smart Growth Place Type categories applicable to the cities of Temecula, Murrieta, and Lake Elsinore; the identification of various smart growth opportunity areas per city corresponding to these place types, data analysis and general land use site descriptions for those areas, and an initial Smart Growth Concept Map illustrating those areas and the existing transportation and transit services connecting them. Attached is a draft interregional map illustrating the connections between the smart growth opportunity areas in northern San Diego County and those being considered for the initial Western Riverside smart growth effort.

The Phase III Transportation Strategy will complement this effort through contributions from the Transportation Strategic Implementation Plan (SIP) currently being developed by the Riverside County Transportation Commission (RCTC) and consultant firm Wilbur Smith.

During the course of planning for this effort, SCAG (the Metropolitan Planning Organization that receives subregional input from WRCOG) agreed to provide additional funding through its Compass Blueprint Demonstration Project grant program to expand work to a larger subregional study area with the goal of developing an expanded Smart Growth Concept Map and Transit Development Plan to additional areas in the Western Riverside County area. The outcomes of the initial work
funded by the I-15 IRP will provide a foundation for the expanded project. It is anticipated that this work could be used as a model for SCAG and its subregions as they develop their Sustainable Communities Strategy (SCS) for the next update of the SCAG Regional Transportation Plan (RTP).

While significant progress has been made, additional work and analysis remains to be done. These items will continue to be refined as work continues and as further input is gathered from staff, policymakers, and I-15 IRP partner agencies. The final initial Western Riverside Smart Growth Concept Map will be completed by the end of 2009 in time for the culmination of Phase III grant funding in February 2010.

Attachment: 1. I-15 Interregional Partnership Phase III – Draft San Diego/Western Riverside Smart Growth Concept Map

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Introduction

The purpose of this report is to provide an update on the I-15 IRP Workforce Housing Project. In addition to the development of a Western Riverside Smart Growth Concept Map, the housing component of Phase III of the I-15 calls for the development of a proposal for a workforce housing project that will help reduce the strain on the interregional transportation system by providing more affordable housing opportunities for employees who work in the San Diego region, particularly those who work in the North County area. The project goals are to:

1. Identify potential sites for moderate income/workforce housing projects in Northern San Diego County in Smart Growth Opportunity Areas along the SPRINTER line
2. Foster the involvement of one or more large regional employers toward a proposal for a workforce housing project at one or more of the identified sites
3. Identify specific development and financing components for a successful project
4. Generate needed support from regional and local partners to facilitate a successful project
5. Advance the project as much as possible toward achieving the actual construction of a workforce housing project
6. Build a foundation for a workforce housing project that could be emulated elsewhere along the SPRINTER line and in other areas of the region

Discussion

For this component of the I-15 IRP Housing Program, SANDAG sought proposals from qualified firms for professional services to provide assistance on the Workforce Housing Project. A Request for Proposals (RFP) was issued and SANDAG has entered into a contract with Keyser Marston Associates (KMA) to undertake the scope of work for the project. Work on the project began in May and is scheduled to conclude by January 31, 2010. The final draft scope of work includes the following tasks/deliverables:

Task/Deliverable 1 – Initiation and Identification of Potential Sites
- Develop an e-mail questionnaire regarding potential sites to be forwarded to the cities of Oceanside, Vista, San Marcos, Escondido, and the County of San Diego planning and redevelopment officials, as well as California State University San Marcos, North County Transit District (NCTD), and Palomar Pomerado Health.
• Conduct an independent review of available land for sale using third-party data sources.

Based on the input of the various jurisdictions and organizations, KMA will recommend to SANDAG, for further review, three to five candidate sites for workforce housing development in Northern San Diego County, specifically for households with income levels between 80 to 120 percent Area Median Income (AMI) and targeting the following areas:

1. The areas identified for potential residential development in the Oceanside and Escondido Station Area Master Plans recently completed by NCTD
2. Vacant and redevelopment/infill land within the smart growth opportunity areas along the SPRINT line designated on the Smart Growth Concept Map

Task/Deliverable 2 – Site Analysis

Evaluate the sites identified in Task 1 to select one preferred site for further study/analysis.

A. **Site Analysis** - KMA will create an evaluation matrix of the three to five candidate sites from Task 1. The matrix will include:
   a) Ownership, size (square feet), existing uses, surrounding uses, land use and zoning
   b) Whether the site is in a Redevelopment Project Area
   c) City policies and/or inclusionary requirements
   d) Potential local support and/or opposition to moderate/workforce housing development

B. **Stakeholder Interviews** - KMA will interview three developers regarding approaches to development of workforce housing and opportunities to partner with public agencies and/or institutional employers.

C. **Project Description(s)** - KMA will prepare project descriptions for possible development scenarios for three to five candidate sites that are consistent with site conditions and land use/zoning, including range of land uses, densities, parking solutions, etc. For illustrative purposes, KMA also will provide photographic examples of comparable developments.

D. **Meeting** - KMA will participate in one meeting of a maximum of two hours with SANDAG staff to review draft findings from Task 2. Following this meeting, SANDAG staff will provide direction regarding the preferred site (maximum of one) and the preferred development options (maximum of three).

Task/Deliverable 3 – Financial Feasibility, Implementation Strategy, and RFP Approach

Following review and input from SANDAG staff, KMA will draft a proposal for a workforce housing project at the preferred site identified in Task 2. The draft proposal shall be broadly representative of near-term development opportunities within the jurisdiction where the site is located and shall include, but not be limited to, the following components:
A. **Financial Feasibility** - KMA will prepare financial pro formas to test the viability of the development economics for each development scenario (maximum of three). Each financial pro forma will include estimates of development costs, sales prices, or rental rates for households making between 80 to 120 percent of Area Median Income, developer return, and supportable land value. KMA will use order-of-magnitude industry standards and our own experience with other developments to estimate these costs.

KMA will conclude on the relative financial feasibility of each development scenario based on a comparison of the supportable land value derived from the pro forma analyses and the potential acquisition costs determined during Task 1.

B. **Implementation Strategy** - KMA will review methods of implementation appropriate for the preferred alternative. Further, KMA will prepare a menu of potential funding sources and/or mechanisms available to help implement the workforce housing project. KMA will identify specific methods or programs, provide a brief definition, and assess the applicability of each approach to the project. Potential sources and/or mechanisms may include:

- Tax increment financing and associated bonding capacity (where applicable)
- Infrastructure Financing District (where applicable)
- Developer exactions and/or developer impact fees
- Community Facilities District (CFD) or Special Assessment District
- State general obligation bonds authorized by voters
- Partnerships with institutional employers or other large employers that may provide development incentives
- Other incentives, such as deferral of development impact fees, reduction in parking ratios, modified comparability of units, etc.

C. **RFP Approach** - KMA will recommend an approach to the developer selection process. This approach will include a checklist of the key components and submittal requirements of a developer solicitation document such as an RFP. (The actual RFP will be prepared by SANDAG in conjunction with the local jurisdiction.)

**Task 4 - Final Proposal**

SANDAG will create a Final Proposal for a workforce housing project at the preferred site identified in Task 2 based on review and input from stakeholders involved in the project.

**Task/Deliverable 5 - Presentation Materials**

During the course of this work, SANDAG will prepare materials to be presented to two SANDAG working groups, the SPRINTER Smart Growth Working Group and the Regional Housing Working Group, whose members will provide input into the study. Materials will cover:
a) Status updates and/or draft products for Tasks/Deliverables 1 to 4
b) Possible approaches to generating potential financial support toward a workforce housing project

Attachment: 1. I-15 Interregional Partnership Phase III - Draft Workforce Housing Map

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UPDATE ON THE I-15 INTERREGIONAL PARTNERSHIP (I-15 IRP) Economic Development Strategic Plan

Introduction

Economic Development has been a key element of the I-15 IRP effort from the outset. Two of the interregional strategies that were developed in Phase I fell into the Economic Development realm: to facilitate greater collaboration between regional economic development entities and to improve job growth through the promotion of new employment opportunities in the cluster industries that drive the bi-regional economies. Phase II implemented those strategies through the completion of a two-county Employment Cluster Study (Cluster Analysis and Opportunities for Cooperative Economic Development) that identified key clusters shared by both economies and provided recommendations on how to pursue economic prosperity in both regions.

The scope of work for Phase III calls for facilitating the development of a collaborative strategic action plan between regional economic entities to encourage greater cooperation between the industry clusters identified in Phase II. In particular, the cluster study recommended that cooperative initiatives be undertaken to 1) provide employment opportunities that would ensure a rising standard of living, 2) identify ways to develop, shape, and expand traded clusters, 3) to develop and support shared infrastructure investment, and 4) to develop workforce training and education programs targeting the labor force requirements of selected traded clusters.

Discussion

To implement the recommendations from the Phase II cluster study, an Economic Development Task Force will be formed as part of Phase III and will consist of business and economic development representatives from Riverside and San Diego counties. To help establish this Task Force, a core group of economic development representatives have been asked to guide the development of this work. This group consists of two representatives from the Riverside and San Diego regions. Currently, this group has been working with SANDAG and the Western Riverside Council of Governments (WRCOG) staffs to select a consultant that will perform the analysis to identify specific trade clusters in Riverside County that were listed in the Cluster Study.

Four consulting firms were interviewed on April 17, 2009, and BW Research Partners was selected to provide research and analysis on selected industry clusters and coordinate three economic development workshops. Since the selection of BW Research Partners, two conference calls have been held with the Core Group of Economic Development representatives along with staff from WRCOG and SANDAG.
The outcomes from the conference calls have been a narrowing of cluster industries based on those identified in the Employment Cluster Study, a timeline of activities covering from June to early October and workshop dates. The first of the workshops will be held on June 24 from 9 to 11 a.m. with the location in either the City of Escondido or the City of Temecula. The second workshop is scheduled for July 28, 2009, from 9 to 11 a.m. with the location to be determined. The first workshop will be to introduce the project and determine project outcomes. The second workshop will determine strategies to be developed and the third workshop will determine the action plan for moving forward with the selected industry clusters.

A second task for Economic Development in the I-15 IRP is to create a business database that can be posted to a Web portal in an effort to connect local businesses together. The objective for this task is to encourage local businesses to use other local businesses to supply goods and services. WRCOG staff is working with the Connectory, located in San Diego, along with the Southwest California Economic Development Corporation (EDC), representing the cities in the Temecula Valley, to determine: 1) how the I-15 IRP can establish a portal, 2) how the Connectory and the EDC can maintain the portal, 3) resources for collecting business data, and 4) the best method for populating the business database. Once the database is created, it will be uploaded to the Web portal. WRCOG staff is working on coordinating our initial meeting between the two organizations.

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