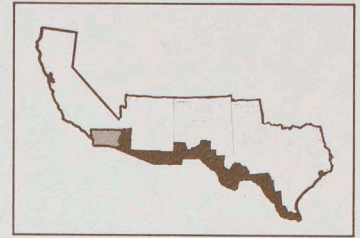




CALIFORNIA OFFICE OF THE
SOUTHWEST BORDER REGIONAL COMMISSION



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May 7, 1979

Herman Baca
1837 Highland Ave.
National City, CA 92050

Dear Mr. Baca,

The California Office of the Southwest Border Regional Commission has recently completed the first draft of a State Investment Plan for the state border region which includes Imperial, Riverside and San Diego Countys. This plan, when adopted, will guide the Commission in determining the economic development needs of the region and it will assist the Governor in setting priorities for the expenditure of Federal and State funds.

I have enclosed an executive summary of the Draft State Investment Plan for your review and comment. All recommendations received within thirty days will be taken into consideration in the final draft of the plan.

If you have any questions regarding the executive summary, or if you would like to see the more detailed information contained in the complete draft, please contact me at 1200 Third Avenue, Suite 414, San Diego California, 92101, (714) 236 5358.

I look forward to receiving your comments on the Plan.

Sincerely,

Larry Piper
Planning Director, CASBRC

LP/vre

enclosure

DRAFT FOR DISCUSSION
NOT APPROVED

CALIFORNIA OFFICE OF THE SOUTHWEST BORDER REGIONAL COMMISSION
STATE INVESTMENT PLAN
EXECUTIVE SUMMARY REPORT

MAY 7, 1979

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I TITLE V REGIONAL ACTION COMMISSIONS: OVERVIEW

Title V of the Public Works and Economic Development Act of 1965, as amended, authorizes the Secretary of Commerce to designate multistate economic development regions, with the concurrence of the States within such regions, upon a finding that the regions lag behind the rest of the Nation when judged by certain criteria set forth in the Act.

Upon designation of a region, the States comprising the region are invited by the Secretary of Commerce to establish a regional action planning commission. Each commission is composed of a Federal member (the Federal Cochairman) appointed by the President and the State members, who are the Governors of the States in the region.

The Commissions are required to develop long-range comprehensive plans which, after being approved by the Secretary of Commerce, serve as guidelines for program and project funding.

To accomplish their objectives, the Commissions are authorized to:

1. Advise and assist the Secretary of Commerce in the identification of optimum boundaries for multi-state economic development regions;
2. initiate and coordinate the preparation of long-range overall economic development programs for such regions, including the development of comprehensive long-range economic plan approved by the Secretary;
3. foster surveys and studies to provide data required for the preparation of specific plans and programs for the development of such regions;
4. advise and assist the Secretary and the states concerned in the initiation and coordination of economic development districts, in order to promote maximum benefits from the expenditure of Federal, State, and local funds;
5. promote increased private investment in such regions;

6. prepare legislative and other recommendations with respect to both short-range and long-range programs and projects for Federal, State, and local agencies;
7. develop, on a continuing basis, comprehensive and coordinated plans and programs and establish priorities thereunder, giving due consideration to other Federal, State, district, and local planning in the region;
8. conduct and sponsor investigations, research, and studies, including an inventory and analysis of the resources of the region, and, in cooperation with Federal, State and local agencies, sponsor demonstration projects designed to foster regional productivity and growth;
9. review and study, in cooperation with the agency involved, Federal, State, local public and private programs and, where appropriate, recommend modifications or additions which will increase their effectiveness in the region;
10. formulate and recommend, where appropriate, interstate compacts and other forms of interstate cooperation, and work with State and local agencies in developing appropriate model legislation; and
11. provide a forum for consideration of problems of the region and proposed solutions and establish and utilize, as appropriate, citizens and special advisory councils and public conferences.

Organizationally the Commissions are relatively simple. The Federal co-chairperson and the Governors of the States serve as the Commission. The Commission is served by a staff headquartered in Washington, D.C., but with field/district offices in the region. This staff is fully paid by the Federal Government in the first two years and thereafter funded on a 50-50 basis with the States. Program/project funds are approved by Congress in the normal budget cycle of all Federal agencies.

One of the Congress's major purposes in authorizing the regional commission concept was to strengthen the influence of State Governors in formulating and executing national economic policies and programs. While the Commissions are autonomous, they have close association with the Commerce Department. The Secretary of Commerce is charged

with providing coordination and liaison between the Commissions and the Federal government on the one hand, and policy guidance and direction to the Federal members of the regional organizations on the other.

This, then, is the Federal Legislation which enabled the establishment of the Southwest Border Regional Commission (SBRC).

On August 8, 1977, the Southwest Border Regional Commission held its first organizational meeting in San Diego attended by the five members of the Commission, the governors of the four States and the Federal Commissioner.

The first responsibility of the Commission is to develop a coordinated plan of development for the entire border area. To meet this responsibility, it was decided at the initial meeting of the Commission that each state would set up an office for the purpose of gathering the information necessary for such a plan. Each of the four states included in the SBRC has taken possession of this responsibility and is actively engaged in the collection of data and the preparation of a regional development plan. The Commission's efforts are being supported by the States by various Federal grant-in-aid programs. The Commission's sponsored State public investment program, however, is intended to be more comprehensive than any of these. Its purpose is to provide a comprehensive planning tool which will strengthen the ability of the Governors to formulate policy, manage programs and plan their investments at a regional level.

II THE SOUTHWEST BORDER REGIONAL COMMISSION

The Southwest Border Regional Commission is the Title V Regional Action Planning Commission which has been given the responsibility to deal with the problems facing the international border region which includes parts of Arizona, California, New Mexico, and Texas.

On August 8, 1977, the Southwest Border Regional Commission held its first organizational meeting in San Diego attended by the five members of the Commission: the governors of the four states and the Federal Cochairman.

The first responsibility of the Commission is to develop a coordinated plan of development for the entire border area. To meet this responsibility, it was decided at the initial meeting of the Commission that each state would set up an office for the purpose of gathering the information necessary for such a plan. Each of the four states included in the SBRC is thus concerned with planning the economic development of their own portion of the international border region. Many state agencies are already preparing annual plans according to criteria and guidelines laid down by Federal agencies for the expenditure of the funds allocated to the States by various Federal grant-in-aid programs. The Commission's sponsored State public investment program, however, is intended to be more comprehensive than any of these. Its purpose is to provide a comprehensive planning tool which will strengthen the ability of the Governors to formulate Policy, manage programs and plan their investments at a regional level.

III THE CALIFORNIA OFFICE OF THE SOUTHWEST BORDER REGIONAL COMMISSION

1. Purpose and Scope -

The California Office of the SBRC is the product of a contractual arrangement between the Federal government of the United States and the State of California. Through this contractual arrangement, the long awaited goal of developing a federal-state "partnership" is now a reality. The coordinating effort extends, on one hand, to individuals, interest groups, agencies and governmental bodies within a three County area of California, and, on the other hand, to the Federal government and the states of Arizona, New Mexico, Texas and Baja California Norte.

2. Establishment of CASBRC -

The California Office of the Southwest Border Regional Commission (CASBRC) was established by an Executive Order of Governor Brown on September 8, 1977. The order stated that the communities along the Mexican border faced particular problems unique to the region, and pointed out that the establishment of a California office would provide a focal point within State government to accomplish the economic development goals set forth by the Commission.

Three California counties are included within the boundaries of the Commission: Riverside, Imperial, and San Diego. In response to the needs of the people of this border region, the primary planning goal of the California office will be to raise the real standard of living of the inhabitants of the three counties, in a measurable and accountable fashion.

Although concerned with overall economic and quality of life improvement, the CASBRC is not designed to be a direct funding source for all local, sub-regional, or regional projects. Rather, its general purpose is to assist the individual agencies, industries,

and governments within its area to maximize their own potential for future development. A necessary adjunct to meeting this purpose will be to leverage funds and multiply local resources through the development of financial instruments to acquire outside funds for local use.

The State Investment Plan for the economic development of California's sector of the international border region. The State Investment Plan serves two major functions:

First, the State Investment Plan evaluates the region's progress towards balanced economic growth. This evaluation is based on a thorough examination of the needs and resources of each subregion as well as the demographic and economic trends of the past decade.

Second, the State Investment Plan develops goals and objectives, programs and strategies for coordinating local initiative with State and Federal investment funds for the purpose of promoting regional economic growth.

The SIP goals establish the direction of an action oriented investment plan. Investment programs will be developed around the general goal areas of:

- 1. Employment Development
- 2. Development of Alternative Energy and Technologies
- 3. Coordinated Binational Development with Mexico
- 4. Improved Housing, Health, Education and Environment

The priorities for these programs will be determined by the availability of human and physical resources, by their position in the overall framework of the planning process and by analysis and evaluation of community input. In this fashion, timely, relevant, and positive steps may be taken to achieve suitable economic development goals.

IV THE STATE INVESTMENT PLAN (SIP)

1. Purpose and Scope -

The California Office of the SBRC has a legislative mandate to develop a State Investment Plan for the economic development of California's sector of the international border region. The State Investment Plan serves two major functions:

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The State Investment Plan also establishes a framework for an ongoing economic development planning process. This planning model seeks to define the present regional economy and provide aid for the current deficiencies while monitoring the changing socio-economic conditions in order to respond to future development needs. The intent of the SIP is to stimulate local forums which will provide continuous input into the determination of the most effective projects with immediate and visible impacts as well as long range development programs. In this way, the SIP remains a dynamic and relevant planning tool for the promotion of regional development which is socially responsible and accountable to shared community goals.

The California SIP, along with the State Investment Plans from Arizona, New Mexico, and Texas, will be incorporated into the development of a Regional Comprehensive Development plan designed to benefit the border areas of all four southwestern states.

In addition to its concerns along the U.S. side of the international border, the CASBRC will also work closely with the officials of the Mexican government and the State of Baja California so that the resources of both countries are efficiently utilized.

2. Methodology -

The planning program for the California Office of the Southwest Border Regional Commission was designed to emphasize the promotion of regionalism as an innovative approach to solve those problems of the Region that transcend city, county, state and even national boundaries.

The CASBRC program was conducted according to a logical phased planning sequence that identified the economic development priorities in the State's border region based on an analysis of

existing and projected problem areas.

The first phase of the planning program began with the development of the informational data base which was needed to provide an overview of the geography, demographics and socio-economic conditions of the border region. The major products of this phase were Area Profiles of the three counties and Baja Mexico.

In addition to presenting a synopsis of current conditions, these profiles will be used to establish a benchmark for assessing the impacts of future programs and the direction of regional trends.

A second phase of the planning process dealt with an analysis of adopted regional goals. The governors of the four states comprising the SBRC have adopted general overall goals for regional economic development, binational planning, provision of needed social services and the development of energy resources. However, the region within the California jurisdiction of the Border Commission consists of numerous subregional areas which are affected differently by the dynamic forces of urbanization and industrialization. Thus an initial task of the planning programs was to review the socio-economic development plans and policies adopted by the regional planning bodies within the CASBRC area so that established subregional objectives could be viewed in relation to the regional development

The third phase of the planning process developed an assessment of the social and economic relationships which impact regional development. A discussion of regional economic patterns, the interrelation of multi-state concerns and the importance of socio-economic trends led to an understanding of the Commission's function as an agent of regional development. The possible effects of national and international issues on the development of the Calif-

ornia border region were also examined. This assessment of regional issues helped to narrow and define the relationship of the regional Commission to the other economic development agencies within the border area.

The intent of the fourth phase was to conduct a comprehensive analysis of the socio-economic needs of the CASBRC region in order to determine the areas of economic development in which the Commission could be most effective. This analysis included an assessment of Regional, subregional and binational needs with special attention being given to the impacts which these conditions have on the disadvantaged residents of the border region.

The implications of these special needs were discussed in terms of the present inadequacies of regional planning to identify and respond to the unique needs of the disadvantaged. This was identified as an area requiring further technical assistance and analysis.

The fifth phase saw the culmination of the regional analysis in the formation of policies designed to capitalize on present and potential regional assets for the resolution of identified regional needs. The adopted regional goals were reflected in a series of specific, action-oriented short-term goals and objectives.

3. Public Participation -

The California Office of the Southwest Border Regional Commission is concerned with an area and a program in which many other groups and agencies in the region have significant interests. These groups and agencies include Federal, State, and local officials, universities, civic and trade associations, professional societies, farmers and many more. One aspect that makes the Commission unique is that its concerns are also shared by various levels of government of the Republic of Mexico.

The Commission must make sure that the views and opinions of all the groups, agencies and residents which share its common interests are considered in the development of the State Investment Plan.

The program for providing local on-going policy level direction in the overall development plan includes input from local administrators, community and business leaders, researchers and technicians. Public response to the State Investment Plan will be gathered through a series of open workshops, interviews and surveys conducted throughout the region. In this way the Commission will be assured that all viewpoints are discussed and considered prior to a final decision being reached that would effect the development of the region.

The importance of gathering a wide cross section of community response cannot be underestimated. If there is one objective that the California Office of the Southwest Border Regional Commission must make clear from the beginning, it is that the people of the region will have the opportunity to participate in shaping the future of regional economic development through the State Investment Plan.

V REGIONAL AREA ANALYSIS

This analysis presents a summarization of some of the regional issues and needs considered in the SIP. The analysis builds upon a long history of economic assessments which have been conducted throughout the region. For example, current employment data comes from the State of California's Employment Development Department (EDD). The Overall Economic Development Program (OEDP) in each county publishes annual reports on local economic activities and county wide development objectives. The Councils of Governments (SCAG, CPO) produce population, employment and housing projections. A host of other agencies, including Chambers of Commerce, Economic Development Agencies and Employment Training Programs produce studies describing localized characteristics of the economy and labor force. All of these sources were reviewed and integrated into the SIP's overall framework for regional analysis. The conclusions drawn from this analysis are presented in terms of binational, multistate, regional and sub-regional issues.

1. Binational Issues -

The economic development of the California border area is closely tied to the development pressures of Mexico's border states. The economy of the binational border region is closely integrated and interdependent, since most of the dollars spent in Mexico are used to buy merchandise in the U.S. Thus there is mutual concern for the co-ordinated development of the region's resources, including water, energy, agricultural lands and fisheries. Cooperative planning is required for improved transportation, communications, trade and tourism between the two nations. The recent improvements in diplomatic relations between the U.S. and Mexico indicate that

a new basis for friendship and cooperation has been established which will promote the resolution of such chronic border issues as the control of pollution, sewage and contraband and the protection of the flow of goods and people required to maintain agricultural and industrial production on both sides of the border.

2. Multi-State Issues -

The four-state border region is linked by a number of problems whose impacts are felt across state lines. Chief among these are issues of water allocation, labor in-migration, energy transmission, transportation deficiencies, pollution spillover, population growth, emergency services coordination and data sharing.

3. California Border Region Issues -

* Unemployment and job development persist as chronic problems.

The region's present employment rate (10.4%) continues in its long trend of exceeding the state (6.6%) and national (5.7%) averages.¹ Unemployment is significantly higher than the regional average among ethnic minority populations and youth, and among those border residents who are concentrated in the older urban centers and in small rural communities and Indian Reservations. Underemployment, the use of labor for unskilled jobs, is also critically high in these sectors.

Factors contributing to unemployment and underemployment include rapid population growth and expansion of the labor force; fluctuations in seasonal employment; increased mechanization and decreased labor intensity of industries; structural employment barriers such as low education levels and lack of technical skills; and inaccessibility to major employment centers.

¹ Source: EDD.

* The region's heavy dependence on the private auto is leading to serious problems with congestion, pollution and restricted mobility due to gas shortages. These problems are compounded by the fact that throughout most of the region there is virtually no convenient mass transit available.

* The present operation of the region's industry and transportation is almost totally dependent on imported, nonrenewable fuels. Energy use per capita is very high due to the use of inefficient transportation, the need for air conditioning, and general waste. Economic development over the foreseeable future will thus be determined by the price and availability of oil, gas and coal unless other sources are quickly developed. The region does have the potential for becoming energy independent if practical application can be made of available alternative power sources and conservation is applied. New State laws granting tax incentives for Solar Collectors and San Diego County's ordinance requiring solar installations in new construction may serve as models for the rest of the border region.

* The region lacks a strong basic industrial sector and job creation in this area of the economy has not kept pace with population growth. Mechanization and changes in technology have further reduced the labor intensity of Agriculture and other base industries. Reliance on mechanization has also led to a decline in small farm agriculture.

Industrial development is stifled by the region's poor location in relation to national transport routes, proximity to Los Angeles, high costs for water and energy, and lack of mineral resources and skilled labor. Government constraints on industry are increasing due to quality of life concerns but the impact of these constraints is more widely recognized and efforts are being made to streamline permit and review procedures.

In the absence of a dominant industrial base, there is a growing dependence on the trade and service sectors for the majority of the region's employment. Tourism and retail trades are increasingly important sectors of the regional economy, while government is declining.

* Competition for limited resources leads to conflicts between urbanized and rural-agrarian areas. Much of the border region is still sparsely populated, lacks essential services, and is dependent on imported water for its agricultural base. The region's urban centers also require vast amounts of imported water and energy as well as public funds for the provision of basic services and capital facilities. Rapid population growth is creating pressure for the urbanization of rural areas and the border region is further impacted by large, rapidly expanding urban centers outside its northern and southern boundaries, which tend to absorb the region's resources and spillover their pollution and social problems.

* Cutbacks due to the decrease in tax revenue resulting from the passage of proposition 13 have created major hardships in some communities. Budget cuts have forced the elimination of many government positions, hiring freezes, the reduction of municipal services, and the deferred maintenance and construction of capital improvements. State and local governments are under pressure to force a more equitable distribution of tax savings.

* Population growth in the California border region has been dramatic even for the traditionally explosive sunbelt area. Since 1970 the border region has grown by 28.7% compared to an 11.4% growth rate for the state and a 7% rate nationwide. Strong population gains are projected for the next few years as a result of a large number of people in the child-bearing age group and the continued growth

of in-migration to Southern California. The accelerated growth rate of the region directly impacts the tight job and housing markets and leads to an increased demand for social services. The effect of growth management controls has been largely confined to directing the mix and location of development rather than diverting growth per se.

* There are acute shortages of low and moderate income housing throughout the region as well as concentrations of substandard housing in low income areas. The lack of affordable housing accessible to employment centers creates a major barrier to employment. The California border region leads the state and the nation in the high cost of housing, mortgages and the rate of inflation.

* Tourism has become an increasingly important factor affecting the economy of the border region. The service sector benefits directly from the tourist dollars spent on conventions, hotels, restaurants, transportation, etc. However, the rising number of recreational visitors using the region's deserts, mountains and beaches or just passing through bound for Mexico have added greatly to the cost of maintaining roads and providing police, fire and rescue services while generating very little income to defray these costs. Tourism also contributes directly and indirectly to the aggravation of regional problems such as energy consumption, air pollution and in-migration.

* The economy of California, like other Border States, has crucial ties to the economy of Baja California. The residents of Tijuana and Mexicali are estimated to spend up to 60% of their incomes in stores and with merchants north of the border. Within the San Diego region, retail sales to Mexican shoppers were estimated at \$220 million last year. In Calexico as much as 60% of the retail

dollar volume comes from Mexicali, as does 33% of county-wide sales. Thus, the binational border area must be considered as a functional economic unit. Any action by the Mexican government which alters the economic situation along the Mexican border, such as revising the Free Trade Zone, restructuring the Twin Plants program or devaluating the peso, will have a significant impact on the economic development of the California border.

- San Diego County

Employment needs were found to be particularly critical within the South Bay, Central San Diego, National City, Southeast San Diego, Mountain Empire, Oceanside and Poway suburbs, as well as all of the County's 17 Indian reservations.

Substandard and overcrowded housing were found to be concentrated in a number of areas throughout the County, most noticeably South Bay, Central San Diego, National City, Southeast San Diego, Poway, Crest, and Ramona.

Health needs were judged to be most critical in San Ysidro, Jamul, Poway Valley, Palomar-Julien, Valley Center, Ramona, Oceanside, Central San Diego, Southeast San Diego and Mountain Empire.

Deficiencies in community education were found to be severely impacting in National City, Central San Diego, Southeast San Diego, Chula Vista, Ramona, Poway, Mountain Empire, Vista, Oceanside, Fallbrook, Escondido, Mid City, and all Indian Reservations.

The needs analysis revealed that there are several areas where critical needs in all categories are concentrated. Thus strategies for socio-economic development of the border region will be designed to give particular attention to such areas as the South Bay, Central San Diego, National City, Southeast San Diego, Oceanside, the

4. Subregional Issues -

A review of economic and demographic indicators for the three Counties revealed that there are significant deficiencies in several of the categories of socio-economic development addressed by the goals and objectives for the California border region. The analysis indicated specific needs for improved employment opportunities, housing, health and education.

- San Diego County

Employment needs were found to be particularly critical within the South Bay, Central San Diego, National City, Southeast San Diego, Mountain Empire, Oceanside and Pauma subareas, as well as all of the County's 17 Indian reservations.

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Health needs were judged to be most critical in San Ysidro, Jamul, Pauma Valley, Palomar-Julian, Valley Center, Ramona, Oceanside, Central San Diego, Southeast San Diego and Mountain Empire.

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The needs analysis revealed that there are several areas where critical needs in all categories are concentrated. Thus strategies for socio-economic development of the border region will be designed to give particular attention to such areas as the South Bay, Central San Diego, National City, Southeast San Diego, Oceanside, the

rural communities of East County and the County's Indian reservations.

- Imperial County

Employment needs were found to be the most serious economic problem throughout the County. Agricultural employment in the Imperial Valley shows a seasonal fluctuation of 5,000 jobs and a continuous displacement of hand labor by mechanized processes. This is a major factor contributing to average annual unemployment rates of over 20%.

Although the development of geothermal resources holds great potential, the growth of manufacturing industries has been slow and currently provides only 6% of total employment. The cities of Brawley, Calexico, El Centro and Imperial have encouraged the development of a manufacturing base with the construction of industrial parks, but have thus far leased only 377 acres countywide.

The greatest numbers of unemployed, uneducated, poorly housed and nutritionally deficient are concentrated within the County's three major metropolitan areas of El Centro, Brawley and Calexico, which also contain 57% of the total population. Deficiencies in housing, education and employment also exist to a lesser extent within the smaller incorporated cities of Holtville, Imperial, Calipatria and Westmorland.

Most of the County's needs, however, are all pervasive. The entire County has been designated by the Public Health Service Agency as a critical health manpower shortage area and most of the populated census tracts are classified as Medically Underserved Areas. The unemployment rate is well above the state and national levels in all areas except for a few retirement communities. Thus strategies for socio-economic development will be designed to promote the provision of primary health, education and housing needs and the development of basic employment in the growth centers

which serve the entire County.

- Riverside

Critical needs in Riverside County were found to vary along with the geography and primary occupation of the diverse areas within the region. The agricultural valleys of the east county showed problems of overcrowding, poor health and low skills levels, while the industrial centers in the north west were found to have concentrations of high unemployment, substandard housing, and inadequate public facilities. Some of the older central business districts were found to be decaying and unable to attract new industry. Within the cities, there was a lack of basic manufacturing employment and insufficient natural gas to supply large industrial and commercial users. A number of rural communities have become retirement centers and now show characteristically low median incomes along with increased public welfare needs.

Unemployment within the county continues to exceed the state and national rates and was found to be highest in Riverside, Banning, San Jacinto, Beaumont, Norco, Perris Valley and various unincorporated areas of the west county.

Depressed areas with median incomes below the poverty level were found in Coachella, Lake Elsinore, Perris, Desert Hot Springs and Hemet.

Substandard and overcrowded housing were found to be concentrated in Coachella, Indio, Blythe, Lake Mathews, Norco, Riverside, Jurupa, Corona, Lake Elsinore, Hemet, and unincorporated areas.

Households receiving assistance were located within the cities of Riverside, Indio, Hemet, Corona, and the unincorporated areas of the County.

Low levels of education were found to be prevalent among the residents of the city of Coachella, the Morongo Indian reservation

and the unincorporated areas of the county.

The needs analysis demonstrated that the deficiencies of the industrial areas in the northwest section of the county were significantly different from those of the agrarian southwest section. Thus, strategies for socio-economic development of this section of the border region will be strategically designed to promote the types of development most applicable to the needs of each area.

- Need for Further Analysis

This needs assessment presents a socio-economic analysis of the California border region which is as thorough and accurate as possible given the existing data and time limitations. The draft status of this report should be recognized, however, and further review and analysis of current regional economic conditions will undoubtedly result in future revisions of this preliminary report. The CASBRC planning staff encourages the circulation of this draft for review and comment.

5. Disadvantaged Impact Statement -

This report was prepared in order to assist in the formation of the CASBRC Regional Development Policy by identifying the special needs of the disadvantaged and indicating how these needs are linked to key variables within the economic structure of the region.

The Impact Statement was also essential for the formulation of responsible and effective investment strategies. These strategies specify the kinds of projects and programs that will receive priority funding by the Commission and are based on an awareness of the particular types and locations of economic deprivation that are prevalent in the border region and an understanding of the factors which contribute to the present disequilities in economic development. A review of the existing needs of the economically disadvantaged of the California border region revealed the following general findings:

* Census data reveals that the majority of poor families are spread throughout the region. Of all families with below poverty level incomes in 1975, less than 15% actually were residing in concentrated areas of poverty. The remainder of the families were spread throughout the non-urbanized areas of the region. This raises a serious logistical problem for providing for the special needs of the region's poor.

* Poor families who do reside in concentrated areas of poverty already benefit from much higher levels of public assistance than do the poor families who are spread throughout the region. Over 30% of the poor living in areas of concentrated poverty are receiving some form of public assistance, while the region wide average is less than 18% and rural areas are generally 5 to 10% below the average.

* Areas with high concentrations of poor families are not the areas with the highest levels of unemployment. Unemployment, while still very high in urbanized poverty areas, is generally greater in rural areas. Most families living in poverty centers have some source of fixed income, but underemployment is a major problem.

* All of the geographic concentrations of poverty level families have a greater than average percentage of minorities. The majority of these areas have 50% or more minority group members. It is commonly accepted that minorities live in concentrated areas because they are poor and therefore must live in areas of inexpensive housing. This is apparently not true in the border region because, if such were the case, then the white poor would also be concentrated, and according to the census data, they are not. Thus the minority population of the border region is concentrated because of factors other than just low income.

* Poor individuals, in comparison to the poor families living in the border region, receive less public assistance, are more likely

to be white, are less likely to live in urban centers or areas of concentrated poverty, are primarily in the 24 to 56 age category (not elderly or retired), and have total incomes which are markedly lower than those of poor families, where more than one individual may be working. Of all the unrelated individuals in the region, over 30% are below the level of poverty whereas less than 10% of all the families are below the poverty level. Thus, a significant number of the region's disadvantaged are young individuals capable of contributing to the labor force.

* Industrial development, in the form of basic infrastructure and new plants, has been concentrated in areas that are distant from the existing poverty centers and virtually inaccessible for the rural poor.

* Industry and services which have traditionally employed the residents of poverty areas are becoming increasingly mechanized and less labor intensive. Basic industries such as agriculture, manufacturing and construction are adapting to high technology production techniques and specialized services in order to remain competitive. Border residents with low education and job skills are being displaced by competition from cheaper foreign labor and nonresident laborers.

* New commercial and industrial growth centers are seldom located near existing low and moderate income housing.

* The use of basic health facilities, social services, and mental health and counseling services has been restricted by direct and indirect factors. Inaccessibility and lack of transportation facilities are some of the direct causes of underutilization. However, many less obvious barriers exist, especially for the large resident minority population for whom problems with communications and cultural differences are no less formidable.

* Efforts to analyze and plan for the employment and social service needs of the disadvantaged are greatly hindered because data generation has been largely restricted to census data. This data significantly understates the conditions of minorities, especially in the rural areas where the needs are often greatest.

6. Implications for the State Investment Plan -

Several conclusions and implications were drawn from the regional analysis of disadvantaged border residents. The conclusions describe the realities of the economic conditions which have shaped the present development structure along the border and they also point out some of the difficulties in measuring and controlling these forces. All of these factors have direct implications for the creation of the first comprehensive plan for development of the border region. The impact which the State Investment Plan will have on the needs of the disadvantaged will be largely determined by the effectiveness of its strategies to respond to these implications.

* Conclusion: A comprehensive plan for the economic development of the entire border region has never been approved. In its absence, development pressures and local self interests have created an inequitable pattern of economic development.

Implication: The SIP should utilize the unique capacity of the regional commission to coordinate subregional development plans in a manner which is responsible to the needs of all border residents and which takes special note of those sectors which have been traditionally overlooked. Growth centers should be emphasized in depressed regions.

* Conclusion: Plans for development that will better the economic and social conditions of border residents have frequently had only a marginal impact on the problems of unemployment, skills training, housing etc. The types of jobs or housing created have often had

little relation to the needs of the disadvantaged.

Implication: Investment strategies should facilitate local input into a process of review and regulation of the specific kinds of development that will be funded and the exact recipients of the potential programs. Close control of projects should include preliminary and post program monitoring to assess the effectiveness and impact on specified target areas.

* Conclusion: Many common economic and social indicators, such as the rate of unemployment or the number of housing starts, do not provide an adequate understanding of border problems. The problems related to various categories of the unemployed are distinctly different, as are the locations in which they are concentrated. Similarly, the housing boom in some areas of the region has had no significant effect on the availability of low income housing.

Implications: Plans for investment should be based on more detailed analysis of regional conditions than those which currently exist. Programs which purport to improve median levels of income, education and health care, or reduce unemployment and out-migration must then be related to the needs which are identified for particular subregional areas. Thus, although investment programs will address problems of regional significance, they must also recognize that locational disparities prohibit broad brush solutions.

Unfortunately, up-to-date data does not exist for many of the subareas which are identified as economically disadvantaged. Preliminary studies must be made so that local profiles can be put together to illustrate who is actually unemployed and for what combinations of reasons. Similarly, problems with availability of housing, health care and vocational training requires a more detailed analysis

of their functional relationship to local conditions. Isolating these factors will require a substantial planning effort and a continuous review of changing local conditions.

The analysis of regional issues and the special needs of the disadvantaged will be used to guide the design of a development policy for C&S&C funding programs. Basically the development policy establishes the types of projects that may be included in each of several investment program areas and the kinds of project activities that will receive preferred funding status. The intent of the development policy is to capitalize on present and potential regional assets for the resolution of existing and foreseeable regional problems. The analysis of the California border region revealed the following assets:

- * a highly desirable climate and an attractive land and seacoast which combine to form a strong natural tourism base;
- * a large variety of recreational opportunities;
- * a large and mobile labor force;
- * an elaborate highway network throughout the developed areas;
- * abundant natural resources including prime agricultural lands and fisheries;
- * untapped energy resources including geothermal, solar, etc.

The region was also found to suffer from a number of developmental problems including:

- * a high level of in-migration which taxes public facilities, drives up the cost of housing and adds to the high unemployment rate;

VI DEVELOPMENT POLICY

The analysis of regional issues and the special needs of the disadvantaged will be used to guide the design of a development policy for CASBRC funding programs. Basically the development policy establishes the types of projects that may be included in each of several investment program areas and the kinds of project activities that will receive preferred funding status. The intent of the development policy is to capitalize on present and potential regional assets for the resolution of existing and foreseeable regional problems. The analysis of the California border region revealed the following assets:

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- * an elaborate highway network throughout the urbanized areas;
- * abundant natural resources including prime agricultural lands and fisheries.
- * Untapped energy resources including geothermal, solar etc.

The region was also found to suffer from a number of developmental problems, including:

- * a high level of in-migration which taxes public facilities, drives up the cost of housing and adds to the high unemployment rate;

- * the highest inflation, unemployment, cost of living and mortgage rates in the country;
- * inadequate manpower training facilities in many localities to retrain regional labor for the needs of growth industries;
- * heavy dependence on costly imported water and energy;
- * a lack of social services and public facilities in rural areas;
- * low levels of educational attainment in some segments of the population;
- * a lack of freight, mass transit, and air transport facilities;
- * concentrations of substandard housing and a general lack of affordable housing accessible to employment centers;
- * insufficient public funds for development of basic industrial infrastructure and restricted funding for private business investment.

Having assessed the strong and weak characteristics of the region, a variety of development program areas were suggested and evaluated in relation to the achievement of regional goals (see Appendix). A critical appraisal must be made of the potential for each program area to stimulate significant and measurable improvements over present conditions.

Program area:

1. Economic Development

A. General Employment Development:

- * Direct job generating projects and demonstration programs in the target employment sectors identified by the needs assessment.
- * Specialized promotional programs which focus on the struc-

turally unemployed, the underemployed, women and minority job seekers and young adults preparing to enter the labor force. The purpose of these programs would be to describe present job markets and future job opportunities in the border region as well as provide information about basic job application procedures, and various job training and placement programs such as CETA.

- * Technical assistance for grant proposals, feasibility studies, export promotion and other activities related to the development of new jobs for the region. This is especially critical in rural areas where mobil outreach facilities are required.

B. Industrial Development:

- * Technical assistance and demonstration projects which stress the environmentally sound utilization of unique border resources and the development of new technologies.
- * Programs for promoting the development of small, locally owned operated businesses.
- * Programs which provide incentives for private businesses which engage in higher paying, non-polluting activities, and particularly those industries which can diversify the existing economic base.
- * Programs to provide supplemental grants for industrial parks and related industrial infrastructure within selected sites in the border region as an incentive for locating particular types of private businesses in developing growth centers.

C. Agricultural Development:

- * Development programs for the promotion of small independent farms.
- * Technical assistance and demonstration grants for the development of new cash crops, water saving techniques, irrigation, and efficient harvesting and distribution systems.

- * Programs to study methods for improving the health, housing, transportation and labor relation problems associated with agricultural workers.
2. Development and Conservation of Regional Energy Supplies, Natural Resources and the Environment
- A. Energy:
- * Supplemental funding and grants for technical studies and demonstration projects which will make the border area more energy independent by developing power from naturally occurring energy sources such as solar, geothermal, wind and biomass.
 - * Demonstration projects and planning grants to examine methods of reducing the energy consumed for residential, industrial and transportation purposes. Studies of the application of alternative energy sources to residential use and industrial processes.
 - * Vocational training grants for solar technicians, energy specialists and related occupations which will be required for the development of regional energy resources.
 - * Promotion of the border region as a center of alternative energy development through funding for energy exhibitions, new technology trade fairs, seminars, conferences, demonstration projects and support for legislation which provides inducements for the development of indigenous energy resources.
 - * Small business development assistance which gives priority to industries that market or utilize alternative energy conservation techniques.
- B. Natural Resources:
- * Demonstration grants to assist public and private agencies in the development of new techniques and methods of water and soil conservation, fish propagation, reforestation, animal husbandry,

crop protection and harvesting and the development of new cash crops.

- * Grants for programs which promote the recycling and recovery of resources such as water, glass, aluminum, paper, and waste heat, and which assists in developing incentives for conservation in private industry and among the general public.

C. Environmental Quality:

- * Supplemental grants for planning and construction of facilities for maintenance of minimal levels of environmental quality, especially in rural areas and expanding growth centers. Facilities may include water and sewer lines, water reclamation projects, flood control and storm drains, sewage treatment plants, desalinization and geothermal brine recycling plants.

3. Education:

- * Incentives to private businesses to recruit, train, and employ target populations for jobs required by a more diversified economy, especially in those areas where substantial economic potential exists for rapid growth. The expanding economies in these growth centers will require specialists in the fields of computer programming, energy conservation, resource development, agricultural technology, solar and geothermal engineering, etc.
- * Demonstration programs and supplemental grants for vocational-technical facilities, training equipment, mobil training programs, teacher salaries, on-the-job training, CETA apprenticeship programs and other projects which develop employment skill in areas of new technology.
- * Provision of supplemental grants for labor training programs which address specific employment needs, such as training of minorities for management level positions; special skills training

for new technologies being developed in the region; alternative vocational training for seasonal, migrant and displaced workers; and training to increase the productivity, efficiency, and earnings on existing jobs.

- * Provide funding for specialized seminars and technical assistance for training and managers and administrators of small businesses, co-operative enterprises, non-profit housing organizations, etc.

4. Housing and Health

- * Provide funding for demonstration projects and training grants that will employ and instruct construction workers in the repair of deteriorating housing and the installation of insulation, weatherization, and active and passive solar systems.
- * Provide supplemental grants for planning and development of affordable housing accessible to employment centers.
- * Technical assistance for surveys, planning studies and demonstration projects that will examine and treat the specialized health needs of disadvantaged border residents such as migratory workers, non-english speaking peoples, the transportation handicapped, the elderly and disabled and inhabitants of isolated communities and Indian reservations.

5. Economic Interdependence of the Border Region

- * Demonstration projects and supplemental grants for the development of free trade zones, twin plants and labor exchange programs, industrial parks and warehouses, international shipping, rail freight and mass transit facilities.
- * Supplemental grants for shared development and use of access roads, sewers, flood channels, water lines, electric transmission lines, pipelines, sewage treatment plants and other basic utilities needed for the residential, agricultural, commercial

and industrial development of the border region.

- * Demonstration projects and technical assistance grants for co-operative planning which developed compatible border area land use; exchange of technology for the mutually beneficial development of the resources of the Californias; development of improved transportation flow, tourist assistance and traveler safety at border crossings; co-operative development of disaster relief and coordination of emergency services; studies of bi-cultural impacts on the provision of health, education, employment and welfare services.

VII REGIONAL INVESTMENT STRATEGIES

The rational implementation of the programs suggested by the development policy will require adherence to approved regional investment strategies for the selection and evaluation of the specific programs and projects to be funded from among the myriads of qualified proposals. The following investment strategies will be used to determine the most desirable regional investment program:

1. An overall strategy is to co-ordinate all State investment programs so that they will contribute in some way to the broad development goals of the entire border states region as well as the narrower goals of the California border region. In this way the coordinative function of the Commission will be stressed and the selected programs will address matters of regional significance.
2. A resource conservation strategy will give preference to projects which are based on exploiting the renewable resources of the border region, such as agriculture, solar and geothermal energy, fisheries and tourism rather than diminishing non-renewable resources such as petro-chemicals and prime agricultural lands.
3. A strategy of energy conservation and development will give preference to projects that promote reduced travel through improved accessibility of housing, employment, and commerce, and will promote industries which can transport their raw materials and products, efficiently and without adding to congestion of road networks. Preference will also be given to industrial and housing projects which make use of new technologies to promote better energy utilization, reduced dependency on petro-chemical and improved air quality.
4. A cost effectiveness strategy which states that due to the

limited amount of funds available, investments will be concentrated on relatively small segments of the border counties' population and land area so that the effects of the programs are not dissipated without an appreciable influence on the attainment of the Commission goals. Program funding will thus be intentional and strategically selective rather than first come first served or allocated equally to all sections of the region.

5. A growth strategy which is tailored to the population growth rate of different parts of the region. In areas where rapid population expansion has created problems for providing adequate housing and jobs, economic development efforts will be directed toward specific problems rather than towards general industrial promotion and housing production so that the areas' migration induced growth rate is slowed without adding to critical unemployment and high housing costs. Conversely, in areas where out-migration of the workforce is a critical problem (and one which is often induced by changes in a single industry economy) the investment strategy will seek to provide a variety of job opportunities by diversifying the economic base of local growth centers and promoting specialized vocational training programs. In this way, job development will be coordinated to meet the employment needs of local residents.

6. A strategy which will promote socially responsible and locally accountable programs that satisfy the following criteria:

- a. Projects developed from the input of local community agencies and organizations and designed to promote the types of growth with the most positive social impacts for disadvantaged residents.
- b. Projects which promote the type of development specified in community development plans and which provide non-exploitative,

permanent job security at wage rates compareable to industry standards.

- c. Projects which promote the development of housing, health care and transportation which is affordable and accessible to residents of the disadvantaged areas.
 - d. Projects which propose the development of resident industries whose profits will be recirculated in the local economy in order to stimulate a series of basic and non-basic economic multipliers. Re-investing profits provides the capital required for the creation of self supporting growth centers, a resource which is lost when profits are siphoned out of the area. This strategy will emphasize the development of locally controlled industries over huge chains which are directed from outside the border region.
7. A locational strategy which gives preference to projects that will support the development of established growth centers and existing service areas, especially within the non-metropolitan areas of the border region which show the greatest concentration of socio-economic needs. The rationale for supporting identified growth centers and service areas is to stimulate local economic multipliers by channeling investments into those areas which have the greatest potential for growth. Centers of potential growth and economic development will be identified by the existence of adequate resources in areas which are accessible and can be feasibly developed to provide for the employment and service needs of the local population and the surrounding hinterland, and by the existence of a coalition of local leadership willing to take the initiative for promoting economic development in these centers.

VIII GOALS AND ACTION PROGRAMS

The State Investment Plan recommends several action-oriented goals and investment programs based on the analysis of current regional trends and economic development needs. The recommended investment programs will address the identified regional needs by generating innovative models for socially responsible, locally accountable and environmentally sound development projects. These projects must be appropriately scaled and coordinated with the programs and funding support of other Federal, State, and local economic development agencies.

Realistically, the first year investment program may not have a major impact on any of the border region's development problems. It can, however have a significant effect on the structure of future socio-economic patterns by generating more equitable developmental models and some alternative methods for the allocation of the region's human and natural resources.

Of particular importance is economic development that promotes the "new technologies" of the coming decade which will be appropriate to an era of shrinking resources and growing needs. Regional economic development will focus on creating jobs in industries selected for their potential to utilize available resources and to grow in the difficult decades to come. For example, consideration will be given to reviving cultivation of crops which are suited to our hot, arid climate such as guayule and jojoba, which are commercial sources of natural rubber and oil. Emphasis will also be given to developing non-polluting energy sources, such as the geothermal industry of the Imperial Valley and to promoting new concepts of resource conservation, such as the recycling of waste water and waste heat. In order to

provide the capital to develop the job intensive and environmentally sensitive industries needed for the 1980's, it will be necessary to establish new financial institutions such as BIDCO's (Business and Industrial Corporation) and MESBIC's (Minority Enterprise Small Business Investment Company).

The overall direction of the CASBRC short term goals will thus be to fund small scale, innovative projects which make efficient use of the region's unique resources to produce needed jobs and improve the quality of life in the most critically deprived areas. Due to the expansive needs of the border region and the limitation of the operating budget, CASBRC can not participate in projects requiring massive sums for the development of basic infrastructure or public health, education and welfare services.

However, CASBRC can take an active role in coordinating such projects with other region-wide and binational development programs and in leveraging funds through alternative financing mechanisms which can make more efficient and viable use of available resources.

Recommended Goals and Action Programs:

1. General Goal Area - Employment Development

The Commission will maximize the opportunities for increased employment and incomes for the citizens of the border region.

Action Programs -

* To provide funding for employment development programs which will upgrade job skills, overcome structural barriers, promote a mixed economy, emphasize labor intensive processes and provide jobs of the types and location needed by the resident labor force.

* To join with other agencies in coordinating economic development programs that utilize new financing instruments to leverage investment funds.

2. General Goal Area - Energy Development

The Commission will seek to develop the potential of the regions natural resources in order to become an energy surplus area.

Action Programs -

* To fund new employment opportunities which will develop alternative energy sources, test new crops, and provide models for conservation and productivity improvements.

* To develop and fund technical assistance and pilot projects to evaluate the potential job generation, training requirements, and industrial application of renewable resources such as solar, biomass, geothermal, wind generation, aqua culture etc.

3. General Goal Area - Binational Development

The Commission will prioritize the economic interdependence of the international border with the Republic of Mexico by promoting binational economic development planning and projects between the respective border region.

Action Programs -

* To develop and fund programs which are mutually beneficial to the economic growth of the four state region and Mexico. This would include projects which promote interstate and international coordination of the use of the region's human and natural resources and the integrated development of border industrial parks, free trade zones, agricultural experiments, waste water reclamation plants, alternative energy sources and other appropriate technologies.

4. General Goal Area - Improved Quality of Life

The Commission will seek to improve the socio-economic environment within the region emphasizing the areas of Housing, Health, Education and Environmental Quality.

Action Programs -

- * To improve the socio-economic environment by implementing programs which produce innovative methods of creating affordable housing, providing mass transit and extending health care services, especially for residents of rural and depressed areas.
- * To increase employment opportunities through the promotion of the specific locational and structural education needs of the workforce.

ADOPTED REGIONAL GOALS

The general goals adopted by the governors of the four state SBRC region are:

1. The Commission will maximize the opportunities for increased employment and income for the citizens of the border region.
2. The Commission will seek to improve the socio-economic environment within the region emphasizing the following areas:

Housing
Health
Education
Environmental Quality

3. The Commission will prioritize the economic interdependence of the international border with the Republic of Mexico by promoting bi-national economic development planning and projects between the respective border regions.

APPENDIX

4. The Commission will seek to develop the potential of the regions' natural resources in order to become an energy surplus area, specifically in the following areas:

Solar Energy
Geothermal Energy
Perra Agriculture
Fossil Fuel

Related Statewide Goals from the California Urban Development Strategy:

1. Increasing employment through environmentally-sound industrial and commercial growth.
2. Providing an adequate supply of affordable housing in both cities and suburbs.
3. Curbing wasteful urban sprawl and directing new development to existing cities and suburbs.

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2. Providing an adequate supply of affordable housing in both cities and suburbs.
3. Curbing wasteful urban sprawl and directing new development to existing cities and suburbs.

4. Revitalizing central cities and neighborhoods and eliminating urban blight.
5. Guaranteeing needed social services, such as health care, job training and adequate unemployment and other financial assistance to those in need.
6. Improving the quality of public schools.
7. Protecting the state's natural environment, particularly the land and air and water quality.
8. Protection of the most productive agricultural lands.
9. Encouraging land-use patterns in a manner to stimulate necessary development while protecting environmental quality;
10. Providing recreational and cultural activities.

Related Health Systems Agency goals from Health Systems Plan
1978 - 1983:

1. To encourage the upgrading of existing housing to meet established health and safety standards.
2. To insure that housing is constructed to meet established health and safety standards.
3. To encourage urban and suburban development in areas having adequate health care facilities.
4. The provision of primary care services for medically underserved populations, especially those which are located in rural or economically depressed areas.
5. The development of multi-institutional systems for coordination of institutional health services and the development of multi-institutional arrangements for the sharing of support services necessary to all health service institutions.
6. The development of health service institutions of the capacity

- to provide various levels of care (including intensive care, acute, general care, and extended care) on a geographically integrated basis.
7. The promotion of activities for the prevention of disease, including studies of nutritional and environmental factors affecting health and the provision of preventive health care services.
 8. To make the acute care systems more responsive to actual health needs in the community.
 9. To promote cost-effective alternative forms of care at all treatment levels.
 10. To promote coordinated activities of health promotion and health education throughout the region.
 11. To encourage appropriate allocation and distribution of health resources by Federal and State agencies.
 12. To encourage the development of comprehensive health education programs in both elementary and secondary schools.
 13. To encourage training and appropriate utilization of physician assistants and nurse practitioners.
 14. The development of effective methods of educating the general public concerning proper personal (including preventive) health care and methods of effective use of available health services.
 15. To maintain a high quality of water supply for all areas in the region.
 16. To provide efficient and economical solid waste management systems that minimize physical and visual pollution and maximize recycling technology.
 17. To make a level of air quality available in the region that protects against health hazards.

Related Goals of the San Diego County Comprehensive Planning Organization from the Regional Comprehensive Plan, Regional Goals and Objectives Update, 1978:

1. A healthy regional economy that provides jobs for people and allows people to work in their chosen field.
2. An economy that provides for a high quality of life.
3. Affordable housing that meets minimum standards of health, safety, and decency.
4. Variety of choices between different housing types (houses, apartments, etc.).
5. Variety of choices as to the location of the housing.
6. Affordable health care for everyone.
7. An opportunity to have an education.
8. Air that is clean enough so that it has no bad effect on people's health, on visibility, on plant life, on the weather or on materials like rubber that can deteriorate in polluted air.
9. Oceans, bays, lakes and rivers that are clean enough to swim in and that are clean enough for plants and animals to live in.
10. Plenty of clean water for personal, industrial and agricultural uses.
11. Levels of noise in the community that are not unreasonably bothersome nor uncomfortable.
12. Open spaces, including agricultural land.
13. Public beaches and access to those areas.
14. Lands set aside now for open space before they are developed.

Related regional economic development goals of the San Diego County Overall Economic Development Program:

1. Strengthen the diversification of our economy through support

of existing commerce and the attraction of new varied commerce, when compatible with other quality of life goals.

2. Expansion of employment opportunities in all existing areas and again, the attraction of compatible new employers.
3. Improvement of the human resources of this area so as to minimize the need for dependence upon society and enhance the attractiveness of our labor force.
4. Strengthen, through an active program of economic development, the fiscal soundness of our local governments.

Related goals of the Riverside County Overall Economic Development Program:

1. Maintain a healthy and diversified economy:
 - a. Promote agriculture in appropriate areas;
 - b. Promote recreation, tourism and other forms of visitor activity;
 - c. Promote and assist in the establishment and/or expansion of commercial and industrial operations.
2. Achieve and maintain low levels of unemployment.
3. Construct public works in commercial and industrial areas with good potential for development and which need improved or expanded services.
4. Develop better labor force data, especially with respect to occupational skills.
5. Increase the availability of natural gas to Southern California and speed up the delivery of additional natural gas supplies.
6. Increase the capital available to small firms to finance new plants, expansions, new product development, etc.
7. Develop nuclear, solar, geothermal and wind energy sources

within the county.

8. Develop needed disposal facilities for certain types of hazardous industrial and other wastes.

Related Goals of the Imperial County Overall Economic Development Program:

1. To promote industrial development in the areas which are agriculturally unproductive.
2. To promote the year round habitability of Imperial County.
3. To encourage the development of adequate housing throughout the County.
4. To promote tourism in the County by initiating programs that will tell the past history, present development and future economic outlook for the area.
5. To promote integrated border regional economic development programs.
6. To encourage more consumer services through private enterprise.
7. To improve air transportation for both passengers and air cargo.
8. To improve State Highway 86 from Indio to Calexico.
9. To improve overall rail transportation to facilitate industrial development and tourism.
10. To establish a county-wide agency which would be dedicated and responsible for the promotion of economic development in Imperial County.
11. To promote the development of all available energy resources in Imperial County for maximation of industrial and commercial development.

Related Goal of the San Diego Regional Economic Training Consortium:

1. To provide regional employment and training services that include the development and creation of job opportunities and training, education and other services needed to enable individuals to secure and retain employment at their maximum capacity.

Related Goals of the Coachella Valley Association of Governments:

1. Provide a variety of employment opportunities consistent with employment needs and yet sensitive to patterns of urban development, environmental quality and energy consumption.
2. Achieve a stabilized and balanced economy for the region.
3. Preserve the existing economic base, including agriculture, tourism and retirement living.
4. To coordinate city, county and private agency efforts to reduce the cost of new construction without violating sound building practices and community standards and upgrade the condition of existing housing in the Coachella Valley portion of Riverside County.
5. To provide improved and more abundant housing for low- and moderate-income families through a cooperative effort among city, county, state and federal governmental agencies, private industry and community service groups.
6. To increase employment opportunities through job creation and training programs for all Coachella Valley residents regardless of age, sex or race.
7. To plan effectively for educational needs that may be created by changing growth and demographic patterns.
8. To create and maintain a productive harmony between man and environment.

9. To promote a level of air quality which promotes public health and welfare, protects agricultural productivity, enhances tourism and enjoyment of outdoor activities.
10. To plan for agriculture in a manner which preserves it as a viable and productive openspace use lending definition to our urban areas, and utilizes the Coachella Valley's unique combination of productive resources (soil, climate, water, etc.) while ensuring that Federal and State air and water quality standards are met.

Statistical Data

POPULATION

	<u>Imperial</u>	<u>San Diego</u>	<u>Riverside</u>	<u>Orange</u>	<u>California</u>	<u>United States</u>
1970	74,492	1,357,834	459,070	2,891,438	20,067,000	203,010,000
July 1 1978	89,500	1,739,000	606,200	2,433,700	22,297,000	216,019,000
% Change	+20.14	+28%	+32.7%	-16.3%	+11.4%	+7%

Statistical Data

July 1 1977	87,300	1,681,300	573,000	21,000	21,890,000	216,342,000
July 1 1978	89,500	1,739,000	606,200	23,300	22,297,000	216,019,000
% Change	+2.5%	+3.4%	+5.8%	+11.0%	+1.9%	-0.1%

POPULATION

	<u>Imperial</u>	<u>San Diego</u>	<u>Riverside</u>	<u>Region</u>	<u>California</u>	<u>United States</u>
1970	74,492	1,357,854	459,074	1,891,420	20,007,000	203,810,000
July 1 1978	89,500	1,738,000	606,200	2,433,700	22,297,000	218,013,000
% Change	+20.1%	+28%	+32.7%	+28.7%	+11.4%	+7%
July 1 1977	87,300	1,681,300	573,000	2,341,600	21,890,000	216,332,000
July 1 1978	89,500	1,738,000	606,200	2,433,700	22,297,000	218,013,000
% Change	+2.5%	+3.4%	+5.8%	+3.9%	+1.9%	+7.8%

LABOR FORCE1975 to 1979 Labor Force Growth

	<u>San Diego</u>	<u>Imperial</u>	<u>Riverside*</u>
% change in labor force	11.4%	49%	15.2%

	<u>Imperial</u>		<u>San Diego</u>		<u>Riverside*</u>	
	<u>1975</u>	<u>1978</u>	<u>1975</u>	<u>1978</u>	<u>1975</u>	<u>1978</u>
Population	84,100	89,500	1,571,700	1,738,000	578,500	606,200
Labor Force	32,600	44,400	621,000	681,500	196,176	219,693
Participation Rate %	38.8%	49.7%	39.5%	39.2%	33.9%	36.2%

	<u>Region</u>		
	<u>1975</u>	<u>1978</u>	<u>% Change</u>
Population	2,234,000	2,433,700	+8.9%
Labor Force	849,776	945,593	+11.3%
Participation Rate %	38.0%	38.9%	+0.9%

* Based on 40.2% of the San Bernardino-Riverside SMSA.

Source: Arizona, California, New Mexico, Texas: Application for Designation as Title V Regional Action Planning Commission and updated employment statistics from the Department of Finance.

UNEMPLOYMENT

	<u>Year</u>	<u>Labor Force*</u>	<u>Employed*</u>	<u>Unem- ployment*</u>	<u>Unemploy- ment %</u>	<u>Unemploy- ment %, CA</u>	<u>Unemploy- ment %, US</u>
Riverside	1977	205,181	186,970	18,211	8.3%	8.2%	7.0%
	1978	219,693	201,683	18,010	6.8%	7.1%	6.0%
	1979	226,004	207,311	18,693	6.5%**	6.3%**	5.8%**
San Diego	1977	651,800	592,600	59,200	8.7%	8.2%	7.0%
	1978	681,500	625,500	56,000	6.5%	7.1%	6.0%
	1979	691,500	647,500	46,000	6.8%**	6.3%**	5.8%**
Imperial	1977	41,700	31,550	10,150	21.7%	8.2%	7.0%
	1978	44,400	31,900	12,500	24.4%	7.1%	6.0%
	1979	48,600	34,900	13,700	19.6%**	6.3%**	5.8%**
Region	1977	898,681	811,120	87,561	12.9%	8.2%	7.0%
	1978	945,593	859,083	86,510	12.6%	7.1%	6.0%
	1979	966,104	889,711	78,393	11.0%**	6.3%**	5.8%**

* Information in these columns regarding Riverside was based on 40.2% of the Riverside-San Bernardino SMSA.

** January Only.

Source: Bureau of Labor Statistics and the California Department of Employment Development.

INCOME

No current income statistics since 1970 census except those compiled by the Franchise Tax Board which are based only on California tax returns (taxable and nontaxable). The following statistics may, therefore, be biased upwards as lower income families tend to not file returns.

	<u>Median Family Income 1976</u>	<u>County Rank</u>
Imperial	\$8,963	50
Riverside	\$9,663	36
San Diego	\$9,790	30
California	\$10,469	
United States	\$15,001*	

* not from Franchise Tax Board so not based on tax returns.

EDUCATION

<u>Academic Year 76-77</u>	<u>Number of Public School Districts</u>	<u>Number of Schools</u>		<u>Fall Enrollment</u>		<u>Number of Full-time Teachers</u>		<u># Children Per Full-ti Teacher*</u>
		<u>Pub.</u>	<u>- Priv.</u>	<u>Pub.</u>	<u>- Priv.</u>	<u>Pub.</u>	<u>- Priv.</u>	
Imperial	16	51	7	22,747	1,292	1,069	49	21.5
Riverside	24	180	63	111,486	7,643	4,743	377	23.3
San Diego	43	454	184	312,107	25,937	13,287	1,359	23.1
California	1,042	7,035	2,814	4,235,525	433,782	187,669	21,859	22.3

* Teachers include those in public and private schools. Calculation for public schools were similar (California: 22.6, Imperial: 21.3, Riverside: 23.5, and San Diego: 23.5).

Source: 1978 California Statistical Abstract.

HOUSING (JULY 1977)

	<u>Imperial</u>	<u>Riverside</u>	<u>San Diego</u>	<u>California</u>
Housing Units Needing Replacement	5,370	6,100	15,600	336,000
Housing Units Needing Rehabilitation	6,230	14,800	51,200	785,000
Lower Income Household Pay- ing More Than 5% of Gross Income for Housing Total	4,300	44,500	155,100	1,900,000
Owner Households	1,290	16,300	46,300	500,000
Renter Households	3,010	28,200	108,800	1,350,000
Housing Units	27,810	234,800	624,300	8,394,000
% of State- wide Current New Construc- tion Needs	0.8%	2.3%	7.7%	100%
% of State- wide Rehabil- itation Need	0.8%	2.0%	6.8%	100%
% of State- wide Housing Assistance Need	2.3%	0.2%	8.2%	100%

Source: "California Statewide Housing Plan, 1977", State.
Comprehensive Planning Organization.

HOUSING - SAN DIEGO 1975

Total Housing Units	578,900
Year-Round Housing Units	578,800
Median Number of Rooms	4.6
Spanish Surname: occupied year-Round housing Unit (household head of Spanish origin)	44,000
Median Number of Rooms	4.55
Occupied Housing Units	538,200
Median Number of Persons	2.25
Owner Occupied (%)	56.6%
Owner Median Value (\$)	\$40,700
Renter Occupied (%)	43.4%
Renter Median Contract Rent (\$)	\$178
Household Head of Spanish Origin: occupied housing unit	44,000
Median Number of Persons	3.2
Owner Occupied (%)	48.1%
Owner Median Value (\$)	\$34,700
Renter Occupied (%)	51.9%
Renter Median Contract Rent (\$)	\$157
Crowded Housing Units	-----
1.01-1.50 Persons Per Room	15,900
As % of Occupied Housing Units	3%
1.51 + Persons Per Room	5,500
As % of Occupied Housing Units	1%
Total 1.01 + Persons Per Room	21,400
Total % of Occupied Housing Units	4%
Spanish Head of Household: crowded housing units	-----
1.01-1.50 Persons Per Room	4,000
As % of Occupied Housing Units	0.7%
1.51 + Persons Per Room	2,500
As % of Occupied Housing Units	0.5%
Total 1.01 + Persons Per Room	6,500
Total % of Occupied Housing Units	1.2%
Total Housing Units	578,900
# of Units with Inadequate Plumbing	-----
% of Total	-----

WELFARE

<u>June 1977</u>	<u>Households</u>	<u>Persons</u>	<u>Total Bonus Value</u>
Imperial	1,342	5,710	\$94,499
Riverside	11,319	36,143	\$774,170
San Diego	30,870	79,840	\$1,747,804
California	450,840	1,309,201	\$27,053,086

California 1976-1977: Total Bonus Value of \$343,942,209.
 Total Purchase Requirement \$315,370,309.
 Total Value of Food Coupons \$659,312,518.

AFDC

<u>June 1977</u>	<u>Families</u>	<u>Children</u>	<u>Amount 1976-77</u>
Imperial	1,660	4,007	5,820,535
Riverside	10,369	25,942	43,492,397
San Diego	29,010	56,712	95,834,568
California	462,397	950,364	1,643,284,141

Source: CA Statistical Abstract 1978 who cited Dept. of Benefit Payments, Program Support Branch.

HEALTH

<u>1975</u>	<u>Physicians</u>		<u>Hospitals</u>		
	<u>Total</u>	<u>Rate*</u>	<u>No.</u>	<u>Beds Total</u>	<u>Beds Rate*</u>
California	45,801	216.0	650	113,047	533.2
Imperial	62	73.6	4	217	257.5
Riverside	816	154.2	16	2,191	414.1
San Diego	3,468	218.9	38	7,866	496.4

* rate = physicians or beds per 100,000 population residing in the area as of 7/1/75.

Source: County and City Data Book, 1977. 1975 Statistics.

	<u>General/Family*</u> <u>Practice</u>	<u>Internal</u> <u>Medicine*</u>	<u>Pediatrics*</u>	<u>OB/GYN*</u>
Imperial	11	6	5	6
Riverside	191	81	30	39
San Diego	530	416	198	187
California	7,291	6,701	3,778	2,535

* Each of these categories is included in the Primary Care Physicians category of the previous table. Note that there are more Medical Certified GPs in Imperial than GPs. This is due to the fact that some non-resident GPs are licensed to handle medical patients.

Source: 1975 statistics in "Data on Physician Distribution" compiled by the American Medical Association which were updated with new information and projections by the Health Professions Branch of the California Health Dept. The statistics in the table are 1977 estimates.

	<u>Total # Physicians</u>	<u>Primary Care</u>	<u>Medi-Cal Certified</u>		<u>CHDP</u>	
	<u>Involved with</u> <u>Patient Care</u>		<u>Physicians</u>	<u>Gen. Prac. -</u>	<u>Pediatrics</u>	<u>Providers*</u>
Imperial	63	28	18	6	3	2
Riverside	720	341	162	36	17	11
San Diego	3,308	1,331	453	45	122	67
California	45,628	19,605	6,219	558	1,369	743

* CHDP - Child Health and Disability Precention, physicians certified in preventive medicine

Source: 1975 statistics in "Data on Physician Distribution" compiled by the American Medical Association which were updated with new information and projections by the Health Professions Branch of the California Health Dept. The statistics in the table are 1977 estimates.

Health Measures	Inland N	Coastal	North	Central	South	East Calif	USA	HSA
Number of Sub-Areas:	9	5	8	4	5	11		
Birth Rate	16.3	18.3	12.0	15.5	19.3	14.1		
Infant Death Rate	16.2	18.2 ^h	14.3	17.1	14.4	13.5 ^h		
Death/1000 1972-76	8.5- 7.4	7.4- 7.0	5.8- 5.7	9.6- 9.1	6.8- 6.2	7.4- 6.9		
Cancer leading cause fm	yes	yes	yes	yes	yes	yes		
Accidents " for males	yes	yes	yes	yes	yes	yes		
Hospitals	2 gen l	3	8	9 h	4	5		
Care facilites long-t	5	4	13	15 h	9	30		
Community Clinics	3	2	4	9 h	4	4		
Physicians	239	192	1,338	924	210	303		
Specialists	64%	70.0	86.0%	69.0%	60.0%	63.0%		
Primary Care	36	30.0%	14.0%	31.0%	40.0	37.0		
No. Practicing	232	168	1,439	801	195	294		
No. 1975-77	-7	-24	+101	-123	-15	-9		
Rate per/1000	1.4	.97	3.8	2.1	.81	1.0		1.9
Percent of Physicans in HSA?	7.0	5.0%	45.0%	25.0	6.0%	9.0%		
Serving what percent HSA pop?	10.0%	10.0	22.0	22.0	14.0%	17.0		

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