MEETING NOTICE AND AGENDA

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)

The Committee on Binational Regional Opportunities (COBRO) may take action on any item appearing on this agenda.

Tuesday, November 1, 2005

3 to 4:30 p.m.

SANDAG, 7th Floor Conference Room
401 B Street, Suite 800
San Diego, CA  92101-4231

Staff Contact:  Hector Vanegas
(619) 699-1972
hva@sandag.org

MISSION STATEMENT

The Committee on Bional Regional Opportunities (COBRO) will advise the Borders Committee of the San Diego Association of Governments (SANDAG) concerning both short and long-term binational related activities, issues, and actions; provide recommendations regarding binational border-related planning and development; and identify ways to assist and coordinate with existing efforts in the binational area. The COBRO will serve as a working group to the SANDAG Borders Committee to facilitate a better understanding of the binational border-related issues and needs of the California-Baja California region.
Welcome to SANDAG! Members of the public may speak to the COBRO on any item at the time that the Committee is considering the item. Please complete a Speaker’s Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications. Speakers are limited to three minutes. The COBRO may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at www.sandag.org under meetings on SANDAG’s Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two days prior to the COBRO meeting.

In compliance with the Americans with Disabilities Act (ADA), SANDAG will accommodate persons who require assistance in order to participate in SANDAG meetings. If such assistance is required, please contact SANDAG at (619) 699-1900 in advance of the meeting. To request this document or related reports in an alternative format, please call (619) 699-1900, (619) 699-1904 (TTY) or fax (619) 699-1905.

SANDAG offices are accessible by public transit.
Phone 1-800-COMMUTE or see www.sdcommute.com for route information.
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES
Tuesday, November 1, 2005

ITEM #

1. WELCOME AND INTRODUCTIONS

+2. APPROVAL OF MEETING MINUTES
   a. July 5, 2005
   b. August 2, 2005
   c. September 6, 2005

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Members of the public will have the opportunity to address COBRO on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each. This is also an opportunity for COBRO members to make comments or announcements.

REPORT (4)

+4. PRELIMINARY SUMMARY OF THE 2005 BINATIONAL WORKSHOPS
   CROSS BORDER COLLABORATIVE PLANNING FOR OTAY MESA – MESA DE OTAY
   (Chair Paul Ganster, IRSC-SDSU)

   Last month SANDAG held two workshops that brought together stakeholders from both sides of the United States-Mexico border to begin a partnership to effectively plan for and improve the Otay Mesa – Mesa de Otay Binational Corridor. COBRO Chair Paul Ganster will report on the outcomes of the workshops, which were held on October 3 at the South County Regional Education Center in National City and on October 11 at the Universidad Autónoma de Baja California in Tijuana. Staff will outline next steps in the development of the Draft Early Action Plan.

5. NEXT MEETING DATE AND LOCATION

The next meeting of the Committee on Binational Regional Opportunities will be held on Tuesday, December 6, 2005 at SANDAG’s 7th Floor Conference Room.

+ Next to an agenda item indicates an attachment
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

November 1, 2005

AGENDA ITEM NO.: 2a

Action Requested: APPROVE

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
SUMMARY OF JULY 5, 2005 MEETING

1. WELCOME AND INTRODUCTIONS

The July 5, 2005, Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Vice Chair Cindy Gompper-Graves. The meeting was held at SANDAG.

Members present were: Cindy Gompper-Graves, South San Diego County Economic Development Council; Ricardo Pineda and Lydia Antonio, Consulate General of Mexico in San Diego; Elsa Saxod, City of San Diego; Gary Brown, City of Imperial Beach; Gustavo Perez, City of Chula Vista; David Perez-Tejada, City of Mexicali; José Luis Castro and Silvia Flores, COLEF; Angelika Villagrana, San Diego Regional Chamber of Commerce; Alejandra Mier y Terán, Otay Mesa Chamber of Commerce; Carlos de Orduña, Asociación de la Industria Maquiladora y de Exportación de Tijuana; Yolanda Walther-Meade, Fundación Internacional de la Comunidad, A.C.; Sergio Pallares, Caltrans; and Bob Leiter, Hector Vanegas, Elisa Arias, and Ron Saenz, SANDAG.

Vice Chair Cindy Gompper-Graves welcomed everyone to the meeting and thanked them for attending. Self-introductions were conducted.

2. MEETING SUMMARY OF JUNE 17, 2005

The meeting summary for June 17, 2005, was approved.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Ricardo Pineda, Consulate General of Mexico, introduced himself as the new Deputy Consul General of Mexico in San Diego. Deputy Consul General Pineda comes from the Embassy of Mexico in Washington, DC, where he was in charge of border affairs.

Yolanda Walter Meade, Fundación Internacional de la Comunidad, A.C., announced there will be an upcoming meeting in Ciudad Juarez, Mexico, for which the purpose is to form an alliance to work on International Community Foundation issues that relate to the border on the Mexican side. She plans to give an update at a future COBRO meeting.
Angelika Villagrana, San Diego Regional Chamber of Commerce, congratulated the Bureau of Customs and Border Protection (CBP) of the Department of Homeland Security and Caltrans for the opening of two additional SENTRI (Secure Electronic Network for Traveler’s Rapid Inspection) gates at the San Ysidro Port of Entry.

Mario Lopez, Office of Congressman Bob Filner, mentioned that Congressman Filner reintroduced a bill to restore the power to Port of Entry directors to do visa waivers for humanitarian reasons.

4. COMMITTEE’S CHARTER (Hector Vanegas, SANDAG)

Vice Chair Gompper Graves asked Hector Vanegas, SANDAG, to present the Committee Charter that is required by SANDAG’s Executive Committee. The Charter describes the purpose, line of reporting, membership, meeting time and location, selection of the Chair and duration of its existence. After a minor correction to the membership list, the Charter was approved by the Committee.

5. UPDATE ON OTAY MESA – MESA DE OTAY SUBREGIONAL CORRIDOR STUDY (Ron Sáenz, SANDAG)

Ron Sáenz, SANDAG, gave a PowerPoint presentation summarizing the latest developments of the Otay Mesa – Mesa de Otay Subregional Corridor Study. As a background, Ron Sáenz mentioned that Otay Mesa was identified as an area of opportunity to create an effective binational planning partnership, following the I-15 Interregional Partnership. This partnership can be the forum to collaborate on common issues.

In advance of the preparation of this study, SANDAG’s staff met with staff of Tijuana’s Municipal Planning Institute (ImPlan). They are very enthusiastic about the prospect of collaborating on this effort. Both agencies are working to define the four focus areas of the study: transportation, economic development, housing, and environment. Ron Sáenz also described the steps that are going to be considered for the planning and collaboration process.

Bob Leiter, SANDAG, added that SANDAG requested funds from Caltrans to complete this study. Unfortunately, those funds were not granted for this fiscal year. Consequently, SANDAG will use resources in its current budget, which will downscale the project. In the meantime, SANDAG will continue working with ImPlan to see what resources they can bring to the table. We will continue to pursue funding for this project.

Sergio Pallares, Caltrans, asked if this means that the study will be a constrained analysis.

Bob Leiter, SANDAG, responded by saying the resources applied to each step will be a lot smaller.

Sergio Pallares asked if SANDAG was planning to have a binational planning project team.

Ron Saenz, SANDAG, responded by saying that the project team will include agencies from both sides of the border.
Gustavo Perez, City of Chula Vista, mentioned that his city has worked in the development of an economic analysis for the establishment of a university in the area of Otay Ranch and would be glad to share it for the preparation of the Otay Mesa – Mesa de Otay Subregional Corridor Study.

Gary Brown, City of Imperial Beach, asked how much money was requested for the study.

Bob Leiter responded that the budget was $300,000, which included SANDAG’s participation of two full staff positions.


Angelika Villagrana presented the report from the task force formed to support the preparation of the two binational workshops. After analyzing different venues and a calendar of scheduled meetings and events in October of this year, the task force identified the following dates and locations for the workshops:

- Monday, October 3, 2005, at the South County Regional Education Center in National City; and
- Tuesday, October 11, 2005, at the Universidad Autónoma de Baja California (UABC) in Tijuana, Mexico.

The Committee received the report and engaged in discussions about stakeholders, audience attendance, and other matters. The Committee approved the recommendation for dates and locations of the two binational workshops titled “Cross-Border Collaborative Planning for Otay Mesa – Mesa de Otay.”

Deputy Consul Ricardo Pineda offered the Mexican Consulate’s assistance in inviting institutions from Mexico that can participate in SANDAG’s binational workshop.


Dr. Jose Luis Castro thanked the Chair and members for inviting him to give this presentation. Dr. Castro then proceeded to outline what the problems are and possible solutions to this issue.

The lining of the All-American Canal is part of California’s strategy to look for options to guarantee water supply in the foreseeable future. The lining will cover 23 miles of the canal, with a cost of $135 million. The annual estimated water savings of 70,000 acres-feet is nearly the same volume consumed by the City of Mexicali in one year. The water recovered from the seepage will be conveyed to the City of San Diego.

Dr. Castro mentioned that for over 60 years farmers in Mexicali have depended on the water seepage to irrigate their crops. The water savings for California translates into a 70,000 acre-foot
loss in Mexicali’s aquifer. This could affect nearly 3,000 acres of agricultural land. A number of families, who depend on this water for their livelihoods, are also at jeopardy.

Both countries view this conflict from different perspectives. The United States bases its right to line the canal on sovereignty rights established by the 1944 binational water treaty between the United States of America and Mexico. This treaty established water rights between the two countries.

The Mexican government considers the United States’ decision to be unilateral and in violation of Minute 242. In 1973, this treaty was amended by Minute 242 and signed by both governments. This amendment settled the salinity problem in the Colorado River and established a consultative mechanism to avoid future conflict.

The two likely solutions are cooperative or conflictive. The conflictive solution is that this issue can be disputed in an international court. The cooperative solution is that other alternatives be explored as to minimize the canal’s impact. There is stronger precedent for a cooperative solution.

Dr. Castro concluded by saying that we should learn from history that both countries have found ways to approach and settle their disputes in a context of cooperation.

Deputy Consul General Pineda added that the two countries are having meetings to discuss this issue and are seeking a solution that can meet the needs of both Mexico and the United States.

Dennis Cushman, San Diego County Water Authority (SDCWA), mentioned that his agency is interested in finding a solution and is currently providing Mexicali with expertise to improve water conservation in that area.

Rich Van Schoik, Southwest Center for Environmental Research and Policy, asked to include the Andrade Wetland in the discussions.

Gary Brown, City of Imperial Beach, asked what the timeline was for this project. Dr. Castro, responded by saying the lining of the canal should start in 2006.

8. **ADJOURNMENT, AND NEXT MEETING DATE AND LOCATION**

Carlos de Orduña, Asociación de la Industria Maquiladora de Tijuana, Introduced Antonio Abad, who, on behalf of CANIETI (Mexico’s National Electronic Industry Chamber, Chapter for Baja California), described the latest economic development trends in Baja California and invited COBRO to have a joint meeting in Tijuana. The COBRO accepted this invitation. The next meeting of COBRO will be held on Tuesday, August 2, 2005, from 3:00 to 4:30 p.m. in the City of Tijuana.
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)  
SUMMARY OF AUGUST 2, 2005 MEETING  

1. WELCOME AND INTRODUCTIONS

The August 2, 2005, Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Chair Paul Ganster. The meeting was held at the Mexican Chamber of the Electronics Industry, Telecommunications, and Information Technology (Cámara Nacional de la Industria Electrónica, de Telecomunicaciones e Informática, CANIETI) in the City of Tijuana.

Members present were: Paul Ganster, Institute for the Regional Studies of the Californias; Ricardo Pineda and Lydia Antonio, Consulate General of Mexico in San Diego; Elsa Saxod, City of San Diego; Gustavo Perez, City of Chula Vista; David Perez-Tejada and Kathya Yruretagoyena, City of Mexicali; Diego Ceballos, City of Tijuana; Joaquin Luken, Otay Mesa Chamber of Commerce; Viviana Ibañez, San Diego Regional Chamber of Commerce; Carlos de Orduña and Jaime González Luna, Asociación de la Industria Maquiladora y de Exportación de Tijuana; Kenn Morris, San Diego Dialogue; Dave Fege, United States Environmental Protection Agency - Border Liaison Office; Sergio Pallares, Caltrans; and Elisa Arias and Ron Saenz from SANDAG.

Chair Paul Ganster welcomed everyone to the meeting and thanked CANIETI for hosting COBRO at their meeting facility. Self-introductions were conducted.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Chair Paul Ganster, COBRO, mentioned that one of COBRO’s initiatives this year is to look at urban planning in the area of Otay Mesa – Mesa de Otay. Part of this focus will be to host two binational workshops in October. The October 3rd workshop will be held in San Diego and the October 11th workshop will be held in Tijuana. The four topics are: Transportation; Environment; Economic Development; and Housing. An update will be provided at the next COBRO meeting.

3. THE EMERGENCE OF THE AEROSPACE CLUSTER (John Riley and Ricardo Dominguez, BC Manufacturing)

Ricardo Dominguez, BC Manufacturing, gave a PowerPoint presentation on the latest aerospace industry trends in Mexico. He began by summarizing the diplomatic effort to sign the Bilateral Aviation Safety Agreement (BASA). This effort between the U.S. and Mexican governments began
in 1994. Negotiations were conducted through the Secretary of Transportation and Communications through the Dirección General de Aeronáutica Civil (DGAC), Mexico’s equivalent of the Federal Aviation Administration (FAA), the Secretary of Economy in Mexico and the Secretary of State, as well as the Department of Transportation through the FAA in the United States. During this time, an extensive review process following the standards established by the International Civil Aviation Organization (ICAO) was conducted in conjunction with the FAA and DGAC. This set the stage for Mexico being recognized as complying with the requirements to initiate the certification process for producing aerospace products. Mexico will now join Canada and Germany, which are the only other countries in the world privileged with this distinction.

This agreement has not yet been completed due to the fact there have not been any aerospace projects that have been certified in Mexico. BC Manufacturing hopes to be the first company in Mexico to be certified using its patented cargo container as its starting point. With BASA certification, the opportunity exists to increase and expand the development of aerospace projects in Mexico. By attracting adequate investment, Mexico will be able to generate higher-paying jobs and provide a competitive environment that will allow North American manufacturers to be much more competitive in the world’s aerospace market.

John Riley, BC Manufacturing, said that certification of the cargo container will open up the door for other aircraft products from Mexico. In years to come, Mexico will be technologically capable of building a complete aircraft.

Mr. Riley went on to say that he was very grateful for everyone being present at the meeting because, in his experience, it is not often enough that both sides of the border look at binational issues, and this is definitely a very big regional opportunity.

4. **THE IT INDUSTRY CLUSTER IN BAJA CALIFORNIA** (Antonio Abad, IT@Baja)

Antonio Abad, IT@Baja, gave a PowerPoint presentation summarizing the latest IT Industry trends in Baja California. This is an emerging industry in Baja California that is expanding its service capabilities. Presently, this industry has experience in implementation of the following: enterprise resource planning; government applications; discrete manufacturing; customs and logistics; and Web applications.

Some of the advantages of the IT Cluster in Baja California include the following: proximity to California; knowledge of American business culture; and access to local research and development. Industry experts expect 60 companies to become members this year. Economic forecast show that the IT industry in Baja California is expected to add 10,000 employees during the next five years.

5. **THE SILICON BORDER - SEMICONDUCTORS** (David Perez-Tejada, City of Mexicali)

David Perez-Tejada, City of Mexicali, presented the report in lieu of Octavio Garza. He announced that a Silicon Border groundbreaking ceremony took place in Mexicali on June 22, 2005. This ceremony was attended by the governor of Baja California, the mayor of Mexicali, and high-level executives representing the semiconductor industry from both sides of the border.
Silicon Border is the name given to the establishment of a semiconductor industry cluster along the border. The first phase of this cluster will be in Mexicali’s Silicon Border Science Park. This park will cover over 10,000 acres and will cost over $400 million for the immediate infrastructure.

An advantage of this location is that there will be no taxes to companies who locate there—this park will provide a cost-effective alternative to the single South Asia location, and it is closer to larger markets.

Chair Paul Ganster, COBRO, recommended proper environmental consultation be conducted before moving too far forward on this project. He cited SEMPRE’s experience with building its energy plant in Mexicali without proper environmental consultation.

6. LOGISTICS IN THE INTERNATIONAL TRADE AND THE “DISPLAY DEVICES INDUSTRY” IN BAJA CALIFORNIA

This presentation was cancelled since the scheduled presenters were unable to attend this meeting.

7. ADJOURNMENT, AND NEXT MEETING DATE AND LOCATION

The next meeting of COBRO will be held on Tuesday, September 6, 2005, from 3:00 to 4:30 p.m. at SANDAG.
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

Action Requested: APPROVE

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
SUMMARY OF SEPTEMBER 6, 2005 MEETING

1. WELCOME AND INTRODUCTIONS

The September 6, 2005 Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Chair Paul Ganster. The meeting was held at SANDAG.

Members present were: Paul Ganster, Institute for the Regional Studies of the Californias; Ricardo Pineda and Lydia Antonio, Consulate General of Mexico in San Diego; Elsa Saxod, City of San Diego; David Perez-Tejada and Kathya Yruretagoyena, City of Mexicali; Diego Ceballos, City of Tijuana; Alejandra Mier y Terán, Otay Mesa Chamber of Commerce; Cindy Gompper-Graves, South County Economic Development Council; Yolanda Walther Meade, Fundación Internacional de la Comunidad, A.C.; Viviana Ibañez, San Diego Regional Chamber of Commerce; Dave Fege, United States Environmental Protection Agency – Border Liaison Office; Sergio Pallares, Caltrans; and Bob Leiter, Héctor Vanegas, and Ron Saenz from SANDAG.

Chair Paul Ganster welcomed everyone and started the meeting, although there was no quorum. Self-introductions were conducted.

2. MEETING SUMMARY

The meeting summaries for July 5, 2005 and August 2, 2005 were reviewed.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Sergio Pallares, Caltrans, mentioned that he wanted to highlight an e-mail that was sent to him on September 6, 2005 by Mr. James Snider, U.S. Department of Homeland Security. This e-mail announced that at the end of 2007, citizens of the United States crossing back into the United States will have to show an American Passport as proof of citizenship. This new regulation is designed to expedite travel in the Western Hemisphere while enhancing security. Angelika Villagrana, San Diego Regional Chamber of Commerce, added that one of the concerns is that passports will cost $160 each. This can be cost prohibitive for an average family of four. Sergio Pallares said that COBRO might be interested in as far as what economic impacts this may have to the border region. He suggested designating a border zone that can be exempt from this
requirement. Paul Ganster suggested this may also affect border wait times. It was agreed that this topic should be looked at more closely at a future COBRO meeting.

4. SOUTHWEST COMPACT STRATEGIC INITIATIVE (Hon. Jon A. Edney, Councilmember, City of El Centro and member of the Southern California Association of Governments (SCAG))

Hon. Jon A. Edney, City of El Centro, gave a presentation on the Global Gateway Regions and the United States’ third century strategy. This concept came out of Thomas Jefferson’s first century strategy, which called for westward expansion. Theodore Roosevelt followed with his second century strategy, which planned for improved and expanded energy and natural resource infrastructure to support industrial expansion. A third century strategy is needed to contend with the 140 million additional people expected by the year 2050 and the challenges of competing in a global economy.

Two other examples of this Global Gateway Regions concept were described. The first is called the “Blue Banana,” which is the core of the European Union’s most competitive cities. The second is known as the “BESETO” corridor in Asia. The core is made up of Beijing, Seoul, and Tokyo. These globally-competitive regions represent a future global trend that we need to prepare for in order to stay globally competitive.

There are eight emerging global gateway regions in the United States. The area in which we live was designated the Southwest Mega Region. In order to maintain global competitiveness, we need to adopt the Global Gateway Thinking model. The following are elements of this concept:

- Promotes relationships between existing metropolitan areas
- Supports sustainability and long-term vitality
- Streamlines transportation and land use patterns
- Fosters better economies
- Encourages cost-saving measures through cooperation

Following this Global Gateway Thinking model, an action plan has been developed. This action plan supports the creation of a governance structure that provides for: active participation; development and support of innovative transportation financing strategies; and creation of private-public partnerships to execute strategic investments in infrastructure.

The next steps in this process include continued collaboration with SANDAG to collect information from other U.S. and Mexican states, establishing future meeting dates, and working together to formulate a cohesive regional strategy.

Bob Leiter, SANDAG, mentioned that the Southern California Association of Governments (SCAG) and the SANDAG Board of Directors meet twice a year to discuss issues like these.

To conclude, Chair Paul Ganster, COBRO, mentioned that he was pleased to see that Mexico was included in the plan and thanked Hon. Edney for his presentation and efforts in this area.
5. PREPARATIONS FOR SANDAG’S 2005 BINATIONAL WORKSHOPS “CROSS-BORDER COLLABORATIVE PLANNING FOR OTAY MESA-MESA DE OTAY” (Hector Vanegas, SANDAG)

Hector Vanegas, SANDAG, explained that SANDAG has initiated work on creating an effective planning partnership by organizing two binational workshops instead of a binational conference like in years passed. This is the first effort on getting input from both sides of the border for the Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan. The workshops will be held on October 3 and 11. The first will be in National City at the San Diego Regional Education Center and the second will be in Tijuana at the Universidad Autónoma de Baja California (UABC). There will be four breakout sessions where attendees will have the opportunity to give their input. Each session will be divided by the four issue areas, which are Environment, Transportation, Economic Development, and Housing.

6. UPDATE ON THE OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN (Bob Leiter, SANDAG)

Bob Leiter, SANDAG, began by describing the project background for the proposed Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan. The Regional Comprehensive Plan’s (RCP) Borders chapter laid the groundwork and identified the key issues in Otay Mesa and its relationship to Mesa de Otay. During the 2004 Binational Conference, the consensus was that we have good binational collaboration through COBRO and the Borders Committee, but as a group we need to start to focus on implementation strategies. Otay Mesa is an ideal focus area because it is an area of major growth on both sides of the border and also an area in which we are trying to identify the right kind of investments in infrastructure and land use policies to guide us in the future. COBRO made these recommendations to the Borders Committee, which agreed with this assessment. Tours of the Otay Mesa and Tijuana have reinforced this idea.

The public outreach process of the RCP has helped educate the stakeholders and will be the model for the binational workshops. The Interregional Partnership (IRP) between SANDAG, the Western Riverside Council of Governments, Riverside County Transportation Commission, and SCAG is another model for this plan. This is a successful interregional collaboration that shares a lot of similarities with this binational study. We can learn from this planning approach. Early actions are being designed into the work program to make progress while we continue to refine the plan.

Chair Paul Ganster, COBRO, stated that it is important to mention that leading up to these workshops, SANDAG has worked with IMPlan, SIDUE, and Caltrans. They feel this is very compatible with their interest and projects in which they have been involved.

Bob Leiter, SANDAG, explained that the proposed study identifies areas north of the border that are of interest to the Otay Mesa corridor planning. The study area encompasses the City of San Diego’s Otay Mesa community planning area, the County of San Diego’s East Otay Mesa community planning area, including Otay Lakes, the eastern portion of the City of Chula Vista east of Interstate 805 (I-805) and south of Olympic Parkway, and the planning areas of Mesa de Otay and Centenario, which includes the Alamar River in the City of Tijuana.
The reason that Chula Vista is included is that the City has several initiatives in their General Plan update in relation to the development of the Mesa and the transportation corridors that connect to the Mesa. The City is also working on a regional technology park, a new university, mixed use projects, and how they can facilitate transit along the SR 125 corridor.

SANDAG has been updating its land use and transportation Geographic Information Data (GIS) files with IMPlan. Maps will be valuable in assessing how these two areas interrelate.

The collaboration process will include identifying stakeholders, the decision-making structure, and defining the public outreach process. In terms of the strategic planning process, SANDAG will need to identify the issues, which will be drawn from survey results and stakeholder interviews, as well as input from the public workshops. The next step will be to identify the goals and objectives, develop an early action plan, and then complete the final strategic plan.

Some of the stakeholders from the United States and Mexico include: Caltrans, the City of Chula Vista, the City of San Diego, the County of San Diego, U.S. Customs and Border Protection, Chambers of Commerce, the Instituto Municipal de Planeación (IMPlan), and the Secretaría de Infraestructura y Desarrollo Urbano (SIDUE).

The decision-making structure includes the Borders Committee at the policy level. At the stakeholders group level, it will include COBRO. The Joint Development Team will include Caltrans, IMPlan, SIDUE, and SANDAG. Expanding the participation will be considered as appropriate.

Public outreach will be a combination of the binational workshops, a project Web page, and presentations at stakeholder meetings. Additional workshops may be held later in the planning process.

The issue areas that have been identified are transportation, housing, economic development, and environmental conservation. In the area of transportation the focus will be on the future East Otay Mesa – Otay II Port of Entry and connecting roads, improvements to the existing Otay Mesa Port of Entry and connecting roads, and improvements to cross-border and regional public transportation services.

The issues identified for economic development include: promoting the creation or expansion of common employment clusters on both sides of the border; addressing future industrial land supply and demand; addressing the relationship between Brown Field Municipal Airport and Tijuana’s International Airport operations and existing and future industrial land use; and addressing infrastructure needs of existing and future industrial land uses (water, energy, etc.).

The issues identified for housing include addressing: future housing supply and demand, housing affordability issues and opportunities, the relationship between Brown Field Municipal Airport and Tijuana’s International Airport operations and existing and future residential land use, and infrastructure needs of existing and future residential land use (water, sewage, schools, etc.).

The issues identified for environment include addressing conservation of: sensitive habitat corridors; and urban river corridors (e.g., Alamar River and Otay River Watershed).
Mr. Leiter mentioned the following next steps:

- November 2005 to March 2006 – Collaboration w/stakeholders to develop Draft Early Action Plan
- March to May 2006 – Public Outreach on Draft Early Action Plan
- May 2006 – Draft Early Action Plan to Borders Committee
- June 2006 – Early Action Plan to Board of Directors
- September to November 2006 – Public Outreach on Final Draft Strategic Plan
- November 2006 – Final Draft Strategic Plan to Borders Committee
- January 2007 – Final Plan to Board of Directors

**7. ADJOURNMENT AND NEXT MEETING DATE AND LOCATION**

The next meeting of COBRO will be held on Tuesday, November 1, 2005, from 3 to 4:30 p.m. at SANDAG.
San Diego Association of Governments

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

November 1, 2005

AGENDA ITEM NO.: 4

Action Requested: DISCUSSION

PRELIMINARY SUMMARY OF THE 2005 BINATIONAL WORKSHOPS CROSS BORDER COLLABORATIVE PLANNING FOR OTAY MESA – MESA DE OTAY

File Number 3003200

Introduction

SANDAG’s first binational workshops were held on October 3rd in National City and October 11th in Tijuana. Approximately 100 people participated at the workshop held in National City, and more than 70 people attended the workshop in Tijuana. These workshops drew stakeholders from both sides of the border, which provided a wide range of opinions. The list of participants included government officials, academics, business and non-governmental organizations.

Discussion

Through interactive technology, participants were asked to prioritize issues focusing on Transportation, Environment, Housing, and Economic Development. The preliminary polling results from the October 3rd and the October 11th workshops (Attachments 1 and 2), with a few exceptions, reveal an overall consistent response from both American and Mexican participants. This was especially evident in the area of transportation. Participants from the United States and Mexico gave high priority to both making improvements to the existing Otay Mesa Port of Entry and pursuing a new port of entry at East Otay Mesa. Also, both sides also were in agreement when asked if they would support seeking toll revenues for new ports of entry and access roads.

For the issue of economic development, addressing infrastructure needs of existing and future industrial land use and promoting the creation or expansion of common employment clusters were identified as top priorities.

Related to housing, addressing residential infrastructure needs ranked highest. There was some variation with housing affordability. This issue ranked second in the National City workshop and third in Tijuana.

Conservation of urban river corridors came out on top under issues relating to the environment. Habitat conservation, air quality, and water quality issues also were discussed.

Feedback gathered from these workshops will be synthesized into the development of the Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan. This strategic plan will be the first joint study with our partners across the border. This exercise will jump start important planning activities,
such as the future East Otay Mesa-Otay II Port of Entry and open the door for other future binational planning activities. Staff will bring updates on this plan to future COBRO meetings.

BOB LEITER
Director for Land Use and Transportation Planning

Attachments:
1. Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan
   Preliminary Polling Results (October 3, 2005)
2. Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan
   Preliminary Polling Results (October 11, 2005)

Key Staff Contact: Elisa Arias; (619) 699-1936; ear@sandag.org
Background Information / Antecedentes

A- Where do you live?  
¿Dónde vive usted?

B- What is your organizational affiliation?  
¿A qué tipo de organización pertenece?
Transportation / Transporte

Relative Priority

- **B** - Improvements to existing Otay Mesa Port of Entry and connecting roads
  Mejoras en el actual cruce fronterizo de Otay Mesa y caminos de acceso
  - 52.9

- **A** - Future East Otay Mesa - Otay II Port of Entry and connecting roads
  Futuro cruce fronterizo East Otay Mesa - Otay II y caminos de acceso
  - 51.2

- **C** - Improvements to cross-border and regional public transportation services
  Mejoras al transporte público transfronterizo y regional
  - 44.2
Transportation Funding / Financiamiento de Transporte

Relative Preference

- A- Toll Revenues for new ports of entry and access roads
  Peaje para nuevos cruces fronterizos y caminos de acceso
  67.0

- E- Non-residential development impact fees for transportation
  Impuestos al desarrollo no residencial para transporte
  53.9

- B- Additional TransNet sales tax
  Impuesto de ventas TransNet adicional
  50.9

- D- Additional residential development impact fees for transportation
  Impuestos al desarrollo residencial para transporte
  44.0

- C- Additional local gas tax
  Impuesto adicional a la gasolina
  31.0
**Economic Development / Desarrollo Económico**

Relative Priority

- **D.** Address infrastructure needs of existing and future industrial land uses (water, energy, etc.)
  - Tratar las necesidades de infraestructura de usos de suelo industriales existentes y futuros (agua, energía, etc.)
  - 73.1

- **A.** Promote creation or expansion of common clusters on both sides of the border
  - Promover la creación o expansión de los sectores económicos comunes en ambos lados de la frontera
  - 51.8

- **B.** Address future industrial land supply and demand
  - Tratar la oferta y demanda futura de suelo industrial
  - 38.4

- **C.** Address relationship between Brown Field Municipal Airport and Tijuana’s International Airport operations and existing and future industrial land use
  - Tratar la conexión entre las operaciones de los aeropuertos de Brown Field y Tijuana y los usos de suelo industriales existentes y futuros
  - 32.4
Housing / Vivienda

Relative Priority

<table>
<thead>
<tr>
<th>Priority</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-</td>
<td>Address infrastructure needs of existing and future residential land use (water, sewage, schools, etc.)</td>
<td>74.8</td>
</tr>
<tr>
<td></td>
<td>Tratar las necesidades de infraestructura de usos de suelo residencial existente y futuro (agua, drenaje, escuelas, etc.)</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>Address housing affordability issues and opportunities</td>
<td>54.0</td>
</tr>
<tr>
<td>A-</td>
<td>Address future housing supply and demand</td>
<td>47.8</td>
</tr>
<tr>
<td>C-</td>
<td>Address relationship between Brown Field Municipal Airport and Tijuana's International Airport operations and existing and future residential land use</td>
<td>19.3</td>
</tr>
<tr>
<td></td>
<td>Tratar la conexión entre las operaciones de los aeropuertos de Brown Field y Tijuana y los usos de suelo residencial existente y futuro</td>
<td></td>
</tr>
</tbody>
</table>

![Graph showing priority scores for housing](image)

![Graph showing priority scores for housing](image)
A. Address future housing supply and demand
Tratar la oferta y demanda futura de vivienda

C. Address relationship between Brown Field Municipal Airport and Tijuana's International Airport operations and existing and future residential land use
Tratar la conexión entre las operaciones de los aeropuertos de Brown Field y Tijuana y los usos de suelo residencial existente y futuro
**Environment / Medio Ambiente**

Relative Priority

- **B**- Address conservation of urban river corridors (e.g. Alamar River and Otay River Watershed)
  - Tratar los corredores fluviales en áreas urbanas (i.e. Río Alamar y Río Otay)
  - 66.7

- **A**- Address conservation of sensitive habitat corridors
  - Tratar la conservación de corredores ecológicos sensibles
  - 33.3
Antecedentes / Background Information

A- ¿Dónde vive usted?
Where do you live?

B- ¿A qué tipo de organización pertenece?
What is your organizational affiliation?
¿Participó en el primer taller el 3 de octubre en National City? Did you participate in the first workshop held in National City on October 3rd?
Plan Estratégico del Corredor Binacional Otay Mesa - Mesa de Otay
Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan

Preliminary Polling Results - October 11, 2005

Transporte / Transportation

Relative Priority

- **B-** Mejoras en el actual cruce fronterizo de Otay Mesa y caminos de acceso 60.0
  Improvements to existing Otay Mesa Port of Entry and connecting roads
- **A-** Futuro cruce fronterizo East Otay Mesa - Otay II y caminos de acceso 56.7
  Future East Otay Mesa - Otay II Port of Entry and connecting roads
- **C-** Mejoras al transporte público transfronterizo y regional 32.5
  Improvements to cross-border and regional public transportation services
Plan Estratégico del Corredor Binacional Otay Mesa - Mesa de Otay
Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan
Preliminary Polling Results - October 11, 2005

Financiamiento de Transporte / Transportation Funding

Relative Priority

- A- Peaje para nuevos cruces fronterizos y caminos de acceso
  Toll Revenues for new ports of entry and access roads  62.5

- B- Impuesto adicional a la gasolina
  Additional local gas tax  30.9

- C- Cobrar una aportación en nuevos desarrollos para apoyar el transporte
  Additional residential development impact fees for transportation  44.1

- D- Cobrar una aportación a desarrollos no residenciales para apoyar el transporte
  Non-residential development impact fees for transportation  60.1
Plan Estratégico del Corredor Binacional Otay Mesa - Mesa de Otay
Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan

Preliminary Polling Results - October 11, 2005

- Cobrar una aportación en nuevos desarrollos para apoyar el transporte
  Additional residential development impact fees for transportation

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>Mexico</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residencia</td>
<td>44.1</td>
<td>47.8</td>
<td>28.3</td>
</tr>
</tbody>
</table>

- Cobrar una aportación en nuevos desarrollos para apoyar el transporte
  Additional residential development impact fees for transportation

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>Municipio Estatal</th>
<th>Federal/Comuna/Privados</th>
<th>Acciones</th>
<th>Modulos Civiles</th>
<th>Otro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residencia</td>
<td>44.1</td>
<td>55.9</td>
<td>22.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Organización</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

B- Impuesto adicional a la gasolina
  Additional local gas tax

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>Mexico</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residencia</td>
<td>39.9</td>
<td>26.5</td>
<td>47.4</td>
</tr>
</tbody>
</table>

B- Impuesto adicional a la gasolina
  Additional local gas tax

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>Municipio Estatal</th>
<th>Federal/Comuna/Privados</th>
<th>Acciones</th>
<th>Modulos Civiles</th>
<th>Otro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residencia</td>
<td>30.9</td>
<td>34.8</td>
<td>29.4</td>
<td>22.1</td>
<td>46.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Organización</td>
<td>13.2</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>
### Relative Priority

- **D:** Cubrir las necesidades de infraestructura de usos de suelo industriales existentes y futuros (agua, energía, etc.)
  Address infrastructure needs of existing and future industrial land uses (water, energy, etc.)
  - 77.7

- **B:** Analizar la oferta y demanda futura para suelo industrial
  Address future industrial land supply and demand
  - 48.2

- **A:** Promover la creación o expansión de los sectores económicos comunes en ambos lados de la frontera
  Promote creation or expansion of common clusters on both sides of the border
  - 47.6

- **C:** Entender la relación entre las operaciones de los aeropuertos del área y los usos de suelo industriales existentes y futuros
  Address relationship between the area’s airports operations and existing and future industrial land use
  - 20.8

![Graphs and charts illustrating priority levels for various economic development initiatives.](image-url)
Plan Estratégico del Corredor Binacional Otay Mesa - Mesa de Otay
Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan

Preliminary Polling Results - October 11, 2005

---

**Promover la creación o expansión de los sectores económicos comunes en ambos lados de la frontera**
- Promote creation or expansion of common clusters on both sides of the border

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>Mexico</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existencia</td>
<td>47.6</td>
<td>51.5</td>
<td>35.5</td>
</tr>
</tbody>
</table>

**Entender la relación entre las operaciones de los aeropuertos del área y los usos de suelo industriales existentes y futuros**
- Address relationship between the area's airport operations and existing and future industrial land use

<table>
<thead>
<tr>
<th></th>
<th>ALL</th>
<th>Mexico</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existencia</td>
<td>20.8</td>
<td>19.4</td>
<td>22.8</td>
</tr>
</tbody>
</table>

---
Plan Estratégico del Corredor Binacional Otay Mesa - Mesa de Otay
Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan

Preliminary Polling Results - October 11, 2005

Vivienda / Housing

Relative Priority

- D- Analizar la demanda de infraestructura para los usos de suelo residencial existente y futuro (agua, drenaje, escuelas, etc.)
  Address infrastructure needs of existing and future residential land use (water, sewage, schools, etc.)
  85.7

- A- Analizar la oferta y demanda futura de vivienda
  Address future housing supply and demand
  46.5

- B- Analizar la posibilidad de ofrecer/crear vivienda de bajo costo
  Address housing affordability issues and opportunities
  42.0

- C- Entender la relación entre las operaciones de los aeropuertos de Brown Field y Tijuana y los usos de suelo residencial existente y futuro
  Address relationship between Brown Field Municipal Airport and Tijuana’s International Airport operations and existing and future residential land use
  23.6
Plan Estratégico del Corredor Binacional Otay Mesa - Mesa de Otay
Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan

Preliminary Polling Results - October 11, 2005

**Analisar la posibilidad de ofrecer/crear vivienda de bajo costo**
Address housing affordability issues and opportunities

- **ALL**: 42.0%
- **Mexico**: 45.6%
- **USA**: 33.0%

**Entender la relación entre las operaciones de los aeropuertos de Brown Field y Tijuana y los usos de suelo residencial existente y futuro.**
Address relationship between Brown Field Municipal Airport and Tijuana's International Airport operations and existing and future residential land use

- **ALL**: 23.6%
- **Mexico**: 19.1%
- **USA**: 33.2%
Relative Priority

- **D- Calidad de Agua** 55.0
  - A- Tener políticas para la conservación de corredores ecológicos 54.0
    - Address conservation of sensitive habitat corridors
  - B- Realizar acciones adecuadas para mantener y proteger los ríos urbanos (i.e. Río Alamar y Río Otay) 46.1
    - Address conservation of urban river corridors (e.g. Alamar River and Otay River Watershed)
  - C- Calidad de Aire 40.4
Preliminary Polling Results - October 11, 2005