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, April 4, 2006
3 p.m. – 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

AGENDA HIGHLIGHTS

• MAKING SMART GROWTH WORK IN OUR REGION
• THE CITY OF MEXICALI’S 2025 URBAN DEVELOPMENT PLAN

MISSION STATEMENT

The Committee on Binational 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) 699-1990, (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.
MISSION OF BINATIONAL REGIONAL OPPORTUNITIES
Tuesday, April 4, 2006

ITEM #

1. WELCOME AND INTRODUCTIONS

+2. MEETING SUMMARY OF MARCH 7, 2006

APPROVE

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Each speaker is limited to three minutes.

CONSENT ITEM

+4. STAFF REPORT

INFORMATION

Upcoming events.

REPORT ITEMS

+5. MAKING SMART GROWTH WORK IN OUR REGION
(SANDAG Staff)

The Regional Comprehensive Plan (RCP) calls for the preparation of a Smart Growth Concept Map to identify locations that can support smart growth and transportation investments. The map will be used for refining the regional transit network, and for identifying other transportation needs during the 2007 comprehensive update of the Regional Transportation Plan (RTP) next year. The map also will be used to help determine eligibility to compete for future TransNet Smart Growth Incentive Program funding. Join us at a workshop in April to consider locations where smart growth can work and discuss transportation improvements needed to support smart growth. Online registration for these workshops is available at www.sandag.org/rcp. For more information please contact Marissa Hampton at (619) 699-7336 or rcp@sandag.org.

6. THE CITY OF MEXICALI’S 2025 URBAN DEVELOPMENT PLAN
(Inocencio Cuellar – Elias Páez, IMIP-Mexicali’s Municipal Planning Institute)

INFORMATION
ITEM # RECOMMENDATION

In 2004, the City of Mexicali had a population of 655,000 and is experiencing an annual growth rate of 2.7 percent, while surrounding communities are experiencing up to 6.3 percent growth. These and other issues, such as environmental demands and binational challenges, were considered in developing the recently approved City’s Vision and Planning document.

7. NEXT MEETING DATE AND LOCATION INFORMATION

The Committee’s next meeting is Tuesday, May 2, 2006, from 3:00 to 4:30 p.m., at SANDAG, 7th floor conference room.

8. ADJOURNMENT

+ next to an item indicates an attachment

Visit us on the Web at:
www.sandag.org (under binational)
www.borderbase.org
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO) SUMMARY OF MARCH 7, 2006

1. WELCOME AND INTRODUCTIONS

The March 7, 2006, 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; Deputy Consul General Ricardo Pineda, Consul Lydia Antonio, Consulate General of Mexico in San Diego; Cindy Gompper-Graves, South County Economic Development Council; Arnold San Miguel, Bi-State Transportation Technical Advisory Committee (BTTAC); Sergio Pallares, Caltrans; Miguel Z. Tapia, City of Chula Vista; David Pérez-Tejada, City of Mexicali; Elsa Saxod, City of San Diego; Diego Ceballos, City of Tijuana; Alejandra Mier y Terán, Otay Mesa Chamber of Commerce; Nathan Owens, San Diego Dialogue; Mary Walshock, UCSD Extension; Angelika Villagrana, San Diego Regional Chamber of Commerce; Héctor Vanegas, Elisa Arias, Ron Saenz, and Arturo Vázquez from SANDAG.

2. MEETING SUMMARY

The meeting summary for February 7, 2006, was approved. Paul Ganster, Chair, entertained the motion; Sergio Pallares, Caltrans, seconded the motion.

3. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Ron Saenz, SANDAG, announced that Crystal Crawford, Mayor of Del Mar, and former Chair of the SANDAG’s Borders Committee, secured the fall meeting for the California Biodiversity Council (CBC), which will be in San Diego on September 27 & 28, 2006, with a focus on border conservation. Ron Saenz mentioned that one day will be dedicated to a fieldtrip along the border, which will include part of the study area in Otay Mesa and along the Tijuana River Estuary. Ron Saenz mentioned that he would be reporting to the committee as the meeting date approaches.

James Adams, California Energy Commission (CEC), mentioned that the Commission is extremely concerned with energy issues along the border. James Adams pointed out that the CEC has developed an integrated energy policy report was presented to the Governor and the Legislature, which should be approved soon. One of the chapters includes a section on border energy and how it relates to transportation and freight movements. This report is posted in the website.
Ramon Riesgo, General Services Administration (GSA), announced the first public meeting on the Calexico Central Project for border crossings will be held on March 8, 2006, at 3:00 p.m. at Calexico’s City Hall.

Chair Paul Ganster, shared the latest publication from the Southwest Consortium for Environmental Research and Policy, U.S. Mexico Border Environment: Lining the All-American Canal: Competition or Cooperation for Water in the U.S. -Mexican Border.

Chair Ganster mentioned that this study was first published by COLEF last year. Chair Ganster also mentioned that this publication provides Mexican and U.S. perspectives on the issue of U.S. Mexican border environment and collateral relation.

4. STAFF REPORT

Hector Vanegas, SANDAG, provided an attachment of upcoming events.

Sergio Pallares, Caltrans, announced that the U.S. - Mexico Binational Group on Bridges and Border Crossings will be meeting in Yuma, Arizona, March 27 & 29, 2006. Sergio Pallares said he would follow up with more specific details after the meeting.

5. BORDERLESS INNOVATION: CATALYZING THE COMPETITIVENESS OF THE SAN DIEGO-BAJA CALIFORNIA REGION

Nathan Owens, San Diego Dialogue, presented the Borderless Innovation: Catalyzing the Competitiveness of the San Diego-Baja California Region, in the context of four mayor initiatives of UCSD related to Mexico: Research related to air quality; Collaborative economics research; UCSD representative at Casa de California; and Crossborder Center.

The Goal of the project is to identify clusters of opportunity in high valued-added sectors in the binational region, and to promote new vision of the regional economy. In order to promote a positive response on both sides of the border, the study was distributed to both governors of California and Baja California, Mayors of San Diego and Tijuana, Center for Strategic and International Studies, and Border Legislative Conference.

The project identified the following clusters of opportunity: Biomedical Devices; Aerospace & Defense; Software; Marine Biotechnology; Pharmaceuticals & Clinical Research; and Recreation & Sporting Goods.

For the preparation of this project, five major roundtables were held as well as several smaller meetings with about 200 participants, and data sources from U.S. and Mexico were incorporated. Some of the lessons learned included data collection such as SANDAG cluster definitions, challenges of comparability, importance of networks, and fragmented efforts.

Owens then identified the following project needs: Joint Marketing; Enhanced Capacity, and new Institutional Mechanisms.
For the cluster for biomedical device, Owens pointed out that the Baja California has the highest concentration of device companies in Mexico. In addition, in Baja California there were 40 companies with U.S. parent, and 13 had headquarter operations in San Diego County.

For the cluster for software device, Owens pointed out the large number of IT professionals within the maquiladoras industry, as well as the significant number of software degrees issues in Baja California.

For the cluster of Aerospace & Defense, Owens pointed out the growing number of companies on both sides of the border, though companies are not highly related across the border. In addition, Baja California has highest concentration of aerospace companies in Mexico. It was also mentioned that the cluster for Recreation & Sporting Goods in San Diego is the largest in the U.S.

The project identified that there are natural synergies in the region that are not being realized; relationships and interconnections with Baja California are more than most people appreciate; the latent, but feasible strategic opportunity exists to enhance competitiveness; and the challenges of security, infrastructure, education, and trust.

The project makes the following recommendations: (1) creation of a Crossborder Innovation and Competitiveness Center; (2) Establishment of Forum Tecnologico; (3) Continue analytical research on crossborder clusters; (4) Promote “smart border” technologies & infrastructure; (5) Expand Education and Research Linkages; (6) Explore INBio model for San Diego-Baja California; (7) and non-technical linkages.

Owens mentioned the following Next Steps: creation of a Crossborder Innovation Competitiveness Center; Washington, D.C. trip in April; Clinical Research Workshop in Tijuana; Future Roundtables; Additional Research on Biomedical Device; 2004-2005 Update in Educational Data; the March 15th MERO & Forum Fronterizo.

Chair Paul Ganster thanked Nathan Owens for making this presentation. Moreover, Chair Paul Ganster asked whether high value clusters are evaluated qualitative or quantitative.

Nathan Owens responded by saying that the Crossborder Innovation & Competitiveness Center looks at globally traded industries so that certain industries are both globally traded and that both impacts are higher weight trade, and so it adds more volume to the regional economy. Nathan Owens mentioned that the study used SANDAG’s definition for high valued clusters.

Marney Cox, SANDAG, added that qualitative versus quantitative aspects are quite important. Cox mentioned that a quantitative process was created in terms of exports and imports and that substantial concentration of purchases and sales between businesses was analyzed to describe the relationship between businesses.

Mary L. Walshok, UCSD Extension, added that the high tech industry needs to be analyzed in a more detailed way for more strategic opportunities across the Californias. Walshok added to capture the dialogue on competitive an education to attract business, focus on crossborder synergies.

Ricardo Pineda, Deputy Consul General of Mexico in San Diego, asked if new institutional mechanisms are to be focused on governmental mechanisms or more toward the private sector.
Mary Walshok responded by mentioning that organizations such as the World Bank and the Inter American Development Bank would fund a consortium of educational institutions between Baja California and San Diego County, which would create a hub for research and investigation.

**ACTION**

Elsa Saxod, City of San Diego, entertained the motion to accept the report. The COBRO will discuss it in a future meeting to develop a recommendation to be presented to the Borders Committee. Sergio Pallares, Caltrans, seconded. Action was passed unanimous at this COBRO meeting.

Alejandra Mier y Terán, Otay Mesa Chamber of Commerce, would like to join the effort in this study and assist with contacting companies in San Marcos and Vista.

6. **ECONOMIC IMPACTS OF BORDER WAIT TIMES ON FREIGHT MOVEMENTS AT THE SAN DIEGO-BAJA CALIFORNIA BORDER REGION**

Elisa Arias, SANDAG, presented the findings of the Economic Impacts of Border Wait Times on Freight Movements at the San Diego-Baja California Border Region study.

Arias mentioned that SANDAG, in partnership with Caltrans, has developed an economic model to assess the magnitude of regional economic impacts resulting from delays at the ports of entry.

The complete report is available on the SANDAG website at: [www.sandag.org/binational](http://www.sandag.org/binational)

The following study objectives were discussed: understanding the economic significance of border delays; measuring economic impacts of wait times such as crossborder personal travel, and crossborder freight movements; and to develop a new model for testing public policy solutions.

In terms of the study framework, Arias mentioned that for crossborder personal travel there were 3,603 surveys at San Ysidro, Otay Mesa and Tecate Ports of Entry (POE).

For crossborder freight movement, there were interviews of trucking companies, customs brokers, major crossborder manufacturers, U.S. Customs and Border Protection, and information gathered from published international trade data. The study framework also included published border crossing traffic data, estimated net economic impact, risk analysis approach and a panel of experts and stakeholders.

Arias then recognized the following members of the panel of experts and stakeholders: Consulate of Mexico in San Diego; U.S. Customs and Border Protection; U.S. Federal Highway Administration; Otay Mesa and San Diego Regional Chambers of Commerce; South County Economic Development Council; San Diego State; University of San Diego Transborder Institute; San Diego Dialogue; Mexico’s College of the Northern Border (COLEF); and the Autonomous University of Baja California (UABC).

The study identified over 60 million trips cross northbound at the San Diego – Baja California border annually; and that more than 90% of the crossborder trips are local.
In terms of binational trade & freight facts, Arias noted that Mexico is United States’ second largest trading partner, and that 9 percent of U.S.-Mexico trade value crosses at Otay Mesa and Tecate POE’s. In addition, the study identified Mexico as California’s number one export market, and the Otay Mesa POE as the third ranking in trade volume on the U.S. - Mexico border.

Arias pointed out that in 2004, there were over $23.2 billion in imports and trade; ($9.4 billion in exports, and $13.8 billion in imports), and 99 percent of trade between California and Mexico was carried by trucks.

The study identified the following key interview findings: trade, truck volumes & congestion have grown significantly over the years; a physical infrastructure constraint at Otay Mesa – Mesa de Otay POE; and for some industries modern rail is important to lower transportation costs.

Arias mentioned the extremely sensitive supply chain at the border, for example, there were no inventories, due to the fact that some parts go back and forth across the border; and delays at Otay Mesa POE are as important as the delays at Port of Los Angeles/Long Beach.

Moreover, the study shows that an average 45 minutes wait was expected for crossborder personal travel. This represents for San Diego County, that there were more than 8 million trips lost; 3 million potential working hours and $42 million in wages lost; an output loss between $2 billion and $2.5 billion (total economic impact); and between 28,000 and 35,000 jobs lost.

For Baja California, there were more than 2 million trips lost; about 500,000 potential working hours at $10 million in wages lost; an output loss between $20 million and $230 million (total economic impact); and between 800 and 1,900 jobs lost.

The overall Economic Impacts due to Crossborder Freight Delay at the state level is $716 million in net revenue losses and $204 million in labor income losses (or more than 3,600 jobs lost). For the United States, total output losses are estimated at $1,256 million and employment losses at 7,646 jobs.

On the other hand, the overall economic impacts of delaying trucks at the border are substantially higher on the Mexican side of the border than the American side. For Baja California, total output losses amount to $1.317 billion and 6,929 jobs annually. Though the Machinery and Equipment sector is the most affected in terms of output losses (over $655 million), Manufactured Goods and Agricultural and Food Products represent 74 percent of jobs lost. For Mexico, total impact is estimated at $2.069 billion in lost output and 10,889 fewer jobs.

Finally, Arias concluded the presentation by pointing out the following conclusions:

- Current border delays are responsible for significant economic losses on both sides of the border.
- Personal travel: Economic impact of congestion is much stronger in the U.S. than in Mexico. It affects mainly the San Diego-Baja California region.
- Freight movements: Economic impact of congestion is greater on the Mexican side. It spreads significantly to the national level.
Trade is a key contributor to local, state, and national economic growth.
Border delays impact the competitiveness of the binational region.
Traffic delays and economic losses are expected to double over the next 10 years.
Delays and losses can be reduced with improved infrastructure and management.
Survey results show cross-border travelers are willing to pay a toll if delays can be reduced.

The study found that interviewees were willing to pay $3 at the proposed East Otay Mesa POE if this expedited the border crossing. The findings included: 14% of the people stating they sometimes will use a toll facility at East Otay Mesa POE; 59% stated they would use it; and 26 percent stated they would not use this facility.

The study pointed out the following Next Steps: Presenting the findings to the Board of Directors and stakeholders; Move forward to finance and build new binational infrastructure, for example complete SR 905, and build new East Otay Mesa II Port of Entry and connecting roads.

Chair Paul Ganster thanked Arias for presenting the findings of the study.

Steve Otto, San Ysidro Business Association, commented that the next steps for the Economic Impacts Border Wait Times study refers only to actions in infrastructure for transportation, and do not include infrastructure for people. Steve Otto recommends that this type of infrastructure should be considered.

Otto pointed out that major infrastructure improvements plans are being considered at the Otay Mesa POE and that San Ysidro is being overlooked. Otto mentioned that with an average of 40 minute wait time, San Diego County loses some $1.28 billion in business, which is of significance to the San Ysidro perspective.

In addition, based on the survey, 27.2 percent of people’s destination was San Ysidro for all northbound incoming crossborder, and the purpose of all trips (inbound) was shopping.

Otto commented that currently at the San Ysidro POE there are over 100,000 people crossing the border; by foot and/or in vehicles. Steve Otto also commented on the projections for the year 2030, there will be an increase of 170,000 people per day.

Finally, Otto mentioned that the San Ysidro POE is going to be remodeled and the General Services Administration (GSA) has only $168 million out of the $500 million estimated to be required for major improvements. Otto added that the entire freeway access around this area will need to be remade or Smart Growth is not going to work.

Ricardo Pineda, Consulate General of Mexico in San Diego, thanked Arias for the presentation and requested to present the study at the Consulate in the near future.

Cindy Gompper-Graves, South County Economic Development Council, requested to have some sort of fact sheet specifying statistics and major improvements at the San Ysidro POE, Otay Mesa POE, and Tecate POE.
Sergio Pallares, Caltrans, commented that Caltrans, along with GSA and the state of Baja California are holding discussions in order set up a process to find more ways to prioritize different needs and coordinate with entities competing for money at the border. Sergio Pallares said that Caltrans will report on the findings of these processes.

Chair Ganster added that the SANDAG study supports the way to prioritize and facilitate money along the border.

James Adams, California Energy Commission (CEE), suggested to take a look at the energy impacts along the U.S-Mexico border, for example, how much fuel is being used at the border, and what is the rail capacity along the border.

Caridad Sanchez, Office of Senator Barbara Boxer, noted that the California delegation is getting mixed messages about the project’s status along the border and would like to see a more clear definition of these.

7. ADJOURNMENT, AND NEXT MEETING DATE AND LOCATION

Chair Paul Ganster thanked everyone for coming and motioned to adjourn.

The Committee’s next meeting is Tuesday, April 4, 2006, from 3:00 p.m. to 4:00 p.m. at SANDAG’s 7th floor conference room.
**UPCOMING EVENTS:**

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<td>Thursday, April 6, 2006</td>
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<td>WHERE:</td>
<td>San Ysidro Multicultural Center</td>
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WHAT: The Second Southwest Compact Bi-National Hearing
WHEN: Wednesday, April 26, 2006
WHERE: Mexicali, Baja California
MORE INFO: Linda Jones at jonesl@scag.ca.gov, or (213) 236-1912
SPONSOR: Southern California Association of Governments

WHAT: Bi-National Hearing: The City of Mexicali
WHEN: Wednesday, April 26, 2006
WHERE: Araiza Inn Hotel and Convention Center, Mexicali
MORE INFO: From USA 1-877-727-2492 or reservaciones@araizainn.com.mx
SPONSOR: Southern California Association of Governments in cooperation with The City of Mexicali
The 18 cities and the county working through SANDAG have an ambitious plan to better connect transportation to jobs and homes in the San Diego region. With broad support from residents, community and business leaders, and the region's elected officials, the SANDAG Regional Comprehensive Plan focuses more of our growth and infrastructure investments in the urban areas to better connect residents to the region's transportation system and to preserve thousands of acres of open space. Already, neighborhoods are benefiting from smart growth investments. SANDAG has awarded $19 million to 14 smart growth projects. Another $1 million is being awarded this spring for habitat conservation.

SANDAG is now working with the cities and the county on a “Smart Growth Concept Map” to identify locations that can support smart growth and transportation investments. This map will serve as the foundation for refining the regional transit network and identifying other transportation needs in the long-range Regional Transportation Plan.

We need your help in making these important regional decisions. Join us at a public workshop near you in April.

Help make smart growth work!
Join your fellow residents, community leaders, and SANDAG officials at a workshop near where you live or work.

In these workshops participants will...
- consider locations where smart growth can work
- talk about what smart growth should look like now and in the future
- discuss transportation improvements needed to support smart growth
- identify resources to make smart growth work in our communities

Attend a workshop near where you live or work!

**Monday, April 3, 6-8:30 p.m.**
Escondido City Hall
Mitchell Room
201 North Broadway
Escondido, CA 92025

**Tuesday, April 4, 6-8:30 p.m.**
Powerhouse Community Center
1658 Coast Blvd.
Del Mar, CA 92014

**Thursday, April 6, 6-8:30 p.m.**
South County Regional Education Center
800 National City Blvd.
National City, CA 91950

**Monday, April 10, 6-8:30 p.m.**
San Ysidro Multicultural Center
4345 Otay Mesa Rd
San Ysidro, CA 92173

**Tuesday, April 11, 6-8:30 p.m.**
Kearny Mesa Recreation Center
3170 Armstrong Street
San Diego, CA 92111

**Monday, April 17, 6-8:30 p.m.**
La Mesa Community Center
4975 Memorial Drive
La Mesa, CA 91941

**Wednesday, April 19, 11 a.m.-1:30 p.m.**
Balboa Park Club
2150 Pan American Road
San Diego, CA 92101

**Thursday, April 20, 6-8:30 p.m.**
Oceanside Community Rooms
300 North Coast Highway
Oceanside, CA 92054

Registration will begin 30 minutes before each workshop. Workshops will begin on time.

For more information:
Please RSVP to attend a workshop at www.sandag.org/rcp, call (619) 515-4727, or e-mail rcp@sandag.org. Maps to each workshop are available on the workshop Web page or can be requested by phone or e-mail. Driving and transit information are included on each map.

If you can't attend a workshop or want to give us your views, visit www.sandag.org/rcp and tell us how you think we can make smart growth work in the San Diego region. For more information, call Marisa Hampton at (619) 699-7336.

*These workshops will include English/Spanish translation services. Bilingual English/Spanish staff will participate in all workshops and materials will be available in Spanish.