COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)

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

Tuesday, May 2, 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:  Héctor Vanegas
(619) 699-1972

AGENDA HIGHLIGHTS

- COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES CHARTER
- GOOD NEIGHBOR ENVIRONMENTAL BOARD, 9TH REPORT “U.S.-MEXICO BORDER ENVIRONMENT: AIR QUALITY AND TRANSPORTATION & CULTURAL AND NATURAL RESOURCES”

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.

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## Item # | Action
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1. **Welcome and Introductions** |  
2. **Summary of April 4, 2006, Meeting (PP. 5-10)** | APPROVE
3. **Public Comments/Communications/Member Comments** | INFORMATION
   (Each speaker limited to three minutes.)

### Consent Agenda

4. **Staff Report (PP. 11)** | INFORMATION
   Upcoming Events

### Reports

5. **Committee on Binational Regional Opportunities Charter** (Hector Vanegas, SANDAG) (PP. 12-14) | APPROVE
   Staff will present to the Committee on Binational Regional Opportunities changes to its Charter.

6. **Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan: Upcoming Early Action Plan** (Elisa Arias, SANDAG) (PP. 15) | INFORMATION
   SANDAG staff, in collaboration with the City of Tijuana’s Municipal Planning Institute (IMPlan), has identified preliminary early action strategies in the areas of transportation, economic development, housing and environment. Staff will continue to work with stakeholders to obtain commitments for implementation of proposed strategies over the next two months. Staff will report on comments received at the Borders Committee meeting on April 28, 2006.
7. **GOOD NEIGHBOR ENVIRONMENTAL BOARD 9TH REPORT**

(Dr. Paul Ganster, Institute for Regional Studies of the Californias- SDSU)

The Good Neighbor Environmental Board recently released the 9th Report, “U.S.-Mexico Border Environment: Air Quality and Transportation & Cultural and Natural Resources.” The Report provides advice from two angles on maintaining healthy environmental quality along the U.S.-Mexico border.

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

The Committee’s next meeting is Tuesday, June 6, 2006, from 3 to 4:30 p.m. at SANDAG’s 7th floor conference room.

An (+) next to an item indicates attached report/material.

Visit us on the Web at:
www.sandag.org (under binational)
www.borderbase.org
1. **Welcome and Introductions**

   The April 4, 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, Consulate General of Mexico in San Diego; Cindy Gompper-Graves, South San Diego County Economic Development Council; Gary Brown, City of Imperial Beach; David Pérez-Tejada, City of Mexicali; Elsa Saxod, City of San Diego; Diego Ceballos, City of Tijuana; Yolanda Walther-Meade, Fundación Internacional de la Comunidad; Haydee Martinez, Instituto Municipal de Planeación; Inocencio Cuellar, Elias Páez, IMIP City of Mexicali; Nathan Owens, San Diego Dialogue; Angelika Villagrana, San Diego Regional Chamber of Commerce; Virgilio Muñoz, Tijuana Trabaja, A.C.; and Bob Leiter, Héctor Vanegas, Ron Saenz, and Arturo Vázquez from SANDAG.

2. **Meeting Summary**

   The meeting summary for March 7, 2006, was approved. Cindy Gompper-Graves, South San Diego County Economic Development Council, entertained the motion to approve and Angelika Villagrana, San Diego Regional Chamber of Commerce, seconded the motion.

3. **Public Comments/Communications/Member Comments**

   Chair Paul Ganster commented on the recent upcoming Good Neighbor Environmental Board meeting, which will be held in San Diego from July 18 through July 19, 2006. The focus of this meeting will be on U.S-Mexico border security. More information will be provided in the upcoming meetings.

   David Pérez-Tejada, on behalf of the City of Mexicali, extended the invitation to COBRO members and guests to attend the Second Southwest Compact Binational Hearing, which will be held on Wednesday, April 26, 2006, in the City of Mexicali. The hearing will focus on goods movement, economic development, and binational planning. He also mentioned the U.S-Mexico Sister Cities Convention, which will take place in the City of Mexicali from April 26 through 29, 2006, at the
Araiza Inn Hotel and Convention Center. For complete conference information, please visit (www.ciudadeshermanasmexicali.org.mx).

Cindy Gompper-Graves, South San Diego County Economic Development Council, commented on the upcoming South County Economic Development Council’s Annual Economic Summit, which will be held at the Convention Center on October 5, 2006. The focus of the summit will address specific issues on border crossings and economic wait times. Additional information will be provided in the upcoming months.

Nathan Owens, San Diego Dialogue, commented on Elsa Saxod’s recommendations from the last meeting to present the Borderless Innovation findings to the Borders Committee on April 28, 2006. Hector Vanegas, SANDAG, added that the agenda for April’s Borders Committee was already set and suggested to present study findings for the May 2, 2006, Borders Committee meeting.

Elsa Saxod, City of San Diego, asked the San Diego Dialogue to develop some recommendations and present them to the COBRO for the next meeting.

Nathan Owens commented that the report addresses some recommendations; however, he would like to see what COBRO feels are of interest and present them to the next Committee meeting. Ganster suggested having the recommendations sent through e-mails.

Chair Paul Ganster commented on the recent attempts by the federal government to eliminate NADBANK. Ganster reminded that NADBANK was created by the Border Environmental Cooperation Commission to address the fair share of funds for NAFTA infrastructure along the U.S.-Mexico border. Ganster added that, fortunately, funding from NADBANK will continue.

4. Making Smart Growth Work In Our Region

Bob Leiter, SANDAG, made a presentation on SANDAG’s Smart Growth Concept Map, as part of the Regional Comprehensive Plan. 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.

Smart Growth addresses the following questions:

- What is Smart Growth; why is it important?
- How can the Smart Growth Concept Map help guide land use and transportation issues in the region?
- How will the update of the 2030 RTP address Smart Growth?

As a background, Bob Leiter commented that, in 2004, the SANDAG Board of Directors adopted the Regional Comprehensive Plan (RCP), which also is the plan for all general plans in the 18 cities in San Diego County.

The RCP analyzes the following issues:

- Urban Form
- Transportation
- Housing
- Healthy Environment
• Economic Prosperity
• Public Facilities and border issues.

In addressing the first question, Smart Growth is defined as more compact, higher density development in key areas throughout the region and near public transit.

Why is Smart Growth important? Bob Leiter commented that the San Diego region will experience a growth of about one million people over the next 25 years and about ½ million jobs. However, despite the projected population in growth, we are not keeping pace with demand for housing. Analysis shows that, with all the local plans in place today, our region will be short for about 90,000 homes in the year 2030.

The RCP is based in three themes:
• Better connect the land use and transportation plans.
• Guide other infrastructure investments.
• Making it happen through incentives and collaboration.

Bus Rapid Transit is now being implemented in the region and involves the use of specially designed buses to provide high frequency and high speed service on different corridors.

The Smart Growth Concept Map promotes the following actions:
• Encourages the enhancing of locations for smart growth.
• Provides money for sidewalks, plazas, and street enhancement.
• Promotes smart growth development near transit areas.

Smart Growth has identified the following ‘place types’ for development:
• Metropolitan Centers
• Urban Centers
• Towne Centers
• Community Centers; Villages
• Mixed Use Transit Corridors
• Special Use Centers
• Rural Villages in the Unincorporated Areas.

In updating the Regional Transportation Plan (RTP), SANDAG is analyzing the following factors:
• Revising the growth forecast in the region.
• Goods movement (freight within the region and across the region).
• Interregional and cross-border studies, including the Otay Mesa Strategic Plan.
• Tribal nations and an independent transit planning review from across the country.
• The Smart Growth Concept Map.

The Smart Growth workshops will address ways to develop smart growth development in the sub-regions and how to make transit work better in the community.
The next steps include:

- In June 2006, the Board will accept for approval the draft Smart Growth Concept Map for planning purposes.
- June 2006 – June 2007 – Prepare and obtain public input on Draft RTP.
- June 2007 – Distribute Draft RTP.
- Fall 2006 – Board adopts Final RTP and Smart Growth Concept Map.
- Fall 2007 – Develop TransNet Smart Growth Incentive Program Guidelines.

Leiter acknowledged the participation of COBRO in the Otay Mesa corridor and other transportation issues. The collaborative work that COBRO has provided shows the connections between land use and transportation, as well as public investment issues.

Chair Paul Ganster asked how the collaborative work with Riverside, Orange, and Baja California is being coordinated. Leiter stated that the most advance program is with Riverside County due to the interregional partnership grant between SANDAG and the Council of Governments in Western Riverside County. As a result, the flow of information for housing, transportation, and economic development has been effective in developing solutions for future demands. Bob Leiter added that the same goal is being implemented with Baja California in developing a strong collaboration with IMPLAN, SIDUE, and other agencies.

Mario Lopez, Office of Congressman Bob Filner, asked how cities are implementing RTP priorities. Bob added that SANDAG developed the 2030 improvement program, which is updated every four years, with a capital improvement program of five years. The plan is based upon the priorities of the RTP, and SANDAG then works with Caltrans and other transportation providers to work on these priorities.

Elsa Saxod, City of San Diego, added that the Smart Growth Workshops are the perfect opportunity to participate and provide input in the development of smart growth strategies and encouraged members to attend these workshops.

5. The City of Mexicali’s 2025 Urban Development Plan

Inocencio Cuellar, IMIP-Mexicali’s Municipal Planning Institute, thanked COBRO’s invitation to present the City of Mexicali’s 2025 Urban Development Plan, which has been presented on four different occasions in California.

Elias Páez, IMIP-Mexicali’s Municipal Planning Institute, made the presentation on the City of Mexicali’s 2025 Urban Development Plan. The five main objectives of the 2025 Program include:

- To be a legal instrument for land regulation.
- To be an urban code.
- To be a promotional instrument.
- An instrument for the coordination between civil and governmental.
- An instrument to achieve welfare and human development within the City.

As a background, Elias Páez commented that, in the national and international context, the U.S.-Mexico binational border region shares a population of about 12 million people. The Mexicali-Imperial region shares a population of about 1.5 million people, and the Tijuana-San Diego region shares about 4.5 million people.
The vision of the 2025 Plan incorporates the following:

- New metropolitan area,
- State capital; part of a binational region,
- Strong in agricultural, industrial, commercial, and administrative services; with high quality human resources and environmentally responsible,
- A city with its own identity, sustainable, equitable, with strong participation of its citizens.

Elias Páez commented that some of the citizen’s expectations include:

- Economics: City services, road systems, land availability, and freight transportation.
- Environmental: Culture, coordination, and information.
- Urban: Transportation, urban development, and urban corridors.
- Coordination: Better urban administration, GIS, citizen’s participation, and planning.

The 2025 Urban Development Plan includes the following five strategic projects and its priorities:

1. Urban and regional development to achieve competitiveness:
   - Regional infrastructure and transportation,
   - La Rosita-Cuernavaca bypass,
   - Centinela Port of Entry.

2. Urban functionality and reinforced cities system:
   - Integral urban development,
   - Internal road structure; circulation laps,
   - Light train and new transportation system,
   - Suburban system.

3. Environmental sustainability:
   - Lagoons systems,
   - Open space system,
   - Green corridors; clean environment culture,
   - Clean air program.

4. Quality of urban image:
   - Downtown revitalization,
   - Urban corridors regeneration,
   - Urban scenery and land use regulation.

5. Strategic urban planning:
   - Increase citizen’s participation,
   - Priorities agreement,
   - Coordination,
   - Strategic urban investing.

Héctor Vanegas, SANDAG, asked how the City of Mexicali handles the issue of changing administration every three years and how is the City of Mexicali planning to transcend the 2025 plan?
Inocencio Cuellar, IMIP-Mexicali’s Municipal Planning Institute, answered that the Institute has developed a mechanism for continuing from one administration to the next. The 2025 Plan was approved by citizen groups, which are members of a semi--municipal agency. It is through this mechanism that the Institute is able to transcend through different administrations.

Angelika Villagrana, San Diego Regional Chamber of Commerce, asked how the Plan is going to be financed. Inocencio Cuellar stated that four work tables were created in order to find resources and address plan objectives.

6. **Adjournment and Next Meeting Date and Location**

The next meeting of COBRO will be held on Tuesday, May 2, 2006, from 3 p.m. to 4:30 p.m. at the SANDAG offices.
## Agenda Item No. 4: Information

**Staff Report: Upcoming Events**

### MEXPORT Trade Show
- **What:** MEXPORT Trade Show
- **When:** Thursday, June 29, 2006
- **Where:** San Diego Business Park
- **More Info:** Chamber (619) 661-6111, or by E-mail mmagoni@otaymesa.org
- **Sponsor:** San Diego Metropolitan

### San Diego Economic Outlook for 2006-07
- **What:** San Diego Economic Outlook for 2006-07
- **When:** Wednesday, May 3, 2006
- **Where:** San Diego Marriott Hotel and Marina
- **More Info:** Sherif Hanna (323) 932-0411 or sherifhanna@comcast.net
- **Sponsor:**

### Triple Border Fence Initiative: U.S. Border Security or National Public Policy Failure
- **What:** Triple Border Fence Initiative: U.S. Border Security or National Public Policy Failure
- **When:** Friday, May 5, 2006
- **Where:** USD’s Joan B. Kroc Institute for Peace and Justice
- **More Info:** [www.sandiego.edu/tbi/events/triple_fence.php](http://www.sandiego.edu/tbi/events/triple_fence.php)
- **Sponsor:** USD

### Desarrollo y Seguridad en la Relación México-Estados Unidos
- **What:** Desarrollo y Seguridad en la Relación México-Estados Unidos
- **When:** Thursday, May 4, 2006
- **Where:** El Colegio de la Frontera Norte, Tijuana, Baja California
- **More Info:** informes@colef.mx or 011-52-664-637-6300, ext. 1152
- **Sponsor:**

### International Association for the Study of Forced Migration (IASFM) 10th Biennial Conference
- **What:** International Association for the Study of Forced Migration (IASFM) 10th Biennial Conference
- **When:** Sunday, June 18 through Thursday, June 22, 2006
- **Where:** Toronto, Canada
- **Sponsor:**
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES CHARTER
File Number 3003200

The Charter is a document that describes the purpose of the Committee, the line of reporting, responsibilities, membership, meeting time and location, selection of Chair, and duration of existence. The Charter of the Committee on Binational Regional Opportunities (COBRO) was originally approved by the Committee on July 5, 2005. COBRO’s Charter was modified to better describe its compliance with the Ralph M. Brown Act, the state law that governs open meetings for local government bodies with public access and input.

The revised Charter of the COBRO is included as Attachment 1.

Key Staff Contact: Hector Vanegas, (619) 699-1972; e-mail: hva@sandag.org
Committee on Binational Regional Opportunities Charter

Purpose

The Committee on Binational Regional Opportunities (COBRO) was formally established in 1996 as a policy advisory committee to the SANDAG Board of Directors. In 2002, COBRO changed to serve as a working group to the SANDAG Borders Committee in order to facilitate a better understanding of binational border-related issues and needs of the California-Baja California region.

Line of Reporting

The COBRO reports to the Borders Committee, and the Borders Committee reports to the Board of Directors.

Responsibilities

Its mission is to “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 input regarding binational border-related planning and development; and identify ways to assist and coordinate with existing efforts in the binational area.” Every year since 1997, the COBRO has been tasked to support the organization of SANDAG’s annual binational event, which is held in coordination with the Office of the Consul General of Mexico in San Diego and the Office of the Consul General of the United States in Tijuana. Input provided by COBRO will be reported to the Borders Committee for consideration at its regular scheduled meetings.

Membership

Since 2002, COBRO brings together representatives from cities, government agencies, businesses, academia, and other organizations located on both sides of the U.S.-Mexico border. COBRO follows policies regarding vacancies, attendance, and quorum, approved by SANDAG’s Board on January 10, 2003 (list of membership is attached). The COBRO provides input regarding its leadership and membership to the Borders Committee every two years or when it is needed.

Meeting Time and Location

The COBRO meets at 3 p.m. on the first Tuesday of every month. At least two meetings per year are held in Baja California.

Selection of the Chair

The COBRO provides input regarding its leadership and membership to the Borders Committee every two years, or when it is needed. Appointments are for a two-year term but would have no limit on consecutive terms. The criteria for selecting Chair and Vice Chair of COBRO are the following:

- Experience with COBRO,
- Significant experience with and understanding of a broad range of binational border issues,
- Understanding of systems and “rules of the game” of both sides of the border, and
- Bilingual preferred.

The Consul General of Mexico is Co-Chair of COBRO.

Duration of Existence

Ongoing.
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

MEMBERS

The Committee on Binational Regional Opportunities (COBRO) advises the Borders Committee of the San Diego Association of Governments (SANDAG) concerning both short and long-term binational related activities, issues and actions; provides recommendations regarding binational border-related planning and development; and identifies ways to assist and coordinate with existing efforts in the binational area. The membership consists of staff of local jurisdictions, representatives of academia, business, community organizations, and the Mexican government.

“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.”

The Committee on Binational Regional Opportunities meets at 3 p.m. on the first Tuesday of every month.

Staff contact: Héctor Vanegas
(619) 699-1972; hva@sandag.org

MEMBERS

Chair: Paul Ganster - Alex Hidalgo
Institute for Regional Studies of the Californias - SDSU

Co-Chair: Luis Cabrera C. - Ricardo Pineda - Lydia Antonio
Consul General of Mexico in San Diego

David Stewart - Liza Davis - Héctor Vindiola
Consul General of the United States of America in Tijuana

David Fege - Tomás Torres
U.S. Environmental Protection Agency

Javier Barreto - Julieta Sánchez - Esther Martínez-Gutiérrez
Gobierno de Baja California

Larry Van Wey
City of San Diego

Gary Brown
Councilmember, City of Imperial Beach

Gustavo Pérez - Miguel Tapia
City of Chula Vista

José Flores-Bringas
City of Tecate

Alfonso Bustamante - Diego Ceballos
City of Tijuana

David Pérez-Tejada
City of Mexicali

Ana Elena Espinoza - Haydee Martínez
Instituto de Planeación Municipal de Tijuana (IMPLAN)

Vice Chair: Cindy Gompper-Graves - Doug Perkins
South San Diego County Economic Development Council

Nathan Owens
San Diego Dialogue

José Luis Castro
El Colegio de la Frontera Norte

Angelika Villagran - Viviana Ibañez
San Diego Regional Chamber of Commerce

Alejandra Mier y Teran
Otay Mesa Chamber of Commerce

Alberto Arce Guido - Jaime Gonzáles-Luna - Carlos de Ordúñ
Asociación de la Industria Maquiladora y de Exportación de Tijuana

Richard Kiy - Amy Carstensen - Anne McEnany
International Community Foundation

Toñe Béguerisse - Yolanda Walther-Meade
Fundación Internacional de la Comunidad, A. C.

Virgilio Muñoz - Héctor Lutteroth - Enrique Mier y Terán
Tijuana Trabaja, A.C.

Pedro Orso-Delgado - Sergio Pallares - Mark Baza
Caltrans

Arnold San Miguel (SCAG)
Bi-State Transportation Technical Advisory Committee (BTTAC)
Introduction

In 2005, the Borders Committee identified the Otay Mesa-Mesa de Otay binational corridor as an area of opportunity to create an effective binational planning partnership. In October 2005, SANDAG held two binational workshops, which were attended by nearly 200 people representing governmental agencies and academia, as well as business and non-governmental organizations. Through interactive technology, participants were asked to prioritize issues focusing on transportation, environment, housing, and economic development. Based upon input received at these workshops, staff developed a work program that includes a series of tasks to address the issues identified. This work program was presented to the Borders Committee in November 2005.

Discussion

SANDAG staff has been working closely with a core group of stakeholders or Project Development Team (PDT). This team includes staff from Tijuana’s Municipal Planning Institute (IMPlan), Caltrans, the State of Baja California’s Secretariat of Infrastructure and Urban Development (SIDUE), and SANDAG.

The PDT has been researching various issues, and this initial exploration has provided staff with a more clear understanding of strategies that could be advanced in the first phase of the study or Early Action Plan. Staff will continue to work with stakeholders to obtain commitments for implementation of proposed strategies over the next two months.

The draft Early Action Plan will be presented to the Committee on Binational Regional Opportunities at its meeting on June 6, and to the Borders Committee at its meeting on June 23. Instead of holding an additional workshop, input from stakeholders and the public will be sought at these meetings.

Key Staff Contact: Elisa Arias, (619) 699-1936, ear@sandag.org