BORDERS COMMITTEE AGENDA

Friday, May 25, 2007
12:30 to 2:30 p.m.
SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

• DRAFT 2007 REGIONAL ECONOMIC PROSPERITY STRATEGY
• REPORT ON SANDAG’S BINATIONAL MOBILE SEMINARS
• 511 TELEPHONE AND WEB SERVICE

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MISSION STATEMENT

The Borders Committee provides oversight for planning activities that impact the borders of the San Diego region (Orange, Riverside and Imperial Counties, and the Republic of Mexico) as well as government-to-government relations with tribal nations in San Diego County. The preparation and implementation of SANDAG’s Binational, Interregional, and Tribal Liaison Planning programs are included under this purview. It advises the SANDAG Board of Directors on major interregional planning policy-level matters. Recommendations of the Committee are forwarded to the Board of Directors for action.
Welcome to SANDAG. Members of the public may speak to the Borders Committee on any item at the time 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/Member Comments. Speakers are limited to three minutes. The Borders Committee 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 working days prior to the Borders Committee meeting.

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# BORDERS COMMITTEE  
Friday, May 25, 2007

<table>
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<th>ITEM #</th>
<th>RECOMMENDATION</th>
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<td>APPROVAL OF MEETING MINUTES</td>
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<td>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</td>
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Members of the public will have the opportunity to address the Borders Committee on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each and shall reserve time by completing a “Request to Speak” form and giving it to the Clerk prior to speaking. Committee members also may provide information and announcements under this agenda item.

## REPORT ITEMS (#3 through #6)

| +3. | DRAFT 2007 REGIONAL ECONOMIC PROSPERITY STRATEGY | DISCUSSION |
|     | (Hon. Phil Monroe, Co-Chair Regional Economic Evaluation and Prosperity Strategy Advisory Working Group; Marney Cox, SANDAG) |

The draft 2007 update to the Regional Economic Prosperity Strategy, entitled “Preparing for Regional and Global Collaboration,” contains two volumes: “Evaluating the Competition and Assessing our Strategic Position” and “San Diego’s Regional Economic Prosperity Strategy.” The report has been released for public review and comment. Staff will present issues and emerging themes from the Evaluation document, Strategic Goals and Recommended Actions from the Prosperity Strategy, and request input from the Borders Committee.

| +4. | REPORT ON SANDAG’S BINATIONAL MOBILE SEMINARS | INFORMATION/POSSIBLE ACTION |
|     | (Dr. Paul Ganster, Chair, Committee on Binational Regional Opportunities) |

Dr. Ganster will summarize the outcome of the two mobile seminars conducted in February and March 2007 within the framework of the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan effort. The attached report describes the sites visited in South San Diego County and Tijuana as well as topics discussed.
+5. 511 TELEPHONE AND WEB SERVICE (Thomas Bruccoleri and Anne Steinberger, SANDAG)

The new 511 phone and Web services are being used by thousands each week. This free service consolidates traffic, transit, and travel information into a one-stop resource. The new phone service also offers connection to Roadside Assistance. You can access the service on the phone by dialing 511 or on the Web at www.511sd.com. Staff will present this project, which is being coordinated with SANDAG, Caltrans, Metropolitan Transit System, North County Transit District, San Diego County Service Authority for Freeway Emergencies, and California Highway Patrol, focusing on crossborder travel information.

+6. INFRASTRUCTURE BOND FUNDING: TRADE CORRIDORS IMPROVEMENT FUND AND EMISSIONS REDUCTION FUNDING PROGRAMS (Elisa Arias, SANDAG)

Proposition 1B, approved by the voters in November 2006, includes two new funding programs related to goods movement. Staff will brief the Borders Committee on the Trade Corridors Improvement Fund and the Trade Corridor Emissions Reduction programs.

7. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, June 22, 2007, at 12:30 p.m.

8. ADJOURNMENT
BORDERS COMMITTEE DISCUSSION AND ACTIONS
MEETING OF APRIL 27, 2007

The meeting of the Borders Committee was called to order by Chair Patricia McCoy (South County) at 12:34 p.m. See the attached attendance sheet for Borders Committee member attendance.

1. APPROVAL OF MEETING MINUTES

   Action: Upon a motion by Councilmember Dave Allen (East County) and a second by Councilmember Jack Feller (North County Coastal), the Borders Committee approved the minutes from the March 23, 2007, meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

   Pedro Orso-Delgado (Caltrans) informed that the California Transportation Commission approved $80 million to be used for right-of-way cost increases on SR 905.

   Supervisor Greg Cox (County of San Diego) asked if it would be broken into two projects; the first project to begin construction and the second project would be dealt with after the property acquisitions.

   Mr. Orso-Delgado responded affirmatively.

REPORT ITEMS (#3 through #7)

3. SAN YSIDRO PORT OF ENTRY EXPANSION PROJECT

   Daniel Voll, Deputy Assistant Regional Administrator of the U.S. General Services Administration (GSA), explained the San Ysidro Port of Entry expansion project is a joint effort between U.S. Customs and Border Protection (CBP) and the GSA, and is challenging due to its size and the fact that it has to be built while the Port is operational. He introduced Steve Baker, the Project Manager, and Ramon Riesgo, the person in charge of the intergovernmental and international coordination for border projects.
Mr. Baker gave a brief history of the area and explained that the project’s goal is to improve safety and security, and make it technologically advanced. The GSA is currently engaged in the master planning of the Port of Entry, which involves roadway configurations and building footprints. Both the GSA & CBP are proposing the demolition of the entire facility except for the old historical Port. There would be a new primary inspection booth plaza, secondary inspection areas, support buildings, including administration and pedestrian facilities, and the southbound roadway on Virginia Avenue meeting up with El Chaparral on the Mexican side.

The proposed project could cost over $500 million to implement. The project will have three phases: first, the capacity of the Port; second, northbound structures; and third, the southbound facility, as it is the most complex due to private property acquisitions, potential environmental issues, and Mexico’s Port of Entry. Construction should begin in 2009 and be completed in 2014.

Chair McCoy welcomed Congressman Bob Filner, 51st District, and asked if he would like to comment.

Congressman Filner remarked that cooperation is necessary to accomplish such a large and complicated task.

Director Adele Fasano, (CBP) said a project of this magnitude presents significant challenges in terms of budget requirements and is going to present huge consequences for the border region for the foreseeable future. The entire U.S./Mexico border infrastructure is in serious need of renovation and replacement. CBP Commissioner Ralph Basham designated this as his top priority facility project within CBP nationwide, which includes Border Patrol. He is working directly with the GSA Administrator on outreach packages to send to Congress to inform the key members on the critical importance of this project and the funding requirements. She explained one way to accelerate the pace of the project would be to supplement the traditional GSA process with the use of their building funds to securing a direct appropriation from Congress to supplement the GSA funding.

Supervisor Pam Slater-Price (County of San Diego) asked Congressman Filner if an organization of border states is still operational in Congress.

Congressman Filner responded that it is actually called a Border Caucus which consists of approximately 15 members.

Supervisor Slater-Price added that it would be an excellent focal point upon which to plan something.

Congressman Filner recommended that the business community join in the coalition also, as they all share common objectives.

Councilmember Ed Gallo (North County Inland) commented the money spent on border improvements is money well spent when reviewing the cost of the project and the cost in wait times.
Councilmember Ben Hueso (City of San Diego) thanked Congressman Filner for his attendance and said there is certain disconnect between Washington D.C. and the community in terms of integrating such an important resource into the community. It appears, however, the new proposal will address concerns and create a well-designed project. He asked when the design objectives would be presented.

Mr. Baker explained that they are currently in the master planning phase, and they will be presented probably in six to eight months.

Councilmember Hueso asked if the design would be included in the EIR.

Mr. Baker said the environmental impacts are probably more related to site layouts and the environmental process goes parallel with the planning and design process.

Councilmember Hueso asked for confirmation that the EIR would be completed in 2008.

Mr. Baker stated it should be completed in spring 2008.

Councilmember Hueso said that they will not have a budget until the project impacts are known.

Mr. Baker replied the master plan gives a better idea in terms of the overall budget, and some estimated numbers for the FY 09 budget will be compiled prior to the completion of the master planning.

Councilmember Hueso commented he looks forward to seeing the work being completed as it will have huge impacts on the San Ysidro community depending on how the impacts are mitigated.

Congressman Filner remarked that Councilmember Hueso’s comments on the importance of design elements and the economic life of the community were excellent. He said members of the Caucus recently met with GSA and CBP to reinforce the fact that this is not just a security dynamic; it is of great importance to the people at the border and whole community. He spoke positively about the work the GSA has done with the architecture.

Mr. Baker said the design team selected for the project was selected for their expertise and excellent design experience and the federal government is encouraging all design teams to create projects that will have a positive impact to the communities.

Mr. Voll added that the government is now focusing on design excellence in which each construction project makes a statement, does not look like the other, fits into the community, and is an attractive secure and functional space.

Councilmember Dave Allan (East County) asked if companies within the County of San Diego would be used once the construction phase begins.

Mr. Baker answered that generally a project of this size will get bids from local and regional contractors.
Councilmember Allan asked if the point of having County companies could be stressed when the jobs go out for bid.

Mr. Baker said he was unsure of the requirements for construction firms and would follow up on it.

Consul General Luis Cabrera C. added all border projects require coordinated work with Mexican authorities and institutions. Mexico continues to work closely with the GSA and CBP on all the projects. These measures will require funds, and support for the staffing process and he hoped Congressman Filner would help with these items on the United States side.

Councilmember Phil Monroe (South County) expressed concern over the pedestrian route heading south and the closure of the southbound pedestrian bridge. He asked what the plans were for southbound pedestrians.

Mr. Baker responded that currently the pedestrian bridge runs next to the CBP administration building. From the intermodal plaza and trolley stop, some distance will be added, but the walk overall is probably on average no further than it is now.

Councilmember Monroe was concerned for those getting off at the trolley.

Mr. Baker stated that they would be dropped off in the Caltrans Friendship Plaza and the distance is greater due to how close the bridge can be to CBP operations.

Chair McCoy suggested the use of a people mover in order to assist the disabled and those with children.

Councilmember Monroe expressed concern about adding the extra distance. He then asked if the pedestrian bridge would be closed.

Director Adele Fasano stated there is no plan presently to close the current bridge that goes through the Port of Entry even though there are long standing security issues. The CBP Passenger Working Group, which meets with the Stakeholders on port of entry issues, established a working group to review issues and options to provide better security in the area. They have been asked to review the option of a reduction of hours the bridge is open, as there are more problems during the evening hours. Discussions with the community are likely to occur in order to receive options and ideas in order to meet security needs and provide for public safety at the same time. Once the group is convened and options are developed, there will be continued dialogue with the community until a conclusion is reached.

Dr. Paul Ganster (COBRO) thanked Congressman Filner for his letter supporting the stacked booth concept. He asked Ms. Fasano when she expected the study results from the stacked booth concept.

Director Adele Fasano responded that most likely it would be within the next 60 days. At the same time, however, they are working on an expansion plan as well.
Pedro Orso-Delgado added that Caltrans is collaborating on this study and confirmed that it should be 60 days or sooner.

Gary Gallegos (SANDAG) asked the representatives from the GSA if they are able to return to Congress and propose perhaps different financing mechanisms such as lease-backs.

Mr. Voll explained that the funding currently comes from the Federal Building Fund. The fund is comprised of the rent that tenant agencies pay. This year, there was approximately $700 million in the fund for capital improvements, which had to be spread across multiple requirements. The GSA’s authority to enter into public/private partnerships is very limited and would probably require legislation.

Mr. Gallegos responded that he recognizes it would probably require legislation. He cited the military as an example of going to the private sector with a lease-back period.

Congressman Filner said it would take a group like this to give this type of creativity and leadership.

Action: This item was presented for information only.

4. GOOD NEIGHBOR ENVIRONMENTAL BOARD’S (GNEB) TENTH REPORT: ENVIRONMENTAL PROTECTION AND BORDER SECURITY ON THE U.S. - MEXICO BORDER

Dr. Paul Ganster (COBRO), Good Neighbor Environmental Board (GNEB) Chairman, explained that the GNEB is a federal advisory panel established to advise the President and Congress about infrastructure and environmental issues along the southern border. The GNEB also prepares an annual report to the President and Congress. This year the GNEB’s Tenth Report focuses on environmental protection and border security.

Regarding undocumented human crossings and rural stretches, the report recommends:

- Employing a mix of technology and infrastructure to reduce the enforcement footprint
- The Department of Homeland Security (DHS) work to identify and protect sensitive areas
- The creation of a federal office with expertise on security impacts on the environment
- Federal funding of tribes, private landowners, rural communities and land management agencies in order to address solid waste issues

The report cited the following concerns:

- The interruption of wildlife migratory paths
- Limited opportunities for collaboration between security and land management agencies.
- Hazardous materials moving through the urban crossings
Challenges included:

- Limited training for hazmat inspectors at ports of entries
- Lack of tracking and chemical data
- Problems regarding moving emergency responders and their equipment back and forth across the border
- Liability for crossborder emergency responders
- Inadequate technology, equipment, and personnel for emergency response
- The need for an overarching strategic plan to coordinate security and environmental personnel at the urban crossings

In an effort to address the above-mentioned items, the Baja California Emergency Management Institute (BCEMI) was established. It is collaboration between the County of San Diego through the 2012 Committee and the counterparts in Mexico. A Memorandum of Agreement (MOA) was signed by the County of San Diego, City of San Diego, and the City of Tijuana, which serves as an Emergency Response Communication Plan. Also, there was a desire to establish an institute that would continually train Mexican first responders and emergency responders at the same level they are trained in the United States. In April 2006, there was a general agreement on academic, scientific, technological, and cultural collaboration between Autonomous University of Baja California (UABC) California Civil Protection Administration, the Tijuana Fire Department and Municipal Civil Protection Administration, Mexico’s Federal Attorney General and the Protection for the Environment; the U.S. Environmental Protection Agency (EPA), California Governors Office of Emergency Services, and the County of San Diego in setting up this institute in Baja California. The Institute is now in its first stages of being set up through the UABC. The hope is that this institute will branch out throughout Mexico.

Dr. Ganster reported the next annual report will examine natural hazards in the border region and the impacts on human populations, natural systems, and preparedness response and recovery in the areas of hurricanes, storm events, earthquakes, and wild fires.

Councilmember Allan commented that in past occasions fire strike teams were sent from San Diego stations to fight fires in Tijuana and suggested tapping into the Bombero Program.

Mr. Dorsey responded that there are some issues such as sovereign immunity and workers compensation that need to be addressed at the federal level first.

Councilmember Allan asked if legislation could be passed at the State level, so the State’s workers compensation would cover the problem and not make it a federal issue.

Mr. Dorsey responded that at the local level, they would have to unite with the Unified Disaster Council.

Councilmember Allan offered Mr. Dorsey his assistance to resolve this issue.

Action: This item was presented for information only.
UPDATE ON THE CALIFORNIA BIODIVERSITY COUNCIL’S (CBC) “BIODIVERSITY ALONG THE BORDER: COMMITTEE

Janet Fairbanks, the CBC Consultant, stated that the Biodiversity Council formed the Biodiversity Along the Border Committee in 2006, and was formed to represent federal, state, and local governments as well as non-profit organizations that work on environmental issues on both sides of the border. They focus on habitat conservation, wildlife corridor issues and urban runoff issues that are affecting the Tijuana River Estuary. They were charged with three objectives: pursue the “next steps” that are outlined in the Las Californias Binational Conservation Initiative; identifying new conservation easements along the border; and, seeking funds for water quality improvements that would help sustain the Tijuana River Estuary.

Due to the magnitude and complexity of the issues, they decided to form two subgroups. The Tijuana Estuary Issues Working Group is working on developing a grant that will identify funding sources and the fund recipients for projects such as developing new sediment basins on both sides of the border to protect the Tijuana River Estuary; developing a neighborhood condominial sewage project in Las Laureles Canyon (a colonia in Mexico) as a demonstration project; finding ways and money to create, sustain, manage, and build conservation easements; and developing ways to manage, remove, and recycle the debris and trash that is making its way into the Estuary.

The other group, the Las Californias Working Group, is in charge of reviewing the initiative and identifying opportunities for binational cooperation for preserving the habitat on the Mexican side and the wildlife corridor between both countries; identifying sources of funds and reviewing the mitigation process to see if there’s an opportunity in Mexico to preserve some of the habitat that has been identified to be of importance. They also are looking at ways to create a national protected area in Mexico that would align with the Anza Borrego State Park.

Chair McCoy expressed that one of the concerns that has not been addressed, and needs to be added, is an addendum addressing climate change because that is going to have a tremendous impact at some point.

Pedro Orso-Delgado (Caltrans) said due to the State Route 11 (SR 11) project, Caltrans met with the Council of Environmental Quality in Washington D.C. to discuss the possibility of binational mitigation that would create a habitat and wildlife corridor. He stated that based on these discussions, this prospect looks very promising.

Dr. Ganster said Mr. Orso-Delgado’s information is exactly the type of thing necessary to make things work along the border and a lot of interest also exists in pollution credit training or emissions credit training across the border.

Action: This item was presented for information only.
6. SUSTAINABILITY INITIATIVE AMONG INDIGENOUS COMMUNITIES IN BAJA CALIFORNIA

Horacio Gonzalez Moncada, Director of ADESU, the Alliance for the Sustainable Development of the Indigenous Communities in Baja California, briefed the Committee on a project involving various indigenous communities, including: the Kumiai, Cucapah, Kiliwa, and Paipai. The Alliance seeks to unite the indigenous communities, private and public sector organizations of Mexico and the U.S., to conserve their cultural and natural heritage through sustainable development in the native lands of Baja California. Current participants include the Kumiai indigenous communities of San Antonia Necua and San Jose de la Zorra, the native artisans of Baja California, Terra Peninsular, the Native Cultures Institute of Baja California (CUNA), the Interamerican Foundation, and other volunteers from Mexico and the United States.

Javier Cesena, (Kumiai from San Antonio de Necua), ADESU Community Coordinator gave an overview of ADESU’s role in the communities. In an effort to retain their cultural identity, the indigenous communities are working with ADESU on two economic development initiatives to provide the population with alternatives to migration. One is an ecotourism program in which individuals, schools, churches, and other groups from the outside visit their communities to learn about their culture, history, and their natural resources management practices.

The second program involves indigenous artcraft. ADESU is working with the native artisans of Baja California to strengthen their traditional artcraft, including basket weaving and pottery. Rito Silva, President of the Native Artisans of Baja California, from the Kumiai community of San Jose de la Zorra briefed the Committee on the crafts made by the different artisans. ADESU is building a Web-based directory of the artisans of Baja California among the Kumiai, Cucapah, Kiliwa, and Paipai. Currently the registry contains information on approximately 200 artisans located in Baja California.

Everyone was encouraged to attend the next Arts Festival (Feria Artesanal) to take place in Ensenada, Baja California on July 29-30.

Chairman Christopher Devers (SCTCA) commented that there are significant challenges facing the indigenous communities in Baja. The tribal nations in San Diego are working hard to help their cousins in Mexico. The political border between the U.S. and Mexico means little to the tribes. The economic and infrastructure needs of the indigenous communities in Mexico are substantial. He urged the Borders Committee, when considering regional issues to keep in mind the people in Mexico and their attempt to better their lives.

Chair McCoy suggested that staff follow up and arrange a tour for the Borders Committee and any other interested elected officials to participate in an ecotour of the indigenous communities in Ensenada arranged by ADESU. Perhaps it could be coordinated with the Nativa 2007 Festival.

Councilmember Allan suggested promotion of the July 29-30 event.

Mr. Gallegos stated that he would promote the event to all SANDAG Board members.
7. REPORT ON THE SAN DIEGO – BAJA CALIFORNIA MISSION TO MEXICO CITY

Consul General Luis Cabrera C. relayed a binational delegation of 47 participants from San Diego and Mexico met with federal authorities in Mexico City to convey the vision and cooperation that must prevail in the region. They met with individuals from the Ministry of Foreign Affairs, Mexican Customs, Economic Secretary, Communication and Transportation Secretary, Energy Secretary, PEMEX, Tourism Commission, and the President of the Energy Commission of the Chamber of Deputies, representatives from the private sector who gave important insight into the future economic development in Mexico. They also met with the Technical Secretary of the Economic Cabinet.

Mayor Mary Sessom (City of Lemon Grove) thanked Consul General Cabrera C. for his assistance in making the mission such a success and relayed that President Calderon and the Mexican Congress are very enthusiastic about the projects.

Crystal Crawford (North County Coastal) expressed concern over the coordination of timing and funding sources on both sides of border.

Consul General Cabrera C. said two regional technical commissions have been created under the auspices of the Border Liaison Mechanism to ensure advancements are made at the same pace and secure the necessary funds.

Mr. Gallegos added that Otay II (East Otay Mesa port of entry) is a great opportunity for binational public/private partnerships.

Chairman Devers commented that there has been some success to help tribal communities along the border corridor and dialogue should continue.

Action: This item was presented for information only.

8. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, May 25, 2007, at 12:30 p.m.

9. ADJOURNMENT

Chair McCoy adjourned the meeting at 2:30 p.m.

Attachment: Attendance Sheet
## CONFIRMED ATTENDANCE
### BORDERS COMMITTEE MEETING
April 27, 2007
12:30 p.m. to 2:30 p.m.

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### ADVISORY/LIAISON MEMBERS

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<td>Dr. Paul Ganster</td>
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<td>Howard Williams</td>
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<td>----</td>
<td>Debbie Cook</td>
<td>Member</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Introduction

Since 1990, SANDAG has been evaluating and monitoring the local economy. Recently, the Regional Economic Evaluation and Prosperity Strategy Advisory Working Group (“Advisory Group”) overseeing this effort completed an update of a report identifying the local economy’s strengths and weaknesses. The assessment was the first step toward the preparation of a plan for strategic action that will help our region remain competitive in the global marketplace. The two volume report, entitled Preparing for Regional and Global Collaboration, will serve as the 2007 update to the Regional Economic Prosperity Strategy. Together, the two volumes represent a complete package: Evaluating the Competition and Assessing our Strategic Position (Volume II) identifies the region’s economic strengths, weaknesses, challenges, and opportunities, and San Diego’s Regional Economic Prosperity Strategy (Volume I) builds on the information from Volume II and goes on to identify strategic goals, recommended actions in the form of public policies and infrastructure investments, and who may be most responsible for carrying out the recommended actions.

Discussion

The current Regional Economic Prosperity Strategy is an element of SANDAG’s Regional Comprehensive Plan, which was adopted by the SANDAG Board of Directors in July 2004 as the framework within which San Diego will provide sustainable, equitable, and prosperous growth into the future.

When conducting the 2007 update effort, the Advisory Group determined that certain measures of our economic performance are not keeping pace with our major competitors or with larger state and national trends. Our research shows that there is also a need to respond to current and future global challenges, such as the growth in international trade. It is becoming increasingly clear that our region competes with the world; however, whether or not we choose to prosper in the global economy depends largely on our local investment and policy priorities.

The Strategy contains Strategic Goals and Recommended Actions that will help improve the condition of the local economy. It calls for infrastructure investment and public policy support to strengthen the region’s economic foundation and make it more competitive. These policy efforts and infrastructure investments will ensure that the region reinforces its status as one of the most desirable places to work and live. Above all, the Strategic Goals and Recommended Actions are
designed to replace and create middle-class jobs, which will ensure a rising standard of living for the region’s residents.

**Next Steps**

The draft two volume Preparing for Regional and Global Collaboration report will be available for public review and comment through Friday, June 8, 2007. Electronic versions of the two volumes, including an extensive data appendix, will be available for download from SANDAG’s Web site (www.sandag.org/notices). Printed copies also will be available and will be provided upon request. At the next Advisory Group meeting, staff will request the Advisory Group take action to forward the reports to the SANDAG Board of Directors.

MARNEY COX
Chief Economist

Key Staff Contact: Marney Cox, (619) 699-1930; mco@sandag.org
The Prosperity Strategy documents can be found on the detail page:
http://www.sandag.org/index.asp?publicnoticeid=72&fuseaction=notices.detail
REPORT ON SANDAG’S BINATIONAL MOBILE SEMINARS

Introduction

On February 27, and March 27, 2007, SANDAG and IMPlan hosted two mobile seminars focused on ongoing planning activities connected to actions proposed in the Draft Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan. The first mobile seminar toured the areas of East Otay Mesa, Otay Mesa, and Otay Ranch in south San Diego County. The second mobile seminar included a visit to IMPlan’s (Tijuana’s Municipal Planning Institute) offices and a tour of the Alamar River area as well as the future location of the Otay II Port of Entry in Tijuana. Both these Mobile Seminars provided an opportunity for stakeholders and staff to witness the variety of planning issues occurring in the binational study area.

Discussion

The attached report summarizes the two Mobile Seminars. In addition to the next steps identified in this report, the Committee on Binational Regional Opportunities (COBRO) identified the following lessons learned for future action:

- Based on participants’ feedback from the two Mobile Seminars, this concept can be an important tool to advance SANDAG’s goal to implement effective binational planning. Current actions identified in the Draft Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan and other binational planning efforts should be evaluated for future Mobile Seminars.

BOB LEITER
Director of Land Use and Transportation Planning

Attachment: 1. SANDAG and IMPlan Lead Two Mobile Seminars in the San Diego – Tijuana Region

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
Otay Mesa-Mesa de Otay
Binational Corridor Strategic Plan:
Mobile Seminars

February / March 2007
The San Diego Association of Governments (SANDAG) and the City of Tijuana’s Municipal Planning Institute (Instituto Municipal de Planeación or IMPlan) are working on the development of the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan (Strategic Plan), in collaboration with the State of Baja California’s Secretariat of Infrastructure and Urban Development (Secretaría de Infraestructura y Desarrollo Urbano or SIDUE) and Caltrans District 11. Transportation, housing, economic development, and environmental conservation are four key issue areas that are being evaluated in the Strategic Plan.

Input on the draft Strategic Plan was solicited through a public comment period and from stakeholders who participated in two mobile seminars held on February 27 and March 27, 2007. These seminars were organized by SANDAG and IMPlan, in collaboration with the Consulate General of Mexico in San Diego. The theme of these seminars focused on ongoing planning efforts and lessons learned that could be applied in the implementation of strategies proposed in the draft Strategic Plan. Approximately 80 people attended the two Mobile Seminars.

The following summary highlights key observations made during the mobile seminars and their connections to the strategies proposed in the Strategic Plan.
The first mobile seminar began with an overview of San Diego’s experience developing and implementing Smart Growth strategies. SANDAG staff highlighted potential Smart Growth planning areas in the study area. The first part of the discussion focused on the Regional Comprehensive Plan’s (RCP) call for better coordination between land use and transportation planning. A key step in implementing this was the preparation of a “Smart Growth Concept Map,” which identifies locations within the San Diego region that can support Smart Growth and transportation investments. The map was developed with input from staff from all 19 jurisdictions. The map serves as a tool for refining the regional transit network and identifying other transportation needs in the development of the 2007 San Diego Regional Transportation Plan (RTP).

In step with SANDAG’s Smart Growth planning goals, the draft Strategic Plan proposes to collaborate with the City of San Diego on Smart Growth planning efforts in the Otay Mesa Community Plan Update; collaborate with IMPlan and the Urban Land Institute (ULI) on sharing resources, planning techniques, and strategies as they relate to Smart Growth planning; and to explore opportunities to implement Smart Growth planning in the Mesa de Otay and Alamar River areas in Tijuana.

**Transportation**

During this part of the tour, the future site for State Route (SR) 11 and the East Otay Mesa Port of Entry (POE) were visited. Under the umbrella of the San Diego-Tijuana Border Liaison Mechanism, the East Otay Mesa - Otay II Port of Entry Technical Commission was established in summer 2006 to advance planning and implementation of the future East Otay Mesa-Otay II POE and connecting roads as a binational project. Creation of this technical commission is one of the early actions called for in the draft Strategic Plan. A financial feasibility study for SR 11 and the East Otay Mesa POE was conducted since the technical commission was established to evaluate the viability of funding the new border crossing and the highway connection with tolls or fees. The commission also is reviewing progress on environmental studies for this project.

The group toured the South Bay Expressway Operations Center (SR 125) to learn about the toll facility’s future operations and about progress on the construction of the expressway. Scheduled to open in 2007, this expressway will function as a major north-south link between the existing Otay Mesa POE and regional freeways and eventually connect to the future SR 11 and East Otay Mesa POE.
Later in the tour, City of San Diego staff gave an overview of the Otay Mesa Community Plan Update, which is expected to be finalized in late 2007. The discussion focused on land use proposals under evaluation.

The future location for the proposed crossborder terminal also was visited. The draft Strategic Plan proposes to collaborate with the San Diego County Regional Airport Authority in the upcoming market demand study, in partnership with other stakeholders such as the City of San Diego, the U.S. Federal Aviation Administration, Caltrans, the Tijuana International Airport, and South County Economic Development Council.

The tour continued with a visit through the Otay Mesa southbound export truck route and to the future site of the South Bay Bus Rapid Transit (BRT) route along East Palomar Street in Otay Ranch. SANDAG staff explained how the BRT will provide transit connections between downtown San Diego and the Otay Mesa POE along the South Bay Expressway and the I-805 managed lanes and a dedicated transitway through eastern Chula Vista. This project is connected to transportation actions identified in the draft Strategic Plan, which include conducting advanced planning work for the Otay Mesa segment of the South Bay BRT and proposes to evaluate the potential for extension of this service to the proposed East Otay Mesa border crossing along the future SR 11.

Economic Development and Housing

Mobile seminar participants learned about the Planned Eastern Urban Center and visited Otay Ranch Smart Growth development projects in Eastern Chula Vista. Staff from Corky McMillin Companies gave a presentation on the Eastern Urban Center development, which will include a residential and office district, recreation amenities, gateway retail, a civic core, and a future university center.

The mobile seminar concluded with a tour and discussion of Otay Ranch’s Heritage Village. The design of Heritage Village incorporates Smart Growth planning techniques such as compact, higher-density development with walkable spaces, public transit such as the future South Bay BRT route, and housing with closer proximity to jobs and other public facilities.
SECOND MOBILE SEMINAR – TIJUANA

Planning Activities in Tijuana

The second mobile seminar included visits to IMPlan offices, the future site for Otay II POE, and the Alamar River area. IMPlan staff opened the second mobile seminar with a presentation on the Specific Program for Conservation and Urban Improvement for the Arroyo Alamar Zone (Programa Parcial de Conservación y Mejoramiento del Arroyo Alamar) and an overview of the planning programs and issues in the City of Tijuana.

Transportation

The group then departed for a tour of the proposed footprint for the Otay II POE. IMPlan staff summarized plans for connecting roads and right-of-way land acquisition. Tour participants were driven on unpaved roads to view the many parcels with interim light industrial uses, which are located in the proposed site of the future Otay II POE. Finally, the group visited the area of the Alamar River between the end of the channelized Tijuana River, directly south of Mesa de Otay and the bridge on Boulevard Manuel J. Clothier. IMPlan is proposing to construct an eight-lane expressway, which would connect the Tijuana Rio Zone with the Tijuana-Tecate Toll Road and would parallel the Alamar River. IMPlan estimates the construction cost for this expressway is approximately $35.5 million dollars. No funding currently has been identified.
Environmental Conservation

The Alamar River riparian habitat in this zone is disturbed by irregular settlements, sand mining, commercial activities, and unauthorized dumping of solid waste. IMPlan staff summarized proposals to restore riparian areas, provide habitat conservation, and establish compatible land uses within this riparian corridor. These plans would follow criteria established by the Sustainable River Architecture concept, which proposed to channelize the river using impervious material and construct a new linear ecological park along the Alamar River. These proposals also are included as actions in the Strategic Plan.

IMPlan staff pointed out and described relocation plans for 600 families living in irregular housing settlements throughout the Alamar River. Many of these homes have makeshift connections to the electrical grid, no sewer or water connections, and access is available only by unpaved roads.

PARTICIPANTS’ EVALUATIONS AND NEXT STEPS

Participants at both mobile seminars commented that the seminars provided a great deal of information on various binational planning activities. Comments on the topic of transportation emphasized the need for mass transportation, for a new POE, and for highway improvements in the area. Environmental conservation comments included the need for more environmental preservation and mitigation strategies, as well as strategies that address water conservation and sewage issues. Economic development comments focused on the need for preserving industrial land uses in the United States portion of the study area.

Overall, the two Mobile Seminars offered valuable insight into binational planning challenges and opportunities. It also generated constructive dialogue about the proposed strategies identified in the draft Strategic Plan.

SANDAG and IMPlan will continue to work with stakeholders in the implementation of the strategies proposed in the draft Strategic Plan. The final plan is expected to be completed in summer 2007.
511 TELEPHONE AND WEB SERVICE

The new 511 phone and Web services consolidate traffic, transit, and travel information into a one-stop resource. The phone service also offers connection to Roadside Assistance. Staff will present this project, which is being coordinated with SANDAG, Caltrans, Metropolitan Transit System, North County Transit District, San Diego County Service Authority for Freeway Emergencies, and California Highway Patrol, focusing on crossborder travel information.

BOB LEITER
Director of Land Use and Transportation Planning

Attachment: 1. 511 San Diego Region Traffic, Transit, and Travel Information Fact Sheet

Key Staff Contact: Hector Vanegas, (619) 699-1972; hva@sandag.org
511 – SAN DIEGO REGION TRAFFIC, TRANSIT, AND TRAVEL INFORMATION
FACT SHEET

The Project
SANDAG, in cooperation with Caltrans, the Metropolitan Transit System (MTS), the North County Transit District (NCTD), and the San Diego County Service Authority for Freeway Emergencies (SAFE) is launching the state-of-the-art 511 traveler information service.

The Benefit
The 511 service will put a wealth of free, travel-related information at the public’s fingertips — 24 hours a day, seven days a week. Commuters will have current driving times for San Diego County highways. Callers will be able to conveniently connect to the RideLink and transit customer service centers.

Whether it is accessed via telephone, Web (www.511sd.com), or TV CommunityView service, 511 will consolidate valuable transportation information into a one-stop, free public resource. On the phone, commuters will have current driving times for San Diego County highways, next-bus information, and be able to conveniently connect to the RideLink and transit customer service centers. The 511 phone service also offers a quick connection to the “Mobile Callbox” for roadside assistance on the region’s freeways.

511 Features

» Up-to-the minute drive times and traffic maps: Access real-time incident reports from Caltrans and pinpoint congestion delays that could affect your commute. With 511, users can get drive times for all major highways in the San Diego region.

» Regional transit route and fare information: With 511, transit riders can conveniently connect with the Metropolitan Transit System (MTS) and North County Transit District (NCTD) for a route that best meets their needs, find out when the next bus will arrive, and learn how much it will cost.

» Roadside assistance – “Mobile Callbox”: With 511, commuters have peace of mind. 511 provides a seamless connection to the San Diego SAFE (Service Authority for Freeway Emergencies) call center for vehicle roadside assistance.

(Continued on reverse)
Carpool and vanpool information: For those looking at ways to beat congestion, 511 offers instant access to the SANDAG RideLink program for valuable rideshare information. Joining a carpool or vanpool has never been easier.

Bicycle information: 511 customers can get information on bike maps, bike lockers, taking bicycles onto public transit, and other tips on navigating the more than 1,000 miles of bikeways in the region.

Airline arrival and departure information: Get the latest airline arrival and departure information to take the guess work out of air travel.

FasTrak® toll information: Register for the FasTrak program. As the 511 system develops, users will be able to tap into up-to-the-minute toll information for the I-15 Managed Lanes, and compare driving times to the General Purpose Lanes.

Border Crossing Times: Get connected to information on border crossing times at the San Ysidro and Otay Mesa ports of entry.

TV Broadcast: A cable TV broadcast will provide local residents and travelers with a television view of the 511 traffic information and will be offered on local public access channels. The system automatically collects and updates traffic conditions, and provides information similar to the 511 Web traffic page. The TV broadcast will provide freeway congestion, construction, and incident information along with streaming videos and snapshots from Caltrans cameras. The 511 TV broadcast will be available in the spring 2007.

San Diego joins other areas throughout the United States that are offering this advanced information service. The 511 Deployment Coalition has a goal of making 511 a seamless, nationwide service by 2010.

February 2007
SAN DIEGO ASSOCIATION OF GOVERNMENTS

BORDERS COMMITTEE

May 25, 2007

AGENDA ITEM NO.: 6

Action Requested: INFORMATION

INFRASTRUCTURE BOND FUNDING: TRADE CORRIDORS IMPROVEMENT FUND AND EMISSIONS REDUCTION FUNDING PROGRAMS

File Number 3000900

Introduction

Proposition 1B, approved by the voters at the November 2006 general election, enacts the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006, which authorizes the issuance of $19.925 billion of general obligation bonds for various transportation programs. Proposition 1B includes two new funding programs related to goods movements. The Trade Corridors Improvement Fund (TCIF) will focus infrastructure improvements along trade corridors that accommodate a high volume of freight movements. The Trade Corridor Emissions Reduction program will focus on projects that reduce air pollution related to the movement of goods along California’s trade corridors. This report briefly describes these two programs.

Discussion

The TCIF program is a $2 billion statewide program that would be allocated by the California Transportation Commission (CTC). Eligible projects include highway and freight rail system improvements to facilitate goods movement to and from seaports, land ports of entry, and airports; enhancements to port capacity as well as border access projects to improve freight movements between California and Mexico. The CTC is required to consult the California Goods Movement Action Plan, regional transportation plans, and the statewide Port Master Plan.

The CTC has set up a working group to assist in the development of criteria and guidelines for the TCIF program for the Commission’s review. Caltrans, the San Diego Regional Economic Development Corporation, and SANDAG have been participating in this working group.

The Trade Corridor Emissions Reduction program is a $1 billion fund that would be allocated by the California Air Resources Board (CARB) to implement projects that improve air quality in trade corridors that serve airports, seaports, and land ports of entry.

Several bills have been introduced by State legislators to implement these two programs and others under Proposition 1B. The SANDAG Executive Committee regularly discusses pending legislation. On May 11, 2007, the Executive Committee will consider staff recommendations to submit comments on SB 9 (Lowenthal) and SB 19 (Lowenthal) to ensure the proposed bills include language that would support the implementation of State Route (SR) 11 and the East Otay Mesa Port of Entry (POE), such as adding specific language recognizing reduction in truck idling at land ports of entry.
as an air quality benefit and allowing the leveraging of tolls and other nontraditional funding sources for project implementation.

**Next Steps**

The CTC TCIF Work Group has established a timeline to develop a policy framework, criteria, and guidelines for the TCIF program through fall 2007. CARB staff anticipates initiating public meetings to develop guidelines for the Trade Corridor Emissions Reduction program in summer 2007. In addition, SANDAG staff is working with members of our state delegation to ensure that pending legislation is favorable to implementing trade/goods movement projects in the San Diego region.

Depending on the criteria and guidelines developed by the CTC, CARB, and state legislation, these competitive funding programs may provide an opportunity to support the implementation of border transportation projects such as the East Otay Mesa POE and SRs 11 and 905, among other goods movement projects included in the Regional Transportation Plan.

Staff will keep the Borders Committee informed of progress in the implementation of the TCIF and Trade Corridor Emissions Reduction funding programs.

**BOB LEITER**  
Director of Land Use and Transportation Planning

Key Staff Contact: Elisa Arias, (619) 699-1936; ear@sandag.org
San Diego Regional Economic Prosperity Strategy
Preparing for Regional and Global Collaboration

Today’s Presentation

- Analytical Approach
- Evaluation Summary
- Major Challenges
- Prosperity Strategy
- Strategic Goals & Actions
- Key Questions
- Next Steps
Benchmarking Results
Cross-Sectional & Trends Analysis

Judging the Economy’s Health
(25 Comparable Regions/ State & National Trends)
Judging the Economy’s Health
(Four Indicator Categories)

Social and Economic Performance

Population Characteristics
- Jobs
- Wages and Income
- Consumer Price Index
- Air Quality
- Crime
- Poverty

Business Vitality

Gross Regional Product
- Industrial Employment
- Traded Clusters
- Exports and Imports
- Retail Sales
- Venture Capital
- Firm Characteristics
Judging the Economy’s Health
(Four Indicator Categories)

- Social and Economic Performance
  - Education
  - Housing Characteristics
  - Hospital Capacity
  - Health Characteristics
  - Health Insurance & Medical Costs

- Resources for Economic Growth
  - Business Vitality

- Infrastructure Capacity
  - Highway and Transit
  - Air Service
  - Maritime Port
  - International Border
  - Water and Wastewater
  - Solid and Hazardous Waste
  - Energy Characteristics
  - Communications Technology
  - Park and Open Space

- Business Vitality

Resources for Economic Growth
Judging the Economy’s Health
(Four Indicator Categories)

- Social and Economic Performance
- Infrastructure Capacity
- Business Vitality
- Resources for Economic Growth

PROSPERITY STRATEGY

What’s it all mean?
Challenging Trends and Key Findings
Corrosive Combination
Low Wages Plus High Cost of Living Erodes Purchasing Power

<table>
<thead>
<tr>
<th>City</th>
<th>Wage Per Job</th>
<th>Cost of Living</th>
<th>Wage Per Job/ Cost of Living</th>
</tr>
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<tbody>
<tr>
<td>San Jose</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>1</td>
<td></td>
<td></td>
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<td>Dallas</td>
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</tr>
<tr>
<td>San Diego</td>
<td>9</td>
<td>3</td>
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</tr>
<tr>
<td>Riverside</td>
<td>20</td>
<td></td>
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</tr>
<tr>
<td>San Diego</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>20</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Housing Affordability
**Lowest Housing Opportunity Index**

- Minneapolis, 1
- Salt Lake City, 1
- San Francisco, 22
- San Diego, 22

**Housing Opportunity Index Gap is Widening**

(% of Households that can Afford the Median Priced House)
San Diegans Spend More on Housing

(Household Expenditures by Category, 2004)

San Diego

- Housing: 38%
- Transportation: 18%
- Food: 12%
- Personal Insurance and Pensions: 9%
- Entertainment: 5%
- Healthcare: 4%
- Other: 14%

United States

- Housing: 32%
- Transportation: 19%
- Food: 13%
- Personal Insurance and Pensions: 10%
- Entertainment: 5%
- Healthcare: 6%
- Other: 15%

Public Facilities and Services
Changes in Sources of Water Supply

**2005**
- Total Annual Demand: 642,000 Acre-Feet (Excl. conservation)
- MWD: 77%
- Recycled Water: 2%
- Ground and Surface Water: 9%
- IID Transfer/Canal Lining: 4%
- Conservation: 8%

**2030**
- Total Annual Demand: 829,000 Acre-Feet (Excl. conservation)
- MWD: 37%
- Recycled Water: 12%
- Ground and Surface Water: 10%
- Seawater Desalination: 6%
- IID Transfer/Canal Lining: 30%

Changes in Sources of Energy Supply

*(Sources 2007 and 2015)*

- **DWR**: 50%
- **Nuclear**: 40%
- **Cogeneration**: 35%
- **Renewables**: 30%
- **Utility Owned and Contracts**: 25%

**2007**
- DWR: 50%
- Nuclear: 40%
- Cogeneration: 35%
- Renewables: 30%
- Utility Owned and Contracts: 25%

**2015**
- DWR: 50%
- Nuclear: 40%
- Cogeneration: 35%
- Renewables: 30%
- Utility Owned and Contracts: 25%
Air Service Demand Will Exceed Capacity
Average Weekday Flights vs. Capacity
2030 High Growth Scenario
(Operational Hours: 6am-12am)

Value of Trade Passing through San Diego
(San Diego Customs District, $Millions)
Increasing Border Trade and Truck Crossings

![Graph showing increasing border trade and truck crossings over time, with bars and a line chart for number of trucks (thousands) and two-way trade (in $millions).]

Cargo Activity at Port District

![Graph showing cargo activity at the port district over time, with bars representing millions of tons.]
Quality of Job Growth

Wage Distribution Gap is Widening

(Earnings Distributed by Top, Middle and Lower 1/3 of Jobs)
## Growth in Wage Distribution Gap

*(Changes Using 1990 Industry Distribution)*

<table>
<thead>
<tr>
<th>1990 Industry Distribution</th>
<th>Average Salary</th>
<th>Rate of change</th>
<th>Change in Proportion of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest Paying Industries (Top 1/3)</td>
<td>$19,977</td>
<td>33.4%</td>
<td>-3.2%</td>
</tr>
<tr>
<td>Mid Level Paying Industries (Middle 1/3)</td>
<td>$8,208</td>
<td>19.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Low Level Paying Industries (Lowest 1/3)</td>
<td>$2,000</td>
<td>8.9%</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

### Our Economic Drivers Have Changed

- **1957**
  - 70% Other Jobs
  - 30% Manufacturing Jobs

- **2005**
  - 74% Other Jobs
  - 26% Traded Clusters
16 Traded Employment Clusters Drive Our Economy

- Biomedical Products
- Biotechnology
- Communications
- Computer Electronics
- Defense & Transportation
- Design Services
- Entertainment
- Environmental Technology
- Financial Services
- Fruits & Vegetables
- Horticulture
- Publishing Services
- Recreational Goods
- Software
- Specialty Foods
- Travel and Hospitality

Proportion of Jobs in Each Cluster-2005

(Traded Clusters Set the Pace of Economic Growth)

- Financial Services: 11%
- Communications: 8%
- Biotechnology & Pharmaceuticals: 7%
- Defense: 6%
- Computer & Electronics: 5%
- Other Clusters: 19%
- Travel & Hospitality: 11%
- Entertainment & Amusement: 33%
- Cluster Employment: 26%
- Other Jobs: 26%
### High Paying Cluster Industries

(Clusters with Average Wage Greater than Region’s, $2004)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>$112,800</td>
</tr>
<tr>
<td>Software</td>
<td>$82,000</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>$80,000</td>
</tr>
<tr>
<td>Computer &amp; Electronics</td>
<td>$78,800</td>
</tr>
<tr>
<td>Financial Services</td>
<td>$73,100</td>
</tr>
<tr>
<td>Environmental Technology</td>
<td>$71,300</td>
</tr>
<tr>
<td>Defense &amp; Transportation</td>
<td>$71,200</td>
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<tr>
<td>Biomedical Products</td>
<td>$65,100</td>
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<tr>
<td>Design</td>
<td>$61,800</td>
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<tr>
<td>Publishing</td>
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<tr>
<td>Recreational Goods</td>
<td>$51,900</td>
</tr>
<tr>
<td>San Diego Region</td>
<td>$39,300</td>
</tr>
</tbody>
</table>

### Wages and Income
Slow Growth in Average Wage per Job
(Cumulative Change, $2004)

Slow Growth in Standard of Living
(Real Per Capita Income not Keeping Pace)
How do we respond to these trends?
Regional Economic Prosperity Strategy

Effects of Prosperity Strategy

- Policy Actions & Infrastructure Investments
- Local Businesses
- Labor Force
- Standard of Living
## Using Clusters to Increase Wages & Living Standards

(Impact per $1M Increase in Demand)

<table>
<thead>
<tr>
<th></th>
<th>High Value Added Jobs</th>
<th>Low Value Added Jobs</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>$1M</td>
<td>$1M</td>
<td>-</td>
</tr>
<tr>
<td>Jobs</td>
<td>18</td>
<td>46</td>
<td>156%</td>
</tr>
<tr>
<td>Wages per Employee</td>
<td>$63,700</td>
<td>$24,200</td>
<td>-62%</td>
</tr>
<tr>
<td>Taxes per Employee</td>
<td>$19,500</td>
<td>$7,300</td>
<td>-62%</td>
</tr>
</tbody>
</table>

## Major Assumption: Education & Training Increases Incomes

(2000$)

<table>
<thead>
<tr>
<th>Education &amp; Training</th>
<th>Thousands of Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Degree</td>
<td></td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td></td>
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<tr>
<td>Master’s Degree</td>
<td></td>
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<tr>
<td>Bachelor’s or Higher + Experience</td>
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<tr>
<td>Bachelor's Degree</td>
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</tr>
<tr>
<td>Associate’s Degree</td>
<td></td>
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<tr>
<td>Vocational Education</td>
<td></td>
</tr>
<tr>
<td>Work Experience</td>
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</tr>
<tr>
<td>Long-term Training</td>
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</tr>
<tr>
<td>Moderate-Term Training</td>
<td></td>
</tr>
<tr>
<td>Short-term Training</td>
<td></td>
</tr>
</tbody>
</table>
# Major Assumption: Income Mobility

*(State of California, 1988-2000)*

<table>
<thead>
<tr>
<th>1988 Earning Status</th>
<th>Same Quintile</th>
<th>Moved Up</th>
<th>Moved Down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottom Quintile</td>
<td>21.3%</td>
<td>78.7%</td>
<td>N/A</td>
</tr>
<tr>
<td>Second Quintile</td>
<td>28.2%</td>
<td>62.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Middle Quintile</td>
<td>33.4%</td>
<td>51.1%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Fourth Quintile</td>
<td>39.0%</td>
<td>41.7%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Top Quintile</td>
<td>80.6%</td>
<td>N/A</td>
<td>19.4%</td>
</tr>
</tbody>
</table>

---

San Diego’s Regional Economic Prosperity Strategy

Recommendations—Public Policy Actions & Investments
**Recommended Actions Summary:**
*Public Policies & Investments*

- Increase Housing Supply to Stabilize Prices
  - Increase Density
  - Streamline Permit Process
  - Remove Fiscal Disincentives

**Recommended Actions Summary:**
*Public Policies & Investments*

- Goods Movement Strategy & Action Plan
  - Produce Integrated GM Strategy & Action Plan
  - Actively Support Free Trade Policies
  - Ensure Access to Adequate Air Service
  - Reduce Wait Times to Cross International Border
Recommended Actions Summary:
Public Policies & Investments

- Increase Housing Supply to Stabilize Prices
- Goods Movement Strategy & Action Plan
- Reliable/ Cost Effective Energy & Water Supplies
- Improve Education/ Workforce Development
- Reserve Prime Employment Land
- Improve Government Efficiency and Effectiveness

Key Questions

- Is Strategy Feasible?
  - Visitor Industry Model
- How is the Strategy Implemented?
  - Collaborative Approach
- What Will It Accomplish?
  - Raise Standard of Living
- What’s Next?
  - Monitor Progress
### Remaining REPS Schedule (2007)

**May**
- 18 Distributed Reports for Public Comment
- 25 Presentation to SANDAG Borders Committee

**June**
- 1 Presentation to SANDAG Regional Planning and Transportation Committees
- 8 Public comment period closed
- 21 Distribute final reports to Advisory Group
- 28 Advisory Group action: forward to SANDAG Board of Directors

**July**
- 27 SANDAG Board of Directors: accept as part of Regional Comprehensive Plan

---

**San Diego Regional Economic Prosperity Strategy**

*Preparing for Regional and Global Collaboration*
Annual SANDAG Binational Event: Mobile Seminars

February – March 2007

Draft Otay Mesa – Mesa de Otay
Binational Corridor Strategic Plan

Mobile Seminars

- 1st Mobile Seminar in San Diego
  February 27, 2007
- 2nd Mobile Seminar in Tijuana
  March 27, 2007
Planning Study Area

1st Mobile Seminar in San Diego

- Smart Growth Planning Process
- Future Site for State Route (SR)11 and East Otay Mesa Port of Entry (POE)
- South Bay Expressway
- Otay Ranch Smart Growth Development Projects
1st Mobile Seminar in San Diego

Smart Growth Concept Map

1st Mobile Seminar in San Diego

Future Site for SR 11 and East Otay Mesa POE
1st Mobile Seminar in San Diego

South Bay Expressway

Smart Growth Development in Otay Ranch
2nd Mobile Seminar in Tijuana

Planning Activities in Tijuana
Future Site for Otay II Port of Entry
Alamar River Planning Area

2nd Mobile Seminar in Tijuana

Planning Activities in Tijuana

Strategic Partial Programs:
- Zona Centro
- Los Laureles
- El Rosario
- Mesa de Otay (Centenario)
- Alamar
- Valle Redondo
2nd Mobile Seminar in Tijuana

Future Site for Otay II
Port of Entry

Strategic Projects:
- Channelization: Relocation of irregular settlements
- Construction of expressway
Alamar River
Proposed 8-lane Expressway

Otay Mesa – Mesa de Otay
Binational Corridor Strategic Plan

Next Steps:
- Present Final Strategic Plan to SANDAG Board for approval (summer 2007)
- Continue to work with stakeholders in the implementation of proposed actions
- Hold periodic meetings to follow up on implementation status
2007 SANDAG Mobile Seminars

Conclusion
- These Mobile Seminars provided valuable information and perspectives to the participants, and this format should be considered for future use.

Annual SANDAG Binational Event: Mobile Seminars

February – March 2007

Draft Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan
Connect to 511

Click or Call to Connect to San Diego’s new, free telephone and Web-based service for traffic, transit, and commute information. At 511 you get quick, convenient connections to:

- Real-time traffic information with driving times and incident reports
- Transit route and fare information
- Roadside assistance
- Carpool and vanpool information
- I-15 FasTrak information
- Commute options

And much more!

Real-time traffic map and a convenient transit trip planner on the Web site!

Call 511 or click www.511sd.com today!
Merging transportation and technology, 511 puts a wealth of free, travel-related information at the San Diego commuter's fingertips — 24 hours a day, seven days a week. Dial 511 from any phone and use these tips for quick and easy access to the 511 phone system. More information also is available at www.511sd.com.

**Quick Commands**
Say "Main Menu" — recognizable anywhere in the system and will take you directly to the Main Menu.
Say "Repeat" — if you miss the prompt.
Say "Go Back" — to return to the previous menu.
Say "Help" — recognizable anywhere in the system.

**Main Menu Shortcuts**
You may interrupt the voice at any time with a command to go directly to that section.

<table>
<thead>
<tr>
<th>SAY</th>
<th>PRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Español*</td>
<td>Press 1 for Spanish</td>
</tr>
<tr>
<td>Traffic*</td>
<td>Press 2 for Traffic*</td>
</tr>
<tr>
<td>Public Transit or Public Transportation*</td>
<td>Press 3 for Public Transportation*</td>
</tr>
<tr>
<td>Roadside Assistance**</td>
<td>Press 4 for Roadside Assistance**</td>
</tr>
<tr>
<td>Ridesharing or RideLink**</td>
<td>Press 5 for Ridesharing**</td>
</tr>
<tr>
<td>Airports*</td>
<td>Press 6 for Airports*</td>
</tr>
<tr>
<td>FasTrak**</td>
<td>Press 7 for FasTrak**</td>
</tr>
<tr>
<td>Bicycling or RideLink**</td>
<td>Press 8 for Bicycling**</td>
</tr>
<tr>
<td>Guaranteed Ride Home**</td>
<td>Press 9 for Guaranteed Ride Home**</td>
</tr>
<tr>
<td>SchoolPool or RideLink**</td>
<td>Press 10 for SchoolPool**</td>
</tr>
<tr>
<td>Traffic Conditions*</td>
<td>Press 11 for Traffic Conditions*</td>
</tr>
<tr>
<td>Driving Times*</td>
<td>Press 12 for Driving Times*</td>
</tr>
<tr>
<td>Border or Border Crossing*</td>
<td>Press 13 for Border Crossing*</td>
</tr>
</tbody>
</table>

* Multiple menu options | ** Transfers to live operator

**Traffic Conditions Menu Options**
From the Traffic Conditions Menu, say the name of a highway or city or a point of interest for information about traffic conditions in that area. You also may say "Help" or "What are my choices?" at any time to hear a complete list of options.

Your highway choices include Interstates 5, 8, 15, & 805, and highways 52, 54, 56, 67, 75, 76, 78, 79, 94, 125, 163, & 905.

Your city choices include Carlsbad, Chula Vista, Coronado, Del Mar, El Cajon, Encinitas, Escondido, Imperial Beach, La Mesa, Lemon Grove, National City, Oceanside, Poway, San Diego, San Marcos, Santee, Solana Beach, and Vista. Communities like Alpine, Cardiff by the Sea, Fallbrook, Julian, Lakeside, Rancho Bernardo, Rancho Peñasquitos, and San Ysidro also are included.

Your points of interest choices include areas around the region like Balboa Park, Camp Pendleton, Del Mar Fairgrounds, Fashion Valley, Old Town, QUALCOMM Stadium, San Diego Zoo, Sea World, Downtown San Diego, SDSU, USD, & UCSD.

We are frequently adding more communities and points of interest. To recommend additional points of interest, please e-mail pio@sandag.org.

**Driving Times Menu Options**
From the Driving Times Menu, state your starting point and ending point from the highways, cities, or points of interests above.

For quick and easy navigation use the following commands:
Say "Next Incident" - If you want to skip an incident during incident playback.
Say "Next Route" - If two routes are played, you can skip to the second one by saying, "Next Route."
511 Marketing and Promotion Program

- Marketing and promotion of the 511 phone and Web service is underway
- 511 usage continues to grow; each week, we're fielding 17,000-plus phone calls and 50,000-plus visitors to the Web site; program launched in February 2007
- Additional promotion and advertising efforts are under development

Radio/TV Advertising
- Radio and TV promotion began in April and continues into June
- 511 ads on all major radio stations in both English and Spanish
- 511 ads air on several local TV traffic segments and on local morning news shows

Online Advertising
- Radio ad purchase includes promotion on each of the seven Clear Channel radio station’s Web sites including a Banner Ad and hyperlink to the 511 Web site

Outdoor Advertising
- SANDAG teamed with San Diego County's SAFE to promote 511 in English and Spanish on a 25 X 18-foot electronic billboard at the U.S./Mexico border
- 511 is reaching tens of thousands of drivers daily as they head north on I-5
- Also teaming with SAFE to share two billboards: SR 94 and SR 78

Print Advertising
North County Times
- ¼ page 511 ad ran in special section announcing "North County Connects to 511"

NCTD Rider’s Guide
- 511 ad to be featured in both COASTER and BREEZE rider guides

Sponsorship
- Partnered with radio station Star 94.1 to co-sponsor their "Star On Your Car" six week promotion, May 14 – June 24
- Sponsorship includes 20,000 bumper stickers and numerous 30-second ads promoting all aspects of 511
- 511 logo will be featured and hyperlinked on the 94.1 Web site for six weeks

Link to other Web sites
- Cross-linking 511 Web site to member agencies and other organizations’ Web sites

511 Shortcuts
- 511 user-friendly guide posted to both the SANDAG and 511 Web sites
- Features current shortcut options and updated as more destinations added
- Web sites offer a printable version for easy access

Caltrans Changeable Message Signs
- Caltrans has agreed to display the 511 message at least once a month on its highway signs

Take One/Rider Alert
- Take One/Rider Alert fliers created for bus and COASTER riders on new 511 service
- 511 fliers to be distributed to both MTS and NCTD in June

Call 511 or click www.511sd.com today!
511 Marketing and Promotion Program

511 is being promoted in English and Spanish on this 25 X 18-foot electronic billboard at the U.S./Mexico border.

Connect to 511

Call 511 or click www.511sd.com today!
Click. Call. Connect.

511 - On The Phone
511sd.com - On The Web
511 Public Access Cable TV

System Architecture

Baseline Services
Web
Telephone
Public Access TV Broadcast

Traffic
Transit
Roadside Aid

Call Centers
Transit, RideLink
Bicycling, FasTrak
Border Crossings, Rail & Airport
Telephone

• Call is Free
  – Land Lines
  – Cell phone service providers

• Interactive Voice Response System
  – Short Cuts
  – Barge-ins
  – Speak Clearly
  – Minimize Background Noise
  – Correct Menu

Traffic
  – Driving Times
  – Incidents and Congestion
  – Border Crossing wait times
    (Otay Mesa, San Ysidro, Tecate)

Transit
  – Transfer to transit agencies call centers
  – Next bus information

Roadside Assistance – “Mobile Callbox”
  – Transfer to dispatch center
  – Partnership with SD SAFE

RideLink
  – Carpools, Vanpools, Employer services & Bicycling

FasTrak
  – Customer service center
• US Customs and Border Protection Web Site
  – Wait Times/Number of Lanes/Hrs of Operation
    ▪ Otay Mesa
    ▪ San Ysidro
    ▪ Tecate

• SANDAG Borders Coordination Page
  – Projects
  – Resources

• Traffic Page
  – Regional Traffic Map
  – Real-Time Information
    ▪ Driving Times
    ▪ Incidents
    ▪ Congestion
    ▪ Construction
  – Highway Camera Views
TV Broadcast

- Feed to public access channels
- Live traffic conditions map
  - Incidents
  - Congestion
  - Construction
  - Caltrans cameras
- San Diego region-wide service
- Operational in summer

Highway Signs

- Partnering with Caltrans District 11
- Message based on location
  - Traffic Info
  - Roadside Aid
  - Commuter Info
  - Transit Info
- Highways
- Park-n-rides
Marketing Program

- Strategic marketing program
  - Strong agency partnership
  - Caltrans, MTS, NCTD, CHP, and SD SAFE

- Advertising/Public Awareness
  - Cross Linking 511 Web site with Public and Partner agency Web sites
  - Caltrans Highway Changeable Message Signs
  - Branding 511 on SANDAG and Partner agency print material

The Future of 511

- Transit Real-Time Route Information
- Highway Camera Views
- Comprehensive Traffic Detection
- Parking availability at Transit and Park-n-Ride Locations
- Personalized Information
- Push Information
- PDA Compatible
- Local City and County Transportation Information
- Spanish version
Click. Call. Connect.

511 - On The Phone
511sd.com - On The Web
511 Public Access Cable TV