COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)

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

Tuesday, September 4, 2007
3:00 – 4:30 p.m.

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

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

AGENDA HIGHLIGHTS

• RECOGNITION OF OUTGOING CO-CHAIR OF THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO) HON. LUIS CABRERA C., CONSUL GENERAL OF MEXICO

• REPORT ON SAN YSIDRO SMART BORDER COALITION

• DRAFT 2007 REGIONAL TRANSPORTATION PLAN

• PRESENTATION ON THE MEXICAN FEDERAL GOVERNMENT’S CLEAN WATERSHED (CUENCA LIMPIA) PROGRAM

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 input 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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## COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

Tuesday, September 4, 2007

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### CHAIR’S REPORTS (ITEMS #5 through #6)

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<td>5.</td>
<td>RECOGNITION OF OUTGOING CO-CHAIR OF THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO) HON. LUIS CABRERA C., CONSUL GENERAL OF MEXICO</td>
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The Chair will recognize Hon. Luis Cabrera C., Consul General of Mexico in San Diego, for his leadership and contributions as Co-Chair of the Committee on Binational Regional Opportunities (COBRO) from January 2004 to September 2007. Consul General Luis Cabrera, a Mexican Career Ambassador, was appointed by President Felipe Calderon as Mexico’s Ambassador to South Africa.

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Chair Paul Ganster will update the Committee on membership issues and also will request the formation of a task force to review this and other Committee business.
+7. REPORT ON SAN YSIDRO SMART BORDER COALITION
(Jason Wells, San Ysidro Chamber of Commerce)

The San Ysidro Smart Border Coalition is a voluntary community-wide coalition formed to promote a "Port of the Future" at the San Ysidro Port of Entry. This report will present the San Ysidro Smart Border Coalition’s purpose and goals for the reconfiguration of the San Ysidro Port of Entry. The Committee will be asked to support the Coalition’s purpose and goals. This agenda item was tabled from the August meeting.

+8. DRAFT 2007 REGIONAL TRANSPORTATION PLAN
(Heather Werdick, SANDAG)

At its August meeting, COBRO requested a presentation on the Draft 2007 Regional Transportation Plan (RTP). The RTP is the public policy blueprint for how people and goods will move around the San Diego region over the next 23 years. The Draft 2007 RTP is based on the Reasonably Expected Revenue scenario, which includes $58 billion of projected revenues to fund the recommended improvements and services. On June 22, 2007, the SANDAG Board of Directors accepted the Draft 2007 RTP for distribution. September 17, 2007, is the closing date for public comments.

+9. PRESENTATION ON THE MEXICAN FEDERAL GOVERNMENT’S CLEAN WATERSHED (CUENCA LIMPIA) PROGRAM (Oscar Romo, National Oceanic and Atmospheric Administration Tijuana River National Estuarine Research Reserve)

This strategy for a clean Tijuana Watershed is being promoted by the Mexican Federal Prosecuting Agency for Environmental Protection (PROFEPA). It was first introduced to stakeholders on June 26, 2007, in Tijuana.

10. NEXT MEETING DATE AND LOCATION

The next meeting of the Committee on Binational Regional Opportunities will be held on Tuesday, October 2, 2007, from 3:30 to 5:00 p.m., at SANDAG.

(Please note the change in meeting time)

+ next to an item indicates an attachment
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
SUMMARY OF JUNE 5, 2007, MEETING

1. WELCOME AND INTRODUCTIONS

The June 5, 2007, Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Vice Chair Cindy Gompper-Graves. The meeting was held at SANDAG.

Members present were: Cindy Gompper-Graves, South County Economic Development Council; Consul Ricardo Pineda, Consulate General of Mexico in San Diego; Angelika Villagrana, San Diego Regional Chamber of Commerce; Yolanda Walther-Meade, Fundación Internacional de la Comunidad; Sergio Pallares and Mark Baza, Caltrans; Gary Brown, City of Imperial Beach; Larry Van Wey, City of San Diego; Tatiana Suro, Otay Mesa Chamber of Commerce; Horacio Hanson, City of Tijuana; Jason M-B Wells and Thomas Currie, San Ysidro Chamber of Commerce; Nathan Owens, San Diego Dialogue; Jose Luis Castro, COLEF; Clay Phillips, Tijuana River National Estuarine Research Reserve; and Toby Sosbee, Customs and Border Protection (CBP). Advisory member present: Lisa Dye, U.S. Federal Highway Administration.

2. MEETING SUMMARY

Jason M-B Wells, San Ysidro Chamber of Commerce, entertained a motion to approve the April 3, 2007, meeting summary. Angelika Villagrana, San Diego Regional Chamber of Commerce, seconded the motion. The meeting summary was approved.

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

Jason M-B Wells, San Ysidro Chamber of Commerce, made a recommendation to change the San Ysidro Chamber's report on the San Ysidro Smart Border Coalition from an informational item to a request for recommendation item. This item was changed, when quorum was reached.

Nathan Owens announced that the Forum Fronterizo along with Mexico Economic Outlook will host a conference on June 13, 2007, that will include speakers Guillermo Diaz, from the Bank of Mexico, and Alberto Ortega, Chief adviser to Mexico’s Secretary of Economy.

Toby Sosbee introduced himself as the new U.S. Customs and Border Protection (CBP) San Diego Field Office Community Relations Liaison. Mr. Sosbee stated that he replaced James Snider and would be attending future COBRO meetings. He also reported that Adele Fasano held a press conference earlier that to clarify rumors regarding the closure of the pedestrian bridge at the San Ysidro Port of Entry.
He said there are no plans to close the bridge, but CBP is in the process of establishing a working group to come up with solutions to address CBP’s concerns regarding the bridge.

On September 20, the SCEDC and local chambers of commerce will host an Elected Officials reception. This is a free event scheduled from 4-6 p.m., at the City of Chula Vista’s Bayside Park.

On September 28, the SCEDC will be hosting its 17th Annual Economic Summit at the San Diego Convention Center. The Mayor of Tijuana has agreed to speak at this event. More information will be forthcoming at a future COBRO meeting.

4. **UPCOMING EVENTS**

SANDAG staff provided an attachment of upcoming events.

5. **DRAFT OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN:**

(A copy of the presentation is available upon request)

Elisa Arias, SANDAG, stated that the Draft Strategic Plan was presented at the March 6, 2007, COBRO meeting, which also marked the initiation of its 30-day public comment period. In addition to comments provided by members of COBRO, the Borders Committee and the City of Tijuana’s Subcommittee on Binational Affairs at their meetings in March 2007, written comments on the Draft Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan were received from Caltrans, the City of San Diego, the County of San Diego, the Metropolitan Transit System, and the Otay Mesa Chamber of Commerce. At its meeting in May 2007, COBRO discussed comments received and proposed responses. These changes were incorporated into the Draft Plan and progress was updated on some of the early actions.

Ms. Arias gave an overview of the strategies included in the Strategic Plan, both the Early Actions approved in September of 2006 and the other initiatives identified later. An outline of the schedule to finalize this project also was presented.

Some of the next steps include continuing to work with stakeholders in the implementation of proposed actions; and holding periodic meetings to follow up on implementation status.

Ms. Arias concluded the presentation by requesting that COBRO recommend the Borders Committee approve the Final Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan. Ms. Graves expressed concern on the potential for this plan not being in sync when the City of San Diego’s Otay Mesa Community Plan is updated later this year. Ms. Arias stated that SANDAG could review the plan when it is approved to make sure there are not conflicts.

After discussion, COBRO recommended the Borders Committee approve the Final Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan. The Committee also recommended that staff monitor approval of plans currently underway by stakeholders (e.g., City of San Diego Otay Mesa Community Plan Update and County of San Diego’s East Otay Mesa Specific Plan Amendment) to ensure consistency between those plans and the strategies included in the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan and report findings to COBRO, in case the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan needs to be revised to be consistent with the other plans.
6. UPDATE ON OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN’S ACTION: DRAFT ENVIRONMENTAL BASELINE ASSESSMENT ON POTENTIAL MITIGATION OF IMPACTS FROM SR 11 AND EAST OTAY MESA PORT OF ENTRY IN MEXICO

(A copy of the presentation is available upon request)

Ron Saenz, SANDAG, described the project background. Mr. Saenz stated that the Environmental Baseline Assessment originates as a follow up to the Otay Mesa Mesa de Otay Binational Corridor Strategic Plan environmental early action that calls for SANDAG and IMPlan to “Explore the feasibility of a binational land use/open space conservation study for SR 11, the future East Otay Mesa-Otay II POE, and proposed connection from the POE to the Tijuana-Tecate Toll Road (Route 2D), including consideration of binational environmental mitigation strategies” and also would serve as a supporting document to an expanded study that if awarded could be funded by a Caltrans Partnership Planning Grant.

Mr. Saenz stated that environmental stakeholders agreed that an environmental baseline assessment would be the first necessary step towards preparing a binational mitigation strategy. The primary goals of Phase I of this environmental baseline assessment are to refine a focused study area based on reasonable biological connectivity and collect existing baseline data for an expanded Phase II study that would evaluate the feasibility of mitigating for the impacts created by the future SR 11 and East Otay Mesa POE. This assessment includes baseline data on existing legal, biological, digital, and land use information and a defined study area. It also identifies gaps in data and next steps that could be conducted in future efforts. The information collected would be necessary to develop future strategies to implement a mitigation effort.

Keith Greer, SANDAG, continued the presentation by describing how biodiversity and ecosystems processes are not restricted by borders, and that protecting the investment made in the U.S. requires a binational strategy for conservation. Mr. Greer added that based upon discussions with the IMPlan and Caltrans, and a review of the Las Californias Initiative, it was determined that the still undeveloped areas between Tijuana and Tecate represent one of the greatest threats to biodiversity conservation and one of the biggest natural resources conservation opportunities.

Mr. Greer stated that this area represents the best opportunity for maintaining critical habitat linkages across the border between growing urbanizing areas of Tijuana and Tecate, and is in close proximity to the proposed SR 11, the future POE, and proposed road connection from the POE to the Tijuana-Tecate Toll Road. He concluded his presentation by describing legal, biological, digital, and land use information and gaps.

Mr. Saenz stated staff would continue to collect available information until the conclusion of the public comment period. SANDAG staff will be making this presentation at the June Borders Committee meeting and at the July East Otay Mesa POE Interagency Work Group. This fall SANDAG staff will report to the committee on whether the Caltrans Partnership Planning grant was funded. If this grant funding is not secured, staff would seek additional resources to complete this study. Also this fall, SANDAG staff will work with the California Biodiversity Along the Border Committee to seek support from the California Biodiversity Council. SANDAG staff will keep COBRO updated on progress made.
7. REPORT ON SAN YSIDRO SMART BORDER COALITION

Jason M-B Wells reported that the San Ysidro Chamber of Commerce put together a coalition to ensure the inclusion and accommodations of business within the configuration of the San Ysidro POE project. He emphasized that the San Ysidro POE is San Diego’s door to Latin America. The Coalition came up with seven issues for the General Services Administration (GSA) to consider. One issue is to include a design that allows business space within the structure of GSA. Currently, there is nothing that allows GSA to collect rent or charge private entities within the same facility. The Coalition would like laws changed to allow this. Another request is that a study be done into how many more double stacking booths could be added. The San Ysidro Chamber will be going to Washington with letters of support from this Coalition. Mr. Wells stated that the recommendation is that COBRO approve support for this Coalition.

Mr. Pallares, Caltrans, stated he did not think the Committee had enough information to take action and preferred to have this item come back to a future COBRO meeting.

Ms. Graves asked Hector Vanegas to put this as one of the first items on the COBRO agenda for its August meeting.

8. PRESENTATION ON PALOMA TECHNOLOGIES AND PALOMA TECNOLOGIA A.C.:
(A copy of the comments and proposed responses matrix was included in the COBRO agenda)

Mr. David Dumas of Paloma Technologies began his presentation by giving an overview of this company. Mr. Dumas described it is a non for profit company that was established about 2 ½ years ago and is focused on creating and promoting a globally competitive binational life science economic sector. The potential synergy between California’s investment and leadership in basic research with the possibility for offshore development and manufacturing in Baja California will create a sustainable competitive advantage unequaled anywhere in the world. Realization of this vision will re-establish San Diego as an industry leader while propelling development and prosperity on both sides of the border. They have a laboratory in Ensenada and a medicinal plant research field in Valle de Guadalupe. They are working on a Malaria drug that is being bought by the World Health Organization. This product will be sent to San Diego to develop eco-friendly technology to extract the drug.

Paloma’s objectives are the following:

- Demonstrate bi-national pharmaceutical development and manufacturing through non-profit pharmaceutical operations
- Develop workforce
- Promote innovation, applied research, and the creation of technology-focused start-ups
- Serve as focal point for cross border development and collaboration

Mr. Dumas concluded his presentation by summarizing Paloma Technologies’ need with assistance in accessing state and regional funding.
9. NEXT MEETING DATE AND LOCATION

The next meeting of the COBRO meeting will be held on Tuesday, August 7, 2007, at 3:00 p.m., at SANDAG.
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
SUMMARY OF AUGUST 7, 2007, MEETING

1. WELCOME AND INTRODUCTIONS

The August 7, 2007, Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Co-Chair Ricardo Pineda. The meeting was held at SANDAG.

Members present were: Ricardo Pineda, Consulado General de México en San Diego; Cindy Gompper-Graves, South San Diego County Economic Development Council; Sergio Pallares, Caltrans; Gary Brown, City of Imperial Beach; Larry Van Wey, City of San Diego; Tatiana Suro, Otay Mesa Chamber of Commerce; Nathan Owens, San Diego Dialogue; Angelika Villagrana and Viviana Ibañez, San Diego Regional Chamber of Commerce; David Fege, U.S. EPA Border Liaison Office; Thomas Currie, San Ysidro Chamber of Commerce; Toby Sosbee, U.S. Customs and Border Protection; Lourdes Reynoso, Tijuana’s Economic Development Corporation; Olivia Maldonado, City of Tijuana; Luis Ruben Rodriguez, Instituto Municipal de Planeación de Tijuana; Advisory member present: Lisa Dye, U.S. Federal Highway Administration; and Héctor Vanegas, Ron Saenz, Elisa Arias, and Antoinette Meier, SANDAG staff.

2. MEETING SUMMARY

In the absence of a quorum, the approval of the June 5, 2007, meeting summary was tabled until the next COBRO meeting on September 4, 2007.

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

Co-Chair Ricardo Pineda introduced Lourdes Reynoso from DEITAC (Tijuana’s Economic Development Corporation), a new COBRO member.

Hector Vanegas, SANDAG, introduced Antoinette Meier, the new Borders Program Assistant at SANDAG.

Steve Otto, San Ysidro Business Association and member of SANDAG’s Stakeholder Working Group for the Regional Transportation Plan (RTP) update, submitted an official request to speak. Mr. Otto asked COBRO to review and submit comments on the Draft 2007 RTP that is currently available for public review and comment. The public comment period ends September 17, 2007. Angelika Villagrana, San Diego Regional Chamber of Commerce, suggested that with only one meeting in September there is not much time for COBRO to review and comment on the RTP as a committee. Elisa Arias, SANDAG, reminded the Committee that the draft RTP is posted on SANDAG’s
Web site and that COBRO members could review and comment on the RTP individually. Sergio Pallares, Caltrans, commented that Caltrans is making independent comments on the RTP. At the request of Angelika Villagrana the RTP will be included in the September COBRO meeting agenda.

Angelika Villagrana announced that the San Diego Regional Chamber of Commerce and the Mexico Business Center are hosting Senator Barbara Boxer on Thursday, August 9, 2007 at the University of San Diego. COBRO members were encouraged to attend.

Vice Chair Cindy Gompper-Graves announced that the South San Diego County Economic Development Council (SCEDC) is taking a more active role in advocating for border infrastructure improvements needed to support commerce at the border. Vice Chair Graves encouraged COBRO to also start discussing the need to link border infrastructure with commerce.

Vice Chair Gompper-Graves invited COBRO members to attend the third annual South County Reception, an elected officials’ event on September 20, 2007, at Bayside Park in Chula Vista.

4. UPCOMING EVENTS

SANDAG staff provided an attachment of upcoming events.

5. REPORT ON SAN YSIDRO SMART BORDER COALITION

In the absence of a quorum, this agenda item was tabled until the September 4, 2007, COBRO meeting. Tom Currie, San Ysidro Chamber of Commerce, commented that the Smart Border Coalition will be looking for COBRO’s support of the Coalition’s purpose and goals.

6. PRESENTATION ON IMPLAN’S “PROGRAMA PARCIAL DE CONSERVACIÓN Y MEJORAMIENTO URBANO PARA LA ZONA DEL ARROYO ALAMAR: PRIMER ETAPA” (SPECIFIC PROGRAM FOR CONSERVATION AND URBAN IMPROVEMENT FOR THE ARROYO ALAMAR ZONE: FIRST PHASE)

Luis Ruben Rodríguez, Instituto Municipal de Planeación de Tijuana (IMPLAN), presented the specific program for restoring, conserving and improving riparian areas of the Alamar River. The study area encompasses approximately 3,017 acres located in the Northeastern portion of the city of Tijuana in areas in and around the Alamar River. The general goal of the plan is to integrate this area into the local and regional urban context by establishing compatible land uses, protecting green space, channeling the river and improving roadways and transportation.

Currently, this area is faced with a wide range of urban, socio-economic and environmental problems including poverty, public health issues, incompatible land uses, inadequate infrastructure, squatter settlements, degradation of habitat and vegetation, and water contamination.

The proposed improvements are aimed at creating an urban neighborhood with a variety of complimentary land uses, green space and recreational areas, as well as improved social and economic opportunities that will advance the quality of life for local residents. Proposed projects include enhancing and expanding basic public services, such as water and sewage, constructing a
seven mile lineal park, channeling the river using natural pervious materials, restoring the natural habitat, building a new expressway that is connected to improved local roadways and will connect to the future Otay II (East Otay Mesa) port of entry, and establishing an industrial park.

Implementation of this plan will require the relocation of approximately 600 families living in the irregular housing settlement. The City is currently looking for appropriate areas to relocate the displaced families. The families also will be offered assistance with purchasing a home.

Viviana Ibañez, San Diego Regional Chamber of Commerce, asked about the timeline for implementing the projects and if the project is at risk of not transitioning to the next administration. Luis Ruben Rodríguez, IMPLAN, responded that once the project has been approved at the state level, its implementation will be obligatory by law regardless of the administration that is in power. With regard to the timeline, some of the improvements have already been implemented. Although this is a difficult project to implement, as it requires significant funding and participation at all levels of government and the private sector, it is a viable project that benefits both sides of the border. A Fideicomiso (Trust) was formed to facilitate its implementation.

Gary Brown, City of Imperial Beach, commented on the practicality of the project and suggested that IMPLAN and SANDAG review a similar project that proposed to construct a new lake in the City of Tempe, Arizona. This project required ten years to implement and has proven to be a significant benefit to the city.

7. BRIEFING ON THE SAN YSIDRO MOBILITY PLAN - PHASE 1
(A copy of the presentation was distributed and is available upon request).

Steve Otto, San Ysidro Business Association, and Vicki Estrada, Estrada Land Planning, presented the initial results of San Ysidro’s first mobility study. Ms. Estrada explained that currently there is a lack of clarity and connection among local roads in San Ysidro which impedes the movement of goods and people. The primary goal of the mobility plan is to propose economically feasible projects that will facilitate mobility and revitalize and connect the community. Key elements addressed in the plan are pedestrian improvements, street improvements, transit improvements, as well as intersection and traffic signal improvements.

The mobility plan design process has been extensive with significant public outreach and community input. Additionally, Estrada Land Planning has done a complete analysis of the existing conditions, maps and past studies, pedestrian volume counts, and intersection level of service and traffic counts. This information is being utilized in the preparation of conceptual design ideas.

Vice Chair Graves inquired about the plan for financing and implementing the proposed projects. Ms. Estrada replied that Phase 2 will include a feasible plan for implementation as well as specific recommendations for funding the proposed projects.

Theresa Millette, City of San Diego Planning and Community Investment Department, commented that all public facilities and projects recommended in the San Ysidro mobility plan will require an amendment to the community plan. Public facilities must also be added to the city’s public facility financing plan. Consequently the mobility plan could be the catalyst for moving San Ysidro to the top of the list for community plan updates ensuring that these projects are funded and implemented in a timely manner.
Co-Chair Pineda congratulated the presenters on their work and thanked them for their time. He reminded the committee members that the August agenda items requiring committee action will be revisited at the September COBRO meeting. Co-chair Pineda then adjourned the meeting.

8. NEXT MEETING DATE AND LOCATION

The next meeting of COBRO will be held on Tuesday, September 4, 2007, at 3:00 p.m., at SANDAG.
UPCOMING EVENTS

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<th>One Region - One Voice: San Diego Delegation to Washington D.C.</th>
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<td>MORE INFO:</td>
<td>Judith Andry at (619) 544-1341 or <a href="mailto:jandry@sdchamber.org">jandry@sdchamber.org</a></td>
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REPORT ON SAN YSIDRO SMART BORDER COALITION

The San Ysidro Smart Border Coalition is a voluntary community-wide coalition formed to promote a "Port of the Future" at the San Ysidro Port of Entry. This report will present the San Ysidro Smart Border Coalition's purpose and goals for the reconfiguration of the San Ysidro Port of Entry. The Committee will be asked to support the Coalition’s purpose and goals. This agenda item was tabled from the August meeting.

Attachments:
1. San Ysidro Smart Border Coalition. Background, Purpose and Conclusion
2. San Ysidro Smart Border Coalition Position Paper
3. Support letters from Elected Officials
SAN YSIDRO SMART BORDER COALITION

Background
As the busiest land-border in the World, the San Ysidro Port of Entry, through its reconfiguration, offers an unparalleled opportunity to create a showcase of the integration of security, commerce and community; and set precedence for the rehabilitation and construction of land ports of entry throughout our Nation.

Purpose
1. San Ysidro must have a “Port of the Future” – including and accommodating commerce and the community of San Ysidro, especially pre-existing and location-dependent businesses;

2. The reconfiguration of the San Ysidro Port of Entry must be a positive influence to the economic development of the community - integrating operational interests with opportunities for existing and new commerce within the border crossing facilities;

3. GSA must be given the appropriate authority and provisions to include the community and commerce within border facilities, including the ability to pay or collect rents to/ from private interests;

4. Port of Entry facilities (Border Stations) must be given separate and undivided attention from other GSA projects (i.e., federal court houses);

5. The community and stakeholders of San Ysidro must have a voice and vote in the design of the San Ysidro Port of Entry reconfiguration. This is to ensure, among other things, that community mobility, environmental tranquility and a welcoming impression to our international visitors are included and appropriately prioritized; and

6. Proper coordination must be made with appropriate Mexican parties to ensure seamless international integration.

Conclusion
The San Ysidro Smart Border Coalition will work with our elected officials, GSA, CBP and other appropriate agencies to ensure the commerce and community of San Ysidro, especially pre-existing and location dependent businesses, are included and accommodated in the reconfiguration of the San Ysidro Port of Entry Reconfiguration.

Founding partners:

*Signature pending
Position Paper
SAN YSIDRO SMART BORDER COALITION
A voluntary group of key leaders and stakeholders in the immediate region of the San Ysidro Port of Entry

The San Ysidro Port of Entry (SYPOE) is the busiest land border in the World – where 130,000 people cross each day, generating over $3 billion to the San Diego regional economy. In fact, one of every ten persons entering the US through any point comes through the SYPOE. An estimated US$6 billion in gross output were lost in 2005 between traffic congestion and border wait times at San Diego land port of entries, resulting in the sacrifice of 51,325 jobs.\footnote{1} Crossings at the SYPOE are estimated to increase over 50% by 2020. Reconfiguration of the SYPOE is an immediate must.

The reconfiguration project of the SYPOE offers an unparalleled opportunity to create a showcase of the integration of security, commerce and community; and set precedence for the rehabilitation and construction of land ports of entry throughout our Nation. San Ysidro must have a “Port of the Future” – including and accommodating commerce and the community of San Ysidro, especially pre-existing and location dependent businesses. While efficiently maximizing our country’s security, a successful reconfiguration will bring ease of use, pride, and economic sustainability to the areas immediately adjacent to the border crossings, as well as improve the overall economic success of the region. Conversely, an ill-conceived border – a single-service security compound, will be extremely deleterious for the region. It would be an enormous obstacle for users, it will cripple local and regional commerce, it will make nearby communities unsustainable and force them into position of permanent and perpetual need. It is also in America’s best interest to ensure those borders so close and heavily used by our neighbors are efficient and user-friendly as to entice their best effort in developing or redeveloping their own border facilities and security.

Inclusionary Concept

Border reconfiguration, in addition to security needs, must include border users – pedestrian and vehicular, the commercial and/or business entities whose very lifeline is the border, and the community in which the POE is situated. The POE does not singularly affect its adjacent area, but is an economic engine driving the region of San Diego and the State of California. The end-result of the border reconfiguration will also have national and bi-national implications. It will have political, economic, and environmental impacts, as well as effects to human rights and respect. Therefore, the impacted entities must be consulted and included in the designing and vetting of any reconfiguration plans.

Design

The design of the SYPOE must fully embrace functional diversity. While the identification, inspection and crossing of people and goods is the primary function of the POE, the port can and must serve many functions. The POE should offer users a secure and friendly crossing amidst a pleasant, environmentally tranquil setting and a commercially vibrant and diverse locale. The aforementioned aspects must be a fundamental part of the reconfiguration design, and not left as collateral requirements forced on the community and/or local governments. This will be achieved by immediately integrating operational interests with opportunities for existing, and even new, commerce within the border crossing facilities.
Implementation/ Next Steps

Long Term (overall project requirements):

1. CBP and GSA shall use the anticipated FY 2008 project funding of $37.7 million, in addition to any other monies allotted for the subject project to **complete** design plans for the SYPOE. This design shall be immediately made available to the San Ysidro Smart Border Coalition; and

2. The San Ysidro Smart Border Coalition requests 60 days from the submission of the CBP/GSA design for public input, before any further promulgation by GSA of said designs; and

3. Design of the SYPOE must include and accommodate commerce and the community of San Ysidro, especially pre-existing and location dependent businesses; and

4. CBP employee parking lots shall only be allowed if underground or are within the existing footprint of SYPOE operation buildings. Should it be budgetarily beneficial, alternative means for CBP employees to arrive at their stations must be further explored and factored into the budget; and

5. Routes for returning to northbound lanes from the southbound lanes, as well as routes for emergency vehicle access must also be provided and factored into the project's design and budget; and

6. All appropriate studies regarding traffic mobility throughout San Ysidro must be considered in the SYPOE reconfiguration – not only for project funding, but to ensure for seamless integration. These include but are not limited to those conducted by SANDAG, Caltrans and the City of San Diego; and

7. CBP and GSA shall coordinate design, planning and mobility implications of the SYPOE with appropriate Mexican officials.

Short Term – (Steps for immediate action):

1. The San Ysidro Smart Border Coalition (SYSBC) fervently requests an official focus within the structure of the US GSA for border stations projects – separate from personnel designated to work on courthouse projects. These are two very different projects requiring very different attention, resources and personnel. The creation of a border stations program will facilitate resolution of all issues herein scribed; and

2. We respectfully request changes immediately be made to GSA policy, guidelines, design guides and federal building fund allowances permitting the inclusion of private commerce within border facilities – to include but not be limited to authorizing GSA the ability to create space within border facilities for private rental, to charge rents to private companies, lease from private companies and coexist with private companies within same facilities; and

3. The SYSBC requests CBP conclude studies as to the efficiency of “double-stacking” – the placement of two inspection booths (also known as Wal-Mart scheme) in SYPOE lanes, currently being tested on lane #5. We further request study results be made available to the San Ysidro Smart Border Coalition within 10 calendar days of their conclusion; and

4. We request CBP concurrently conduct design feasibility and cost estimates for placement of the maximum number of “stacked booths” throughout the 24 northbound vehicle lanes at the SYPOE. These “stacked booths” shall be temporary, as to maintain costs for such addition at a minimum, in light of a larger reconfiguration in the future; and

5. Should “double-stacking” studies conclude a decrease of border-crossing wait times, we respectfully request the US government immediately make available the full and necessary funds, and CBP personnel, to add temporary “stacked booths” to the maximum possible number of SYPOE lanes; and
6. The San Ysidro Smart Border Coalition VERY STRONGLY requests the hours of operation of the SYPOE Pedestrian SENTRI lane are immediately expanded to no less than 12 hours per day, 7 days a week, minimum; and

7. We request a formal study of a southbound pedestrian crossing on the eastern side of the POE, which would abate Customs and Border Protection’s (CBP) security concerns with regard to unwanted visual access to CBP operations on the current pedestrian bridge adjacent to their building. Coordination with appropriate Mexican authorities is necessary; and the San Ysidro Smart Border Coalition avails itself to assist in this regard.

For the continued prosperity of San Ysidro and our bi-national region,
We sign on the 23rd day of April 2007.

Jason M-B Weifs
Organizer
San Ysidro Smart Border Coalition

Andrea Skorpis
President/ CEO
Casa Familiar

Carlos Vazquez
President of the Board
San Ysidro Business Assoc.

Thomas M. Currie
President of the Board
San Ysidro Chamber of Commerce

David Flores
Chairman
San Ysidro Planning Group

Juan Antonio Lopez
Border Transportation Council

Steve Otto
Coordinator
San Ysidro Transportation Collaborative

Israel Adato
Chairman
Business Interests in Government Cmte, SYCC

Alicia Jimenez
Hearts and Hands Working Together

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1 San Diego Association of Governments; California Department of Transportation, District 11 “Estimating Economic Impacts of Wait Times at the San Diego-Baja California Border Region”, 2006

San Ysidro Smart Border Coalition
June 1, 2007

San Ysidro Border Coalition  
663 E San Ysidro Blvd.  
San Ysidro, CA 92173

Dear Friends:

I would like to commend the Community of San Ysidro for uniting as the San Ysidro Smart Border Coalition to ensure the community’s inclusion in the planning, design and implementation of the San Ysidro Port of Entry Reconfiguration.

The San Ysidro Port of Entry (SYPO) is the busiest land border in the World - where 130,000 people cross each day, generating over $3 billion to the San Diego regional economy. The businesses that drive this revenue, and the community that houses and is affected by it, must be included and accommodated in whatever reconfiguration takes place - especially pre-existing and location dependent businesses.

I am delighted to support your efforts and advocate the inclusion and accommodation of the San Ysidro Community in the San Ysidro Port of Entry Reconfiguration. I further look forward to working with you as we ensure San Ysidro houses a “Port to the Future.” As our district includes America’s Finest City, we must ensure San Ysidro is America’s Finest Front Door.

Sincerely,

Ben Hueso  
Councilmember  
District 8
June 5, 2007

San Ysidro Smart Border Coalition
663 E San Ysidro Blvd
San Ysidro, CA 92173

Dear Friends:

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The San Ysidro Port of Entry (SYPOE) is the busiest land border in the World – where 130,000 people cross each day, generating more than $3 billion to the San Diego regional economy. The businesses that drive this revenue, and the community that houses and is affected by the Port of Entry, must be included in planning whatever reconfiguration takes place - especially pre-existing and location dependent businesses.

I am delighted to support your efforts and advocate the inclusion of the San Ysidro Community in the San Ysidro Port of Entry Reconfiguration. I further look forward to working with you as we ensure San Ysidro houses a “Port of the Future.” As my district includes parts of America’s Finest City, San Diego, we must ensure San Ysidro is America’s Finest Front Door.

Sincerely,

Greg Cox
Vice Chairman
June 4, 2007

San Ysidro Smart Border Coalition
663 E San Ysidro Blvd
San Ysidro, CA 92173

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Sincerely,

Mary Salas
Assemblymember, 79th Assembly District
San Ysidro Smart Border Coalition  
663 E San Ysidro Blvd  
San Ysidro, CA 92173

June 5, 2007

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Sincerely,

DENISE MORENO DUCHENY  
Senator, 40th District
Steve Baker  
Project Manager  
U.S. General Services Administration  
880 Front Street, Room 4236  
San Diego, CA  92101

Dear Steve:

I am writing in support of the letter addressed to you by the San Ysidro Smart Border Coalition, dated July 7, 2007, wherein the Coalition requested the community of San Ysidro be provided an actual design for the reconfiguration of the San Ysidro Port of Entry.

The economic development of the Community of the San Ysidro is being challenged by this project. Several land owners, business owners and residents are unable or unwilling to make any kind of further investment in San Ysidro until it is better understood how the port's reconfiguration will affect them.

As California's Border Congressman, I must insist my communities are better kept informed of issues so critical to their existence and development. I look forward to being briefed on the draft of the reconfiguration design presented at the July 25, 2007 Community Representative Committee meeting.

Sincerely,

BOB FILNER  
Member of Congress

BF/VV  
2452525
At its August meeting, COBRO requested a presentation on the Draft 2007 Regional Transportation Plan (RTP). The RTP is a public policy blueprint for how people and goods will move around the San Diego region over the next 23 years and was developed around four main components: Land Use, Systems Development, Systems Management, and Demand Management. The Draft 2007 RTP is based on the Reasonably Expected Revenue scenario, which includes $58 billion of projected revenues to fund the recommended improvements and services.

The attached report was presented to the Board of Directors at its June 22, 2007, meeting. It summarizes the key components of the Draft 2007 Regional Transportation Plan and the timeline and process for adopting the Final 2007 RTP. At that meeting, the SANDAG Board of Directors accepted the Draft 2007 RTP for distribution. September 17, 2007, marks the final day for public comments.

Attachment: 1. Draft 2007 Regional Transportation Plan (Board of Directors June 22, 2007, Agenda Item No. 07-06-11)

Key Staff Contact: Heather Werdick; (619) 699-6967; hwe@sandag.org
DRAFT 2007 REGIONAL TRANSPORTATION PLAN

Introduction

The Regional Transportation Plan (RTP) is one component of a much larger vision to sustain and improve our region’s quality of life. The larger vision is the Regional Comprehensive Plan (RCP), adopted in 2004 to serve as the foundation for integrating land uses, transportation systems, infrastructure needs, and public investment strategies within a regional smart growth framework. The RTP is the public policy component for how people and goods will move around the San Diego region through the year 2030. Required by state and federal regulations, the RTP contains an integrated set of public policies, strategies, and investments to maintain, manage, and improve the surface transportation system, and better coordinate land use and transportation planning. The 2007 RTP is the transportation component of the RCP and is compatible with the RCP.

The 2007 RTP is the product of collaboration between SANDAG and its transportation partners: all 18 cities and the County, the Metropolitan Transit System (MTS), the North County Transit District (NCTD), and the California Department of Transportation (Caltrans). A Regional Planning Stakeholders Working Group assisted in the RTP development, providing input to staff and the SANDAG Transportation Committee. The Stakeholders Working Group consists of diverse representatives from community, environmental, economic development, and building interest groups from around the region. Local agency planners and engineers also assisted in the RTP development through the Cities/County Transportation Advisory Committee and the Regional Planning Technical Working Group.

Similar to MOBILITY 2030, the Draft 2007 RTP is based on a Reasonably Expected Revenue scenario, which reflects a $58 billion level of investment through the year 2030. At the same time, the Draft RTP includes a Revenue Constrained scenario based on a $41 billion investment level through the year 2030. The RTP would provide more priority improvements and services to meet the 2030 travel demands of the region. Following public review of the Draft 2007 RTP and Draft EIR, the Final 2007 RTP and Final EIR would come to the Board for adoption in November 2007.

Recommendation

The Board of Directors is asked to: (1) accept the Draft 2007 RTP, for distribution; (2) authorize staff to distribute the Draft Environmental Impact Report (EIR) prepared for the 2007 RTP as soon as it is available; and (3) schedule a public hearing on the Draft 2007 RTP and Draft EIR for the September 14, 2007, Policy Board meeting and set September 17, 2007, as the closing date for public comments.
Discussion

A Plan for Better Mobility

The 2007 RTP was developed around four main components: Land Use, Systems Development, Systems Management, and Demand Management. Each component has a unique yet interdependent role in improving mobility and travel in the San Diego region through 2030. Highlights from the 2007 RTP within each mobility component include:

- **Land Use-Transportation Connection: Growing Smarter** - The RCP was adopted in 2004, providing a regional blueprint to improve connections between land use and transportation plans using smart growth principles. A follow-on product of the RCP is the Smart Growth Concept Map, accepted by the Board in June 2006 for planning purposes and development of the 2007 RTP. The Smart Growth Concept Map illustrates a preferred planning concept for the region and is the framework for prioritizing public land use and transportation investments in the region. The map defines approximately 200 areas where smart growth development exists or could be built, and provides a basis for planning appropriate transportation facilities and transit services in the 2007 RTP. While the RTP is based on adopted general plans, analysis shows that developing the potential areas on the Smart Growth Concept Map would provide numerous mobility benefits for the region. The 2007 RTP includes $206 million of TransNet-incentive funds through 2030 to foster the integration of smart growth land uses and transportation facilities.

- The Regional Transit Plan also was updated in the 2007 RTP, to both better serve identified smart growth areas and to incorporate some of the key recommendations from the Independent Transit Planning Review (ITPR). Conducted by an outside peer review panel after the last RTP, the ITPR focused on improving the role of public transportation in addressing mobility needs in the San Diego region, and enhancing the connection between land use and transit.

- The RTP also includes new sections on collaboration with the tribal governments in the San Diego region, extensive details of the region’s habitat plans and the TransNet Environmental Mitigation Program, and a discussion of the energy implications of the transportation sector and the link to greenhouse gas emissions.

- **Systems Development: Increased Capacity and Travel Choices** - The focus of the RTP remains the flexible Managed Lane/High Occupancy Vehicle (HOV) network that accommodates transit, as well as carpools, vanpools, and fee-paying Single Occupant Vehicle (SOV) drivers. When implemented, the improvements in the RTP will substantially improve the region’s highway and roadway networks, supporting new or improved high-quality regional transit services, and facilitate goods movement. The revenues in the RTP cannot build all of the 2030 Unconstrained Needs, so the RTP first includes commitments to projects in the TransNet Early Action Program (EAP), and then a balanced distribution of funds to high-priority highway and transit projects as determined using Board-adopted evaluation criteria. Criteria were updated for the 2007 RTP, providing more emphasis for projects supporting smart growth development.

- Based on input from the ITPR, transit market research, and the MTS/NCTD short-range transit plans, a number of key elements were identified to guide the refinement of the Regional Transit Plan. Seeking to maximize the role public transportation can play in addressing regional mobility needs, implementation of the Regional Transit Plan would include: a strong
investment in the operations and rehabilitation of the existing system, TransNet EAP projects such as the Interstate 15 (I-15) Bus Rapid Transit, transit priority measures on arterials, rail grade separations, transit station and parking improvements, and future transit guideways such as Downtown San Diego to Kearny Mesa. There is particular attention to the transit customer in the RTP, with low-floor vehicles and smart fare Compass Cards to allow for easier and speedier boarding, along with real-time information on when the next vehicle will be arriving.

- The San Diego Regional Goods Movement Action Plan (GMAP) was accepted by the Board in September 2006 as the first step in evaluating a long-term freight strategy for the border region. The GMAP includes a prioritized list of good movement projects, ranging from border freeways, toll roads and Ports of Entry, to marine terminal access and improvements. The RTP assumes an additional $1.8 billion in goods movement projects outside the normal highway and transit projects, funded by unique sources that would not compete with other RTP projects.

- Several new toll facilities also were included in the RTP. State Route (SR) 11 has always been planned as the access facility to the new border crossing at East Otay Mesa, but it is now assumed to be a toll facility. In addition, the I-5 Managed Lanes north of SR 76 and the I-15 Managed Lanes north of SR 78 were added to the RTP as toll facilities. This approach addresses the growing congestion in these North County corridors without impacting scarce public investment dollars elsewhere in the region.

- When deciding the level of investment for the 2007 RTP, the Board included an additional $2 billion for transportation facilities and improvements to be distributed to local jurisdictions. This is in addition to the residential development impact fee to be collected by local jurisdictions through the TransNet Regional Transportation Congestion Improvement Program (RTCIP). The RTCIP is dedicated for improvements to the Regional Arterial System, and the system plan was updated in cooperation with all the local jurisdictions.

- **Systems Management: Making Better Use of What We Have** - Billions of dollars have already been invested in roads and transit in the San Diego region. SANDAG needs to maximize the return on this significant investment through better management and more efficient operation of the existing networks. A wide range of systems management strategies totaling more than a half billion dollars is included in the RTP. These include expanded Freeway Service Patrol to clear incidents quickly, and the Advanced Traveler Information System (511) for real-time data via phone and Internet. The new Integrated Performance Management Systems Network will interconnect the region’s local transportation management centers, from freeways, arterials, and the transit system.

- **Demand Management: Taking Pressure off the System** - Steps to reduce peak-period travel or change when and how people travel will become increasingly important in the future. Demand Management focuses on encouraging alternatives to driving alone and minimizing demand on the transportation system during peak periods. RideLink is the regional transportation demand management program that offers a regional vanpool program, regional bike locker program, and a regional subsidy program to provide start-up funds to employers to provide their employees with financial incentives to try new ways to commute. The funding for Demand Management was increased in the 2007 RTP, to further encourage teleworking and flexible work hours to help manage peak demand.
Financial Scenarios

The 2007 RTP assumes a $58 billion level of investment for the development, operation, and maintenance of our transportation facilities and services. This assumes both current sources of transportation revenues as well as future revenues from local, state, and federal sources. Examples are increases in state and federal gas taxes based on historical trends, and state and federal funds to improve local or regional infrastructure impacted by the recent growth in global and binational trade. Once the RTP is adopted, staff will work with the Board to evaluate and possibly pursue potential funding sources.

The 2007 RTP also includes the $41 billion Revenue Constrained Scenario that only assumes traditional sources of funds. Required by federal law in any RTP, this scenario is analyzed for its ability to meet air quality conformity standards.

Next Steps

Upon Board action, the Draft 2007 RTP will be circulated to local jurisdictions, MTS, NCTD, Caltrans, the Stakeholders Working Group, and other interested parties, and will be available on the SANDAG Web site. The Draft EIR will be released as soon as it is available. Major milestones include:

- **June 22, 2007:** Release of the Draft RTP
- **August 3, 2007:** Release of the Draft EIR
- **September 14, 2007:** Public Hearing on Draft RTP/EIR
- **September 17, 2007:** Close of public comment period for Draft RTP/EIR (The comment period may be extended depending on the actual release date of the EIR.)
- **October 19, 2007:** Transportation Committee reviews RTP/EIR comments
- **November 30, 2007:** SANDAG Board certifies Final EIR, approves air quality conformity finding, and adopts Final 2007 RTP

Public Involvement Program

Public outreach is a vital component of the 2007 RTP, and the details to date are contained in Appendix C of the Draft RTP. This appendix includes the results of the community-based outreach program, where seven competitive mini-grants were awarded to engage community-based participation in setting regional transportation priorities. The outreach effort will continue through September to invite public comments and participation in completing the Final RTP. Major public workshops will be held throughout the County in July on the following days:

- **July 17, 6 to 8 p.m., Encinitas Community Center**
- **July 19, 11:30 a.m. to 1:30 p.m., Balboa Park, War Memorial Building**
- **July 23, 6 to 8 p.m., Chula Vista City Hall**
- **July 25, 6 to 8 p.m., San Marcos Community Center**
- **July 26, 6 to 8 p.m., Ronald Reagan Community Center, El Cajon**
Note: Printed copies of the 2007 RTP have been mailed to Board Members and Alternates, City Managers, and key staff. The 2007 RTP may be obtained from the SANDAG Web site at http://www.sandag.org/index.asp?projectid=292&fuseaction=projects.detail, and CDs of the document are available by contacting the SANDAG Public Information Office at (619) 699-1950. Technical Appendices for the 2007 RTP will be available on the SANDAG Web site following the June 22 Board meeting.

GARY L. GALLEGOS
Executive Director

Key Staff Contact: Mike Hix, (619) 699-1977, mhi@sandag.org

Funds are budgeted in Work Element No. 3000400
PRESENTATION ON THE MEXICAN FEDERAL GOVERNMENT'S CLEAN File Number 3006300 WATERSHED (CUENCA LIMPIA) PROGRAM

Introduction

The Clean Watershed Program ‘Cuenca Limpia’ is a program created by the Procuraduría Federal del Medio Ambiente (PROFEPA), Mexico’s federal environmental prosecuting agency, to work towards achieving clean water for urban areas and the surrounding lands within the Tijuana River Watershed. Oscar Romo, the Coastal Training Program Coordinator for the Tijuana River National Estuarine Research Reserve, met with President Felipe Calderón on Earth Day in 2007 and discussed the possibility of a clean watershed program for Mexico. This meeting led to the initiation of a national watershed program for Mexico this summer.

Discussion

The Clean Watershed Program is the first of its kind in Mexico, and the Tijuana River Watershed has been selected as the site of the pilot program. The success of the program in Tijuana will provide indicators to the feasibility for the application of the program throughout Mexico, and in the future including other areas along the United States border in addition to the San Diego/Tijuana region.

The program examines the water quality issues of a region as whole, including urban sources of pollution and non-point source pollution. The idea of using a holistic ecosystem approach in addition to examining specific problems is anticipated to provide more answers and opportunities for solutions that may have been previously overlooked.

Next steps

As progress is made, staff will continue to provide periodic updates to the COBRO on the Clean Watershed Program.

Key Staff Contact: Ron Saenz, (619) 699-1922, rsa@sandag.org