Project Background

- Regional Comprehensive Plan (RCP)
- 2004 SANDAG Binational Conference
- Economic Impacts of Border Wait Times
A Look at the Past

San Diego

National City

Chula Vista

Otay Ranch

Otay Mesa

International Border

Santa Fe

La Presa

Matamorros

Mesa de Otay

San Diego/Tijuana Binational Area

2006
Study Area

Issue Areas

- Transportation
- Economic Development
- Housing
- Environment
Collaboration Process

- Policy Guidance - Borders Committee
- Technical/Stakeholders Group - COBRO
- Joint Project Development Team –
  - IMPlan
  - SIDUE
  - Caltrans
  - SANDAG

Strategic Plan Milestones

- **September 2006**: SANDAG Board approved Early Action Plan
- **March 2007**: Borders Committee & Tijuana’s Subcommittee on Binational Affairs discussed Draft Strategic Plan
- **September 2007**: SANDAG Board approved Final Strategic Plan
- **October 2007**: Tijuana City Council approved Final Strategic Plan
Progress on Strategic Initiatives

- Transportation
- Economic Development
- Environment
- Housing
Transportation

Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan

Transportation

Otay Mesa Commercial & Passenger POE:
short-term operational and
capital improvements

Implementation of technologies
to measure crossborder
commercial vehicle waits
Transportation

- Collaborate with the City of San Diego on the Otay Mesa Community Plan update in relation to transportation implications of future land uses changes
- County of San Diego on the East Otay Mesa Specific Plan Amendment
- San Diego County Regional Airport Authority Crossborder Airport Terminal market demand study

Feasibility of extending transit service to the new Otay Mesa East POE

Evaluation of Tijuana’s Public Transportation facilities
Economic Development

- 2007 San Diego’s Regional Economic Prosperity Strategy
  - Increase POE capacity to take advantage of crossborder economic growth opportunities
  - Conduct Employment Lands Inventory
- San Diego Dialogue and Global CONNECT (Cleantech Industry)

Environment

- California Biodiversity Council’s Las Californias Working Group
- Canyon Laureles
- Cerro San Ysidro
- Vaso de la Presa
Environment

Plans for habitat restoration and rehabilitation along the Alamar River riparian corridor

San Diego Air Pollution Control District’s crossborder clean air demonstration projects
- Truck Retrofit
- SmartWay Transport Partnership
  - Initial Evaluation of Truck Stop Electrification Concept
Housing

- 2008 Binational Event: Collaborate with IMPlan and the Urban Land Institute (ULI) on sharing resources, planning techniques, and strategies as they relate to Smart Growth planning

Next Steps

- Continue to work with stakeholders in the implementation of actions
- Hold periodic meetings to follow-up on implementation status
  - COBRO, Borders Committee and the City of Tijuana
Evaluation of Tijuana's Public Transportation Plan and Transit Services to Otay Mesa - Mesa de Otay POE

June 13, 2008

US/Mexico Public Transit Coordination

- South Bay BRT service to Otay Mesa POE
- Evaluation of transit needs for future Otay Mesa East POE
- Review of IMPLAN transit network
What is Bus Rapid Transit?

- a new way of using buses to provide features typical of rail transit
  - fast
  - reliable
  - comfortable
  - convenient
Evaluation Criteria –

1) Ability to cross auto lanes/inspection facilities
2) Distance between pedestrian processing facility and transit station
3) Quality of pedestrian facilities and way finding
4) Ability to acquire property for transit station
Potential Transit and Pedestrian Access Otay Mesa POE

- Drop-Off Points
  - Via de la Amistad (0.1 miles from POE)
  - Nicola Tesla Ct. (0.33 miles from POE)
- Transit – MTS 905 Bus Stop
  - Via de la Amistad at Roll Dr.
- Bridge structure to cross SR-905

**Recommendation:** Lease property at Nicola Tesla Ct. for consolidated transit station

Otay Mesa Transit Center Options
Service to Otay Mesa East POE

- Service alternatives including:
  - Direct BRT service to Otay Mesa East POE
  - Branching of South Bay BRT Service
  - Extension of MTS Bus Route 905
  - Shuttle service from Otay Mesa Rd.
  - Park and Ride
  - Extension of proposed Airway Rd. BRT
  - Recommendation: Evaluate future ridership and travel patterns as development occurs

Transit Station Requirements for New Border Crossing

1) 1/8 mile from crossing
2) Located centrally on pedestrian path
3) Accommodate three transit vehicles
4) Accommodate layover platforms and driver amenities
5) Allow fare purchase
6) Accommodate bus turnaround
Proposed IMPlan Transit Network

- Based on IMPlan Origin-Destination Analysis
- Emulates systems such as:
  - Integrated Transport Network in Curitiba, Brazil
  - TransMilenio in Bogota, Colombia
  - MetroBus in Mexico City

Tijuana Transit Distribution
Proposed IMPlan Transit Network

Network Structure (Three service types):

- **Trunk Routes:**
  - High demand corridors with high frequency and well defined stations

- **Feeder Routes:**
  - Route that complement the high demand corridors in the urban core
  - Routes are relatively short and can vary in level of service

- **Suburban Routes:**
  - These routes are oriented towards suburban communities and connect at terminal stations for trunk routes

Implementation Plan

Four Routes near Otay Mesa POE

- "Medium" Term (2 Trunk Routes)
  - Come within 1 mile from the POE along Boulevard Industrial

- "Long" Term (2 Feeder Routes)
  - Come within 0.5 miles from the POE along Avenida Bellas Artes
OMPOE MX Transit Center Improvements

- Transit center similar to SB BRT on east side of OMPOE with transit lanes
- Ped bridge connecting east and west side of auto access road
- Improve ped access on both sides of auto access road
- Provide shuttle service between trunk routes and OMPOE/Airport
- Provide direct bus service between OMPOE and Central de Autobuses

Possible Station Locations In Mexico
Comments / Questions

Evaluation of Tijuana’s Public Transportation Plan and Transit Services to Otay Mesa - Mesa de Otay POE

June 13, 2008
Currently, there is a potential regarding to a vision of integral development of a metropolitan area between the municipalities of Tijuana-Tecate-Playas de Rosarito-Ensenada (TID).

Opportunities of association between municipalities and the state of California.

Coast zone  
Border zone  
Valley zone

Area approx. 2,138.74 km²
COAST ZONE:
- TOURISM
- FISHING
- TOURIST HARBOR
- ENERGETICS TERMINALS (NATURAL GAS)
- HOUSING (REAL ESTATES)

BORDER ZONE:
- INDUSTRY
- TRADE AND SERVICES
- EXPORT SERVICES

VALLEY ZONE:
- INTERMODAL CORRIDOR
- VALLE WINE
- INTEGRAL DEVELOPMENT
- ECOTOURISM

OPPORTUNITIES IN THE METROPOLITAN-BINATIONAL CONTEXT

CONURBATION CONTEXT

PROPOSED HOUSING
EXISTENT HOUSING
PROPOSED INDUSTRIAL
EXISTENT INDUSTRIAL
CONURBATION ZONE
OBJECTIVE 1:
CREATE PLANNING INSTRUMENTS IN CONCERT, FLEXIBLE AND PARTICIPATORY WHICH INCORPORATES THE VISION AND ASPIRATIONS OF ALL THE POPULATION SECTOR.

STRATEGIC 1.2:
PROMOTE AND ADVANCE PLANNING OF THE BINATIONAL ZONE TIJUANA-SAN DIEGO.
1) To follow up the action in the field of urban planning, as defined in the binational agenda Otay Mesa-Mesa de Otay.

2) To look after the compliance with the commitments arisen in the binational committee.

3) Promote in binational instances public and private, establishing and improving the infrastructure of border crossings to boost urban, economic and social development.
- Follow up of the restructuring plan of public transportation.
- Extend citizen participation on the topic of public transportation.
- Implement a public transportation system massive.
- ROAD INFRASTRUCTURE PROGRAM 2008-2010.
- Implement the technical unit of right of way.
- Schedules of declaratories of use and destination of right of way.
MUNICIPAL URBAN DEVELOPMENT PLAN 2008-2030

URBAN MOBILITY

- Restructuring of the IMPLAN Governing Board.
- Plans and Urban Development Programmes at the Municipal Regional and Binational Level.
- Binational Planning
- Declaratories of use and destinations for: Ecologic Preservation, High-Risk Areas, Rights of Way.
MUNICIPAL URBAN DEVELOPMENT PLAN 2008-2030

- Municipal Program for Vehicle Verification.
- Program of Protected Areas (Cañón Laureles, Cerro Colorado).
- Forestation Programs.
- Support to the Program of Reusing of Residual Water.

- Promotion to schemes in housing co-investment.
- Redensification.
- Promotion to improve housing.
TIJUANA RURAL DEVELOPMENT

COMMITTEE OF SUSTAINABLE RURAL DEVELOPMENT

Partial Plan for Improvement of Downtown

Partial Plan for Improvement of Mesa de Otay

Partial Preservation Plan Los Laureles

BINATIONAL CONTEXT

OPPORTUNITIES FOR COLLABORATION BINATIONAL

PLANNING

IMPLEMENTATION

FEEDBACK

EVALUATION

FOLLOW UP
BINATIONAL CONTEXT

OPPORTUNITIES FOR BINATIONAL COLLABORATION

...gracias
Proposed Otay Mesa East Port of Entry and State Route 11 Study Area

LEGEND
- Proposed Otay Mesa East Port of Entry
- Proposed State Route 11
- Existing Otay Mesa Road
- Existing Otay Mesa Road (alignment)
- Proposed Otay Mesa Road (new)
- Existing Otay Mesa Road (right-of-way)
- Proposed Otay Mesa Road (alignment)
- Existing Otay Mesa Road (right-of-way)

STATE ROUTE 11 & OTAY MESA EAST PORT OF ENTRY
Milestones Completed

- Scoping Document – Project Study Report
- $13 Million Programmed Funds for Tier 1 & 2 Env. Doc.
- Exchange of Diplomatic Notes
- Financial Feasibility Studies – Mexico & U.S.
- Presidential Permit Application Submitted – U.S.
- Port of Entry Feasibility Studies - Mexico & U.S.
- TCIF Funding approved by CTC - $75 Million
- Toll Legislation Introduced - SB 1486 (Ducheny)
- Phase/Tier 1 Program EIS/EIR, Administrative Draft Final – May 2008
GSA’s Feasibility Study
• Look at all three San Diego/Tijuana Crossings at San Ysidro, Otay Mesa, & Otay Mesa East as a system
• Study space requirements and explore alternatives for a “state of the art” facility
• Study options in terms of operational needs (functionality), constructability and estimated construction cost

Schedule
- 75% Completed - Nov. 2007
- 95% Completed - Feb. 2008
- Final - June 2008

Otay Mesa East Toll Facility Act - SB 1486

Ducheny SB 1486 proposes the following:

• Authorize SANDAG, within the SR-11 corridor and at the Otay Mesa East POE, to:
  ➢ Issue bonds to acquire, construct and complete transportation facilities
  ➢ Impose Tolls and User Fees

• Use Toll Revenues for capital, right of way, operating and bond repayment costs
Phase 1 Program EIR/EIS

Purpose of Phase/Tier 1 Environmental Document

• Submit and Acquire Approved Presidential Permit
• Identify a corridor for future State Route 11
• Identify area for Otay Mesa East POE site
• Develop & Implement bond revenue financing strategies
  ➢ Public-Public

FLOWCHART

ENV. DOCUMENT
• Tiered
• Phase 1 – Summer 2008

LEGISLATION
• Federal
• State

PRESIDENTIAL PERMIT
• Application - January 2008
• Approval – Summer 2008

FUNDING
• Public
• TIFIA Loans

SR-11/OTAY MESA EAST PORT OF ENTRY
SR-11/OTAY MESA EAST POE

Next Steps

- Preserve right-of-way for Highway and POE corridor
- Begin Phase 2 Studies – Project Level & Financial Feasibility
- Complete GSA Port of Entry Feasibility Study
- Phase/Tier 1 Program EIS/EIR Approval
- Presidential Permit Approval by Department of State
- Obtain approvals/legislation for toll/user fees

Finance Implementation Schedule

- SB 1486 Legislation in Place - January 2009
- Issue/Solicitation Bonds - FY 2009/2010
- Funds Availability - FY 2010/2011

SR-11/OTAY MESA EAST POE

PROJECT STATUS

Planned Milestones and Project Schedule

- GSA’s Feasibility Study, Final – June 2008
- Phase 1 Program EIS/EIR Approval – Summer 2008
- Presidential Permit Application, Approval – Summer 2008
- SB 1486 (Ducheny) Toll/Funding Implementation – Jan. 2009
- Tier 2 Environmental Document – 2009
- Design/Right of Way - 2011
- Begin Construction - 2012
- End Construction - 2015
Local Stakeholders

Community/Regional Based Organizations

➢ East Otay Mesa Property Owners Association
  ➢ Greater San Diego Regional Chamber of Commerce
  ➢ Otay Mesa Chamber of Commerce
  ➢ Otay Mesa Community Planning Group
  ➢ South County Economic Development Corporation
  ➢ World Trade Center, San Diego
Proposed Otay Mesa East Port of Entry and State Route 11 Study Area

DRAFT – For Discussion Purposes Only


- Begin Const. Phase 1
- Begin Environmental Phase
- Begin Design Phase
- End Const.
- Design
- P.P.
- R/W

SR-11/OTAY MESA EAST POE

Aggressive Schedule

- P.P. – Presidential Permit
- R/W – Right of Way Acquisition
- Phase 1 – Tier 1 Programmatic Environmental Document
- Phase 2 – Tier 2 Project Level Environmental Document
INFORMES
DIRECCIÓN DE RELACIONES PÚBLICAS
Tel. 973 7000 ext 7222

1889 - 2008
ANIVERSARIO
IDENTIDAD CON HISTORIA
ACERCA DE LA FUNDAICIÓN VIRTUAL DE LA CIUDAD DE TIJUANA

El VIII Ayuntamiento que presidía el Lic. Fernando Márquez Arce, a través de la Dirección de Acción Cívica y Cultural y con la participación del Seminario de Cultura Mexicana, la Sociedad de Historia de Tijuana, el Centro de Investigaciones Históricas UNAM-UABC y el Instituto Tecnológico de Tijuana, organizó un primer simposio los días 16, 17 y 18 de octubre de 1975. Se presentaron varias propuestas, pero sólo se aceptaron dos por reunir los requisitos: la del Prof. Celso Aguirre Bernal y la de Magdalena Robles Sánchez, entonces Secretario de un juzgado federal, quien presentó un acuerdo y un mapa que determinan el arranque urbano del pueblo de Zaragoza, en lo que hoy es el primer cuadro de la ciudad, firmado el 11 de julio de 1889.

Se realizó un segundo simposio los días 5, 6 y 7 de octubre de 1976, pues se consideró que debería pasar por lo menos un año para la reflexión y estudio de los documentos presentados.

En éste se tomó el acuerdo de declarar el 11 de julio de 1889 como la fundación virtual de la ciudad de Tijuana.

### PROGRAMA

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<tr>
<th>Fecha</th>
<th>Evento</th>
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<tbody>
<tr>
<td>1 y 2 Jul</td>
<td>Festival de balonmano infantil y juvenil</td>
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<tr>
<td>4 y 11 Jul</td>
<td>Fútbol Cuadrangular Mixli, Ens, EUA y Tij (Cat. 96 y 98)</td>
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<tr>
<td>5, 12, 19, 26 y 27-Jul</td>
<td>Torneo de Voleibol de Aniversario (cat. abierta V/F)</td>
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<tr>
<td>6-Jul</td>
<td>Circuit Ciclista Aniversario de Tijuana</td>
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<tr>
<td>8-Jul</td>
<td>Torneo Relámpago Copa Aniversario (Infantil y Juvenil)</td>
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<td>11-Jul</td>
<td>Carrera Moto-Cross a campo abierto</td>
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<td>12-Jul</td>
<td>Cacholib &quot;Por la Amistad&quot; Explanada de Palacio Municipal</td>
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<td>Exhibición de Autos Clásicos</td>
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<td>Salón de la Fama (Inducción/Verbena)</td>
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<td>Box Amateur y Profesional</td>
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<td>13-Jul</td>
<td>Medio Maratón 119 Aniversario de Tijuana</td>
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<td>16-19 Jul</td>
<td>Beisbol (Cat. 11-12 años y Cat. 15-16 años)</td>
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<td>Torneo - Exhibición de Bocca</td>
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<td>Festival Atlético Infantil</td>
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<td>25-27 Jul</td>
<td>Torneo Regional de Raquetbol</td>
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### EVENTOS DEPORTIVOS

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<tr>
<td>1-Jul</td>
<td>Páginas de la Historia de Tijuana (Documental)</td>
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<tr>
<td></td>
<td>8:00 PM Biblioteca Sor Juana Ints de la Cruz, Col. El Pipila</td>
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<tr>
<td>2-Jul</td>
<td>Exposición Fotográfica (Histórica)</td>
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<td>5:00 PM En las 9 Delegaciones</td>
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<td>3 y 4-Jul</td>
<td>Ballet &quot;El Lago de los Clímenes&quot; de Tchaikovsky</td>
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<td>8:00 PM Parque de la Amistad</td>
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<td>4-Jul</td>
<td>En Defensa del Patrimonio Cultural de Tijuana (Conferencia)</td>
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<tr>
<td></td>
<td>11:00 AM Escuela Primaria Gabriel Ramos Millán</td>
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<tr>
<td>5-Jul</td>
<td>Festival, Ópera en la Calle</td>
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<tr>
<td></td>
<td>11:00 PM - 12 AM Calle 3a, Col. Libertad</td>
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<tr>
<td>6-Jul</td>
<td>Animación Cultural (música y danza)</td>
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<td>8:00 PM Parque Urbi La Presa</td>
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<td>7-31 Jul</td>
<td>Mis Vacaciones en la Biblioteca</td>
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<td>9:00 AM - 1 PM Bibliotecas Públicas Municipales</td>
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<td>10-Jul</td>
<td>Mañanitas a la Ciudad</td>
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<td>6 PM - 12 AM Parque Teniente Guerrero</td>
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<td>11, 12 y 13-Jul</td>
<td>Exposición Dedicada a Tijuana</td>
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<td>Artes Visuales Parque Teniente Guerrero</td>
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<td>12-Jul</td>
<td>Expo Feria Indígena</td>
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<td>10 AM - 5 PM Parque Morelos</td>
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<td>17-Jul</td>
<td>Concepto Musical Electrónico (Concierto)</td>
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<td>5 PM - 3 AM Canalización Río Tijuana (Ponte Independencia)</td>
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<td>18-Jul</td>
<td>Exhibición de Alta Costura y Desfile de Modas</td>
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<td>7 PM Palacio Central de Palacio Municipal</td>
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<td>19-Jul</td>
<td>Concierto de Trova y Canto Nuevo</td>
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<td></td>
<td>7:00 PM Centro Comercial La Pajarita Playa.Calle 3a, Santa Fe</td>
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<tr>
<td>24 y 25 Jul</td>
<td>Simposio de Historia de Tijuana</td>
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<td>9 AM - 5 PM Auditorio Palacio de la Cultura</td>
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<td>26-Jul</td>
<td>Ecotó de Clavecinista Irreverente (Recital)</td>
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<tr>
<td></td>
<td>6 PM Parque Teniente Guerrero</td>
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<tr>
<td>31-Jul</td>
<td>Encuentro de Mariachis (Desfile)</td>
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<tr>
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<td>4 PM Avenida Revolución de Torre Aguacaliente a Calle 1ra.</td>
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