MEETING NOTICE
AND AGENDA

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
The Committee on Binational Regional Opportunities (COBRO) may take action on any item
appearing on this agenda.

Tuesday, March 3, 2009
3:00 to 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
• CALIFORNIA – BAJA CALIFORNIA BORDER MASTER PLAN
• CROSSBORDER AIRPORT TERMINAL
• FINAL SAN YSIDRO MOBILITY STRATEGY – PHASE 1

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.

In compliance with the Americans with Disabilities Act (ADA), SANDAG will accommodate persons who require assistance in order to participate in SANDAG meetings. If such assistance is required, please contact SANDAG at (619) 699-1900 in advance of the meeting. To request this document or related reports in an alternative format, please call (619) 699-1990, (619) 699-1904 (TTY), or fax (619) 699-1905.

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Phone 1-800-COMMUTE or see [www.sdcommute.com](http://www.sdcommute.com) for route information.
# Committee on Binational Regional Opportunities

**Tuesday, March 3, 2009**

## Item #

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### 2. Committee on Binational Regional Opportunities (COBRO) Meeting Summary

Meeting summary of February 3, 2009.

### 3. Public Comments/Communications and Member Comments

Each speaker is limited to three minutes.

### Consent Item (#4)

#### 4. Upcoming Events

Information

### Report Items (#5 through #8)

#### 5. Update on the Organization of SANDAG’s 2009 Annual Binational Event (Hector Vanegas, SANDAG)

COBRO formed a task force to support the organization of the 2009 binational seminar that will be held on June 2, 2009. This year’s event will focus on challenges and opportunities for climate change collaboration. Members of the task force will update the Committee on recent discussions related to the 2009 event.

#### 6. California – Baja California Border Master Plan (Sergio Pallares, Caltrans; Elisa Arias and Cheryl Mason, SANDAG Service Bureau)

Caltrans and the Secretariat of Infrastructure and Urban Development of Baja California (SIDUE) coordinated the preparation of the California – Baja California Border Master Plan, a pilot project sponsored by the U.S.-Mexico Joint Working Committee (JWC). The Border Master Plan Policy Advisory Committee and the U.S.-Mexico JWC approved this Border Master Plan in late 2008.
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<td>+7.</td>
<td>CROSSBORDER AIRPORT TERMINAL (Keith Wilschetz, San Diego County Regional Airport Authority; and Mark J. Rowson, Land Development Strategies, Inc.)</td>
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<td>Staff from the San Diego County Regional Airport Authority will provide a brief overview of planning activities conducted to evaluate the concept of a crossborder terminal that would connect the Otay Mesa area in the City of San Diego and Tijuana International Airport. In addition, private sector efforts to advance this concept will be presented.</td>
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<td>+8.</td>
<td>BRIEFING ON THE FINAL SAN YSIDRO MOBILITY STRATEGY – PHASE 1 (Steve Otto, San Ysidro Transportation Collaborative; and Vicki Estrada, Estrada Land Planning)</td>
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<td>INFORMATION</td>
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<td>This report will provide an overview of the final recommendations included in the San Ysidro Mobility Strategy – Phase 1.</td>
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<td>9.</td>
<td>NEXT MEETING DATE AND LOCATION</td>
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<td>INFORMATION</td>
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<td>The COBRO meeting originally scheduled for Tuesday, April 1, 2009, has been cancelled. The next scheduled meeting date is Tuesday, May 5, 2009, from 3:00 to 4:30 p.m., at SANDAG.</td>
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+ next to an item indicates an attachment
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
MEETING SUMMARY OF FEBRUARY 3, 2009

1. WELCOME AND INTRODUCTIONS

The February 3, 2009, Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Chair Paul Ganster. The meeting was held at SANDAG.

Members present were: Chair Paul Ganster, Institute for Regional Studies of the Californias; Co-chair Remedios Gómez-Arnau, Consul General of Mexico in San Diego; Vice Chair Cindy Gompper-Graves, South San Diego County Economic Development Council; Past Chair Elsa Saxod, SAXOD Enterprises/San Diego County Water Authority; Sergio Pallares and Anthony Aguirre, Caltrans; Craig Ruiz, City of Chula Vista; Denice Garcia, City of San Diego; William Yu, Lorena Flores, Rosario Guerra, and Minerva Padilla, City of Tijuana; Arturo Montfort, Desarrollo Económico e Industrial de Tijuana; Tito Alegría, El Colegio de la Frontera Norte (COLEF); Yolanda Walther-Meade, Fundación Internacional de la Comunidad, A.C.; Alonso Hernandez, Instituto Municipal de Planeación de Tijuana (IMPlan); Rebecca Torra, Otay Mesa Chamber of Commerce; Nathan Owens, San Diego Dialogue; Angelika Villagrana, Viviana Ibáñez, James Clark, San Diego Regional Chamber of Commerce; Thomas Currie and Jason M-B Wells, San Ysidro Chamber of Commerce; Ivy Cervantes, State of Baja California; Clay Phillips, Tijuana River National Estuarine Research Reserve; Lorena Santana, Universidad Iberoamericana Tijuana; and David Fege, U.S. Environmental Protection Agency (U.S. EPA) Border Liaison Office.

Advisory members present were: Amy Radetsky, Consulate General of the United States in Tijuana; and Angélica Suárez, Southwestern College.

SANDAG staff present were: Hector Vanegas, Elias Arias, Ron Saenz, and Jeff Wheeland.

2. MEETING SUMMARY

Jason M-B Wells, San Ysidro Chamber of Commerce, entertained a motion to approve the September 2, 2008, October 7, 2008, and December 2, 2008, meeting summaries. Co-chair Remedios Gómez Arnau, Consul General of Mexico in San Diego, seconded the motion. The meeting summaries were approved.
3. **PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS**

Angelika Villagrana, San Diego Regional Chamber of Commerce, announced that on February 26, 2009, at 11 a.m., there would be a press conference about the radio frequency identification (RFID) implementation in San Ysidro.

Clay Phillips, Tijuana River National Estuarine Research Reserve, announced the Tijuana River Valley Recovery Team (TRVRT) initiative, an action-based committee to address trash and sediment issues in the Tijuana River Valley. The TRVRT will be split into four groups that will address: 1) binational issues with Mexico; 2) sediment and trash capture; 3) cleanup of the River Valley; and 4) the restoration of the River Valley.

Angelica Suarez, Southwestern College, announced the reopening of its San Ysidro branch on January 14, 2009. There will also be a grand-opening event on February 26, 2009, at 11 a.m.

Cindy Gompper-Graves, South San Diego County Economic Development Council (SCEDC), announced that SCEDC received a $50,000 grant from the U.S. Department of Commerce's Economic Development Administration to develop a Comprehensive Economic Development Strategy (CEDS) for Imperial County and portions of the County of San Diego, which includes roughly all areas south of Interstate 8 in San Diego and Imperial County. She invites people to share ideas about ways to develop this region, and will hold public hearings in the future (that are different than the Mega-Region Initiative promoted by the San Diego Regional Economic Development Corporation and Imperial Valley Economic Development Corporation).

4. **UPCOMING EVENTS**

A list of upcoming binational events was provided by SANDAG staff and is included in the meeting’s agenda packet.

One item that did not make the agenda was a meeting at COLEF on February 18, 2009, that will focuses on the State Climate Action Plan for Baja California.

5. **COMMITTEE’S MEMBERSHIP UPDATES**

Hector Vanegas, SANDAG, presented the Committee’s Membership updates. After reviewing COBRO attendance from 2008, in which three of the last eight meetings did not reach quorum, the issues of inconsistent attendance were examined. Each member was contacted and informed that by missing attendance of three meetings, their role as voting members could be adjusted to that of an advisory member. Each group contacted SANDAG and wished to remain as voting members of COBRO. The proposed new membership list reflected two adjustments: 1) the Consulate General of the United States will be reinstated as a voting member; and 2) removing the status of advisory member Foro Esta Región from COBRO. The voting membership will be 25 members, and quorum remains at 13 voting members.

Jason M-B Wells, San Ysidro Chamber of Commerce, entertained the motion to approve the membership changes. Angelika Villagrana, San Diego Regional Chamber of Commerce, seconded the motion. The Committee’s Membership Updates were approved.
6. PROGRESS ON THE 2008 BINATIONAL SEMINAR’S RECOMMENDATIONS, AND PROPOSED THEME AND DATE OF THE 2009 SANDAG’S ANNUAL BINATIONAL EVENT

Hector Vanegas, SANDAG, delivered a presentation to initiate the organization of the 2009 binational event. In 2008 COBRO developed a list of recommendations that was accepted by the Borders Committee and approved by the Board of Directors. In addition to the 2008 binational seminar conclusions, participants recommended to continue discussion on the opportunities for collaboration among strategic partners on smart growth and sustainability on the border, including exploring the possibility that the 2009 binational event build upon the mentioned recommendations. Staff recommended that COBRO discuss and recommend to the Borders Committee that the 2009 binational event be held on Tuesday, June 2, 2009, and follow the event format and recommendations from the 2008 binational seminar. The title of the event would be Challenges and Opportunities for Cross Border Climate Change Collaboration.

Chair Ganster suggested that it would be helpful to form a voluntary working group to work with staff to develop the specifics of the 2009 Binational Seminar. Angelika Villagrana, San Diego Regional Chamber of Commerce, Nathan Owens, San Diego Dialogue, and David Fege, U.S. EPA Border Liaison Office volunteered to participate. If others would like to participate, please contact Hector Vanegas or Ron Saenz (hva@sandag.org and rsa@sandag.org) to do so.

After the initial meeting of the working group, the proposals will be presented to the SANDAG Borders Committee on February 27, 2009.

It was suggested by Hector Vanegas, SANDAG, that, if possible, the Seminar be planned to only occupy one segment of the day (morning or afternoon) to reduce costs which occur with a full-day meeting.

Ron Saenz, SANDAG, further mentioned that the theme and timing of the 2009 Binational Seminar are very appropriate, as SANDAG and the Government of Baja California both plan to have their climate action plans completed by the end of this year.

7. COBRO MEMBERS’ INPUT FOR THE XXVII BORDER GOVERNORS CONFERENCE

In September 2008, Caltrans asked for recommendations that could be discussed at the Border Governors’ Conference in September 2009 in Monterrey, Nuevo Leon, Mexico.

Sergio Pallares, Caltrans, discussed the participation of Caltrans in the Logistics and International Border Crossings work table, and asked for recommendations from COBRO members that could be presented to this work table in upcoming meetings. Normally, there are four recommendations per work table (each of which is comprised of members from the ten Border States), so input from COBRO members could be utilized to develop these recommendations for the Border Governors Conference.

The first meeting of the work table will be held on February 10, 2009, in Chihuahua, Mexico. Caltrans representatives will not be able to attend the meeting, but the proposals from COBRO could be forwarded to the attending meeting members by Caltrans staff.
The second meeting of the work table is in June 2009 in Santa Fe, New Mexico, and the final meeting is scheduled for July 2009 in Dallas, Texas. In order to have the recommendations be taken into consideration by the work tables, however, the proposals must be formalized by the second meeting in June 2009.

Chair Ganster suggested that members discuss what issues would be of the most importance to be included in any COBRO recommendations.

Hector Vanegas, SANDAG, suggested there be a discussion of the forthcoming U.S. Stimulus package. Sergio Pallares confirmed that this was already going to take place at the meeting.

Jason M-B Wells, San Ysidro Chamber of Commerce, suggested that, because a new administration was in place since the last meeting of the Border Governors Conference, the recommendations from the last Border Governors Conference be included in any new meetings to demonstrate past interests.

Volunteers were then taken to be members of the group to propose recommendations to the upcoming work table meetings: Jason M-B Wells, San Ysidro Chamber of Commerce; Angelika Villagrana, San Diego Regional Chamber of Commerce; Cindy Gompper-Graves, South San Diego County Economic Development Council; and Sergio Pallares, Caltrans. Also nominated (but not present at the meeting) was Alejandra Mier y Terán, Otay Mesa Chamber of Commerce.

8. CHALLENGES AND OPPORTUNITIES FOR SMART GROWTH ON THE BORDER: THE NEW “VALLE DE LAS PALMAS” DEVELOPMENT IN TIJUANA

Alonso Hernandez, IMPlan, gave a presentation on the new Valle de las Palmas development that is under construction in eastern Tijuana. The objective of the developers of Valle de las Palmas is to create a new sustainable development that can address three major urban growth problems faced by Tijuana: rapid urban development, lack of infrastructure and public services, and poor social services.

In 2000, Tijuana grew at a rate of 2.25 hectares per day. Two major infrastructural problems that confront the city with this type of rapid growth are insufficient systems to meet water demand for new communities, and poor public transportation infrastructure to address traffic congestion. Moreover, social problems that develop from this rapid growth include marginalization of existing populations, lack of social services such as schools and hospitals, and security issues.

Thus, with the collaboration of IMPlan, the State of Baja California, and local developers, the Valle de las Palmas development was designed to meet growing housing demand in Tijuana in a sustainable manner. The main focus of the sustainability of this development revolves around three points: social equity, ecological balance, and economic development. The social development of the community will involve strong community leadership, community involvement of local residents, and good relations between neighbors. The ecological balance of Valle de las Palmas involves concentrating the housing and commercial activities in one area of the development, while maintaining another part for the natural environment, and promoting renewable energy. The economic development of Valle de las Palmas is designed to promote a high-technology industrial park that caters to such industries as aerospace, automotive, solar energy, information technology, and biotechnology.
Tito Alegría, COLEF, voiced his concerns over potential issues of congestion, lack of public services, and access to diminishing water supplies. He also added that this group of developers tended to concentrate large populations in their land developments and was concerned that the Valle de las Palmas community could be home to over one million people. However, he stated that his fears were diminished when IMPlan and the municipal government became involved in the planning to assist in addressing these concerns.

Cindy Gompper-Graves, South San Diego County Economic Development Council, added that with the potential growth of such a large community in Tijuana it was important for COBRO to begin examining a plan to expand the Tecate border crossing, which will be greatly impacted by such rapid population increases.

Elsa Saxod, Past Chair of COBRO, expressed her concerns over the issue of water usage. Tijuana is already importing vast quantities of water from the United States (which is very expensive) and the growth of a new community would necessitate a major source of new water. She further suggested that water recycling should be investigated as a source for the new development. Alonso Hernandez, IMPlan, stated that the source of water for would come from the Tecate aqueduct and that water recycling is being considered. Ivy Cervantes, State of Baja California, added that a pilot program of recycled water already exists in the region. Also, a reforestation program was implemented that uses recycled water to maintain the trees.

Sergio Pallares, Caltrans, added that the California Baja California Border Master Plan should take into consideration the population projections from new development communities such as Valle de las Palmas when planning for future Ports of Entry.

9. NEXT MEETING DATE AND LOCATION

The next COBRO meeting will be on Tuesday, March 3, 2009, from 3:00 to 4:30 p.m., at SANDAG.
San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

March 3, 2009

AGENDA ITEM NO.: 4

Action Requested: INFORMATION

UPCOMING EVENTS

WHAT: Center for U.S.-Mexican Studies at UCSD
       Innovative Industries and Policies for Innovation in the U.S.-Mexican Border
WHEN: March 4, 2009
WHERE: Institute of the Americas (IOA) Deutz Room
MORE INFO: http://usmex.ucsd.edu/

WHAT: Otay Mesa Chamber of Commerce
       Member Showcase Breakfast
WHEN: March 4, 2009
WHERE: Hometown Buffet – Otay Mesa
MORE INFO: Rebecca Torra at (619) 661-6111 or rtorra@otaymesa.org

WHAT: Otay Mesa Chamber of Commerce
       Enterprise Zone Program
WHEN: March 5, 2009
WHERE: Comfort Suites, Otay Mesa
MORE INFO: Rebecca Torra at (619) 661-6111 or rtorra@otaymesa.org

WHAT: U.S./Mexico Border Counties Coalition
       2009 Legislative Conference
WHEN: March 10-11, 2009
WHERE: Washington D.C.
MORE INFO: www.bordercounties.org

WHAT: Center for U.S.-Mexican Studies at UCSD
       Marijuana, Madness, and Modernity in Global Mexico, 1545-1940
WHEN: March 11, 2009
WHERE: IOA Deutz Room
MORE INFO: http://usmex.ucsd.edu/

WHAT: San Diego Regional Chamber of Commerce
       Congressional Luncheon
WHEN: March 17, 2009
WHERE: Holiday Inn by the Bay
MORE INFO: www.sdchamber.org
WHAT: Tijuana Renacimiento
V Feria Tijuana en la Historia / Tijuana in History Fair
WHEN: March 26-29, 2009
WHERE: Tijuana’s Cultural Center (CECUT)
MORE INFO: 011 52 (664) 688-1491 or tjренace@telnor.net

WHAT: World Trade Center San Diego
Cross Cultural Business Communications Workshop: Mexico
WHEN: March 31, 2009
WHERE: Golden Room, San Diego Regional Chamber of Commerce
MORE INFO: (619) 615.0868 Ext.109 or rristy@sdwtc.org

WHAT: Transborder Institute at University of San Diego
Migration, Religion and National Identity
WHEN: April 15-16, 2009
WHERE: Joan B. Kroc Building, University of San Diego
MORE INFO: http://www.sandiego.edu/tbi/events/tbi_usd.php

WHAT: Association for Borderlands Studies
51st Annual Conference
WHEN: April 15-18, 2009
WHERE: Albuquerque, New Mexico
MORE INFO: http://www.absborderlands.org

WHAT: Center for U.S.-Mexican Studies at UCSD
Challenges and Opportunities of Cross-Border Relations - Gov. Jose G. Osuna, State of Baja California
WHEN: April 17, 2009
WHERE: IOA Deutz Room
MORE INFO: http://usmex.ucsd.edu/

WHAT: San Diego Regional Chamber of Commerce, Mexico Business Center
San Diego - Baja California Mission to Mexico IV
WHEN: April 20-23, 2009
WHERE: Mexico City
MORE INFO: James Clark at (619) 544-1376 or JClark@sdchamber.org

WHAT: International Community Foundation
Music Without Borders: Guitarist Pablo Sainz-Villegas
WHEN: April 26, 2009
WHERE: 2525 N Avenue, National City, CA 91950
MORE INFO: (619) 336-2555 or alicia@icfsd.org
WHAT: Institute of the Americas
18th Annual Latin American Energy Conference. The La Jolla Conference
WHEN: May 12-13, 2009
WHERE: La Jolla, CA
MORE INFO: http://www.iamericas.org/events/

WHAT: Otay Mesa Chamber of Commerce
Mexport 2009
WHEN: May 14, 2009
WHERE: 1725 Dornoch Ct., San Diego, CA 92154
MORE INFO: Rebecca Torra at (619) 661-6111 or rtorra@otaymesa.org

WHAT: Center for U.S.-Mexican Studies at UCSD
Becoming Mexican-American: Assessing Mexican-origin Assimilation in the United States
WHEN: May 16, 2009
WHERE: IOA Deutz Room
MORE INFO: http://usmex.ucsd.edu/

WHAT: South County EDC
19th. Annual Economic Summit
WHEN: September 18, 2009
WHERE: San Diego Convention Center
MORE INFO: (619) 424-5143 or cindy@sandiegosouth.com

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

The California – Baja California Border Master Plan is a comprehensive binational approach designed to coordinate planning and delivery of projects at land ports of entry (POEs) and transportation infrastructure serving those POEs. The California – Baja California Border Master Plan covers the California – Baja California border region and was commissioned by the U.S.-Mexico Joint Working Committee (JWC) to the California Department of Transportation (Caltrans), and the Secretariat of Infrastructure and Urban Development of Baja California (SIDUE).

Discussion

Crossborder travel at the six land POEs in the California – Baja California region has grown significantly over the years. Total population in the region was estimated to grow from over six million in 2005 to almost 9.5 million by 2030, thereby increasing crossborder travel demand and economic activity, adding pressure to existing POEs and connecting roads. Therefore, it is critical to improve the capacity and operations of POEs and connecting infrastructure to decrease traffic congestion and delays, facilitate international trade, and improve the quality of life for border residents.

The California – Baja California Border Master Plan was envisioned by the JWC as a pilot program between border states that, if effective, could be expanded as a framework for all U.S. - Mexico border state planning processes. The California – Baja California Border Master Plan study area is focused on an “Area of Influence” – 60 miles north and south of the International Border – and a “Focused Study Area” – 10 miles north and south of the international border – which include all POEs in both San Diego County, Imperial County, Mexicali, and Baja California.

The objectives of the California – Baja California Border Master Plan are to:

- Increase the understanding of POE and transportation planning on both sides of the border and create a plan for prioritizing and advancing POE and related transportation projects.
- Develop evaluation criteria and rankings for prioritizing projects related to existing and new POEs, as well as transportation facilities leading to California – Baja California POEs.
- Establish a process to institutionalize dialogue among federal, state, regional, and local stakeholders in the U.S. and Mexico to coordinate projects and identify future POE and connecting transportation infrastructure needs.
The California – Baja California Border Master Plan created a prioritized project list which ranks mid- and long-term POE and transportation projects to identify projects of binational importance within the border region. Findings and recommendations included in the California – Baja California Border Master Plan are described in the attached Executive Summary.

**Next Steps**

Technical updates of the California – Baja California Border Master Plan are anticipated to be conducted annually while comprehensive updates would be undertaken every three to four years.

Staff will provide COBRO members with updates on any progress made on these efforts.

Attachment: 1. The [California – Baja California Border Master Plan Executive Summary](#) is posted on SANDAG’s Web site.

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

Introduction

Since the late 1990s, the concept of a crossborder airport passenger terminal has been discussed to provide easier access for travelers from the United States to the Tijuana International Airport (TIJ), to alleviate stress on the capacity of the San Diego International Airport, and to help mitigate border traffic from airport passengers. This report is an update on progress to advance this concept.

Discussion

In February 2007, the San Diego County Regional Airport Authority (SDCRAA) Board accepted a feasibility study that evaluated issues associated with a crossborder terminal and directed staff to proceed with a market demand study of a crossborder terminal connection between the United States and the TIA. After receiving a formal letter of interest from the Mexican Federal Government, the SDCRAA established a working group with participation from several stakeholders, including among others, the City of San Diego, South County Economic Development Council, U.S. Federal Aviation Administration, Caltrans, the TIA, and SANDAG.

In June 2008, the SDCRAA Board accepted the market demand study that estimated the passenger demand for a crossborder terminal connection. The following are the primary market demand study results:

- The number of passengers using TIJ from the U.S. will continue to grow significantly over the next 20 years regardless of whether a crossborder airport terminal is developed.
- With an easy crossborder airport terminal, an estimated total of 3.2 million annual passengers (MAP) would use TIJ to/from the United States in 2020; in 2030 that number could rise to 6.4 MAP. This includes both passengers that would be obligated to use TIJ by the crossborder connection and passengers that would use TIJ even without a connection.
- The passenger demand that would be obligated to use TIJ to/from the United States solely because an easy crossborder connection exists is estimated at 1.1 MAP in 2020 and 2.7 MAP in 2030.
- If an easy crossborder connection does not exist, it is still estimated that 2.1 MAP will use TIA to/from the United States in 2020 and 3.7 MAP in 2030.
In 2008, in an effort to advance this concept, the Otay Tijuana Venture LLC, purchased 52 acres of undeveloped industrial land in Otay Mesa to develop the U.S. side of the crossborder airport terminal project.

**Next Steps**

Staff will provide COBRO members with updates on progress made on these efforts.

Key Staff Contact: Ron Saenz, (619) 699-1922; rsa@sandag.org
BRIEFING ON THE FINAL SAN YSIDRO MOBILITY STRATEGY – PHASE 1

Introduction

This report summarizes the San Ysidro Mobility Strategy – Phase 1, led by the City of San Diego in collaboration with the San Ysidro Transportation Collaborative.

Discussion

The San Ysidro Mobility Strategy evaluated ways to improve vehicular, pedestrian, bicycle, and transit circulation within the community of San Ysidro. It was conducted by the City of San Diego and the San Ysidro Transportation Collaborative, which includes the following stakeholder entities: Border Transportation Council, Casa Familiar, Hearts & Hands, MAAC Project, San Ysidro Business Association, San Ysidro Chamber of Commerce, San Ysidro Community Planning Group, San Ysidro School District, and San Ysidro Women’s Club. Staff from Caltrans, U.S. General Services Administration (GSA), Metropolitan Transit System (MTS), and SANDAG also participated in this study.

A total of 19 project concepts were recommended, ranging from road improvements to several pedestrian improvements, such as sidewalk pop-outs, new sidewalks, new crosswalks, and a new pedestrian bridge. Several of these conceptual projects are in the vicinity of the San Ysidro Port of Entry. The feasibility of the recommended project concepts, including preliminary design, engineering, and financing, would be evaluated as follow up work.

Next Steps

Staff will provide COBRO members with updates on any progress made on these efforts.

Attachment: 1. The San Ysidro Mobility Strategy – Phase 1 is posted on SANDAG’s Web site.

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