**BORDERS COMMITTEE AGENDA**

Friday, November 19, 2010  
12:30 to 2:30 p.m.  
SANDAG Board Room  
401 B Street, 7th Floor  
San Diego

**AGENDA HIGHLIGHTS**

- **NATIONAL AMERICAN INDIAN HERITAGE MONTH**
- **SUMMARY OF ACTIVITIES OF THE BORDERS COMMITTEE 2005-2010**
- **SR 11/OTAY MESA EAST POE PROJECT UPDATE**
- **UPDATE ON SELECTED STRATEGIES FROM THE OTAY MESA - MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN**

**PLEASE TURN OFF CELL PHONES DURING THE MEETING**

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**MISSION STATEMENT**

The Borders Committee provides oversight for planning activities that impact the borders of the San Diego region (Orange, Riverside and Imperial Counties, and the Republic of Mexico) as well as government-to-government relations with tribal nations in San Diego County. The preparation and implementation of SANDAG’s Binational, Interregional, and Tribal Liaison Planning programs are included under this purview. It advises the SANDAG Board of Directors on major interregional planning policy-level matters. Recommendations of the Committee are forwarded to the Board of Directors for action.
Welcome to SANDAG. Members of the public may speak to the Borders Committee on any item at the time the Committee is considering the item. Please complete a Speaker’s Slip, which is located in the rear of the room, and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Borders Committee may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at www.sandag.org under meetings on SANDAG’s Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two working days prior to the Borders Committee meeting. Any handouts, presentations, or other materials from the public intended for distribution at the Borders Committee meeting should be received by the Clerk of the Board no later than 12 noon, two working days prior to the meeting.

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## BORDERS COMMITTEE

Friday, November 19, 2010

<table>
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<tr>
<th>ITEM #</th>
<th>RECOMMENDATION</th>
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<tr>
<td>+1.</td>
<td>APPROVAL OF THE SEPTEMBER 24, 2010, MEETING MINUTES</td>
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<td>2.</td>
<td>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</td>
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Members of the public shall have the opportunity to address the Borders Committee on any issue within the jurisdiction of the Committee that is not on this agenda. Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the Clerk prior to speaking. Public speakers should notify the Clerk if they have a handout for distribution to Committee members. Speakers are limited to three minutes. Committee members also may provide information and announcements under this agenda item.

### CONSENT (3)

| +3. | SAN DIEGO-IMPERIAL COUNTY INTERSTATE 8 CORRIDOR STRATEGIC PLAN UPDATE (Ron Saenz) | INFORMATION |

This report summarizes progress on SANDAG’s Commercial Vehicle Operations Project Expansion of the 511 San Diego Service connecting San Diego and Imperial County on the Interstate 8 (I-8) corridor, which is one of the initiatives included in the I-8 Corridor Strategic Plan.

### CHAIR’S REPORT (4 and 5)

| 4. | NATIONAL AMERICAN INDIAN HERITAGE MONTH | INFORMATION |

What started at the turn of the century as a tribal effort to gain a day of recognition for the significant contributions the first Americans made to the establishment and growth of the U.S., has resulted in a whole month being designated for that purpose. In 1990 President George H. W. Bush approved a joint resolution designating November 1990 “National American Indian Heritage Month.” Similar proclamations have been issued each year since 1994.

| +5. | SUMMARY OF ACTIVITIES OF THE BORDERS COMMITTEE 2005-2010 (Chair Patricia McCoy) | INFORMATION |

This report summarizes issues discussed and achievements of the Borders Committee during the 2005-2010 period.
ITEM # | RECOMMENDATION
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**REPORT (6 through 9)**

+6. **REPORT FROM THE CONSUL GENERAL OF MEXICO**  
(Hon. Remedios Gómez-Arnau, Consulate General of Mexico in San Diego)

The Consul General of Mexico in San Diego, Hon. Remedios Gómez-Arnau, contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee. This report highlights statements from Secretary Patricia Espinoza, Mexico’s Secretariat of Foreign Affairs, on opportunities to address climate change.

7. **STATE ROUTE 11/OTAY MESA EAST PORT OF ENTRY PROJECT UPDATE**  
(Marney Cox and Christina Casgar; and Mario Orso, Caltrans)

Staff will provide a progress report on the State Route 11 (SR 11) and Otay Mesa East Port of Entry (POE) project. The project’s draft environmental document is expected to be released in November. Legal Counsel has been selected, and work is underway to procure consultants for the traffic and revenue study, and the Intelligent Transportation System Pre-Deployment study.

+8. **UPDATE ON SELECTED STRATEGIES FROM THE OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN** (Ron Saenz)

As part of the implementation of the Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan, this report will update the Borders Committee on strategies accomplished on this plan.

+9. **SAN YSIDRO PORT OF ENTRY PEDESTRIAN CROSSING REPORT**  
(AUGUST 2010) (Cindy Gompper-Graves, South County Economic Development Council)

This report will present the findings of a survey held at the busiest land POE in the United States. The goals of the survey were to increase the understanding of why people cross at the San Ysidro POE, solicit input on the functionality of the border crossing, and communicate ways to reduce wait times for pedestrian crossers at the San Ysidro POE.

10. **UPCOMING MEETINGS**  

The next meeting of the Borders Committee is scheduled for Friday, January 28, 2011, at 12:30 p.m.

11. **ADJOURNMENT**

+ next to an item indicates an attachment
The meeting of the Borders Committee was called to order by Vice Chair Greg Cox (County of San Diego) at 12:39 p.m. See the attached attendance sheet for Borders Committee member attendance.

Vice Chair Cox announced Chair Patricia McCoy (South County) was currently on vacation. Due to the absence of a quorum, Agenda Item #3, an informational report, was presented to the Borders Committee.

3. REPORT FROM THE CONSUL GENERAL OF MEXICO (INFORMATION)

Cónsul Lydia Antonio (México) introduced Mr. Sean Carlos Cázares, Deputy Director General for Border Affairs (Mexico’s Ministry of Foreign Affairs). Mr. Cázares presented a report highlighting the United States – Mexico Declaration on 21st Century Border Management, including key goals to strengthen border security and management.

Vice Chair Cox commented the South County Economic Development Council (SCEDC) performed a study in July on pedestrian crossing in San Ysidro, and recommended they present their findings at a future meeting.

Action: This item was presented for information only.

Upon a quorum being present, Vice Chair Cox continued with the remainder of the agenda.

1. APPROVAL OF MEETING MINUTES

Action: Upon a motion by Council President Ben Hueso (City of San Diego) and a second by Councilmember Sam Abed (North County Inland), the Borders Committee unanimously approved the minutes from the July 23, 2010, meeting.
2. **PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS**

Vice Chair Cox introduced the new representative for Imperial County, Mark Baza, Executive Director of the Imperial County Transportation Commission (ICTC). Vice Chair Cox said that Mayor John Moreno of the City of Calexico would serve as the alternate representative.

Mr. Baza commented he was honored to be part of the Borders Committee, and will update the commissioners on issues of importance.

Vice Chair Cox reported on México’s 200th Anniversary celebration; and, recognized Council President Ben Hueso (City of San Diego), recipient of México’s Premio Ohtli award, which honors those individuals of Mexican descent living in the country or abroad, who work for the welfare of Mexican community.

Council President Hueso said he was grateful to México and their representatives working in the United States. He commended Hon. Remedios Gómez-Arnau, representing the Consulate General of México in San Diego, for her efforts in improving relations and service to constituents.

Chairman Chris Devers, Pauma Band of Luiseño Indians (Southern California Tribal Chairmen’s Association), announced it was “California Indian Day”; the fourth Friday of September designated by the State of California to recognize California tribes and their contributions.

**REPORTS (#4 through 6)**

At the request of Mario Orso, Corridor Director (Caltrans), Agenda Item #6, an informational report, was taken out of order.

6. **STATE ROUTE 11/OTAY MESA EAST PORT OF ENTRY (POE) PROJECT UPDATE (INFORMATION)**

Mario Orso, Corridor Director (Caltrans), provided an update on the planning and financing activities of the State Route 11/Otay Mesa East POE project; and, commented on the strong international interest in the project.

Christina Casgar, Goods Movement Policy Manager (SANDAG), reported on efforts to develop a more efficient border crossing at Otay Mesa East through the Intelligent Transportation System (ITS), which includes express lanes and managed lanes; and, its use as a prototype for other border crossings.

**Action:** This item was presented for information only.
4. RECOMMENDATIONS FROM THE 2010 BINATIONAL SEMINAR (ACCEPT/RECOMMEND)

Dr. Paul Ganster, Chair, Committee on Binational Regional Opportunities (COBRO), presented highlights from the 2010 Binational Seminar and suggested next steps from COBRO.

**Action:** Upon a motion by Council President Hueso and a second by Councilmember Crystal Crawford (North County Coastal), the Borders Committee unanimously accepted the two recommendations from the 2010 Binational Seminar (Attachment 1 of Agenda Item #4) and recommended they be forwarded to the Board of Directors for approval.

5. THIRTEENTH REPORT OF THE GOOD NEIGHBOR ENVIRONMENTAL BOARD: REPORT TO THE PRESIDENT OF THE UNITED STATES: A BLUEPRINT FOR ACTION ON THE U.S. – MEXICO BORDER (INFORMATION)

Dr. Paul Ganster, Chair, Good Neighbor Environmental Board (GNEB), informed on the report, which describes the principal chronic environmental issues that plague the border region today, and identifies immediate and medium-term actions that the federal government and other key partners in the region can take to address these problems.

**Action:** This item was presented for information only.

7. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, October 22, 2010, at 12:30 p.m.

8. ADJOURNMENT

Vice Chair Cox adjourned the meeting at 2:19 p.m.

Attachment: Attendance Sheet
### CONFIRMED ATTENDANCE
### BORDERS COMMITTEE MEETING
### SEPTEMBER 24, 2010
### 12:30 p.m. to 2:30 p.m.

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<td>Patricia McCoy (Chair)</td>
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<td>SCAG</td>
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<td>Jim Dahl</td>
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SAN DIEGO-IMPERIAL COUNTY INTERSTATE 8 CORRIDOR STRATEGIC PLAN UPDATE

The Imperial Valley Association of Governments (IVAG), in cooperation with Caltrans District 11 and SANDAG, completed the San Diego-Imperial County Interstate 8 (I-8) Corridor Strategic Plan in 2009. This study identified issues, established goals and objectives, and developed interregional strategies in the areas of transportation, housing, and employment to ensure adequate levels of service on the I-8 corridor. This report describes progress made on the implementation of strategies since last reported at the June 2010 Borders Committee meeting.

Discussion

Since the Strategic Plan’s completion, progress has been made on a goal included in Strategy 2b: Explore Opportunities to Expand Ridesharing. This goal calls for the expansion of the 511 service to Imperial County. During the past months, SANDAG has worked on extending some elements of the 511 service to Imperial County by expanding the existing Advanced Traveler Information System for Commercial Vehicle Operations (ATIS-CVO) component designed for the I-8 corridor commercial vehicle user.

The ATIS-CVO component of the 511 service will be a free phone and Web service that will consolidate the San Diego and Imperial County regions’ transportation information into a one-stop resource, and will be available to I-8 corridor commercial vehicle operators (truck drivers and trucking operations management) in both counties. The 511 service will provide up-to-the-minute information on traffic conditions, incidents, border wait times, and driving times, on a 24-hours a day, seven days a week basis. The ATIS-CVO project is funded through a cooperative agreement with Caltrans.

A trial version of the expanded service, targeting a pre-selected group of participants, is scheduled to be released the week of November 15, 2010. During the next few months this test group of commercial truckers will be using this system to provide feedback to SANDAG. In turn SANDAG will work with consultants to fine tune this service in the upcoming months. Its full operation is anticipated to commence in the 1st quarter of 2011.
Next Steps

In an effort to continue the discussion on opportunities of mutual interest, SANDAG and Imperial County Transportation Commission (ICTC) staff will be exploring dates in spring 2011 to hold a joint meeting of the ICTC and the Borders Committee and possible tour of Imperial County. In the interim, staff will continue to monitor progress on implementation of the San Diego-Imperial County I-8 Corridor Strategic Plan strategies and will provide periodic updates on these and other related activities in the Imperial County.

CHARLES "MUGGS" STOLL
Director of Land Use and Transportation Planning

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

On November 16, 2001, the SANDAG Board of Directors authorized the creation of the new Borders Committee as one of the Policy Advisory Committees of its reorganized structure. Senate Bill (SB) 1703, enacted on January 1, 2003, affirmed the creation of the Borders Committee and authorized the committee to perform specific functions. Hon. Crystal Crawford, City of Del Mar, served as Chair of this Committee until March 2005, when Hon. Patricia McCoy, City of Imperial Beach, was appointed as Chair of the Borders Committee. During its early years, the Borders Committee consolidated its membership to include advisory representatives from the neighboring counties of Orange, Riverside, and Imperial, as well as Mexico; drafted its mission statement and received its initial mandate of responsibilities by the Board of Directors, reflected in Board Policy 1.

As part of its work plan, the Borders Committee created a strategy to address borders issues within three perspectives: 1) Binational, for those issues pertaining to the international border with Mexico; 2) Interregional, for those projects related to the neighboring counties; and 3) a Government-to-Government relation with the tribes in San Diego County. This report summarizes the issues and achievements of the Borders Committee during the 2005 – 2010 period.

Discussion

In 2004, two significant accomplishments provided direction to the future activities of the Borders Committee. The first was the adoption of the Regional Comprehensive Plan (RCP) that became a long-term planning framework for the San Diego region, laying out a regional vision, and providing a broad context in which local and regional decisions could be made. The Borders Committee contributed to the preparation of the Borders Chapter in the RCP. The Borders Chapter addressed issues from two perspectives – the binational perspective with relation to our international border with Mexico; and the interregional perspective regarding issues with our Orange, Riverside, and Imperial County neighbors. Among the policy recommendations in the Borders Chapter was the need to strengthen efforts with the tribal governments within the San Diego County boundaries, becoming eventually a third perspective.
Attachment 1 summarizes and reviews the achievements made during the 2005-2010 period within each of the three policy areas under the purview of the Borders Committee: binational, interregional, and government-to-government relations with tribal nations.

CHARLES “MUGGS” STOLL
Director of Transportation and Land Use Planning

Attachment: 1. 2005-2010: Summary of Issues and Achievements of the Borders Committee

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
2005-2010: Summary of Issues and Achievements of the Borders Committee

Binational

The 2004 SANDAG annual binational conference brought particular attention to effective binational planning with our neighbors south of the border, at a time when long and unpredictable wait times were the rule at our international land ports of entry (POEs).

In early 2005, the Borders Committee and the Committee on Binational Regional Opportunities (COBRO) held a joint tour of the portion of Otay Mesa located in the City and County of San Diego to view vital infrastructure. The tour included a visit to the Otay Mesa POE's Commercial Inspection Facility, and a trip to the California Highway Patrol Commercial Vehicle Enforcement Facility.

Economic Impacts of Border Wait Times

During the same year, SANDAG presented the first results of the model that estimated the economic impacts of border wait times at the San Diego - Baja California POEs. This tool estimated that with an average wait time of 45 minutes, more than 8 million crossborder trips are forgone every year and that those forgone crossborder personal trips and freight movements cost the United States and Mexican economies an estimated $7.2 billion in foregone gross output and more than 62,000 jobs in 2007. Our region's three POEs, San Ysidro-Puerta México, Otay Mesa-Mesa de Otay, and Tecate-Tecate have surpassed capacity and delays at the border highlight the need to modernize and expand our border crossing infrastructure.

Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan

Challenged with implementing effective binational planning with our Mexican partners, the Borders Committee and COBRO provided direction and input to SANDAG staff to develop a strategy that would align planning with the collaborative process on both sides of the border. For this purpose, binational stakeholders were invited to provide input on issues that should be included in a new strategic plan.

Two workshops were organized, one in Tijuana and one in National City, which focused on planning issues in the Otay Mesa-Mesa de Otay binational corridor. Based on feedback received at these workshops, staff from Tijuana's Municipal Planning Institute (IMPlan), Caltrans, the State of Baja California's Secretariat of Infrastructure and Urban Development (SIDUE), and SANDAG, formed a team that, as a first outcome, produced an Early Action Plan in 2006. For the preparation of this strategic plan, Early Actions were defined as those that could be implemented or initiated within six months with concurrence from stakeholders. The final Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan included strategies focusing on the areas of transportation, environment, housing, and economic development. It was approved in 2007 by both the SANDAG Board of Directors and the City Council of the City of Tijuana.
This Strategic Plan was our first joint planning study with our partners across the border and continues to be addressed in annual progress reports.

Joint Meetings of the Borders Committee, the City of Tijuana, and COBRO

The first joint meeting among the Borders Committee, COBRO, and the City of Tijuana was held in June of 2008 to review progress on selected strategies identified in the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan. Subsequent joint meetings have been held annually. During this year’s third joint meeting, Hon. Remedios Gomez-Arnau, Consul General of Mexico, provided the first in a series of periodic reports that have focused on areas that contribute to the Borders Committee dialogue.

Land POEs

While border wait times continue to result in significant impacts to the economies of the two countries, as it was mentioned previously, important projects are being developed to address those impacts. These projects include the reconfiguration and expansion of the San Ysidro-Puerta Mexico POE, the proposed modernization of the Otay Mesa-Mesa de Otay POE, a future crossborder passenger terminal from Otay Mesa to the Tijuana International Airport, and an innovative proposal to build a new POE in Otay Mesa East linked to a toll road, State Route 11 (SR 11). Therefore, border transportation infrastructure has been a prominent and consistent element discussed at Borders Committee meetings. The following highlights some of those activities:

San Ysidro – Puerta Mexico POE Reconfiguration and Expansion Project

The federal governments of the United States and Mexico are engaged in a project to modernize and expand the facilities of the San Ysidro – Puerta Mexico POE, including using the former commercial operations facilities known as Virginia Avenue – El Chaparral. These commercial facilities were vacated in 1995 when all commercial transactions and trucks were directed to the Otay Mesa-Mesa de Otay POE.

The project in the United States, a major expansion of $570 million, will include a new northbound inspection facility, primary vehicle inspection booths, secondary inspection area, administration space, and a pedestrian processing facility. A new southbound inspection facility will also be developed, and Interstate 5 will be shifted to the west to align with Mexico’s planned use of a reconstructed entry facility at the vacant Virginia Avenue/El Chaparral commercial facility, as well as enhanced, new northbound and southbound pedestrian facilities on both the western and eastern sides of the port.

On the Mexican side, the Bicentennial System project will include three components: El Chaparral that will accommodate the new southbound vehicle lanes and the new western pedestrian gate; the existing Puerta Mexico for all northbound vehicle lanes; and a new Eastern Gate consisting of a new intermodal facility to accommodate the new pedestrian access on the eastern side and public transportation and retail facilities.
In April 2007, the U.S. General Services Administration (GSA) began making periodic presentations on the San Ysidro POE Reconfiguration and Expansion Project to the Borders Committee.

This project presents the challenge of accommodating both the needs of the local community and a secure and efficient inspection process. In coordination with Caltrans, the City of San Diego, and the Metropolitan Transit System, SANDAG submitted several comment letters, which focused on pedestrian and transit user issues along with possible Americans with Disabilities Act considerations, to the U.S. GSA. In response to comments from SANDAG and other stakeholders, GSA modified the original master plan to accommodate a potential southbound pedestrian gate on the eastern side of the project. Additionally, a new pedestrian facility on the western side of the port was requested by Mexico through a diplomatic note. Collaborative efforts are still needed to secure funding for the three phases of the project.

SR 11 and Otay Mesa East–Otay Mesa II POE

As the project sponsor for the Otay Mesa East POE and SR 11, Caltrans District 11, in collaboration with other local stakeholders, including SANDAG, has undertaken several planning tasks to advance this project, including securing funds for preliminary engineering and environmental studies; and developing and gaining consensus on the innovative two-tiered process for environmental analysis for both projects. In addition, several key studies, such as the SANDAG/Caltrans Financial Feasibility Study, the U.S. GSA Feasibility Study (Expanded Feasibility Study - Otay Mesa and Otay Mesa East POEs, San Diego, CA), a Value Analysis Study for the New Otay Mesa East POE and the California Highway Patrol (CHP) Commercial Vehicle Enforcement Facility served as background studies for the Presidential Permit application. In December 2008, the U.S. Department of State approved the Presidential permit, which authorizes U.S. GSA to build the Otay Mesa East POE as a vehicular and pedestrian border crossing.

To implement the SR 11 and the Otay Mesa East POE as possible toll-funded facilities, in December 2007, the Board of Directors approved the 2008 legislative program that allowed SANDAG to pursue statutory authority to build a toll road and POE at Otay Mesa East to reduce border wait times as well as support interregional partnerships, and binational trade and border projects. In 2008, Governor Arnold Schwarzenegger signed SB 1486 (Ducheny).

Substantial progress has been made on this project. SANDAG has engaged Barclay’s Capital as the Senior Investment underwriters; Siegel and Associates, an architectural firm, to undertake the preliminary design for the POE and the access roads; secured additional funds from California Proposition 1B Trade Corridors and Improvement Fund for construction and from U.S. Department of Transportation to undertake an ITS Pre-deployment study. This project represents the very intense efforts of coordination and collaboration between local stakeholders, the U.S. Customs and Border Protection (CBP), the U.S. GSA, and the Mexican partners.

A key upcoming effort for this project is the development of an Investment Grade Traffic and Revenue (T&R) Study aligned with Mexico’s to fully integrate the two sides of the future border crossing.
In Mexico, the project consists of a POE serving passenger and commercial vehicles, connected to the Mexican transportation network through two new access roads on Cañon Rinconada and Las Torres, as well as a proposed transit center serving the future mass transit system of Tijuana. This project is led by Mexico’s Secretariat of Communications and Transportation (SCT) in coordination with the Secretariat of Infrastructure and Urban Development of the State of Baja California (SIDUE) and the City of Tijuana.

SANDAG Annual Binational Events

Two binational workshops, two binational mobile seminars, one conference, and two binational seminars were held during the 2005-2010 period. The focus of these annual binational events has been selected strategies or actions from the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan, including shared planning knowledge on smart growth, sustainability, and climate change.

In 2005, the Borders Committee supported the organization of two binational workshops on “Crossborder Collaborative Planning for Otay Mesa-Mesa de Otay” that served to identify issues that would help shape the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan with a focus on transportation, housing, economic development, and the environment. The two events supported the development of a stronger relationship with Tijuana-Baja California towards achieving more effective binational planning. One of these workshops was organized in Tijuana.

The two binational workshops were followed in 2006 and 2007 by two binational mobile seminars that focused on ongoing planning activities in Tijuana and the border area of the San Diego region that supported actions proposed in the Draft Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan.

Continuing the approach of pursuing effective binational planning, the 2008 annual binational event “Smart Growth and Sustainability on the Border” was planned to provide an opportunity to connect on a binational level to share planning techniques and strategies as they relate to smart growth planning and sustainability on the border.

Finally, the issue of climate change constituted the core of the 2009 and 2010 binational seminars. The 2009 event was dedicated to addressing crossborder climate change collaboration, while the 2010 event focused on discussing potential impacts to transportation infrastructure due to climate change, possible strategies to adapt to these impacts and to provide input for the preparation of the 2050 Regional Transportation Plan (RTP).

Binational Energy Issues

Through the years, energy issues have been discussed by the Borders Committee. The Border Energy Issues Group (BEIG) was formed in 2003 to promote open dialogue between the United States and Mexico with the goal of recommending strategies to address energy infrastructure and supply needs, as well as the efficient and environmentally-sound production and use of energy resources in the binational region. This group dissolved in 2005 to give rise to the newly formed Energy Working Group (EWG), with the intention of incorporating binational-related energy issues into the work program of the EWG.
The California Biodiversity Council (CBC)

The CBC, a statewide council established to design strategies for preserving biological diversity and to coordinate the implementation of these strategies through regional and local institutions, held a meeting on September 27-28, 2006, with the theme of “Biodiversity Along the Border - Working Together in a Binational Watershed.” The meeting focused on biodiversity, habitat, wildlife corridors, and water quality along the border; trends in growth and development and the underpinnings for those trends. The event focused on conservation challenges facing the three levels of government on both sides of the border as they continue to work together to accommodate the needs of the rapidly growing Tijuana-San Diego binational region. An important outcome from this meeting was the creation of two working groups: the Tijuana Estuary Issues Working Group and the Las Californias Working Group. Due to lack of funding sources, the Las Californias Working Group no longer meets. However, many of the players from the Tijuana River Estuary Issues Group continue their dialogue through the U.S. EPA’s Border 2012 Water Quality - Tijuana River Watershed Group.

San Diego – Baja California Border Master Plan

Although presented only for information to the Borders Committee in 2009, the California – Baja California Border Master Plan (BMP) became a milestone on crossborder planning. The BMP, coordinated by Caltrans and the Secretariat of Infrastructure and Urban Development of the State of Baja California (SIDUE), was approved in 2008 by the U.S.-Mexico Joint Working Committee (JWC). This 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.

Comprehensive Freight Gateway Study

The goal of the Gateway Study is to give SANDAG, the Imperial County Transportation Commission (ICTC), and other regional stakeholder’s access to timely and thorough freight flow information as an estimation tool to better plan and manage a sustainable freight network. The horizon of the study extends through the year 2040.

The Borders Committee provided policy direction during the development of this study, which was completed in 2010. Some of the findings of the study are:

1) Freight flows through the Gateway Region (San Diego and Imperial Counties) are estimated to grow by 2.1 percent annually in volume, and 4.0 percent in value;
2) The Otay Mesa POE will remain the largest commercial international gateway for the region, followed by the Calexico East POE; both are expected to see growth of over 3 percent per year in volume; and
3) Trucks are expected to remain the main mode of transportation for goods movement “within” the region, growing at an average annual rate of 2.4 percent in volume and 4 percent in value. Trucks will transport over 97 percent of the total volume of freight in 2050.
Interregional

The Borders Committee concurred that an interregional perspective would refer to issues with our Orange, Riverside, and Imperial County neighbors. This section highlights SANDAG’s work with its neighboring counties.

Riverside County

One of the most successful programs has been the I-15 Interregional Partnership (I-15 IRP). The I-15 IRP was formed in 2001 to address the imbalance of jobs and housing that has developed between the San Diego region and southwestern Riverside County in the past decade and the resulting traffic congestion on the I-15 corridor. The I-15 IRP is a voluntary compact between local elected officials representing SANDAG, the Western Riverside Council of Governments (WRCOG), the Riverside County Transportation Commission (RCTC), and the Riverside Transit Agency (RTA). Caltrans and other affected governmental agencies and private sector organizations also participate in the partnership. Through various grants, the partner agencies have been able to pursue three phases of the partnership.

I-15 IRP - Phase I Overview and Accomplishments

Phase I of the I-15 IRP was funded by a grant from the State Department of Housing and Community Development. The focus of the first phase, based on a three-year work plan, was to: develop a policy structure and mechanism for technical support, explore existing conditions, understand the interregional commute problem, identify current programs to resolve interregional issues, forecast commute conditions, develop strategies to better balance jobs and housing, and establish an implementation and monitoring process. A total of 21 interregional strategies for short- and long-range implementation were identified. Eight short-range transportation strategies focused on coordinating existing Transportation Demand Management (TDM) activities were adopted by the I-15 IRP and are now being implemented by the local and regional transportation agencies. The long-range strategies identified included development of BRT along the I-15 Corridor.

I-15 IRP - Phase II Overview and Accomplishments

In 2004, I-15 IRP and WRCOG were awarded a Caltrans grant to implement the short-term strategies and to lay the foundation to implement several long-term strategies. In the area of economic development, an Economic Development Working Group (EDWG) was established as a structure for pursuing cooperative economic development strategies and a two-county Employment Cluster Study was completed, which provided recommendations for economic prosperity in both regions. The transportation component focused on a cooperative study undertaken by Caltrans to assist San Diego and southwestern Riverside to better understand the multimodal infrastructure and service needs in the I-15 corridor. The housing component provided a summary of housing and land use programs that could be implemented in the San Diego region and southwestern Riverside.
I-15 IRP - Phase III Overview and Accomplishments

The I-15 IRP partnership received several grants from Caltrans through District 8 to focus on short term strategies and action plans in all three areas of the partnership. In Economic Development, a two-county Working Group was formed from economic development corporations and chambers of commerce to develop a strategic action plan with key economic cluster industries identified in Phase II. In Transportation, the partnership developed short term strategies to improve mobility on the corridor, including the study of buspools and vanpools originating in Riverside and ending in San Diego. Finally, in the area of housing, SANDAG staff collaborated with WRCOG staff and local jurisdictions to adapt the methodology use for the Smart Growth Concept map to assist southwestern Riverside in identifying areas for transit oriented development.

Orange County

In 2005, the Borders Committee identified topics for discussion with the Orange County Transportation Authority (OCTA), including Interstate 5 corridor studies; updates of long-range/RTPs, and passenger rail improvements.

Since that year, staff members from the OCTA and SANDAG have met periodically to strengthen cooperative relationships and to discuss topics of joint interest, including SANDAG staff and policy representation on OCTA’s South Orange County Major Investment Study.

In 2006, the Borders Committee held a discussion on the Board policy of not commenting on projects outside the County and the possible role of the Borders Committee in the review of external projects. This discussion resulted in enhancing the Borders Committee responsibilities, reflected in Board Policy 1, which include recommending border infrastructure financing strategies to the Board of Directors as well as reviewing and commenting on significant regional projects in adjoining counties.

On April 24, 2010, the Board of Directors approved the Southern California Association of Governments (SCAG) as the newest advisory member of the Borders Committee. SCAG is the largest council of governments in the United States, functioning as the Metropolitan Planning Organization (MPO) for six counties: Los Angeles, Ventura, San Bernardino, Orange, Riverside, and Imperial. These last three counties border the San Diego region.

Imperial County

With the enactment of SB 1703 in 2003, the membership of the Borders Committee was reaffirmed to include Imperial County as a regular member. In December, 2004, the Borders Committee held a joint tour with the Imperial Valley Association of Governments of the County of Imperial. This tour included visits to housing developments, transportation facilities, POEs, agricultural, retail, and industrial developments, airport facilities, and energy infrastructure, among other areas.

In 2007, Supervisor Victor Carrillo, as the representative of Imperial County on the Borders Committee, reported on the Imperial Valley/Mexicali Economic Impacts of Border Delays Study, which was performed in order to understand the economic significance of border delays, measure the economic impacts of wait times, and develop a new model for testing public policy solutions. Also, in 2007, the Imperial Valley Association of Governments (IVAG), in cooperation with
SANDAG and Caltrans District 11, began work on the development of the San Diego Imperial County I-8 Corridor Strategic Plan to identify issues, establish goals and objectives, and develop interregional strategies in the areas of transportation, housing, and employment to ensure adequate levels of service on the I-8 corridor.

A Joint Policy Advisory Group was formed with participation from members of the Borders Committee and IVAG to provide policy direction throughout the development of the Strategic Plan. The Borders Committee received presentations on the proposed early actions and interregional strategies included in the Final San Diego-Imperial County I-8 Corridor Strategic Plan. The Joint Policy Advisory Group and the Joint Technical Advisory Group reviewed the Final Strategic Plan and requested that the Borders Committee accept this Strategic Plan. The IVAG Regional Council approved the Strategic Plan at its meeting on February 25, 2009. The following are some of the key proposed joint SANDAG and IVAG strategies:

Strategy 1a: Improve interregional and regional information sharing regarding on-going studies to maximize the benefits and minimize duplication of effort.

Strategy 1b: Continue to integrate Tribal Nations into overall planning process for the I-8 corridor.

Strategy 1c: Collaborate on crossborder people and goods movement issues, including recommendations and projects identified in the California - Baja California Border Master Plan.

Strategy 2a: Maintain key capital investments identified in SANDAG’s 2030 RTP and the Imperial County 2007 Transportation Plan Highway Element to improve mobility for people and goods on I-8, including widening from four to six lanes between El Cajon to Alpine (2nd Street to Los Coches Road) and widening within Imperial Valley between State Route 111 and Forrester Road as priorities.

Strategy 2b: Explore opportunities to expand ridesharing.

Strategy 4: Support economic development focusing on job creation, particularly on higher paying jobs.

Since the Strategic Plan’s completion, progress has been made on a goal included in Strategy 2b: Explore Opportunities to Expand Ridesharing. This goal calls for the expansion of the 511 service to Imperial County. SANDAG has worked on extending some elements of the 511 service to Imperial County by expanding the existing Advanced Traveler Information System for Commercial Vehicle Operations (ATIS-CVO) component designed for the I-8 corridor commercial vehicle user. This service is anticipated to begin operation in fall 2010. The ATIS-CVO component of the 511 service will be a free phone and Web service that will consolidate the San Diego and Imperial County regions’ transportation information into a one-stop resource, and will be available to I-8 corridor commercial vehicle operators (truck drivers and trucking operations management) in both counties. The 511 service will provide up-to-the minute information on traffic conditions, incidents, border wait times, and driving times, on a 24-hours a day, seven days a week basis. The ATIS-CVO project is funded through a cooperative agreement with Caltrans.
Government-to-Government Framework with Tribal Nations

The U.S. Constitution and treaties recognize Native American communities as separate and independent political communities within the territorial boundaries of the United States. The current government-to-government relationship is a federal/tribal relationship, the origin of which flows from treaties, federal statutes, and U.S. Supreme Court decisions. Government-to-government relations between regional planning agencies, local governments, and counties is voluntary; however, regional transportation agencies are required by federal law to consult with tribes in the development of the various planning processes, including the RTP. During the last few years, SANDAG, through its Borders Committee, has been building a government-to-government framework for engaging tribal nations at a regional level.

The Borders Committee, through its partnership approach, has been working for the past several years with the Reservation Transportation Authority (RTA), a non-profit intertribal government agency, to strengthen liaison activities and tribal involvement in transportation planning with the MPOs whose area of influence coincides with their member tribes. Through the RTA, SANDAG began discussions with the Southern California Tribal Chairmen’s Association (SCTCA), a multi-service, non-profit corporation established in 1972 by a consortium of 19 federally-recognized Indian tribes in Southern California. As an intertribal council, the SCTCA serves as a forum for a wide variety of issues for tribal governments in the region. In June of 2005, the SCTCA agreed to join the Borders Committee as an advisory member.

The SCTCA and SANDAG, with the support of the RTA, co-hosted the 2006 San Diego Regional Tribal Summit which brought the tribal nations in the region together with the SANDAG Board of Directors to discuss issues of mutual concern. One of the issues raised by the tribal leaders was tribal representation at SANDAG. The SANDAG Board and the tribal governments recognized the benefits to be gained by taking a cooperative approach to planning for an improved quality of life for the San Diego region. The leadership of SANDAG and the SCTCA had discussions over several months regarding the development of a formula for tribal representation which would respect tribal sovereignty and involve tribal governments in policy decisions at SANDAG.

At a policy level, SCTCA and SANDAG signed a Memorandum of Understanding on January 26, 2007, memorializing the agreement to have the SCTCA join the SANDAG Board of Directors and Policy Advisory Committees, including Transportation, Regional Planning, and Public Safety, as advisory members. At a technical level, it was agreed that a tribal working group should be formed to discuss tribal transportation issues on a regular basis. The Intertribal Transportation Working Group serves as a forum for tribal governments in the region to discuss and coordinate transportation issues of mutual concern with the various public planning agencies in the region, including SANDAG, Caltrans, the County of San Diego, and the transit operators.

The Working Group forms part of the SANDAG structure and reports to the Borders Committee, and all tribes in San Diego can be members. Since its formation in 2006, the Working Group has collaborated on a number of tribal transportation planning projects including:

- 2007 Tribal Transit Feasibility Study
- 2008 Tribal Transportation Demand Management Study
- 2008/09/10 FTA Tribal Transportation Grant Program
The Tribal Transit program has enabled the Reservation Transportation Authority to work with North County Transit District and support the enhancement of the 388/389 route enabling rural residents and those living or working on reservations to get to the Escondido Transit Station in 20-25 minutes via the Interstate 15. The RTA and the transit agencies are currently collaborating on a $1.2 million ARRA grant for implementation of capital improvements in the rural areas.

In 2009, SANDAG and SCTCA established a Task Force of elected officials to plan the 2010 San Diego Regional Tribal Summit. On April 9, the 2010 San Diego Regional Tribal Summit was hosted by the Rincon Band of Luiseño Indians. The purpose was to bring together elected leaders from local governments who make up the SANDAG Board of Directors and the 17 federally recognized tribal governments in the San Diego region to identify policy-level issues of mutual concern related to transportation and regional planning and formulate a set of priority areas for action that can be addressed over the next few years. In particular, SANDAG is currently developing the 2050 RTP for approval in 2011. The Tribal Summit provided a timely opportunity to discuss tribal input regarding transportation and important regional planning issues for inclusion in the 2050 RTP. Among the key issues raised were:

- Value of the SCTCA being represented on the SANDAG Board and Policy Advisory Committees
- Critical importance of working together on statewide issues
- Importance of developing a collaborative legislative agenda
- Importance of nontribal elected officials understanding tribal sovereignty
- Opportunities for developing a collaborative funding strategy for transportation

This innovative framework led by the Borders Committee goes far beyond the federal requirement for consultation; tribal leaders are now part of the regional decision-making process at a policy level, offering a tribal perspective to complex planning issues.
REPORT FROM THE CONSUL GENERAL OF MEXICO

Introduction

The Consul General of Mexico in San Diego, Honorable Remedios Gómez-Arnau, contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee. This report highlights statements from Secretary Patricia Espinoza, Mexico’s Secretariat of Foreign Affairs, regarding opportunities to address climate change (Attachment 1).

Discussion

On October 9, 2010, during the United Nation’s Tianjin Climate Change Talks, Secretary Patricia Espinosa, Mexico’s Secretariat of Foreign Affairs, addressed the 12th Session of the Ad Hoc Working Group on Long-term Cooperative Action under the Convention (AWG-LCA) and the plenary of the Ad Hoc Working Group on Further Commitments for Annex I Parties under the Kyoto Protocol (AWG-KP), which are the last round of sessions before the United Nations Climate Change Conference (Cop 16) to be held from November 29 to December 10, 2010, in Cancun, Mexico.

On this occasion, Secretary Espinosa short listed the following opportunities for growth and change that can help achieve the objective of the United Nations Framework Convention on Climate Change (UNFCCC) in the shortest period of time.

- New developments in renewable energy and clean technologies that can facilitate access to energy sources and energy efficiency;
- Improved housing and transportation for our citizens;
- Less pollution, fewer respiratory illnesses and a better quality of life for all; and
- Sustainable methods of land, forests, and water uses.

Attachment: 1. Participation of Ambassador Patricia Espinosa, Minister of Foreign Affairs of Mexico and Appointed President of the COP 16/CMP 6, during the 12th Session of the AWG-LCA and AWG-KP 14 meeting. (Unofficial translation)

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
Ms. Christiana Figueres,
Executive Secretary of the UN Framework Convention on Climate Change

Distinguished delegates and observers:

It is a great honor to be here today in Tianjin and in this magnificent conference center. I thank the government of China and the local authorities the support they have provided for hosting this meeting. The interest in receiving this session of the working groups and the dedication shown in the negotiations, reveal the enormous commitment of China on climate change. We all know the important role played by our hosts in the process, so I'm sure that with your support we will make Cancun a success that will mark the beginning of a new era of global action on climate change.

Tianjin is the last session of the working groups before the Cancun Conference. Over the past six days we have revised negotiating texts and worked in order to extract from them the elements that will be part of the package of decisions that will be adopted in Mexico.

I appreciate the effort and leadership of the chairpersons of the working groups, and all delegations for their commitment. It has certainly been progress in some areas. No doubt there are still tasks to be done in the coming weeks.

As incoming President, I reiterate my commitment to working with you, with the Secretariat and the Chairmen of the Working Groups, in an inclusive and transparent manner, to reach fair, balanced results based on the Bali Action Plan and generate effective actions. We must show to the world public opinion that governments are moving in the substantive agenda. We must also show that the multilateral system is the appropriate method of generating responses to global challenges.

Distinguished Executive Secretary:

The views on the scope of what we can approve at the conferences are diverse, but we all, without exception, recognize that our responsibility now is to take action. The relevant principle of shared but differentiated responsibility, should lead us to a balanced package of decisions as ambitious as possible, and address both compliance with the United Nations Framework Convention on Climate Change (UNFCCC) and issues regarding the implementation of the Kyoto Protocol.
The severity of the effects of climate change and its consequences for large segments of our population does not support any further delay and without question, Cancun is an opportunity to make decisions that put the world on the path of genuine sustainable development.

Mexico, like other countries, is exposed to the ravages of climate change. In 2005, for example, we suffered the worst recorded hurricane season and this year, 2010, a season of unprecedented rains caused the worst floods in the recent history of our country.

As I noted earlier the response to climate change is inextricably linked to our development policies and therefore is an evolving process. The challenges it presents are significant, but are also great opportunities for growth and change, as the answers we give to them will allow us to explore, among other things:

- New developments in renewable energy and clean technologies that can facilitate access to energy sources and energy efficiency;
- Improved housing and transportation for our citizens;
- Less pollution, fewer respiratory illnesses and a better quality of life for all;
- Sustainable methods of land, forests and water uses.

The use of these development tools means a breakthrough in climate change actions. They will also involve direct and tangible benefits for our societies.

In any subject of such a complex nature as climate change, there are no unique decisions that can solve, by themselves, all angles and related implications. We can, however, agree on immediate measures to put us on track to achieve the objective of the Convention in the shortest time possible.

Cancun may also be a key step in generating the necessary conditions to reach a new legally binding agreement that is an aspiration of many of us, if not of all.

It is necessary to:

- Strengthen institutional frameworks for adaptation and technology so that developing countries can increase their capacity to address climate change and continue to meet the needs of their populations, also under the parameters of transparency:

- Adopt a sound financial architecture to swiftly generate and canalize resources for an effective climate actions both, in the field of mitigation and adaptation, with a long-term perspective;
- Create an institutional framework that ensures the preservation of forests and reforestation with all its environmental and social benefits;

- Promote an international cooperation scheme that contributes to create or strengthen the capacity of all countries, including technology transfer, especially for the most vulnerable, to implement the actions and changes needed to tackle climate change; and

- Deepen our mitigation actions in accordance with our common but differentiated responsibilities and respective capabilities, under the parameters of transparency.

Building on these areas, we will be able to make significant progress in Cancun. I hope we can achieve specific agreements to strengthen the implementation of the UNFCCC and the Kyoto Protocol, ensuring continuity of the regime and its basic principles.

The challenges are many, but working together we will succeed. For the welfare of our citizens, especially those who face conditions of less developed and more vulnerable, we cannot let this opportunity go by.

Thank you very much.

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16th Conference of the Parties (COP 16) / 6th Conference of the Parties serving as the meeting of the Parties to the Kyoto Protocol (CMP 6)

12th Session of the Ad Hoc Working Group on Long-term Cooperative Action under the Convention (AWG-LCA) and the plenary of the Ad Hoc Working Group on Further Commitments for Annex I Parties under the Kyoto Protocol (AWG-KP)
UPDATE ON SELECTED STRATEGIES FROM THE OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN

Introduction

As a follow up to the Regional Comprehensive Plan (RCP) initiatives in 2005, the SANDAG Borders Committee and the Committee on Binational Regional Opportunities (COBRO) identified the Otay Mesa – Mesa de Otay binational corridor study area for a binational planning pilot project. Transportation, economic development, housing, and environmental conservation were identified as the main issue areas for the Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan.

The Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan created a process for collaboration and established a framework for binational collaboration and planning. This partnership continues to grow through the implementation of several initiatives identified in the Strategic Plan and serves as a guide for future binational planning efforts.

The Otay Mesa – Mesa de Otay Binational Corridor Strategic Plan was approved in 2007 by both the SANDAG Board of Directors and the City of Tijuana City Council. Since then, three annual reports were produced in 2008, 2009, and 2010 to review progress on selected actions of the strategic plan. This second interim report in 2010 provides the latest updates to highlight progress during the current municipal administration of the City of Tijuana. The current administration of Mayor Jorge Ramos will be replaced by Mayor elect Carlos Bustamante on December 1, 2010.

Discussion

This draft interim progress report was provided to the Committee on Binational Regional Opportunities (COBRO) at its November 2, 2010, meeting. Input received from COBRO members was incorporated into this draft. It includes updates for transportation, economic development, and environmental actions.

TRANSPORTATION ACTIONS

ISSUE: IMPLEMENT THE FUTURE OTAY MESA EAST-MESA DE OTAY II PORT OF ENTRY (POE) AND CONNECTING ROADS

In the past year, Caltrans, the U.S. General Services Administration (GSA), the County of San Diego, SANDAG, and the Mexican government continued to make progress to advance the implementation
of the proposed Otay Mesa East – Mesa de Otay II POE and connecting roads on both sides of the border (Figure 1). Caltrans District 11 has taken the lead on several planning tasks to advance this project. In Mexico, the Secretariat of Communications and Transportation (SCT) also has undertaken required studies for the Mesa de Otay II POE and connecting roads.

Caltrans, in cooperation with GSA and the Federal Highways Administration (FHWA), initiated project-level environmental clearance studies for State Route 11 (SR 11) and the Otay Mesa East POE. A Tier II Environmental Impact Report/Environmental Impact Statement (EIR/EIS) is evaluating the design and operational alternatives for SR 11, the POE, and a potential Commercial Vehicle Enforcement Facility (CVEF). The draft EIR is a key step toward environmental clearance for the implementation of the projects and is scheduled to be released during the end of November 2010 along with the circulation of the draft project report for SR 11.

In addition, the engineering studies for both SR 11 and the new POE are also expected to be completed by December 2011. The design and right-of-way acquisition are scheduled for 2012 and construction is expected to begin in late 2013, with completion in 2015.

Caltrans, in collaboration with GSA, Customs and Border Protection (CBP), and SANDAG, has engaged an architectural firm, Siegel and Associates, to undertake the Program Development Study (PDS) for the POE, which is 75 percent complete. Work on the PDS is anticipated to be complete by the end of 2010 or early 2011. Furthermore, the team recently concluded interviews and selected a legal counsel for the SR 11/Otay Mesa East POE project.

SANDAG and Caltrans are working jointly to develop a financial strategy to build the SR 11/Otay Mesa East POE project. SANDAG and Caltrans have engaged Barclay's Capital as the Senior Investment Underwriters and Public Financial Management (PFM) to assist with bond placement and other elements of the project financing. SANDAG and Caltrans are also working with Mexico to conduct a traffic and revenue study for the project.

Finally, FHWA recently awarded SANDAG a grant to conduct an Intelligent Transportation Systems (ITS) Pre-Deployment Study for the project. This study will create a Concept of Operations or blueprint for what ITS strategies should be implemented at the new border crossing. ITS components of the project include a system that will notify travelers of border wait times so they are able to choose which POE to use to help streamline traffic by minimizing congestion.

ISSUE: IMPLEMENT IMPROVEMENTS TO EXISTING OTAY MESA – MESA DE OTAY POE AND CONNECTING ROADS

State Route 905 (SR 905)

SR 905 is a six-lane freeway being constructed in phases from Interstate 805 (I-805) to the Otay Mesa POE at the U.S.-Mexico Border to serve the POE and businesses and residents in the Otay Mesa area. It connects with other major interstate routes such as I-5 and I-805 and will include grade-separated local access interchanges and a freeway-to-freeway interchange with the South Bay Expressway (SR 125 South). Portions of this interchange will be included with the SR-11 project.
Construction of Phase 1A from Siempre Viva Road Interchange to Britannia Boulevard began in April 2008. Completion of this portion is expected by fall 2010. Phase 1B from Britannia Boulevard to just east of the I-805/SR-905 Interchange began construction in July 2010 and is expected to be completed by summer 2012. In addition, SANDAG and Caltrans received $20.2 million in federal stimulus funds for Phase 2 to complete the connection of I-805 with SR 905. The interchange for SR 905, SR 125, and SR 11 would be part of Phase 3.

Proposed Cross Border Facility (CBF)

In 2008, in an effort to advance this concept, a private investment group, 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. Its intent is to build a full-service crossborder passenger facility. This proposed San Diego-Tijuana CBF project includes the construction and operation of the CBF and an above-grade pedestrian bridge linking border facilities in the United States with a commercial passenger airport terminal at Tijuana International Airport (TIJ).

The CBF would enable ticketed airline passengers to travel between Mexico’s TIJ and San Diego, California, via an enclosed, elevated pedestrian bridge. The CBF will consist of a main building on the U.S. side of the border housing U.S. CBP inspection facilities along with shops and services to accommodate travelers; an approximately 525-foot pedestrian bridge from the main building on the U.S. side connecting into TIJ’s passenger terminal on the Mexican side; and parking facilities and areas for car rentals and potentially bus service on the U.S. side. The CBF is expected to serve 2 million passengers annually, a number that is forecasted to increase to 4.9 million by 2030.

The following summarizes the latest project developments:

- Approval of the Presidential Permit from the U.S. Department of State was granted on August 4, 2010.
- Additional approvals that need to be secured include the City of San Diego’s Planned Development Permit and Vesting Tentative Map as well as evaluation through the California Environmental Quality Act (CEQA) approval process, which is expected to begin in spring 2011.
- The anticipated adoption of the Otay Mesa Community Plan Update (OMCPU) would allow for these approvals of the CBF, so that construction could begin in late summer 2011.
- The project developer (Otay-Tijuana Venture, LLC.) anticipates that the crossborder airport terminal could start operating in late 2012 or early 2013.

ISSUE: FACILITATE IMPROVEMENTS TO CROSS-BORDER AND REGIONAL PUBLIC TRANSPORTATION SERVICES

SANDAG is in the process of preparing an Environmental Impact Report (EIR) for the South Bay Bus Rapid Transit (BRT) project. Figure 2 illustrates the South Bay BRT alignment. Several technical studies are being conducted including: traffic, habitat, noise, and visual. Extensive public outreach commenced in fall 2009 and continues as part of the EIR underway in compliance with CEQA. The planned South Bay BRT project is a 21-mile, reliable, high-frequency transit service between the Otay Mesa POE and downtown San Diego via eastern Chula Vista. A public workshop will be held in November 2010 to present alternative alignments and to solicit public input. Additional public
workshops will be held during the EIR process. The Draft EIR is expected to be completed in the summer of 2011. The South Bay BRT project is on schedule to be implemented in 2014.

ECONOMIC DEVELOPMENT ACTIONS

ISSUE: PROMOTE CREATION OR EXPANSION OF COMMON EMPLOYMENT CLUSTERS ON BOTH SIDES OF THE BORDER AND ADDRESS FUTURE INDUSTRIAL LAND USE SUPPLY AND DEMAND

In 2007, the San Diego Dialogue produced the first briefing paper titled Borderless Biotech & Mexico’s Emerging Life Sciences Industry, which outlines progress on this collaborative effort. The report describes the San Diego border region as a portal for borderless biotech due to its strategic location along the U.S.-Mexico border and the unique opportunity to work with Mexico’s emerging life science industry. Merck & Co., and its subsidiary Merck, Sharp, & Dohme - México, sponsored a multiyear initiative to link regions in Mexico with strengths in the life sciences with San Diego. This initiative began in 2007 and was recently completed in September 2010.

In 2008, stakeholders from the Mexican regions of Cuernavaca, Guadalajara, Guanajuato, and Monterrey were in the process of formally establishing the Mexican Life Sciences Alliance to collaboratively promote their capabilities internationally, including a showing at the San Diego BIO tradeshow in June 2008. They also agreed to co-develop a proposal to the Inter-American Development Bank (IDB). Under a three-year grant, IDB funding would be used to support Alliance activities to build commercialization infrastructure (e.g., training and policies) within participating research institutions, business support services for new life science startup companies, and international outreach for research and business development opportunities which include linkages with San Diego’s life sciences community. Under the proposal UCSD Extension (San Diego Dialogue and Global CONNECT) and Merck & Co., would serve as partners to the Alliance.

The Mexican Life Sciences Alliance became formalized as a Mexican civil association (asociación civil) in mid-2009, and submitted its proposal to the IDB shortly thereafter. Due to difficulties securing matching funds required by the IDB during the economic downturn, the Alliance’s proposal was put on hold. Member regions are continuing to pursue development strategies with state and local sources of support.

Beginning in fall 2009, San Diego Dialogue and Global CONNECT launched a process of providing advice and input to new Mexican life science start-up firms. Among the five companies accepted into the program, two have offices in Otay Mesa. These were referred to CONNECT for participation in its Springboard coaching and mentoring program, and as of October 2010, one company has completed the program and the other four are still in process. San Diego Dialogue and Global CONNECT also held additional workshops in Mexico and San Diego. An April 2010 workshop focused on the different kinds of capital available to life science companies. The final workshop, held in September 2010 in Mexico City in partnership with Angel Ventures Mexico, provided an overview of angel investing and how to organize angel investor networks in Mexico. The latter workshop included participation by the San Diego Chapter of the Tech Coast Angels.
San Diego Dialogue and Global CONNECT continue to have ongoing relationships with regions in Mexico. Beginning in September 2010 and running through early 2011, both organizations have partnered with Mexico’s Technology Business Accelerator (TechBA) office in Phoenix, Arizona, to provide coaching and mentoring services to high technology companies that wish to further develop their business networks in the San Diego region. Successful completion of this pilot program may result in the expansion of the program to companies incubated in other TechBA offices, such as those in Silicon Valley and Austin, with the hope that these companies will eventually establish offices in San Diego.

ENVIRONMENTAL ACTIONS


Comprehensive Road Rehabilitation Project in the City of Tijuana (Programa Integral de Repavimentación)

According to the Border Environment Cooperation Commission (BECC), Tijuana’s air pollution problems are primarily caused by vehicular emissions and suspended dust particles. As part of the Border 2012 Program, EPA and SEMARNAT performed an emissions study of the border region, which ranked the Tijuana-San Diego metropolitan area air basin as first in the U.S. - Mexico border region in terms of pollutant emissions derived from mobile and area sources, including: nitrogen oxides (NO), sulphur dioxide (SO), carbon monoxide (CO), and fugitive dust (PM10 and PM2.5).

Based on this information the City of Tijuana recognized the need to tackle these air pollution problems through improving its infrastructure. Its primary roadway system shows deterioration from potholes, erosion, shifting asphalt, and leveling and runoff problems caused by the uneven terrain of the city. A majority of roadways are over 30 years of age and have exceeded the average 8-14 year life cycle for asphalt pavements. Historically, the City has allocated a significant portion of its public works budget (US $750,000 on average) for the rehabilitation and maintenance of its principal roadways, particularly for the repair of potholes. However, despite this maintenance, the roadways continue to show substandard travel conditions, due to aging, weather, and high traffic volumes.

After analyzing various options for implementing a comprehensive solution to this problem, the City determined that the most viable long-term solution was the rehabilitation of the primary roadway system with a concrete overlay known as “whitetopping.” Cement concrete has a longer useful life and lower maintenance requirement compared to asphalt. Consequently, asphalt could be several times more expensive than whitetopping over the Project’s life cycle.

In 2009, the City of Tijuana applied for a North American Development Bank (NADB) loan of US$109.8 million certified by BECC to complete construction of the Comprehensive Road Rehabilitation Project in Tijuana, Baja California. This represents 85 percent of the financing and of the total project cost of US$125.46 million.
The loan financing is being provided under an innovative public-private financing structure designed to finance the project with debt for a term of 20 years. Under this arrangement the private contractor, Cementos Mexicanos (Cemex), entered a construction and financing agreement with the City of Tijuana, which is converted into a long-term debt obligation between the City and NADB.

The project consists of the rehabilitation of primary roadways with a total length of 160 km (100 mi) and an area of 4.3 million square meters ($m^2$) (46.3 million $ft^2$), and also includes the rehabilitation of storm drains, construction or reconstruction of curbs and sidewalks, and the restoration of landscaping adjacent to the roadways.

The rehabilitation is anticipated to improve air quality in the region by facilitating traffic flows through improved road conditions and fewer street closures for repairs, eliminating the asphalt debris, and reducing the need for constant pothole repair using hot asphalt mix. The use of whitetopping instead of asphalt will also mitigate the heat island effect, as well as increase the efficiency of street lighting. Moreover, the project will extend the useful life of the streets by 30 years, which will reduce maintenance costs, thus increasing the City’s ability to fund other infrastructure needs. It is anticipated to be completed in November 2010.

Greenhouse Gas (GHG) Emissions

The study titled GHG Emissions due to Vehicle Delays at the San Diego – Baja California Border Crossings addresses the public health concerns related to GHGs in the context of global climate change. It includes a study of estimated GHG emissions due to northbound vehicle delays at the three San Diego County – Baja California border crossings (located in San Ysidro, Otay Mesa, and Tecate) in fiscal year (FY) 2009.

Estimations were based on emission rates derived from EPA’s latest mobile vehicle emission simulator model, MOVES2010. FY 2009 emissions were approximately 80,000 metric tons (MT) of CO$_2$Eq for all three border crossings combined, comprising 0.5 percent of total on-road transportation emissions in San Diego County based on the latest 2006 inventory. The study showed that Otay Mesa contributed 30 percent of total emissions and heavy-duty diesel trucks at the Otay Mesa commercial crossing contributed the most on a per vehicle basis (15.3 kg CO$_2$Eq/crossing). The paper includes recommendations to reduce GHG emissions for the border region including increasing SENTRI participation, decreasing border delay times, and creating a border crossing process that allows drivers to turn off their engines while waiting in line.

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1 GHG Emissions Due to Vehicle Delays at the San Diego-Tijuana Border Crossings; Suzanne Louise Barzee, July 2010
Next Steps

The Borders Committee is asked to discuss and comment on this draft interim progress report. Input received from the Borders Committee will be incorporated into a final report.

CHARLES “MUGGS” STOLL
Director of Land Use and Transportation Planning

Attachments:  1. Otay Mesa East – Mesa de Otay II POE and Connecting Roads
              2. South Bay Bus Rapid Transit (BRT)

Key Staff Contact: Ron Saenz, (619) 699-1922, rsa@sandag.org
The new Express Lanes, in-line transit stations, and Park & Ride locations would accommodate the proposed SANDAG South Bay BRT Project. This transit service will connect the Otay Mesa Port of Entry to downtown San Diego.

Express Lanes will be constructed in the center of the freeway between East Palomar Street and the I-805/SR 15 interchange. The new lanes will offer users expanded transportation choices to bypass congestion.

Express Lanes

Direct Access Ramp (DAR)

A new Direct Access Ramp (DAR) will be constructed on East Palomar Street. DARs connect surface streets directly to Express Lanes in the center median, allowing travelers to enter the Express Lanes without having to navigate through the general purpose lanes.

Direct Connectors

Direct connectors link Express Lanes on one freeway to another. The I-805 South Project will include one direct connector to SR 15. A direct connector at SR 94 is planned as part of a separate project.

In-Line Transit Stations

New transit stations will be constructed in the freeway at H Street and Plaza Boulevard, providing access to the SANDAG South Bay Bus Rapid Transit system.

Park & Ride Stations

Park & Ride stations will be constructed near the in-line transit stations and near the proposed DAR and transit station at Palomar Street. The purpose of the stations is to provide travelers with access to the Bus Rapid Transit system, and to provide carpoolers with a convenient location to leave their cars.

Bus Rapid Transit (BRT)

The new Express Lanes, in-line transit stations, and Park & Ride locations would accommodate the proposed SANDAG South Bay BRT Project. This transit service will connect the Otay Mesa Port of Entry to downtown San Diego.
SAN YSIDRO PORT OF ENTRY PEDESTRIAN CROSSING REPORT (AUGUST 2010)  File Number 3400200

This report will present the findings of a survey conducted by the South County Economic Development Council in July 2010 at the busiest land Port of Entry (POE) in the United States. The goals of the survey were to increase the understanding of the reasons people cross at the San Ysidro POE, solicit input on the functionality of the border crossing, and communicate ways to reduce wait times for pedestrian crossers at the San Ysidro POE.

CHARLES “MUGGS” STOLL
Director of Transportation and Land Use Planning


Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
San Ysidro Pedestrian Crossing Report

August 20, 2010

SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL

Report prepared by:

Antonio Cruz, Border Survey Project Manager
Cindy Gompper-Graves, Chief Executive Officer
Preface

The international border between Mexico and United States; between Tijuana and San Diego is an economic engine. It is a gateway for commerce. Companies locating on both sides of the border exchange employees between San Diego and Tijuana. Tourists visit San Diego and Tijuana to enjoy both countries and during their stay spend money in both countries. Local consumers shop on both sides of the border buying daily needs in both San Diego and Tijuana.

The San Ysidro Port of Entry (SYPOE) is the busiest Port of Entry in the world. With over 50,000 people walking or driving across the border daily it is the gateway for commerce, business, tourism, family visits, employment, education and more. This vital link serves as the front door for two neighboring countries, the United States and Mexico.

In January 2006 the San Diego Association of Governments (SANDAG) released a study entitled “Economic Impacts of Wait Times at the San Diego-Baja California Border.” In this study SANDAG indicates that “…traffic congestion and delays cost the US and Mexican economies an estimated $6 billion in gross output in 2005.” It is because of the economic losses due either directly or indirectly to border wait times and the economic nexus that exists between these two countries that South County Economic Development Council (SCEDC) undertook the effort of obtaining input from pedestrian crossers at the San Ysidro Port of Entry.

In May 2010, Customs and Border Protection Commissioner Alan Bersin challenged stakeholders and Customs and Border Protection (CBP) employees to increase pedestrian Secure Electronic Network for Travelers Rapid Inspection (SENTRI) participation by 70% suggesting this would dramatically reduce wait times. SCEDC, supportive of actions to reduce pedestrian crossing wait times, pursued this survey as a tool to also find ways to increase SENTRI participation as a means of reducing border wait times and consequently reducing economic losses due to delays at the border.

The purpose of this report is not to debate the need for a border or the need for increased or reduced security measures. Rather, this report is intended to convey the survey findings. Such survey was conducted to increase the understanding of the purpose people cross at the SYPOE, solicit input on its functionality of the border crossing and communicate ways to reduce wait times as it relates to pedestrian crossers at the San Ysidro Port of Entry.
Introduction

SCEDC set out to interview 1,000 pedestrian border crossers during July 2010 in an effort to understand the reasons people cross from Mexico into the United States, quantify their wait time, determine the impact of SENTRI, and determine the potential to increase SENTRI enrollment.

Understanding why border crossers have not enrolled in the SENTRI program, reasons for crossing and quantifying the wait time will help focus efforts toward successful marketing of this program, determine needed infrastructure improvements and recommend and facilitate procedural improvements all directed toward reducing border wait time. Border wait times have a direct impact on the local economies by affecting employee attendance and tardiness as well as levels of consumer and tourist spending.

Location and Time

The survey was conducted at the SYPOE in San Diego, California. Surveyors were located outside the SYPOE facility on the United States side, adjacent to the San Ysidro Trolley Station. CBP allowed SCEDC unprecedented access to the port’s facility providing an opportunity to survey all pedestrian crossers.

The survey was conducted during the week of July 13 through 19, 2010 from 6:00 a.m. to 6:00 p.m.

Survey Respondents Demographics

Survey respondents were randomly selected as they exited the SYPOE into the United States. Surveyors conducted face-to-face interviews in English and Spanish asking respondents pre-established open-ended questions. Surveyors received training on how to mark the most appropriate option on the survey and to document all unforeseen answers not fitting an option. To reduce the potential for perceived intimidation to affect participation, questions regarding citizenship were optional and asked last.

In total, 1,175 surveys were collected from pedestrian border crossers entering the U.S. There was a relatively equal gender distribution with female respondents completing 52% of the surveys and males completing 48%.

Respondents were classified into four age groups 0-18, 19-30, 31-50 and Over 50. Over 60% of respondents fell within the workforce age group 19-50 years of age.
Please note that there is a potentially significant percentage of the “Over 50” category that may also be in the workforce. Both age and gender data was collected by visual observation and respondents were not asked their age or sex directly.

Pedestrian border crossers were asked about their citizenship. 54% of respondents identified themselves as Mexican citizens, 30% indicated U.S. citizenship, 14% indicated being Green Card Holders, 1% indicated “Other” which consisted of European respondents, and 1% indicated they possessed Dual Citizenship with most respondents indicating they were both U.S. and Mexican citizens. Only a couple of respondents indicated holding both U.S. citizenship and citizenship from a South American country.

Crossing the Border

FREQUENCY OF CROSSING

When asked how frequently respondents crossed from Mexico into the United States, 33% of the respondents said they crossed the border at least several times a week. 24% answered they cross the border every day. 17% indicated crossing once a week, 15% once a month, 6% cross a couple of times a year, 3% cross once a year, and 2% indicated crossing almost never.
REASON FOR CROSSING

The number one response respondents gave for crossing the border was shopping with 31% citing this as their primary reason. Over 75% of those who indicated they crossed the border into the United States for shopping indicated being Mexican citizens. The second reason for pedestrian border-crossing was to visit friends and/or family at 24%. 23% of survey respondents indicated crossing for business/work. 8% of respondents indicated they were crossing to go to school. 6% of respondents crossed for tourism. 5% of respondents crossed for medical services, and 3% mentioned other responses. Of the “other responses” the most predominant reason they were returning home to the U.S. after having been in Mexico was for personal reasons and they declined to further describe their response.

It should be noted that the survey was conducted during summer season between the hours of 6:00 a.m. and 6:00 p.m. Consequently, the results may not be proportionally representative of responses indicating crossing to attend school. In addition, the hours in which these surveys were conducted were conducive to extracting information from crossers going to work, to shop or to visit friends/family.
SENTRI

SENTRI ENROLLMENT

Of the 1,175 respondents, only 5% of respondents indicated being SENTRI cardholders. 1,094 respondents indicated they are not enrolled in SENTRI.

95% of respondents are not SENTRI cardholders

REASON NOT ENROLLED IN SENTRI

When asked why pedestrian border crossers were not enrolled in the SENTRI program, the majority of respondents indicated not finding enough value to outweigh the cost or effort to apply.

22% indicated a SENTRI card would not save time. A common misperception reported by respondents was that SENTRI cardholders had to wait in the same line in order to advance to the SENTRI checkpoint. Also, a few respondents also indicated not crossing the border enough to warrant having a SENTRI card.

20% said they don’t know how to obtain a SENTRI card indicating that they were not aware of how to, or where to, apply for a SENTRI card. These respondents indicated not knowing about the online system or where to go for information on how to obtain a SENTRI card.

15% have never thought about it or simply did not know about the SENTRI program. These respondents have never considered getting a SENTRI card.

14% did not know if they were eligible for the SENTRI program. Respondents indicated they did not know the criteria to qualify for the program.

12% said they cannot afford the card and often expressed the popular belief that the card is far more expensive than it actually is. Numerous respondents commented that the initial fee needs to be paid every single year and they believe the price ranges from $180-$300 per year. According to the official SENTRI website (http://www.cbp.gov/xp/cgov/travel/trusted_traveler/sentri/faqs/sentri_faqs2.xml), as of 6/14/2010, the actual total cost is $122.25 per person and is valid for 5 years.
9% mentioned other responses such as: too much paperwork, ignorance about the effectiveness of the card, no time to apply, fear of having legal status revoked for failure to maintain U.S. residence, and the strictness of the requirements.

4% know they do not meet all the requirements. These respondents are people who have actually tried to enroll in SENTRI and have been denied or include people who acknowledged themselves having a criminal record and therefore are certain would not qualify.

4% of respondents did not want to respond.

SENTRI is the Secure Electronic Network for Travelers Rapid Inspection and is one of many Customs and Border Protection trusted traveler programs. CBP’s Trusted Traveler Programs provide expedited travel for pre-approved, low risk frequent border crossers through dedicated lanes and kiosks. Specifically, SENTRI allows members access to dedicated lanes in order to expedite crossing between the U.S. and Mexico only. The application process is open to U.S Citizens and none U.S. Citizen capable of providing original documentation of evidence of immigration admissibility to the U.S.
http://www.cbp.gov/xp/cgov/travel/trusted_traveler/sentri/sentri.xml

Respondents’ Recommendations for Border Efficiency

Respondents provided the following recommendations when asked for one change they considered necessary to reduce pedestrian wait times:

42% indicated a need to increase the number of open lanes. Respondents indicated that at certain peak times during the day there is only a limited number of lanes open.

25% mentioned the need for faster inspection by CBP agents. Respondents said that CBP agents take too long when inspecting documents, asked too many questions, and socialized with other agents while on duty.

11% said completion of the border expansion projects would reduce wait times. Respondents expressed a need to finish currently on-going projects to effectively process pedestrian crossers.
9% indicated a need to develop new infrastructure. Respondents mentioned the need to start projects such as new ports of entry in San Ysidro and Otay Mesa, etc.

Note: Respondents may not be aware of proposed infrastructure. Answers to this question may overlap with the answers provided above regarding the need to complete the infrastructure.

4% of crossers believed improved technologies would lead to faster lines and inspection. Respondents mentioned technology such as “smart cards with chips”, more scanners and biometric technologies could be used to inspect crossers.

4% expressed the need for an increase in SENTRI enrollment. Respondents said more people should enroll in SENTRI in order to avoid long lines.

2% mentioned other responses. Most notably, respondents answered the reduction of “cutters” (people who cut in line without waiting). Respondents indicated this is a major problem on the Mexican side of the border making the problem of long wait times disproportionately longer for people waiting their turn and beginning the process by standing at the end of the line.

2% of people refused to respond to this question.

1% of respondents did not provide a suggestion to reduce wait times.

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**Findings**

The following findings are based on the data and comments documented in the 1,175 pedestrian surveys collected:

1. **Typically, Mexican citizens do not know about the SENTRI program or did not know specific details about the program’s qualifications, application process, price, or advantages of being a cardholder.**

   The data showed that most Mexican citizens crossing from Mexico into the United States have very limited information about SENTRI and do not know how to obtain more information. They also held many misconceptions about the program in terms of price, application process, value, etc.

2. **There is no perceived value (time saving) in being a SENTRI cardholder.**

   Non-SENTRI pedestrian crossers believe having a SENTRI card will not reduce their wait time. Respondents think it will take them the same amount of time to cross the border and that they would not be treated as “trusted travelers”.
3. **Perceived lengthy SENTRI application process.**

   Respondents believe the application process to enroll in the program would take too long and mentioned not knowing where to find the application or more information about the program.

4. **“Cutting” causing longer wait times.**

   Respondents said they typically see people cut in line on both the U.S. and Mexico sides. In Mexico, people walk up to the front of the line and wait for a chance to cut. This includes very large groups of students or workers who find someone waiting in line for them and stay with them instead of starting at the back of the line. Furthermore, several respondents commented that people are paid to save places in line. On the U.S. side, after passing the first gate, people reported seeing others squeeze through the sides of the line to try to get to shorter CBP inspection booth lanes.

   “Cutting” increases wait times. For example, people toward the back of the line that would normally wait 30 minutes, may experience a much longer wait time caused by people cutting to the front of the line instead of starting at the back. Consequently, the increase in the number of people being processed lengthens wait times.

   Typically, authorities do not supervise or deter “cutters” from getting in line.

5. **Shift changes equate to reduction in service.**

   Respondents commonly mentioned that during shift changes there is too much socializing between CBP officers.

6. **Wait time is unpredictable.**

   Information disseminated about wait times via CBP’s website, radio stations, television, etc., is not accurate. Pedestrian SENTRI wait times are not typically reported.

7. **Secondary inspection processing equates to lengthier wait times.**

   Respondents identified that the process of taking an individual to secondary inspection has a direct impact on wait times. They mentioned this process takes two officers out of their booths indefinitely and can be mitigated by replacing agents to keep lines moving. Typically, officers must prepare reports when taking someone to secondary and that further keeps them from inspection booths for significant amounts of time. Crossers indicated having to wait until officers return before the line starts moving again.
8. A criminal record makes one ineligible for the SENTRI program.

Respondents believed having traffic violations makes them ineligible for the SENTRI program. Several respondents openly conveyed they were former felons and thought they would not pass the background check required by the SENTRI program.


Many respondents cited customer service concerns and cultural differences as an area of concern. Respondents believed some officers appear too authoritative and come off as condescending. While others noted that because they are frequent crossers they have learned which officers they prefer when crossing because those officers treat them with more courtesy.

10. SENTRI cardholders do not feel they are treated as “Trusted Travelers.”

Respondents identified as SENTRI cardholders indicated they are often not treated as “Trusted Travelers” all the time. Others expressed concerns over not having the SENTRI booth staffed at all times, confusion between SENTRI and bus lanes, receiving poor customer service, and being put through the normal process as people who do not have SENTRI cards.

11. Cost is too high

Respondents indicated cost as a barrier to participation, especially when a SENTRI cardholder travels with family. They are under the impression that each family member (including minors) counts as an individual application and requires separate additional payment.

Recommendations

Based on the survey findings, SCEDC makes the following recommendations: Marketing for SENTRI program, increase the value of SENTRI, and improve process.

Marketing SENTRI

1. Booth officers have direct access to frequent crossers and should be used to market the SENTRI program to those frequent crossers.

Survey respondents indicated typically getting the same officers when crossing the border. They indicated these officers know them already. These officers can be used to identify frequent crossers and market the SENTRI program by directly providing marketing materials and verbally recommending the program.
2. **Need for Spanish language SENTRI marketing.**

   Tangible marketing materials need to be available in Spanish and English to effectively market the SENTRI program. This is especially important considering survey data showed that over 50% of respondents identify themselves as Mexican citizens and likely use Spanish as their primary language.

3. **Port of Entry should market SENTRI.**

   SENTRI marketing efforts should include the use of the Port of Entry to distribute marketing material about the program. Signs inside the SYPOE advertising the program and directing people on how and where to get an application could significantly increase applications. In addition, audio and video announcements could increase the effectiveness of marketing efforts and increase pedestrian crossers’ awareness of SENTRI.

4. **Communicate value of SENTRI card.**

   Through the use of effective marketing, many misconceptions now associated with the SENTRI program can be eliminated. These misconceptions are deterring people from seeking to enroll in SENTRI. Additional marketing tools include signage on the Mexican side and advertising through electronic, print and social media.

**Value for SENTRI Cardholders.**

1. **In Mexico there is a need for a separate dedicated entrance for SENTRI cardholders.**

   On the Tijuana, B.C. Mexico side of the SYPOE, there is no separate access for pedestrian SENTRI cardholders. By having such an entrance, SENTRI cardholders will avoid mistakenly waiting in line to get through the gate and will prevent others from mistaking them for “cutters.” This entrance should be clearly marked to avoid confusion.

2. **Communicate SENTRI line wait times.**

   An effective way to establish and communicate SENTRI wait times would be to install electronic signs conveying accurate wait times for both regular and SENTRI lanes. This will make border crossers aware of the difference in wait times and entice potential SENTRI applicants to seek information regarding the program.

3. **SENTRI Card cost restructuring.**

   – **Reduced cost for families.**

   SENTRI currently offers reduced pricing for families. However, this information is not widely known. CBP should evaluate pricing structure and continue to work toward lowering participation cost.
– **Adjunct to your existing passport.**

It is recommended that the passport application process be modified to allow the option to apply for both a passport and a SENTRI card. Also, including additional information about the SENTRI Program along with the passport applications or passport marketing materials would greatly increase awareness about the SENTRI program.

**Process Improvement**

1. **Increase line monitoring to prevent cutting outside the gate in Mexico and inside the gate on U.S. territory.**

   Respondents indicated incidence of “cutting” being greatly diminished when security is visibly present. More security staff should be assigned to monitor the lines from back to front in order to eliminate “cutting.” The use of private security or police during peak periods stationed at the front of the line on the Mexican side and inside the U.S. facility can be used to support CBP’s efforts.

   - **Use stanchions designed to minimize line “cutting.”**

     An effective use of stanchions (i.e. ropes placed in a special pattern) inside the gate on U.S. territory could reduce instances of people cutting to the front of line.

2. **Separation of Western Hemisphere Travel Initiative (WHTI)-compliant lanes.**

   Wait times can be reduced if WHTI-compliant document holders are provided a dedicated lane. Crossers with WHTI-compliant documents usually require less inspection time than ordinary document holders.

3. **Backfill CBP officer when person taken to secondary.**

   When CBP officers take a person to secondary or additional inspection, it usually takes two officers to carry out this task and an unknown amount of time to complete paperwork to process that person. It is recommended CBP officers be assigned to backfill other officers to keep the lines constantly moving.

4. **Accurate wait time signage.**

   Communicating accurate wait times will clearly and immediately convey the advantages of the SENTRI program as people waiting in line see the decreased amount of wait time for SENTRI card holders. The use of electronic signage could continuously broadcast real wait times at the border.
5. Customer Service training.

There is a need to improve customer service perception among border crossers. This perception could be improved by providing and implementing appropriate customer service training. Various respondents identified two CBP officers at the San Ysidro Port of Entry as consistently providing superior customer service. Customer service standards need to be modeled after the behavior and service these officers provide.

6. Reevaluate existing regulations prohibiting criminal record holders/ felons from getting SENTRI as appropriate.

CBP should reevaluate regulations and seek additional flexibility as it applies to specific circumstances. For example, a 65 year old male who may have been convicted of non-violent felony when he was 19 years old (such as driving under the influence) should not be permanently barred from participating in the SENTRI Program.

Decision makers should be empowered to exercise judgment. Additionally, that flexibility should be conveyed to frequent travelers who are now, based on information found on the website, are disqualifying themselves from the SENTRI program.

7. Better inform existing SENTRI cardholders on SENTRI card protocol.

SENTRI cardholders are not always aware of all the benefits available to them as SENTRI cardholders. Information on what to do when crossing the border through the pedestrian access needs to be available for these crossers. This could be included in the SENTRI participant orientation, through signage at the lines requesting SENTRI card holders move to the front of the line and through marketing materials.

8. Separate entrance from Mexico for SENTRI cardholders.

Wait times can be reduced if pedestrian SENTRI cardholders were provided a dedicated northbound entrance through the gate into the SYPOE. This would all but eliminate the potential for conflict arising from SENTRI cardholders being mistaken as “cutters” and reduce SENTRI cardholders from mistakenly contributing to longer lines.

Conclusion

Several recommendations herein discussed can be quickly implemented with little effort or cost. SCEDC considers this effort as a benchmark and plans to continue to collect data quarterly throughout the year in order to collect a statistically significant representation that can be presented at the end of the year. Furthermore, SCEDC will continue to work with CBP and stakeholders to continue improving the SYPOE pedestrian crossing.

Additionally, SCEDC will work with other stakeholders to explore other measures of assessing and communicating real wait times for pedestrian crossers. One of the areas currently under discussion with
the Tijuana Economic Development Council (Tijuana CDT) is the ability to have cameras posted at various points of the pedestrian line to determine what the real wait time is and have that communicated to CBP so they may staff accordingly. The General Services Administration (GSA) is currently creating plans for the reconstruction and new construction of several ports of entry in the San Diego-Baja California area. These include the reconstruction of the SYPOE, remodel of Otay Port of Entry and new construction of the recently approved Otay 2 Port of Entry. These recommendations should be taken into account as new projects are considered and should be implemented where possible to avoid similar problems in the future.

Lastly, SCEDC makes these recommendations without regard for security concerns as that area of expertise lies with security officials for the United States and Mexico. This report is not intended to reduce security measures, but rather find ways for security and commerce to co-exist at the San Diego-Baja California ports of entry.
A Living Document

Transportation
Economic Development
Housing
Environment

Actions/Strategies
SR 905 - Key Milestones

Project Team Organization and Activities

SANDAG & Caltrans

SR 11 / OTAY MESA EAST POE PROJECT

Project Delivery Team

Mexico Coordination / Partnership

Financial Strategy Team

Intelligent Transportation System Team

Environmental Studies, NEPA/CEQA, FHW/A-Caltrans

Regulatory Engineering Project Report, FHW/A-Caltrans

POE Program Development Study, GWA/CBP, Caltrans/SANDAG, Siegel & Asso.

Traffic & Revenue, SANDAG/Caltrans/TBD

Legal SANDAG/Lindborg & Dril

Investment Banker, Barclays

Pre-Deployment Study (TBD)

COMMUNICATION & COORDINATION
SR 11 & Otay Mesa East POE Project Schedule:

Toll Finance Implementation/ Solicitation to financial firms 2010
Tier II Env. Doc. 2011
Design/Right of Way 2011/2012
Begin Construction 2013
End Construction 2015

Alternatives Studied

- No Interchange Alternative
- One Interchange Alternative
- Two Interchange Alternative
  - Design Variation with Full Interchange at Siempre Viva Rd
  - SR-125/11/905 Interchange Design Variations
Otay Mesa East Port of Entry

State of California
Commercial Vehicle Enforcement Facility

Federal Commercial Vehicle Inspection Area

Federal Passenger Vehicle Inspection Area

DRAFT
FOR PRELIMINARY DESIGN
PURPOSES ONLY

Otay Mesa - Mesa de Otay POE
Planned Transit

South Bay Bus Rapid Transit (BRT) service between Otay Mesa POE and downtown San Diego
27% of the metropolitan zone demand is captured on Corridor 1 (Refugio – San Ysidro)

18% of the metropolitan zone demand is captured on Corridor 2 (Santa Fe – Otay)

45% of the total metropolitan zone demand is captured on the two corridors
Proposed Crossborder Facility

- Tijuana International Airport
- U.S. Mexico Border

Economic Development

- Mexican Life Sciences Alliance
- Mexico’s Technology Business Accelerator (TechBA)
Environment

Comprehensive Road Rehabilitation Project in the City of Tijuana
Study on Greenhouse Gas Emissions Due to Vehicle Delays at the San Diego-Baja California Ports of Entry
San Ysidro Pedestrian Crossing Survey

July, 2010

Survey Respondents

Male  Female

52%  48%
Survey Respondents

**Age**
- 0-18: 8%
- 19-30: 30%
- 31-50: 38%
- Over 50: 24%

**Citizenship**
- U.S. Citizen: 30%
- Mexican Citizen: 54%
- Green Card Holder: 1%
- Other: 1%
- Dual Citizenship: 14%
Survey Questions

- How frequently do you cross from Mexico into the United States?
- Are you a SENTRI Card holder? If not, why not?
- Reason for crossing?
- What is ONE change that needs to be done to shorten the pedestrian wait time?

Frequency of border crossing?

- 1 Everyday: 24%
- 2 Couple of Times a Week: 3%
- 3 Once a Week: 6%
- 4 Once a Month: 17%
- 5 Couple of Times a Year: 15%
- 6 Once a Year: 33%
- 7 Almost Never: 2%
Reason for crossing?

- School: 8%
- Business/Work: 23%
- Shopping: 31%
- Visit friends/family: 24%
- Tourism: 6%
- Medical Services: 5%
- Other: 3%

Are you a SENTRI Card holder?

- Yes: 5%
- No: 95%

South County EDC - San Ysidro Pedestrian Crossing Survey, July 2010
Why not?

1. Cannot afford the card
2. Does not think they need it
3. Does not know if eligible
4. Doesn't know how to get one
5. Does not meet all the requirements
6. Other

8888 Doesn't apply/Doesn't want to respond
9999 Have never thought about it/ Doesn't know

What is ONE change that needs to be done to shorten the pedestrian wait?

1. Increase number of open lanes
2. Faster inspection by CBP agents
3. Complete border expansion project
4. Develop new infrastructure
5. Improved technology for faster access and inspection
6. Increased SENTRI enrollment
7. Other

8888 Doesn't apply/ Doesn't want to respond
9999 Doesn't know
Findings

1. Typically, Mexican citizens do not know about the SENTRI program or do not know specific details about the program’s qualifications, application process, price, or advantages.
2. There is no perceived value (time saving) in being a SENTRI cardholder.
3. Perceived lengthy SENTRI application process.
4. “Cutting” causing longer wait times.
5. Shift changes equate to reduction in service.
6. Wait time is unpredictable.
7. Secondary inspection processing equates to lengthier wait times.
8. A criminal record makes one ineligible for the SENTRI program.
10. SENTRI cardholders do not feel they are treated as “Trusted Travelers.”
11. Cost is too high.

Recommendations
Message/Marketing

1. Booth officers have direct access to frequent crossers and should be used to market the SENTRI program to those frequent crossers.
2. Need for Spanish language SENTRI marketing.
3. Port of Entry should market SENTRI.
4. Communicate benefits of SENTRI card.
Recommendations Benefits for SENTRI Card holders

1. In Mexico there is a need for a separate dedicated entrance for SENTRI Card holders.
2. Communicate SENTRI line wait times.
3. SENTRI Card cost restructuring.
   - Reduced cost for families.
   - Adjunct to your existing passport.

Recommendations Process Improvement

1. Increase line monitoring to prevent cutting outside the gate in Mexico and inside the gate in U.S. territory.
2. Use stanchions designed to minimize line “cutting.”
3. Separation of Western Hemisphere Travel Initiative (WHTI)-compliant lanes.
4. Backfill CBP officer when person taken to secondary.
5. Accurate wait time signage.
6. Customer service training.
7. Re-evaluate existing regulations prohibiting criminal record holders/felons from getting SENTRI as appropriate.
What’s next?

Questions?

Your thoughts and suggestions...
THANK YOU!