MEETING NOTICE
AND AGENDA

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

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

Tuesday, February 1, 2011
3:00 to 4:30 p.m.

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

Staff Contact: Hector Vanegas
(619) 699-1972
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AGENDA HIGHLIGHTS

• PROPOSED THEME AND DATE OF THE 2011 SANDAG ANNUAL BINATIONAL EVENT
• UPDATE ON SELECTED STRATEGIES FROM THE OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN
• THE NEW METROPOLITAN PLANNING INSTITUTE OF THE CITY OF TIJUANA
• CROSSBORDER TRAVEL BEHAVIOR SURVEY

MISSION STATEMENT

The Committee on Binational Regional Opportunities (COBRO) will advise the Borders Committee of the San Diego Association of Governments (SANDAG) concerning both short- and long-term binational related activities, issues, and actions; provide input regarding binational border-related planning and development; and identify ways to assist and coordinate with existing efforts in the binational area.

The COBRO will serve as a working group to the SANDAG Borders Committee to facilitate a better understanding of the binational border-related issues and needs of the California-Baja California region.
Welcome to SANDAG! Members of the public may speak to the COBRO on any item at the time that the Committee is considering the item. Please complete a Speaker’s Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications. Speakers are limited to three minutes. The COBRO may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at www.sandag.org under meetings on SANDAG’s Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two days prior to the COBRO meeting.

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

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Phone 1-800-COMMUTE or see [www.sdcommute.com](http://www.sdcommute.com) for route information.
ITEM #

1. WELCOME AND INTRODUCTIONS

+2. SUMMARY OF THE NOVEMBER 2, 2010, MEETING
   APPROVE

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS
   INFORMATION

Members of the public shall have the opportunity to address the COBRO on any issue within the jurisdiction of SANDAG 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 COBRO coordinator prior to speaking. Public speakers should notify the COBRO coordinator if they have a handout for distribution to COBRO members. Public speakers are limited to three minutes or less per person. COBRO members also may provide information and announcements under this agenda item.

CONSENT ITEMS (4 and 5)

+4. UPCOMING EVENTS
   INFORMATION

+5. OVERVIEW OF SAN DIEGO REGION’S INTERNATIONAL LAND PORTS OF ENTRY (Ron Saenz)
   INFORMATION

The San Diego region has three land Ports of Entry (POEs): San Ysidro, Otay Mesa, and Tecate, while a fourth is planned at Otay Mesa East. This report provides an overview of existing conditions at these POEs and planned modernization and construction projects.

REPORT ITEMS (6 through 10)

6. UPDATE ON THE CHARTER OF THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO)
   (Julia Coleman)
   INFORMATION

The Charter is a document that describes the purpose of the Committee, the line of reporting, responsibilities, membership, meeting time and location, selection of Chair, and duration of existence.
7. PROPOSED THEME AND DATE OF THE 2011 SANDAG ANNUAL BINATIONAL EVENT (Chair Paul Ganster)

The Committee will be asked to discuss and recommend to the Borders Committee that the 2011 binational event be held on Tuesday, June 7, 2011, as a binational seminar.

+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 COBRO on strategies accomplished on this plan.

9. THE NEW METROPOLITAN PLANNING INSTITUTE OF THE CITY OF TJUANA (Rodolfo Argote, Metropolitan Planning Institute of Tijuana)

This presentation will report on the recent creation of the new Metropolitan Institute of the City of Tijuana, which consolidates the former Municipal Planning Institute (IMPlan, in Spanish) and the City Development Planning Council (Copladem, in Spanish).

10. CURRENT CROSSBORDER TRAVEL BEHAVIOR SURVEY (Kristen Rohanna)

SANDAG is gathering information about Baja California, Mexico, residents travel patterns in San Diego County. This information is going to be used for a new Activity Based Transportation model that SANDAG is currently developing.

11. NEXT MEETING DATE AND LOCATION

The annual joint meeting of the Borders Committee, COBRO, and the City of Tijuana is scheduled for Friday, March 25, 2011, from 12:30 to 2:30 p.m. at SANDAG.

The next regular meeting of the COBRO is scheduled for Tuesday, April 5, 2011, from 3:00 to 4:30 p.m., at SANDAG.

+ next to an item indicates an attachment
SUMMARY OF THE NOVEMBER 2, 2010, MEETING

1. WELCOME AND INTRODUCTIONS

The November 2, 2010, Committee on Binational Regional Opportunities (COBRO) meeting was called to order by Chair Paul Ganster, Institute for Regional Studies of the Californias, SDSU at 3:13 p.m.

Members present were: Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU; Co-Chair Consul General Remedios Gómez Arnau and Consul Lydia Antonio, Consulate General of Mexico in San Diego; Vice Chair Cindy-Gompper-Graves and Efrain Ibarra, South County Economic Development Council (SCEDC); Efraín Ibarra, South County Economic Development Council; Elsa Saxod, SAXOD Enterprises /Past Chair; Anthony Aguirre, Caltrans District 11; Miguel Tapia, City of Chula Vista; Alberto Morghen, City of Tecate; Councilmember Luis Moreno and Lorena Flores, City of Tijuana; Dennis LaSalle, Consejo de Desarrollo Económico de Tijuana (CDT); Tito Alegría, El Colegio de la Frontera Norte; Yolanda Walther-Meade, Fundación Internacional de la Comunidad, A.C.; Nathan Owens, San Diego Dialogue; Angelika Villagrana, San Diego Regional Chamber of Commerce; Christina Luhn, San Diego Regional Economic Development Corporation; Thomas Currie, San Ysidro Chamber of Commerce; Saro Oliveri and Jaclyn Cooper, U.S. Customs and Border; David Fege, U.S. EPA Border Liaison Office.

Advisory members present: Kirk Lanz, Border Trade Alliance.

SANDAG staff present were: Hector Vanegas, Elisa Arias, and Dave Schumacher.

2. SUMMARY OF THE JULY 6 AND SEPTEMBER 2, 2010, MEETINGS

Action: Upon a motion by Angelika Villagrana and a second by Miguel Tapia, City of Chula Vista, the COBRO unanimously approved the meeting summaries.
3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

Chair Paul Ganster introduced Ana Marleny Bustamante, Universidad de Los Andes in Venezuela. She works with the center that studies border relations in South America and is in San Diego State University (SDSU) as a Fulbright Scholar, researching until spring 2011.

Lydia Antonio stated that at the last COBRO meeting, members suggested that the two consul generals, U.S. and Tijuana, meet to discuss climate change. She and Stephen Kashkett are arranging a meeting to discuss the topic.

James Clark, San Diego Regional Chamber of Commerce, stated that the International Tribute Awards will be held on November 29, 2010, at the San Diego Marriot. The event will honor Secretary Bruno Ferrari and local San Diego and Tijuana institutions, the art museums of Balboa Park and Tijuana Innovadora.

Dennis LaSalle, Consejo de Desarrollo Económico de Tijuana (CDT), stated that the Binational Mayors Summit will be held next week. The presentations to be given will discuss different border related topics that focus on water, border crossings, and environment. He recommended that the Mayors elect give the same presentation at the next COBRO meeting.

Angelika Villagrana, San Diego Regional Chamber of Commerce, remarked that since the last COBRO meeting, she made a trip to Washington D.C., where about 90 people attended, with excellent participation from Mexico. The visit included various border related engagements, including a meeting with General Service Administration (GSA).

Luis Moreno, City of Tijuana, stated that this meeting is the last for the current Tijuana Administration. He thanked everyone for their binational efforts and remarked that the resulting relationship between San Diego and Tijuana will continue to be strong.

Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU, expressed his appreciation for the City of Tijuana’s participation, on behalf of COBRO.

Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU, presented certificates to Lydia Antonio, Consul General of Mexico in San Diego and members from the City of Tijuana, who are leaving COBRO to pursue other endeavors.

CONSENT ITEMS (#4 through #7)

4. UPCOMING EVENTS (INFORMATION)

Chair Ganster invited attendants to review upcoming events and meeting times that were included in the agenda packet.
5. MODIFICATIONS TO AMEND THE CHARTER OF THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO) (Chair Paul Ganster)

Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU, explained that this item has been postponed for discussion at the next COBRO meeting.

6. FISCAL YEAR 2011 ANNUAL BINATIONAL EVENT (Chair Paul Ganster)

The following COBRO members volunteered to plan for the 2011 annual binational event: Angelika Villagrana, San Diego Regional Chamber of Commerce, Dennis LaSalle, Consejo de Desarrollo Económico de Tijuana (CDT); Kirk Lanz, Border Trade Alliance; Nathan Owens, San Diego Dialogue, Efrain Ibarra (SCEDC), Lydia Antonio, Consulate General of Mexico in San Diego.

7. UPDATES ON THE OTAY MESA – MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN (Ron Saenz, SANDAG, Luis Duarte, IMPlan)

Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU, stated that this item has been postponed for discussion at the next COBRO meeting because Ron Saenz, SANDAG was unable to attend the meeting.

REPORT ITEMS (#8 Through #11)

8. CITY OF TECATE’S URBAN DEVELOPMENT PLAN (Alberto Morghen, City of Tecate, Baja California)

Alberto Morghen, Director of Urban Administration for the City of Tecate, Baja California, presented updates on the City of Tecate’s Urban Development Plan. He explained that the plan consists of the following points: Metropolitan Vision, Mobility, Re-examination of the Population Growth for the region and surrounding areas, and the Strategic Vision consisting of supporting projects. He also stated that the incoming administration has agreed to support the continuation of this development plan.

Action: This item was presented for discussion. No action was taken on this item

9. 2050 REGIONAL TRANSPORTATION PLAN (RTP): DRAFT REVENUE CONSTRAINED TRANSPORTATION NETWORK SCENARIOS (Elisa Arias and Dave Schumacher)

Elisa Arias, SANDAG, and Dave Schumacher, SANDAG, presented the Four Revenue Constrained Transportation Network Scenarios that have been developed using prioritized project lists, revenue availability, and other factors. These Scenarios would attempt to build and operate as much of the Unconstrained Transportation Network as possible, given revenue availability and flexibility as well as project priorities.

Regarding a previous discussion on cost-benefit analysis, Cindy Gompper-Graves, South County Economic Development Council (SCEDC), asked for an update on the philosophical debate concerning the concept that the beneficiaries to the
Regional Transportation plan are the ones who travel the longest. She stated that when counting time-saving, those who came down from Temecula had a better economic point system. Therefore, people who drove further are rewarded instead of those who were already modeling the behaviors of smart growth.

Elisa Arias, SANDAG, explained that SANDAG is proposing the use of toll lanes to generate funds for the projects on I-5 North and I-15 North.

Cindy Gompper-Graves requested to go on record and asked what happened with the philosophical debate regarding the concept that the beneficiaries are the ones who travel the longest, therefore, it seems that we would reward people who drive further instead of rewarding those who are already doing what we want them to do with respect to Smart Growth. She stated that SCEDC is going to examine how the entire county is paying for infrastructure.

**Action:** This item was presented for discussion. No action was taken on this item.

**+10. C-TPAT: SEVEN YEARS LATER (Kirk Lanz, Border Trade Alliance)**

Kirk Lanz, Border Trade Alliance (BTA), explained that in May 2010, the BTA hosted a forum with the El Paso Trade round table that was comprised of manufacturers and the Interim Director of the C-TPAT program. BTA gave an hour long presentation on the past, current and future state of C-TPAT and facilitated a four hour working group on trade. Following the meeting, dissonance in Perceptions on the trade and government side was apparent. BTA compared the resulting comments and data to previous government studies and the University of Virginia’s cost-benefit survey. Trade professionals were also consulted. The resulting report, prepared by the BTA, is intended to give Customs and Border Protection (CBP) insight into the concerns of C-TPAT’s members and provide recommendations for extending trade benefits in exchange for improved supply chain security. The report represents a broad range of industry opinion, including manufacturing, transportation carriers, customs brokers and municipalities.

**Action:** This item was presented for discussion. No action was taken on this item.

**+11. SAN YSIDRO PORT OF ENTRY PEDESTRIAN CROSSING REPORT (AUGUST 2010) (Cindy Gompper-Graves, South County Economic Development Council)**

Cindy Gompper-Graves, South County Economic Development Council (SCEDC), discussed the survey held at the San Ysidro port of entry (POE) in the United States. The goal of the survey was to understand the reason people cross at the San Ysidro POE, solicit input on the functionality of the border crossing and communicate ways to reduce wait times as it relates to pedestrian crossers at the San Ysidro POE. Some of the results from the survey were: Of the 1000 participants, 95 percent of those who cross once-a-week do not have a SENTRI card; and the perception of the travelers is that most do not know what SENTRI is, how to get a card, or even see any value in it when the process is long and expensive. She stated that ultimately, an explanation of SENTRI needs to be marketed better to the public.

**Action:** This item was presented for discussion. No action was taken on this item.
6. NEXT MEETING DATE AND LOCATION

The next meeting of the COBRO is scheduled for Tuesday, February 1, 2011, from 3:00 to 4:30 p.m., at SANDAG.

Chair Ganster adjourned the meeting at 4:57 p.m.
UPCOMING EVENTS

WHAT:  **140th Annual Dinner**  
San Diego Regional Chamber of Commerce  
WHEN:  February 3, 2011  
WHERE:  Town and Country Resort & Convention Center  
400 Hotel Circle North  
San Diego, 92108  
MORE INFO:  Katie at (619) 544-1370 or at eventregistration@sdchamber.org

WHAT:  **Mexico Moving Forward**  
Center for U.S.-Mexican Studies  
WHEN:  February 10, 2011  
WHERE:  Center for U.S.-Mexican Studies  
University of California, San Diego  
9500 Gilman Drive, Mail Code 0510  
La Jolla, CA 92093-0510  
MORE INFO:  Graciela Platero at gplatero@ucsd.edu

WHAT:  **How to Communicate to the Media about Mexico Being the Best Choice for Business Growth, Leisure Destinations: Breaking Stereotypes and Limiting beliefs**  
United States - Mexico Chamber of Commerce  
WHEN:  February 11, 2011  
WHERE:  (To be announced)  
MORE INFO:  +52 (555) 130-5300 or www.usmcoc.org/event

WHAT:  **Tequila Talk with Beatriz Paredes**  
Institute of the Americas  
WHEN:  February 17, 2011  
WHERE:  Institute of the Americas, Weaver Conference Center  
10111 N. Torrey Pines Road  
La Jolla, CA 92037  
MORE INFO:  (858) 453-5560 or www.iamericas.org
WHAT: Tijuana River Estuary Speaker Series
Institute of the Americas
WHEN: February 18, 2011
WHERE: Tijuana Estuary Training Center
301 Caspian Way
Imperial Beach, CA 91932
MORE INFO: (619) 575-3613 or www.trnerr.org

WHAT: Mexico Tourism Investment Forum, Real Estate Event
United States - Mexico Chamber of Commerce
WHEN: February 24-25, 2011
WHERE: (To be announced)
MORE INFO: www.usmcoc.org/event

WHAT: Breakfast: “Mexico Tax Update and Common Transfer Pricing Issues of Cross
Border Transactions” KPMG by Liliana Galindo
United States - Mexico Chamber of Commerce
WHEN: March 10, 2011
WHERE: (To be announced)
MORE INFO: www.usmcoc.org/event

WHAT: Fourth Celebration of the International Trade Community in Los Angeles
United States - Mexico Chamber of Commerce
WHEN: April 28, 2011
WHERE: Loyola Marymount University
Los Angeles, CA
MORE INFO: www.usmcoc.org/event

WHAT: US-Mexico Security Cooperation, Border Issues, Immigration Reforms and
Trade
United States - Mexico Chamber of Commerce
WHEN: May 24, 2011
WHERE: (To be announced)
MORE INFO: www.usmcoc.org/event

WHAT: The Golden Triangle, Mexico-USA-China, Business Opportunities, Trade,
Manufacturing, Transportation among Three Powerful Countries
United States - Mexico Chamber of Commerce
WHEN: June 22, 2011
WHERE: (To be announced)
MORE INFO: www.usmcoc.org/event

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
OVERVIEW OF SAN DIEGO REGION’S INTERNATIONAL LAND PORTS OF ENTRY  File Number 3400200

Introduction
The San Diego region has three land Ports of Entry (POEs): San Ysidro, Otay Mesa, and Tecate, while a fourth is planned at Otay Mesa East. The San Ysidro Land POE is the world’s busiest international border crossing, while the Otay Mesa POE is the main commercial gateway for international trade between California and Mexico. The following discussion provides an overview of the existing conditions at these POEs and planned modernization and construction projects. This report is a brief synopsis and is intended to serve as a quick reference for future points of discussion. Detailed information can be accessed through project lead agencies identified in this report.

San Ysidro Land Port of Entry
The San Ysidro Land POE in San Diego County is a federal multi-modal inspection facility that provides service for pedestrians, passenger vehicles, buses, and freight rail. The San Ysidro POE currently has 13 pedestrian and 24 passenger vehicle lanes (currently, five lanes have double stacked inspection booths), including one bus lane. In 2009, the POE handled 13,354,887 passenger vehicles, 72,450 buses, and 6,188,126 pedestrian inspections in the northbound direction.

The San Ysidro POE handled more than 30 million border travelers traveling from Tijuana to San Diego in 2009, it is estimated that a similar number of crossings take place from San Diego to Tijuana, which means there were about 60 million crossings through the POE last year. This number is about 7 percent higher than Los Angeles International Airport (LAX), which accommodated about 56 million air passengers in 2009.

The U.S. General Services Administration is the lead agency for the reconfiguration of the San Ysidro POE. This project calls for a new expanded northbound inspection facility, including primary booths, secondary inspection area, administration space, and a pedestrian processing facility. Improvements to southbound capacity also are part of the project.

The project is planned to be built in three phases: Phase 1 will include northbound capacity improvements, the acquisition of all required property, a new east-west pedestrian bridge and a new southbound pedestrian facility on the eastern side of the POE; Phase 2 will include construction of new northbound buildings; and Phase 3 will include construction of southbound roadways and facilities as well as renovations to facilities at the Virginia Avenue gate. When completed, the POE would increase its capacity from 24 northbound lanes to 34 northbound lanes (all with double stacked inspection booths) and increase the number of northbound pedestrian lanes from 13 to 20 lanes. In addition, the realignment of I-5 would relocate the interstate to Virginia Avenue and
Mexico’s El Chaparral, and increase the number of southbound vehicle lanes from six to 12. Both sides of the POE, eastern and western, will have pedestrian access on both directions. The cost for this project is approximately $577 million (Phase 1: $292 million, Phase 2: $163 million, and Phase 3: $122 million). Funding in the amount of $34 million was approved in FY 2004 for site acquisition and preliminary design, additional funding of approximately $199 million was approved in FY 2008, and $59 million was approved for FY 2009 for the design for Phases 1, 2, and 3 and construction of Phase 1 (pedestrian bridge and passenger vehicle processing facilities) for a total of $292 million. There is a $285 million funding gap to complete the other phases.

Currently, Phase 1B is underway with the construction of the new east-west pedestrian bridge, which is anticipated to open in early 2011. Phase 2, which includes the construction of the pedestrian facilities and restoration of the Historic Customs House, is scheduled to commence in 2013 and expected to be completed in 2014. Phase 3, which involves the realignment of I-5 southbound lanes is anticipated to begin in 2014. All three phases are expected to be completed in early 2016.

Otay Mesa Land Port of Entry

The Otay Mesa Land POE in San Diego County is a federal multi-modal inspection facility that provides service for pedestrians, passenger or privately owned vehicles (POV), buses, and commercial vehicles. The Otay Mesa POE currently has six pedestrian and 12 passenger vehicle lanes, one bus lane, and 13 commercial inspection booths.

The Otay Mesa POE is one of the ten busiest land POEs in the country and is the busiest commercial border crossing on the California/Baja California border. In 2009, the Otay Mesa POE handled 4,140,871 passenger vehicles, 684,425 trucks, 114 buses, and 1,979,982 pedestrian inspections in the northbound direction.

In April 2009, the Department of Homeland Security (DHS) was awarded approximately $21.3 million of American Recovery and Reinvestment Act (ARRA) funds for some initial Otay Mesa POE modernization projects, which covered the cost of land acquisition and a portion of the design for an expansion project. The expansion project would make improvements to both commercial and non-commercial portions of the existing port. The proposed Otay Mesa Modernization includes the expansion of the passenger vehicle crossing from 12 to 24 primary inspection lanes, acquisition of a 10.5 acre parcel immediately east of the commercial facility that would accommodate four new commercial inspection booths, and the relocation of the existing hazardous waste truck crossing inspection facility located just west of the southbound vehicle crossing in Otay Mesa.

In July 2009, the U.S. General Services Administration (GSA) awarded the Architecture and Engineering design contract for the Otay Mesa POE Modernization project. This began a design phase that reached 60 percent completion before funds were depleted. Completion of the Port’s design, Environmental Impact Statement, and construction are subject to the availability of funding that has not yet been authorized by Congress. Border crossing upgrades are expected to cost $120 million.
Tecate Land Port of Entry

The Tecate Land POE in San Diego County is a multi-modal inspection facility that provides service for pedestrians, passenger vehicles, buses, commercial vehicles, and freight rail (the rail line crosses at Campo, located east of the POE). The Tecate POE currently has two passenger vehicle, two pedestrian, and one commercial vehicle lanes. In 2009, the Port handled 898,276 passenger vehicles, 65,039 trucks, and 499,709 pedestrian northbound inspections.

Two rail projects (both in the conceptual planning stage) to modernize and double-track the Desert Line have been proposed to increase the market potential of this route for international and interstate movement of goods. In Mexico, one new road and two roadway improvements are planned to facilitate traffic to and from the POE. The new road, Defensores Boulevard, is planned for completion in 2015. Otherwise, there are no mid- or long-term projects planned for this POE in the United States.

Otay Mesa East Port of Entry and State Route 11

SANDAG and Caltrans, in cooperation with the GSA and other project stakeholders, are proposing to construct a new toll highway, State Route (SR) 11; the new Otay Mesa East POE; and a Commercial Vehicle Enforcement Facility (CVEF). Local, regional, and bi-national land use studies have identified the eastern side of Otay Mesa as the preferred general location for the Otay Mesa East POE, and a corresponding POE site has been identified on the Mexico side of the border. The proposed Otay Mesa East POE will be located approximately two miles east of the existing Otay Mesa POE and would be the fourth border crossing along the San Diego region’s border with Baja California.

Caltrans, in cooperation with GSA and the Federal Highways Administration (FHWA), initiated project-level environmental clearance studies for 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 CVEF. The draft EIR is a key step toward environmental clearance for the implementation of the projects and was released in November 2010, along with the circulation of the draft project report for SR 11, and would be finalized in 2011. 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.

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 coordinating with Mexico to conduct a binational investment grade Traffic and Revenue Study (T&RS) for the project. The construction, right-of-way, and support costs are estimated to be between $519 and $605 million, depending on the alternative and selected variations.

Next Steps

Project development will be monitored and periodic updates will be provided as needed.

Key Staff Contact: Ron Saenz, (619) 699-1922, rsa@sandag.org
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 first interim report in 2011 provides the latest updates highlighting progress made during the final months of 2010.

Discussion

A draft version of this interim progress report was included in the COBRO, November 2, 2010, meeting agenda packet. An earlier version of this report, which also included updates for transportation, economic development, and environmental actions, was presented to the Borders Committee at its November 19, 2010, meeting.

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
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. It was 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 Spring 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. This portion was completed in mid-November 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 are currently underway.
- 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.

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 was 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.

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$^1$. 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**

COBRO is asked to discuss and comment on this interim progress report. Input received will be incorporated into a final report. This final report will be presented at the joint meeting of the Borders Committee, COBRO, and the City of Tijuana, tentatively scheduled on March 25, 2011.

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

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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.