Members

John Minto, Chair
Vice Mayor, City of Santee
(Representing East County)

Greg Cox, Vice Chair
Supervisor, County of San Diego

Rudy Ramirez
Deputy Mayor, City of Chula Vista
(Representing South County)

Gary Felien
Councilmember, City of Oceanside
(Representing North County Coastal)

Ed Gallo
Councilmember, City of Escondido
(Representing North County Inland)

David Alvarez
Councilmember, City of San Diego

John Renison
Supervisor
(Representing Imperial County)

Alternates

Ruth Sterling
Vice Mayor, City of La Mesa
(Representing East County)

Pam Slater-Price
Supervisor, County of San Diego

Mike Woiwode
Councilmember, City of Coronado
(Representing South County)

Farrah Douglas
Councilmember, City of Carlsbad
(Representing North County Coastal)

Jim Cunningham
Councilmember, City of Poway
(Representing North County Inland)

Sherri Lightner
Councilmember, City of San Diego

Vacant
(Representing Imperial County)

Advisory Members

Vacant
(Representing Riverside County)

Jim Dahl
Mayor Pro Tem, City of San Clemente
(Representing Orange County)

Remedios Gómez-Arnau
Consul General
Consulate General of Mexico

Howard Williams
San Diego County Water Authority

Laurie Berman
District 11 Director, Caltrans

Mark Romero (Mesa Grande)
Southern California Tribal Chairmen’s Association

Richard Macias
Director of Planning
Southern California Association of Governments

Gary L. Gallegos
Executive Director, SANDAG

AGENDA HIGHLIGHTS

• INTERSTATE 15 INTERREGIONAL PARTNERSHIP UPDATE

• RECOMMENDATIONS FROM THE 2011 BINATIONAL SEMINAR

• U.S.-MEXICO BORDER CROSSINGS AT SAN YSIDRO: SOCIAL AND ENVIRONMENTAL EFFECTS FOR THE PEDESTRIAN CROSSERS AND SAN DIEGO COMMUNITIES

• SAN YSIDRO PORT OF ENTRY PEDESTRIAN CROSSING REPORT

PLEASE TURN OFF CELL PHONES DURING THE MEETING

YOU CAN LISTEN TO THE BORDERS COMMITTEE MEETING BY VISITING OUR WEB SITE AT WWW.SANDAG.ORG

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. Members of the public may address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Public speakers are limited to three minutes or less per person. 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. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form available on the Web site. E-mail comments should be received no later than 12 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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Bicycle parking is available in the parking garage of the SANDAG offices.
# BORDERS COMMITTEE

Friday, September 23, 2011

## ITEM #

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<td>APPROVAL OF MINUTES</td>
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<td>+1A.</td>
<td>MAY 27, 2011, BORDERS COMMITTEE MEETING MINUTES</td>
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<tr>
<td>+1B.</td>
<td>JULY 22, 2011, BUS TOUR TO OTAY MESA AND OTAY MESA EAST MINUTES</td>
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<td>2.</td>
<td>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</td>
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</table>

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

## CONSENT (3 and 4)

<table>
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<td>+3.</td>
<td>BORDERS COMMITTEE WORK ELEMENTS AND CALENDAR OF MEETINGS FOR FISCAL YEAR 2012 (Hector Vanegas)</td>
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<td>REPORT FROM THE CONSUL GENERAL OF MEXICO (Hon. Remedios Gomez-Arnau, Consulate General of Mexico)</td>
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This report outlines the work elements and tasks included in the Fiscal Year (FY) 2012 Overall Work Program that are related to the responsibilities of the Borders Committee, as well as a draft calendar of meetings for the rest of this FY.

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 the upcoming XXIX Border Governors Conference, which will be held in Ensenada, Baja California, on September 28-29, 2011.
REPORTS (5 through 8)

+5. INTERSTATE 15 INTERREGIONAL PARTNERSHIP UPDATE
   (Jane Clough-Riquelme; and Kevin Viera, Western Riverside Council of Governments)

   The Interstate 15 Interregional Partnership (I-15 IRP) was formed in 2001 between planning agencies in southwestern Riverside County and the San Diego region to foster a collaborative approach to the jobs/housing balance and congestion on the I-15 corridor. The Partnership developed a set of strategies which were implemented over several phases. Staff from SANDAG and the Western Riverside Council of Governments (WRCOG) will:
   a) Review the accomplishments of the Partnership;
   b) Provide an update on the Riverside business portal; and
   c) Request the Borders Committee appoint three members to participate at the next I-15 IRP Joint Meeting to be held in late fall 2011.

+6. RECOMMENDATIONS FROM THE 2011 BINATIONAL SEMINAR
    “ENHANCING TRANSIT AND NON-MOTORIZED MOBILITY ON THE BORDER” (Chair Paul Ganster, Committee on Binational Regional Opportunities)

   This report will present highlights from the 2011 Binational Seminar and recommendations from the Committee on Binational Regional Opportunities (COBRO) on next steps. COBRO recommends that the Borders Committee forward the 2011 Binational Seminar recommendations to the Board of Directors for approval.

7. U.S.-MEXICO BORDER CROSSINGS AT SAN YSIDRO: SOCIAL AND ENVIRONMENTAL EFFECTS FOR THE PEDESTRIAN CROSSERS AND SAN DIEGO COMMUNITIES
   (Dr. Jenny Quintana, San Diego State University)

   This presentation will brief the Committee on findings of the study that addressed environmental and social impacts of the international border crossing on the community of San Ysidro.

+8. SAN YSIDRO PORT OF ENTRY PEDESTRIAN CROSSING REPORT
   (Cindy Gompper-Graves, South County Economic Development Council)

   This report will present the findings of a survey held at the busiest land port of entry (POE) in the United States. The goal of the survey was to increase understanding of the purposes for which 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.
9. **UPCOMING MEETINGS**

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

10. **ADJOURNMENT**

+ next to an item indicates an attachment
BORDERS COMMITTEE DISCUSSION AND ACTIONS
MEETING OF MAY 27, 2011

The meeting of the Borders Committee was called to order by Chair John Minto (East County) at 12:33 p.m. See the attached attendance sheet for Borders Committee member attendance.

1. APPROVAL OF MEETING MINUTES

Action: Upon a motion by Councilmember Ed Gallo (North County Inland) and a second by Councilmember Gary Felien (North County Coastal), the Borders Committee unanimously approved the minutes from the April 22, 2011, meeting. Councilmember Mike Woiwode (South County) abstained.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Lorraine M. Leyhten relayed her concerns regarding disabled access on buses traveling to the casinos.

Renée Wasmund, Chief Deputy Executive Director, noted that this is not in the purview of the Borders Committee as the buses are private charters operating for the casinos.

Chair Minto welcomed Vice Chairwoman Michelle Cuero, representing the Campo Kumeyaay Nation, and Hon. Dave Toler, representing the San Pasqual Band of Diegueño Mission Indians.

As it was the last meeting for Angelika Villagrana, Executive Director of Public Policy (San Diego Regional Chamber of Commerce), Chair Minto thanked for her many years of service and noted she was one of the original founding members of the Committee on Binational Regional Opportunities (COBRO).

Ms. Villagrana commented she had been involved for almost 24 years and invited Committee members to attend the event on the 28th of June, the Binational Seminar “Enhancing Transit and Non-Motorized Mobility on the Border.”
CONSENT (Items 3 and 4)

3. 2011 SANDAG ANNUAL BINATIONAL EVENT UPDATE (INFORMATION)

Chair Minto reminded Committee members of the binational event on June 28, 2011.

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

Hon. Alberto Díaz, representing Hon. Remedios Gómez-Arnau, Consul General of Mexico in San Diego, stated that the 23rd Border Legislative Conference, held in Las Cruces, New Mexico on April 14-16, 2011, focused on environment and renewable energy. He invited Committee members to view further conference information at www.borderlegislators.org.

Action: Upon a motion by Councilmember Ed Gallo (North County Inland) and a second by Vice Chair Greg Cox (County of San Diego), the Borders Committee unanimously approved Consent Items 3 and 4.

Chair Minto informed the meeting would be tribal issue-focused and welcomed Chairwoman Monique LaChappa of the Campo Kumeyaay Nation.

Chairman Mark Romero, representing the Southern California Tribal Chairmen’s Association (SCTCA), provided an introduction to the meeting.

REPORTS (Items 5 through 10)

5. DRAFT 2050 REGIONAL TRANSPORTATION PLAN: TRIBAL, BINATIONAL, AND INTERREGIONAL COMPONENTS (DISCUSSION)

Heather Adamson, Senior Regional Planner (SANDAG), provided a brief overview of the Draft 2050 Regional Transportation Plan (RTP), highlighting the binational, interregional, and tribal components, and described the process to obtain public input on the Draft 2050 RTP and major milestones leading to the anticipated adoption of the RTP in fall 2011.

Action: This item was presented for discussion only.

6. THE SOUTHERN CALIFORNIA TRIBAL CHAIRMEN’S ASSOCIATION VIDEO ON TRIBAL SOVEREIGNTY (INFORMATION)

Hon. Mark Romero, SCTCA Representative to the Borders Committee, presented an educational video on tribal sovereignty featuring tribal leaders from the region and experts on sovereignty.
7. KUMEYAAAY DIEGUEÑO LAND CONSERVANCY UPDATE (INFORMATION)

Seven bands of the Kumeyaay Nation form the Kumeyaay Diegueño Land Conservancy (KDLC). The KDLC was created to provide another means for protecting sacred sites throughout San Diego County and to preserve and pass on to future generations our ancestral knowledge of the Kumeyaay aboriginal territory. Louis Guassac, KDLC Board member, briefed the Borders Committee on the goals and objectives of the KDLC and its current activities.

Action: This item was presented for information only.

8. UPDATE ON FTA TRIBAL TRANSIT GRANT – ARRA FUNDING (INFORMATION)

The Reservation Transportation Authority (RTA) has successfully competed for the last three years for the FTA Tribal Transit grant program (5311C) for operating funds which have been dedicated to the express enhancements of the North County Transit District Route 388 as recommended by the Interagency Technical Working Group on Tribal Transportation Issues (Tribal Transportation Working Group). As part of the FY 2009 grant cycle, ARRA funds were made available to FY 2008 grantees. The RTA submitted and received a grant for $1.2 million for capital improvements associated with the FTA Tribal Transit grant program, including the construction of a bus stop at the State Route 76/Interstate 15 Park and Ride.

Hon. Dave Toler, representing the RTA Executive Board, provided background information on the RTA and the Tribal Transportation Working Group.

RTA Executive Director Tony Largo updated Committee members on the implementation of the grant.

Action: This item was presented for information only.

9. INTER-TRIBAL LONG TERM RECOVERY FOUNDATION UPDATE (INFORMATION)

Hon. Mark Romero, Inter-Tribal Long Term Recovery Foundation (ITLTRF) Chair, provided background information on the ITLTRF, whose mission is to strengthen and enhance the coordination of area-wide disaster recovery efforts on tribal lands located in Southern California affected by wildfires and other disasters by working with tribal, federal, state, and local government agencies to:

1) Share disaster relief information;
2) Simplify access to disaster relief services; and
3) Provide mutual assistance to tribal communities that have experienced natural disasters.
Theresa Gregor, ITLTRF Executive Director, shared a video describing the origin and mission of the Foundation and briefed Committee members on its activities, strategic plans, and milestones.

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

10. RENEWABLE ENERGY AND TRIBES

Title V of the 2005 Energy Policy Act concerns tribal self-determination and energy planning. The most significant provision of Title V is the creation of the opportunity for tribes to enter into a Tribal Energy Resource Agreement (TERA). A TERA is an agreement between a tribe and the United States Department of the Interior. Once a tribe enters into a TERA, it has authority to enter into leases, business agreements, and rights-of-way affecting energy development without the review and approval of the Secretary of the Department of the Interior.

Hon. Monique LaChappa, SCTCA Representative, reported the Campo Kumeyaay Nation is the first tribe in the nation with a commercial scale wind farm on their land, and is presently in the process of developing a larger wind facility.

Roger Fragua, Consultant to the SCTCA, presented background information on Indian energy and economic development, tribal opportunities and challenges, energy policy and project development, regulatory and permitting issues, tribes’ participation in energy projects, and opportunities for collaboration.

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

11. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, June 24, 2011, at Noon.

12. ADJOURNMENT

Chair Minto adjourned the meeting at 2:49 p.m.

Attachment: Attendance Sheet
## CONFIRMED ATTENDANCE
### BORDERS COMMITTEE MEETING
### MAY 27, 2011
### 12:30 p.m. to 2:30 p.m.

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BORDERS COMMITTEE TOUR MINUTES
BUS TOUR TO OTAY MESA AND OTAY MESA EAST
MEETING OF JULY 22, 2011

The meeting of the Borders Committee was called to order by Chair John Minto (East County) at 12:00 p.m. See the attached attendance sheet for Borders Committee member attendance.

1. BOARD BUS

   The bus was parked in front of the SANDAG offices and departed at 12 noon.

2. WELCOME REMARKS

   Borders Committee Chair John Minto explained that the purpose of the bus tour and border visit is to get a firsthand look at Otay Mesa and the various planning activities occurring there.

   John Minto introduced the following onboard tour presenters: the Chair of the Committee on Binational and Regional Opportunities (COBRO), Paul Ganster; Councilman David Alvarez; Mario Orso, Caltrans and Jacqueline Appleton-Deane, Caltrans; and Elisa Arias, Principal Planner from SANDAG.

3. ONBOARD BRIEFING ON THE OTAY MESA - MESA DE OTAY BINATIONAL CORRIDOR STRATEGIC PLAN AND THE 2011 SANDAG ANNUAL BINATIONAL SEMINAR UPDATE (INFORMATION)

   Dr. Paul Ganster, COBRO Chair, provided a brief overview of Otay Mesa and the SANDAG 2011 Binational Seminar. He stated that in 2004, Otay Mesa was identified at the SANDAG Annual Binational Event as an area of opportunity for a binational planning partnership. COBRO and the Borders Committee both endorsed this concept. SANDAG and the Tijuana Municipal Planning Institute (IMPlan) developed the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan that was adopted in 2007. It is the first binational strategic plan completed by SANDAG and Mexico and it focuses on four issues areas: transportation, economic development, housing, and the environment.
Dr. Paul Ganster explained that since the adoption of the Strategic Plan, the Borders Committee has received four annual progress reports, the most recent at the March 2011 Joint Meeting of the Borders Committee, COBRO, and the City of Tijuana.

He also stated that the annual binational event held this past June 2011 on “Enhancing Transit and Non-Motorized Mobility on the Border” was very successful in terms of participation and discussion. He explained that COBRO will present outcomes from the 2011 Binational Seminar to the Borders Committee in upcoming meetings.

4. ONBOARD BRIEFING ON CITY OF SAN DIEGO’S CITY COUNCIL DISTRICT 8 BORDER PROJECTS (INFORMATION)

Hon. David Alvarez, City of San Diego, briefed Committee members on the City of San Diego’s border projects. Councilman Alvarez gave a description of his district’s boundaries and described some of the key planning areas along the border. Specifically he described the city’s coordination with the U.S. General Services Administration (GSA) on the San Ysidro Port of Entry (POE) Reconfiguration project, the San Diego-Tijuana Cross Border Facility (CBF), and the Otay Mesa Community Plan Update.

5. VISIT THE OTAY MESA PORT OF ENTRY (INFORMATION)

The group visited the Otay Mesa Land POE Commercial Inspection Facility. This POE is California’s largest commercial land crossing. U.S. Customs and Border Protection (CBP) officials provided a tour of the various inspection and enforcement processes.

Elisa Arias, SANDAG, provided a description of the Otay Mesa POE and provided statistics highlighting the economic importance of the San Diego-Baja California POEs for the local, state, and national economies on both sides of the border.

Elisa Arias explained that Mexico is the United States’ third largest trading partner, after Canada and China, representing nearly $393 billion in trade in 2010. Nine percent of the U.S.-Mexico trade value crosses at Otay Mesa and Tecate. She stated that Mexico continues to be California’s number one export market and, in 2010, California exported $21 billion in goods to Mexico, accounting for 15 percent of all California exports. Additionally, 99 percent of trade between California and Mexico is carried by trucks.

She stated that the Otay Mesa commercial crossing continues to rank third among U.S.-Mexico border crossings in terms of the dollar value of trade and is California’s largest commercial land border port. In 2010, more than 1.4 million trucks carried nearly $26 billion worth of imports and exports. Also in 2010, the Otay Mesa POE handled nearly 3.9 million passenger vehicles (or 7 million passengers), almost 35,000 buses, and about 2.3 million pedestrian inspections in the northbound direction.
Elisa Arias explained that in April 2010, in recognition of the need to modernize this POE, the Department of Homeland Security was awarded $21.3 million in the American Recovery and Reinvestment Act funds for some initial modernization projects at the Otay Mesa POE. These funds will improve both commercial and non-commercial portions of the existing port.

She concluded by stressing the need for additional border crossing infrastructure. Elisa explained that SANDAG, Caltrans, the U.S. GSA, and the U.S. CBP are working closely toward a new POE at Otay Mesa East that will connect to the highway system via a new toll road, State Route (SR) 11. Furthermore, counterpart agencies in Mexico are also working to build the companion facility and roads in Tijuana.

6. VIEW OF THE FUTURE SITE OF STATE ROUTE 11 AND OTAY MESA EAST PORT OF ENTRY (INFORMATION)

Mario Orso, Caltrans, introduced Jacqueline Appleton-Deane, Caltrans, to provide an update on the future SR 11 and the planned Otay Mesa East POE. Jacqueline Appleton-Deane stated that the Project consists of three facilities: SR 11, which is an approximate 2-mile toll road beginning at the future intersection of SR 905 and SR 125, proceeding east and then south to connect with the future POE at the border; a nearly 100 acre POE site; and a Commercial Vehicle Enforcement Facility (CVEF) operated by the California Highway Patrol. She also explained that included in the project area is a site for a possible future transit center.

Jacqueline explained that Caltrans is the lead agency on the environmental and engineering efforts for the roadway, CVEF, and the POE. She highlighted the following milestones for the project:

- In 2008, the Tier I Environmental Document for the project was completed. This document cleared the SR 11 Corridor and the location of the future POE along the border and enabled the team to apply for and obtain a Presidential Permit.
- In November 2010 the Draft Tier II Environmental Impact Report/Environmental Impact Statement (EIR/EIS) was released for public comment and the anticipated completion of that document is November 2011 with the Record of Decision to follow.
- The anticipated completion date for the design of the CVEF and SR 11 is summer 2013.
- Construction would begin no later than December 2013, due to the Trade Corridor Improvement Fund Proposition 1B funding constraint.
- The opening day to traffic is anticipated for late 2015.

Jacqueline explained that Caltrans is currently focusing efforts to complete the Draft Tier II EIR/EIS as well as the Project Report, which is a companion document to the environmental document, focusing on the technical and engineering aspects of SR 11 and the CVEF.

Caltrans is also contracting with an architectural firm to produce the Program Development Study which focuses on the program and preliminary design for the POE, the document is anticipated to be completed within the next month.
Jacqueline also noted the ongoing partnership with the U.S. GSA and U.S. CBP especially in collaboration with the PDS and Mexico on our continuous exchange of technical data.

Andrea Hoff, SANDAG, provided details about the SR 11/Otay Mesa East Intelligent Transportation Systems (ITS) Technology Pre-deployment Study. She highlighted the challenges faced at the border in terms of wait times, and strained infrastructure and capacity and explained that as a result, there is significant interest from the federal government in studying technology at the border to address some of these challenges. As a reflection of that interest, the U.S. Department of Transportation awarded SANDAG a $1.5 million grant to study ITS at Otay Mesa East.

She stated that the new border crossing project provides a unique opportunity to create a border crossing that uses technology to be smarter by providing information on wait times and on tolls, by segmenting traffic so that it flows smoother into the POE.

Andrea Hoff explained that one major deliverable for the project is the Concept of Operations (ConOps) which is the blueprint for how the border ITS system will function from the perspective of the user. Some of the more immediate tasks that are underway are providing the opportunity to:

- Learn about other cross border ITS projects
- Conduct outreach to the future users of the system to assess the market for the project
- Begin gathering the data and survey information needed to develop a successful tolling operation

Additionally, she stated that the project team is in the process of hiring a consultant team to conduct an investment grade Traffic and Revenue Study. The ITS team will need to work closely with them as well as the architects in order to make the smarter border crossing work and ensure its financial success.

7. ONBOARD PRESENTATION ON THE PROPOSED SAN DIEGO–TIJUANA CROSS BORDER FACILITY (INFORMATION)

Stephanie Saathoff, Clay Company, provided an update on the proposed San Diego-Tijuana CBF at Otay Mesa. She explained that the facility includes the construction and operation of the CBF, a crossborder airport terminal and an above-grade pedestrian bridge linking border facilities in the U.S. with a commercial passenger terminal at the Tijuana International Airport, Mexico.
8. ARRIVAL AT SANDAG OFFICES
Chair Minto concluded the tour and onboard presentations of the meeting at 2:40 p.m., and the group arrived at the SANDAG offices at approximately 3:16 p.m.

9. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, September 23, 2011, at 12:30 p.m.

Attachment: Attendance Sheet
## CONFIRMED ATTENDANCE
**BORDERS COMMITTEE MEETING**  
**JULY 22, 2011**  
**12:00 p.m. to 3:00 p.m.**

<table>
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<tr>
<th>GEOGRAPHICAL AREA</th>
<th>JURISDICTION</th>
<th>NAME</th>
<th>MEMBER/ ALTERNATE</th>
<th>ATTENDING</th>
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<td>City of Chula Vista</td>
<td>Rudy Ramirez</td>
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<td>North County Coastal</td>
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<td>Gary Felien</td>
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<td>City of Carlsbad</td>
<td>Farrah Douglas</td>
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<td>North County Inland</td>
<td>City of Escondido</td>
<td>Ed Gallo</td>
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<td>East County</td>
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<td>John Minto (Chair)</td>
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<td>David Alvarez</td>
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<td>Sherri Lightner</td>
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<td>Greg Cox (Vice Chair)</td>
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<td>Pam Slater-Price</td>
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<td>COBRO</td>
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<td>Dr. Paul Ganster</td>
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<td>Cindy Gompper-Graves</td>
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<td>Remedios Gomez-Arnau</td>
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<td>Organization</td>
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<td>Mark Romero</td>
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<td>San Diego County Water Authority</td>
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<td>Jim Dahl</td>
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<td>Bill Campbell</td>
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BORDERS COMMITTEE WORK ELEMENTS AND CALENDAR OF MEETINGS FOR FISCAL YEAR 2012

Introduction

This report presents a proposed calendar of meetings that outlines the work elements and tasks included in the Fiscal Year (FY) 2012 Overall Work Program (OWP) that are related to the responsibilities of the Borders Committee. As recommended in previous years, the proposed calendar of meetings is organized by themes: binational, interregional, and tribal.

Discussion

The FY 2012 OWP is organized by strategic goals and areas of emphasis. Planning and Forecasts is one of the areas of emphasis that pertains directly to the work of the Borders Committee, and it is defined as a “coordinated planning process that will lead to adoption of an updated Regional Transportation Plan in 2011, including a Sustainable Communities Strategy and Regional Housing Needs Assessment. In addition, planning will begin on the development of the first comprehensive update to the Regional Comprehensive Plan and the next regional growth forecast. This area of emphasis also includes collaborative efforts with partner agencies in neighboring counties, Mexico, and tribal nations, focusing on development of strategies and delivery of projects and programs that will improve mobility and sustainability in our regions.” The following are selected work elements within the Planning and Forecasts area of emphasis:

- 31007.00 Goods Movement Planning
- 34001.00 Interregional Planning: Imperial, Orange, and Riverside Counties
- 34002.00 Interregional Planning: Binational Planning and Coordination
- 34005.00 Interregional Planning: Tribal Liaison Program
- 34200.00 New Border Crossing and State Route 11

Additionally, the Borders Committee is listed as a Policy Committee (along with the Public Safety Committee) in the OWP work element 34008.00 ARJIS: Interregional Justice Data-Sharing that is included in the Internal and External Coordination area of emphasis.

The proposed FY 2012 Borders Committee calendar of meetings organizes future meeting agendas into three themes (binational, interregional, and tribal) in order to encourage proper representation by stakeholders. Regularly scheduled committee meetings and special meetings are listed chronologically by month with a list of proposed meeting topics, activities, and actionable
items. The Southern California Tribal Chairmen’s Association (SCTCA) Board will review this schedule and will report at a future meeting on its specific recommendations for tribal policy issues to be considered by SANDAG’s Policy Advisory Committees, including the Borders Committee. Changes and additional recommendations of the SCTCA pertaining to the Borders Committee will be incorporated into the attached matrix and presented at a future meeting.

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

Attachment: 1. Borders Committee FY 2012 Calendar of Meetings

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
<table>
<thead>
<tr>
<th>MONTH</th>
<th>THEME</th>
<th>TENTATIVE TOPICS / ITEMS</th>
<th>ACTION</th>
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<td>July 22, 2011</td>
<td>Binational</td>
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<td></td>
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<td>§ Tour to Otay Mesa Port of Entry</td>
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<td>August 26, 2011</td>
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<td>§ Recommendations from SANDAG 2011 Binational Seminar</td>
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<td>§ U.S.-Mexico Border Crossings at San Ysidro: Social and Environmental Effects for Pedestrian Crossers and San Diego Communities.</td>
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<td>§ San Ysidro Port of Entry Pedestrian Crossing Report</td>
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<td>§ I-15 Interregional Partnership Overview</td>
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<td>October 28, 2011</td>
<td>Binational</td>
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<td>§ Update on the San Ysidro Port of Entry Reconfiguration and Expansion Project</td>
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<td>§ Update on SR 11 and Otay Mesa East Port of Entry Project</td>
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<td>November 18, 2011</td>
<td>Interregional / Tribal</td>
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<td>§ Crossborder Travel Behavior Survey</td>
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<td>§ San Diego - Imperial Valley Mega-Region Initiative</td>
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<td>§ Update from the Southern California Tribal Chairmen's Association</td>
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<td>December 16, 2011</td>
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<td>January 27, 2012</td>
<td>MEETING MAY BE CANCELLED</td>
<td>§ (Tentative) Tour to binational border area</td>
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<td>§ Update on SR 11 and Otay Mesa East Project</td>
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<td>February 24, 2012</td>
<td>Interregional / Binational</td>
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<td>§ (Tentative) SANDAG Borders Committee members and Imperial County Transportation Commission Joint Meeting/Tour</td>
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<td>§ San Diego-Imperial County I-8 Corridor Strategic Plan Update</td>
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<td>March 23, 2012</td>
<td>Binational</td>
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<td>§ (Tentative) Joint Meeting of the Borders Committee, COBRO, and the City of Tijuana City Council</td>
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<td>§ Proposed Theme and Date of the 2012 SANDAG Annual Binational Event</td>
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<td>§ Progress Report on the Implementation of Strategies Included in the Otay Mesa - Mesa de Otay Binational Corridor Strategic Plan</td>
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<td>§ Status Report on SANDAG and Orange County Transportation Authority (OCTA) and Southern California Association of Governments (SCAG) Collaboration on Long-Range Planning</td>
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<td>§ 2012 SANDAG Annual Binational Event Update</td>
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<td>§ Update on the Regional Comprehensive Plan Information</td>
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<td>§ Good Neighbor Environmental Board Report Information</td>
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<td>June 22, 2012</td>
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<td>§ Update on SR 11 and Otay Mesa East Port of Entry Project Information</td>
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San Diego Association of Governments

BORDERS COMMITTEE

September 23, 2011

AGENDA ITEM NO.: 4

Action Requested: INFORMATION

REPORT FROM THE CONSUL GENERAL OF MEXICO

File Number 3400200

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 the upcoming XXIX Border Governors Conference, which will be held in Ensenada, Baja California on September 28-29, 2011.

Discussion

In 1980, the ten border states, four in the United States and six in Mexico, formalized the Border Governors Conference (BGC), with the commitment of holding annual meetings, alternating the site between U.S. and Mexican locations. The attached fact sheet (Attachment 1) provides background information on the activities and topics addressed within the BGC, and includes a list of U.S.-Mexico Border Region Facts.

Attachment: 1. Border Governors Conference Fact Sheet

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
BORDER GOVERNORS CONFERENCE

XXIX Border Governors Conference

September 28 and 29, 2011 in Ensenada, Baja California, Mexico

Though the Border Governors occasionally convened since the early 1960’s, today’s process was not formalized until 1980. The first Border Governors Conference was held in Ciudad Juarez, Chihuahua, June 26-27, 1980 with the State of Chihuahua as host and the State of New Mexico as co-host. The first conference topics were: Tourism, Ecology, Cultural Exchange, Energy and Commerce, Pollution, Agriculture, Maquilas and Industrial Development and Interchange in Undocumented Workers. The Conference ended with the signing of a Declaration of Friendship by all 10 governors.

Thereafter an attempt was made to hold an annual conference alternating the site between a U.S. and Mexican location. However the V conference failed to take place in 1985, while the VI took place two years later in 1987 and the VII in 1989. Since 1989, the Conference successfully maintained an annual agenda until XIII when only one U.S. governor confirmed his attendance, leaving Mexican states to hold their own conference in Creel, Chihuahua.

Conference attendance reached a peak of 1,200 attendees at the XII Conference in Phoenix. In 1995 by agreement of all 10 governors and in preparation for Santa Fe’s XIV Conference the format was modified to a conference of 110 persons (10 governors, 20 governor’s representatives and 80 state delegates) permitting real quality time among the governors for them to get acquainted, as well as for the representatives and delegates to discuss border issues in depth. There were 4 topic areas of discussion at that conference: Border Crossing Fees, INS User Fees, NAFTA Cross-Border Trucking Provisions, Non-Tariff Trade Barriers and U.S. Consulate Closures in Mexico. Over the years the size and scope of the conference has grown from the five topic areas to today’s 13 Work Tables (listed in the Work Table section).

Since the I conference, the Declaration of Friendship gave way to a Joint Communiqué and subsequent at the XIV conference a Joint Declaration. At the XI Conference in Monterrey, in addition to the Joint Communiqué all 10 governors signed Monterrey Declaration in support of NAFTA. Since that time an important component to the Declaration has been added, the governors addendum section. Additionally in any given year the Governors will sign letters and Memorandums of Understanding, typically addressed to the federal governments of each
country, to bring additional scrutiny and importance to a topic they feel is of critical importance to the region, as well as commission strategic research analysis for the benefit of the U.S.-Mexico border region.

BORDER GOVERNORS CONFERENCE

U.S. - MEXICO BORDER REGION FACTS

The Border Governors Conference is the most important forum of cooperation and deliberation between the ten states of the United States and Mexico’s Border (Arizona, California, New Mexico, Texas, Baja California, Chihuahua, Coahuila, Nuevo Leon, Sonora, Tamaulipas). The U.S.-Mexico border governors meet to discuss issues of bilateral significance in the areas of Competitiveness, Sustainability, Security and Quality of Life, which are the key policy areas leading the dialogue at this year’s conference to be held in Phoenix, Arizona.

- World’s most important and dynamic binational region with a border state GDP of approximately $3.3 trillion, becoming the third largest economy of the world.
- Includes 51 crossing points, 32 federal bridges and 7 railroad routes; becoming the most transited border of the world.
- 350 million people cross the border per year (almost a million daily).
- Approximately 13,300 commercial trucks crossed the border daily. Cross-border land trade (rail, truck, pipelines) between U.S. and Mexico totaled just over $293 billion.
- Around 4.5 million load transports and 70 million cars cross the border every year in addition to approximately 670 commercial flights per day.
- There are 83 million people residing in these border states. Along the border there are 39 Mexican municipalities and 25 American counties, with more than 13 million people residing in the border region.
- There are 4 trade corridors in the region (Camino Real, CANAMEX, Nasco, and Pacific) providing regional platforms for innovation, entrepreneurialism, trade and global engagement; major transborder corridors traverse the region and are anchored by populous metropolitan areas.
- The border region holds a strategic geopolitical position: the division line between Mexico and the United States is not only the border line of both countries, but represents the United States contact point with Latin America, and Mexico’s contact point with Canada.
INTERSTATE 15 INTERREGIONAL PARTNERSHIP UPDATE

Introduction
The Borders Committee concurred that an interregional perspective would be used to address issues with our Orange, Riverside, and Imperial Counties neighbors. The Interstate 15 Interregional Partnership (I-15 IRP) was formed in 2001 to address the imbalance of jobs and housing that 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 have also participated in the Partnership. Through various grants, the partner agencies have been able to pursue three phases of Partnership activities. This report provides a brief overview of the accomplishments of the I-15 IRP with an update on efforts in the area of economic development and highlights the upcoming I-15 IRP joint meeting.

Discussion
Since its formation in 2001, the I-15 IRP structure has allowed elected officials in both counties to develop and implement a set of strategies to address the jobs/housing imbalance and the concomitant congestion of the I-15 through grant-funded activities. The I-15 IRP served as a model effort in the state for how to coordinate planning at an interregional scale.

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 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 (Attachment 1). Eight short-range transportation strategies focused on coordinating existing Transportation Demand Management activities were adopted by the...
I-15 IRP and are being implemented by the local and regional transportation agencies. The long-range strategies identified included development of Bus Rapid Transit service 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 was established as a structure for pursuing cooperative economic development strategies. 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 County 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 County.

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 used for the Smart Growth Concept map to assist southwestern Riverside County in identifying areas for transit-oriented development.

Update on I-15 IRP Related Activities

Economic Development

WRCOG has made further headway in the area of economic development since the last meeting of the Joint Policy Committee. The agency held a retreat for its city managers and elected officials to provide the agency topics on which to focus. One of the outcomes from the retreat was the establishment of various subcommittees that will look at Healthcare, Environment and Energy, Education, Legislative Advocacy, Transportation and Economic Development. Given the current economic condition of the area economic development was of major interest. The focus of the Economic Development Subcommittee is:

- Develop a regional economic development identity;
- Examine the connection between transportation and infrastructure in establishing economic growth;
- Higher education as a route to successful economic development;
- Move away from “cheap dirt and cheap labor”;
- Attract a major media presence;
- Benchmark ourselves against those who are having economic success;
• Bring EDA to the table; and
• Identify partnerships to facilitate funding.

Web Portal

In addition to the establishment of the Economic Development Subcommittee the I-15 IRP program provided seed money to the Economic Development Corporation (EDC) of Southwest California to establish a business web portal. Working with the East County EDC and their business web portal entitled the Connectory.com a portal was created for the EDC of Southwest California. The Connectory.com contains detailed capabilities, profiles of US industrial and technology companies across all industries at every level of the supply chain. The goal is to link United States businesses to each other and to provide information about the industrial and technology base of the economy.

Transit

The Riverside Transit Agency has two commuter routes into San Diego County, the CommuterLink Routes 202 and 217. CommuterLink Route 202 service started September 2003 between Murrieta-Temecula-Oceanside. It operates peak AM and PM hours and targets Coaster trains for a total of 14 trips daily (Monday to Friday). There were extra ‘Beach Bus’ trips during FY 2008. There was a decline in ridership in FY 2009/2010 due to a number of factors, including the economic recession, unemployment, RTA fare increases, and a shift in riders using Route 217 service. As of January 2011, monthly ridership appears to be returning to FY 2009 levels. The CommuterLink for Route 217 service started in late June 2009 between San Jacinto-Hemet-Temecula-Escondido. It operates peak AM and PM hours. In FY 2010 ridership averaged just over 1,000 per month; in FY 2011 it grew 52 percent, outpacing Route 202.

Ridership is expected to continue to grow over FY 2011 levels. Commuter patterns and trends will be reviewed with the upcoming market analysis in the Comprehensive Operational Analysis study to be done in 2012. The RTA continues to collaborate with North County Transit District and Metropolitan Transit System for improved connectivity between systems.

The iCommute Vanpool program has seen a steady increase in the percentage of riders coming from Riverside. In June of 2010, 298 of the vanpools originated in Riverside. In July 2011, Riverside vanpools numbered 343 of a total of 748 vanpools in the program.

I-15 Corridor

Work on the I-15 project in Riverside County continues and RCTC is currently in the environmental process for increasing the number of lanes (Attachment 2) that will include High Occupancy Vehicle lanes. The estimated construction start date is June 2015 but the actual project and timeline could change due to funding constraints.
Next Steps

The I-15 IRP agreed to hold periodic meetings to receive reports from staff on the advancement of various strategies. Staff suggests a joint meeting (three Borders Committee members, two members of the WRCOG Executive Committee, two members of the RCTC Board, and one from the RTA) be held in the late fall after adoption of the San Diego Region 2050 Regional Transportation Plan.

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

Attachments: 1. Interstate 15 Interregional Partnership (I-15 IRP) Strategies Developed in Phase I
  2. Transportation Strategic Plan – Riverside, RCTC

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  Kevin Viera, WRCOG, (951) 955-8305, Viera@wrcog.cog.ca.us
# Interstate 15 Interregional Partnership (I-15 IRP) Strategies Developed in Phase I

<table>
<thead>
<tr>
<th>STRATEGIES BY CATEGORY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td><strong>Program</strong></td>
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<tr>
<td>P1</td>
<td>Support/sponsor legislation that addresses jobs-housing balance</td>
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<tr>
<td>P2</td>
<td>Actively engage in community outreach</td>
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<tr>
<td><strong>Economic Development</strong></td>
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<tr>
<td>ED1</td>
<td>Facilitate greater collaboration between regional economic development entities</td>
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<tr>
<td>ED2</td>
<td>Improve job growth through the promotion of new employment opportunities in the cluster industries that drive the biregional economies</td>
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<td><strong>Transportation</strong></td>
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<tr>
<td><strong>Short-Range</strong></td>
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<tr>
<td>ST1</td>
<td>Interregional coordination of vanpool and carpool programs</td>
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<tr>
<td>ST2</td>
<td>Expand park-and-ride lots and improve rideshare information signage</td>
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<tr>
<td>ST3</td>
<td>Joint outreach and marketing for transit, vanpool, and ridesharing programs</td>
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<tr>
<td>ST4</td>
<td>Implement interregional public transit commuter services</td>
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<tr>
<td>ST5</td>
<td>Collaboration among transit providers</td>
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<tr>
<td>ST6</td>
<td>Advocate for employer-subsidized transit passes</td>
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<td>ST7</td>
<td>Encourage the adoption of alternative work schedules</td>
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<td>ST8</td>
<td>Encourage telework</td>
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<tr>
<td><strong>Long-Range</strong></td>
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<tr>
<td>LT9</td>
<td>Support high-speed rail transit service in the I-15 corridor</td>
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<tr>
<td>LT10</td>
<td>Implement transit shuttle services to interregional transit</td>
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<td>LT11</td>
<td>Preserve transportation Rights-of-Way and implement priority measures through the development process</td>
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<tr>
<td>LT12</td>
<td>Implement the I-15 high occupancy vehicle (HOV) system</td>
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<tr>
<td><strong>Housing</strong></td>
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<tr>
<td>H1</td>
<td>Provide a range of housing affordability and housing types in all communities</td>
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<tr>
<td>H2</td>
<td>Support fiscal reform to encourage housing construction</td>
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<tr>
<td>H3</td>
<td>Provide incentives for the construction of moderate-cost family housing near employment centers</td>
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<tr>
<td>H4</td>
<td>Require the construction of moderate-cost family housing in new development near employment centers</td>
</tr>
<tr>
<td>H5</td>
<td>Encourage infill development in older residential neighborhoods</td>
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RRTC has developed a strategic plan to address congestion and create jobs in Western Riverside County. RRTC is committed to acting quickly and has developed priorities and an approved plan to achieve them between now and 2019.
RECOMMENDATIONS FROM THE 2011 BINATIONAL SEMINAR
“ENHANCING TRANSIT AND NON-MOTORIZED MOBILITY ON THE BORDER”

Introduction

The 2011 Binational Seminar “Enhancing Transit and Non-Motorized Mobility on the Border” was held on June 28, 2011, at Caltrans, District 11. The event had the sponsorship of the Consulate General of Mexico in San Diego; the City of Tijuana Metropolitan Planning Institute (IMPlan, in Spanish); the Metropolitan Transit System; and Caltrans, District 11. The seminar drew attendance from stakeholders and representatives from transportation and planning agencies, academia, and the private sector from both sides of the border, including Tijuana, Mexicali, and the San Diego region. A background document was prepared for the event containing detailed information on transit and non-motorized issues in the San Diego-Tijuana border area, and on plans and efforts underway on both sides of the border on this subject.

As part of its responsibilities, at its September 6, 2011, meeting, the Committee on Binational Regional Opportunities (COBRO) reviewed the outcomes and summary of this seminar and discussed possible recommendations to the Borders Committee.

Discussion

The goal of the 2011 Binational Seminar was to review and learn about current plans and strategies from the public and private sectors related to public transportation and non-motorized mobility on both sides of the border. The seminar fostered a dialogue among stakeholders, policy makers, and the general public on transit and active modes of transportation, such as bicycling and walking on the border.

The program for the event included presentations to set the stage for a discussion on transit and non-motorized mobility on the border; a review of mobility in a border security context by the U.S. Customs and Border Protection; and overview presentations of planning efforts in the San Diego region and Tijuana on this subject, as well as the role of the private sector. The event concluded with an expert panel discussion on transit and non-motorized mobility on the border.

Recommendation

The Committee on Binational Regional Opportunities recommends that the Borders Committee forward the 2011 Binational Seminar recommendations to the Board of Directors for approval.
Overall, the binational seminar highlighted key opportunities to enhance transit and non-motorized mobility on the border. The diverse panel of experts generated a lively discussion that identified issues that range from idling vehicle emissions and their health impacts on pedestrians to limited funding for border infrastructure.

COBRO narrowed the binational seminar discussions and outcomes into recommendations that support the goals identified in the Draft 2050 Regional Transportation Plan (RTP).

To develop its recommendations (Attachment 1), COBRO discussed the following considerations:

- At ports of entry, high concentrations of vehicle emissions produce unhealthy air quality impacts on pedestrians crossing the border attributable to the absence of non-segregated pedestrian and vehicle crossing lanes.
- Pedestrians are exposed to inclement weather conditions.
- Promoting bicycle and pedestrian crossing supports the goals of the SANDAG Draft 2050 RTP and its Sustainable Communities Strategy. It would also advance the Draft 2050 RTP goals of promoting social equity and environmental justice in transportation planning, since long border delays and inadequate infrastructure stresses vulnerable communities.
- Legislation that encourages urban design to improve non-motorized mobility and public transportation would support plans to facilitate the implementation of such projects.
- Enforcement of laws would support efforts to reduce emissions at the border and reduce the impact on pedestrians and cyclists. For example, carpool lanes at the border crossings were eliminated because there were no enforcement mechanisms to prevent single occupant vehicles from using these lanes.
- Specific performance measures are lacking at the border.

For further information, the 2011 Binational Seminar program, background document, audio files, presentations and summary are available at the SANDAG Web site (www.sandag.org/annualbinationalevent).

**Next Steps**

Pending a recommendation from the Borders Committee, staff will schedule a report on the 2011 Binational Seminar for the Board of Directors consideration.

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

Attachment: 1. 2011 Binational Seminar “Enhancing Transit and Non-Motorized Mobility on the Border,” June 28, 2011, Recommendations from the Committee on Binational Regional Opportunities

Key Staff Contact: Hector Vanegas, (619) 699-1972, hva@sandag.org
2011 Binational Seminar
“Enhancing Transit and Non-Motorized Mobility on the Border”
June 28, 2011
Recommendations from the Committee on Binational Regional Opportunities

1. To strengthen collaboration with government agencies, interested parties, and stakeholders from both sides of the border with the purpose of facilitating, maintaining, and enhancing transit and non-motorized mobility on the border in a safe, faster, positive, comfortable, and healthful manner while respecting each country’s practices and regulations.

2. To explore promoting or supporting legislation in future SANDAG Legislative Programs to encourage urban design and incentive funding for urban design practices that facilitates and supports non-motorized mobility and public transportation in and around the border.

3. To develop indicators to measure the performance of transit and non-motorized modes of travel in the international border area that could be included in regional performance monitoring programs, as appropriate data is available. The performance measures should address the distribution of improvements, health outcomes, quality of life, worker productivity, and economic activity.
SAN YSIDRO PORT OF ENTRY PEDESTRIAN CROSSING REPORT

Introduction

The San Ysidro Pedestrian Crossing report (Attachment 1), prepared by the South County Economic Development Council, presents the findings of a survey held at the San Ysidro Port of Entry (POE), the busiest land POE in the United States. The goal of the survey was to increase understanding of the purposes for which 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.

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


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

August 25, 2011

SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL

Report prepared by:

Lana Graves, Border Survey Project Manager

Cindy Gompper-Graves, Chief Executive Officer
Preface

The international border between Tijuana and San Diego is an economic engine, a gateway for commerce between Mexico and the United States. Daily, companies located on both sides of the border exchange employees and products. Tourists visit San Diego and Tijuana to enjoy and spend money in the bi-national region. Local consumers regularly shop in both Mexico and the United States, purchasing goods to satisfy everyday needs.

The San Ysidro Port of Entry (“SYPOE”) is the busiest border crossing in the world. On an average day in 2010, United States Customs and Border Patrol (CBP) processed over 17,500 pedestrian crossers. With more than 80,000 people walking or driving across the border daily, the SYPOE is a critical gateway for commerce, business, tourism, family, employment, education and more. The port serves as a vital link for the two neighboring countries.

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.” Due in part to SANDAG’s dramatic findings and the untold loss in human productivity, the South County Economic Development Council (“SCEDC”) undertook the effort of obtaining input from pedestrian crossers at the SYPOE to better understand this nexus of the intertwined economies.

In May 2010, CBP Commissioner Alan Bersin challenged stakeholders and 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 minimize economic losses to the region, pursued this survey as a tool to study the current application and future potential of SENTRI as a means of reducing border wait times.

SENTRI is one of several CBP trusted traveler programs. These programs provide expedited travel for low risk, frequent border crossers through dedicated lanes and kiosks. SENTRI is designed specifically for expedited crossing of the U.S. - Mexico border. The application process is open to U.S Citizens and non U.S. Citizens with original documentation of immigration admissibility into the U.S. Examples of valid documents include U.S. passport, Permanent Resident Card, and Visa. [http://www.cbp.gov/xp/cgov/travel/trusted_traveler/sentri/sentri.xml](http://www.cbp.gov/xp/cgov/travel/trusted_traveler/sentri/sentri.xml)

The purpose of this report is not to debate the need for a border or the need for security measures. Rather, this report is intended to convey important information regarding pedestrian crossings. The survey was conducted to increase awareness and understanding of the reasons people cross the border, solicit input on its functionality, and document what pedestrian crossers consider solutions for shorter wait times.

Introduction

In July 2010, SCEDC began collecting data from pedestrians exiting the SYPOE into the United States. Survey questions were designed to capture the opinions of pedestrian crossers, the conditions they encountered, and their view of the Port. Information gathered included how often individuals cross from Mexico into the United States, how long they waited to cross, and where, in their opinion, improvements are needed to increase overall efficiency. Of key importance are the responses to questions aimed at determining respondents’ attitudes towards the SENTRI program and its potential to cut wait times. Having collected surveys throughout 2010 and 2011, this report presents SCEDC’s findings and recommendations based on the analysis of a year’s worth of data.

Border wait times have a direct impact on the local economies by contributing to employee absence and tardiness as well as lowering levels of consumer and tourist spending. Furthermore, the unpredictable and lengthy periods of time encountered by pedestrians waiting to enter the U.S. creates a humanitarian issue requiring everyone’s attention.

Location and Time

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

U.S. bound pedestrian crossers were surveyed between July 2010 and June 2011, Monday through Friday, 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. A series of open-ended survey questions were asked in English or Spanish depending on the participant’s language preference. With an emphasis placed on collecting unbiased results, surveyors received training on survey techniques and how to document all unforeseeable answers. When applicable, multiple responses were documented for certain questions.

In total, 5,861 surveys were collected from pedestrian border crossers entering the U.S. Survey data shows that throughout the year, the sample population was of relatively equal gender distribution, composed of 51% male and 49% female respondents.
Surveyed pedestrians were classified into four age categories 0-18, 19-30, 31-50, and over 50 years. Of the respondents, 70% were of workforce age, between 19-50 years old. As a proportion of the “over 50” age group is still working, the percentage of pedestrian crossers with in the potential workforce is likely higher. Taking this into consideration, it is important to consider the economic impact waiting in line has by obstructing employees from crossing.

Note, age and gender data was collected by visual observation alone. Respondents were not asked their age or sex directly.

In order to eliminate the potentially intimidating effect of requesting participants communicate their citizenship, the question regarding it was asked last. Furthermore, the inquiry was phrased as to immediately inform respondents that providing this information was “optional”. Interestingly, almost all participants answered this question, with 44% percent of respondents identifying themselves as Mexican citizens, 38% indicating they were U.S. citizens, and 14% responding that they held a Green Card. Respondents who reported having dual citizenship were most often citizens of both Mexico and the United States. Those categorized under “other” citizenship were generally from European countries.

### Crossing the Border

**CROSSING FREQUENCY**

Surveyors asked respondents how often they cross the border from Mexico into the United States. 29% of surveyed pedestrians stated that they cross a couple of times a week and 27% responded that they cross on a daily basis. 15% indicated they cross once a week, 14% once a month, 9% once annually, and 6% a few times a year.

A cumulative 56% of pedestrians crossing at SYPOE may be considered “Frequent Crosser”, passing between the United States and Mexico multiple times a week.
REASON FOR CROSSING

Participants were asked to indicate their reason for crossing into the United States. The survey allowed for multiple answers to this question.

31% of respondents cited shopping as their motivation for crossing the border. Following this, 23% responded that business/work brought them across the border and 20% answered that they cross into the U.S. to visit family and friends. 10% indicated that they cross for school, 6% attributed their transit to obtaining medical services, and 4% stated tourism as their reason. The 6% who provided “other” responses included pedestrians crossing for banking purposes, mail collection, and personal reasons.

Of the Frequent Crossers surveyed, 37% cross for business/work related reasons, followed by 24% crossing to shop.

It should be noted that these results are cumulative and that fluctuations throughout the year may be attributed to seasonal factors, including school schedules, increased tourism, and other components.

SENTRI

SENTRI ENROLLMENT

Of the 5,861 surveyed pedestrians, only 231 were current SENTRI cardholders.

Less than 4% of respondents are SENTRI cardholders

*Note that the percentage of pedestrian SENTRI cardholders as reported by CBP in June 2011 was 3.2%.²

² Passenger Working Group Meeting Summary, CBP. June 17, 2011.
REASON NOT ENROLLED IN SENTRI

The data displayed an upward trend in respondents’ general understanding of the SENTRI program throughout the year. A simultaneously disturbing trend shows an increase in the proportion of respondents concluding that they would not benefit from enrolling in SENTRI.

24% of survey respondents communicated that they did not think they needed the card. This statement was often based on respondents’ perception that they would not benefit enough to offset the time and monetary costs of applying for the program. Several participants conveyed the belief that they did not cross often enough to warrant the program’s advantages; this opinion was expressed even by some Frequent Crossers. Others respondents communicated that they already had some alternative form of identification, indicating why they did not ‘need’ a SENTRI card.

19% indicated that they did not know how to acquire the card. This response pertained to those who either did not know how to enroll in the SENTRI program or where they could do so.

14% were uncertain as to why they did not have a SENTRI card. These respondents were generally unfamiliar with the SENTRI program or were uninterested given limited knowledge.

11% provided “other” reasons not falling into the pre-determined categories for why they had not enrolled in the program. “No time”, “SENTRI office hours”, and “too complicated” constitute the majority of these reoccurring responses.

Currently, the SENTRI office near SYPOE is open from 8:00 a.m. to 4:00 p.m., Monday through Friday. The current hours of operation make it difficult for workers with regular schedules, requiring them to take time off from work in order to utilize the office’s enrollment resources.

10% stated that they were unable to afford the card. Those answering with this response often cited their limited income or superior priorities. Participants decreasingly attributed mistaken beliefs about the SENTRI fee and duration as reason for avoiding the program.

10% did not know if they were eligible for the SENTRI program. Respondents indicated they did not know the criteria to qualify for the program.

6% answered that they did not meet the requirements, often citing criminal backgrounds or previously denied SENTRI applications.

6% declined to state why they were not enrolled in the SENTRI program.
Respondent Recommendations for Border Efficiency

Survey participants were asked what they would suggest to improve border crossing conditions and decrease pedestrians wait times. The survey allowed respondents to provide multiple answers to this inquiry.

33% indicated increasing the number of open lanes would alleviate pedestrian traffic congestion. Additionally, respondents suggested that an increase in open lanes should be coordinated with peak traffic periods.

28% mentioned the need for faster inspection by CBP agents for the purpose of reducing wait times. Respondents commented that CBP agents take too long when inspecting documents, ask too many or unnecessary questions, and socialize with other agents while on duty.

16% provided “other” suggestions for improving conditions at the SYPOE. Most prominent among these was the need to control line cutting. Respondents also suggested separating lanes according to documents or characteristic specifications, such as age or disability. Often cited in conjunction with other recommendations, participants reported the perceived need for more officers; additional officers were correlated with realizing more open lanes, faster inspections, reduced cutting, and improvement in overall organization.

8% did not provide any recommendation for augmenting efficiency at the border. Some concluded the wait could not be avoided due to an increasingly higher number of pedestrian crossers, while others did not know how conditions could be improved.

3% responded that improved technology would enhance efficiency at the border, maintaining security levels while simultaneously decreasing the average border crossing wait time.

3% expressed that increasing SENTRI enrollment would generate greater inspection efficiency of both pedestrians and vehicle crossers, effectively decreasing congestion at the border.

3% stated that completion of the border expansion project would reduce wait times. As the construction has resulted in greater vehicle congestion, the higher volume of pedestrian crossers may in part be attributed to more people opting to walk instead of drive across the border. Consequently, the perception was communicated that elongated pedestrian wait times are a bi-product of the remodeling process.

3% 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 recognizing project completion as a potential source of wait reduction.

3% of the surveyed population declined to answer this question.
Findings

1. Respondents exhibited an increased understanding of the SENTRI program compared to one year ago.

Consistent declines in responses indicating lack of program knowledge or lack of understanding of program requirements can be interpreted as an increase in the public’s understanding of the SENTRI program and its criteria. Such trends include a 6% drop in respondents answering that they did not know how to enroll, those responding that they did not know if they were eligible dropped 7%, and similarly those stating that they did not meet the requirements increased by 6%.

2. SENTRI office and improved web accessibility.

The new SENTRI office located on San Ysidro Blvd. has likely played a critical role in disseminating program information. Processing over 120 applicants a day, it has exceeded the expectations for its success. CPB.gov has generated online content making SENTRI information more readily available, such as the online SENTRI Orientation video and a Step-by-Step application tutorial. Such measures are essential to encouraging enrollment by providing support and diminishing confusion for interested persons.

3. The perceived benefits of SENTRI still fail to outweigh the costs of enrolling.

Nearly a quarter of the surveyed population believes they “do not need the card”. Surveyed pedestrians felt that either they do not cross often enough to warrant the SENTRI card, or that the application process is too lengthy and complicated. This perception existed even among Frequent Crossers, the program’s target audience. The survey also demonstrated many are still not aware that SENTRI cardholders are allowed to go to the front of the line on the Mexican side in order to reach the port’s SENTRI entrance. Without knowledge of this benefit, SENTRI appears no different from other documents, decreasing its comparative value.

4. Pedestrian wait times for SENTRI cardholders compared to crossers not enrolled in the program.

SENTRI cardholders experienced drastically lower pedestrian wait times than those using other traditional documents to pass. On average, SENTRI cardholders waited 20 minutes to enter the United States through SYPOE: this is 32 minutes less than pedestrians not enrolled in the program, who waited an average of 52 minutes. Median wait times further evidence the benefit of enrolling in SENTRI: enrolled
pedestrians were more likely to wait 5 minutes or less throughout the year compared to 30 minutes for those not part of the program. Furthermore, the average and median wait times of non-SENTRI pedestrians do not reflect the extreme wait times experienced at SYPOE during peak hours: participants reported wait times of up to three hours or longer during peak periods while SENTRI card holders continued to wait less than 30 minutes on average.

5. **SENTRI Fees still too high.**

10% of surveyed participants are unable to afford the actual cost of enrolling in SENTRI. Lowering the SENTRI enrollment fee is not only essential for enabling the working poor access to the program but will also present the opportunity for people to reevaluate the costs and benefits of enrolling.

6. **Wait times are unpredictable.**

Respondents reported a persistent volatility of wait times, encountering both expected and random peak periods. Furthermore, participants indicated wait times reported by media sources, such as the radio, are commonly inaccurate. In some cases, surveyed pedestrians conveyed surprise at the speed with which they crossed the border, having expected to wait an hour and a half only to pass through SYPOE in 15 minutes. Others expressed re-occurring frustration at having to stand in line for twice the time reported. This variability in wait time not only disrupts the schedules of those crossing the border, specifically employees and students, but has a negative effect on the local business community which includes companies relying on the availability of employees. The unpredictable fluctuation of wait times is also detrimental for those unable to physically manage standing for extended periods of time, such as elderly, children, or disabled persons.

7. **Line cutting needs to be controlled.**

Occurring both inside and outside of the SYPOE facility, cutting in line prevents maintenance of structured and predictable pedestrian waits. Survey respondents have noticed and reported that in Tijuana, people waiting in line sell their spot to individuals or a small group of people. Respondents recounted witnessing very coordinated efforts between the always present bus line salesmen and regular cutters and spot sellers. During school season, students frequently let friends in line, backing up waits in the morning peak hours. This disproportionately increases the wait times for individuals at the end of the line. Once inside the facility, pedestrians are able to utilize the generally uncongested area dedicated to SENTRI cardholders for the purpose of cutting ahead of those waiting in the non-SENTRI lines. The lack of effective lane dividers or monitoring allows for this movement of people in and out of lanes. The combined effect of all these factors add up to prolonged waits by pedestrian crossers who follow the rules.
It is important to recognize that “cutting” increases wait times dramatically. 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”, nor are those who are caught reprimanded.

8. **Confusion persists regarding which documents are WHTI compliant.**

When entering SYPOE, pedestrians are directed to enter one of three lanes: SENTRI, WHTI/General Public, and Permit (No Documents). The installation of more visible lane identifiers has been an important step towards increasing border crossing efficiency. Clear signage indicating areas dedicated to different documents decreases the likelihood of pedestrians accidentally waiting in the wrong line, leading to inspection inefficiencies. However, surveyed pedestrians conveyed uncertainty as to which documents are actually WHTI compliant. Furthermore, the absence of clear separation between WHTI and General Public lanes renders the distinction functionally meaningless. Frequently, pedestrians suggested the creation of separate passport lanes, not knowing that WHTI lanes exist particularly for this reason.

9. **Completed infrastructure improvements and necessary developments.**

Over the last year, CBP has installed a water fountain and benches within the SYPOE facility. These improvements aid in relieving fatigued pedestrian crossers, especially those that have waited in line for extended periods of time. While Phase Two of the San Ysidro Development plan includes plans to expand the facility, it is nonetheless necessary to point out that the current structure is inadequate. As the largest port of entry in the world, the San Ysidro facility is in need of expansion to properly accommodate the tens of thousands of people it processes daily. During the summer, overhangs are necessary on the Mexican side entering SYPOE to protect people from the sun. Accessible restrooms for pedestrians waiting far from the front of the facility are also needed.
Recommendations

Based on survey results, SCEDC makes the following recommendations to increase pedestrian border crossing efficiency at the SYPOE.

1. Increasing SENTRI enrollment and disseminating program information

It is essential to maintain efforts aimed at keeping the general public informed about the SENTRI program. Increasing information circulation about the program will simultaneously diminish misconceptions regarding it and promote the benefits of enrolling. Furthermore, making information visible and easily accessible will alert current SENTRI cardholders of benefits which they may not be aware of, such as the advantage of walking to the front of the line in Tijuana to access the designated SENTRI entrance.

Increase Spanish language SENTRI marketing.

While a Spanish language application and requirements list exist on the SENTRI website, other marketing materials, such as the tutorials and videos, need to be available in Spanish to effectively market the SENTRI program. This is especially important considering survey data shows 44% of respondents identify themselves as Mexican citizens and likely speak Spanish as their primary language.

Use available resources to promote SENTRI.

Use of pamphlets, tangible materials

The continued use of pamphlets to promote SENTRI on both sides of the border is essential for keeping pedestrians informed about the program. The SYPOE facility gates are strategic location for dispersing pamphlets: stands situated at these locations would capitalize upon the visual absence of a long SENTRI line and provide information immediately to interested pedestrians.

Use of web

Maintenance and updates on the CBP.gov SENTRI web page are key to communicating with the public. Development and improvement of online tutorials are essential to supporting further enrollment. For example, streaming instructional and informational videos about the program will reach out all levels of internet users, functioning as a condensed, easily accessible source of material for interested persons.

Use of personnel

Booth officers’ direct contact with border crossers presents an opportunity to promote SENTRI. Officers can be used to identify frequent crossers and market the SENTRI program by directly providing marketing materials and verbally recommending it.
Through the use of effective marketing, many common misconceptions associated with the SENTRI program can and have been eliminated. It is critical that such efforts continue to be expended so that interested persons will not be deterred by inaccurate information.

2. Modifying SENTRI program and accommodations

In order to open enrollment to persons currently unable to apply, SCEDC makes the following suggestions.

Create separate lane leading up to the dedicated SENTRI entrance.

On the Tijuana, B.C. Mexico side of the SYPOE, there is no defined SENTRI lane leading up to the marked SENTRI entrance. While the trusted traveler entrance is unmistakably labeled, issues arise for SENTRI cardholders when they must pass a multitude of pedestrians during peak times to reach it. Painting a designated SENTRI lane on the ground or placing signs along/above the line instructing SENTRI participants to move ahead to the specified entrance will minimize the any confusion of “cutting”.

Extend SENTRI office hours

Opening the SENTRI office on Saturdays would provide those who work a traditional full time job more convenient access to its resources. Also to this effect, extending office hours until after 5:00 p.m. would enable such persons to utilize the office on their way home.

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

By reevaluating regulations and seeking additional flexibility as it applies to specific circumstances, ideal SENTRI candidates with tarnished backgrounds may be reconsidered for the program. For example, a 65 year old male who may have been convicted of felony when he was 19 years old (such as driving under the influence) should not be permanently barred from participating in the SENTRI program.

Restructure SENTRI card fees.

SENTRI fee reduction has been anticipated for over a year. Having clarified a majority of the confusion regarding the cost of the card, an average 10% of the pedestrian population is still unable to afford SENTRI.

Reduced cost for families.
SENTRI currently offers reduced pricing for families. However, this information is not widely known. Information for families needs to be better disseminated to the public.
Combine with your existing passport.
It is recommended that the passport application process be modified to allow
the option to apply for a SENTRI card as well. Also, including additional
information about the SENTRI program within the passport application or in
passport marketing materials would greatly increase awareness about the
SENTRI program.

3. Communicating border wait times.
By utilizing lighted signs to convey both SENTRI and non-SENTRI pedestrian wait times, two
objectives may be achieved:

- Interest will be sparked in the SENTRI program when pedestrians see how short the wait
  is for the program participants.

- Communicating wait times will enable pedestrians to make informed decisions about
  standing in line, thereby minimizing useless time expenditures by persons able to cross
  at a less congested time.

4. Controlling line cutting.
Minimizing line cutting will greatly diminish unpredictable fluctuations in wait times as well as
bring increased order to the border crossing process.

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

Respondents indicated frequent incidence of “cutting” as greatly diminished when
security is visibly present. Security staff should be assigned to monitor the lines from
back to front in order to eliminate “cutting.” Placement of security is needed on both
the Mexican side of the SYPOE and within the facility.

Utilize lane dividers to minimize cutting.

An effective use of strategically placed, safety compliant lane dividers inside the gate on
U.S. territory could reduce instances of people cutting to the front of line. This is
especially necessary for preventing “cutters” from utilizing the open SENTRI lane to cut
ahead of people waiting in the other lanes.
5. Improvements to SYPOE for increasing inspection efficiency

As mentioned, confusion persists regarding which lines pedestrians holding certain documents may utilize, leading to inspection inefficiency. Furthermore, documents which expedite the inspection process should be promoted to further decrease the pedestrian wait.

Separate 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.

Clarifying which documents are WHTI-compliant is a necessary measure as well. Utilizing existing signage or installing adjacent signage to list and display images of the appropriate documents will eliminate existing confusion.

Incorporate new technology at SYPOE

Increasing the amount of Radio Frequency Identification documents (RFID) at San Ysidro has the potential to alleviate wait times by leaving security unaffected while decreasing the amount of time necessary to inspect individuals. It is calculated that accessing individual information using an RFID technology is 60% faster than with documents not equipped with the technology.

6. Improving SYPOE facility.

Various improvements are necessary within the SYPOE and on the Mexican side of the facility. On the U.S. side, the creation of more inspection booths, staffed appropriately, will diminish congestion. An expanded facility will allow for less confusion regarding lane division. On the Mexican side, restrooms need to be made available to waiting pedestrians at various points in the line. Also, overhangs need to be installed to shade pedestrians from the sun while waiting for long periods of time in Tijuana.
Conclusion

The joint effort expended by SCEDC and CBP over the last year exists as the foundation for the survey’s success. By allowing SCEDC the exceptional privilege of collecting data directly from pedestrians exiting SYPOE, CBP has enabled the gathering of information from a concentrated sample of the desired population. Through the ongoing transmission of survey findings over the last year, several improvements have already been considered and implemented at SYPOE. As efficiency issues at the border continue to require attention, SCEDC will further work to identify and promote possible improvements at the border in conjunction with CBP.

In addition, SCEDC will continue to work with other SYPOE stakeholders on both sides of the border to decrease wait times and improve circumstances for all crossing pedestrians and vehicles alike. The undeniable necessity of establishing a reliable method of communicating wait times is acknowledged and has been discussed with the Baja/Tijuana business organization. Methods such as installing cameras along the pedestrian line to measure real wait time and ultimately relay this information to CBP are being considered. Furthermore, construction plans along the San Diego–Baja Region borders continue to be developed by the General Services Administration (GSA). Unfortunately, due to the recent economic downturn, completion and implementation of various projects is threatened by budget shortages. In light of this, SCEDC and other stakeholders will nonetheless continue to strive for improvement of border conditions.

Lastly, SCEDC makes these recommendations without regard for security concerns as that area of expertise lies with United States and Mexico security officials. This report is not intended to reduce security measures, but rather find ways for security and commerce to co-exist at the SYPOE ports of entry.
I-15 Interregional Partnership

Phase I Objective: Address Job/Housing Imbalance

- Existing Conditions Report
- Commuter Survey
  - Information Collected to Develop Project Objectives
  - Who, Where, and Why
- Developed Strategic Plan
  - Transportation
  - Economic
  - Housing

Phase II Objective: Implement Recommendations from Phase I

- Program Areas & Strategies
  - Economic - Cluster Study
  - Transportation - County Line Study
  - Housing - Workforce Housing
I-15 Interregional Partnership

Phase III Objective: Develop Strategic Action Plans for Each Focus Area

- Economic Development
  - Convene a Core Group of Economic Representatives
  - Economic Workshops
  - Develop Outreach Materials

- Transportation
  - Strategic Implementation Plan
    - Short-term Goals
    - Cost-effective Analysis
    - Park and Ride Analysis
    - Heavy Truck Traffic Documentation
  - Transit
  - Vanpool/Carpool Study

- Housing
  - Workforce Housing
  - Smart Growth Concept

- Funding Source
  - Caltrans District 8

- Overall Coordination
  - Policy
  - Executive
  - Staff
Recommendation:

The Borders Committee is asked to appoint three members to participate in a joint Interstate 15 Interregional Partnership meeting with elected leaders from Riverside to be held in the Spring of 2012.
US-Mexico Border Crossing: Social and Environmental Effects for Pedestrian Crossers and San Diego Communities
Penelope JE Quintana
San Diego State University
San Ysidro - Healthy Borders Project

Outline: talk today

1. Social Effects of SY Border Crossing
2. Environmental Effects of SY Border Crossing
   a. General Information
   b. Pedestrian study
   c. San Ysidro Air Quality study
   d. Greenhouse gas study
Social Effects: Background

3 Types of Interviews of San Ysidro Port of Entry Stakeholders

1) Intercept Interviews
   - Pedestrian border crossers (n=148)

2) Key Informant Interviews
   - Representatives of San Ysidro community groups

3) Focus Group Interviews
   - Group discussion in San Ysidro

David Flores, Casa Familiar
John Elder, San Diego Prevention Research Center
Focus Groups CONCERNS

1) Pollution (car exhaust)
2) Lack of lighting
3) Security on US side (fear of robbery, being scammed)
4) Discrimination by Customs Agents
5) Long lines cause stress because of need to get to work and appointments

Focus Groups REQUESTS

1) Free, open restrooms
2) Benches, trees, and a cleaner environment
3) Friendlier and welcoming border crossing experience: reduce sense of rejection, discrimination, and threat
4) Separate lines for the elderly, disabled, and those with children
5) More lines
6) Create a “waiting zone” on the U.S. side to pick up those crossing the border
7) Better signs on U.S. side for parking lots, transportation, restrooms
Environmental Effects Studies Objectives

**Pedestrian Study:** Measure personal exposures to air toxics experienced by pedestrians

**San Ysidro Air Quality Study:** Measure community air quality in the city of San Ysidro

**Greenhouse Gas Study:** Estimate contribution of idling vehicle emissions to greenhouse gas emissions in the San Diego region
Environmental Effects:
Traffic-Related Emissions

Traffic pollution

Regional effects

-Local (near-roadway) effects to people close to traffic
# Health Effects of Traffic-Related Air Pollution

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Reduced Lung Growth/Function</th>
<th>Asthma</th>
<th>Cardiovascular / Cardiopulmonary Disease</th>
<th>Negative Birth Outcomes</th>
<th>Mortality</th>
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<td>Dockery et al 1993; Psillakis et al, 1999; Vincent et al 2002; Sotulhos et al 2002; Adar et al 2007; Hoek et al 2001</td>
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</table>

* Includes PM$_{2.5}$, Ultrafine Particulate Matter, Black Carbon
Pedestrian Study

Measure personal exposures to air pollutants experienced by pedestrians crossing border at San Ysidro POE

Personal Monitoring
- 60 pedestrian border commuters who work or go to school in San Ysidro and live in Mexico
- 40 controls who work or go to school in San Ysidro and live in San Ysidro
  - carry monitors for 24 hours (including pedestrian commute across POE)
  - urine analyzed for diesel exposure

Stationary Border Monitoring at San Ysidro POE at the same time that the pedestrians were crossing Northbound

- PhD project Vanessa Galaviz UW

![Image of a busy street scene]
People who cross the border through the San Ysidro Port of Entry are exposed to relatively high concentrations of traffic pollutants,

example, at the POE location where pedestrians cross, Ultrafine Particulate Matter concentrations were 3-4 times higher than in San Ysidro and up to 10 times higher than in Imperial Beach

Adults exposed to these levels on the long term in other studies have negative effects to cardiovascular and respiratory systems

Participants crossing the border had concentrations of diesel related carcinogen 1NP (1-nitropyrene) recorded on their carried air monitors 8 times higher (on average) than controls in San Ysidro not crossing border
Pedestrian Study - Results

CO (ppm) vs HBO22 24-hr Time Activity

09/26/2011

AIR QUALITY STUDY
San Ysidro Air Quality Study

Measure levels of traffic-related pollutants in San Ysidro, and examine relationship to waits at San Ysidro POE.
Black Carbon (BC), 2 sizes of Particulate Matter and Carbon Monoxide.
Measurement periods: Feb/Mar, Apr/June and November 2010.

Store: ¼ mile from POE
Elementary School: 0.9 miles from POE
Elementary School: 1.7 miles from POE
Tijuana Estuary (Imperial Beach): 6.2 miles from POE
San Ysidro POE

Testing Effects of Wind Direction on Pollution in San Ysidro

• Southerly, Easterly winds = Elevated concentrations BC, UFP
• Calm Winds = Elevated concentrations BC, UFP

• Compared wind direction:
  • “From Border Crossing”
  • “Opposite (Ocean)”
  • “Calm”

BC = Black Carbon (soot)  UFP = ultrafine particles <100nm
Air Pollution, Wind Direction, and Border Wait Times

San Ysidro Air Quality Study - Results

- Traffic-related air pollutant concentrations in San Ysidro higher in locations closer to POE
  (Black Carbon, Ultrafine particles)
- Concentrations higher when the winds are from southerly and easterly directions, and when winds are calm
- Longer delays at the POE significantly correlated with higher pollution near the border (calm and south/east winds)
- Currently, no air quality laws or standards control local concentrations of these pollutants, no matter how high they get
Greenhouse Gas Study

Calculate greenhouse gas emissions from Northbound idling vehicles at **ALL** San Diego County – Baja California border crossings

Northbound wait times 2009 (CBP and Delcan data)
- San Ysidro Regular and Sentri
- Otay Mesa Regular and Sentri
- Tecate Regular

Greenhouse Gas emissions estimated based on type of vehicles and time spent idling, using EPA MOVES model
Suzanne Barzee, MPH, Dr Zohir Chowdhury, SDSU GSPH

2009 GHG Emissions by Location

San Ysidro 68% 
- Commercial (Delcan) 15%
- Passenger 15%
- Tecate 2%
- Otay Mesa 30%

San Ysidro 76%
- Commercial (CBP) 4%
- Passenger 17%
- Tecate 3%
- Otay Mesa 21%

82,664 MT CO₂ 74,737 MT CO₂
Greenhouse Gas Comparison to 2006 Inventory

- 2009 Northbound Border Crossings (San Ysidro, Otay Mesa, Tecate)
- Emissions from 1,378 San Diegans
- Port of San Diego Ships
- San Diego County Rail
- Civil Aviation Lindbergh Field
- San Diego County Heavy Duty Trucks

1 = the weight of 4,134 elephants (1 elephant = 4 metric tons)


Summary of Environmental and Social Research

- Personal exposures to air pollutants high for those that walk across border
- Several other discomforts are experienced while walking across the border
- Border delays appear to be affecting air quality in the San Ysidro community during certain wind conditions
- Delays at the border emit thousands of tons of greenhouse gases into the atmosphere
- Experiences crossing and suggestions for improvements were similar among different stakeholder groups
Where do we go from here?

First priority -
Reduce border delays and vehicle idling

Improve public health
What else should be done?

**Improvements to Reduce Discomforts of Crossing the Border on Foot**

- Reinstate Bicycle crossing lane
- Separate pedestrians from vehicles
- Places to sit
- Improved lighting
- Covering/shade
- Drinking fountains
- Landscaping, cleanliness
- Secure facilities

What else should be done?

**Reduce pedestrian exposure to pollution:**

- Walls, tunnels and barriers to protect border crossing pedestrians
- Plant trees, bushes, and other plants as barriers in San Ysidro to block pollution
- Routing of cars/trucks to reduce exposure to exhaust
- Improve & expand transportation options both public & private
San Ysidro air pollution field measurement team

Left to right: Vanessa Galaviz, Suzanne Barzee, Yang Jiao, Dale Chatfield, Jamison Gamble, Christina Meyer, Jill Dumbauld, Cuong Tran, Lynelle Garnica, Jenny Quintana, Christy Schwayat, Zohir Chowdhury

QUESTIONS?

jquintan@mail.sdsu.edu
South County Economic Development Council

San Ysidro Port of Entry Survey Report
July 2010 – June 2011

August 22, 2011

Agenda

- Introduction
  - Year’s worth of Survey Data
  - Over 5500 surveys collected

- Presentation
  - Demographics
  - Findings
  - Recommendations
Demographics
Pedestrian Crossing Statistics

In 2010, The San Ysidro Port of Entry processed
- 6,439,952 pedestrians TOTAL in 2010*
- 17,644 pedestrians DAILY, on average

This is a 4% increase in pedestrian traffic since 2009, approaching 2008 levels

*Provided by CBP and www.bts.gov
Citizenship

- Mexican Citizen: 44%
- US Citizen: 38%
- Green Card Holder: 14%
- Doesn’t apply/ Doesn’t want to respond: 2%
- Dual Citizenship: 1%
- Other: 1%

Questions

- How frequently do you cross from Mexico into the United States?
- Reason for crossing?
- Are you a SENTRI cardholder?
- If no, why not?
- What can be done to shorten the pedestrian wait?
Crossing Frequency

Cumulative

- Couple of times a week: 29%
- Everyday: 6%
- Once a week: 15%
- Once a month: 9%
- Once a year: 5%
- A couple of times a year: 14%

56% are Frequent Crossers

Frequent Crossers include pedestrians who cross daily or a couple of times a week.
Reason for Crossing

Cumulative

- Shopping
- Business/Work
- Visit friends/family
- School
- Medical Services
- Other
- Tourism (events, attractions)

Frequent Crossers’ Reason for Crossing

Cumulative

- Business/Work
- Shopping
- School
- Visit friends/family
- Medical Services
- Other
- Tourism
**SENTRI Enrollment**

- **Yes**: 4%
- **No**: 1%
- **Doesn't apply/ Doesn't want to respond**: 1%
- **Doesn't know**: 94%

*of Surveyed Population

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**Reason for Not having SENTRI**

- **Does not think they need it**: 24%
- **Does not know how to get one**: 11%
- **Does not know**: 10%
- **Does not meet all the requirements**: 6%
- **Does not apply/ Does not want to respond**: 6%
- **Other**: 14%
- **Cannot afford the card**: 10%
- **Does not know if eligible**: 19%

Cumulative
Frequent Crossers’ Reason for Not having SENTRI

Cumulative

- Does not know how to get one
- Does not think they need it
- Does not know
- Other
- Cannot afford the card
- Does not know if eligible
- Does not meet all the requirements
- Does not apply/ Doesn’t want to respond

“Other” Reasons:
- No time
- Too complicated/ too much paperwork
- SENTRI office hours

Reason for Not having SENTRI

Comparison

- Does not think they need it
- Does not know how to get one
- Other
- Cannot afford the card
- Does not know if eligible
- Does not meet all the requirements
- Does not apply/ Doesn’t want to respond
Wait Time

Cumulative

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Respondent Recommendations to Shorten Pedestrian Wait

Cumulative

- Increase number of open lanes
- Faster inspection by CBP Officers
- Other
- Does not know
- Improved technology for faster access and inspection
- Increase SENTRI enrollment
- Complete border expansion project
- Develop new infrastructure
- Does not apply/ Does not want to respond
Respondent Recommendations to Shorten Pedestrian Wait

“Other” Recommendations predominantly include:
- Control Cutting
- Separate lanes within WHTI:
  - for different documents (i.e. RFID)
  - different groups (i.e. seniors, disabled, medical)
- More Agents

Findings

- Crossers are more aware of the SENTRI program
- SENTRI office
- SENTRI marketing material, web improvements
- SENTRI, WHTI lanes better identified
- Water fountain, benches
Findings

- Benefits of SENTRI either not realized or not valued
- SENTRI fee needs to be reduced
- Cutting is a major problem
- Lack of inspection process uniformity
- Wait times are unpredictable
- Confusion persists regarding WHTI lane qualification
- Infrastructure inadequate for purpose

Recommendations: Information

- More effectively convey the benefits of SENTRI
- Communicate wait times
- Continue promoting SENTRI enrollment
  - pamphlets, media, booth officers
  - Spanish and English materials
- Clarify which documents are WHTI compliant on signage
Recommendations: Process

- Improve efficiency and streamline the inspection process
- Document screening
  - segment lanes according to document
  - prescreen documents
- Manage cutting
  - better defined lanes
  - strategic placement of CBP officers and Tijuana Police

Other Recommendations

- More Officers
- Improve infrastructure
  - Walkway coverings
  - Restrooms
- Increase RFID enrollment
- Incorporate new technology for greater inspection efficiency
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www.southcountyedc.com

THANK YOU!