JOINT MEETING OF THE BORDERS COMMITTEE, THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE MUNICIPALITIES OF Tijuana, Tecate, Playas de Rosarito, and the State of Baja California

Friday, March 22, 2013

Hospitality Room open from 12:00 to 12:30 p.m.
Meeting from 12:30 to 2:30 p.m.

SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

• OVERVIEW OF THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE

• CALI BAJA BINATIONAL MEGA-REGION INITIATIVE

• GENERAL OVERVIEW OF BORDER ENVIRONMENT COOPERATION COMMISSION WORK PROGRAM

PLEASE TURN OFF CELL PHONES DURING THE MEETING

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ITEM # | RECOMMENDATION
--- | ---
+1. APPROVAL OF THE FEBRUARY 22, 2013, MEETING MINUTES | APPROVE

This item requires action only by Borders Committee members. Minutes of the February 22, 2013, meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS

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)

+3. PRELIMINARY REPORT ON COORDINATION OF REGIONAL PLANNING EFFORTS IN THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE (Rodolfo Argote, IMPLAN, and Ron Saenz, SANDAG) | INFORMATION

On October 26, 2012, the SANDAG Board of Directors approved the recommendations from the 2012 Binational Seminar, including linking proposed regional planning strategies from both sides of the border. This report presents current efforts to address this recommendation.

REPORTS (4 through 6)

4. OVERVIEW OF THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE (Mariano Escobedo, Tijuana’s Convention and Tourism Committee; and James Clark, San Diego Regional Chamber of Commerce) | INFORMATION

This presentation describes unique business and tourism characteristics of the international border area formed by 18 cities in the San Diego region and three municipalities in the Tijuana, Tecate, and Playas de Rosarito metropolitan zone.
5. CALI BAJA BINATIONAL MEGA-REGION INITIATIVE (Cristina Luhn, San Diego Regional Economic Development Corporation)

This presentation will provide an update on the development of the Cali Baja Binational Mega-Region Initiative. This initiative is a long-term economic development strategy partnering San Diego County, Imperial County, and Baja California for global competition.

6. GENERAL OVERVIEW OF BORDER ENVIRONMENT COOPERATION COMMISSION WORK PROGRAM (José Mario Sánchez, Deputy General Manager of the Border Environment Cooperation Commission)

The Border Environment Cooperation Commission (BECC) and the North American Development Bank (NADB) were created in 1993 under a side-agreement to the North American Free Trade Agreement for the purpose of enhancing the environmental conditions of the U.S.-Mexico border region and advancing the well-being of residents in both nations. BECC focuses on the technical, environmental, and social aspects of project development, while NADB concentrates on project financing and oversight for project implementation. This report will highlight BECC’s key accomplishments, as well as general operational information, goals, and challenges.

7. UPCOMING MEETING

The next meeting of the Borders Committee is scheduled for Friday, April 26, 2013, at 12:30 p.m.

8. ADJOURNMENT

+ next to an item indicates an attachment

e next to an item indicates available in Spanish / junto a uno de los puntos indica que está disponible en español
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.

Chair John Minto welcomed the Borders Committee members and guests.

1. APPROVAL OF MEETING MINUTES (APPROVE)

   Action: Upon a motion by Mayor Teresa Barth (North County Coastal) and a second by Councilmember Al Ovrom (South County), the Borders Committee approved the minutes from the January 25, 2013, Borders Committee meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

   Kevin Swanson (Syntropic Systems), member of the public, introduced himself to the Committee and spoke on various projects in the San Diego Region such as Balboa Park and the Port of Entry (POE).

   Supervisor John Renison (Imperial County) welcomed and introduced the new appointed alternate member Mayor Pro Tem Bill Hodge, City of Calexico (Imperial County), to the Borders Committee. Supervisor Renison provided a brief report of a recent meeting held this week with the U.S. General Services Administration (GSA) and the U.S. Customs Border Protection (CBP) on the realignment of the SENTRI lane which is located at the Calexico East POE in Calexico, California. The SENTRI lane is currently located on the far left and will be relocated to the far right. Supervisor Renison announced that he and the Board of Supervisors will attend the upcoming National Association of Counties Conference scheduled on March 2-4, 2013, in Washington, D.C. The Imperial County Board of Supervisors will be meeting with GSA, CBP, and others in Washington, D.C. on public-private partnerships and encouraged the Committee to provide input or submit any questions.
CHAIR’S REPORT (Item 3)

3. UPDATE ON SANDAG’S REQUEST TO U.S. GENERAL SERVICES ADMINISTRATION REGARDING THE SAN YSIDRO PORT OF ENTRY MODERNIZATION PROJECT (INFORMATION)

This report updated the Committee on the response from the GSA to the request from the SANDAG Board of Directors related to the future Intermodal Transportation Center at Virginia Avenue.

Chair Minto introduced this item.

David Alvarez, Councilmember (City of San Diego), commented on this item. Councilmember Alvarez reported that a meeting with the GSA will be held next week and will provide a report to the Committee next month on progress of funding allocated for the new pedestrian border crossing infrastructure.

Chair Minto (East County) thanked Councilmember Alvarez for providing this update and thanked him for representing SANDAG and the Committee on various border crossing issues.

Chair Minto presented the item and responded to questions.

Action: This item was presented for information purposes only.

REPORTS (4 through 10)

4. PROPOSED THEME AND DATE OF THE 2013 SANDAG ANNUAL BINATIONAL EVENT (APPROVE)

Every year since 1997, SANDAG organizes an annual binational event. The Committee on Binational Regional Opportunities (COBRO) proposed that the 2013 binational event be held on Tuesday, June 4, 2013, focusing on regional competitiveness two decades after the signing of the North American Free Trade Agreement (NAFTA) among the United States, Mexico, and Canada.

Chair Minto, introduced this item and speakers.

David Alvarez, Councilmember (City of San Diego), commented on this item and inquired about the Tijuana River Valley – Los Laureles, Tijuana, Baja California.

Kevin Swanson (Syntropic Systems) spoke in favor of the binational event.

COBRO Chair Paul Ganster and Consul General of Mexico Remedios Gómez Arnau presented the item and responded to questions.

Action: Upon a motion by Councilmember David Alvarez (City of San Diego) and a second by Supervisor John Renison (Imperial County), the Borders Committee approved the Committee on Binational Regional Opportunities (COBRO) proposal that the 2013 binational event be held on Tuesday, June 4, 2013, focusing on regional competitiveness two decades after the signing of the NAFTA among the United States, Mexico, and Canada.
5. SUBREGIONAL REPORTS FROM COMMITTEE MEMBERS (INFORMATION)

Members of the Borders Committee reported issues and activities within their subregion that are of interest or under the purview of the Committee.

Chair Minto introduced this item and speakers.

Mayor Teresa Barth, City of Encinitas (North County Coastal), provided a brief update. Mayor Barth reported that the North County subregion has been an unofficial POE to illegal immigrants landing by boat and the Coast Guard has been actively engaged on this issue.

Councilmember David Alvarez, City of San Diego, provided an update on the construction of the Cross Border Facility, the passenger terminal at Otay Mesa connecting to the Tijuana International Airport, which should be completed by Fiscal Year 2014.

Action: This item was presented for information purposes only.

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

The Consul General of México in San Diego, Hon. Remedios Gómez-Arnau, contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee.

Chair Minto introduced the item and speaker.

Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, presented the item and responded to questions. Ms. Gomez-Arnau provided a brief overview on two community programs of the Consulate General of Mexico in San Diego that address health needs in the county: Ventanilla de Salud and the Binational Health Week.

Maria Lourdes Reyes, Consultant to the Consulate of México in San Diego, commented on this item and responded to various questions from the Committee.

Supervisor John Renison (Imperial County) commended this group for implementation of the two community programs provided by the Consulate in San Diego and commented on item.

Kevin Swanson (Syntropic Systems) spoke in favor of programs and commented on a public-private partnership of schools funded by the government in México.

Maria Lourdes Reyes, Consultant to the Consulate of México in San Diego, provided a brief update on the collaboration and movement of these two community programs.

Daniela Alvarado, American Red Cross representative, spoke on the ongoing collaboration between the American Red Cross and the Consulate General of México in San Diego.

Action: This item was presented for information purposes only.
7. **UPDATE FROM THE SOUTHERN CALIFORNIA TRIBAL CHAIRMEN'S ASSOCIATION (SCTCA) (INFORMATION)**

Chairman Mark Romero, representative of the SCTCA on the Borders Committee, briefed the members on issues and activities affecting tribal nations in the region and the state.

Chair Minto introduced the item and speaker.

Councilmember Ed Gallo (North County Inland) commented on this item and asked Chairman Romero to send the Borders Committee members an e-mail invitation to an upcoming event.

Kevin Swanson (Syntropic Systems) spoke about tribal councils and land. Mr. Swanson further commented on establishing various intergovernmental relationships.

Chairman Mark Romero presented the item, and responded to questions.

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

8. **SAN DIEGO FORWARD: THE REGIONAL PLAN - STATUS UPDATE AND APPROACH FOR REFINING, DEVELOPING, AND INCORPORATING THE POLICY AREAS FROM THE REGIONAL COMPREHENSIVE PLAN (INFORMATION)**

Last month, the SANDAG Board of Directors received reports on what we have been hearing from the public and our local jurisdictions on the regional plan, and a final work program and schedule. This report provided this information to the Borders Committee and proposed an approach for how the various regional policy areas that were addressed in the Regional Comprehensive Plan and some new emerging policy areas will be incorporated into San Diego Forward: The Regional Plan.

Chair Minto introduced the item and speaker.

Chair Minto (East County) encouraged SANDAG staff to provide a brief update to the Committee on San Diego Forward: The Regional Plan.

Rudy Ramirez, Deputy Mayor, City of Chula Vista (South County), commented on the proposed white paper and asked SANDAG staff about the diverse outreach efforts integrated within our region.

Ed Gallo, Councilmember, City of Escondido (North County Inland), commented on item and asked SANDAG staff if a deadline has been established to complete this project.

Charles “Muggs” Stoll, Department Director (SANDAG), commented on item and responded to questions.

Phil Trom, Senior Transportation Planner (SANDAG), presented this item.

**Action:** This item was presented for discussion purposes only.
9. UPDATE ON THE SAN YSIDRO INTERMODAL TRANSPORTATION CENTER STUDY (INFORMATION)

SANDAG (in partnership with the City of San Diego, Caltrans, the Metropolitan Transit System, and the community) is conducting a study to develop a concept and implementation strategy for an Intermodal Transportation Center in the vicinity of the San Ysidro Land POE. Staff provided an update on the study.

Chair Minto introduced the item and speaker.

David Alvarez, Councilmember (City of San Diego), Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, and Rudy Ramirez, Deputy Mayor, City of Chula Vista (South County), commented on the financing strategy and various outreach aspects on this item.

Kevin Swanson (Syntropic Systems) spoke in favor of item and read personal e-mail from Department of Homeland Security (DHS). Mr. Swanson provided several suggestions on proposed intermodal transportation survey.

Rachel Kennedy, Senior Planner (SANDAG), presented this item and responded to questions.

Action: This item was presented for information purposes only.

10. BINATIONAL SEAWATER DESALINATION FEASIBILITY STUDY (INFORMATION)

The San Diego County Water Authority is participating in a binational feasibility study of a large-scale seawater desalination plant that would be constructed in Playas de Rosarito, Baja California, México. An overview and status of this project was provided.

Chair Minto introduced the item and speaker.

Ed Gallo, Councilmember, City of Escondido (North County Inland), commented on item and asked about a timeline on the feasibility study.

Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, questioned the demand of water usage and serving population on both sides of the border.

Supervisor John Renison (Imperial County) spoke on this item and reiterated to the Committee the importance of having other water plans implemented because Imperial Valley may not be able to provide water to San Diego County.

Elsa Saxod, San Diego County Water Authority, presented this item and responded to questions.

Action: This item was presented for information purposes only.
11. UPCOMING MEETINGS

The next meeting of the Borders Committee is planned to be a Joint Meeting with COBRO and the Cities of Tijuana, Tecate, Playas de Rosarito, and the State of Baja California, scheduled for Friday, March 22, 2013, at 12:30 p.m.

12. ADJOURNMENT

Chair Minto adjourned the meeting at 2:22 p.m.

Attachment: Attendance Sheet
### CONFIRMED ATTENDANCE
#### FEBRUARY 22, 2013
#### 12:30 to 2:30 p.m.

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<th>GEOGRAPHICAL AREA/ORGANIZATION</th>
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<td>Al Ovrom</td>
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<td>City of La Mesa</td>
<td>Ruth Sterling</td>
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<td>David Alvarez</td>
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<td>Mark Kersey</td>
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<td>Greg Cox (Vice Chair)</td>
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<td><strong>COBRO</strong></td>
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<td>Dr. Paul Ganster</td>
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<td>S.R. Al Lopez</td>
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<td>San Diego County Water Authority</td>
<td>Farrah Douglas</td>
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PRELIMINARY REPORT ON COORDINATION OF REGIONAL PLANNING EFFORTS IN THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE

Introduction

The 2012 Binational Seminar, entitled “The Mechanics of Crossborder Collaboration: The San Diego Region and the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone,” was held in June 2012, at Caltrans District 11 offices. The seminar was attended by stakeholders and representatives from planning agencies, businesses, and academia from both sides of the U.S.-Mexico border.

Three key recommendations came out of this seminar and were approved by the SANDAG Board of Directors. This report will focus on the following seminar recommendation:

- Promote the inclusion of the State of Baja California and representatives from Tecate and Playas de Rosarito at the next joint meeting of the Borders Committee, Committee for Binational Regional Opportunities (COBRO), and the City of Tijuana. This strategy also would be considered in the development of the upcoming San Diego Regional Plan. Staff also would continue to collaborate with the City of Tijuana Metropolitan Planning Institute (IMPLAN, in Spanish) so that they may consider including these items in the Second Phase of the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan.

Discussion

To follow up on this recommendation, representatives from the State of Baja California, Tecate, and Playas de Rosarito were invited to participate at this joint meeting. This report outlines selected issue areas identified in both regions’ existing planning documents that present opportunities for collaboration. These plans include the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan (Metropolitan Zone Strategic Plan), the San Diego Regional Comprehensive Plan (RCP) and the San Diego 2050 Regional Transportation Plan/Sustainable Communities Strategies (2050 RTP/SCS). There is also a discussion regarding future planning efforts that could present further opportunities for collaboration.
Environment
Both regions’ existing plans address the environment in their respective documents. The Metropolitan Zone Strategic Plan identifies the following environmental issues as priority areas on a regional scale: environmental sustainability, improved air quality, conservation and rehabilitation, sustainable management of the coastal zone, fostering environmental values through environmental education, increased environmental monitoring and management by the appropriate government agencies, and climate change adaptation.

Environmental issues also are addressed in the RCP and the 2050 RTP/SCS. The RCP addresses these issues on a binational and a regional scale. Among the many recommendations, the plan calls for linking habitat corridors in San Diego County with neighboring counties and calls for Mexico to create interregional and international nature preserves. It also promotes a crossborder cooperative effort to protect border communities from potentially harmful environmental impacts of projects on either side of the U.S.-Mexico border. Other regional priorities include maintaining clean air and water, viable natural habitats, and a well-managed shoreline.

The 2050 RTP/SCS regional approach to environmental issues is to evaluate strategies for adapting to climate change and the inclusion of a Sustainable Communities Strategy that integrates land use and transportation planning, which will help reduce greenhouse gas emissions. In addition, the 2050 RTP/SCS makes border-specific recommendations to promote the use of technology and best practices to reduce vehicle emissions due to congestion and idling at the border.

Energy and Water Supply
The Metropolitan Zone Strategic Plan has identified improving the management of water resources as an important goal. Although the Baja California’s State Commission on Public Services (CESP) is the primary agency with this responsibility, this goal has been incorporated into the Metropolitan Zone Strategic Plan. The Metropolitan Zone Strategic Plan also promotes improved efficiency in the use of energy and development of new renewable sources.

The RCP recommended increasing the use of renewable energy resources throughout the binational and interregional region and coordinating long-term water planning with surrounding counties, Mexico, and tribal governments. In addition, the RCP calls for maximizing border region water resources through diversification strategies such as transfer agreements, water recycling and reclamation, seawater desalination, and sustainable groundwater development.

Transportation
The Metropolitan Zone Strategic Plan addresses transportation by advocating regional and cross-border integration. It puts the metropolis in its regional context, highlighting the connectivity between urban centers, regional corridors and border crossings. It also promotes the development of a sustainable and comprehensive land use and mobility system that favors the use of public and non-motorized transportation.

The 2050 RTP/SCS also identifies transportation strategies linked to the border. In general, it supports coordination of transportation projects with neighboring jurisdictions and promotes the use of technologies and best practices to reduce vehicle emissions due to congestion and idling at the border. It also seeks to secure funding for needed transportation infrastructure in the region’s border area (e.g., San Ysidro Port of Entry, State Route 11, and the Otay Mesa East Port of Entry).
and endorses coordinating border related capital and operating improvements with the U.S. General Services Administration.

The RCP also supports the use of technology at the international land ports of entry, as well as the expansion of SENTRI-like programs for travelers and cargo. Regarding the issue of border crossing delays, the 2050 RTP/SCS recommends that SANDAG work with Caltrans, the U.S. Department of Homeland Security, U.S. Customs and Border Protection (CBP), and other related agencies to monitor the impacts of northbound and southbound traffic delays at the international land ports of entry and explore opportunities to mitigate these delays. It also recommends that SANDAG work with CBP and Caltrans to secure funds to develop performance indicators such as levels of service for private and commercial cross-border vehicles as well as pedestrian wait times at the ports of entry.

In the area of transportation there are opportunities for both regions to coordinate transportation access and connections to the border and collaborate on improving the flow of people and traffic across the border. SANDAG is developing a new tool or Activity Based Model to forecast travel demand within the San Diego region that also has a crossborder travel component.

**Homeland Security**

The Borders Chapter of the RCP outlines how improvements can be made to binational ports of entry through the application of new technologies and increased involvement of local agencies.

The Metropolitan Zone Strategic Plan does not address this specific issue.

**Economic Development**

In the area of economic development, the Metropolitan Zone Strategic Plan proposes the consolidation of the planning process of infrastructure, economic, and social development of the Metropolitan Region. It also supports identifying mechanisms for metropolitan management, which will allow for dialogue between different stakeholders, promotes sustainable development, and works toward inter-municipal integration and shared financing for strategic projects.

In the San Diego region, the RCP identifies the SANDAG Regional Economic Prosperity Strategy as its primary economic element. The strategy’s recommended actions call for infrastructure investment and public policy support in key areas to strengthen the region’s economic foundation. The strategy makes connections between a robust economy, sufficient land for jobs and housing, a superior infrastructure system to support business and industry, and an education system that prepares residents to succeed in the workforce. Its focus on the border is to promote coordination of shared infrastructure, efficient transportation systems, integrated environmental planning, and economic development with its regional neighbors. In addition, it advocates economic development strategies and the enactment of policies and measures that promote economic development along the border with Mexico.
**Housing**
The Metropolitan Strategic Plan addresses housing by calling for the promotion of high quality housing, infrastructure, public services, and urban projects that are accessible to the general public and that contribute to enhancing the quality of life of the general population. It endorses the creation of prosperous communities through architectural and urban projects that enable the population to fully develop and thrive.

At the binational level, the RCP proposes developing a partnership with authorities in Mexico to address the issues of accessibility to jobs and housing in the crossborder region.

**Society/Family/Culture and Digital City**
The Metropolitan Zone Strategic Plan promotes a strategy to spread and develop cross-border art and culture, and identifies Digital City as a strategy to promote innovation, research and technology development, and the consolidation of information and compatible networks. Its goal is to expand free metropolitan access to the internet and to modernize city administration by providing digital means of completing transactions within the city, schools, businesses, and other relevant institutions.

San Diego region’s plans do not address these specific issues.

**Coordination/Collaboration**
In the area of coordination and collaboration, the Metropolitan Zone Strategic Plan proposes to improve coordination and joint planning in the metropolitan cross-border sector. This would be accomplished through the creation of a binational mechanism for border planning and promoting the Cali Baja Binational Mega-Region Initiative.

The RCP’s approach is to strive to create a regional community where San Diego County, 18 local cities, three neighboring counties, 17 tribal governments, and northern Baja California, Mexico mutually benefit from San Diego’s resources and international location. In addition, it encourages the coordination of shared infrastructure, efficient transportation systems, integrated environmental planning, and economic development with its regional neighbors. The RCP recognizes that the San Diego region needs support from its northern and eastern neighbors to acquire funding for trade corridor infrastructure in the international border zone. The RCP also identifies SANDAG’s binational collaboration via the SANDAG Borders Committee and COBRO. In addition, the RCP called for establishing an effective planning partnership with Mexico. This goal was accomplished through the completion of the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan.

**Current Efforts**
Over the past year, SANDAG has been working on developing a framework for the preparation of a new regional plan for the San Diego region that extends to 2050. An important part of the planning process will be to incorporate the various regional policy areas that were addressed in the RCP into the new regional plan, now branded as San Diego Forward: The Regional Plan, and address some new emerging policy areas.
A comprehensive series of “white papers” will be developed over the next year on a range of policy areas including one focused on binational issues. The white papers would describe current conditions associated with the policy area (including existing plans, programs, and policies; new requirements; and emerging issues); explore the binational interrelationships among the “three E’s” of sustainability (including the economy, social equity, and the environment); describe additional topics that should be further considered, such as public health and demographics; describe potential funding resources related to the policy area; and propose key policy questions related to the policy area for consideration and discussion.

This “white paper” approach would provide policymakers, stakeholders, and the public with the opportunity to more comprehensively understand the region’s previous work, validate and/or refine the existing policies, and explore new policies within the context of emerging issues.

Parallel to this process, IMPLAN continues to finalize its Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan. This Strategic Plan, when combined with San Diego Forward: The Regional Plan, would help guide key planning efforts for the binational region into the future.

**Next Steps**

As part of collaboration efforts with the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone and the State of Baja California, the analysis contained in this staff report will continue to be refined in conjunction with other issue areas that will be included in the binational white paper for the Regional Plan. In addition, staff will begin to engage the working groups and policy advisory committees on this white paper and other plan components, and will seek public input drawing upon public participation methods contained in the final Public Involvement Plan. It also is envisioned that SANDAG will work with IMPLAN in the development of this white paper. In turn, IMPLAN would evaluate any new strategies for inclusion in a final version of the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan.

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

Key Staff Contact: Ron Saenz, (619) 699-1922, Ronald.Saenz@sandag.org
San Diego Association of Governments

JOINT MEETING OF THE BORDERS COMMITTEE, COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE MUNICIPALITIES OF TIJUANA, TECATE, PLAYAS DE ROSARITO, AND THE STATE OF BAJA CALIFORNIA

March 22, 2013

AGENDA ITEM NO.: 5

Action Requested: INFORMATION

CALI BAJA BINATIONAL MEGA-REGION INITIATIVE

File Number 3400200

Introduction

The San Diego Regional Economic Development Corporation (EDC) and the Imperial Valley EDC have been jointly developing the Cali Baja Binational Mega-Region Initiative, which is a long-term economic development strategy partnering San Diego County, Imperial County, and Baja California for global competition. The main focus is to market these two regions and Baja California as a “Mega-Region” - a combined economic partnership to compete in an increasingly global economy.

Discussion

San Diego County is one of the leading high-technology hubs in the world. An educated workforce, world-class academic and applied research centers, access to venture capital, and well-developed life sciences, cleantech, defense, and software clusters make the region's intellectual capital and diverse economy a competitive advantage. In addition, its neighbor to the east, Imperial County, is a hub for renewable energy, agribusiness, and international trade and logistics industries.

To complement the San Diego and Imperial County regions, Baja California is host to a sophisticated manufacturing base, extensive higher education system, large labor pool, and competitively priced workforce. It also has a steady supply of engineers, an established medical device, automotive, aerospace, and logistics clusters.

Recognizing the strengths of these binational regions the Cali Baja Binational Mega-Region Initiative was established. Its initial goal of creating a branding and marketing strategy was included in the Final Phase I of the Mega-Region Strategic Action Plan, which was submitted and accepted by the U.S. Department of Commerce Economic Development Administration (EDA) in April of 2009.

Since then, the Cali Baja Binational Mega-Region Initiative has been working to coalesce its organization by signing the Marketing “Rules of Engagement” Memorandum of Understanding in June 2011. This expanded partnership includes the Tijuana EDC, Economic Promotion Commission of Ensenada, Economic Promotion Commission of Tecate, and Industrial Development Commission of Mexicali. This expansion was in addition to existing partners in the U.S. such as: the County of San Diego, Port of San Diego, Imperial Irrigation District, and other members representing local industry and businesses. A Mega-Region marketing team also was organized and is working on
several efforts including a commitment to participate in marketing and trade shows, and updating the Cali Baja Web site.

In addition, to further support these efforts, $48,000 from a group of binational stakeholders was used for the initial development of an asset map. This map is currently being developed to show data on four industry sectors considered strategic for the region’s future growth: clean tech, applied biotech, advanced manufacturing, and logistics. The aim is to include agribusiness in the near future. A presentation demonstrating the functions of this map will be provided during the meeting.

**Next Steps**

SANDAG staff will continue to monitor work with the San Diego Regional EDC and its partners on the Binational Mega-Region initiative. Periodic updates will be brought to the Borders Committee as progress is made on this initiative.

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

Key Staff Contact: Ron Saenz, (619) 699-1922, Ronald.Saenz@sandag.org
SMART BORDER COALITION

SAN DIEGO/TIJUANA
The World’s Largest Bi-National Metropolitan Area

Mutual Goals
• Secure and Efficient Border Crossings
• Bi-National Jobs Creation
• Social Interaction among Business Groups
• Global Competiveness
• Multi-National Workforce Development
• Promotion of Incomparable Life Style

SAN DIEGO/TIJUANA FROM THE AIR

Elevations

30,000 feet
$8 Billion in lost revenue to region due to border delays and inefficiency
Source: California Department of Transportation 2007

20,000 feet
$13 Billion opportunity for San Diego/Tijuana Companies as suppliers to Tijuana manufacturers
Source: INEGI- Instituto Nacional de Estadistica y Geografia (National Institute of Statistics and Geography) 2010

10,000 feet
Leaders in both San Diego and Tijuana working together to link business sectors of both cites

Ground Level
Goal: Greater border efficiency to eliminate lost revenue and accelerate supply opportunities.

Border Efficiency between the Californias = Economic Prosperity for All.
MISSION STATEMENT

The Coalition joins the San Diego-Tijuana international region together for economic and social progress.

The Coalition brings together leading San Diego-Tijuana academic and business communities to help assure growth of the globally-competitive economy through innovative jobs creation, workforce development and social interaction.

The overriding goal of the Coalition is to help assure border efficiency between the Californias.

EXECUTIVE BOARD

The Executive Board consists of up to twelve senior business leaders each from San Diego County and the Tijuana Metro Area* that meet bi-monthly to set policy, and provide access to funding mechanisms.

Membership is by invitation only.

Co-Chairmen
Malin Burnham, San Diego
Jose Larroque, Tijuana

Director
James Clark

*Tijuana Metro Area: Playas de Rosarito, Tecate, Tijuana.
### COALITION BOARD MEMBERS 2012

<table>
<thead>
<tr>
<th>Name</th>
<th>City/Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raymundo Arnaiz</td>
<td>Tijuana</td>
</tr>
<tr>
<td>Malin Burnham</td>
<td>San Diego</td>
</tr>
<tr>
<td>Rafael Carrillo</td>
<td>Tijuana</td>
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<tr>
<td>James Clark-Director</td>
<td></td>
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<tr>
<td>Salomon Cohen</td>
<td>Tijuana</td>
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<tr>
<td>Joe Da Rosa</td>
<td>San Diego</td>
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<tr>
<td>Aaron Feldman</td>
<td></td>
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<tr>
<td>Jose Fimbres</td>
<td>Tijuana</td>
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<tr>
<td>Jose Galicot</td>
<td>Tijuana</td>
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<tr>
<td>Jaime Gonzalez Luna</td>
<td>Tijuana</td>
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<tr>
<td>Dave Hester</td>
<td>San Diego</td>
</tr>
<tr>
<td>Jose Larroque</td>
<td>Tijuana</td>
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<tr>
<td>Gaston Luken, Sr</td>
<td>San Diego</td>
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<tr>
<td>Ascan Lutteroth</td>
<td>Tijuana</td>
</tr>
<tr>
<td>John Lynch</td>
<td>San Diego</td>
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<tr>
<td>Luis Maizel</td>
<td>San Diego</td>
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<tr>
<td>Carlo Muzquiz</td>
<td>Tijuana</td>
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<tr>
<td>Tom Pellette</td>
<td>San Diego</td>
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<tr>
<td>Mark Snell</td>
<td>San Diego</td>
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<tr>
<td>Steve Williams</td>
<td>San Diego</td>
</tr>
</tbody>
</table>

### BUSINESS DEVELOPMENT PROGRAM

#### SMART BORDER COALITION WORKING COMMITTEE

Co-Chairmen:
Steve Williams, San Diego, Gaston Luken, Jr., Tijuana.

The purpose of the Coalition Smart Border Working Committee is to bring together the relevant stakeholders from both the private sector and the public sector to work together for solutions to secure border crossings that do not compromise the efficiency of the vital commerce that is essential to the economic prosperity of the world’s largest bi-national metropolitan area. The Committee meets bi-monthly.

**Goals:**
- SENTRI: 15 minutes or less
- Passenger cars and Pedestrians: 30 minutes or less
- Cargo: 30 minutes or less
BUSINESS DEVELOPMENT PROGRAM

CONSULAR CORPS COMMITTEE

Co-Chairmen:
Stephan Hollmann (Germany), San Diego
Elias Laniado (Norway), Tijuana

The large Honorary Consular Corps of San Diego and Tijuana provides the International Region with an untapped opportunity to promote international investment in the Region. Utilizing Tijuana lower manufacturing costs, San Diego gains by promoting its lifestyle, and administrative and research and development capabilities.

Goal:
Increase foreign direct investment to the San Diego-Tijuana International Region on both sides of the border.

BUSINESS DEVELOPMENT PROGRAM

FUTURE COALITION BI-NATIONAL BUSINESS DEVELOPMENT COMMITTEES MAY INCLUDE:

Accounting
Arts & Culture
Automotive,
Banking & Finance,
Biotechnology
Clean Technology & Renewable Energy
Construction
Home/Office Furnishings & Design
Health Care
Hospitality
Law
Media
Medical Devices
Real Estate
Restaurants
Retail
Telecommunications
Tourism
Transportation.
AMONG COALITION CURRENT PROJECTS

1. Assure the funding to complete Phases 2 and 3 of the San Ysidro Port of Entry Modernization.
2. Support Otay II project to relieve cargo and auto congestion
3. Support regional efforts to assure rail capacity from Tijuana-Tecate to the United States
4. Support the San Diego Cross Border Facility at Tijuana International Airport.
5. Help mitigate the economic effects of sequestration.
6. Task Forces
   a. Cargo Efficiency
   b. Pedestrian
   c. General Automotive
   d. Segmented Travel
7. Funding for Studies.

GOOD PICTURE—BUT WHERE IS TIJUANA?
BETTER PICTURE—NOW IT’S SAN DIEGO/TIJUANA!

WORKING TOGETHER
SAN DIEGO OFFICE IN TIJUANA   TIJUANA OFFICE IN SAN DIEGO
SAN DIEGO/BAJA CALIFORNIA MISSION TO MEXICO CITY—APRIL 15-18, 2013
SAN DIEGO-TIJUANA: A GLOBAL DESTINATION

GREAT UNIVERSITIES
San Diego—UCSD, USD, SDSU, CSUSM, PLNU, Alliant and more
Tijuana—UABC, CETYS, CICESE, COLEF, Iberoamericana and more

WORLD CLASS MEDICAL CENTERS
San Diego—Scripps, Sharp, Kaiser, Rady Childrens and more
Tijuana—Hospital Angeles, Tijuana General, Del Prado, Excel, Hospital Infantil and more.

TOURISM
Serves as a major industry for the entire region on both sides of the border.

By Tijuana Convention & Visitors Bureau
Mariano Escobedo Lavin, President
Over 40 million people cross the border each year between Tijuana and San Diego for both tourist and business reasons.

- Down from more than sixty million in 2003.
- It is the busiest land-border crossing in the world.
- Ports of entry are being expanded and planned: San Ysidro, Otay Mesa, Otay Mesa II.
## Tourism in Numbers

<table>
<thead>
<tr>
<th>2012</th>
<th>San Diego</th>
<th>Tijuana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>461</td>
<td>62</td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>56,071</td>
<td>4,000</td>
</tr>
<tr>
<td>Overnight Visitors (Hotel &amp; Motel)</td>
<td>8.7 Million</td>
<td>2 Million</td>
</tr>
<tr>
<td>Day Visitors</td>
<td>16.1 Million</td>
<td>8 Million</td>
</tr>
<tr>
<td>Mexican/US Day Visitors</td>
<td>3.9 Million</td>
<td>6.5 Million</td>
</tr>
<tr>
<td>Ave. Hotel Occupancy</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>Ave. Daily Rate</td>
<td>$130 usd</td>
<td>$70 usd</td>
</tr>
</tbody>
</table>

Source: San Diego Tourism Authority & Tijuana Conventions & Visitors Bureau
Tijuana

- 4th biggest city in Mexico, aprox. 2 million inhabitants.

- Tijuana has 2 golf courses (Real del Mar Golf course by the Sea and Campestre Golf Course in the city)

- Tijuana is home to the Baja Med food movement and to LA CETTO winery, Mexico's biggest winery. And close by to Valle de Guadalupe Wine Country where 90% of Mexican wine is produce.

- Mexico's Microbrewery destination with 100 microbrewers. (San Diego Influence)

- Approx. 500 events year long (Arts, Opera, Food & Wine, Crafts, Tequila, Beer, Paella, etc.)
Tijuana

- **Tijuana Olympic Center** (FINA Diving Preolimpics in 2012, Volleyball International Championship in 2013)

- **New Venues:** Tijuana WTC (Opened in 2011), Tijuana Addictions Museum (2013)

- **Attractions and Museums**
  - Tijuana Cultural Center, The biggest in the Northwest of Mexico
  - Museo Trompo, Interactive Children's Museum.
  - Tijuana History Museum and City Archives
  - Jai Alai Palace
  - Casino Caliente, Latin-American’s only Greyhound race track and one of Mexico’s biggest Casino.

Air Connectivity

2 International Airports (SAN Int. & TJ Int'l)

<table>
<thead>
<tr>
<th>Year</th>
<th>SAN International</th>
<th>TJ International</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>7.9 Million</td>
<td>4 Million</td>
</tr>
<tr>
<td></td>
<td>Domestic Destinations</td>
<td>58 US &amp; Canada</td>
</tr>
<tr>
<td></td>
<td>International Destinations</td>
<td>5 Mexico (Mexico City, Guadalajara, Pto. Vallarta, Cabo &amp; La Paz)</td>
</tr>
</tbody>
</table>

Tijuana airport is 2nd in best air connectivity in Mexico
Air Connectivity

- Tijuana – San Diego Binational Airport Terminal
- Coming Soon!!!

Tourism Market Mix
On Hotel Room Night

San Diego
- Leisure 69%
- Meetings 23%
- Other 8%

Tijuana
- Business 45%
- Meetings 20%
- Health & Medical 5%
- Leisure 30%

Source: San Diego Tourism Authority & Tijuana Convention & Visitors Bureau
Meetings Industry

• San Diego Convention Center had 67 primary conventions in 2012, with 561,523 attendees a total of 766,810 Room Nights.

• Tijuana is a national growing meetings destination, in 2012 held 28 national meetings, with an 14,000 attendees and a total of 12,000 room nights.

• 95% of Mexico meetings market consider Tijuana attractive because of shopping and leisure activities in San Diego.

• New Tijuana Metropolitan Convention Center, “Baja California Center”, opening April 23rd 2013.
LOCATED 20 MINUTES SOUTH OF TIJUANA IN THE ROSARITO – ENSENADA SCENIC HIGHWAY, WITH OCEAN VIEW.

EXPO SPACE
9,300 m²
29,760 sq Ft

MEETINGS AREA
14 Rooms
1,500 attendees auditorium

LOOBY
2,000 m²
6,400 sq Ft

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Health & Medical Tourism

• In 2010 312,000 people crossed to Tijuana for Medical Attention, 427,000 for dental work and 651,000 for drugs and pharmacy supplies.
• 11Million Dollars in direct impact to the Tijuana Health & Medical Sector.
• Approximately 340,00 where from San Diego County.
• Approximately 600,00 of them had NO INSURANCE.
Leisure & Sports Tourism

- Historically Tijuana residents follow and are known fans of San Diego Team Franchises.

- Currently San Diego and Southern California residents are now Xolos de Tijuana, soccer team fans.
  - 20% of Xolos Stadium attends are from So. Cal. (Aprox. 5,000 fans)
  - Each games spills Tijuana’s economy in 7 million dollars in commercial, tourism and other spending.
  - San Diego City declared Xolos official Day on February 12th 2013.
  - Many mayor media in San Diego cover the Xolos games as a home team.

Mexican Visitation to San Diego, Ca

- 3.9 million day visitors annually (in San Diego for non-work purposes)

- 73% of day visitors here for vacation purposes, not to visit friends and family

- Shopping and theme parks are top activities.

- About 316,000 visitors stayed overnight in hotels or private homes.
Cross Border Collaboration Areas

• Negative perception of safety continues.
  • Communication of facts and more PR efforts.

• Visitor Centers in both sides receive questions everyday about Mexico and USA.
  • How to get there, what to do, how long does it take, papers needed to cross, are there bus tours, trolley transportation, etc.
  • Tijuana and Baja staff join San Diego Visitor Center network meetings to exchange information.

• Increasing air access to region.
  • Supporting more border bus transfers (Volaris & Aeromexico)
  • Support airport collaboration to develop more air service to region.

• Border crossing development and efficiencies.

• Two Nation Vacation / Two cities one Destination, Marketing efforts and campaigns.
TOURISM DESTINATION

By Tijuana Convention & Visitors Bureau
Mariano Escobedo Lavin, President

ECONOMIC PARTNERSHIPS

Metro Population: More than 5,250,000
More than 100 companies with facilities in both San Diego and Tijuana, including
Kyocera, Cubic, CareFusion, Hunter, DJO Global, Solar Turbines, Panasonic, Clayton, Sony/Foxconn, Sanyo-Matushita, Goodrich Aerostructures, 3D Robotics, Rockwell Collins, etc.

Medical device capital of North America.

Now the Tijuana economic powerhouse you may not know...

Courtesy of DEITAC—Tijuana Economic Development Corporation.
Tijuana Industry
Supply Chain Opportunities

Tijuana Economic Summary

- **2 Million** People who contribute to San Diego’s economy by **2-3 billion**
  - Its expected the population will **double** by 2030
- **569 Companies** with **148,000** manufacturing employees.
- Value Added has grown by **over $1 billion** in the last 3 years.
Bi-national Companies located in Tijuana

- Medical Devices: DJO Global, Greatbatch Medical, Welch Allyn, CareFusion, Covidien, Medtronic
- Aerospace & Defense: CUBIC, Suntron, F·T·N, CST, ZODIAC AEROSPACE
- Electronics: Plantronics, Samsung, Panasonic, Monster Cable, Foxconn, Sharp, Kyocera
- Automotive: Toyota, Hyundai, Autoliv, Delphi

Regional Cooperation: Our biggest asset

US Mega Regions/ Calibaja
Regional Cooperation: Our biggest asset

The CaliBaja Bi-national Mega-region

<table>
<thead>
<tr>
<th>Population (Thousands)</th>
<th>Economy (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego</td>
<td>3,140.1</td>
</tr>
<tr>
<td>Imperial County</td>
<td>177.5</td>
</tr>
<tr>
<td>Baja</td>
<td>3,285.6</td>
</tr>
<tr>
<td>Total</td>
<td>6,603.7</td>
</tr>
</tbody>
</table>

- 2 International Airports
- 2 Deep-Sea Ports
- Railways
- 50+ Universities
- Over US $25 Billion in Cross-Border Trade

New perspective on collaboration

Strategic value chain for Global Competitiveness

AXE4 Strategic Intelligence Center in Tijuana, Baja, Mexico
Regional Industrial Profile

Baja California Leading Industrial Clusters

Aerospace
- 88 Companies
- 28,500 employees

Automotive
- 53 Companies
- 13,000 employees

Medical
- 88 Companies
- 42,000 employees
  #1 in North America

Electronics
- 280 Companies
- 90,000 employees

Supply Chain Opportunities

Aerospace and defense industry
Value of imports $1.2 billion annually

Product area:
- Metal structures
- Castings and forges
- Composite materials
- Plastics
- Optical fiber
- Fiber glass
- Wires and harnesses

Services:
- Precision machining
- Heat treatment
- Metal Stamping
- Anodized
- Aerospace design
- Thermoforming
Supply Chain Opportunities

Medical Device Industry
Value of imports $1.5 billion annually

Product area:
- Plastic and rubber parts
- Electronic components
- Microparts (screws)
- Metallic components
- Foam

Services:
- Sterilization
- Precision micro machining
- Microbiological laboratories
- Calibration
- MRO (Industrial Maintenance Service, repair and operation of machines)
- Rotational molding of plastic parts

Supply Chain Opportunities

Electronics Industry
Value of imports $6.5 billion annually

Product area:
- Printed circuit boards (PCB)
- Microprocessors
- Plastic injection molding
- Packaging
- Cable & harnesses

Services:
- MRO
- Labeling services
- Recycling
Supply opportunities

Automotive Industry
Value of imports $1 billion annually

Product area:
- Composites
- Iron & aluminium
- Cable & harnesses
- Valves, Hoses

Services:
- Precision machining
- Metal plating
- Diecastings, welding, stamping, finishing, etc.
- Plastic Molding (thermoforming)

Supply opportunities

Plastics Industry
Estimated annual demand $1 billion

Source: MEDITT 2011 survey

Product area:
- Resins
- Corrugated card board

Services:
- Molding services (Contract manufacturing)
- Industrial design services
- Powder coating
Supply opportunities

Medical Device and Aerospace events,
Save the date...

August 29, 2013
Industrial Tour:
August 28, 2013

September 6, 2013
Industrial Tour:
September 5, 2013

• **Non-profit business organization** of over 90 companies that support Tijuana’s industry.

• **The Tijuana EDC assist companies** through their project management of expansion and/or site selection analysis to facilitate the establishment process of manufacturing and business operations in CaliBaja Mega-region.

**Services**

• Free “how to do business” seminars
• Facilitate connections – government & service providers
• Assist with Site Selection
• Supplier Development
• Workforce Development
What is a Mega-Region?

Source: America2050.org

Finding Common Ground: Five Strategic Industries

Cleantech
Advanced Manufacturing
Agribusiness
Applied Biotech
Logistics

Source: www.glennmosier.com
### CaliBaja Strategy: Complimentary Capabilities

<table>
<thead>
<tr>
<th>Baja California</th>
<th>Imperial County</th>
<th>San Diego County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophisticated manufacturing: aerospace-MedDev...</td>
<td>Renewable energy sources: geothermal, solar, wind</td>
<td>Knowledge based economy: Telecomm, Software, Biotech</td>
</tr>
<tr>
<td>Competitively priced labor</td>
<td>Large tracts of developable land</td>
<td>Educated Workforce</td>
</tr>
<tr>
<td>Steady supply of engineers</td>
<td>Water</td>
<td>World class academic and research centers</td>
</tr>
<tr>
<td>International trade logistics</td>
<td>Agro-business</td>
<td>Quality of Life</td>
</tr>
</tbody>
</table>

### Imperial Valley...Why adopt the Mega-Region Concept?

Strategy to market nationally and internationally, while leveraging regional assets including:

- Growing Clean Tech Cluster
- Available Water Rights
- Low Utility Rates
- Competitively Priced Land

Focus on Business Attraction & Business Retention Strategies

- **Clean Tech/Renewable Energy**
  - Over 30 Solar Projects Under Construction or in the Permitting Process
  - Wind Development Project Under Construction
  - 600 Mega Watts of Geothermal Energy

- **Agribusiness**
  - 2011 Gross Production Valued at $1.9 Billion
  - Home to the Only Sugar Beet Processing Plant in California
  - Operational Algae Farm

- **Intl. Trade & Logistics**
  - Leading International Hay Exporter
  - Leading Seed Exporter
  - (3) EB-5 Regional Centers Under Construction
Why Baja agreed to collaborate:

DJO Binational Success Story

![Graph showing revenue growth and employee numbers over time.]

**Employees 2003 vs 2011**
- **Vista, Ca** 500 to 2120
- **Mexico** 600 to 2150
- **Other Countries** 820

**Milestones:**
- 1995: Start operations in Tijuana
- 2008: Consolidates distribution in Tijuana

**Bi-National Collaboration**

Celebrating Milestones

CaliBaja MOU
### Aerospace Industry

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>33411</td>
<td>Manufacturing of cables</td>
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<tr>
<td>33461</td>
<td>Manufacturing of tapes</td>
</tr>
<tr>
<td>334510</td>
<td>Manufacture of fiber optic cables and other communication equipment</td>
</tr>
<tr>
<td>232299</td>
<td>Fabrication of plastics and rubber goods</td>
</tr>
<tr>
<td>334992</td>
<td>Fabrication of electronic components</td>
</tr>
<tr>
<td>33411</td>
<td>Aircraft manufacturing</td>
</tr>
<tr>
<td>33412</td>
<td>Aircraft Engines and Parts Manufacturing</td>
</tr>
<tr>
<td>23443</td>
<td>Other Aircraft Engines and Parts Manufacturing</td>
</tr>
<tr>
<td>33414</td>
<td>Aircraft Parts and Accessories Manufacturing</td>
</tr>
<tr>
<td>33419</td>
<td>Other General Electric and Electronic Equipment Manufacturing</td>
</tr>
<tr>
<td>41332</td>
<td>Public sector schools specializing in the teaching of aviation</td>
</tr>
<tr>
<td>44712</td>
<td>Flight Training</td>
</tr>
</tbody>
</table>

**Cluster Map:**
- number represents a geographical concentration of similar industries. Click on number to zoom in and see individual color-coded markers representing individual industry. Click on marker for specific industry information.

**Toggle Map:**
- lets you turn on and off data layers. Each individual marker represents an industry. Click on marker for specific industry information. Can also search for specific industry by searching industry list and click on location of the company on the map, the company name and the marker will be highlighted.
### BACKEND DATA

#### Business Listing

**Total Records:** 440

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Industry Class</th>
<th>Type of Business</th>
<th>Business Name</th>
<th>Episde County</th>
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<tr>
<td>413340</td>
<td>Colleges, Universities, and Professional Schools</td>
<td>Test/Research</td>
<td>TEST</td>
<td>T3</td>
</tr>
<tr>
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<td>Colleges, Universities, and Professional Schools</td>
<td>Test/Research</td>
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<td>T3</td>
</tr>
<tr>
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<tr>
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<td>T3</td>
</tr>
<tr>
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<td>Test/Research</td>
<td>TEST</td>
<td>T3</td>
</tr>
<tr>
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<td>Test/Research</td>
<td>TEST</td>
<td>T3</td>
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<td>T3</td>
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<tr>
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<td>Colleges, Universities, and Professional Schools</td>
<td>Test/Research</td>
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<tr>
<td>413340</td>
<td>Colleges, Universities, and Professional Schools</td>
<td>Test/Research</td>
<td>TEST</td>
<td>T3</td>
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</tbody>
</table>

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**Invest. Innovate. Grow.**

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**Contact us | sign in**
### BACKEND DATA

#### About Cali Baja

#### Strategic Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Manufacturing</td>
<td>Producción alimentaria</td>
</tr>
<tr>
<td>Bipharmaceuticals</td>
<td>Producción de medicamentos</td>
</tr>
<tr>
<td>Textile Industry</td>
<td>Producción de textiles</td>
</tr>
<tr>
<td>Electrical Manufacture</td>
<td>Producción eléctrica</td>
</tr>
<tr>
<td>Furniture Manufacture</td>
<td>Producción de muebles</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>Producción de bienes de consumo</td>
</tr>
<tr>
<td>Electronic Equipment</td>
<td>Producción de equipo electrónico</td>
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<tr>
<td>Transportation Equipment</td>
<td>Producción de equipo de transporte</td>
</tr>
<tr>
<td>Aerospace and Aircraft</td>
<td>Producción de aviones y aeronaves</td>
</tr>
<tr>
<td>Medical Devices</td>
<td>Producción de dispositivos médicos</td>
</tr>
</tbody>
</table>

#### Business Advantages
- 11 Agriculture, Forestry, Fishing & Hunting
- 15 Mining, Quarrying, Oil & Gas Extraction
- 23 Utilities
- 33 Construction
- 39 Manufacturing

#### Color-Coded Legend:
- Agriculture / Forestry / Fishing / Hunting: 11
- Mining, quarrying, oil & gas extraction: 15
- Utilities: 23
- Construction: 33
- Manufacturing: 39
- Total Records: 110,781

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**Innovate. Grow.**
CaliBaja Next Steps
BECC Overview and Accomplishments

Border Environment Cooperation Commission
North American Development Bank

Agreement Signed in October 1993
Side Agreement to NAFTA

Border Environment Cooperation Commission (BECC)
North American Development Bank (NADB)

“Preserve, protect, and enhance US-MEX border region by identifying, developing, implementing and overseeing environmental infrastructure projects”

… a project that will “prevent, control or reduce environmental pollutants or contaminants, improve the drinking water supply, or protect flora and fauna so as to improve human health, promote sustainable development, or contribute to a higher quality of life”

NADB finances the construction of projects certified by BECC
Board of Directors

A unique and innovative structure among bi-national organizations, where the civil society is represented with its Board of Directors

Representative of the Border States
Public member who is a resident of the border region

Representative of the Border States
Public member who is a resident of the border region

BECC Overview – Mandate Scope

BASIC SECTORS
• Water pollution
• Wastewater treatment
• Water conservation
• Municipal solid waste
• Industrial and hazardous waste
• Recycling and waste reduction

EXPANDED SECTORS
• Air quality
• Clean and efficient energy
• Public transportation
• Municipal planning and development
• International border crossings
• Energy transmission / distribution of energy
• Production of goods / services to enhance or protect the environment, if the project provides a net environmental benefit to the region
• Other infrastructure designed to minimize future negative environmental impacts in the region

Jurisdiction
100 km north (population 13.9 million) and 300 km south (population 16.6 million) of the international boundary.

Projects beyond these areas may be eligible if they remedy a cross-border environmental or health problem.
**BECC/NADB Funding Programs**

**US-Mexico Border Program** (EPA-funded Program for PDAP and BEIF): Water and Wastewater Projects

**NADB’s Loan Programs** for construction of all eligible sectors including water, wastewater, solid waste, air quality, and energy. Includes Bank’s role as financial & institutional advisor and as investment banker.

**Community Assistance Program** (CAP) – Funding priority for water, wastewater, and solid waste project for economically-distressed communities; $500,000 maximum grant.

**Technical Assistance Programs** for all sectors BECC and NADB provide grant assistance to project sponsors for institutional strengthening and project development studies.

**Institutional Capacity Building**: BECC and NADB provide training to project sponsors for institutional strengthening through Sector workshops and Utility Management Institute.

- **BECC supports capacity building during project development**

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**Certified Projects (US$M)**

- **California**, 16 Projects $1,045.96
- **Arizona**, 16 Projects $354.57
- **New Mexico**, 9 Projects $67.74
- **Texas**, 52 Projects $1,484.21
- **Sonora**, 27 Projects $559.43
- **Chihuahua**, 26 Projects $501.00
- **Coahuila**, 3 Projects $156.60
- **Nuevo León**, 5 Projects $105.71
- **Baja California**, 33 Projects $1,246.57
- **Tamaulipas**, 20 Projects $865.26
- **114 Projects in México** $3,434.57

- **95 Projects in U.S.** $2,952.48

209 Projects with a total estimated cost of US$ 6.387 billion
23 Solid Waste Management
2.9 million residents with improved waste collection and disposal services, resulting in the capacity to properly dispose of 1,550 tons of waste per day

24 Air Quality Projects
7.5 million residents benefited from reduced exposure to air pollution from vehicular traffic on unpaved streets. Approximately 170,000 tons per year of PM$_{10}$ anticipated to be eliminated.

13 Energy
Offset demands of traditional fossil-fuel based energy production, avoiding nearly 1,235,932 metric tons of CO$_2$-eq per year.

123 Water and Wastewater
Providing improved drinking water treatment/distribution as well as wastewater collection/ treatment for the benefit of more than 12 million border residents, most significantly impacted by new capacity to eliminate more than 450 MGD (17.5 m$^3$/sec) of untreated or inadequately treated sewage

25 Water Conservation
Estimated annual water savings of 330 MGD (456 million m$^3$/year). As a comparison, this quantity is sufficient to serve the average drinking water demands of 4 million people.

Input/Outcome Snapshot

INVESTMENT

NEED
21 Drinking Water Treatment Plants & 34 Drinking Water Distribution Systems
55 Wastewater Treatment Plants & 78 Wastewater Collection Systems
16 Landfills built or expanded & 16 Sub-standard Dumpsites closed

RESULT
8.3 million Squared Meters Paved
Wastewater treatment coverage in the Mexican border region increased from 21% to 82% between 1995 and 2009; while the current national average is approximately 42%.

- BECC signed agreements to collaborate in Border 2012, with EPA (Regions 9 & 6), starting in 2005. In addition to Logistical support for NCM, RWG and Task Force meetings, BECC has become the operational arm of the program for project implementation, performing all the related tasks, from the Request for Proposals, to Evaluation/Selection of projects, grant management and project supervision and of course, reporting of all these activities.

<table>
<thead>
<tr>
<th>Projects</th>
<th>Completed</th>
<th>In Progress</th>
<th>Cancelled</th>
<th>EPA Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPA 95</td>
<td>127</td>
<td>94</td>
<td>16</td>
<td>17</td>
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<tr>
<td>EPA 96</td>
<td>70</td>
<td>37</td>
<td>26</td>
<td>7</td>
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<tr>
<td>Total</td>
<td>197</td>
<td>131</td>
<td>42</td>
<td>24</td>
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Border 2012 Projects

- EPA funds for Border 2012 and other related projects
  - Total = US$ 9,866,541
- Benefitted population (Est.)
  - Total = 11.5 million people

Projects (2005 – 2012)

<table>
<thead>
<tr>
<th>GOAL</th>
<th>CHIH</th>
<th>NM</th>
<th>COAH</th>
<th>NL</th>
<th>TX</th>
<th>TAMS</th>
<th>BC</th>
<th>CA</th>
<th>AZ</th>
<th>SON</th>
<th>TOTAL</th>
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<td>Water</td>
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<td>1</td>
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<td>0</td>
<td>2</td>
<td>2</td>
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<td>21</td>
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<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>14</td>
<td>3</td>
<td>1</td>
<td>9</td>
<td>36</td>
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<td>Land</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>9</td>
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<td>15</td>
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<td>3</td>
<td>8</td>
<td>55</td>
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<td>Environmental Health</td>
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<td>2</td>
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<td>1</td>
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<td>3</td>
<td>4</td>
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<td>32</td>
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<tr>
<td>Emergency Response</td>
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<td>0</td>
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<td>2</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>15</td>
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<td>Environmental Performance</td>
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<td>48</td>
<td>14</td>
<td>14</td>
<td>29</td>
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Promoting Public Policies

- Needs Assessments
- Climate Change Initiative
- Addressing Emerging Sectors
The U.S.–Mexico border region needs assessment is focused on defining the lack of access to centralized water and wastewater services as well as to evaluate service needs in the sectors of solid waste and air quality within the 100km border region (U.S.) and potable water, wastewater collection, wastewater treatment and management of municipal solid waste (MX).

### Connections with Centralized Water Service and without Centralized Wastewater Service

<table>
<thead>
<tr>
<th>State</th>
<th>No of Municipalities</th>
<th>Drinking Water</th>
<th>Wastewater Infrastructure</th>
<th>Wastewater Treatment</th>
<th>Solid Waste Infrastructure</th>
<th>Total</th>
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<tbody>
<tr>
<td>Baja California</td>
<td>5</td>
<td>43.81</td>
<td>56.51</td>
<td>85.70</td>
<td>108.09</td>
<td>233.10</td>
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<tr>
<td>Sonora</td>
<td>58</td>
<td>23.12</td>
<td>22.91</td>
<td>156.14</td>
<td>26.01</td>
<td>238.18</td>
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<tr>
<td>Chihuahua</td>
<td>46</td>
<td>23.60</td>
<td>24.85</td>
<td>105.03</td>
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<td>Coahuila</td>
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<td>23.34</td>
<td>37.35</td>
<td>198.28</td>
<td>31.47</td>
<td>290.44</td>
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<td>Nuevo León</td>
<td>50</td>
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<td>33.28</td>
<td>14.01</td>
<td>96.64</td>
<td>200.66</td>
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<td>Tamaulipas</td>
<td>30</td>
<td>35.05</td>
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<td>98.81</td>
<td>39.64</td>
<td>252.42</td>
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<td>252.81</td>
<td>658.07</td>
<td>361.69</td>
<td>1,468.3</td>
</tr>
</tbody>
</table>

### Infrastructure Needs vs Resources

- **PDAP/BEIF Prioritization Process** documents needs on a regular basis (generally a 2-year cycle).
- Needs are prioritized according to the severity of human health and environmental conditions to be addressed by the project.
- All projects if not addressed can have serious consequences.

- Fewer than 1/3 of the projects have accessed BEIF, due to insufficient funding availability from the program. FY 11/12 has nearly $450M unfunded applications
- A funding trend of $10M/year will not provide sufficient resources to meet the critical needs still existing for water infrastructure in the region.
• In 2005 the six Mexican border states emitted a total of 141.3 MTMCO₂e (i.e. 21.7% of the national emissions, with only 17.6% of the total population).

• For 2025 the gross GHG emissions projected are 225.7 MTMCO₂e (i.e. 31% of the national GHG emissions with only 19.4% of the nation’s population).

**GHG Emissions by Border States**

**Project Pipeline**

**Anticipated Project Certifications 2013-2014**
**BECC & NADB: Renewable Energy**

**Current Participation in the Sector**

- Strategies against the climate change – PEAC
  - Close coordination with federal (SEMARNAT-INE) and State authorities
  - Identification of funding sources – US AID, BID;
    - Collaborating with USAID GDA and MLED Programs to support development of State Climate Action Plans in two Mexican border states
  - Coordination/funding through the Border 2012 Program
- Strategic initiatives
  - Sustainable urban housing developments
  - Sustainable school buildings
  - Capacity building (institutional strengthening) at all levels – “Best practices”
- Special Projects Development
  - Solar Project – Los Alisos, Nogales, Son. WWTP
  - Water and energy audits / Benchmarking
  - Alternative sources of energy – Self supply for

**Presence in Emerging Themes**

- Renewable Energy Projects
- Potential Renewable Energy Projects in the Border States
### Energy Projects – Status: Certified

#### GAF Biodiesel fuel - 5 MG/year - March 4, 2008

<table>
<thead>
<tr>
<th>Location</th>
<th>El Paso, TX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
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<tr>
<td>NADB Loan</td>
<td>US$19.99 million</td>
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<tr>
<td>Sponsor</td>
<td>Global Alternative Fuels, LLC</td>
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<tr>
<td>Off-taker</td>
<td>Rio Grande Renewable Electric, LLC</td>
</tr>
<tr>
<td>Anticipated Environmental Outcomes</td>
<td>Installed capacity: target = 5 MG biodiesel/year</td>
</tr>
<tr>
<td></td>
<td>Emissions avoided: target ≥600 ton/yr CO₂</td>
</tr>
</tbody>
</table>

#### Los Alisos – 1.0 MW solar park @WWTP – October 1, 2010

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Cost</td>
<td>NA</td>
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<tr>
<td>Partnership</td>
<td>Conagua, EPA, Sonora State Government</td>
</tr>
<tr>
<td>Sponsor</td>
<td>COMAPA</td>
</tr>
<tr>
<td>Off-taker</td>
<td>COMAPA</td>
</tr>
<tr>
<td>Anticipated Environmental Outcomes</td>
<td>Installed energy capacity: target = 900 KW, 1.5 MW-hours generation. CO₂ = 0.95 ton/year in year 1; total of 22 ton for 25 years life. SO₂ and NOₓ are minimal (0.01 ton SO₂ and 0.003 ton NOₓ).</td>
</tr>
</tbody>
</table>

#### SunPeak- 23 MW Solar Park – June 6, 2011

<table>
<thead>
<tr>
<th>Location</th>
<th>Niland, CA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Confidential</td>
</tr>
<tr>
<td>NADB Loan</td>
<td>Up to US$86.3 million</td>
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<tr>
<td>Sponsor</td>
<td>SunPeak Solar LLC</td>
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<td>Off-taker</td>
<td>Imperial Valley Irrigation District</td>
</tr>
<tr>
<td>Anticipated Environmental Outcomes</td>
<td>Installed energy capacity: target = 23 MW</td>
</tr>
<tr>
<td></td>
<td>Emissions avoided: target ≥20,000 ton/yr CO₂; 100 ton/yr SO₂; 85 ton/yr NOₓ</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Location</th>
<th>Tucson, AZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Confidential</td>
</tr>
<tr>
<td>NADB Loan</td>
<td>Up to US$65 million</td>
</tr>
<tr>
<td>Sponsor</td>
<td>FRV Tucson Solar LLC</td>
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<tr>
<td>Off-taker</td>
<td>Tucson Electrical Company</td>
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<tr>
<td>Anticipated Environmental Outcomes</td>
<td>Installed energy capacity: target = 20 MW,</td>
</tr>
<tr>
<td></td>
<td>Emissions avoided: target ≥35,000 ton/yr CO₂; 200 ton/yr SO₂; 125 ton/yr NOₓ</td>
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</table>
## Energy Projects – Status: Certified

### El Porvenir - 54 MW wind park – February 9, 2012

<table>
<thead>
<tr>
<th>Location</th>
<th>Reynosa, Tamps.</th>
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</thead>
<tbody>
<tr>
<td>Cost</td>
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</tr>
<tr>
<td>NADB Loan</td>
<td>Up to the equivalent in MX$ of US$51 million</td>
</tr>
<tr>
<td>Sponsor</td>
<td>CETS A</td>
</tr>
<tr>
<td>Off-taker</td>
<td>Soriana (Mx AA)</td>
</tr>
</tbody>
</table>

**Anticipated Environmental Outcomes**

- Installed energy capacity: target = 54 MW
- Emissions avoided: target ≥ 90,900 ton/yr CO₂; 1.440 ton/yr SO₂; 190 ton/yr NOₓ

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### AstroSol - 5 MWac solar park – January 13, 2012

<table>
<thead>
<tr>
<th>Location</th>
<th>Tucson, AZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Confidential</td>
</tr>
<tr>
<td>NADB Loan</td>
<td>During Const.: US$13.1 million; During Operation: US$8.6 million</td>
</tr>
<tr>
<td>Sponsor</td>
<td>AstroSol Inc.</td>
</tr>
<tr>
<td>Off-taker</td>
<td>Tucson Electric Power Company</td>
</tr>
</tbody>
</table>

**Anticipated Environmental Outcomes**

- Installed energy capacity: target = 5.1 MW
- Emissions avoided: target ≥ 7,700 ton/yr CO₂; 44 ton/yr SO₂; 28 ton/yr NOₓ

---

### Los Vientos 1A - 200 MW wind park – May 5, 2012

<table>
<thead>
<tr>
<th>Location</th>
<th>Willacy &amp; Cameron Counties, TX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Confidential</td>
</tr>
<tr>
<td>NADB Loan</td>
<td>Up to US$110 million</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Duke Energy Renewables</td>
</tr>
<tr>
<td>Off-taker</td>
<td>CPS Energy (AA+)</td>
</tr>
</tbody>
</table>

**Anticipated Environmental Outcomes**

- Installed energy capacity: target = 200 MW
- Emissions avoided: target ≥ 460,000 ton/yr CO₂; 800 ton/yr SO₂; 380 ton/yr NOₓ

---

### Los Vientos 1B - 202 MW wind park – May 5, 2012

<table>
<thead>
<tr>
<th>Location</th>
<th>Willacy County, TX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>Confidential</td>
</tr>
<tr>
<td>NADB Loan</td>
<td>Up to US$110 million</td>
</tr>
<tr>
<td>Sponsor</td>
<td>Duke Energy Renewables</td>
</tr>
<tr>
<td>Off-taker</td>
<td>Austin Energy (AA+)</td>
</tr>
</tbody>
</table>

**Anticipated Environmental Outcomes**

- Installed energy capacity: target = 202 MW
- Emissions avoided: target ≥ 400,000 ton/yr CO₂; 700 ton/yr SO₂; 330 ton/yr NOₓ

Location: Presidio, TX
Cost: Confidential
NADB Loan: Up to US$35.0 million
Sponsor: SunEdison, LLC
Off-taker: Bryan Texas Utility
Anticipated Environmental Outcomes: Installed energy capacity: target = 10 MW
Emissions avoided: target ≥ 16,805 ton/yr CO₂; 29 ton/yr SO₂; 14 ton/yr NOₓ

Ocotillo Express Wind Project (265.5 MW) – October 10, 2012

Location: Ocotillo, California
Cost: Confidential
NADB Loan: Up to US$110 million
Sponsor: Pattern Renewables LP
Off-taker: SDG&E
Anticipated Environmental Outcomes: Installed energy capacity: target = 265.5 MW
Emissions avoided: target ≥ 175,000 ton/yr CO₂; 264 ton/yr NOₓ

Davis Monthan AirForce Base Solar Park (12.6 MW) – November 2, 2012

Location: Tucson, Arizona
Cost: Confidential
NADB Loan: Up to US$45 million
Sponsor: SunEdison, LLC
Off-taker: Tucson Electric Power
Anticipated Environmental Outcomes: Installed energy capacity: target = 12.6 MW
Emissions avoided: target ≥ 16,964 ton/yr CO₂; 11 ton/yr SO₂, 17 ton/yr NOₓ

Street lighting replacement – December 6, 2012

Location: Playas de Rosarito, Baja California
Cost: US$4.01 million
NADB Loan: Up to US$3.41 million
Sponsor: Municipality of Playas de Rosarito
Borrower: Municipality of Playas de Rosarito
Anticipated Environmental Outcomes: Energy savings = 1,795 MWh/year
Emissions avoided: target ≥ 903 ton/yr CO₂; 3.3 ton/yr SO₂; 2.4 ton/yr NOₓ
**Community Solar Park (5 MW)**

Location: San Diego State University Imperial Valley campus in Brawley, California

Cost: Confidential

NADB Loan: Up to US$19.2 million

Sponsor: NRG Solar LLC

Off-taker: Imperial Irrigation District

Anticipated Environmental Outcomes:
- Installed energy capacity: target = 5 MW
- Emissions avoided: target ≥ 4,174 ton/yr CO₂; 6 ton/yr NOₓ

---

**El Centro Solar Park (20 MW)**

Location: El Centro, California

Cost: Confidential

NADB Loan: Up to US$67.6 million

Sponsor: Grupo T-Solar Global S.A.

Off-taker: Imperial Irrigation District

Anticipated Environmental Outcomes:
- Installed energy capacity: target = 20 MW
- Emissions avoided: target ≥ 13,678 ton/yr CO₂; 21 ton/yr NOₓ

---

**BECC**

Ciudad Juárez, Chih., Mexico

📞 (656) 688-4600
A Market that reaches beyond borders

The San Diego-Tijuana region is the 3rd-largest Hispanic market in the U.S. A metropolis of over 4.7 million people and located only 17 miles south of San Diego. Between 2000 and 2010, Tijuana’s growth rate was 2.5%, compared to 1.4% for the national growth of Mexico.

The San Diego-Tijuana border is the busiest border in the world. More than $28 billion in goods move across the San Diego-Tijuana border annually in both directions. It is estimated that Mexicans spend $5 billion a year in San Diego County, or more than $1 of every $8 in retail sales. Tijuana is considered one of the most affluent markets in all of Mexico.

Sources: 1. Instituto Nacional de Estadística Geografía e Informática (INEGI) 2010 Census data; 2. USA Today 2008

Religion in B.C.³

<table>
<thead>
<tr>
<th>Religion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catholic</td>
<td>73%</td>
</tr>
<tr>
<td>Protestant</td>
<td>11%</td>
</tr>
<tr>
<td>No religion</td>
<td>2%</td>
</tr>
</tbody>
</table>

% Avg. Annual Pop Growth³ (2000 to 2010)

- Rosarito: 3.5%
- Tocotal: 2.6%
- Tijuana: 2.5%
- Ensenada: 2.3%
- Mexicali: 2.0%
- San Diego: 1.0%

87% of Tijuana residents cross into the U.S. in groups of two or more by car²

68% of Tijuana residents cross into the U.S. by car to go shopping²

35% of Tijuana residents have Internet service³

Tijuana Expenditures in the U.S. by Category²

- Clothing: 46%
- Food & Groceries: 37%
- Appliances & Furniture: 6%
- Other: 6%
- Personal Hygiene: 5%

JOINT MEETING OF THE BORDERS COMMITTEE, THE COMMITTEE ON
BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE MUNICIPALITIES OF
TIJUANA, TECATE, PLAYAS DE ROSARITO, AND THE STATE OF BAJA CALIFORNIA

Friday, March 22, 2013

AGENDA HIGHLIGHTS

• OVERVIEW OF THE SAN DIEGO REGION AND THE Tijuana, TECATE, AND
  PLAYAS DE ROSARITO METROPOLITAN ZONE

• CALI BAJA BINATIONAL MEGA-REGION INITIATIVE

• GENERAL OVERVIEW OF BORDER ENVIRONMENT COOPERATION
  COMMISSION WORK PROGRAM

- Our collaborative planning efforts and development strategies will benefit our
  Mega Region;

- We are the largest, fastest growing and most affluent International
  Metropolis on our 2000 mile U.S. Mexico border;

- Our integrated domestic and political cultures are thriving here like nowhere
  else, i.e. we enjoy visiting each other’s regions, among the best atmosphere in
  the world;

- We are taking exciting and historic steps to strategically position us globally;

- As part of the San Ysidro Community Plan Update, SANDAG’s current
  Intermodal Transportation Study will soon present two (2) Mass Transit Concept
  alternatives for improving cross-border mobility;

  - How can we “tangibly” represent our joint goals, accomplishments, history
    and Bi-National Culture?

  - Can a Mass-Transit Center become a symbol for our Bi-National Region?

  - Is it time for our World’s Busiest Border Crossing to make a far-reaching
    symbolic statement?

  - How is Tijuana already performing to make this symbolic statement?

  - As passionate border crossers, we deserve a symbolic landmark celebrating
    our Mega Region as the World’s Busiest!

Submitted by Miguel Aguirre
Mission Statement

The highest caliber, architectural footprint created:

- To warmly welcome and safely send all cross-border travelers with a state-of-the-art intermodal transportation experience;

- To promote international commerce with entertainment, shopping, dining and cross-cultural exploration;

- To inspire first time and return visits with a monumental landmark, world-class point of destination which commemorates a U.S. Mexico alliance and celebrates our Bi-National Gateway's migration history of the Americas.
BECC-NADB Renewable Energy Projects for the Sustainability of the Border Region

The Border Environment Cooperation Commission (BECC) and its sister institution North American Development Bank (NADB), were established by the U.S. and Mexican governments under the auspices of the negotiations of the North American Free Trade Agreement (NAFTA), for the purpose of enhancing environmental conditions and the quality of life of people living in the border region of the two countries.

Pursuant to their charter, the mandate of BECC and NADB is to support the development of environmental infrastructure in the areas of potable water, wastewater treatment and solid waste, as well as projects aimed at improving air quality, conserving water, reducing energy consumption and developing renewable energy sources, among others, located within 100 kilometers (about 62 miles) north of the international boundary in the four U.S. states of Texas, New Mexico, Arizona and California and within 300 kilometers (about 186 miles) south of the border in the six Mexican states of Tamaulipas, Nuevo Leon, Coahuila, Chihuahua, Sonora, and Baja California. Each project must pass through a public participation and certification process performed by the Border Environment Cooperation Commission (BECC), located in Cd. Juarez, Chih., in order to be considered for financing from NADB.

BECC and NADB are governed by a 10-member bi-national Board of Directors, with five members from each country. The chairmanship of the Board alternates between the U.S. and Mexico each year.

<table>
<thead>
<tr>
<th>United States</th>
<th>Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>• U.S. Department of the Treasury</td>
<td>• Ministry of Finance and Public Credit (SHCP)</td>
</tr>
<tr>
<td>• U.S. Department of State</td>
<td>• Ministry of Foreign Relations (SRE)</td>
</tr>
<tr>
<td>• U.S. Environmental Protection Agency (EPA)</td>
<td>• Ministry of Environment and Natural Resources (SEMARNAT)</td>
</tr>
<tr>
<td>• U.S. Border State Representative</td>
<td>• Mexican Border State Representative</td>
</tr>
<tr>
<td>• U.S. Border Resident Representative</td>
<td>• Mexican Border Resident Representative</td>
</tr>
</tbody>
</table>

To date, NADB is participating in **171 BECC-certified environmental infrastructure projects** with **US$1.91 billion** in loans and grants. These projects represent a total investment of **US$5.13 million** and are benefiting more than **17 million border residents**.

In the renewable energy and energy efficiency sector, NADB has approved a total of **US$626.4 million** in loans for **11 projects**. Of this amount, **US$578 million** has been contracted for nine of those projects.

For 2013, BECC and NADB are currently evaluating nine projects under development on both sides of the border for potential loans totaling close to **US$450 million** in the sectors of renewable energy, air quality, water supply and wastewater treatment.
BECC-NADB Renewable Energy Projects for the Sustainability of the Border Region

Renewable energy and energy efficiency projects enhance the opportunities for sustainability in the US-Mexico border region, taking advantage of available solar resources on both sides of the border, as well as significant wind resources in the extreme East and West of the two countries. In response to this emerging sector, BECC and NADB have worked to establish significant institutional capacity, working with municipal, State and federal governments as well as the private sector, to develop, certify and finance energy sector projects. Since June 2011, 14 energy projects have been approved for certification and financing. The details of the most recent projects are provided below.

Lessons learned:
- Renewable energy and energy efficiency projects reduce demands on fossil fuels and water resources; prevent pollution of land, water, and air; and utilize available resources more efficiently and effectively.
- Generous federal level fiscal incentives in US make projects more attractive for investment and accessing international carbon credit markets in Mexico strengthens financial returns for RE projects.
- The most frequent challenge in implementing energy projects is related to the legal/financial structure.

Renewal Energy Projects – Certified and Financed 2011/2013

<table>
<thead>
<tr>
<th>Project</th>
<th>Location</th>
<th>Capacity</th>
<th>NADB Fin. (M$USD)</th>
<th>Cert. Date</th>
<th>CO2-eq</th>
<th>NOX</th>
<th>SOX</th>
<th>Benef. Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energia Lactea, S.A. de C.V.</td>
<td>Cd. Délitas, Chih.</td>
<td>847 kwh</td>
<td>2.25</td>
<td>7/16/2008</td>
<td>619,022</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Renewable Funding LLC</td>
<td>San Diego, CA</td>
<td></td>
<td>70.64</td>
<td>12/10/2009</td>
<td>5,580</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SunPeak Solar LLC</td>
<td>Niland, CA</td>
<td>23 MW-AC</td>
<td>86.30</td>
<td>6/08/2011</td>
<td>20,000</td>
<td>85</td>
<td>100</td>
<td>174,528</td>
</tr>
<tr>
<td>FRV Tucson Solar LLC</td>
<td>Picture Rocks, AZ</td>
<td>20 MW</td>
<td>65.00</td>
<td>11/28/2011</td>
<td>35,000</td>
<td>125</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>AstroSol, Inc.</td>
<td>Tucson, AZ</td>
<td>5.1 MW-AC</td>
<td>13.10</td>
<td>1/13/2012</td>
<td>7,700</td>
<td>28</td>
<td>44</td>
<td>980,263</td>
</tr>
<tr>
<td>CETSA</td>
<td>Reynosa, Tams.</td>
<td>54 MW</td>
<td>51.00</td>
<td>2/09/2012</td>
<td>90,976</td>
<td>189</td>
<td>144</td>
<td>608,891</td>
</tr>
<tr>
<td>Los Ventos 1A</td>
<td>Willacy County</td>
<td>200 MW</td>
<td>110.00</td>
<td>5/25/2012</td>
<td>406,613</td>
<td>332</td>
<td>694</td>
<td></td>
</tr>
<tr>
<td>Los Ventos 1B</td>
<td>Willacy County</td>
<td>202 MV</td>
<td>110.00</td>
<td>5/25/2012</td>
<td>466,468</td>
<td>381</td>
<td>797</td>
<td>428,345</td>
</tr>
<tr>
<td>FRV Bryan</td>
<td>Presidio, TX</td>
<td>10 MW</td>
<td>35.00</td>
<td>7/27/12</td>
<td>16,805</td>
<td>14</td>
<td>26</td>
<td>7,818</td>
</tr>
<tr>
<td>Ocotillo Express LLC</td>
<td>El Centro, CA</td>
<td>265.5 MW</td>
<td>110.00</td>
<td>10/10/12</td>
<td>175,366</td>
<td>264</td>
<td>-</td>
<td>3,095,313</td>
</tr>
<tr>
<td>Davis Monthan AFB Solar Park</td>
<td>Tucson, AZ</td>
<td>12.6 MW-AC</td>
<td>45.00</td>
<td>11/02/12</td>
<td>16,954</td>
<td>17</td>
<td>11</td>
<td>980,263</td>
</tr>
<tr>
<td>Playas de Rosarito</td>
<td>P. de Rosarito, B.C.</td>
<td>-</td>
<td>4.01</td>
<td>12/06/2012</td>
<td>903</td>
<td>2.4</td>
<td>3.3</td>
<td>90,668</td>
</tr>
<tr>
<td>IID Community Solar Park</td>
<td>Brawley, CA</td>
<td>5 MW-AC</td>
<td>19.20</td>
<td>3/13/2013</td>
<td>4,174</td>
<td>6</td>
<td>-</td>
<td>174,528</td>
</tr>
</tbody>
</table>

Environmental Outcomes Summary

Year 1 energy generation: 2,412.16 GWh
(Equivalent annual energy for 268,485 households)

Emissions Avoided:
- CO2: 1,241,009 tons/yr.
  (equivalent to removing 234,547 passenger vehicles)
- SO2: 3,320 tons/yr.
- NO2: 1,443 tons/yr.

Total Energy Produced: 795.90 MWh
Total NADB Financing: 648.61 M$USD
Total Benefits: 1,241,009
Total Population: 1,443
Total Costs: 3,320 M$USD
Total Benefits: 6,540,617
CERTIFIED PROJECTS BY BECC
Integrating Environmental Solutions for the Border

Certified Projects
(1995 to date)

As of February 28, 2013, the BECC has certified 208 environmental infrastructure projects 114 in México and 94 in the U.S. – with an estimated total cost of approximately $6.307 billion.

208 Certified Projects with an estimated cost of $ 6.307 BD

California, 15 Certified Projects
$ 966.36 MD

Of these 15 projects, 9 are related to water and wastewater services, 3 to water conservation and 3 to the expanded sectors addressed by BECC and NADB.

Technical Assistance – California (PDAP & BECC)

<table>
<thead>
<tr>
<th>Community</th>
<th>Technical Assistance (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blythe</td>
<td>$174,565.82</td>
</tr>
<tr>
<td>Brawley</td>
<td>$660,090.00</td>
</tr>
<tr>
<td>Calexico</td>
<td>$19,900.00</td>
</tr>
<tr>
<td>Campo Nueva</td>
<td>$110,535.00</td>
</tr>
<tr>
<td>Desert Shores</td>
<td>$228,332.00</td>
</tr>
<tr>
<td>El Centro</td>
<td>$234,236.00</td>
</tr>
<tr>
<td>Heber</td>
<td>$249,148.00</td>
</tr>
<tr>
<td>Holtville</td>
<td>$420,602.25</td>
</tr>
<tr>
<td>Imperial</td>
<td>$200,668.90</td>
</tr>
<tr>
<td>Niland</td>
<td>$165,142.63</td>
</tr>
<tr>
<td>Palo Verde</td>
<td>$278,670.21</td>
</tr>
<tr>
<td>Seeley</td>
<td>$249,617.00</td>
</tr>
</tbody>
</table>

Total Technical Assistance for California $ 2.92 MD

BECC provides technical assistance for project development through the EPA-funded Project Development Assistance Program (PDAP), and through a special technical assistance program funded with its own operating budget. Additionally, BECC manages EPA funds to support the development of strategic initiatives and specific projects linked to the objectives and goals of the Border 2012: U.S.-Mexico Environmental Program.
BECC's effort to perform a US border region needs assessment is focused on defining the lack of access to centralized water and wastewater services as well as to evaluate service needs in the sectors of solid waste and air quality within the 100 km border region. Providing access to adequate drinking water and wastewater services continues to be a need for residents in US border counties. While the primary gap in centralized service coverage primarily exists in the rural setting, an investment may likely be required whether connecting to a centralized system or making improvements to address drinking water quality or adequate on-site WW disposal.

![Access to Centralized Municipal Services - US Needs and Investment Estimates](image)

Air Quality and Health: High prevalence of respiratory disease in the CA border region, further irritated by exposure to dust, may be influenced by highly traveled unpaved roads in densely populated rural areas. Approximately 1,300 miles of unpaved roadways exist in CA border counties, representing an investment need of over $530 million.

### Projects in the Pipeline from California

<table>
<thead>
<tr>
<th>Prj. ID</th>
<th>Project Name</th>
<th>Cost (MD)</th>
<th>Benefited Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>681</td>
<td>Holtville Wastewater Gravity Main (Outfall) Replacement</td>
<td>3.40</td>
<td>6,339</td>
</tr>
<tr>
<td>684</td>
<td>Holtville Residential Wastewater Collection Pipeline</td>
<td>0.33</td>
<td>70</td>
</tr>
<tr>
<td>688</td>
<td>Palo Verde, CA Wastewater Collection and Treatment</td>
<td>2.54</td>
<td>420</td>
</tr>
<tr>
<td>758</td>
<td>Niland, CA Wastewater Treatment Plant Improvements</td>
<td>6.26</td>
<td>1,000</td>
</tr>
<tr>
<td>767</td>
<td>El Centro PV Plant</td>
<td>Pending Release</td>
<td>20,000</td>
</tr>
<tr>
<td>768</td>
<td>SDSU Brawley PV Plant</td>
<td>Pending Release</td>
<td>5,000</td>
</tr>
<tr>
<td>770</td>
<td>Wastewater Treatment Plant Improvements for Holtville, CA</td>
<td>4.71</td>
<td>6,699</td>
</tr>
<tr>
<td>786</td>
<td>Wastewater Project for Brawley, CA</td>
<td>0.50</td>
<td>27,000</td>
</tr>
<tr>
<td>Total 8 Projects Under Development</td>
<td></td>
<td>17.74</td>
<td>66,528</td>
</tr>
</tbody>
</table>

### California Certified Projects

<table>
<thead>
<tr>
<th>Prj. ID</th>
<th>Updated Project Name</th>
<th>Cost (MD)</th>
<th>Benefited Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Brawley, California - Water</td>
<td>25.71</td>
<td>21,000</td>
</tr>
<tr>
<td>57</td>
<td>Calexico, California - Water</td>
<td>11.33</td>
<td>26,400</td>
</tr>
<tr>
<td>105</td>
<td>San Diego, California - Wastewater reuse</td>
<td>99.59</td>
<td>TBD</td>
</tr>
<tr>
<td>122</td>
<td>Brawley, California - Water and Wastewater</td>
<td>13.76</td>
<td>21,000</td>
</tr>
<tr>
<td>132</td>
<td>Westmorland, California - Wastewater</td>
<td>4.41</td>
<td>1,700</td>
</tr>
<tr>
<td>166</td>
<td>Heber, California - Wastewater</td>
<td>6.87</td>
<td>2,566</td>
</tr>
<tr>
<td>167</td>
<td>Heber, California - Wastewater</td>
<td>3.38</td>
<td>2,566</td>
</tr>
<tr>
<td>249</td>
<td>Seeley, California - Water and Wastewater</td>
<td>2.19</td>
<td>2,000</td>
</tr>
</tbody>
</table>

**Total Certified Projects 15**  **Total Cost 966.36 MD**  **Total Benefited Population 3,754,490**
**CERTIFIED PROJECTS BY BECC**

Integrating Environmental Solutions for the Border

**Certified Projects (1995 to date)**

As of February 28, 2013, the BECC has certified 208 environmental infrastructure projects 114 in México and 94 in the U.S. – with an estimated total cost of approximately $6.307 billion.

**208 Projects with a total estimated cost of US$ 6.307 billion**

**Baja California, 33 Certified Projects $ 1,246.57 MD**

Of these 33 projects, 24 are related to water and wastewater services, 2 to municipal solid waste, and 7 to the expanded sectors addressed by BECC and NADB.

**Technical Assistance - Baja California (PDAP & BECC)**

<table>
<thead>
<tr>
<th>Community</th>
<th>Technical Assistance (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensenada</td>
<td>$139,301.68</td>
</tr>
<tr>
<td>Mexicali</td>
<td>$398,114.8</td>
</tr>
<tr>
<td>Rosarito</td>
<td>$132,211.52</td>
</tr>
<tr>
<td>Tecate</td>
<td>$678,866.05</td>
</tr>
<tr>
<td>Tijuana</td>
<td>$1,166,601.4</td>
</tr>
</tbody>
</table>

**Total Technical Assistance for Baja California $ 2.51 MD**

BECC provides technical assistance for project development through the EPA-funded Project Development Assistance Program (PDAP), and through a special technical assistance program funded with its own operating budget. Additionally, BECC manages EPA funds to support the development of strategic initiatives and specific projects linked to the objectives and goals of the Border 2012: U.S.-Mexico Environmental Program.
Service coverage for drinking water, sewer and wastewater treatment have increased dramatically in Mexico’s border region with the most significant being an increase in wastewater treatment coverage from 50% to 81%, whereas the national average in coverage of wastewater treatment services is 35%.

Certified BEIF projects provide the capacity to treat 300M gallons per day of raw or inadequately treated wastewater, an equivalent to the wastewater discharge of 6.8M persons ~ approximately 50% of the border population.

Projects in the Pipeline for Baja California

<table>
<thead>
<tr>
<th>ID</th>
<th>Project Name</th>
<th>Cost (MD)</th>
<th>Benefited Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>727</td>
<td>Small Scale Hydroelectric Plant at the Carrizo Dam in Tecate B.C.</td>
<td>50</td>
<td>1,700,000</td>
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<tr>
<td>760</td>
<td>Wastewater Collection System in Colonia Loma Linda and Esperanza in Mexicali, BC</td>
<td>1.44</td>
<td>2,568</td>
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<tr>
<td>772</td>
<td>Wastewater collection rehabilitation for main lines in Tijuana, BC</td>
<td>5.27</td>
<td>130,950</td>
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<tr>
<td>10406</td>
<td>Paving Project Tecate, BC</td>
<td>18.00</td>
<td>300,000</td>
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<tr>
<td></td>
<td><strong>Total 4 Projects Under Development</strong></td>
<td></td>
<td><strong>74.71</strong></td>
</tr>
</tbody>
</table>

Baja California Certified Projects

<table>
<thead>
<tr>
<th>ID</th>
<th>Project Name</th>
<th>Cost (MD)</th>
<th>Benefited Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Ensenada, Baja California - Wastewater Treatment Plant</td>
<td>8.39</td>
<td>250,000</td>
</tr>
<tr>
<td>16</td>
<td>Mexicali, Baja California - Wastewater</td>
<td>54.97</td>
<td>600,939</td>
</tr>
<tr>
<td>38</td>
<td>Tijuana, Baja California - Wastewater (ECOPARK)</td>
<td>0.18</td>
<td>1,349,711</td>
</tr>
<tr>
<td>100</td>
<td>Tijuana, Baja California - Wastewater</td>
<td>27.43</td>
<td>1,349,711</td>
</tr>
<tr>
<td>169</td>
<td>Tecate, Baja California - Water and Wastewater</td>
<td>9.73</td>
<td>70,000</td>
</tr>
<tr>
<td>251</td>
<td>Tijuana, Baja California - Wastewater</td>
<td>42.01</td>
<td>1,349,711</td>
</tr>
<tr>
<td>260</td>
<td>Tecate, Baja California - Solid Waste</td>
<td>4.75</td>
<td>70,000</td>
</tr>
<tr>
<td>382</td>
<td>Baja California - Air Quality</td>
<td>487</td>
<td>500,939</td>
</tr>
<tr>
<td>437</td>
<td>Mexicali, Baja California - Wastewater</td>
<td>26.57</td>
<td>600,939</td>
</tr>
<tr>
<td>486</td>
<td>Mexicali, BC - Wastewater Collection System, East Sector.</td>
<td>46.96</td>
<td>338,200</td>
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<tr>
<td>494</td>
<td>Tijuana, BC - Air Quality and Paving Project.</td>
<td>54.55</td>
<td>1,349,711</td>
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<tr>
<td>495</td>
<td>Tijuana, BC - Solid Waste Project.</td>
<td>4.55</td>
<td>1349711</td>
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<tr>
<td>503</td>
<td>Playas de Rosarito, BC - Expansion of the Water Distribution and Wastewater Collection System.</td>
<td>10.02</td>
<td>8,652</td>
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<tr>
<td>506</td>
<td>Tijuana, BC - Expansion of the Wastewater Collection Systems</td>
<td>8.78</td>
<td>33,915</td>
</tr>
<tr>
<td>505</td>
<td>Tijuana, BC - Expansion of the Wastewater Collection System.</td>
<td>1.6</td>
<td>2,705</td>
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<tr>
<td>511</td>
<td>Tecate, BC - Expansion of the water distribution and wastewater collection systems.</td>
<td>2.78</td>
<td>8,951</td>
</tr>
<tr>
<td>531</td>
<td>Playas de Rosarito, BC, Mex.: Metropolitan Urban roads and streets System</td>
<td>40.91</td>
<td>8,652</td>
</tr>
<tr>
<td>585</td>
<td>Rosarito, BC - WWTP Expansion (Rosarito I)</td>
<td>4.53</td>
<td>21,862</td>
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<tr>
<td>586</td>
<td>Rosarito, BC - Wastewater Collection Expansion to Unserved area: LOMAS DE ROSARITO</td>
<td>0.71</td>
<td>2,014</td>
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<tr>
<td>589</td>
<td>Tijuana, BC - Wastewater Collection Expansion to Unserved areas - ALCATRACES</td>
<td>1</td>
<td>3,020</td>
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<tr>
<td>592</td>
<td>Rosarito, BC - Wastewater Collection Expansion to Unserved area - INDEPENDENCIA</td>
<td>0.6</td>
<td>4,528</td>
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<tr>
<td>593</td>
<td>Rosarito, BC - Wastewater Collection Expansion to Unserved area - AZTLAN</td>
<td>1.5</td>
<td>6,806</td>
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<tr>
<td>643</td>
<td>Playas de Rosario, BC - Wastewater Collection Expansion to Un-served areas</td>
<td>3.85</td>
<td>14,436</td>
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<tr>
<td>654</td>
<td>Tijuana, BC - Expansion of the water and wastewater systems project in Tijuana and Playas de Rosarito, B.C.</td>
<td>37.75</td>
<td>700,000</td>
</tr>
<tr>
<td>668</td>
<td>Air Quality Project located in Municipio Tijuana, Baja California in the state of</td>
<td>120.02</td>
<td>1,540,072</td>
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<tr>
<td>724</td>
<td>Construction of the La Morita WWTP in Tijuana BC</td>
<td>0</td>
<td>124,991</td>
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<tr>
<td>725</td>
<td>Construction of the Tecolote-La Gloria WWTP in Tijuana, BC</td>
<td>16.2</td>
<td>187,036</td>
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<tr>
<td>733</td>
<td>Basic Environmental Infrastructure Project for Valle de las Palmas in Tijuana, Baja California</td>
<td>110.63</td>
<td>TBD</td>
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<tr>
<td>752</td>
<td>Comprehensive paving project in Mexicali, B.C.</td>
<td>46.41</td>
<td>800,000</td>
</tr>
<tr>
<td>691</td>
<td>Wastewater Collection System Expansion to Unserved Area Amplification Lucio Blanco in Playas de Rosarito, Baja California</td>
<td>0.93</td>
<td>3,865</td>
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<tr>
<td>762</td>
<td>Wastewater Collection System in Tijuana, B.C.</td>
<td>5.72</td>
<td>50,000</td>
</tr>
<tr>
<td>775</td>
<td>Ensenada Project: &quot;El Salitr Plant&quot;</td>
<td>46.80</td>
<td>96,000</td>
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<tr>
<td>787</td>
<td>Lighting Project for Playas de Rosarito, BC</td>
<td>52.00</td>
<td>90,000</td>
</tr>
</tbody>
</table>

Total Certified Projects 33  Total Cost 1,246.57 MD  Total Benefited Population 2,736,800
Managing the Binational Tijuana River Watershed: A Workshop
San Diego and Tijuana, May 14-16, 2013

Purpose: The purpose of this two-day workshop is to update our understanding of the effects that human interactions have on the natural systems of the binational Tijuana River Watershed and to advance discussions regarding transboundary cooperation on managing this complex system. A number of key challenges that the watershed faces will be examined in detail and specific options for feasible solutions will be discussed. The workshop will build on more than two decades of research and related activities carried out by universities; by local, state, and federal government coalitions; and by nongovernmental organizations. The workshop will include site visits and sessions in Tijuana and San Diego. Interpretation services will be provided.

Dates: Begins midday on Tuesday, May 14, and ends midday on Thursday, May 16

Draft Agenda

- Introduction and Goals: Why a Binational Vision for Watershed Planning?

- State of the Basin: TRW Vision Project, the Tijuana River Valley Recovery Project, the Tijuana National Estuarine Research Reserve, and government representatives

- Key Issues and Solutions: Specific problems and possible actions

- Issues, Solutions, and the Way Forward: Outcomes of the workshop

- Field Tours: Site visits in Tijuana and the Tijuana River Valley in San Diego

Workshop Organizers: Southwest Consortium for Environmental Research and Policy (SCERP), San Diego State University (SDSU), El Colegio de la Frontera Norte (COLEF), Autonomous University of Baja California (UABC), San Diego Regional Water Quality Control Board/Tijuana River Valley Recovery Team (TRVRT)

Who Should Attend: Local, state, and federal agency representatives; researchers; and community groups and private sector organizations interested in watershed management.

For More Information: To request more information on the TRW Workshop, send e-mail to: Elizabeth Eklund scerp@projects.sdsu.edu

You will be included on the mailing list to receive an updated agenda and registration information, when available.
Gestión de la Cuenca Binacional del Río Tijuana: Taller
San Diego y Tijuana, 14-16 de mayo de 2013

Propósito: El propósito de este taller de dos días es actualizar nuestro entendimiento con respecto a los efectos que las interacciones humanas tienen sobre los sistemas naturales de la Cuenca Binacional del Río Tijuana. También se busca avanzar en las discusiones relativas a la cooperación transfronteriza en la gestión de este sistema complejo. Se examinarán en detalle algunos de los desafíos clave que enfrenta la cuenca y se discutirán opciones específicas para soluciones factibles. El taller se basa en más de dos décadas de investigación y actividades relacionadas que han sido realizadas por universidades; por coaliciones de gobierno local, estatal y federal; y por organizaciones no gubernamentales. El taller incluirá visitas de campo y sesiones en Tijuana y San Diego. Se proporcionarán servicios de interpretación.

Fechas: Inicia el mediodía del martes, 14 de mayo, y concluye el mediodía del jueves, 16 de mayo

Borrador de la Agenda

- Introducción y objetivos: ¿Por qué una visión binacional para la planificación de cuencas?
- Estado de la Cuenca: Proyecto visionario de la Cuenca del Río Tijuana (CRT), Proyecto de Recuperación del Valle del Río Tijuana, Reserva Nacional de Investigación del Estuario del Río Tijuana y representantes gubernamentales
- Temas clave y soluciones: Problemas específicos y acciones posibles
- Cuestiones, soluciones y camino a seguir: Resultados de los talleres
- Recorridos de campo: visitas a sitios en Tijuana y el Valle del Río Tijuana en San Diego

Organizadores del taller: Consorcio de Investigación y Política Ambiental del Suroeste (Southwest Consortium for Environmental Research and Policy–SCERP), Universidad Estatal de San Diego (San Diego State University–SDSU), El Colegio de la Frontera Norte (COLEF), Universidad Autónoma de Baja California (UABC), Junta Regional de Control de Calidad del Agua de San Diego/Equipo de Recuperación del Valle del Río Tijuana (Tijuana River Valley Recovery Team–TRVRT)

¿Quién debe asistir?: Representantes de organismos locales, estatales y federales; investigadores; y grupos comunitarios y organizaciones del sector privado interesados en la gestión de cuencas.

Para mayor información: Para solicitar información adicional sobre el Taller de la CRT, comunicarse por correo electrónico con:
Elizabeth Eklund scerp@projects.sdsu.edu

Su nombre será incluido en una lista de correo para que reciba una agenda actualizada e información de inscripción, cuando estén disponibles.