Members

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

Greg Cox, Vice Chair
Chairman, County of San Diego

Al Ovrom
Councilmember, City of Coronado
(Representing South County)

Teresa Barth
Mayor, City of Encinitas
(Representing North County Coastal)

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

David Alvarez
Councilmember, City of San Diego

John Renison
Supervisor
(Representing Imperial County)

Alternates

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

Dave Roberts
Supervisor, County of San Diego

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

Lorraine Wood
Councilmember, City of Carlsbad
(Representing North County Coastal)

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

Mark Kersey
Councilmember, City of San Diego

Bill Hodge, Mayor Pro Tem
(Representing Imperial County)

Advisory Members

S.R. “Al” Lopez
Board Vice President, Western Municipal Water District
(Representing Riverside County)

Vacant
(Representing Orange County)

Remedios Gómez-Arnau
Consul General
Consulate General of Mexico

Farrah Douglas
San Diego County Water Authority

Laurie Berman
District 11 Director, Caltrans

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

Richard Macias
Director of Planning
Southern California Association of Governments

Gary L. Gallegos
Executive Director, SANDAG

SANDAG

BORDERS COMMITTEE AGENDA

Friday, February 22, 2013
12:30 to 2:30 p.m.
SANDAG Board Room
401 B Street, 7th Floor
San Diego

AGENDA HIGHLIGHTS

• PROPOSED THEME AND DATE OF THE 2013 SANDAG ANNUAL BINATIONAL EVENT

• SAN DIEGO FORWARD: THE REGIONAL PLAN - STATUS UPDATE AND APPROACH FOR REFINING, DEVELOPING, AND INCORPORATING THE POLICY AREAS FROM THE REGIONAL COMPREHENSIVE PLAN

• UPDATE ON THE SAN YSIDRO INTERMODAL TRANSPORTATION CENTER STUDY

• BINATIONAL SEAWATER DESALINATION FEASIBILITY STUDY

PLEASE TURN OFF CELL PHONES DURING THE MEETING

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

MISSION STATEMENT

The Borders Committee provides oversight for planning activities that impact the borders of the San Diego region (Orange, Riverside and Imperial Counties, and the Republic of Mexico) as well as government-to-government relations with tribal nations in San Diego County. The preparation and implementation of SANDAG’s Binational, Interregional, and Tribal Liaison Planning programs are included under this purview. It advises the SANDAG Board of Directors on major interregional planning policy-level matters. Recommendations of the Committee are forwarded to the Board of Directors for action.

San Diego Association of Governments  401 B Street, Suite 800, San Diego, CA 92101-4231
(619) 699-1900  Fax (619) 699-1905  www.sandag.org
Welcome to SANDAG. Members of the public may speak to the Borders Committee on any item at the time the Committee is considering the item. Please complete a Speaker’s Slip, which is located in the rear of the room, and then present the slip to Committee staff. Members of the public may address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Public speakers are limited to three minutes or less per person. The Borders Committee may take action on any item appearing on the agenda.

In order to keep the public informed in an efficient manner and facilitate public participation, SANDAG also provides access to all agenda and meeting materials online at www.sandag.org/meetings. Additionally, interested persons can sign up for e-notifications via our e-distribution list at either the SANDAG Web site or by sending an e-mail request to webmaster@sandag.org.

Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form available on the Web site. E-mail comments should be received no later than 12 noon, two working days prior to the Board of Directors meeting. Any handouts, presentations, or other materials from the public intended for distribution at the Borders Committee meeting should be received by the Clerk of the Committee no later than 12 noon, two working days prior to the meeting.

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ITEM # | RECOMMENDATION
--- | ---
+1. APPROVAL OF THE JANUARY 25, 2013, MEETING MINUTES | APPROVE
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.

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

This report will update the Committee on the response from the U.S. General Services Administration to the request from the SANDAG Board of Directors related to the future Intermodal Transportation Center at Virginia Avenue.

REPORTS (4 through 10)

+4. PROPOSED THEME AND DATE OF THE 2013 SANDAG ANNUAL BINATIONAL EVENT (COBRO Chair Paul Ganster and Consul General of Mexico Remedios Gómez Arnau)

Every year since 1997, SANDAG organizes an annual binational event. The Committee on Binational Regional Opportunities (COBRO) proposes 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.

5. SUBREGIONAL REPORTS FROM COMMITTEE MEMBERS

Members of the Borders Committee report issues and activities within their subregion that are of interest or under the purview of the Committee.
+6. REPORT FROM THE CONSUL GENERAL OF MEXICO
   (Hon. Remedios Gómez-Arnau, Consulate General of Mexico in San Diego)

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

7. UPDATE FROM THE SOUTHERN CALIFORNIA TRIBAL CHAIRMEN'S ASSOCIATION (SCTCA) (Chairman Mark Romero, Mesa Grande)

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

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

   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. The attached report provides this information to the Borders Committee and proposes 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.

+9. UPDATE ON THE SAN YSIDRO INTERMODAL TRANSPORTATION CENTER STUDY (Rachel Kennedy)

   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 Port of Entry. Staff will provide an update on the study.

+10. BINATIONAL SEAWATER DESALINATION FEASIBILITY STUDY (Elsa Saxod, San Diego County Water Authority)

   The San Diego Water Authority is participating in a binational feasibility study of a large-scale seawater desalination plant that would be constructed in Rosarito Beach in Baja California, Mexico. An overview and status of this project will be provided.
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, and Playas de Rosarito, scheduled for Friday, March 22, 2013, at 12:30 p.m.

12. **ADJOURNMENT**

   + next to an item indicates an attachment
The meeting of the Borders Committee was called to order by Chair John Minto (East County) at 12:35 p.m. See the attached attendance sheet for Borders Committee member attendance.

Chair John Minto welcomed the Borders Committee members and guests. He recognized the newly appointed member representative Mayor Teresa Barth, City of Encinitas (North County Coastal), alternate representative Supervisor Dave Roberts (County of San Diego), alternate representative Councilmember Lorraine Wood, City of Carlsbad (North County Coastal), alternate representative Councilmember Mark Kersey (City of San Diego), Mayor Pro Tem Bill Hodge, City of Calexico (Imperial County), and advisory member Farrah Douglas, San Diego County Water Authority to serve on the Borders Committee. Chair Minto invited Mark Baza, Executive Director, Imperial County Transportation Commission (ICTC), and Richard E. Backlund, Associate Division Administrator with U.S. Department of Transportation Federal Highway Administration (FHWA) to join the Borders Committee members at the table.

1. APPROVAL OF MEETING MINUTES (APPROVE)

   Action: Upon a motion by Councilmember David Alvarez (City of San Diego) and a second by Councilmember Al Ovrom (South County), the Borders Committee approved the minutes from the November 16, 2012, Borders Committee meeting. Mayor Teresa Barth (North County Coastal) abstained.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Miguel Aguirre, member of the public, spoke regarding various project matters in the community of San Ysidro and the Metropolitan Transit System (MTS). He provided a handout with additional information.

Deputy Mayor Rudy Ramirez (South County) announced he was appointed as an alternate on MTS. He and Councilmember David Alvarez (City of San Diego) commented on Mr. Aguirre’s testimony. Also, Councilmember David Alvarez raised the importance of following up on the San Ysidro Intermodal Transportation Center (ITC) study.

Chair Minto (East County) announced an orientation session for new members next month that will include training for paperless agenda meetings.
CHAIR’S REPORT (3)

3. UPDATES ON THE RESOLUTION TO SUPPORT PUBLIC-PRIVATE PARTNERSHIPS FOR IMPROVEMENTS OR CONSTRUCTION OF NEW BORDER INFRASTRUCTURE (INFORMATION)

On December 21, 2012, the Board of Directors approved Resolution No. 2013-12 requesting that various federal agencies, specifically, the U.S. Department of Homeland Security and the U.S. General Services Administration (GSA), consider joint efforts with local governments and private industry to finance and build new border crossing infrastructure.

Chair Minto introduced this item.

Supervisor John Renison (Imperial County) provided an update on GSA’s point-of-view pertaining to this item and responded to questions. Mark Baza (ICTC) commented on this item.

Councilmember David Alvarez (City of San Diego) spoke about the Resolution and letter sent to the GSA supporting the implementation of public-private partnerships for all border projects.

Chair Minto presented the item and responded to questions.

Action: This item was presented for information purposes only.

REPORTS (4 through 8)

4. SUBREGIONAL REPORTS FROM COMMITTEE MEMBERS (INFORMATION)

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

Chair Minto announced that no reports were provided.

Action: This item was presented for information purposes only.

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

The Consul General of Mexico in San Diego, Hon. Remedios Gomez-Arnau, contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee. This report highlighted Mexico’s new ambassador to the United States.

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 binational activities and reported on Mexico’s new ambassador to the United States.

Action: This item was presented for information purposes only.
6. **UPDATE FROM THE SOUTHERN CALIFORNIA TRIBAL CHAIRMEN’S ASSOCIATION**

(INFORMATION)

Chair Minto introduced the item and speaker.

Chairman Mark Romero, Mesa Grande, representative of the Southern California Tribal Chairmen’s Association, briefed the Borders Committee members on issues and activities affecting tribal nations in the region and the state.

Councilmember Ed Gallo (North County Inland) commented on this item and provided a brief update of serving on the Borders Committee.

Chairman Mark Romero responded to questions.

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

7. **STATE ROUTE 11/OTAY MESA EAST PORT OF ENTRY IMPLEMENTATION STRATEGY**

(INFORMATION)

The State Route 11/Otay Mesa East Port of Entry project reached an important milestone in September 2012 when the Record of Decision was issued by the Federal Highway Administration for the project’s Tier 2 Environmental Impact Statement/Environmental Impact Report. Caltrans staff provided an update on this and other critical project milestones for this year, including completing design and right-of-way certification, and beginning construction process of Segment I.

Chair Minto introduced the item and speaker.

Ed Gallo, Councilmember, City of Escondido (North County Inland), Teresa Barth, Mayor, City of Encinitas (North County Coastal), David Alvarez, Councilmember (City of San Diego), and Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, commented on the financing strategy and various aspects on this item.

Richard E. Backlund (FHWA) responded to questions on this item.

Member of the public Alejandra Mier y Teran (Otay Mesa Chamber of Commerce) spoke on behalf of the Otay Mesa Chamber of Commerce to express their full support of this project and acknowledge that this organization understands the economic engine and window of opportunity to make this gateway of opportunity.

Mario Lopez, Director of Binational Affairs (City of San Diego), introduced himself to the Borders Committee.

Mario Orso, Corridor Director (Caltrans), presented the item, and responded to questions.

**Action:** This item was presented for information purposes only.
8. OVERVIEW OF MEXICO’S MAQUILADORA INDUSTRY (INFORMATION)

Mexico established the Maquiladora program in 1965 to generate economic development and employment along Mexico’s northern border by attracting manufacturing and assembly operations. Currently, 570 maquiladoras are established in Tijuana, generating about 160,000 jobs and exporting goods produced mostly to the United States through our region’s ports of entry. This report provided an update on this economic development sector.

Chair Minto introduced the item and speaker.

Rafael Solórzano Montenegro, Director de Promoción y Fomento Económico (Director of Economic Promotion, City of Tijuana), provided introductory remarks. He announced that José López (City of Tijuana) was not able to attend and expressed gratitude for being at the meeting.

Councilmember Ed Gallo (North County Inland) and Councilmember David Alvarez (City of San Diego) commented on the various manufactured items assembled by this maquiladora/manufacturing industry and current interaction between Tijuana and the United States in exporting goods.

Chair Minto and Mark Baza (ICTC) provided a few comments on products being assembled in Mexico.

President Federico Serrano (Asociación de la Industria Maquiladora de Tijuana) and Executive Director Raúl Ávila (Asociación de la Industria Maquiladora de Tijuana) presented this item and responded to questions.

Action: This item was presented for information purposes only.

9. UPCOMING MEETINGS

The next meeting of the Borders Committee is scheduled for Friday, February 22, 2013.

10. ADJOURNMENT

Chair Minto adjourned the meeting at 2:16 p.m.

Attachment: Attendance Sheet
CONFIRMED ATTENDANCE
JANUARY 25, 2013
12:30 p.m. to 2:30 p.m.

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On November 16, 2012, the Board of Directors approved (1) requesting that the U.S. General Services Administration (GSA) consider building a temporary facility at Virginia Avenue to facilitate access for pedestrians and transit users; (2) transmitting Concept 1 of the Virginia Avenue Intermodal Transportation Center (ITC) to GSA as the recommended option for the ITC; and (3) sending a letter to GSA requesting information on unallocated and contingency funds available from Phase 1 of the San Ysidro Port of Entry Modernization and Expansion project.

The letter from SANDAG Board Chair Jerome Stocks was sent on November 30, 2012, and the response by GSA is dated January 29, 2013. Both letters are attached to this report (Attachments 1 and 2).

               2. January 29, 2013, GSA’s Response to SANDAG

Key Staff Contact: Hector Vanegas, (619) 699-1972, Hector.Vanegas@sandag.org
November 30, 2012

Mr. Dan Tangherlini  
Acting Administrator  
U.S. General Services Administration  
One Constitution Square  
1275 First Street, NE  
Washington, DC 20417

Subject: REGIONAL REQUESTS TO U.S. GENERAL SERVICES ADMINISTRATION FOR THE SAN YSIDRO PORT OF ENTRY MODERNIZATION PROJECT

On behalf of the San Diego Association of Governments (SANDAG), the metropolitan planning organization for the San Diego region, we are writing to inform you of recent action taken at our November 16, 2012, Board of Directors meeting regarding the current expansion of the San Ysidro Port of Entry (POE) and the facilitation of the Intermodal Transportation Center (ITC) at Virginia Avenue.

Your agency, the U.S. General Services Administration (GSA), has plans to develop a new bi-directional pedestrian crossing facility at Virginia Avenue on the west side of the San Ysidro POE. Since May of this year, SANDAG has been working with the GSA, the City of San Diego, Caltrans, and the Metropolitan Transit System (MTS) to explore near-term alternative concepts for a new ITC. The proposed facility would be located at Virginia Avenue serving as a replacement for the current loss of functionality at Camiones Way per GSA’s NEPA requirements. Based on the preliminary analysis conducted of feasible concepts that would meet the immediate and future needs of transportation access at Virginia Avenue, SANDAG respectfully recommends the inclusion of the attached Concept 1 by GSA in your supplemental NEPA analysis as the preferred option for Phase 1 of the POE expansion project.

The need for the Virginia Avenue ITC is immediate. The POE is the busiest land border crossing in the world, processing approximately 50,000 pedestrians a day. We are concerned that only one pedestrian crossing at San Ysidro will result in significant pedestrian delays, increased automobile congestion as privately owned vehicles move to the east side to drop off passengers, and a decline in transit access and mobility to the POE. Therefore, we also request that GSA consider expediting the building of a temporary facility at Virginia Avenue to facilitate access for pedestrians and transit users, in advance of the facility that GSA expects to be operational in April 2015.
To date, Congress has appropriated $298 million for Phase 1. Since the project originally broke ground in February 2011, the project’s scope has changed to encompass other infrastructure components deemed necessary by GSA. The region needs to understand the current standing of the original appropriation, and therefore, SANDAG requests that GSA disclose an up-to-date budget of expenditures for the revised Phase 1 of the project. Disclosure of the project’s budget and contingencies will provide transparency of the projects actual expenditures and will help stakeholders and the public understand the scope of the transit and pedestrian facilities that GSA could implement at Virginia Avenue.

Our region remains committed to working with GSA to coordinate and facilitate crossborder travel through the POE. Not only is the POE fundamental to our region’s economic prosperity, it is a key driver in the nation’s recovery. We thank you for your leadership in addressing these important issues and look forward to your response. Please do not hesitate to contact me, should you have any additional questions or comments.

Sincerely,

JEROME STOCKS
Chairman, SANDAG Board of Directors

JWI/dda

Attachment: Concept 1

cc: Hon. Dianne Feinstein
    Hon. Barbara Boxer
    Hon. Susan Davis
    Hon. Brian Bilbray
    Hon. Bob Filner
    Hon. Duncan D. Hunter
    Hon. Darrell Issa
    Ruth Cox, Regional Administrator, GSA Pacific Rim Region
    Abdee Gharavi, Program Manager, GSA
    Anthony Kleppe, Senior Asset Manager, GSA
January 29, 2013

Mr. Jerome Stocks  
Chairman, SANDAG Board of Directors  
401 B Street, Suite 800  
San Diego, CA 92101-4231

RE: Regional Requests for the San Ysidro Port of Entry Modernization Project

Dear Chairman Stocks,

Thank you for your letter of November 30, 2012 to Acting Administrator Tangherlini regarding the San Ysidro Land Port of Entry (LPOE) modernization project. The General Services Administration (GSA) has been in regular communication with the San Diego Association of Governments (SANDAG) on this modernization project, which includes the development of Virginia Avenue as a transit facility to replace the facilities along Camiones Way consisting of a bus queuing area and a pedestrian pick up/drop off spot.

The need for replacement facilities exists as the expansion plans for the port of entry includes the realignment of Interstate 5 ("I-5") along Camiones Way into Mexico. This permanent realignment is part of Phase 3 of the project, which has yet to be funded by Congress. The earliest GSA could receive this funding is FY2014. When funds are available, GSA is only authorized to cover those costs needed for the replacement of the transit facilities that exist on Camiones Way. According to GSA’s original phasing plan, unless and until Phase 3 is funded, GSA does not need to relocate the Camiones Way facilities.

Most recently, Mexico’s construction of their new inspection facility at El Chaparral and closure of Puerta Mexico resulted in the closure of the old southbound pedestrian crossing ahead of GSA’s schedule and has created congestion on the east side with limited transit support. Consequently, GSA and Customs and Border Protection (CBP) have taken certain measures to advance construction of Phase 3 and the improvements at Virginia Avenue. GSA, with CBP’s concurrence, has agreed to shift Phase 3 ahead of Phase 2. Moreover, to the extent that current funding from Phase 1 will prudently allow, GSA is also considering construction of a pedestrian processing facility that would accommodate both southbound and northbound crossing at Virginia Avenue and replacement of the transit facilities at Camiones Way, so long as such actions are consistent with existing authorities.
In various discussions with SANDAG, Metropolitan Transit System (MTS), City of San Diego, and Caltrans, it is clear that the preliminary design developed by SANDAG ("Concept 1 Design) is the regional agencies' preferred solution. The Concept 1 Design is an enhanced transit facility to be built on land dedicated by the Shamrock Group as part of their development agreement with the City of San Diego, consisting of separated bus and privately owned vehicle, bus, and jitney lanes with greater capacity than the facilities on Camiones Way. As stated in your letter, this concept has been designed to provide for immediate as well as future needs for transportation access. However, GSA's budget to develop Virginia Avenue, based on a simplified design to replicate the transit facility on Camiones Way, is far less than the $8,000,000+ that the SANDAG's consultant has estimated it would cost to construct the Concept 1 Design.

GSA has received $292,300,000 in appropriations for the site acquisition, design and construction of the Phase I project. In addition, the project received $6,038,063 from the American Recovery and Reinvestment Act of 2009, which funded the construction of Phase IC, the new eastside southbound pedestrian crossing. Of the $292,300,000 apportioned for Phase I, GSA has identified approximately $23,000,000 that may be used for the development of the new pedestrian crossing and transit facility on Virginia Avenue. Currently, the majority of Phase 1 appropriations has already been obligated or committed as contingencies in order to complete the Phase 1 project. GSA will need approximately $19 million for the construction of the new pedestrian crossing and is prepared to allocate approximately $4 million to develop the transit facilities on Virginia Avenue. GSA’s authority to construct a new transit facility at Virginia Avenue is limited in scope to that which exists at Camiones Way. As such, GSA's funding request for Phase 3 does not, nor could it, include additional funds for an expanded facility.

GSA stands ready to implement its concept of Virginia Avenue development that it presented to SANDAG and regional agencies on April 3, 2012 ("GSA Replacement Facilities"). We intend to construct the pedestrian processing building and the GSA replacement facilities by the end of April 2015. We remain open to seeking a shared solution with regional agencies to create transit facilities that not only replace the transit facilities on Camiones Way, but also provide options for the long-term needs of the regional transit agencies by utilizing supplemental funds from these agencies.
Once a plan of action has been agreed to by all parties and a contract has been awarded for this work, GSA in consultation with CBP will make every effort to investigate the feasibility of providing temporary access for southbound crossing to ease congestion at the port. The plans for a temporary access will have to be coordinated with the overall redevelopment of Virginia Avenue and the pedestrian facility to be efficient and economically viable.

I appreciate the continued interest and support of the SANDAG Board of Directors and Borders Committee on the San Ysidro LPOE modernization project. GSA shares the commitment with the SANDAG Board to work together to deliver a cost effective and efficient facility at Virginia Avenue. If you have further questions regarding this matter, please do not hesitate to contact me at (415) 522-3001 or ruth.cox@gsa.gov. We look forward to our partnership on this important project.

Sincerely,

[Signature]
Ruth F. Cox
Regional Administrator

Cc: Hon. Dianne Feinstein
    Hon. Barbara Boxer
    Hon. Susan Davis
    Hon. Brian Bilbray
    Hon. Bob Filner
    Hon. Duncan D. Hunter
    Hon. Darrell Issa
    Gary Gallegos, Executive Director, SANDAG
    Laurie Berman, District Director, Caltrans, District 11
PROPOSED THEME AND DATE OF THE 2013 SANDAG ANNUAL BINATIONAL EVENT

Introduction

Every year since 1997, the Committee on Binational Regional Opportunities (COBRO) has supported the organization of the SANDAG’s annual binational events. These events have included six conferences, two workshops, two mobile seminars, and five binational seminars, which addressed a wide range of topics.

Background

The SANDAG annual binational events have addressed a wide range of topics since 1997, such as water and energy supply, cross-border climate change, border wait times, homeland security, transit and non-motorized mobility issues, and regional metropolitan planning. The purpose of these events has been to bring together stakeholders from both sides of the border to address these issues, seek out solutions and identify opportunities. Outcomes from the annual events are discussed by COBRO and presented to the Borders Committee and the SANDAG Board of Directors as possible recommendations for follow up actions.

Discussion

At its February 5, 2013, meeting, COBRO discussed potential topics for this year’s binational event, emphasizing the timing which coincides with the two decades since the signing of the North American Free Trade Agreement between the United States, Mexico, and Canada, as well as the three decades since the signing of the United States-Mexico agreement on cooperation on environmental issues (La Paz Agreements).

COBRO’s discussions focused on the opportunities to address the San Diego-Baja California competitiveness in a new and different global market context, and called to form a task force that will support staff in exploring possibilities for inviting a keynote speaker who would enrich the dialogue regarding our regional border activities.

COBRO also proposed that the binational annual event be scheduled for Tuesday, June 4, 2013.

Recommendation

The Borders Committee is asked to approve COBRO’s proposal that the 2013 binational event be held on June 4, 2013, focusing on examining San Diego-Baja California regional competitiveness in the context of the North America Free Trade Agreement.
**Next Steps**

Subject to the Borders Committee’s approval of the proposed theme and date for the 2013 binational annual event, a draft program will be presented to the Borders Committee at a future meeting.

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

Key Staff Contact: Hector Vanegas, (619) 699-1972, Hector.Vanegas@sandag.org
The Consul General of Mexico in San Diego, Hon. Remedios Gomez-Arnau, contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee. A presentation by the Consul General Gómez-Arnau will highlight 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.


Key Staff Contact: Hector Vanegas, (619) 699-1972, Hector.Vanegas@sandag.org
The Consulate General of Mexico in San Diego: addressing health needs

The Consulate General of Mexico in San Diego develops community programs aimed at improving the standards of living of the Mexican population in the county. One of the priorities of these programs is addressing the health needs of the community by partnering with a network of government agencies and organizations through two important initiatives: the Ventanilla de Salud Program and the Binational Health Week.

The Ventanilla de Salud Program

The Ventanilla de Salud program was first implemented in San Diego and Los Angeles in 2002. The California Endowment approved a grant for a pilot phase at the Consulates of San Diego and Los Angeles (2003) and then another two other grants for each VDS to continue operating for the years of 2005 and 2006.

In 2005, the Ministry of Foreign Affairs through the Institute of Mexicans Abroad (IME) supported and promoted the expansion of the VDS program hiring a National Coordinator. This was an effort to implement appropriate quality control standards and accountability of all the VDS activities.

The Ventanilla de Salud is located inside the Mexican Consulates and is a program to provide on-site assistance and outreach to low-income and Hispanic migrant families unfamiliar with the US health system.

About Binational Health Week

Over the last decade, Binational Health Week (BHW) has become one of the largest mobilization efforts in the Americas to improve the health and well-being of the underserved Latino population living in the United States and Canada. During BHW, federal and state government agencies, community-based organizations and thousands of volunteers come together annually in the month of October to conduct a series of health promotion and health education activities that include workshops, insurance referrals, vaccinations and medical screenings.

BHW fosters community solidarity by bringing together existing resources and thousands of volunteers working together for a common goal. The events are coordinated by the collaboration among community and government agencies from the U.S., Mexico and other Latin American countries with the purpose of reaching out to the most disadvantaged and vulnerable people, especially those without medical coverage.

BHW main partners include the Secretariats of Health and Foreign Affairs of Mexico, and the Ministries of Foreign Affairs of Guatemala, Honduras, Colombia, Ecuador and Peru, as well as the Institute for Mexicans Abroad, the Mexican Social Security Institute, the National Secretariat for Migrants, The California Endowment, the California HealthCare Foundation, the Council of Mexican Federations in North America, and the Health Initiative of the Americas, a program of the University of California, Berkeley, School of Public Health.
SAN DIEGO FORWARD: THE REGIONAL PLAN -
STATUS UPDATE AND APPROACH FOR REFINING, DEVELOPING,
AND INCORPORATING THE POLICY AREAS FROM THE
REGIONAL COMPREHENSIVE PLAN

Introduction

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 the year 2050. Last month, the Board of Directors received a report on what we have been hearing from the public and our local jurisdictions on the regional plan. Attachment 1 provides this information to the Borders Committee. An important part of the planning process will be to incorporate the various regional policy areas that were addressed in the Regional Comprehensive Plan (RCP) into the new regional plan, now branded as San Diego Forward: The Regional Plan, and address some new emerging policy areas. This report proposes an approach for doing so. It was presented to the Regional Planning Committee on February 1, 2013, and to the Transportation Committee on February 15, 2013.

Background

The Board of Directors adopted the RCP in 2004 to provide a blueprint for managing our region's growth while preserving natural resources and limiting urban sprawl. Since then, SANDAG has adopted several regional transportation plans, as required by federal and state laws. The most recent Regional Transportation Plan (RTP) was adopted in 2011, and per a new state law (Senate Bill 375, Steinberg, 2008), it included for the first time a component called the Sustainable Communities Strategy (SCS). The SANDAG 2050 RTP/SCS was the first RTP prepared in California under the provisions of SB 375 and was structured in a way to further integrate land use and transportation planning and to meet the greenhouse gas emission reduction targets established by the California Air Resources Board for the San Diego region.

Over the years, the RCP has served as a framework to coordinate local and regional planning efforts and promote smart growth and sustainable development in our region, and many of its policies have been incorporated into subsequent RTPs. Unlike the RTP, the RCP does not have a mandated schedule for updates. However, during the preparation of the 2050 RTP/SCS, the Board indicated interest in updating the RCP in order to bring the RCP up-to-date with the numerous planning issues and legislative requirements that have emerged over the past decade, including issues such as climate change mitigation and adaptation as well as public health.
After discussion on possible ways to update the RCP, in May 2012, the Board of Directors approved merging the RCP update with the preparation of the next RTP/SCS, instead of conducting a stand-alone update. In September 2012, staff presented to the Board a draft work program and schedule for the combined plan, and outlined an approach for gathering ideas for public involvement. Since then, we've reached out to a variety of stakeholders to solicit feedback on the draft work program and on strategies for public engagement. As outlined in Attachment 1, four major efforts were undertaken to gather ideas on the regional plan and on public participation techniques, including outreach with the SANDAG Policy Advisory Committees and working groups, focus groups, community-based organizations, and a kick-off public workshop. Based on much of this feedback, a Public Involvement Plan (PIP) was developed. Additionally, the final work program and schedule will be presented to the Board on February 22, 2013. To complement these outreach approaches, a statistically significant poll will be conducted and its results are expected to be available this spring as the Board deliberates on the vision, goals, and objectives that will provide the policy foundation for San Diego Forward: The Regional Plan.

Discussion

The RCP includes about a dozen policy areas that range from urban form and housing to healthy environment, social equity, economic prosperity, infrastructure, and border issues. The plan is based on principles of smart growth and sustainable development. From a geographic standpoint, the RCP covers all jurisdictions in the region, addresses binational issues, incorporates coordination with our tribal governments, and addresses planning issues with our surrounding regions (Imperial, Orange, and Riverside counties). Many of the policies included in the 2050 RTP/SCS build upon the smart growth framework established in the RCP. Attachment 2 provides a comparison of the topics in the RCP and in the SCS chapter of the 2050 RTP/SCS.

Combining the RCP and the 2050 RTP/SCS will result in a single, more easily accessible regional planning document. Based on the draft work program and the comments received to date, the plan will continue to focus on the critical link between land use and transportation, and will cover the following topics:

- Public Health
- Land Use, Regional Growth, Urban Form and Housing
- Healthy Environment (Habitat Conservation, Energy, Climate Change, Climate Adaptation, Shoreline Preservation, Water Quality, Air Quality)
- Infrastructure/Public Facilities (Water Supply, Wastewater, Storm Water, Solid Waste, Access to Educational Facilities, Parks and Open Space)
- Social Equity and Environmental Justice
- Economic Strategies
- Borders (Binational, Tribal, and Interregional)
- Military
- Transportation
In accordance with state and federal transportation planning guidelines, San Diego Forward: The Regional Plan needs to be adopted by mid-2015.

**Proposed Approach for Incorporating the Policy Areas from the RCP: Comprehensive, Integrated, and Engaging**

Not Starting from Scratch – Using “White Papers” to Frame the Issues

Because so much planning work has been done in our region over the years, it is proposed that we build upon previous work as we prepare San Diego Forward: The Regional Plan. The suggested approach would be to write a comprehensive series of “white papers” over the next year on the policy areas identified above. 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 interrelationships of the policy area among the “three E’s” of sustainability (including the economy, social equity, and the environment, as well as climate mitigation/adaptation); 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.

Breaking Down the Silos

It is proposed that, to the extent possible, the white papers be grouped into related topics and be discussed with the policy committees and working groups in these groupings. This would provide the opportunity to proactively explore interrelationships among the various topics in an integrated manner and help break down the silos. In addition, it is proposed that the white papers be used to help define the issues to be included in San Diego Forward: The Regional Plan, but not to serve as the designations for the chapters. Once all of the white papers have been reviewed and discussed, it is proposed that information and policy questions from the white papers be drawn upon to establish and write the chapters of the San Diego Forward: The Regional Plan, and that the white papers are incorporated as appendices of the plan.

Meaningful Engagement

Public participation is a critical part of the planning process. It is proposed that the working groups and Policy Advisory Committees serve as the discussion venues in the white paper process, and that outreach with community-based organizations, tribal nations, stakeholders, binational partners, and related public agencies be proactively conducted and incorporated into the process through techniques included in the PIP. Some of these techniques include facilitated outreach sessions with interested stakeholder groups, multi-topic workshops, Internet-based outreach methods, posting the white papers and schedules on-line, social media, presentations to interested groups, and other techniques that might be suitable for each topic area. The Board of Directors would receive updates and would provide input at key points in the planning process. The white papers would be developed over the next year (from March 2013 to March 2014), and the chapters would subsequently be drafted, drawing upon the input obtained from the white paper approach.
Next Steps

On February 22, the Board of Directors will receive the final PIP reflecting input received during the public comment period and the final work program. The Board then will be asked to consider the vision, goals, and policy objectives for San Diego Forward: The Regional Plan after the poll results are completed. Meanwhile, staff will begin to engage the working groups and policy advisory committees on the various white papers and other plan components, and will seek public input drawing upon public participation methods contained in the final PIP. The Borders Committee, along with the Transportation and Regional Planning Committees, will be asked to provide input and recommendations to the Board of Directors on key components of the plan.

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

   2. Content Comparison of RCP and SCS Chapter of 2050 RTP/SCS

Key Staff Contact: Phil Trom, (619) 699-7330, Phil.Trom@sandag.org
THE REGIONAL PLAN: “WHAT ARE WE HEARING?”

Introduction

Last year, the Board of Directors approved merging the Regional Comprehensive Plan update with the next Regional Transportation Plan/Sustainable Communities Strategy (2050 RTP/SCS). Since then, staff has been reaching out to a variety of stakeholders to solicit feedback on the work program and on strategies for public engagement. This report highlights the main messages that we have been hearing from the public and local jurisdictions.

2012 Outreach - What We Heard

During 2012, staff undertook several major efforts to gather ideas on the regional plan.

- **SANDAG Committees and Working Groups**: We started by reaching out to the SANDAG working groups, Policy Advisory Committees, and the Board of Directors to obtain feedback on the proposed work program and gather ideas on public participation.

- **Focus Groups**: Then we conducted two focus groups to gauge residents’ awareness and viewpoints regarding regional planning issues.

- **Community-Based Organizations**: Next, we reached out to the network of community-based organizations (CBOs) that participated in the development of the 2050 RTP/SCS to review ideas on how to continue to engage low income and minority populations in the regional planning process in a meaningful way.

- **Kick-Off Public Workshop**: Finally, building upon the initial feedback, we organized a public workshop to kick-off our outreach to stakeholders, residents, professionals, and others who are not part of the SANDAG institutional structure, but who are interested in the development of the plan.

To complement these outreach approaches, we are in the process of developing and conducting a statistically significant poll. The results of the poll will be available this spring as the Board deliberates on the vision, goals, and policy objectives to be included in the regional plan.

Feedback from SANDAG Working Groups, Policy Advisory Committees, and Board of Directors

Overall, we have received a very positive response to the idea of merging the two plans and covering them with a single environmental document. Commenters also urged staff to use an interactive and highly inclusive process in the plan’s development. Continual support has been received starting from early discussions with the Regional Planning and Transportation Committees, and the Board on the possibility of combining the plans all the way through to later discussions.
about key issues that should be included in the work program and ideas for public involvement techniques. Based on the Board’s direction to merge the two plans, last May we prepared a work program for the regional plan, and last fall presented the draft work program to the Policy Advisory Committees and 15 SANDAG working groups. The membership of the working groups represents a broad variety of stakeholders, including planning and public work directors, traffic engineers, and residents/professionals/stakeholders with expertise in active transportation, public health, housing, habitat, economy, energy, air quality, and social services as well as partners from tribal governments and our international border with Mexico. While many comments were received during that timeframe, collectively there was a general sense that the plan should:

- Appeal to the average person and be kept simple
- Address the region within the context of its international border and its surrounding counties, and include input from our tribal governments, neighbors, and partners
- Identify issues for a potential future infrastructure funding initiative
- Address public health issues, particularly as related to the role of transportation
- Clearly delineate between local and regional responsibilities, so as to avoid duplication
- Address economic prosperity issues
- Clearly define smart growth and sustainability
- Make information available in several languages to reach a wide range of residents
- Develop a series of workshops and videos to educate the public and build awareness about regional issues
- Engage the public and stakeholders in small-scale settings through academic and other institutions, workplace luncheons, community organizations, and local gathering places
- Supplement traditional outreach efforts with a wide range of electronic media including television, radio, social networking, web-based tools, and surveys
- Tailor outreach efforts to a variety of audiences such as seniors, students, homeowners, etc.

Focus Groups

Last September, we held two focus groups with balanced representation from throughout the region to hear directly from people who live and work in our communities. We heard the following key messages from the focus groups:

- The main issues that San Diego residents are concerned about are population growth, transportation, budgetary issues, education, and quality of life in local neighborhoods.
- The public intuitively acknowledges the existence of some sort of a planning process for meeting the regional needs of San Diego, but there is very little specific understanding of the regional planning process and/or local planning processes.
- There is uncertainty about the public agencies involved in the regional planning process, the specific planning priorities and objectives, and scope of responsibility.
- Once made aware of the role SANDAG plays in the community, focus group participants urged the organization to work harder to make the public aware of regional planning activities. They also stated they would get involved in the process if they knew it was going on, and suggested that SANDAG put more energy into marketing itself and its programs.
Community-Based Organizations

As a follow-up to the current 2050 RTP/SCS and in anticipation of the regional plan, last summer and fall we reached out to the network of CBOs that participated in the development of the 2050 RTP/SCS to reflect on best practices for public participation with vulnerable communities, such as low-income, minority, and/or limited-English proficiency populations. The following are the key messages that we received from meetings and dialogues with our partners as well as from surveys completed by people served by CBOs.

- **Local Networks as Key Forums:** Despite the popularity of electronic networking, local institutions that have developed networks of trust provide the strongest mechanism for both outreach and involvement of populations who traditionally have not participated in the regional planning process. Community collaboratives, in particular, provide a culturally relevant structure for crossing language barriers and structuring meetings.

- **Local Processes and the Community's Voice:** Rigid, technical timelines often do not coincide with local cultural traditions for sharing information and formulating responses. The process of creating meaningful dialogue and involvement takes time and commitment.

- **Participation despite hardship:** The issues that community residents have to deal with on a daily basis, such as limited mobility options, lack of income, food, and other resources, all compete for stakeholders’ time and energy. Despite these constraints, these communities have strong interest in participating in discussions.

- **Funding:** The budgets of CBOs are often spread thin. It is critical to provide the necessary resources to facilitate the involvement of vulnerable communities.

- **Other Techniques:** Other factors that result in meaningful participation include personalized meeting experiences; meeting at locations that are regularly used by residents; providing amenities such as food, childcare, and parking; and using their trusted networks, such as the CBOs, to publicize initiatives and events.

Kick-Off Public Workshop

In addition to our work with our SANDAG partners, the focus groups, and the CBOs, we held a public workshop in October to kick-off our outreach process with stakeholders, residents, professionals, and others who are not part of the SANDAG institutional structure, but who are interested in the development of the plan. More than 120 people participated in the workshop. The emphasis was on listening and gathering input on two main areas: topics to be included in the regional plan (reflected in the draft work program previously discussed with the Policy Advisory Committees and the working groups) and how participants would like to be involved in the development of the plan.

Because the emphasis was on listening, no formal SANDAG presentations were made. Rather, various examples of web-based public engagement platforms were showcased to highlight the potential role of newer technologies in the public participation process, and then the attendees participated in three sets of small-scale discussions, rotating between several tables with assigned topic areas (the topics included: Communities, Mobility Choices, Healthy Environment, Vibrant Economy, Reaching Out, and Partnerships). Staff members who had received facilitation training asked the groups a series of questions on the topics, promoting free-flow discussion between the participants. The discussions were transcribed and are available on the SANDAG Web site. The following major themes emerged from the workshop:
Communities:
- Focus on safe, complete streets, with a strong emphasis on pedestrians and bicyclists of all ages
- Create fast, frequent, clean, easy-to-use, and extensive transit systems that will make using the system a viable choice in the region
- Improve connections between housing, schools, jobs, and activity centers
- Foster vibrant communities that have a mix of commercial retail and services, employment opportunities, recreational activities, and community meeting places

Mobility Choices:
- Provide choices in addition to the freeway system, including carpool lanes and transit
- Bind transportation decisions with land-use decisions to create a more efficient transportation system
- Make transit more efficient, particularly the Trolley
- Aim for a more environmentally sustainable system
- Provide more extensive facilities for bikes and pedestrians
- Make better use of technology in our transportation systems

Healthy Environment:
- Maintain and increase access to parks and open space
- Protect water quality and sustainability
- Foster sustainable energy use choices and actions to combat climate change

Vibrant Economy:
- The region needs a more efficient transportation system in order to support a strong economy—this is true for the border, as well as for the transit and highway systems, along with local roads, bike lanes, and sidewalks
- Adding more flexibility in how and when employees do their work will improve the system
- Get better information to the users of the transportation system so they can travel more efficiently
- The high cost of housing remains an impediment to a healthy economy
- Promote and support partnerships in business, education, government, across borders, etc.

Reaching Out:
- After you receive feedback from the public, track that feedback and communicate how it affected the process and changed the ultimate work product
- Go out to meetings in the communities, rather than having them come to government
- Craft customized outreach approaches for different geographic and social areas of the region
- Take the time to brand and market the regional plan to make it more accessible
- Connect with the region's youth—use a simple message delivered via social media
Partnerships:

- Tap into CBOs that have local relationships
- Use the school system to reach out to young people and connect with their parents
- Go through employers to reach employees and get them involved
- Create partnerships and forums to bring different organizations together, including community groups, planning groups, churches, schools, nonprofits, social organizations, etc.

The discussions from each of the tables, as well as comments submitted in writing, are available on the SANDAG Web site at www.sandag.org/regionalplan.

Draft Public Involvement Plan

We have taken the ideas we’ve heard regarding public participation and incorporated many of the major concepts into the draft Public Involvement Plan (PIP), which is scheduled to be released on January 7, 2013, for a 30-day public review period. The draft PIP includes a menu of outreach techniques that can be paired up with key activities and milestones in the planning process. Some of the more innovative public participation techniques include web-based public participation tools, visualizations, “lunch and learn” meetings at local employer offices, media partnerships, social media, digital video shorts, and virtual public workshops. The Board will receive the final PIP for information on February 22, 2013.

Next Steps

At the January 25, 2013, Board of Directors meeting, we will present an updated work program incorporating the feedback we’ve been hearing. At the Board Retreat in February, the official name and branding concept of the regional plan will be unveiled. The Board also will review the major accomplishments and achievements from our regional plans as a precursor for providing direction on the regional plan vision, goals, and policy objectives. Later that month, as mentioned above, we will present the final PIP reflecting input received from the comment period. In March and April, the Board will hear the results of the regional plan poll, and we will ask for direction on the plan’s goals and policies as the framework for the overall planning process.

GARY L. GALLEGOS
Executive Director

Key Staff Contacts: Coleen Clementson, (619) 699-1944, Coleen.Clementson@sandag.org
David Hicks, (619) 699-6939, David.Hicks@sandag.org
Content Comparison of the Regional Comprehensive Plan and the Sustainable Communities Strategy Chapter

This table compares the content of the Regional Comprehensive Plan (RCP) (adopted by SANDAG in 2004), and the Sustainable Communities Strategy (SCS) chapter of the 2050 Regional Transportation Plan/Sustainable Communities Strategy (2050 RTP/SCS) (adopted by SANDAG in 2011). The SCS was required per Senate Bill 375 (Steinberg, 2008) as an element of the RTP. The SCS chapter was based in large part on policies contained in the RCP.

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<td>○ Energy</td>
<td><strong>LAFCO</strong></td>
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<tr>
<td>○ Waste Management</td>
<td><strong>CEQA Streamlining</strong></td>
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<tr>
<td>○ Parks, Libraries, Police, Fire, <strong>Hospitals</strong></td>
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<td><strong>Borders</strong></td>
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<tr>
<td>○ Access to Jobs and Housing</td>
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<td>○ <strong>Transportation</strong></td>
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<tr>
<td>○ <strong>Energy and Water Supply</strong></td>
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<tr>
<td>○ Environment</td>
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<td>○ Economic Development*</td>
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<td><strong>Integrated Regional Infrastructure Strategy (IRIS)</strong></td>
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<td><strong>Implementation – Collaboration, Incentives, Strategic Initiatives</strong></td>
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<tr>
<td><strong>Areas highlighted in yellow</strong> indicate common content in both the RCP and SCS chapter of the 2050 RTP/SCS. Areas followed by an asterisk (*) indicate topics discussed in other sections of the 2050 RTP/SCS beyond the SCS chapter.</td>
<td></td>
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UPDATE ON THE SAN YSIDRO INTERMODAL TRANSPORTATION CENTER STUDY

Introduction

SANDAG and the City of San Diego, in collaboration with Caltrans, the Metropolitan Transit System (MTS), and the community, are conducting a study to identify a multimodal concept for a world-class Intermodal Transportation Center (ITC) in the vicinity of the San Ysidro Port of Entry (POE) and preparing a financial feasibility analysis to identify strategies for creation of the San Ysidro Intermodal Transportation Center (SYITC).

The purpose of the study is to produce a mobility and economic/fiscal feasibility analysis for an SYITC concept for evaluation and consideration as part of the comprehensive San Ysidro Community Plan update process. The study will include a demand and supply analysis for off-street parking facilities associated with the ITC concept, and an analysis of complementary on-site retail, commercial and institutional uses that could enhance the ITC as a community amenity, and generate revenue toward its construction. A team of consultants has been selected to help envision and provide the technical tools needed to develop an ITC concept that will serve as a grand gateway to the world’s busiest POE. Staff provided the Borders Committee with an overview of this study at its October 26, 2012, meeting and will provide an update on study efforts to date.

Study Efforts

The SYITC study started in October 2012. Early work efforts included development of a public outreach strategy, a review of prior and on-going studies, and a study of ITC market comparables both within the United States and internationally. The project Web page which includes information on the study and outreach efforts, an online survey and comment tool also was created (sandag.org/syitc).

The first public outreach meeting was held on January 9, 2013, at 6 p.m., at the Willow Elementary School in San Ysidro, in conjunction with the San Ysidro Community Plan Update Advisory Committee. The event was publicized by San Diego and Tijuana media, postcard mailings, SANDAG and partner agency Web sites, via social media and through local community organizations. Meeting information was also posted on MTS buses serving the San Ysidro POE and at ticket vending machines at the San Ysidro Trolley station. Approximately 80 members of the public attended. Meeting attendees participated in an interactive visual preference survey, viewed presentations about the study and other ITC comparables, and completed a survey on their
preferences for various amenities to be included in the future SYITC. Simultaneous Spanish translation was provided and meeting materials were available in English and Spanish.

Meeting attendees provided feedback on their vision for the future SYITC through an interactive Visual Preference survey, a written survey, and two listening sessions. Participants voiced their general excitement about the study and noted that growth in the border region has the potential for bringing positive attention and opportunities to the San Ysidro community. The community members voiced their interest in being involved throughout the study process and also encouraged outreach to members of the Tijuana community.

Responses from the surveys indicate the interest for retail, restaurants, public restrooms, medical facilities, and parking in a new SYITC facility. Additionally participants noted the importance of incorporating Trolley, private and MTS buses, jitney, taxi and drop-off facilities in close proximity to the border and that bicycles and bicycle parking should be incorporated into the facility design. San Ysidro businesses represented at the meeting stated the importance of involving local businesses in the design process and preserving public spaces for the community. Local law enforcement officials also noted that public safety should play a major role in the design process. Comments indicated the desire to create an iconic welcoming structure that acts as a meeting place for the community, serves those crossing the border, and provides safe and efficient transportation access to the region and the community of San Ysidro.

Next Steps

Currently the consultant team is preparing projections for future off-street parking needs, and a commercial real estate market analysis which includes significant outreach to the business communities in San Ysidro and Tijuana. The second community meeting is scheduled for March 13, 2013, at 6 p.m., at Willow Elementary School in San Ysidro and will include an interactive SYITC building exercise. The study, which is anticipated to conclude in spring 2014, will include community outreach, a commercial market analysis, development of a preferred ITC concept, and a cost estimate and phasing plan. The study also will develop a strategy for implementing the preferred ITC concept and off-street parking resources.

Staff will seek input from the Borders Committee and the SANDAG Transportation Committee at key study milestones.

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

Attachments: 1. San Ysidro Intermodal Transportation Center Study, Fact Sheet
               2. Estudio del Centro Intermodal de Transporte de San Ysidro, Hoja Descriptiva

Key Staff Contact: Rachel Kennedy, (619) 699-1929, Rachel.Kennedy@sandag.org
The Project
The San Ysidro Port of Entry (POE) is the busiest international land border crossing in the world and functions as a significant international commuting and tourist terminal. The POE currently processes an average of 35,000 northbound vehicles and 25,000 northbound pedestrians per day, and this number is expected to increase in the future.

Planning is underway to redesign and expand the San Ysidro Intermodal Transportation Center (SYITC), which currently supports more than 22,000 daily transit boardings and arrivals. The San Diego Trolley and local buses provide public transit access to and from the border station. Taxis, private jitneys, and both intercity and shuttle buses also share the transit center, with additional intercity bus facilities nearby. The San Ysidro station on the Trolley’s Blue Line, which carries customers between the international border and Downtown San Diego, is the busiest on the 53-station light rail system. In 2011, there were approximately 11,500 boardings per day at the San Ysidro station, and a total of 20,000 trips ended there daily. The Metropolitan Transit System (MTS) runs the Blue Line Trolley every 7.5 minutes during weekday peak hours, as well as two bus routes that provide more than 250 weekday vehicle trips for about 2,200 passengers.

SANDAG and the City of San Diego—in partnership with Caltrans, MTS, other agencies, and community members—have bigger plans than just improving efficiency and the transit customer experience. They are working to make the SYITC an iconic development and welcoming gateway to California that complements massive border crossing improvements underway. Done with care and significant community input, the project will provide economic benefits for the region as a whole.

Elements of the SYITC Study
The SYITC Study will address design feasibility, timing, and cost estimates for accommodating various potential public/private uses and services within the center, including:

» Public transportation facilities and services (MTS bus and Trolley), as well as access for private vehicles, licensed jitneys, taxis and long-distance bus services

» Improved facilities for bicyclists and pedestrians to access the border crossing and the San Ysidro Boulevard commercial area

» Lodging accommodations

(Continued on reverse)
> Retail, office, educational, and general administrative use buildings
> Paid off-street parking
> Passenger drop-off/pickup and cell phone waiting areas

The study will include a review of comparable, successful projects in other communities, as well as implementation strategies. It’s expected to be done in spring 2014.

**Public Engagement in the Planning Process**

The public and interested stakeholders will have many opportunities to participate in the planning process. Planning activities include four public meetings throughout 2013 in partnership with the San Ysidro Community Plan Update Advisory Committee. Input will be gathered from businesses, residents, public agencies, and other community stakeholders from both sides of the border. The community feedback will be used to develop alternatives for what may be a public-private partnership.

**To Learn More**

For project information and updates or to submit comments, visit sandag.org/syitc.
ESTUDIO DEL CENTRO INTERMODAL DE TRANSPORTE DE SAN YSIDRO
HOJA DESCRIP'TIVA

El Proyecto
La Garita de San Ysidro es el cruce fronterizo terrestre más transitado del mundo que funciona también como una importante terminal para viajes frecuentes y turísticos internacionales. La garita actualmente procesa un promedio de 35,000 vehículos y 25,000 peatones por día en dirección hacia el norte y se espera que este número aumente en el futuro.

Ya comenzó el proceso de planificación para el rediseño y la ampliación del Centro Intermodal de Transporte de San Ysidro (SYITC, por sus siglas en inglés) que actualmente sirve a más de 22,000 salidas y llegadas diarias de pasajeros de transporte público. El Trolley de San Diego y autobuses locales dan acceso a la estación fronteriza por medio de transporte público. Con instalaciones adicionales, taxis, transportes privados (conocidos como jitneys y shuttles) y autobuses interurbanos también comparten este centro de transporte. La estación de San Ysidro de la Línea Azul del Trolley, que traslada pasaje desde la garita internacional al centro de San Diego, es la más concurrida de todas las 53 estaciones del sistema de tren ligero. En el 2011, se registraron aproximadamente 11,500 embarques por día en la Estación de San Ysidro y un total de 20,000 viajes concluyeron allí diariamente. El Metropolitan Transit System (MTS) opera la Línea Azul de Trolley cada 7.5 minutos entre semana durante las horas pico, además de 2 rutas de autobús que proveen más de 250 viajes vehiculares entre semana, sirviendo aproximadamente a 2,200 pasajeros.

La Asociación de Gobiernos de San Diego (SANDAG, por sus siglas en inglés) y la Ciudad de San Diego – trabajando con Caltrans, MTS, otras agencias y miembros de la comunidad – tienen planes que van más allá que simplemente mejorar la experiencia de tránsito para los usuarios. Juntos están trabajando para convertir al SYITC en un desarrollo emblemático y de bienvenida a California que complemente las grandes mejoras que se hacen actualmente al cruce fronterizo. Haciéndolo con mucho cuidado y atendiendo a la opinión de la comunidad, el proyecto ofrecerá beneficios económicos para la región entera.

Elementos del Estudio del SYITC
El estudio del SYITC va a tomar en cuenta la factibilidad del diseño, calendario y estimaciones de costo para acomodar varios usos públicos y privados potenciales en el centro, incluyendo:

- Instalaciones y servicios de transporte público (autobús MTS y Trolley), así como acceso para vehículos privados;

(Continúa al reverso)
jitneys autorizados, taxis y servicio de autobuses de larga distancia

» Mejores instalaciones para que los ciclistas y peatones puedan tener acceso al cruce fronterizo y al área comercial del San Ysidro Boulevard

» Hoteles o moteles

» Edificios para uso comerciales, de oficinas y administrativos en general

» Estacionamiento público de pago

» Áreas para bajar y subir pasaje y zonas de espera (o estacionamiento de teléfono celular)

El estudio incluirá una revisión de proyectos comparables que han sido exitosos en otras comunidades, así como estrategias de implementación. Se espera que esté concluido en la primavera de 2014.

Participación Pública en el Proceso de Planificación

El público y personas interesadas tendrán muchas oportunidades para participar en el proceso de planificación. Entre las actividades de planificación se incluyen cuatro juntas comunitarias en el 2013 en alianza con el Comité Asesor de la Actualización del Plan Comunitario de San Ysidro. Se buscará la opinión de los negocios, residentes, agencias públicas y otras partes interesadas de la comunidad de ambos lados de la frontera. La retroalimentación comunitaria será utilizada para desarrollar las alternativas para lo que podrá ser una alianza entre entidades públicas y privadas.

Para Conocer Más

Para información sobre el proyecto, actualizaciones o para ofrecer comentarios, visite sandag.org/syitc.
Introduction

At the July 24, 2009, joint meeting of the Borders Committee, the Committee on Binational Regional Opportunities (COBRO), and the City of Tijuana, Mayor Jorge Ramos (City of Tijuana) raised the issue of future water supply to his city and the possibility of a binational desalination plant that could supply water to the border region, to meet future demand and alleviate challenges of importing water from the Colorado River. More recently, the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan has identified water scarcity as a critical issue and listed the future construction of seawater desalination plants as a key strategy to address future potable water needs.

Discussion

The objective of this presentation is to provide an update on the crossborder desalination efforts since it was last presented at the April 23, 2010, Borders Committee meeting. At that presentation, San Diego County Water Authority (SDCWA) staff provided an overview of SDCWA’s work on crossborder issues, including outcomes from a preliminary study on a proposed desalination plant in Baja California.

This presentation will focus on the activities the SDCWA has undertaken in regards to the binational feasibility study of a large-scale seawater desalination plant that would be constructed in Rosarito Beach in Baja California, Mexico. The objective of this study is to evaluate the potential for constructing a seawater desalination plant with a capacity of up to 75 million gallons per day. The potable water produced from this project could be made available to U.S. and Mexican water users, augmenting Colorado River supplies. Funding for the first phase of this project was shared among SDCWA, Metropolitan Water District, Central Arizona Water Conservation District, and Southern Nevada Water Authority.

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

Key Staff Contact: Ron Saenz, (619) 699-1922, Ronald.Saenz@sandag.org
Presentation by the Consulate General of Mexico in San Diego at the Borders Committee of SANDAG

February 22nd, 2013

A. Organization of the Consulate General of Mexico in San Diego
B. Community Programs Background

• Since 1990 the Mexican Government created a Program for Mexican Communities Abroad, within the Ministry of Foreign Affairs.

• In 2001, such Program evolved into the Institute for Mexicans Abroad (IME), which included an Advisory Board (CCIME) with 101 representatives of communities of Mexican and Mexican-American origin living in the United States and Canada.

• IME overviews different community programs, mainly in the United States, that are delivered through the Mexican Consulates.

• The health programs, along with the education programs, are high-priority initiatives of IME’s agenda.

C. Community Health Programs

The Main Community Health Programs are: The Binational Health Week and the Window of Health.

The Binational Health Week (BHW)

• In 2000, the Consulate General of Mexico in San Diego, along with the Health Initiative of the Americas, promoted the first BHW.

• Its main objective is to improve the access of thousands of migrant workers and their families to preventive health care information and services. For that purpose, it joins efforts with the US government and private American organizations.

• The BHW has been taking place annually during October since then.
D. Binational Health Week Coverage

![Graph showing participant agencies and informed people over years 2005 to 2012.]

Total of People: 52,145
Total of Agencies: 1,701

E. Binational Health Week 2005-2012 Events

![Bar chart showing events from 2005 to 2012.]

Total: 325 events
F. Binational Health Week Total Screenings 2005-2012 (In-kind sponsorship)

Including:
- Blood pressure
- Glucose
- Cholesterol
- Dental
- Mammograms
- Pap Smears
- HIV

Total: 28,415 screenings

G. 2005-2012 BHW Funds Gathered (Cash sponsorship)

• Funds provided by different collaborating US and Mexican agencies

Total: 125,464 Dlls
H. Total People Reached During 2005-2012 BHW

- Total people in San Diego **52,145**
- Total people in USA reached by the 50 Mexican Consulates **3,801,790**

I. 56 Agencies Participated in the 2012 BHW Taskforce

### Government Agencies
- Consulate General of Mexico in San Diego
- CA Office of Bilingual Border Health
- County of SD, Office of Border Health
- County of San Diego, HHSA
- Dental Health Initiative / Share the Care
- CURE TB

### Non-Government
- 211 San Diego
- American Diabetes Association
- American Heart Association
- American Red Cross
- Center for Employment Training
- Chula Vista Community Collaborative
- Coalition for Latino AIDS Service Providers
- Community Health Systems Inc.
- El Latino
- Exceptional Family Resource Center
- Family Health Centers of SD
- Farmworkers CARE Coalition
- Foundation for Change
- Fundacion Alumbrar
- Health Initiative of the Americas
- Health Net
J. Community Health Programs

The Window of Health (Ventanilla de Salud)

- In 2003, the Consulate General in San Diego (along with the Consulate General in Los Angeles) was home of the first Window of Health.
- Since 2004, Project Concern International (PCI) has been partnering with the Consulate as fiscal agency.
- Its goals:
  1. To inform the community on affordable and available health public programs, both in the US and Mexico.
  2. Improve health situation and strengthen mechanisms of disease prevention for Mexican families in the US.
  3. Increase awareness and educate people who visit the Consulate, regarding prevention and remediation of health problems relevant to the community.

J. Informative Health talks at the Window of Health

<table>
<thead>
<tr>
<th>Year</th>
<th>Recipients</th>
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</thead>
<tbody>
<tr>
<td>2005</td>
<td>37,684</td>
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<tr>
<td>2006</td>
<td>34,013</td>
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<td>2007</td>
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<td>2009</td>
<td>30,851</td>
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<tr>
<td>2010</td>
<td>34,808</td>
</tr>
<tr>
<td>2011</td>
<td>24,017</td>
</tr>
<tr>
<td>2012</td>
<td>24,284</td>
</tr>
</tbody>
</table>

Total: 256,677 recipients
L. Informative Health talks at the **Window of Health** by Gender Reception

![Bar chart showing the number of informative health talks at the Window of Health by gender and year, with data for Men and Women for each year from 2005 to 2012. The total number of talks is 256,677, with 121,275 for Women and 135,382 for Men.](chart)

M. **Window of Health** One On One Referrals by Number of Recipients

![Bar chart showing the number of one-on-one contacts from 2005 to 2012, with a total of 31,278 persons referred.](chart)
N. Window of Health One on One
Refferrals by Type of Information

<table>
<thead>
<tr>
<th>Year</th>
<th>Community Clinics</th>
<th>Health Insurance</th>
<th>Other Health Programs in the USA: (dental, vision, pap smear, mammograms, WIC and Domestic Violence) and Health Programs in Mexico (Seguro Popular and IMSS)</th>
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<tbody>
<tr>
<td>2005</td>
<td>2006</td>
<td>2007</td>
<td>2008</td>
</tr>
<tr>
<td></td>
<td>958</td>
<td>1085</td>
<td>884</td>
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<td></td>
<td>3286</td>
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<tr>
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<td>1279</td>
<td>1978</td>
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<tr>
<td></td>
<td>306</td>
<td>477</td>
<td>1823</td>
</tr>
</tbody>
</table>

Total Referrals: 36,224

O. Window of Health Total Persons Reached

In San Diego 2005-2012: **256,677**

In USA by the 50 Mexican Consulates:

2010: **889,301**
2011: **993,976**
Conclusions

• The Consulate General of Mexico in San Diego, as well as the 50 Mexican Consulates in the USA contribute to address health concerns among the population of Hispanic and mainly Mexican origin living in the USA.

• The increasing number of partnering agencies (governmental and non-governmental) has created a very useful and extensive network of collaboration that is worth to be noticed, supported and expanded.
Feasibility Study

- Study reviewed potential desalination plant that would be located in Rosarito Beach, Baja California, Mexico
- Study contains four phases:
  1) “Fatal flaw” review: completed in 2010
  2) Feasibility details
  3) Pilot Work
  4) Preliminary Design
## Phase 1 Elements

<table>
<thead>
<tr>
<th>Task 1.1</th>
<th>Data Collection and Field Reconnaissance</th>
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<tbody>
<tr>
<td>Task 1.2</td>
<td>Site Evaluation</td>
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<td>Task 1.3</td>
<td>Water Demand Assessment</td>
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<td>Task 1.4</td>
<td>Environmental and Permitting Issues</td>
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</table>

## Phase 1 Findings

### Task 1.1 Data Collection and Field Reconnaissance

- Pilot information is available
- Other private sector desalination proposals
- Two current pipeline alignments have issues
- Alternative alignment identified by CESPT
Phase 1 Findings

Task 1.2 Site Evaluation

- CESPT sites S5 & S6 could accommodate 25-50 MGD plant
- 75 MGD is possible with other sites (S4/S1)
- Intake/outfall & power is available (for 50 MGD)

Phase 1 Findings

Task 1.2.2 Site Evaluation – S6 site layout
Phase 1 Findings

Task 1.2.1 Power Supply Investigations

• Adequate power capacity exists at the CFE plant to power a 50 MGD desalination plant and meet the conveyance/pumping requirement.
• Adequacy of power for a larger plant can be examined in Phase 2.
Phase 1 Findings

Task 1.3 Water Demand Assessment

<table>
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<th>2015</th>
<th>2020</th>
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<td>19,537</td>
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<td>AFY</td>
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<td>5,009</td>
<td>6,335</td>
<td>10,770</td>
<td>10,932</td>
</tr>
</tbody>
</table>

Phase 1 Findings

Task 1.4 Environmental and Permitting Issues

- MIA, NEPA, CEQA applies depending on how project is delivered.
- Complex potential array of considerations.
- Nothing viewed as fatal.
### Phase 1 Conclusions

- Mexico/U.S. water demand is significant (>50 MGD).
- CESPT site is viable for a 25 or 50 MGD plant/larger plant possible.
- Alternative pipeline alignment needed/promising alternative.
- Sufficient power is available from CFE.
- Some seawater pilot plant information is available.
- Complex environmental permitting & cross-border issues.
- Outreach issues were not examined.

### Phase 2 Work Completed By Mexico

- Mexican agencies this year completed Phase 2 task.
- Reviewed pipeline alignments from plant to San Diego County border connections, pipeline rights of way, design parameters, costs.
- Funded with $180,000 from Mexico.
- Task completed and final report issued June 2012.
Alignment Study

- Mexican consultant evaluated three pipeline alignments from Rosarito Beach to San Diego County.

Evaluation of Alternatives

- Consultant conducted broad analysis of each alignment alternative:
  - Field inspection
    - Topographic and geologic features, rights of way, existing infrastructure, environmental constraints, traffic and social impacts
  - Design flows
  - Hydraulic analysis
  - Pipe sizing and materials
Coastal Route Alternative

Central Route Alternative
Separate pipeline systems are proposed for U.S. and Mexican water supplies from desalination plant.

For U.S. water supply, best alignment option is dependent upon selected U. S. delivery point:

- Coastal alternative best for delivery point near binational wastewater treatment plant
- Corridor 2000 alternative best for delivery point near emergency Tijuana connection
Next Steps

- Mexico has budgeted $400,000 to study environmental impacts of plant in 2013.
- U.S. agencies deferred funding phase 2 work pending results of binational minute discussions.
San Ysidro Intermodal Transportation Center Study

Borders Committee
February 22, 2013

San Ysidro ITC Study

Project Need

• Busiest international land border crossing in the world

• 35,000 northbound vehicles and 25,000 northbound pedestrians daily

• Transportation services in multiple locations

• Create a welcoming gateway
Scope of Work

- Public Outreach Strategy
- Opportunities and Constraints Analysis
- Research Other ITC Facilities
- Market Analysis and Recommendations
- Off-Street Parking Analysis
- ITC Alternatives
- Evaluation Criteria
- Cost Estimate and Phasing Plan
- Implementation Strategy
- Draft and Final Reports
Public Outreach Meeting in San Ysidro: January 9, 2013

- First of 4 meetings planned in 2013
- Interactive visual preference survey
- ITC Comparables
- Survey
- Public comments

Visual Preference Survey

**Architectural style**

A  Sleek, modern station building

B  Station as a one-of-a-kind “work of art”

C  Station with traditional, historic design
Visual Preference Survey

**Retail typology**

- **A** Enclosed shopping arcade
- **B** Open-air, small-scale stores facing public plazas or pedestrian streets
- **C** Commercial strip with ample parking catering to car customers
Public Comments

- Iconic welcoming gateway
- Transit and passenger drop-off facilities close to the border
- Retail
- Restaurants
- Public restrooms
- Medical facilities
- Parking
- Bicycle facilities
- Involve local businesses
- Public safety
Next Efforts

- Commercial market analysis
- Off-street parking analysis
- Evaluation criteria
- Develop SYITC alternatives
- Public outreach

Next Public Outreach Meeting:
March 13, 2013

- 6:00 pm Willow Elementary in San Ysidro
- Share survey results
- Market study
- Evaluation criteria
- Interactive San Ysidro ITC building exercise
- Public comment
Study Schedule

• 2013:
  • Public Workshops
  • Develop ITC Alternatives
  • Evaluation Criteria
  • Evaluation of ITC Alternatives
  • Preferred Alternative Cost Estimate and Phasing Plan
  • Project Schematics
  • Implementation Strategy

• 2014: Draft and Final Reports

Project Webpage

sandag.org/syitc

- Project information
- Fact sheets
- Online comment tool
- Survey
- Meeting materials