MEETING NOTICE AND AGENDA

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

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

Tuesday, May 7, 2013

3:00 to 4:30 p.m.

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

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

• PRESENTATION ON THE “BEST TIME TO CROSS THE BORDER” MOBILE APP

• TIJUANA RIVER NATIONAL ESTUARINE RESEARCH RESERVE

MISSION STATEMENT

The Committee on Binational Regional Opportunities (COBRO) will advise the Borders Committee of the San Diego Association of Governments (SANDAG) concerning both short- and long-term binational related activities, issues, and actions; provide input regarding binational border-related planning and development; and identify ways to assist and coordinate with existing efforts in the binational area. The COBRO will serve as a working group to the SANDAG Borders Committee to facilitate a better understanding of the binational border-related issues and needs of the California-Baja California region.
Welcome to SANDAG! Members of the public may speak to the COBRO on any item at the time that the Committee is considering the item. Please complete a Speaker's Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications. Speakers are limited to three minutes. The COBRO may take action on any item appearing on the agenda.

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

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

SANDAG offices are accessible by public transit. Phone 511 or see www.511sd.com for route information.
1. WELCOME AND INTRODUCTIONS

+2. SUMMARY OF MEETINGS

   +2a. Summary of the November 6, 2012, meeting.
   +2b. Summary of the February 5, 2013, meeting.

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

   Members of the public shall have the opportunity to address the COBRO on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the COBRO coordinator prior to speaking. Public speakers should notify the COBRO coordinator if they have a handout for distribution to COBRO members. Public speakers are limited to three minutes or less per person. COBRO members also may provide information and announcements under this agenda item.

CONSENT (4 through 6)

4. UPCOMING EVENTS

5. 2013 BINATIONAL SEMINAR – “MOVING THE BORDER FORWARD: COMPETITIVENESS AND SUSTAINABILITY” (Hector Vanegas)

   The Committee is asked to save the date on Tuesday, June 4, 2013, from 12 noon to 5 p.m., to participate in the event that will be held at Caltrans District 11 Headquarters (4050 Taylor Street, San Diego, CA 92110).

6. BORDER HEALTH EQUITY TRANSPORTATION STUDY (Laurie Gartrell)

   The SANDAG Border Health Equity Study was recently funded through a Caltrans planning grant. It proposes to study the health impacts and unique challenges as they relate to mobility in the San Ysidro community.
7. **“BEST TIME TO CROSS THE BORDER” MOBILE APP: A NEW TOOL FOR COMMUTERS AT BORDER CROSSINGS**  
   (Ganz Chockalingam, California Institute for Telecommunications and Information Technology [Calit2])

   Ganz Chockalingam, principal development engineer at Calit2, will give a presentation on the new app called “Best Time to Cross the Border,” which is intended to improve the accuracy of estimated wait times at border crossings. Mr. Chockalingam oversaw a team of graduate and undergraduate students from the University of California, San Diego’s Computer Science and Engineering department who built the app, which is available for iPhone and Android. The app uses real-time, crowdsourced information about border wait times along with U.S. Customs and Border Protection data to help border crossers decide the best time to cross into Mexico or Canada by car or truck. The app now has about 30,000 users and is the 11th most popular travel app among iPhone users in Mexico and Canada.

8. **TIJUANA RIVER NATIONAL ESTUARINE RESEARCH RESERVE**  
   (Chris Peregrin, California Department of Parks and Recreation)

   This presentation will be an overview of recent efforts to preserve the Tijuana River National Estuarine Research Reserve from impacts on both sides of the border.

9. **NEXT MEETING DATE AND LOCATION**

   The next meeting of COBRO will be a special session for the 2013 annual binational seminar “Moving the Border Forward: Competitiveness and Sustainability” scheduled for Tuesday, June 4, 2013, from 12 noon to 5 p.m., at Caltrans District 11 Headquarters.

+ next to an item indicates an attachment
San Diego Association of Governments

COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

May 7, 2013

AGENDA ITEM NO.: 2a

Action Requested: APPROVE

MEETING SUMMARY OF NOVEMBER 6, 2012

1. WELCOME AND INTRODUCTIONS

The November 6, 2012, Committee on Binational Regional Opportunities (COBRO) meeting, was called to order by Chair Paul Ganster, Institute for Regional Studies of the Californias, San Diego State University (SDSU) at 3:15 p.m.

Members present were: Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU; Alberto Díaz and Juan Carlos Rivas, Consulate General of Mexico in San Diego; Past Chair Elsa Saxod, Saxod Enterprises/San Diego County Water Authority; Anthony Aguirre, Caltrans; Efraín Ibarra, South San Diego County Economic Development Council; Carolina Chávez and Daniela Villamor, City of Tijuana; Mayra Vazquez, City of San Diego; Dennis LaSalle, Consejo de Desarrollo Económico de Tijuana (CDT); Tito Alegría, El Colegio de la Frontera Norte (COLEF); Rodolfo Argote, Instituto Metropolitano de Planeación Tijuana (IMPLAN); Viviana Ibañez, Otay Mesa Chamber of Commerce; Nathan Owens, San Diego Dialogue; Christina Luhn, San Diego Regional Economic Development Corporation; Jason M-B Wells, San Ysidro Chamber of Commerce; Dave Fege, U.S. Environmental Protection Agency Border Liaison Office (U.S. EPA); Yolanda Walther Meade, Fundación Internacional de la Comunidad A.C.; James Clark, San Diego Regional Chamber of Commerce; Kirk Lanz, Border Trade Alliance (The BTA); and Richard Kiy, International Community Foundation (ICF).

SANDAG staff present were: Elisa Arias, Héctor Vanegas, Ron Saenz, and Freslinda Vera.

2. SUMMARY OF MEETING

A few corrections to the September 4, 2012, meeting minutes were suggested by attendees. Yolanda Walther Meade, Fundación Internacional de la Comunidad, A.C., pointed out that there were 700 thousand attendees at the Tijuana Innovadora 2010 event; and Alberto Diaz, Consulate General of Mexico in San Diego, indicated Juan Carlos Rivas and himself were incorrectly identified as representing the Consulate General of the United States in Tijuana instead of the Consulate General of Mexico in San Diego.

Action: Upon a motion by Jason M-B Wells, San Ysidro Chamber of Commerce, and a second by Past Chair Elsa Saxod, the COBRO unanimously approved the summaries of the June 5, and September 4, 2012, meetings.
3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

Miguel Aguirre, a business and property owner of the McDonald's building adjacent to the Trolley station at San Ysidro, stated he considers the project the Metropolitan Transit System (MTS) is undertaking in that area will affect businesses and cause traffic congestion. His main concerns were that the new arrangements present a mismatch of operations between public transportation, pedestrian facilities, and business. He also considers there should be segregation of activities and more organization, and indicated that the solution offered by Greyhound was approved by MTS without the knowledge or consent of several stakeholders.

Mr. Aguirre added that a proposal included in the solution is the integration of commercial kiosks that have already been detrimental for businesses and public safety, since they've exacerbated the “wildcat situation,” in which pedestrians are harassed by cab service providers. He also considers the incorporation of Greyhound will compete with the current transportation services and businesses, and will cause a conflict of interests. In addition to this, Mr. Aguirre indicated that the new southbound pedestrian and vehicle crossing have worsened the overall situation.

Chair Paul Ganster informed attendees that the COBRO recommendations from the 2012 Binational Seminar were unanimously recommended to the SANDAG Board of Directors by the Borders Committee. He added that the Borders Committee meeting also included reports on the following three topics regarding the San Ysidro border: a preview of the San Ysidro Intermodal Transportation Center Study, which will include the Trolley and other public transportation modes; SANDAG’s concept for an Intermodal Transportation Center in Virginia Avenue, west of the San Ysidro Port of Entry (POE); and an Update on General Services Administration’s (GSA’s) San Ysidro Port of Entry Reconfiguration and Expansion Project.

Chair Paul Ganster extended an invitation to COBRO members to attend the Transportation Committee meeting on November 9 and the Board of Directors meeting on November 16, in which an action generated in the last Borders Committee meeting, will be presented to both committees.

Chair Paul Ganster added that at the next Borders Committee meeting a topic will be presented to discuss a SANDAG’s resolution for public-private partnerships for improvements or new border infrastructure projects at the border.

The Chair shared that he attended the Second Border Water Resources Summit: ‘Border Water Resources: Past, Present, and Future’ in September, convened by the International Boundary and Water Commission (IBWC). There were Mexican and U.S. sessions, held in Ciudad Juárez and El Paso. There were a great variety of water-related issues discussed such as global warming, population growth, and management of water resources across the border. He stated that the two commissioners are in negotiations for a new Minute for the Treaty of February 3, 1944. (Water Treaty for the "Utilization of Waters of the Colorado and Tijuana Rivers and of the Rio Grande") that could enable a transborder watershed planning and management. He suggested that the 2013 Binational Seminar topic could focus on binational and watershed planning in our region, which would be appropriate given the circumstances and changes being made to the water treaty.
Jason M-B Wells stated that a long term solution to the transportation issues taking place at San Ysidro is the intermodal transportation center, aided with a northbound-southbound pedestrian crossing closer to Las Americas shopping center and Virginia Avenue as a replacement for the drop off area lost at Camiones Way, due to the San Ysidro POE remodeling. Mr. Wells added that even though the different involved agencies agree on the construction and implementation of the required changes, they are giving a 2015 dateline, which is currently being worked on and hopefully changed to 2013.

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

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**CONSENT (4)**

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**+4. UPCOMING EVENTS**

Chair Ganster invited attendees to review upcoming events and meeting times that were included in the agenda packet.

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

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**REPORT ITEMS (5 through 9)**

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**+5. BORDER 2020: UNITED STATES – MEXICO ENVIRONMENTAL PROGRAM**

(Dave Fege, U.S. EPA)

Dave Fege, U.S. Environmental Protection Agency (EPA), stated the purpose of his presentation was to give a quick overview of the process involved in the Border 2020 U.S.-Mexico Environmental Program signed in August of 2012, by the U.S. EPA and Mexico’s Secretariat for the Environment and Natural Resources (SEMARNAT in Spanish); built on the existing program called Border 2012. Even though U.S. EPA and SEMARNAT are the two agencies representing each country, it was a combination of a two-year process of binational collaboration with each of the ten border states, local agencies, the public, and other U.S.-Mexico federal agencies.

Dave Fege added that the U.S. Mexico border region is defined as a 100-mile area on both sides of the border, meaning that the entire county of San Diego is covered, and extends south into Mexico including Tijuana and Ensenada; which represents 14 million people who live in our U.S.-Mexico border region.

Dave Fege added there are many border environmental challenges that include poor air quality, inadequate and insufficient infrastructure (drinking water and wastewater); and improper management of hazardous and solid waste.

The Border 2020 program has many key elements, most carried from Border 2012 including an eight-year implementation through 2020. The program was built with input from regional workgroups and local task forces; and border wide policy forums. The program addresses six fundamental strategies: climate change resiliency, underserved communities, children’s health, environmental awareness and health; strengthening tribal, state, federal and international partnerships; and one new element which are the two-year action plans to account for resource and priority changes.
Mr. Fege explained that there are five Border 2020 goals, each with their own specific objectives, including regional and border wide.

Goal 1 involves reducing air pollution, with the main objectives of diminishing air pollution in selected air sheds, promoting energy efficiency and renewable energy, maintaining effective air quality monitoring networks and timely access to air quality data in selected air sheds, and trying to reduce vehicle emissions and identifying strategies to reduce idling at ports-of-entry.

Goal 2 includes improvement of access to clean and safe water, which involves reaching by 2015 an increase of homes connected to safe drinking water and wastewater (WW) treatment: 8,500 homes with drinking water and 39,000 homes with WW treatment; also help drinking water and wastewater utilities become more efficient and sustainable; and reduce binational surface water contamination in four priority watersheds (including the Tijuana River Watershed).

Goal 3 acts upon the promotion of materials management and waste management, and clean sites; which includes objectives such as develop capacity to improve collection and recycling of e-waste, plastics, and trash; develop institutional capacity to clean up contaminated sites; and continue to share information on border area hazardous waste facilities.

Goal 4 involves enhancing joint preparedness for environmental response, which includes an update of eight sister city joint contingency plans with the latest protocols and methodologies; facilitate easier transboundary movement of equipment and personnel; and continue updating the U.S.-Mexico joint Contingency Plan.

Finally, Goal 5 relates to the enhancement of compliance assurance and environmental stewardship, which involves the improvement of information sharing between enforcement agencies on cross-border hazardous waste movement; ongoing port-of-entry hazardous waste inspections; and binational workshops to improve understanding of each country's compliance and enforcement programs and tools.

Dave Fege explained that since funding is always a delicate issue, the best strategy has been trying to maximize the effectiveness and leverage of federal, state, and local resources with partners, seek input from key advisory committees such as the Good Neighbor Environmental Board and others, and maximize partnerships with existing binational institutions: U.S.-Mexico Border Health Commission, Border Environment Cooperation Commission, and the North American Development Bank (NADB).

Dave Fege added that the Border 2020 program identified a series of action plans, which will be published in January 2013; including priority actions that fulfill Border 2020 Goals and Objectives, highlight concrete activities, timeframes, outputs, and outcomes. It also includes U.S. or Mexico domestic activities that support the Goals and Objectives and provides Regional Workgroup Co-Chairs and Public with tools to assess progress.

In response to a question from Kirk Lanz, BTA, regarding funds used in Mexico, Dave Fege explained that the funding received may be used through NADB for projects outside the U.S. if they directly help meet the goals of Border 2020.
Alberto Díaz (Consulate General of Mexico) asked if the Border 2020 Program included an objective to increase or facilitate more research, regarding the impacts of border crossings and wait times. Dave Fege explained that some efforts have already been made, such as the research made by Jenny Quintana, with the installation of air quality monitors at the border to provide real time data. But when prioritizing the actions to be taken, it is a joint decision between agencies of the two countries in order to determine which projects will have the biggest impact.

Dave Fege also invited attendees to visit the online site (http://www.epa.gov/usmexicoborder/) where the complete Border 2020 Program information can be reviewed.

+6. BINATIONAL SEAWATER DESALINATION FEASIBILITY STUDY: STATUS UPDATE (Halla Razak, San Diego County Water Authority)

Halla Razak, San Diego County Water Authority, stated that the Binational Seawater Desalination project is the first attempt of its kind worldwide, since it is a Desalination Plant built jointly by two countries and with the purpose of serving both. It will also be the largest desalination plant in Mexico.

The idea surfaced in 2005, when a study was conducted to determine the best place to locate the plant; the site currently studied was the top location south of the border. In 2007 several stakeholders met in the U.S. to determine if Mexico was interested in partnering to do the project in which both countries could take advantage.

In order to determine if this was indeed the best site, they conducted a study that contained four phases: “Fatal flaw” review (completed in 2010); feasibility details, pilot work and preliminary design.

Halla Razak explained that the first phase’s purpose was to find any potential “fatal flaws.” The research to determine this involved data collection and field reconnaissance, site evaluation, water demand assessment and environmental an permitting issues.

During data collection and field reconnaissance they found that pilot project information was available thanks to previous efforts made in the area by other private sector desalination proposals. They also explored different alignment possibilities which showed some issues, but with the help of the State Commission of Public Services of Tijuana (CESPT) they were able to identify an alternative that could work for the potential site.

For the power supply investigations they found that an adequate power capacity exists at the Federal Commission of Electricity (CFE) plant nearby to power a 50 Million Gallons per Day (MGD) desalination plant and meet the conveyance/pumping requirement, and they determined that adequacy of power for a larger plant could be examined in Phase 2.

Halla Razak explained that regarding the environmental and permitting issues they found that requirements are very similar to those present in the U.S. These will depend on how the project is delivered and requires a complex potential array of considerations, but for the moment showed no fatal flaws.
The Phase 1 conclusions were that the U.S.-Mexico water demand is significant (over 50 MGD), for which the CESPT site is viable for a 25 or 50 MGD plant, maybe even larger is possible. They identified a promising alternative for pipeline alignment, and sufficient power available from CFE. Outreach issues were not examined because they were asked not to do it since this is a long term project.

Halla Razak stated that phase 2 work was completed by Mexico in 2012. They reviewed pipeline alignments from the plant to the San Diego County border connections, pipeline right-of-way, design parameters and costs. The research was funded with $180,000 from Mexico, and the final report was completed in June 2012.

Halla Razak shared that the Mexican consultant evaluated three pipeline alignments from Playas de Rosarito to San Diego County. The consultant conducted a broad analysis of each alignment alternative, in which he made a field inspection. The field inspection included an analysis of topographic and geologic features, rights-of-way, existing infrastructure, environmental constraints, traffic and social impacts; design flows, hydraulic analysis, and pipe sizing and materials.

The conclusions of the pipeline alignment study were that for the U.S. water supply, the best alignment option is dependent upon the selected U.S. delivery point: The coastal alternative is best for a delivery point near the binational wastewater treatment plant, and the Tijuana-Rosarito Corridor alternative is best for the delivery point near the emergency Tijuana connection.

Halla Razak concluded explaining that for next steps Mexico has budgeted $400,000 to study environmental impacts of the plant in 2013. In addition, U.S. agencies have deferred funding phase 2 work pending the results of binational minute discussions.

Chair Paul Ganster asked if in the study they had already considered the indirect reuse of potable water from San Antonio de los Buenos as an alternative to sea water desalination. Halla Razak explained that the Mexican agencies were interested in desalination, and even though there had been talks about the possibility of reuse of water for agricultural purposes especially in the Guadalupe Valley, at this time they were not ready for indirect potable water reuse.

Chair Paul Ganster also made an inquiry regarding the energy cost of bringing water from the Colorado River versus building the desalination plant. Halla Razak explained that all of the possibilities and cost-benefit analysis are being taken into consideration, and will be a determinant argument when the time comes to determine if they will make a partnership to build the project or if Mexico will do it on their own.

Halla Razak also explained that the reason Mexico approached the U.S. with the project, is because a bigger facility could be built jointly for a lesser cost for both countries. In this case, a special arrangement would be made when the time comes to determine how much equity each country would have to provide and the benefits both will have.

In response to Tito Alegría’s inquiry regarding the rise in price for consumers in comparison with the current price for water, Ms. Razak stated that in the studies that have been made in the San Diego region for other desalination plants, it has been estimated it would be a $5 per month increase per family. Dennis LaSalle added that in the examples seen in the Baja California peninsula, the price of a cubic meter of water is around $1, given that CONAGUA subsidizes water by 40 percent.
Chair Paul Ganster stated that this project and planning is an important part for achieving water security, since a large facility can provide different options to the current vulnerability to natural disasters that existing water facilities have.

Richard Kiy (ICF) asked about the efforts made, if any, regarding water conservation given the high estimation of volumes for water needed. Halla Razak explained that there are plenty of efforts regarding the subject, mostly those efforts have been focused on agricultural areas and they are trying to transfer part of it to urban areas. Ms. Razak added that the project was only at the feasibility study stage.

Hector Vanegas stated that the prior week there was an article published regarding the transition team for the elected president of Mexico, Enrique Peña Nieto, in which a position on water management was proposed. Mr. Vanegas added the team will implement the Israeli experience on desalination of water along the Baja California peninsula, in which they referred to a desalination plant in La Paz.

Past Chair Elsa Saxod, explained that even though water conservation is extremely important, they need to have plans in order to come up with a solution for the growing problem. Currently talks mention a water shortage for 2026, and with projects as the Desalination Plant taking approximately ten years to be built, it is urgent to start making decisions regarding a strategy to be taken.

To conclude, Chair Paul Ganster thanked Freslinda Vera for her work as the Borders Program team intern for the past year, specifically for her help at COBRO.

7. CITY OF TECATE BORDER PROJECTS  
   (Gabriel Vazquez, City of Tecate; and Carlos Graizbord)  

This item was postponed for a future meeting.

8. NEXT MEETING DATE AND LOCATION

The next meeting of the COBRO is scheduled for Tuesday, February 5, 2013, from 3:00 to 4:30 p.m., at SANDAG. Chair Paul Ganster adjourned the meeting at 4:37 p.m.
MEETING SUMMARY OF FEBRUARY 5, 2013

1. WELCOME AND INTRODUCTIONS

The February 5, 2013, Committee on Binational Regional Opportunities (COBRO) meeting, was called to order by Chair Paul Ganster, Institute for Regional Studies of the Californias, San Diego State University (SDSU) at 3:00 p.m.

Members present were: Chair Paul Ganster, Institute for Regional Studies of the Californias at SDSU; Hon. Remedios Gómez Arnau and Alberto Díaz, Consulate General of Mexico in San Diego; Hon. Councilwoman Maria Luisa Sánchez, City of Tijuana; Carolina Chávez, Daniela Villamor, and Diego Ceballos, City of Tijuana Binational Affairs Office; Olivia Maldonado, City of Tijuana; Sergio Pallares, Caltrans; Mario López, City of San Diego; Efraín Ibarra, South San Diego County Economic Development Council (South County EDC); Tito Alegría, El Colegio de la Frontera Norte (COLEF); Daniel Rubio and Rubén Carrillo, Instituto Metropolitano de Planeación de Tijuana (IMPLAN); Viviana Ibañez, Otay Mesa Chamber of Commerce; Jason M-B Wells, San Ysidro Chamber of Commerce; James Clark, San Diego Regional Chamber of Commerce; Máximo Cervantes, Consulate General of the United States in Tijuana; and Rubén Arceo and Jacqueline Ibañez, Universidad Iberoamericana Tijuana; Raúl Ávila and Federico Serrano, Asociación de la Industria Maquiladora; and Manuel Sánchez, U.S. Federal Highway Administration.

SANDAG staff members present were: Elisa Arias, Héctor Vanegas, Ron Saenz, and Phil Trom.

2. SUMMARY OF MEETING

Action: Approval of minutes was tabled to the next meeting.

Héctor Vanegas, SANDAG, asked the meeting attendees to fill out a Federal Transit Administration survey.

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

No public comments were presented.
CONSENT (4)

+4. UPCOMING EVENTS

Chair Ganster invited attendees to review upcoming events and meeting times that were included in the agenda packet.

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

REPORT ITEMS (5 through 9)

+5. SANDAG BINATIONAL BORDER ACTIVITIES AND PROJECTS WITH PARTNER AGENCIES

Héctor Vanegas, SANDAG, presented a document summarizing the organization’s activities, projects, reports and collaborative efforts with partner agencies related to the United States-Mexico border.

Chair Ganster congratulated Héctor Vanegas for this border related work at SANDAG.

+6. PROPOSED THEME AND DATE OF THE 2013 SANDAG ANNUAL BINATIONAL EVENT

Chair Ganster referenced past themes of the annual binational conference and recommended that the 2013 event would focus on the 20-year anniversary of the signing of the North American Free Trade Agreement (NAFTA) and the 30-year anniversary of the signing of the La Paz Agreement. The goals of the event will be to present and analyze the key reflections regarding the accomplishments and challenges of these two border related agreements, what we can expect for the future and what changes would be helpful for our region. Chair Ganster mentioned that this recommendation will be presented to the Borders Committee for approval and that a volunteer task force would be convened in order to plan the event.

The Consul General of Mexico in San Diego, Hon. Remedios Gómez-Arnau, stated her agreement with the pertinence of the proposed event theme, and suggested that the topic of promoting and increasing competitiveness in our region be the emphasis. In particular, Consul General Gómez Arnau recommended that the focus be on academic exchange between Mexico and the United States in our region, and connections between businesses in Baja California and San Diego, how they are working together and how to strengthen their relationship.

Tito Alegría (COLEF) commented that it is important to define what the specific restrictions are that impede the flow of goods and people across the border.

Mario Lopez (City of San Diego) commented that it would be worthwhile to define what the successes and challenges related to NAFTA have been in our region. He also mentioned that despite the macroeconomic benefits of the free trade agreement and the increased level of security at the border, a negative perception on the lack of security in the border region among many U.S. government entities in Washington persists.
Rubén Arceo (Universidad Iberoamericana Tijuana) commented that it is important to address the issue of how, as an interconnected international community, San Diego and Tijuana can come up with a common proposition to move forward and represent our two countries, not only in terms of business, but also culture.

Sergio Pallares (Caltrans) suggested addressing the lack of funding on the part of both federal governments to pay for needed border infrastructure projects and how to obtain the capital needed to execute projects such as modernizing our ports of entry.

Efraín Ibarra (South County EDC) added to Consulate Gómez Arnau’s suggestion regarding education in our region as it relates to competitiveness and underlined the importance of focusing on increasing collaboration between universities on either side of the border.

Sen. Denise Moreno Ducheny (Trans-border Institute at the University of San Diego) added that one important issue to address in relation to NAFTA and competitiveness is that of the workforce and the flow of labor across the border.

Chair Paul Ganster encouraged anyone interested in volunteering to help plan the binational event to contact Héctor Vanegas in order to join a task force committee.

7. CITY OF TECATE BORDER PROJECTS (Carlos Graizbord, City of Tecate)

Carlos Graizbord presented an overview of the following pilot projects planned in Tecate: a study to identify the respective comparative advantages of San Diego, Tecate, and binational companies; a study on urban restoration of the city; a study in regards to the impacts of the potential border crossing in Jacumba-Jacumé and related land use management planning; and finally, a project concerned with the rehabilitation of the Tecate River, which would include creating a green corridor with parks and pedestrian paths in the city.

+8. SAN DIEGO REGIONAL PLAN (Elisa Arias and Phil Trom, SANDAG)

Elisa Arias (SANDAG) provided an overview of the goal to merge the Regional Comprehensive Plan and the Regional Transportation Plan, as well as examples of projects under the purview of these Plans. She invited the attendees to offer input on the development of the Regional Plan in order to better integrate San Diego’s and Tijuana’s planning activities.

Sergio Pallares (Caltrans) asked if SANDAG’s Plan included Tijuana as part of the region.

Elisa Arias responded that the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone (known as the Plan Estratégico Metropolitano or PEM in Spanish) would be considered in this plan. She added that our neighboring counties of Orange, Riverside, and Imperial, as well as tribal governments are also taken into consideration as part of the interregional and intergovernmental perspective.

Ruben Carrillo (IMPLAN) commented that the PEM has provided fundamental input for Mexico’s planning projects as far as the wealth of data and the definition of the issues that need to be addressed. He added that there are strategic projects in the Metropolitan Zone Strategic Plan that are underway and are moving forward in the spirit of SANDAG’s Plans.
Tito Alegría asked for more specifics on how regional integration is addressed in SANDAG's Plan.

Elisa Arias responded that SANDAG looks at regional growth throughout the entire region, on a municipal, county, and national level in terms of population growth, employment, housing, transportation, and demographic, socioeconomic and economic factors. She specified that because many of SANDAG's projects focus mainly on transportation, the border crossings have a great influence on the Plan.

Chair Ganster asked about the process for submitting comments regarding the Plan, and how meeting attendees could submit comments in the future.

Elisa Arias responded that throughout the next two years there will be various occasions in which the committee members will be able to voice their opinions, not only in future COBRO meetings, but also through the opportunity to comment on a white paper concerning the binational issues of the San Diego regional plan, which will be presented to the committee. In addition, SANDAG will be focusing on transportation and considering alternative transportation systems, which will be presented to the committee members along with certain performance measures in order to compare them and receive input. Finally, Elisa Arias said SANDAG will present a draft of the San Diego regional plan to the committee, and will try to incorporate as many of its comments as possible in the final Plan that will be presented to the Board of Directors.

Sergio Pallares asked whether or not the regional plans of SANDAG and that of Tijuana, Tecate, and Playas de Rosarito would at some point be merged.

Elisa Arias responded that part of the work of developing SANDAG’s Plan is integrating it with the existing Metropolitan Zone Strategic Plan and how to integrate its implementation action plan with ours.

Ruben Carrillo added that communication between the three municipalities of Tijuana, Tecate, and Playas de Rosarito and SANDAG is ongoing. He specified that in order to be able to merge the two regional plans, a level of agreement between the three municipalities in Baja California had to be reached regarding fundamental points of interest and reiterated that an effort is being made to reach the goal of integration.

Elisa Arias, SANDAG, added that on a more technical level, SANDAG is also working on tools to ensure greater compatibility between the two regional plans and the inclusion of more transborder data in its transportation models used to make future projections regarding the needs of the region. She specified that SANDAG is working in collaboration with IMPLAN on a new model that includes more data on Tijuana in order to better address the transborder nature of the region.

Hon. Councilmember Najla Whebe-Dipp, City of Tijuana, asked if the transportation sections of the two regional plans will address non-motorized transportation circuits at the border crossings.

Elisa Arias responded that SANDAG’s planning is focused on a municipal level, working with the City of San Diego and Imperial Beach in regards to border crossing transportation. She specified that SANDAG does not have direct management over the border itself, and that infrastructure for non-motorized transit in the actual border crossing is an issue collaboratively discussed with federal agencies, but not one that SANDAG or the City of Tijuana can implement without the federal
government. Elisa Arias added that thanks to a grant from Caltrans, SANDAG is implementing a study to expand the Intermodal Transportation Center (ITC) in San Ysidro.

Miguel Aguirre, a San Ysidro business owner, asked what efforts are being made on behalf of SANDAG and the City of Tijuana to work together in developing the ITC at the San Ysidro border crossing.

Elisa Arias replied that the study SANDAG is conducting is reviewing data from studies completed in Tijuana at a municipal and state level.

Chair Ganster and Consul General Gómez Arnau thanked everyone for their participation in the meeting.

9. NEXT MEETING DATE AND LOCATION

The sixth annual joint meeting of the Borders Committee, COBRO, and the City of Tijuana is scheduled for Friday, March 22, 2013, from 12:30 to 2:30 p.m., at SANDAG.

The next regular meeting of the COBRO is scheduled for Tuesday, May 7, 2013, from 3:00 to 4:30 p.m., in San Diego at SANDAG.
UPCOMING EVENTS

WHAT: San Ysidro Land Port of Entry Improvements Project Scoping Meeting  
U.S. General Services Administration  
WHEN: May 9, 2013  
WHERE: The Front, San Ysidro  
MORE INFO: Osmahn Kadri at (415) 522-3617

WHAT: Managing the Binational Tijuana River Watershed: A Workshop  
WHEN: May 14-16, 2013  
WHERE: Hotel Lucerna in Tijuana and the Estuary Visitors Center in Imperial Beach  
MORE INFO: Elizabeth Eklund at scerp@projects.sdsu.edu

WHAT: MEXPORT: U.S.-Mexico Industrial Tradeshows  
Otay Mesa Chamber of Commerce  
WHEN: May 16, 2013  
WHERE: Otay Mesa Chamber of Commerce, San Diego  
MORE INFO: (619) 661-6111 or mexport@otaymesa.org

WHAT: Geopolitics of Energy  
Institute of the Americas, UCSD  
WHEN: May 16-22, 2013  
WHERE: Institute of the Americas at UCSD  
MORE INFO: https://www.iamericas.org/events

WHAT: National Bike to Work Day  
SANDAG, local jurisdictions and stakeholders  
WHEN: May 17, 2013  
WHERE: Throughout the United States  
MORE INFO: 511sd.com/iCommute

WHAT: Tijuaneando en Bici (and border crossing)  
Instituto Metropolitano de Planeación de Tijuana  
WHEN: May 17, 2013  
WHERE: Tijuana, Baja California and San Ysidro Port of Entry  
MORE INFO: http://www.implantijuana.org/tijuaneando-en-bici-2013/
WHAT: The La Jolla Energy Conference
Mexico Business Center-San Diego Regional Chamber of Commerce
WHEN: May 20-22, 2013
WHERE: Hilton La Jolla Torrey Pines
MORE INFO: https://www.iamicas.org/lajolla/

WHAT: Mexico’s Future: Education, Entrepreneurship and Legal Reforms
Center for U.S.-Mexican Studies, UCSD
WHEN: May 21, 2013
WHERE: The Great Hall at UCSD
MORE INFO: http://usmex.ucsd.edu/news-events/events/

WHAT: Binational Bridges and Border Crossings Group Meeting
United States Department of State, Border Affairs
WHEN: May 22, 2013
WHERE: Caltrans, San Diego
MORE INFO: Pete Marigliano at (202) 647-9895 or mariglianopj2@state.gov

WHAT: Regional Transportation Planning on the California/Baja California Border
American Planning Association
WHEN: May 30, 2013
WHERE: Live Webinar
MORE INFO: Rosemary Regalado at rregalado@planning.org or http://www.planning.org/divisions/latinos/

WHAT: Chula Vista International Friendship Games (including a crossborder bike ride)
City of Chula Vista
WHEN: June 1, 2013
WHERE: Mater Dei Catholic High School, Chula Vista
MORE INFO: (619) 585-5717 or www.ifgchulavista.com

WHAT: Moving the Border Forward: Competitiveness and Sustainability
San Diego Association of Governments
WHEN: June 4, 2013
WHERE: Caltrans District 11
MORE INFO: Tayah Waterhouse at (619) 699-7316 or www.sandag.org

WHAT: Drug Violence Shaping Prostitution on the Border
Center for U.S.-Mexican Studies, UCSD
WHEN: June 5, 2013
WHERE: Institute of Americas, Deutz Room at UCSD
MORE INFO: http://usmex.ucsd.edu/news-events/events/

Key Staff Contact: Hector Vanegas, (619) 699-1972, hector.vanegas@sandag.org
Introduction

SANDAG was recently awarded a Caltrans planning grant to study the health impacts and unique challenges as they relate to mobility in the San Ysidro community. The study will ultimately serve as a resource to improve community health in future planning efforts for both San Ysidro and other border communities with similar challenges and issues. The Border Health Equity Study will bring together existing research and data under an umbrella of public health to provide a health outcomes analysis and recommendations to inform decision making in future projects.

Discussion

The Border Health Equity Transportation Study (the Study) is funded through the Caltrans Environmental Justice Transportation Planning Grant program, which supports comprehensive approaches to integrating transportation and land use planning to improve quality of life and sustainability of local communities.

Communities with border crossing facilities face unique challenges to congestion, air quality, and mobility, among others. As such, the San Ysidro community was selected for the Study since it is adjacent to the largest border crossing facility in San Diego. The Study will bring together existing research and data under the umbrella of public health to provide health outcomes analysis and recommendations to inform decision-making of future projects.

To guide the health outcomes analysis, the Study will assess community-wide priority issue areas through qualitative and quantitative approaches. Priority issue areas will be developed by input from San Ysidro community stakeholders, public health professionals, and border specialists, as well as, existing research conducted within the study area; issue areas could include topics such as mobility, connectivity, air quality, etc. Ultimately, the Study will serve as a resource to improve community health and as a model for other border analyses and for jurisdictions with similar issues that would consider public health in a more comprehensive manner as it relates to planning, development, and decision-making. The project is expected to be completed by February 2015.

Next Steps

Throughout the project’s duration, staff will provide regular project updates on the status of the project, seeking input from Committee at key milestones.

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