**BORDERS COMMITTEE AGENDA**

Friday, October 23, 2015
12:30 to 2:30 p.m.
SANDAG Board Room
401 B Street, 7th Floor
San Diego

**AGENDA HIGHLIGHTS**

- CALIFORNIA’S INTEGRATED BORDER APPROACH STRATEGY: PHASE 1 FINAL REPORT
- GO GLOBAL SAN DIEGO - GLOBAL TRADE INITIATIVE

**PLEASE SILENCE ALL ELECTRONIC DEVICES DURING THE MEETING**

**YOU CAN LISTEN TO THE BORDERS COMMITTEE MEETING BY VISITING OUR WEBSITE AT SANDAG.ORG**

**MISSION STATEMENT**

The Borders Committee provides oversight for planning activities that impact the borders of the San Diego region (Orange, Riverside and Imperial Counties, and the Republic of Mexico) as well as government-to-government relations with tribal nations in San Diego County. The preparation and implementation of SANDAG’s Binational, Interregional, and Tribal Liaison Planning programs are included under this purview. It advises the SANDAG Board of Directors on major interregional planning policy-level matters. Recommendations of the Committee are forwarded to the Board of Directors for action.
Welcome to SANDAG. Members of the public may speak to the Borders Committee on any item at the time the Committee is considering the item. Please complete a Speaker's Slip, which is located in the rear of the room, and then present the slip to the Committee Clerk seated at the front table. 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.

Public comments regarding the agenda can be sent to SANDAG via comment@sandag.org. Please include the agenda item, your name, and your organization. Email comments should be received no later than 12 noon, two working days prior to the Borders Committee meeting. Any handouts, presentations, or other materials from the public intended for distribution at the Borders Committee meeting should be received by the Committee Clerk no later than 12 noon, two working days prior to the meeting.

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 website or by sending an email request to webmaster@sandag.org.

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ITEM NO.  

+1. APPROVAL OF MEETING MINUTES
The Borders Committee is asked to review and approve the minutes from its September 25, 2015, meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS
Members of the public shall have the opportunity to address the Borders Committee on any issue within the jurisdiction of the Committee 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 Committee members. Public speakers are limited to three minutes or less per person. Committee members may provide information and announcements under Agenda Item No. 3.

REPORTS

3. SUBREGIONAL REPORTS FROM BORDERS COMMITTEE MEMBERS
Members of the Borders Committee may report issues and activities within their subregion that are of interest or within the purview of the Borders Committee.

4. REPORT FROM THE CONSUL GENERAL OF MEXICO
(Hon. Remedios Gómez-Arnau, Consulate General of Mexico in San Diego)
Hon. Remedios Gomez-Arnau, Consul General of Mexico in San Diego, will provide a presentation on the Mexican Consulate’s role in enhancing San Diego-Mexico connections, report on binational activities within the purview of the Borders Committee.

+5. CALIFORNIA’S INTEGRATED BORDER APPROACH STRATEGY: PHASE 1 FINAL REPORT (Sergio Pallares, Caltrans)
Sergio Pallares, Caltrans, will present the final report of Phase I of the California Integrated Border Approach Strategy, a multi-agency initiative that seeks to improve mobility and the traveler experience at California’s border communities.

6. GO GLOBAL SAN DIEGO - GLOBAL TRADE INITIATIVE
(Sean Barr, San Diego Regional Economic Development Corporation)
Sean Barr, San Diego Regional Economic Development Corporation, will provide an overview of Go Global San Diego, an initiative that seeks to maximize San Diego’s economic competitiveness through increased global engagement.
7. **CONTINUED PUBLIC COMMENT**

If the five speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.

8. **UPCOMING MEETINGS**

The next meeting of the Borders Committee is scheduled for Friday, November 20, 2015, at 12:30 p.m.

9. **ADJOURNMENT**

+ next to an agenda item indicates an attachment
BORDERS COMMITTEE DISCUSSION AND ACTIONS
SEPTEMBER 25, 2015

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 Minto welcomed the Borders Committee and guests. Chair Minto announced that today, September 25, 2015, is declared the California Native American Day and provided comments related to the Native American culture and heritage.

1. APPROVAL OF MEETING MINUTES (APPROVE)

Action: Upon a motion by Councilmember Jim Cunningham (North County Inland), and a second by Councilmember David Alvarez (City of San Diego), the Borders Committee approved the minutes from the July 24, 2015, meeting. Yes – Chair Minto, Councilmember Alvarez, Councilmember Lorraine Wood (North County Coastal), Councilmember Cunningham, and Imperial Beach Mayor Serge Dedina (South County). No – None. Abstain – None. Absent – Supervisor Greg Cox (County of San Diego), and Supervisor John Renison (Imperial County).

2. PUBLIC COMMENTS/COMMUNICATIONS

Rick Van Schoik, North-American Research Partnership, provided an update on events occurring in September and October. The first event, the Competitive Border Communities mapping and developing U.S./Mexico trans-border industries, will take place on Wednesday, September 30, 2015, at 6 a.m. The second event on the U.S.-Mexico Border Energy Forum will take place on October 14-16, 2015, in San Diego.

Stephen Heverly, Managing Director, Equinox Center, provided an update on the Equinox Center’s “Quality of Life Dashboard,” which offers publications on local water, air quality, waste consumption, and regional indicators.

Mario Lopez, Asociacion de Empresarios Mexicanos – National Business Organization, provided a brief introduction of the organization and invited the Borders Committee Members to attend the upcoming U.S.-Mexico Border Energy Forum. Mr. Lopez mentioned that he supports and speaks in favor of the staff recommendations for Item No. 5.
REPORTS

3. SUBREGIONAL REPORTS FROM BORDERS COMMITTEE MEMBERS (INFORMATION)

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

Mayor Dedina provided an update on the recent friendship agreement between the City of Imperial Beach and the City of Playas de Rosarito. Mayor Dedina thanked Honorable Remedios Gomez-Arnau, Consul General of Mexico in San Diego, for hosting this event.

Councilmember Bill Sandke (South County) provided an update on the 205th Mexico Independence Day event held at the Symphony Towers.

Chair Paul Ganster, Committee on Binational Regional Opportunities (COBRO), further commented on the California Native American Day holiday and spoke about the condensation of Father Junipero Serra.

Action: This consent item was presented for information only.

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

The Consulate General of Mexico in San Diego contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee.

Hon. Remedios Gómez-Arnau, Consul General of Mexico in San Diego, highlighted that the second videoconference of the High Level Economic Dialogue between Mexico and the United States, co-chaired by Finance Secretary of Mexico, Luis Videgaray, and U.S. Secretary of Commerce, Penny Pritzker, took place on September 24, 2015.

Action: This item was presented for information only.

5. RECOMMENDATIONS FROM THE 2015 BINATIONAL SEMINAR “REGIONAL VOICES, A BORDER DIALOGUE” (Chair Paul Ganster, Committee on Binational Regional Opportunities) (RECOMMEND)

Chair Paul Ganster, COBRO, presented highlights from the 2015 Binational Seminar and the recommendations from the COBRO on next steps. The Borders Committee was asked to recommend that the Board of Directors approve the 2015 Binational Seminar recommendations.

Action: Upon a motion by Councilmember Alvarez and a second by Supervisor Cox, the Borders Committee approved the 2015 Binational Seminar recommendations. Yes – Chair Minto, Councilmember Alvarez, Supervisor Cox, Councilmember Wood, Councilmember Cunningham, and Mayor Dedina. No – None. Abstain – None. Absent – Supervisor Renison (Imperial County).

Chair Paul Ganster, COBRO, presented this item.
6. UPDATE ON THE CALIBAJA BINATIONAL MEGA-REGION INITIATIVE (INFORMATION)

Adriana Eguía, CaliBaja Mega-Region Initiative, provided an update on the initiative, which brings together businesses, civic, and government leaders in San Diego County, Imperial County, and Baja California, Mexico, to assess the advantages and challenges of doing business in the binational region. The overarching goal of this initiative is to market the CaliBaja region internationally for global competitiveness.

Adriana Eguía, CaliBaja Mega-Region Initiative, presented the item and responded to questions.

Action: This item was presented for information only.

7. CALIBAJA INDUSTRY CLUSTER STUDY: PHASE I DRAFT FINDINGS (INFORMATION)

SANDAG Service Bureau staff, presented progress on an effort to identify trade industry clusters in the CaliBaja region for each component area—San Diego County, Imperial County, and the State of Baja California, Mexico.

Daniel Flyte and Sanchita Mukherjee, SANDAG Service Bureau, presented the item.

Action: This item was presented for information only.

Chair Minto also welcomed Shellie Milne, City of Hemet, and County of Riverside, who is a new Alternate Member for the Borders Committee.

8. CONTINUED PUBLIC COMMENT (INFORMATION)

If the five speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.

There were no additional public comments.

Action: This item was presented for information only.

9. UPCOMING MEETINGS (INFORMATION)

The next meeting of the Borders Committee is scheduled for Friday, October 23, 2015, at 12:30 p.m.

11. ADJOURNMENT

Chair Minto adjourned the meeting at 1:58 p.m.
**CONFIRMED ATTENDANCE**  
**SANDAG BORDERS COMMITTEE MEETING**  
**SEPTEMBER 25, 2015**

<table>
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<tr>
<th>GEOGRAPHICAL AREA/ORGANIZATION</th>
<th>JURISDICTION</th>
<th>NAME</th>
<th>MEMBER/ALTERNATE</th>
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<td>City of Imperial Beach</td>
<td>Serge Dedina</td>
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<td>City of Coronado</td>
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<td>North County Coastal</td>
<td>City of Carlsbad</td>
<td>Lorraine Wood</td>
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<td>David Alvarez</td>
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<td>Greg Cox (Vice Chair)</td>
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<td>Marsha Swanson</td>
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<td>San Diego County Water Authority</td>
<td>Elsa Saxod</td>
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<td>SCAG</td>
<td>Naresh Amatya</td>
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<td>Tomás Oliva</td>
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<td>Jim Ferryman</td>
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CALIFORNIA’S INTEGRATED BORDER APPROACH
STRATEGY: PHASE 1 FINAL REPORT

Introduction

The California Integrated Border Approach Strategy (CA-IBAS) is a multi-agency initiative led by the California Department of Transportation (Caltrans). CA-IBAS seeks to improve mobility and the traveler experience at California’s border communities adjacent to the six California-Baja California land Ports of Entry (POEs). These border communities are affected by impacts from pedestrian, vehicle, goods movement, and truck traffic generated by the POEs. The goal of the CA-IBAS is to propose institutional framework(s) that will identify, plan, prioritize, program, fund, and implement integrated mobility and security improvement strategies in California’s border communities. Further, the focus of the CA-IBAS is to support partnerships across public agency and jurisdictional boundaries, creating the framework necessary to facilitate better coordination between the public and private sectors, in addition to creating joint funding mechanisms for projects of shared interest.

The Final CA-IBAS Phase 1 Report concluded in December 2014, which provides an update on the state of the practice for improving mobility and the traveler experience in California’s communities adjacent to the California-Baja California land POEs. The Final CA-IBAS Phase 1 Report also discusses the following topics:

- An overview of agencies involved with mobility and security matters surrounding California’s border communities.
- Identifies potential institutional structures to improve service delivery of shared projects.
- Discusses potential financing opportunities to support institutional and multi-agency projects.
- Summarizes a series of selected case studies and best practices from other U.S./Mexico border regions.

The Phase 1 Final Report can be found at:


Attachment: 1. The California-Integrated Border Approach Strategy (CA-IBAS) Study Fact Sheet
California-Integrated Border Approach Strategy (CA-IBAS)

GOALS
Address the regional mobility impacts on border communities resulting from cross border movements of people and goods from international land ports of entry.

Capture opportunities to foster the development of a structure to deliver projects via an innovative approach in planning, funding, partner-shipping.

CONTACT
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(619) 688-3610
Sergio.Pallares@dot.ca.gov

Department of Transportation
4050 Taylor Street
San Diego, CA 92110
www.dot.ca.gov/dist11

THE PROJECT
The objective of the CA-IBAS Study is to address mobility, environmental, and security impacts on the State’s border communities resulting from cross border movements of people and goods. The CA-IBAS will look at the opportunities and challenges of fostering a border coordinating entity to deliver capital projects and services via innovative institutional and financial strategies. Federal, State, regional, and local agencies, along with the private sector are invited to participate in the CA-IBAS Policy Advisory Committee (PAC).

FUNDING AND SCHEDULES
The total cost of this study is $500,000 and is funded via a State Planning and Research Grant with Caltrans District 11 acting as the project manager. The Study is divided into two phases. Phase 1, completed in December 2014, identified multi-institutional structures with innovative partnerships for project delivery. It studied seven best-case, nationwide institutional and financial strategies applicable for this Study. Phase 2, to be completed in June 2016, will describe mobility impacts to border communities, select advancement coordination mechanisms, and identify potential project delivery strategies and regulatory frameworks for the California Border Coordination Mechanism.

PURPOSE AND NEED
A common vision is needed among border community-serving jurisdictions and agencies to resolve current and future mobility issues at California’s border communities. An inter-agency collaborative approach is recommended to address border problems, challenges, and opportunities resulting from cross border traffic. This collaborative effort is hampered by the lack of a necessary legal framework, restrictive public policies, siloed institutions, funding, and programming processes. Ultimately, CA-IBAS seeks to provide the tools needed to create an efficient multimodal transportation system for people, goods, and services in these communities.

PARTNER AGENCIES
Currently the following border stakeholders have been invited to participate in this Study: the Federal Highway Administration, the U.S. Department of Homeland Security’s Customs and Border Protection, the U.S. General Services Administration, SANDAG, the Imperial County Transportation Commission, San Diego and Imperial Counties, mass transit providers, and the private sector.
CALIFORNIA INTEGRATED BORDER APPROACH STRATEGY (CA-IBAS)

OVERVIEW

• Why does California need a new border approach strategy?
  • CA-IBAS
    – Phase 1 – Lessons learned
    – Phase 2 – What’s next?
WHY DOES CALIFORNIA NEED A NEW BORDER APPROACH STRATEGY?

CALIFORNIA-MEXICO BORDER A STORY OF SUCCESS
CALIFORNIA-MEXICO BORDER
A STORY OF SUCCESS

But there is more that needs to be done!
POE IMPACTS

POE-related activities significantly impact California’s border communities;

- Transportation
- Environment
- Economy
- Infrastructure
- Quality of Life

SOUTHBOUND TRAFFIC CONGESTION
Pedestrians and bicyclists are exposed to extreme weather conditions, particularly at POEs in Imperial County.
MULTI-MODAL CONFLICTS

PEDESTRIAN AND LOCAL BUSINESS CONFLICTS
TRAFFIC ENFORCEMENT

TRUCKS BLOCK LOCAL BUSINESS ACCESS
Southbound trucks (laden) using the unpaved (0.25 miles) section of eastbound Siempre Viva Road to illegally turn right onto southbound La Media Road.

Illegal left turns from westbound Siempre Viva Road onto southbound La Media Road.

Binational Traffic Conflicts

This intersection with no signal creates a bottleneck that leads to trucks backing up past the U.S. export facility.

Equipment malfunctions:
- X-ray device
- Electronic arm
COMPLEX PROJECT COORDINATION

BORDER ISSUES ARE MULTI-JURISDICTIONAL
Solutions to border issues are...

- **Complex**: legal, regulatory, and fiscal constraints make multi-agency project delivery difficult
- **Siloed**: Each agency that works at the border has its own mission, vision, priorities, and processes

CA-IBAS: New Levels of Partnerships

- **Address** mobility, security, and environmental issues in California’s border communities;
- **Integrate** a plethora of missions, visions, performance measures, and functions;
- **Improve** the way we all serve our border communities.
CA-IBAS

Explores the creation of a new Coordination Mechanism to address mobility, security, and environmental impacts around California’s Ports of Entry

CA-IBAS PHASE 1

Exploratory:
- Identify best practices for border coordination
- Challenges and opportunities for multi-jurisdiction collaboration
- $115,000
- 1 year (Finished 12/2014)
CA-IBAS PHASE 1

- Overview of California agencies involved in mobility and security at the border
- Possible institutional frameworks that could be used to improve project delivery
- Seven case studies
- Financing options for multi-agency projects

PHASE 1 RECOMMENDATIONS

- Identified opportunities for a coordination mechanism to implement strategies for innovative capital delivery partnerships.
CA-IBAS PHASE 2 GOALS

• Describe existing mobility conditions and challenges at each of California’s border communities;
• Propose different alternatives for a coordination mechanism;
• Develop innovative planning, funding, financing, and project delivery strategies
• Provide a 5-year work plan

CA-IBAS PHASE 2

Advancement of Findings:

- Development of proposals to address California’s POEs’ impacts on border communities
- $385,000
- Completion: summer 2016
BORDER STAKEHOLDER AGENCIES

Policy Advisory Committee (Traditional Stakeholder Agencies)

A) Elected Officials:
   City of San Diego, Imperial Beach, National City, Chula Vista, Calexico,
   Secretary of the California Environmental Protection Agency
   San Diego Board of Supervisors
   County of Imperial
   County of San Diego

B) New Stakeholder Agencies:
   U. S. Department of Commerce
   San Diego Metropolitan Transit System
   San Diego-Tijuana Smart Border Coalition

Thematic Ad-Hoc Groups
   Environmental, Bicycle Groups, Community NGOs, Economic Development

Community Engagement Strategies, Personal Interviews, Meetings and Surveys.
QUESTIONS? – THANK YOU