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 5, 2015

3 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
hector.vanegas@sandag.org

Beginning in February, the parking garage elevators at Wells Fargo Plaza will undergo a six-month mechanical modernization. During this period, only one garage elevator will be in service. Please allow yourself extra time to make your way up from the garage to the SANDAG offices and Board Room. For those requiring special assistance, please call the SANDAG front desk in advance of any meetings at (619) 699-1900.

AGENDA HIGHLIGHTS

• DRAFT SAN DIEGO FORWARD: THE REGIONAL PLAN

• BORDER HEALTH EQUITY TRANSPORTATION STUDY – STORY MAP OVERVIEW

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 website. Public comments regarding the agenda can be forwarded to SANDAG via the email comment form also available on the website. Email 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.
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES  
Tuesday, May 5, 2015

ITEM NO.                      RECOMMENDATION
1. WELCOME AND INTRODUCTIONS

+2. APPROVAL OF MEETING MINUTES

Approve

The Committee on Binational Regional Opportunities (COBRO) is asked to review and approve the minutes from its February 3, 2015, 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. UPCOMING EVENTS

INFORMATION

+5. SAVE THE DATE - 2015 BINATIONAL SEMINAR: “REGIONAL VOICES, A BORDER DIALOGUE” (Hector Vanegas)

INFORMATION

Every year since 1997, SANDAG has organized an annual binational event. The Borders Committee approved that the 2015 binational event be held on Tuesday, June 2, 2015, focusing on border collaboration.

REPORTS

+6. DRAFT SAN DIEGO FORWARD: THE REGIONAL PLAN (Phil Trom)

INFORMATION

The SANDAG Board of Directors released the Draft San Diego Forward: The Regional Plan for public review and comment on April 24, 2015. The Draft Regional Plan combines the Regional Transportation Plan and Sustainable Communities Strategy with the Regional Comprehensive Plan into one planning document that provides a vision for the region’s future growth and development. SANDAG is currently soliciting comments on the Draft Regional Plan. The attached April 24th Board item discusses the release of the Draft Regional Plan. SANDAG will hold seven workshops throughout the region (flier attached).
7. BORDER HEALTH EQUITY TRANSPORTATION STUDY – STORY MAP OVERVIEW (Dan Gallagher)

In February 2015, SANDAG completed the Border Health Equity Transportation Study (BHETS), documenting the links between the built environment and health outcomes in the San Ysidro community near the U.S.-Mexico border.

Staff will show the story map that illustrates the 16 recommendations resulting from the BHETS.

8. NEXT MEETING DATE

The eighteenth annual Binational Seminar: “Regional Voices, a Border Dialogue” is scheduled for Tuesday, June 2, 2015, from 12:30 to 4:30 p.m. at Caltrans, District 11 (Garcia Room).

The next regular meeting of the COBRO is scheduled for Tuesday, July 7, 2015, from 3 to 4:30 p.m. at SANDAG.

+ next to an item indicates an attachment
MINUTES OF THE FEBRUARY 3, 2015, MEETING

1. WELCOME AND INTRODUCTIONS

The February 3, 2015, Committee on Binational Regional Opportunities (COBRO) meeting, was called to order by Co-Chair Remedios Gómez Arnau, Consulate General of Mexico in San Diego, at 3 p.m.

Members present were: Efraín Ibarra and Angelika Villagrana, South County Economic Development Council (South County EDC); Arturo González, City of Tijuana; Sergio Pallares, Caltrans; Vivian Moreno, City of San Diego; Mariano Escobedo and Heidy Salum, State Government of Baja California; Justine Kozo, County of San Diego; Tito Alegría, El Colegio de la Frontera Norte (COLEF); Nathan Owens, San Diego Dialogue; Alicia López, Consular Officer from the Consulate General of Mexico in San Diego; James Clark, San Diego-Tijuana Smart Border Coalition; Angelika Suarez, Southwestern College; Mark Baza, Imperial County Transportation Commission (ICTC); Jason Wells, San Ysidro Chamber of Commerce.

SANDAG staff members present were: Héctor Vanegas, Elias Sanz, Elisa Arias, and Adrian de Arriba.

2. APPROVAL OF MEETING MINUTES

When the quorum was reached, Co-Chair Gómez Arnau solicited motions to approve the meeting minutes for the November 4, 2014, meeting. Upon a motion by Efrain Ibarra, and a second by Arturo González, COBRO unanimously approved the minutes of the November 4, 2014 meeting.

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

Co-Chair Gómez Arnau invited the members and the public to share any comments or announce any upcoming events.

Armando Ramos, member of the public, discussed a document which was presented to the Mexican Institute of Fine Arts regarding the demolition of “La Concha.” Mr. Ramos argued against the demolition of La Concha due to its historic and architectural importance.

Daniel Gomez, member of the public, spoke on the importance of “non-motorized modes of transportation” such as biking and walking. Mr. Gomez mentioned that La Concha, also utilized as a pedestrian bridge, is an important piece of infrastructure for people walking across the border.

Co-Chair Gómez Arnau invited further comments from the committee but no comments were made.
CONSENT

+4. UPCOMING EVENTS

Co-Chair Gómez Arnau invited attendees to review upcoming events included in the agenda packet.

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

REPORTS

+5. PROPOSED THEME AND DATE OF THE 2015 SANDAG ANNUAL BINATIONAL EVENT (Hector Vanegas)

Héctor Vanegas, SANDAG, talked about the recommendation that the 2015 Binational Event be held on September 2, 2015, at the Garcia Room. Mr. Vanegas thanked Caltrans for allowing the event to be held in their facilities. The recommended theme for the event will be how to foster regional dialogue and border opportunities.

Action: Upon a motion by Jason Wells, and a second by Efraín Ibarra, COBRO unanimously recommended the date and theme of the 2015 binational event.

+6. PEDESTRIAN AND BICYCLE TRANSPORTATION ACCESS STUDY FOR THE CALIFORNIA/MEXICO LAND PORTS OF ENTRY (Virginia Mendoza, Imperial County Transportation Commission; Seth Torma, Parsons Brinckerhoff)

Mark Baza, ICTC, provided a brief introduction by highlighting that this was the first access study analyzing pedestrians and bicycles. Mr. Baza thanked Caltrans for the grant to be able to carry out the study, and introduced Seth Torma.

Seth Torma, Parsons Brinckerhoff, presented the study and discussed some of the current conditions and recommended projects and improvements that were identified. Mr. Torma noted that the final report was expected to be released on February 27, 2015, and welcomed any comments before this date.

Tito Alegría, COLEF, suggested that the expected projects for the individual POEs be reviewed, as some of the suggested projects and recommendations could already be underway. Mr. Torma responded by noting that the point of the study was to build on pre-existing efforts and plans, and then gave a few examples on how it incorporates existing projects into the study. Mr. Baza added that the study includes a detailed description of the proposed projects, and encouraged COBRO to review these and make comments if something was missed regarding existing plans.

Jason Wells asked whether the group was open during the comment period to giving presentations specific to certain POEs. Mark Baza responded that it was possibility.

Angelika Suarez, Southwestern College, added that she was very excited to see progress in this area as it makes it easier and more accessible for everyone to cross the border.

Co-Chair Gómez Arnau invited further comments and then introduced the next agenda item.
7. OUTCOMES FROM TIJUANA INNOVADORA 2014 (Laura Araujo, Tijuana Innovadora)

Laura Araujo, Tijuana Innovadora, discussed the event, its sponsors, and some of the topics from selected panels. Furthermore, Ms. Araujo provided some statistics regarding the attendance and success of the event. In closing, Ms. Araujo discussed ways in which to increase the success of the even in the future, by promoting increased attendance from both sides of the border.

After soliciting comments and/or suggestions from the committee, Co-Chair Gómez Arnau acknowledged the importance of the organizers and volunteers that made the event possible and introduced the next agenda item.

8. SOUTH COUNTY ECONOMIC DEVELOPMENT COUNCIL’S 5 YEAR ECONOMIC DEVELOPMENT WORK PLAN (Efrain Ibarra, South County EDC)

Efrain Ibarra, South County EDC, discussed South County EDC’s 5 Year Economic Development Program, focusing on key industry clusters and how the region can benefit from identifying important synergies. Mr. Ibarra also mentioned the importance of identifying strategic partners, and discussed the potential for the region moving forward.

Kevin Swanson, member of the public, suggested boosting educational activities in South County to support economic development there.

9. NEXT MEETING DATE

Co-Chair Gómez Arnau thanked the committee for its time and informed the group that the eighth annual joint meeting of the Borders Committee, COBRO, and the municipalities and State of Baja California is scheduled for Friday, March 27, 2015, from 12:30 to 2:30 p.m., at SANDAG.
UPCOMING EVENTS

WHAT: Business After Five Mixer
San Diego Regional Chamber of Commerce
WHEN: May 5, 2015
WHERE: SDG&E Energy Innovation Center, 4760 Clairemont Mesa Boulevard, San Diego, CA 92117
MORE INFO: (619) 544-1370 or eventregistration@sdchamber.org

WHAT: Waste and Northern Mexico. Challenges and Prospects for their Sustainable Management
El Colegio de la Frontera Norte
WHEN: May 6, 2015
WHERE: House Colef
MORE INFO: http://www.colef.mx/?post_type=evento

WHAT: Multi Chamber Spring Mixer
Otay Mesa Chamber of Commerce, San Ysidro Chamber of Commerce, Chula Vista Chamber of Commerce, Imperial Beach Chamber of Commerce, and National City Chamber of Commerce
WHEN: May 6, 2015
WHERE: San Diego Country Club, 88 L Street, Chula Vista, CA 91911
MORE INFO: (619) 661-6111 or www.otaymesa.org

WHAT: Environmental Policy Changes, Tensions and Prospects
El Colegio de la Frontera Norte
WHEN: May 12, 2015
WHERE: Auditorium Guillermia Valdes-Villalva
MORE INFO: http://www.colef.mx/?post_type=evento

WHAT: Main Challenges of the Aerospace Sector in Mexico, Brazil and Canada
El Colegio de la Frontera Norte
WHEN: May 13, 2015
WHERE: Menlo auditorium, Pit2, Chihuahua
MORE INFO: http://www.colef.mx/?post_type=evento
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<th>WHAT:</th>
<th>Exploring Transnational Economic, Social and Political Participation of Latino Immigrants in Oregon</th>
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<td>WHEN:</td>
<td>May 13, 2015</td>
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<td>WHERE:</td>
<td>Institute of the Americas, Deutz Conference Room</td>
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<td>MORE INFO:</td>
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<th>WHAT:</th>
<th>Cross-Border Visions for 2015 Luncheon</th>
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<td>WHEN:</td>
<td>May 13, 2015</td>
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<td>WHERE:</td>
<td>The US Grant (Presidential Ballroom), 326 Broadway, San Diego, CA, 92101</td>
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<td>MORE INFO:</td>
<td>(619) 544-1370 or <a href="mailto:eventregistration@sdchamber.org">eventregistration@sdchamber.org</a></td>
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<th>Japan and San Diego: An Evening of Art and Science</th>
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<td>WHEN:</td>
<td>May 18, 2015</td>
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<td>WHERE:</td>
<td>The Great Hall, UC San Diego</td>
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<tr>
<td>MORE INFO:</td>
<td>Lisa Lee at <a href="mailto:lisalee@ucsd.edu">lisalee@ucsd.edu</a></td>
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<th>WHAT:</th>
<th>New Approaches for the Promotion of Innovation, Science and Technology: Bridging Japan and San Diego</th>
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<td>WHEN:</td>
<td>May 19, 2015</td>
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<tr>
<td>WHERE:</td>
<td>Villages West, Building 1, 15th Floor, Room A, UC San Diego</td>
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<tr>
<td>MORE INFO:</td>
<td>Lisa Lee at <a href="mailto:lisalee@ucsd.edu">lisalee@ucsd.edu</a></td>
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<th>WHAT:</th>
<th>The better angels of our nature? Crime and fear of crime in contemporary Latin America</th>
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<td>WHEN:</td>
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<td>WHERE:</td>
<td>Gildred Latin American Studies Building, CILAS Library</td>
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<td>MORE INFO:</td>
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WHAT: Maritime Panel
South County Economic Development Council
WHEN: May 28, 2015
WHERE: South County Economic Development Council, 1111 Bay Boulevard Suite E, Chula Vista, CA 9191
MORE INFO: http://www.southcountyedc.com/#/events/c1d6y

San Diego Association of Governments
WHEN: June 2, 2015
WHERE: Caltrans, District 11 (Garcia Room), Old Town
MORE INFO: RSVP with Marc Baza: (619) 699-6912 or marc.baza@sandag.org

WHAT: Citizen Subjectivities Reconfigured: Social Movements, Business, and Religion in Latin America’s 21st Century Democracies
Center for U.S.-Mexican Studies
WHEN: June 03, 2015
WHERE: Gildred Latin American Studies Building, CILAS Library
MORE INFO: http://usmex.ucsd.edu/events/

Key Staff Contact: Hector Vanegas, (619) 699-1972, hector.vanegas@sandag.org
Our two countries are engaging in a new level of bilateral dialogue, in which our California– Baja California region plays an active role to enhance quality of life and binational competitiveness.

SAVE THE DATE
REGIONAL VOICES, A BORDER DIALOGUE

Tuesday, June 2, 2015, 12 noon – 4:30 p.m.

Caltrans, District 11
Garcia Conference Room
4050 Taylor Street
San Diego, CA 92110

Our California - Baja California binational “megaregion” consists of jurisdictions from both the United States and Mexico, and it’s one of the most economically and culturally vibrant areas in the world. The region encompasses nearly 6.3 million residents, 2 counties, and 25 cities of San Diego and Imperial counties, California, and 4 municipalities in the State of Baja California, Mexico. By engaging in a variety of regional activities and exploring new opportunities together, the region has developed a strong and dynamic relationship at both the local and bilateral level, accomplishing regional goals for planning and infrastructure improvement projects, increased collaboration, trade, shared manufacturing, and recreation.

The binational relationship between the United States and Mexico has evolved into several crossborder opportunities, most recently the formation of a High Level Economic Dialogue between the two countries. The SANDAG 2015 Binational Seminar will focus on the border region’s economic strengths and future opportunities, engaging the voices of our regional partners to continue strategic efforts to strengthen our regional competitiveness on a global stage, and promote border prosperity.

This event is free, but space is limited. We would appreciate confirmation of your attendance to Marc Baza at marc.baza@sandag.org or (619) 699-6912. Please do not hesitate to contact us if you have comments or suggestions.
La región fronteriza San Diego – Baja California, localizada en la intersección de importantes corredores del comercio internacional, tiene la escala, acceso y factores necesarios para competir en los mercados globalizados.

RESERVE LA FECHA
VOCES REGIONALES, UN DIÁLOGO FRONTERIZO

Martes, 2 de junio de 2015, 12:00 – 4:30 p.m.

Caltrans, District 11
Garcia Conference Room
4050 Taylor Street
San Diego, CA 92110

Nuestra “megaregión” binacional California - Baja California se conforma por jurisdicciones de Estados Unidos y México y es una de las áreas económica y culturalmente más vibrantes del mundo. La región incluye cerca de 6.3 millones de residentes en 2 países, 25 ciudades de los condados de San Diego e Imperial, en California y 4 municipalidades en el Estado de Baja California, México. Al involucrarse en una variedad de actividades regionales y explorar conjuntamente nuevas oportunidades, la región ha desarrollado fuertes lazos a nivel local y binacional, logrando metas regionales en proyectos de planeación y de mejoras a la infraestructura, mayor colaboración, comercio, manufactura compartida y de recreación.

Las relaciones binacionales entre Estados Unidos y México han derivado en varias oportunidades transfronterizas, más recientemente en la formación del Diálogo Económico de Alto Nivel entre los dos países. El Seminario Binacional de SANDAG 2015 se enfocará en las fortalezas económicas de la región y en las oportunidades del futuro, involucrando a las voces de nuestros aliados en la región para continuar los esfuerzos estratégicos para fortalecer nuestra competitividad regional en el ámbito global y promover la prosperidad fronteriza.

Este evento es gratuito, pero el cupo es limitado. Le agradeceríamos la confirmación de su intención de asistir con Marc Baza en marc.baza@sandag.org o al (619) 699-6912. Por favor no dude en comunicarse con nosotros si tuviera algún comentario o sugerencia.
DRAFT SAN DIEGO FORWARD: THE REGIONAL PLAN

Introduction

The Draft San Diego Forward: The Regional Plan (Regional Plan) combines the big-picture vision for how our region will grow over the next 35 years with an implementation program to help make that vision a reality. The Regional Plan, including its Sustainable Communities Strategy (SCS), is built on an integrated set of public policies, strategies, and investments to maintain, manage, and improve the transportation system so that it meets the diverse needs of the San Diego region through 2050.

Discussion

The following sections present a brief overview of the Regional Plan, which is followed by a discussion of the public input process as well as the major milestones leading to the anticipated adoption of the Regional Plan in fall 2015.

A Vision of Healthy and Thriving Communities

The San Diego region’s changing patterns of land use – where we live, work, and play – give us an exciting opportunity to build a smarter transportation system that reflects these changes and serves people’s evolving needs and desires. The Regional Plan is designed to strike a balance among competing interests and champion a sustainable San Diego region for generations to come. Central to the Regional Plan is its vision:

“To provide innovative mobility choices and planning to support a sustainable and healthy region, a vibrant economy, and an outstanding quality of life for all.”

The path toward achieving these goals includes several objectives: Habitat and Open Space Preservation; Regional Economic Prosperity; Environmental Stewardship; Mobility Choices; Partnerships and Collaboration; and Healthy and Complete Communities.
The Sustainable Communities Strategy

The updated general plans for San Diego’s local jurisdictions call for a region that grows more strategically than in the past, concentrating new housing and jobs in existing urban areas while preserving open space. To accomplish this, the Regional Plan’s SCS demonstrates how the regional development pattern, transportation network, policies, and programs can work together to achieve greenhouse gas (GHG) emission targets for cars and light trucks. The California Air Resources Board has set a target for the San Diego region to lower GHG emissions by 7 percent per capita by 2020, and by 13 percent per capita by 2035, compared with a 2005 baseline. The Regional Plan’s SCS will result in lowered GHG emissions that will exceed the state’s targets, reaching per capita reductions of 18 percent by 2020 and 24 percent by 2035.

The SCS includes the following five building blocks:

1. A land use pattern that accommodates the San Diego region’s future employment and housing needs, and protects sensitive habitats and resource areas.

2. A transportation network of public transit, Express Lanes and highways, local streets, bikeways, and walkways built and maintained with reasonably expected funding.

3. Managing demands on our transportation system (also known as Transportation Demand Management) in ways that reduce or eliminate traffic congestion during peak periods of demand.

4. Managing our transportation system (also known as Transportation System Management) through measures that maximize the overall efficiency of the transportation network.

5. Innovative pricing policies and other measures designed to reduce the number of miles people travel in their vehicles as well as traffic congestion during peak periods of demand.

Investing in Mobility for a Changing Region

The Regional Plan outlines nearly $204 billion in transportation investments, paid for by local, state, and federal tax dollars. Projects will be phased in as funds become available, but the goal is to complete these projects as early as possible to provide more travel choices. The Regional Plan’s investment strategy focuses heavily on expanding public transit and active transportation (biking and walking), while also reconfiguring existing highways to promote carpooling, public transit, and other alternatives to driving alone.

The Regional Plan’s public transit improvements include: double-tracking of the Amtrak and COASTER corridor and improved stations; SPRINTER double-tracking, which will enable services every 10 minutes; new Trolley lines from San Ysidro to Carmel Valley, Pacific Beach to El Cajon, Downtown San Diego to San Diego State University via Mid-City, and University City to Sorrento Valley; expanded Rapid bus services; streetcars; and local bus enhancements. Additionally, the Regional Plan includes full implementation of the regional bike network, plus safety improvements near public transit projects, highway interchanges, and schools to promote walking and biking.

The Regional Plan also includes more Express Lanes to encourage carpooling and better accommodate expanded public transit services. Features will include dynamic pricing, multiple
access points to regular highway lanes, and direct access ramps for carpools and toll-paying customers. Net revenues generated on those lanes will be used to support public transit operations.

**Using the Latest Technology to Build a 21st Century Transportation System**

To make our transportation system as efficient and user-friendly as possible, the Regional Plan envisions a network of cost-effective, high-tech tools to help transportation managers keep the system running smoothly, and to help travelers make their trips faster, more efficient, and trouble-free. These enhancements are included as Transportation Demand Management and Transportation System Management solutions in the Regional Plan. Technology embedded into the transportation system will grow even more useful when it is linked to smart phones, tablets, and other devices. In addition, future vehicle automation technology will provide additional opportunities to optimize use of San Diego's corridors.

**A Regional Plan that Promotes Sustainability and Health**

All the transportation improvements outlined in the Regional Plan are designed to serve new patterns of land use – a future with increasingly compact communities that demand a mix of easy-to-use and efficient public transit, more opportunities to walk and bike, and more efficient roadways.

Meeting these demands will support healthier communities, while protecting the environment and preserving more open space. Air quality has improved significantly over the past four decades, and the transportation investments detailed in the Regional Plan, coupled with improvements in fuel and vehicle technologies, will continue to help improve air quality throughout the San Diego region while lowering GHG emissions.

**Financing Our Future**

The Regional Plan is based on current and reasonably available financial resources that are applied to the estimated capital, operating, maintenance, and rehabilitation costs of the region's transportation system phased through 2050.

Total revenues estimated to come into the region over the 35-year span of the Regional Plan are estimated at $204 billion. All revenues have been escalated to the year that the money will be spent. The investment plan is funded by a combination of local, state, and federal revenues. Local funds make up 48 percent of the projected revenue, state funds make up 34 percent, and federal funds amount to 18 percent, with revenues phased by decade.

**Economic Analysis**

The Regional Plan's economic analysis shows that the benefits of the Regional Plan outweigh the costs by a factor of almost two-to-one, meaning that for every dollar invested in the Regional Plan, San Diegans will receive almost two dollars of benefit. Among the tangible economic benefits of implementing the Regional Plan over the next 35 years are an average of roughly 53,000 new jobs per year, an annual increase of $13 billion in gross regional product, and an annual increase of nearly $6 billion in income.
Public Input and the Adoption Process

SANDAG implemented a comprehensive public outreach and involvement program to support the development of the Regional Plan and its SCS. The Regional Plan Public Involvement Program is based on the SANDAG Public Participation Plan, which was adopted by the Board of Directors in 2012. Efforts to involve the public in the development of the Regional Plan have been tracked and recorded to chronicle the large number and wide range of activities organized and held by SANDAG beginning in 2012.

The next step will be to obtain public input on the Draft Regional Plan. To do this, a broad range of media and communication avenues are being utilized to provide information, solicit participation and input, and allow for ongoing feedback and updates. A major goal of this public involvement effort is to reach out to both nontraditional and traditional audiences to include them in the transportation planning process. To support this goal, Community Based Organizations working with SANDAG to engage lower-income and minority communities as well as seniors, disabled, and other stakeholder groups, have been conducting ongoing outreach throughout the development of the Draft Regional Plan and will continue these efforts through the public review period. The closing date for public comments on the Draft Regional Plan and its SCS is proposed for 55-days after distribution of the Draft EIR.

SANDAG will hold various subregional workshops and public hearings in May 2015 to allow for public comment on the Draft Regional Plan and its SCS and the Draft EIR. The schedule and format of the workshops will provide opportunities for questions and answers with technical staff, public comments to be submitted, and information to be shared. The public workshops have been scheduled at times and locations that will provide the best options for public participation.

Upon action by the Board of Directors, the Draft Regional Plan and its SCS will be distributed to local jurisdictions, the Metropolitan Transit System, the North County Transit District, Caltrans, and other interested parties, and will be available on the SANDAG website and on the San Diego Forward: The Regional Plan website. The Draft EIR will be released as soon as it is available in May 2015, and a deadline for public comment on the Draft EIR will be 55-days after distribution. Anticipated major milestones include:

- April 24, 2015: Release of the Draft Regional Plan and its SCS
- May 2015: Release of the Draft EIR
- May 12-28, 2015: Subregional Workshops on the Draft Regional Plan/SCS/EIR
- June 12, 2015: Public hearing at the Board of Directors Policy meeting (note that a second public hearing will be scheduled at another location before the close of the public comment period and will be widely publicized)
- July 2015: Close of public comment period for the Draft Regional Plan and its SCS and the Draft EIR (date to be determined based on release of Draft EIR)
July 2015: Transportation Committee, Regional Planning Committee, and Board of Directors review of Draft Regional Plan/SCS/EIR public comments

September 25, 2015: Board of Directors certifies Final EIR, approves air quality conformity finding, and adopts Final Regional Plan and its SCS

Note: The Draft Regional Plan, SCS and Appendices may be obtained from the SANDAG website at www.sandag.org or from the San Diego Forward: The Regional Plan website at www.sdforward.com. CDs of the entire document will be available upon acceptance of the release by the Board of Directors free of charge by contacting the SANDAG Public Information Office at (619) 699-1950. Copies of the Draft Regional Plan in printed format may be purchased for the cost of reproduction.

GARY L. GALLEGOS
Executive Director

Key Staff Contact: Phil Trom, (619) 699-7330, phil.trom@sandag.org
Provide Your Opinion on the Plan for our Region’s Future

San Diego Forward: The Regional Plan – Draft Released

For almost three years now, you — community members, stakeholders, and local agencies — have helped the San Diego Association of Governments (SANDAG) develop San Diego Forward: The Regional Plan.

Your input helped shape the Draft Plan’s vision, goals, and policy objectives as well as the transportation investments that will serve the region for many years to come.

The Draft Plan proposes a strategy for a more sustainable future which includes investing in transportation projects that will provide people more travel choices, protecting the environment, creating healthy communities, and stimulating the economy.

The SANDAG Board released the Draft Plan on April 24, 2015. Take part in a series of workshops that will be held throughout the region in May.

Come to a workshop or participate online. Learn about the Draft Plan and give us your feedback!

View and comment on the Draft Plan at SDForward.com

Seven Community Workshops

- Presentation followed by panel discussion
- Open house
- Interactive activities
- Offer your comments on the record
- Complimentary cookies and beverages
- Live-streaming of three workshops (*)

* To participate in the live-streaming sessions, visit SDForward.com at the time of the event.

Please RSVP to Rose Farris at rose.farris@sandag.org or (619) 595-5337, or via the SANDAG Region Facebook page. Families welcome.

Workshops

North County Inland

May 12, 6 to 8:30 p.m.
Escondido City Hall, Mitchell Room
201 North Broadway, Escondido, 92025

East County

May 13, 6 to 8:30 p.m.
La Mesa Community Center, Arbor View Room
4975 Memorial Drive, La Mesa, 91942

Central

May 14, 1 to 3:30 p.m.
Caltrans, District 11, Garcia Room
4050 Taylor Street, San Diego, 92110
Live-streaming on the Internet*

North County Coastal

May 20, 6 to 8:30 p.m.
Oceanside City Hall Community Rooms
300 N. Coast Highway, Oceanside, 92054

South County

May 21, 6 to 8:30 p.m.
Casa Familiar Civic Center
212 W. Park Avenue, San Ysidro, 92173
Live-streaming on the Internet*

Mid-City/Southeast San Diego

May 27, 6 to 8:30 p.m.
Jacobs Center Community Room
404 Euclid Avenue, San Diego, 92114
Live-streaming on the Internet*

University Town Centre

May 28, 6 to 8:30 p.m.
UTC Forum Hall Community Room
4545 La Jolla Village Drive, Suite E-25
San Diego, 92122

Spanish-speaking staff members and translators will be available at all seven workshops. The workshop at Casa Familiar will be conducted in Spanish with English translation available.

All locations are transit accessible. Call 511 or visit 511sd.com/transit for route information.

If you require assistance in order to participate, please contact SANDAG at (619) 699-1900 at least 72 hours in advance of the meeting. TTY: (619) 699-1904
Durante casi tres años, usted — miembros de la comunidad, partes interesadas y agencias locales — ayudó a la Asociación de Gobiernos de San Diego (SANDAG) a desarrollar San Diego Forward: El Plan Regional. Sus comentarios ayudaron a darle forma a la visión, las metas y los objetivos de las políticas del borrador del Plan, así como a las inversiones en transporte que ayudarán a la región por muchos años venideros.

El borrador del Plan propone una estrategia para un futuro más sustentable, que incluye inversiones en proyectos de transporte que le brindarán a la gente más opciones de viaje y, al mismo tiempo, protegerán el medio ambiente, crearán comunidades saludables y estimularán la economía.

La Mesa Directiva de SANDAG publicó el borrador del Plan el 24 de abril de 2015. Participe de una serie de talleres que se realizarán en mayo en toda la región. Asista a un taller o participe en línea. Conozca el borrador del Plan y proporcione sus comentarios.

Confirme su asistencia a Noe García en noe.garcia@sandag.org o al (619) 595-5397; o visite la página de Facebook de la región de SANDAG. Las familias son bienvenidas.

Consulte el borrador del Plan y proporcione sus comentarios en SDForward.com
Project Purpose and Background
In February 2015, SANDAG completed a one-year study on how the built environment – in particular transportation policies, plans, and projects – affects public health in the San Ysidro community near the San Diego-Tijuana border. The Border Health Equity Transportation Study found that health problems, such as asthma, heart disease, and injury collisions, were related to environmental factors, such as air quality, traffic congestion, and access to parks, bike paths, and other amenities. Made possible by a Caltrans Environmental Justice Planning Grant and matching funds from SANDAG, the study serves as a model planning and health assessment tool for other cities, communities, and border regions. It contributes to the growing body of research on the relationships between the built environment and public health.

Project Approach
The study focused on five main tasks: assessing existing conditions, community outreach, analyzing the potential impact of project recommendations, developing a monitoring and evaluation tool to track environmental and health indicators over time, and enabling residents to advocate for improvements through a community toolbox.

Public Engagement
SANDAG, in partnership with the community-based organization Casa Familiar in San Ysidro, hosted three public workshops to solicit input from residents. Workshop participants helped identify the highest priority health and mobility/built environment concerns in the community, and prioritize the project recommendations that can best address community health issues. At the final workshop, community members were provided with resources to advocate for change in their community.

Analysis #1: Mobility/Built Environment Factors
Compared mobility/built environment factors at the census block group level for San Ysidro and the City of San Diego.

Factors Analyzed:
- Transportation Systems
- Physical Activity Resources
- Traffic-Related Safety
- Social Support Amenities
- Food Environments
- Crime Rates
- Demographics

Analysis #2: Health Outcomes
Compared health outcome data by sub-regional area (SRA) for the South Bay SRA and the County of San Diego.

Health Outcomes Analyzed:
- Asthma
- CHD
- Cancer
- Diabetes
- COPD
- Stroke
- Psychological Disorder
- Substance Abuse
- Motor Vehicle Injury
- Cyclist Injury
- Pedestrian Injury

Analysis #3: Partial Correlations Analysis
Assesses the significance, direction and strength of the relationship between mobility/built environment factors and health outcomes.

(Continued on reverse)
Results and Recommendations

The partial correlations analysis results were used to identify existing planning projects with the most potential to improve community health. Likely health impacts that could result from implementing the recommended projects were then identified. Taking into account community and stakeholder input, a final set of sixteen recommendations were developed. The recommendations are displayed in the table above, along with the potential health outcomes that will be influenced.

For More Information

A full copy of the report is posted at sandag.org/BorderHealthEquityStudy, along with links to community resources. On this project web page, an interactive story map provides detailed site locations and descriptions of the final study recommendations.

For additional project information and updates, contact SANDAG Senior Regional Planner Dan Gallagher at dan.gallagher@sandag.org or SANDAG Regional Planner Sarah Strand at sarah.strand@sandag.org.

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Asthma</th>
<th>COPD</th>
<th>Coronary Heart Disease</th>
<th>Cerebral Injury</th>
<th>Cystic Fibrosis</th>
<th>Diabetes</th>
<th>Motor Vehicle Injury</th>
<th>Pedestrian Injury</th>
<th>Psychological Disorder</th>
<th>Stroke</th>
<th>Substance Abuse</th>
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<tr>
<td>Class II bike lane on Otay Mesa Road</td>
<td>✓</td>
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<td>Class III bike route on W. Park Avenue</td>
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<td>Identify potential funding mechanisms</td>
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This graphic from “The Hidden Health Costs of Transportation,” a report by Urban Design 4 Health, Inc. and the American Health Association, shows how transportation investments, land use patterns, and travel behavior all play a role in affecting the health of a community.
ESTUDIO DE TRANSPORTE Y EQUIDAD EN SALUD FRONTERIZA: UN ESTUDIO DE CASO DE LA COMUNIDAD DE SAN YSIDRO
HOJA INFORMATIVA

Propósito del Proyecto y Antecedentes
En Febrero del 2015, SANDAG realizó un estudio de un año sobre como el medio ambiente construido – en particular pólizas, planes y proyectos de transporte – afectan a la salud pública en la comunidad de San Ysidro que se encuentra cerca de la frontera San Diego-Tijuana. El Estudio de Transporte y Equidad en Salud Fronteriza encontró que los problemas de salud, como el asma, enfermedades del corazón, y lesiones por colisión, están relacionados con factores del ambiente, como la calidad de aire, la congestión del tráfico, y el acceso a parques, carriles bici, y otras comodidades. El Estudio, que fue posible por una beca “Caltrans Environmental Justice Planning Grant” y por fondos compensatorios de SANDAG, sirve como una herramienta de modelo para asesorar la planeación junto con salud para otras municipalidades, comunidades, y regiones fronterizas. El Estudio contribuye al cuerpo de investigación que sigue creciendo y marca las relaciones entre el medio ambiente construido y la salud pública.

Enfoque del Proyecto
El estudio se enfocó en cinco tareas principales: evaluación de condiciones existentes, alcance comunitario, análisis de los impactos potenciales de las recomendaciones, desarrollo de una herramienta de monitoreo y evaluación para dar seguimiento a indicadores del ambiente y salud con el tiempo, y para permitir que residentes aboguen por las mejoras con una caja de herramientas comunitarias.

Compromiso Público
SANDAG, en colaboración con la organización comunitaria Casa Familiar en San Ysidro, organizó tres talleres abiertos al público para solicitar la opinión de los residentes. Los participantes en los talleres ayudaron a identificar las prioridades más urgentes en cuanto preocupaciones de salud y movilidad/medio ambiente construido en la comunidad, y dieron prioridad a las recomendaciones de este proyecto que puedan impactar de mejor manera temas de salud comunitaria. En el

(Continúa al reverso)
taller final, se les presentó a miembros de la comunidad recursos para abogar por cambios en su comunidad.

**Resultados y Recomendaciones**

Los resultados del análisis de co-relaciones parciales se utilizaron para identificar proyectos de planeación urbana existentes con el mayor potencial de mejorar la salud comunitaria. Luego se identificaron probables impactos a la salud que resulten por implementación de los proyectos. Tomando en cuenta el aporte de la comunidad y el grupo de expertos técnicos, se desarrolló un conjunto final de dieciséis recomendaciones. Las recomendaciones se muestran en la tabla arriba, junto con los resultados de salud que serán influenciados.

**Para Más Información**

Una copia completa del reporte se encuentra en [sandag.org/BorderHealthEquityStudy](http://sandag.org/BorderHealthEquityStudy), junto con links a los recursos comunitarios. En esta página web del proyecto, se encuentra un mapa de la historia interactiva que ubica y detalla las descripciones de las recomendaciones finales del estudio.

Para información adicional del proyecto y actualizaciones, contacte al Planificador Regional Superior de SANDAG, Dan Gallagher: dan.gallagher@sandag.org o a la Planificadora Regional de SANDAG Sarah Strand: sarah.strand@sandag.org.

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**Este gráfico proveniente de "The Hidden Health Costs of Transportation," un reporte de Urban Design 4 Health, Inc. y la American Health Association, muestra como la inversión en transporte, los diferentes patrones en uso de terreno, y el análisis de hábitos de transporte, afectan la salud de la comunidad.**