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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, September 1, 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
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AGENDA HIGHLIGHTS

- **OUTCOMES FROM THE 2015 BINATIONAL SEMINAR - "REGIONAL VOICES, A BORDER DIALOGUE" AND TASK FORCE RECOMMENDATIONS**
- **2014 SAN DIEGO–BAJA CALIFORNIA BORDER CROSSINGS AND TRADE STATISTICS**
- **CALIBAJA INDUSTRY CLUSTER STUDY: PHASE I FINDINGS**
- **THE STUDENTS WE SHARE: A CROSSBORDER WORKFORCE DEVELOPMENT PRIORITY**

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 .

MEMBER AGENCIES

Cities of
 Carlsbad
 Chula Vista
 Coronado
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 El Cajon
 Encinitas
 Escondido
 Imperial Beach
 La Mesa
 Lemon Grove
 National City
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 Poway
 San Diego
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 County of San Diego

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 of Transportation
 Metropolitan
 Transit System
 North County
 Transit District
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 Department of Defense
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 Water Authority
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 Tribal Chairmen's Association
 Mexico

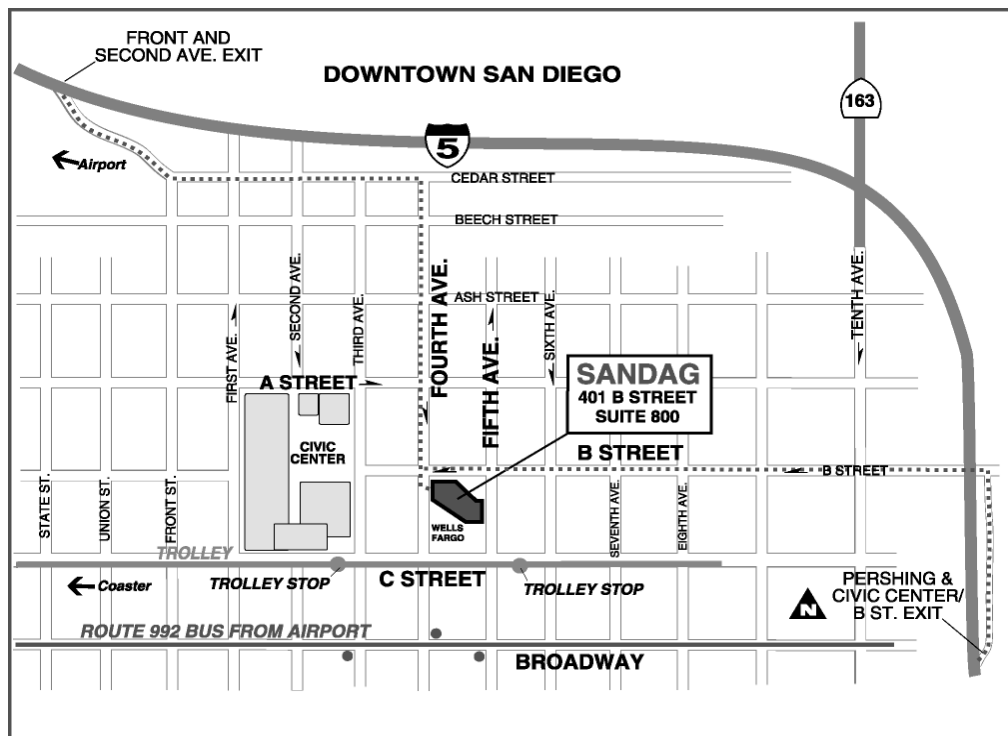


Welcome to SANDAG! Members of the public may speak to the COBRO on any item at the time that the Committee is considering the item. Please complete a Speaker's Slip which is located in the rear of the room and then present the slip to Committee staff. Also, members of the public are invited to address 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 sandag.org under meetings on the SANDAG 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.

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COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

Tuesday, September 1, 2015

ITEM NO.		RECOMMENDATION
1.	WELCOME AND INTRODUCTIONS	
+2.	APPROVAL OF MEETING MINUTES The Committee on Binational Regional Opportunities (COBRO) is asked to review and approve the minutes from its May 5, 2015, meeting.	APPROVE
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.	COBRO CALENDAR OF MEETINGS FOR FY 2016	INFORMATION
REPORTS		
+6.	OUTCOMES FROM THE 2015 BINATIONAL SEMINAR - "REGIONAL VOICES, A BORDER DIALOGUE" AND TASK FORCE RECOMMENDATIONS (Chair Paul Ganster, Director of the Institute for Regional Studies of the Californias at San Diego State University) The COBRO Binational Seminar Task Force met on August 4, 2015, to discuss the outcomes of the 2015 Binational Seminar held on June 2, 2015, and to prepare recommendations for COBRO's review and input. Based on input received from COBRO, these recommendations will be forwarded to the Borders Committee for action.	RECOMMEND
+7.	2014 SAN DIEGO-BAJA CALIFORNIA BORDER CROSSINGS AND TRADE STATISTICS (Marc Baza) This report will provide information on the 2014 border crossings and trade statistics at the San Diego-Baja California land ports of entry with data collected from the U.S. Department of Transportation, based on data from the U.S. Department of Homeland Security/Customs and Border Protection.	INFORMATION

- +8. CALIBAJA INDUSTRY CLUSTER STUDY: PHASE I DRAFT FINDINGS (Daniel Flyte; and Alejandro Brugués, El Colegio de la Frontera Norte)**

As part of the CaliBaja Research Initiative, this report describes progress and findings from Phase I and efforts to identify traded industry clusters in the CaliBaja Binational Mega-region, which is composed of San Diego County, Imperial County, and Baja California.

INFORMATION
- +9. THE STUDENTS WE SHARE: A CROSS-BORDER WORKFORCE DEVELOPMENT PRIORITY (Melissa Floca, Center for U.S.-Mexican Studies, UC San Diego)**

UC San Diego's Center for U.S.-Mexican Studies is launching a two-year research project in collaboration with researchers at University of California, Los Angeles, University of California, Riverside, the Colegio de la Frontera Norte, and the Universidad Autónoma de Baja California to focus on the ways in which migration affects youths' perspectives on future educational and professional opportunities and offer policy solutions for policymakers in California and Baja California to respond to the specific needs of the shared student population.

INFORMATION
- 10. NEXT MEETING DATE**

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

INFORMATION

+ next to an item indicates an attachment

San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

September 1, 2015

AGENDA ITEM NO.: **2**

Action Requested: APPROVE

MAY 5, 2015, MEETING MINUTES

File Number 3400200

1. WELCOME AND INTRODUCTIONS

The May 5, 2015, Committee on Binational Regional Opportunities (COBRO) meeting, was called to order by Dr. Paul Ganster, Director of the Institute for Regional Studies of the Californias at San Diego State University and Chair of SANDAG COBRO, at 3 p.m.

Members present were: Vice Consul Alicia López and Jesus López, Consulate General of México in San Diego; Efraín Ibarra, South San Diego County Economic Development Council (EDC); Vivian Moreno, City of San Diego; Cecilia Luken, Fundación Internacional de la Comunidad, A.C.; Dave Fege, U.S. Environmental Protection Agency; Miguel Tapia, City of Chula Vista; Tito Alegría, El Colegio de la Frontera Norte; Justine Kozo, County of San Diego; Mariano Escobedo and Heidy Salum, Gobierno del Estado de Baja California; Viviana Ibáñez, Otay Mesa Chamber of Commerce; Nathan Owens, San Diego Dialogue at University of California San Diego; Vivian Salazar, City of Tijuana; Alicia Lopez, Consulate General of Mexico in San Diego; Paola Avila, San Diego Chamber of Commerce; Jason Wells, San Ysidro Chamber of Commerce.

SANDAG staff members present were: Héctor Vanegas, Elisa Arias, Elias Sanz, Marc Baza, Laurie Gartrell, Phil Trom, Linda Culp, and Dan Gallagher.

2. APPROVAL OF MEETING MINUTES (Approve)

Action: Chair Ganster solicited motion to approve the February 3, 2015, meeting minutes. Upon a motion by Mr. Ibarra, and a second by Mr. Fege, COBRO unanimously approved the February 3, 2015, meeting minutes.

3. PUBLIC COMMENTS/COMMUNICATIONS AND MEMBER COMMENTS

Chair Ganster introduced the first speaker, Linda Culp, SANDAG, and asked her to open the comment section.

Ms. Culp announced that SANDAG is going to apply for a statewide active transportation grant funds (Caltrans) for the "Border to Bayshore/Bayshore Bikeway" project, an eight and a half mile bikeway project that stretches from the San Ysidro border crossing to the City of Imperial Beach. Ms. Culp mentioned that although the project is just getting started, the application will be made on June 1, 2015. She also invited the audience to write letters of support, and to ask any questions related to the project.

Darinka Carballo, Director of Fundación Gaia, started her presentation by playing a video and then she explained the history and purposes of the foundation. Fundación Gaia is a nonprofit organization which focuses on the development of social work and social integration projects. Ms. Carballo explained that the organization is working on a research project that supports the people who lived in the Tijuana Canal and was evacuated by the Mexican government. She concluded by inviting the audience to establish a binational collaboration in order to address the issues of the people who were evacuated from the Tijuana canal, which was composed by a large community of deported individuals.

Chair Ganster invited further comments or announcements from COBRO members.

Efraín Ibarra, South County EDC, announced that South County EDC is going to have its 25th annual economic summit on October 2, 2015, at San Diego Convention Center. He invited the members to visit the website for further information.

Elizabeth Hensley Chaney, Alianza por el Ciclismo, made an invitation to the 5th annual "Tijuaneando en Bici" event, which will take place on May 15, 2015, on the Mexican side of the San Ysidro Port of Entry, crossing the U.S.-Mexico border at San Ysidro. Mr. Wells added to this invitation by stating the significance of crossing the border biking from Tijuana to San Ysidro.

Paola Avila, San Diego Regional Chamber of Commerce, announced that the Border Health Consortium of the Californias is holding meetings that engage stakeholders from the binational region. She mentioned that these meetings have been attended by members of SANDAG, the Imperial County Transportation Commission, and other stakeholders in order to discuss topics such as transportation, and bicycles and pedestrian access studies. Ms. Avila invited members to attend the meetings.

James Clark, Smart Border Coalition, announced that the Smart Border Coalition in partnership with the Institute of the Americas at UC San Diego is having a lunch on September 22, 2015, to celebrate the 20th anniversary of the Secure Electronic Network for Travelers Rapid Inspection program. The program also includes the Envision 2020 projects which studies how the border is going to look by 2020.

CONSENT

4. UPCOMING EVENTS (Information)

Mr. Vanegas invited attendees to review the "Upcoming Events" section included in the agenda packet.

5. SAVE THE DATE - 2015 BINATIONAL SEMINAR: "REGIONAL VOICES, A BORDER DIALOGUE" (Information)

Mr. Vanegas encouraged COBRO members to be part of the event and volunteer at the annual Binational Seminar held on June 2, 2015, at Caltrans. Mr. Vanegas also took the opportunity to thank Caltrans for facilitating the venue.

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

REPORTS

6. DRAFT SAN DIEGO FORWARD: THE REGIONAL PLAN (Information)

Phil Trom, SANDAG, talked about the release of the Draft San Diego Forward: The Regional Plan (Regional Plan), which looks out into the future to provide innovative and sustainable mobility planning, a healthy region of vibrant economy, and outstanding quality of life. Mr. Trom mentioned that this project started with a lot of public engagement and community-based organizations, such as Casa Familiar, who have helped to get to communities that are difficult to be reached.

Mr. Trom discussed the first goal of the Regional Plan, which is innovative mobility planning. He mentioned that choices and mobility options are being looked at in the regional system. Mr. Trom continued the presentation by showing figures and statistics in order to compare the current region's demographics to the predicted statistics of the year 2050. He explained that the major changes will occur within the existing community, which gives an opportunity to discuss mobility options to meet transportation needs. Mr. Trom also mentioned some of the current and future major transit projects.

The second topic that Mr. Trom covered was the healthy environment and communities section of the Regional Plan. Mr. Trom explained that this section includes the use and preservation of open spaces over time, and housing growth in the region. He continued by presenting figures that compared the predicted open space use to the actual use which displays a development within existing communities. Mr. Trom explained that one way of achieving open space preservation, is through mechanisms such as the Environmental Mitigation Program and SANDAG incentives for smart growth developments throughout the region.

Mr. Trom continued his presentation by commenting that, together, the open space preservation and the land use perspective to preserve the environment creates vibrant communities while providing more transportation choices. Mr. Trom also mentioned that the Regional Plan also addresses climate change by studying per capita greenhouse emissions. Additionally, the Regional Plan seeks to reduce emissions by the advancement of clean cars in the region, the use of cleaner fuels, and reducing vehicle miles traveled, by providing more transportation choices. He stated that the mobility options discussed in the Plan reduce emissions by 18 percent by 2020, 24 percent by 2035, and 30 percent by 2050.

The last topic discussed in the presentation was the vibrant economy. Mr. Trom discussed that the Regional Plan started when the San Diego region was coming out of the recession and the economy was a topic of priority. He mentioned that for every dollar invested in the Regional Plan, nearly two dollars of economic benefits would be recovered. Mr. Trom went also mentioned that the Regional Plan produces 53,000 annual jobs, and about 20 percent of those jobs are from construction and operations, and \$13.4 billion in annual increased gross regional product. He explained that about half of the funding for this Regional Plan comes from local sources, 34 percent from the state, and 18 percent from federal sources.

Mr. Trom concluded his presentation by highlighting that the results of the Regional Plan includes preservation of more than half of the region's permanent open space, provides more mobility choices for the region, yields almost two dollars per every dollar invested, and reduces greenhouse gas emissions.

Chair Ganster asked if the economic benefits mentioned in the Regional Plan include the calculation of savings through improving reduction of greenhouse gases. Elisa Arias, answered that most of the economic benefits come from the travel time savings, but the Regional Plan also looks at safety, and environmental benefits which includes air quality and greenhouse gas reductions. Chair Ganster also asked about Tijuana's figures regarding passenger vehicles by 2050. Ms. Arias answered that the Regional Plan includes projections of vehicle use, pedestrian travel, and transit outside the region, including Tijuana, Orange County, and Imperial County, and The Regional Plan also tries to predict the crossborder travel.

Mr. Trom added that the public comment section included seven sub-regional workshops, and one of those workshops took place in San Ysidro, and invited the members to take a look at the Regional Plan and provide additional feedback.

Nathan Owens asked what border crossing and border capacity scenarios were assumed in order to make the projections included in the Regional Plan. Ms. Arias answered that the Regional Plan considers the improvements of the San Ysidro Port of Entry (POE), the existing Otay Mesa POE, and the future Otay Mesa East POE.

Tito Alegría asked if the rate of growth included in the Regional Plan considers México. Mr. Trom answered that the Plan only tracks San Diego County growth, but the projection of traffic growth incorporate transportation development. Ms. Arias added that a household travel survey was conducted in Tijuana in order to understand travel patterns in the region. Mr. Alegría mentioned that the difference of salaries on both sides of the border is going to increase and this will cause more people crossing the border to work in San Diego. He recommended taking into account this difference and its impact on travel patterns. Ms. Arias responded by stating that SANDAG looks at long term trends that consider demographics and economic models. Ms. Arias also added that SANDAG is working with El Instituto Metropolitano de Planeación de Tijuana (IMPLAN) to gather data to understand crossborder travel patterns.

7. BORDER HEALTH EQUITY TRANSPORTATION STUDY – STORY MAP OVERVIEW (Information)

Mr. Gallagher began his presentation by highlighting mobility and health related issues affecting the border community of San Ysidro, such as air quality, traffic congestion, and access to services, among others. He explained that the goal of this study was to identify these issues in order to develop recommendations to address those concerns. The study will also serve as a template and model that could be easily replicated by other border regions, communities, or agencies. Mr. Gallagher mentioned that the story map includes recommendations that were identified by a previous conditions analysis, previous recommendations done by the community, and stakeholder inputs. The recommendations include pedestrian and bike improvements, parks and trail access improvements, transit improvements, improvements targeted to the youth in the community, air quality monitoring programs, and funding sources for implementation, among others.

8. NEXT MEETING DATE (Information)

Chair Ganster informed the group that the next meeting of COBRO would take place on Tuesday, September 1, 2015, at SANDAG.

San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

September 1, 2015

AGENDA ITEM NO.: **4**

Action Requested: INFORMATION

UPCOMING EVENTS

File Number 3400200

WHAT: **The Vulnerability of Migrants in Mexico**

El Colegio de la Frontera Norte

WHEN: September 1, 2015

WHERE: Contact COLEF

MORE INFO: informes@colef.mx or +52 (664) 631 6300

WHAT: **5th International Congress of Productivity, Competitiveness and Human Capital of Organizations**

Universidad Autónoma de Baja California (UABC)

WHEN: September 2, 2015

WHERE: UABC campus Tijuana

MORE INFO: www.facebook.com/congresointernacional.procomcap

WHAT: **Being Good Neighbors: Sustainable Solutions to Homelessness and Addiction in a Border Community**

Trans-Border Institute at University of San Diego

WHEN: September 3, 2015

WHERE: Joan B. Kroc Institute for Peace and Justice Theatre

MORE INFO: www.sandiego.edu/peacestudies/institutes/tbi/events.php

WHAT: **How to Comply with "CARB" Regulations**

Otay Mesa Chamber of Commerce

WHEN: September 3, 2015

WHERE: SWC Higher Education Center, Otay Mesa, Room 4500

MORE INFO: www.otaymesa.org/category/news-events/upcoming-events

WHAT: Small Business Awards Mixer
San Diego Regional Chamber of Commerce
WHEN: September 9, 2015
WHERE: Quartyard. 1102 Market Street, San Diego, CA, 92101
MORE INFO: sdchamber.org/events-and-programs/chamber-events.html

WHAT: 15th Anniversary of "Save the Beach"
El Colegio de la Frontera Norte
WHEN: September 19, 2015
WHERE: Playas de Tijuana
MORE INFO: informes@colef.mx or +52 (664) 631 6300

WHAT: SENTRI at 20 Envision 2020
Institute of the Americas
WHEN: September 22, 2015
WHERE: Malamud Room in the Weaver Center Institute of the Americas
MORE INFO: SHERRY@IAMERICAS.ORG or at (858) 964-1723

WHAT: Variability and Climate Change in Mexico
El Colegio de la Frontera Norte
WHEN: September 23, 2015
WHERE: Casa Colef
MORE INFO: +52 664 631 6300

WHAT: One Region One Voice, Mission to Washington Dc
San Diego Regional Chamber of Commerce
WHEN: September 27, 2015
WHERE: The Madison Hotel, Washington DC
MORE INFO: ktruong@sdchamber.org or at 619-544-1370

WHAT: 2015 National Manufacturing Day
San Diego Regional EDC
WHEN: October 2, 2015
WHERE: Liberty Station Conference Center
MORE INFO: www.sandiegobusiness.org/mfg-day

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

San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

September 1, 2015

AGENDA ITEM NO.: **5**

Action Requested: INFORMATION

COBRO CALENDAR OF MEETINGS FOR FY 2016

File Number 3400200

The following meeting dates are proposed for the COBRO meetings in FY 2016 (July 2015 to June 2016). Meetings will be held at SANDAG, 401 B Street, Suite 800, San Diego, California from 3 to 4:30 p.m., unless noted otherwise.

- Tuesday, September 1, 2015
- Tuesday, November 3, 2015
- Tuesday, February 2, 2016
- Friday, March 25, 2016, 12:30 p.m. (Joint Meeting with the Borders Committee and the Municipalities and State of Baja California)
- Tuesday, April 5, 2016 (*Tentative*)
- Tuesday, June 7, 2016, To Be Determined (*Tentative: Annual Binational Event*)

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

San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

September 1, 2015

AGENDA ITEM NO.: **6**

Action Requested: RECOMMEND

OUTCOMES FROM THE 2015 BINATIONAL SEMINAR -
"REGIONAL VOICES, A BORDER DIALOGUE" AND
TASK FORCE RECOMMENDATIONS

File Number 3400200

Introduction

The 2015 Binational Seminar "Regional Voices, A Border Dialogue" was held on Tuesday, June 2, 2015, at the Caltrans District 11 headquarters in Old Town. The SANDAG event had the sponsorship of Caltrans District 11, Imperial County Transportation Commission, and the Consulate General of Mexico in San Diego. The 2015 Binational Seminar focused on regional partnerships within the context of the recent joint federal binational initiative of the High Level Economic Dialogue (HLED). The event was attended by local stakeholders and representatives from government and planning agencies located on both sides of the U.S./Mexico border. A White Paper was prepared building upon past seminar discussions and identifies continuous collaboration efforts between the United States and Mexico at the local, regional, state, and federal levels. The document also identifies recent planning efforts that have been completed, or are currently in progress, intended to provide background and context for discussions during the event. A summary of the event is attached to this report (Attachment 1).

Recommendation

Based on discussion of key points and Thematic Highlights from the 2015 Binational Seminar (Attachment 2), the 2015 Binational Seminar Task Force participants propose that the Committee of Binational Regional Opportunities (COBRO) consider the following:

- Solicit the offices of the Consulate General of the United States in Tijuana, and the Consulate General of México in San Diego to promote the inclusion of representation from the San Diego-Baja California border region within the HLED.
- Amongst the members of COBRO, compose a shortlist of "shared" border issues upon which, a framework can be built to achieve HLED goals for our region.

Discussion

For the past 18 years, SANDAG has organized a binational event annually to promote crossborder collaboration on a variety of shared issues between the California-Baja California region. The binational seminar is supported by a joint partnership between SANDAG – through its COBRO – and other stakeholders in the California-Baja California binational region. COBRO members engage in a

variety of activities at both local and United States-Mexico bilateral levels to achieve regional goals of increased collaboration, information sharing, infrastructure improvements, trade, shared manufacturing, and recreation, among others. The overall purpose of the annual binational events has been to bring together stakeholders from both sides of the border to address critical regional issues and identify future opportunities and potential solutions.

Introductions to begin the event were provided by SANDAG Borders Committee Chair John Minto and Dr. Paul Ganster, Chair of the SANDAG COBRO. SANDAG Executive Director, Gary Gallegos, began the presentations with an overview of the border region accomplishments. To start the dialogue, Borders Committee Member, Councilmember David Alvarez of the City of San Diego, shared the importance of binational collaboration throughout our region, and introduced the members of COBRO. Followed by a panel discussion from COBRO members, Councilmember Alvarez provided a brief introduction to each of the six COBRO panelists: Denice García, Director of Binational Relations of the City of San Diego; Paola Ávila, Vice President of International Policy of the San Diego Regional Chamber of Commerce; Tito Alegría, Professor of Planning at El Colegio de la Frontera Norte; and Jason Wells, Executive Director of the San Ysidro Chamber of Commerce. Members shared their experiences, as well as challenges and opportunities for an active and efficient border dialogue. Following the dialogue discussed by COBRO members, a presentation was provided on *Go Global San Diego*, a global trade and investment initiative to maximize economic competitiveness and prosperity through increased global engagement. The *Go Global* initiative was presented by Sean Barr, Vice President of Economic Development at the San Diego Regional Economic Development Corporation; and Melissa Floca, Interim Director of the Center for U.S.-Mexican Studies, UC San Diego.

During the second part of the event, Chair Minto and Chair Ganster led a short discussion setting the stage for the keynote discussion on *Refueling the United States and Mexico Bilateral Agenda: The High Level Economic Dialogue* by Michael Camuñez, Former Assistant Secretary of Commerce for Market Access and Compliance, followed by Lydia Antonio, Deputy Director General for Economic Affairs in the Ministry of Foreign Affairs of Mexico. The keynote discussion outlined the importance of commerce and a detailed strategic dialogue between the United States and Mexico, which included strategies on connectivity and competitiveness. After the keynote address a second panel discussion was assembled on Panel Reflections, Round Table, and Open Discussion: Connecting the HLED and our Border Region. The panel discussion was led by Laurie Berman, Director, Caltrans District 11; Mark Baza, Executive Director, Imperial County Transportation Commission; Remedios Gómez Arnau, Consul General of Mexico in San Diego; and Humberto Inzunza, President, Consejo de Desarrollo Económico de Tijuana. Former California State Senator Denise Moreno-Ducheny offered seminar conclusions.

The following are highlights of comments made during the event:

- The North America Free Trade Agreement (NAFTA) and the tragic events of September 11, 2001, are still important references for border matters.
- A need for a continuous dialogue to identify priorities, challenges, and opportunities prevails among community stakeholders, while acknowledging successes and accomplishments.
- The HLED was identified as the potential framework for better border policies, considering the need to include a particular axel for border issues to facilitate discussions and participation from border stakeholders.

- To be effective, efforts should focus on “shared” border issues and opportunities such as the use of new technologies, operations, and cooperation mechanisms.
- The goals should include improvements to the border infrastructure as well as strategies for achieving global competitiveness and improve quality of life in the border region.
- Partnerships from public and private sectors now are much more needed for success.
- Start expanding the border dialogue horizontally across the U.S.-Mexico border to elevate the importance of border issues.
- Results, outcomes, and recommendations from annual events should be shared with federal agencies and other stakeholders in Washington, D.C. and Mexico City.
- Making progress with a mentality that “there are no small projects.” Projects completed at the local level and considered small scale can have larger impacts regionally.

The COBRO Binational Seminar Task Force, formed by Chair Paul Ganster; Denice García, City of San Diego; Dr. Tito Alegría, El Colegio de la Frontera Norte; Nathan Owens, UC San Diego, San Diego Dialogue; Jason M-D Wells, San Ysidro Chamber of Commerce; Heidi Salum, State of Baja California; Vivian Salazar, City of Tijuana; and Mayra Vazquez, San Diego Regional Chamber of Commerce, met on August 4, 2015, to discuss the outcomes and thematic highlights from the program and public participation during the 2015 Binational Seminar, and prepared possible recommendations for COBRO’s review and input.

The Task Force reviewed comments and suggestions made during the seminar, and coincided that our binational region suffers economically due to several limitations and constraints of our current border infrastructure and the loss of opportunities resulting from our shared comparative advantages in a global context. In order for our border region to continue its pace and maintain and improve quality of life and global competitiveness, it is critical to have more local level voices heard at the federal level, ensuring adequate representation for the region within accessible collaboration mechanisms, such as the HLED. Additionally, the Task Force has identified the need for COBRO members to review the outcomes and highlights of the seminar, creating a shortlist of “shared” border issues to support the framework needed to achieve HLED goals for this region.

The group agreed that at this moment, the HLED represents the best opportunities for our two governments to collaborate and bring prosperity to the region. Gaining a voice within the HLED will not be an easy task, but there is a momentum to push for it and gaining the support from both offices of the Consulate Generals on both sides of the border could be possible for the binational representation needed at the federal level. Additionally, COBRO could serve as an outlet to facilitate the framework that would be necessary to address the needs of the San Diego-Baja California border region and gain local support through the diverse public/private partnerships that are accessible within COBRO.

The Task Force meeting also included a discussion on global competitiveness and how the NAFTA is still the reference that provided economic prosperity between our borders, but also the tragic events of September 11, 2001, resulted in heightened border security along the U.S.-Mexico international border. Additionally, a re-occurring theme that COBRO has been discussing for many years is the lack of an institutionalized border dialogue that can facilitate crossborder issues between the different levels of governments on both sides of the U.S.-Mexico border. The

Task Force further agreed that, while the border faces the challenge of creating a binational forum between the United States and Mexico, the HLED was designed in a way that border regions like the San Diego-Baja California region could gain access, which challenges COBRO members to explore creative ways to elevate our region within the HLED.

Additionally, the Task Force compiled the main themes of the outcomes and highlights from the event into five themes: Dialogue, Economy, Binational Collaboration, Infrastructure, and Leadership. Each of the five themes consisted of suggestions or statements that were received during the seminar from speakers, panelists and public participants. The Task Force analyzed each item listed and began discussing many similarities between them, agreeing that there is a need to shorten, yet broaden the listed items based on "shared" issues. Further, the Task Force discussed the need to showcase these shared needs at the federal level and strategized on how to utilize COBRO as an outlet to foster the recommendations at a high level. While some of these challenges have been identified in past seminars, the Task Force agreed that the members of COBRO could identify possible channels through which both public and private partnerships within the COBRO memberships could elevate the border regions voice to the HLED platform by working together.

Next Steps

Subject to COBRO's recommendations and approval, staff will include a report in a future Borders Committee meeting for its consideration.

Attachments: 1. 2015 Binational Seminar Task Force Meeting Summary
2. Thematic Highlights from the 2015 Binational Seminar

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.

2015 Binational Seminar Task Force Meeting Summary

SUMMARY OF THE AUGUST 4, 2015, TASK FORCE MEETING

1. Welcome and remarks

Héctor Vanegas, SANDAG, thanked the members who attended the meeting, and mentioned that a variety of good discussions and potential recommendations made this year's Binational Seminar one of the best events.

Members present were: Dr. Paul Ganster, Director of the Institute for Regional Studies of the Californias at San Diego State University and Chair of Committee of Binational Regional Opportunities (COBRO); Dr. Tito Alegría, El Colegio de la Frontera Norte; Jason Wells, San Ysidro Chamber of Commerce; Heidy Salum, State of Baja California; Vivian Salazar, City of Tijuana; Mayra Vazquez, San Diego Regional Chamber of Commerce; Nathan Owens, San Diego Dialogue at University of California San Diego; and Denise Garcia, City of San Diego.

SANDAG staff members present were: Héctor Vanegas, Marc Baza, and Daniel López.

Members who were invited, however, could not make it included the Consulate General of Mexico in Tijuana, Caltrans District 11, and South County Economic Development Council.

2. Binational Seminar Follow-up

Mr. Vanegas mentioned that a preliminary report of the Seminar was prepared and presented during the last Borders Committee meeting on July 24. Mr. Vanegas also informed the group that the Seminar material, including presentations, white paper, bios, and audios, are now posted to the website.

3. Key Reflections and Highlights

Mr. Vanegas went over some of the outcomes and highlights from the Seminar, which were categorized into five themes: Dialogue, Economy, Infrastructure, Leadership, and Binational Cooperation. (See Attachment 2 for a full list of outputs and highlights).

Mr. Vanegas mentioned that upon agreement, highlights and recommendations from the Task Force will be presented to COBRO and depending on the actions taken at the COBRO meeting, the highlights could be presented at a future Borders Committee meeting. He thanked the task force members for their continuous support and invited them to provide their opinions.



Discuss Possible Outcomes and Recommendations

Chair Ganster started by mentioning the importance of discussing the real meaning of competitiveness, trade, or development. Chair Ganster also mentioned that binational cooperation is necessary to improve quality of life on both sides of the border to produce a more competitive region. He also mentioned that due to the lack of institutionalization and continuity in government administrations, CORBO has a key role establishing continuity between projects and addressing binational issues.

Mr. Vanegas mentioned that although COBRO doesn't have the jurisdiction to implement plans; it has served for almost 20 years as an outlet that facilitates border dialogue. Tito Alegría, El Colegio de la Frontera Norte, highlighted the need to prioritize border issues and identify the opportunities to address those issues. Héctor Vanegas stated that COBRO is shaped according to San Diego's structures and objectives, which he identified that one of the issues is the absence of a counterpart on the Mexican side. Mr. Vanegas mentioned that in order to encourage a cross border dialogue, SANDAG is the only government organization in the country that has Mexico as an advisory member in the governing body since the 1970s, hosting an office of Baja California and an office and the City of Tijuana at SANDAG's facilities. He also mentioned that another challenge is that San Diego is not following any model to develop binational collaboration; therefore, SANDAG is setting the framework for other border communities.

Nathan Owens, San Diego Dialogue at UC San Diego, mentioned that COBRO should recommend to SANDAG finding the path to elevate the local concerns, such as binational planning, and include them in the High Level Economic Dialogue (HLED). He recommended finding a mechanism to elevate the region's issues to the HLED, and then find a way to implement solutions. Hector Vanegas responded that one way of implementing this recommendation could be made through both the Consul Generals of the United States and Mexico by requesting border participation in the HLED. Denice Garcia, City of San Diego, added although institutionalizing is very important, COBRO could be used as an archive and as a voice for the border region. Hector Vanegas mentioned that the Borders Committee could adopt this request and turn it into a recommendation to the Board of Directors.

Mr. Vanegas mentioned that there are a lack of institutions and mechanisms on the Mexican side that address border affairs, and he mentioned that the State of Baja and the City of Tijuana need to create a group like COBRO in order to facilitate the border dialogue on the Mexican side. Tito Alegría highlighted the importance of identifying "shared" issues in the region. Chair Ganster added that transportation can be used as a powerful tool for border communities to collaborate across international boundaries, and he mentioned that transportation can be an alternative to the institutionalization of a metropolitan planning organization in Mexico.

Mr. Vanegas continued by mentioning that one task of the border dialogue could be to convene local authorities and stakeholders to create a short list of shared issues in the border region. He summarized two recommendations that the task force could make to COBRO. The first recommendation is to request the support from the two Consul Generals to create a border dialogue within the HLED framework. The second recommendation would be COBRO working on a short list of "shared" issues that could become a priority for future discussions. Mr. Vanegas explained that once the recommendations are discussed, COBRO can approve and present them to the Borders Committee as inputs. Eventually, the Borders Committee could make a recommendation

to the Board of Directors. Once the recommendation becomes Board of Directors' actions, local support from stakeholder can be used in order to implement these actions.

Jason Wells, San Ysidro Chamber of Commerce, recognized the importance of having a border authority that comes up with ideas and encourage people to participate, and have money and resources to implement and create projects. Chair Ganster mentioned that another recommendation that COBRO could make, is that SANDAG works with NADBANK and use some of its funding as seed money for an emerging metropolitan organization on the Mexican side that links with transportation and infrastructure planning in the border region. Mr. Vanegas mentioned that although other border communities may not want to be part of the recommendations, the San Diego – Baja California region could be a pilot project and example for other communities.

Jason Wells suggested that although SANDAG has limitations and jurisdiction constraints, COBRO could identify some of the short term actions that could be made through its members. Mr. Vanegas added that this is an opportunity to review COBRO's membership. Mr. Vanegas stated that some of member may not be reflecting the border region's needs.

4. Recommendations

Based on discussion of key points and thematic highlights from the 2015 Binational Seminar, the 2015 Binational Seminar Task Force participants propose that the COBRO consider the following:

- Solicit the offices of the Consulate General of the United States in Tijuana, and the Consulate General of México in San Diego to promote the inclusion of representation from the San Diego-Baja California border region within the HLED.
- Amongst the members of COBRO, compose a shortlist of "shared" border issues upon which, a framework can be built to achieve HLED goals for our region.

5. Next Steps

Mr. Vanegas stated that the next step is to draft a report containing the two recommendations discussed during the task force meeting. The draft will be shared with the task force members first and then presented to COBRO during the next meeting.

The next meeting of COBRO would take place on Tuesday, September 1, 2015, at SANDAG.



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.

THEMATIC HIGHLIGHTS FROM THE 2015 BINATIONAL SEMINAR

DIALOGUE

- Urban areas are growing, and there are more challenges and opportunities to address. However, in order to address those challenges and capitalize on opportunities, there must be a continuous dialogue.
- It is important to continue the border dialogue in order to agree on priorities and identify their impact on the future.
- It is important to forecast economic growth in the border region; however, the dialogue also should focus on “street” level development.
- Everybody talks about the High Level Economic Dialogue (HLED) and the border, but few people really understand it and know the impacts to our borders.
- Create a strategic dialogue that engages the presidential and cabinet levels of leadership, giving both countries a stage to discuss connectivity and competitiveness.
- The structure to create a dialogue exists, but the content is variable and it comes from Washington D.C., which should be approached from the bottom up.
- Border trade is a priority of the HLED, yet border voices still need to be included in the Dialogue.
- Challenge the United States and Mexican governments to create a Border Committee to ensure that regional voices are reflected on the HLED.
- Create a small business dialogue that captures and represents the voices of small and mid-sized companies that want to conduct business with México.
- Engage more stakeholders in the border dialogue in order to discuss border opportunities.
- It is important to engage the Department of Homeland Security in the Dialogue.
- Moving the framework is the real challenge that needs to be addressed before next year’s seminar.

ECONOMY

- Making progress with a mentality that “There are no small projects.” Projects completed on small scale can have big impacts regionally.
- The world’s middle class locations are shifting, and our region must be prepared to compete to provide services and goods to those global customers.



- Jobs are an important topic, but other areas such as research and development should be areas of focus.
- Collaboration of both the public and private sector is important to engage globally and improve San Diego's competitiveness.
- People tend to focus on border facilitation, improving the crossing, railways, and technology, but our community must focus on economic development at the border itself and make the federal government recognize the importance of the border economic power.
- Address the need for an outlet through which large and small stakeholders can achieve collective impacts. This includes helping with incentives that make investment in infrastructure, economic development, links to emerging markets, links to global trade positions, and help the border communities achieve these goals.

BINATIONAL COLLABORATION

- Identify challenges, priorities, and opportunities in order to work together and find solutions on both sides of the border.
- Recognize the importance of COBRO, and use COBRO as an avenue to keep the binational agenda moving forward.
- Efforts should be made addressing shared issues, and not spending time trying to sustain a collaboration regarding different and similar issues, due of the lack of legal frames in the short term.
- It is important to address issues that require a lot of binational coordination at different levels of government, specifically the federal government.
- Partnering for global and regional leadership. The United States and México should advance a North American agenda through international bodies such as the United Nations, the European Union, or the World Trade Organization.
- Having a North American policy and strategy in order to integrate Central and South America to our economic region, in addition to Mexico.

INFRASTRUCTURE

- North America Free Trade Agreement prompted the need for the development of infrastructure needed for a competitive border region.
- Discuss how economic growth and the efficiency of the border infrastructure can affect overall prosperity in border community.
- Although achievements have been made developing infrastructure, other areas such as technology, operation, and coordination need to be addressed.
- The region can't be globally competitive if the infrastructure of the border is not supporting the growth.

LEADERSHIP

- Border leaders need to be more focused on convincing various community leaders about the economic importance of the border region.
- SANDAG, economic development agencies, local chambers, and local level jurisdictions have to provide leadership in setting up the border agenda for Washington D.C.
- SANDAG should work with the Department of Commerce in order to gain political leadership.
- Do not overlook the work of the Consulate, and instead engage future Consul Generals from both sides of the border to be involved in regional and local issues

San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

September 1, 2015

AGENDA ITEM NO.: **7**

Action Requested: INFORMATION

2014 SAN DIEGO–BAJA CALIFORNIA BORDER CROSSINGS
AND TRADE STATISTICS

File Number 3400200

Introduction

This report presents a summary of border crossings and trade statistics at the San Diego–Baja California land Ports of Entry (POE) from 1998 to 2014. Data was gathered from the U.S. Department of Transportation’s Research and Innovative Technology Administration, based on data from the U.S. Department of Homeland Security, Customs and Border Protection, and is presented in two main categories: vehicles (private vehicles, buses, and trucks) and individuals (pedestrians and passengers in vehicles). For trade statistics, the two main categories are trade carried by truck and by rail.

Discussion

The San Diego–Baja California region has three land POEs: San Ysidro–Puerta México–El Chaparral, Otay Mesa–Mesa de Otay, and Tecate–Tecate. Plans for two other POEs are underway, but are not covered in this report as they are not yet in operation: the San Diego–Tijuana Airport Cross-Border Xpress (CBX) hybrid POE facility, and the Otay Mesa East–Mesa de Otay II POE.

The San Ysidro–Puerta México–El Chaparral POE is one of the world’s busiest international land border crossings, while the Otay Mesa–Mesa de Otay POE is the main commercial gateway for international trade between California and Baja California, Mexico, and ranks third overall in commercial operations along the southern border. Lastly, the Tecate–Tecate POE is the smallest POE in the region, and is located in the eastern portion of San Diego County.

Over the past two decades, the San Diego–Baja California border region has fluctuations in crossborder travel at the three POEs. While there are numerous factors that have played into the dynamics of crossborder travel behavior, general trends have shown gradual increases in the 1990s–early 2000s, and gradual decreases from the early 2000s to 2009. However, more recently from 2010 to 2014, overall statistics are showing increasing trends in the following categories: San Ysidro pedestrian crossings (2010–2014); Otay Mesa total vehicles, total individual crossings (2011 to 2014), and total trade (2010–2014); and Tecate total individual crossings (2011 to 2014), and total trucks (2013 and 2014).

San Ysidro–Puerta México–El Chaparral POE

The San Ysidro–Puerta México–El Chaparral POE amassed more than 29.5 million total individual crossings from Tijuana to San Diego in 2014. It is estimated that a similar number of southbound crossings occurred from San Diego to Tijuana, meaning there were approximately 59 million total

crossings through this POE last year. As a point of reference, the Los Angeles International Airport (LAX) handled over 70.5 million total passengers in 2014.¹

Table 1

San Ysidro Port of Entry - Northbound Vehicle Crossings							
Vehicle Statistics	Year	Total Vehicles	% Annual Change Total Vehicles	Private Vehicles	% Annual Change Private Vehicles	Buses	% Annual Change Buses
	1998	14,582,249	—	14,474,686	—	107,563	—
	1999	15,377,586	5.5%	15,269,561	5.5%	108,025	0.4%
	2000	15,338,672	-0.3%	15,237,428	-0.2%	101,244	-6.3%
	2001	15,104,243	-1.5%	15,001,616	-1.5%	102,627	1.4%
	2002	16,538,808	9.5%	16,441,766	9.6%	97,042	-5.4%
	2003	17,519,301	5.9%	17,408,481	5.9%	110,820	14.2%
	2004	17,730,976	1.2%	17,621,030	1.2%	109,946	-0.8%
	2005	17,314,036	-2.4%	17,208,106	-2.3%	105,930	-3.7%
	2006	17,235,795	-0.5%	17,135,163	-0.4%	100,632	-5.0%
	2007	15,793,988	-8.4%	15,696,262	-8.4%	97,726	-2.9%
	2008	13,760,116	-12.9%	13,672,329	-12.9%	87,787	-10.2%
	2009	13,427,337	-2.4%	13,354,887	-2.3%	72,450	-17.5%
	2010	13,418,912	-0.1%	13,348,364	0.0%	70,548	-2.6%
	2011	12,433,956	-7.3%	12,373,011	-7.3%	60,945	-13.6%
2012	11,550,145	-7.1%	11,481,951	-7.2%	68,194	11.9%	
2013	11,407,139	-1.2%	11,346,966	-1.2%	60,173	-11.8%	
2014	12,003,231	5.2%	11,946,060	5.3%	57,171	-5.0%	

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

As shown in Table 1, the total number of northbound vehicular border crossings at the San Ysidro–Puerta México–El Chaparral POE steadily increased from 1998 to 2004, with the exception of 2000 and 2001. However, from 2005 to 2013, total vehicle border crossings, which include buses and private vehicles, experienced a downward annual tendency. However, in 2014, the POE has experienced a 5.2 percent increase in total vehicle crossings between 2013 and 2014. Additionally, since 2010, this POE has undertaken a major reconfiguration and expansion project that is expected to be completed in 2019.

The northbound individual crossing statistics at the San Ysidro–Puerta México–El Chaparral POE (Table 2) follow a similar pattern to the vehicular data. However, from 2004 to 2013, the total number of individual crossings declined 35.9 percent, but similar to total vehicle crossings, the POE has shown an increase of over 5 percent in total individual crossings between 2013 and 2014.

Additionally, the number of northbound passengers in private vehicles and buses has shown a similar trend; after steadily increasing passenger numbers from 1998 to 2003 (with the exception of the year 2000), the total number has declined by 49.5 percent from its high in 2003 to its low in 2013. However, between 2013 and 2014, total private vehicles and buses crossings went up by 5.9 percent.

¹ LAX-Los Angeles World Airports “Statistics-Ten Year Summary-Passengers” www.lawa.org/welcome_LAX.aspx?id=800

Table 2

San Ysidro Port of Entry - Northbound Individual Crossings						
Year	Total Individual Crossings	% Annual Change Total Individual Crossings	Total Passengers (Private Vehicles and Buses)	% Annual Change Total Passengers (Private Vehicles and Buses)	Pedestrians	% Annual Change Pedestrians
1998	39,644,307	—	32,734,925	—	6,909,382	—
1999	42,005,306	6.0%	34,447,132	5.2%	7,558,174	9.4%
2000	39,351,555	-6.3%	31,809,105	-7.7%	7,542,450	-0.2%
2001	45,336,547	15.2%	33,900,601	6.6%	11,435,946	51.6%
2002	45,274,997	-0.1%	37,371,514	10.2%	7,903,483	-30.9%
2003	48,727,602	7.6%	40,425,492	8.2%	8,302,110	5.0%
2004	43,872,934	-10.0%	34,415,334	-14.9%	9,457,600	13.9%
2005	41,417,164	-5.6%	33,260,814	-3.4%	8,156,350	-13.8%
2006	40,740,621	-1.6%	32,929,007	-1.0%	7,811,614	-4.2%
2007	37,022,194	-9.1%	29,265,625	-11.1%	7,756,569	-0.7%
2008	33,310,098	-10.0%	26,020,236	-11.1%	7,289,862	-6.0%
2009	30,576,138	-8.2%	24,388,012	-6.3%	6,188,126	-15.1%
2010	30,590,858	0.0%	24,150,906	-1.0%	6,439,952	4.1%
2011	30,444,678	-0.5%	21,990,287	-8.9%	8,454,391	31.3%
2012	28,662,981	-5.9%	20,528,502	-6.6%	8,134,479	-3.8%
2013	28,136,014	-1.8%	20,394,804	-0.7%	7,741,210	-4.8%
2014	29,532,518	5.0%	21,607,147	5.9%	7,925,371	2.4%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

Consistently, the total number of pedestrian crossings at the San Ysidro POE fluctuated between 1998 and 2004, but demonstrated an overall upward trend until 2004, after which numbers began to drop steadily, reaching the POE low of just over six million total pedestrians in 2009. However, the POE experienced an increase in pedestrian crossings of 2.4 percent in 2014.

Otay Mesa–Mesa de Otay POE

As shown in Table 3, the total volume of northbound vehicular border crossings (including trucks and private vehicles) at the Otay Mesa–Mesa de Otay POE steadily increased from 1998 to 2005, with the exception of 2001. However, in 2006 and 2007, the POE experienced a significant decline annually for private vehicle border crossings (15 and 18.3 percent, respectively).

The Otay Mesa–Mesa de Otay commercial POE is also the main San Diego–Baja California border crossing for trucks; this category of crossings has steadily increased every year since 1998, with the exception of slight decreases in 2003, 2007, 2009, and 2013. In 2014, truck crossings reached their highest levels, which were 33.6 percent higher than the 1998 figure. This upward trend evidences the growth in northbound travel due to the enactment of the North American Free Trade Agreement (NAFTA). Since NAFTA’s implementation in 1994, U.S. goods exports to Mexico have risen by 325 percent and Mexican total exports (goods and services) to the United States have grown 458 percent.²

In 2014, the Otay Mesa–Mesa de Otay POE processed its highest number of total northbound vehicular border crossings, with 7.7 million vehicles. This figure represents a 65 percent increase from the 2010 total vehicular crossings.

² U.S. Department of State, 2014 U.S. Embassy—Mexico City Bilateral Trade Factsheet: http://photos.state.gov/libraries/mexico/310329/april2014/2014_01_Bilateral-Trade%20.pdf

Table 3

Otay Mesa Port of Entry - Northbound Vehicle Crossings						
Year	Total Vehicles	% Annual Change Total Vehicles	Trucks	% Annual Change Trucks	Private Vehicles (Buses and Private Vehicles)	% Annual Change Private Vehicles (Buses and Private Vehicles)
1998	4,960,148	—	606,384	—	4,353,764	—
1999	5,172,755	4.3%	646,587	6.6%	4,526,168	4.0%
2000	5,581,371	7.9%	688,340	6.5%	4,893,031	8.1%
2001	4,723,242	-15.4%	708,446	2.9%	4,014,796	-17.9%
2002	4,937,375	4.5%	731,291	3.2%	4,206,084	4.8%
2003	5,682,800	15.1%	697,152	-4.7%	4,985,648	18.5%
2004	6,960,764	22.5%	726,164	4.2%	6,234,600	25.1%
2005	7,442,450	6.9%	730,253	0.6%	6,712,197	7.7%
2006	6,456,059	-13.3%	749,472	2.6%	5,706,587	-15.0%
2007	5,402,331	-16.3%	738,765	-1.4%	4,663,566	-18.3%
2008	5,575,413	3.2%	776,972	5.2%	4,798,441	2.9%
2009	4,825,296	-13.5%	684,425	-11.9%	4,140,871	-13.7%
2010	4,697,271	-2.7%	729,605	6.6%	3,967,666	-4.2%
2011	4,993,236	6.3%	744,929	2.1%	4,248,307	7.1%
2012	6,162,938	23.4%	778,929	4.6%	5,384,009	26.7%
2013	7,047,331	14.4%	769,886	-1.2%	6,277,445	16.6%
2014	7,761,634	10.1%	810,193	5.2%	6,951,441	10.7%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

The total northbound individual border crossing statistics at the Otay Mesa–Mesa de Otay POE (Table 4) exhibit a similar trend as the San Ysidro–Puerta México–El Chaparral POE data. While total individual crossings at Otay Mesa–Mesa de Otay POE have increased by nearly 4 million or 36.3 percent from 1998 to 2005, there was an overall decline of 24.7 percent between 2006 and 2010. In 2014, the Otay Mesa–Mesa de Otay POE reached its highest level of total northbound individual crossings with over 15.6 million crossings, which is over 65 percent higher than the total individual crossings in 2010.

Table 4

Otay Mesa Port of Entry - Northbound Individual Crossings						
Year	Total Individual Crossings	% Annual Change Total Individual Crossings	Total Passengers (Private Vehicles and Buses)	% Annual Change Total Passengers (Buses and Private Vehicles)	Pedestrians	% Annual Change Pedestrians
1998	10,373,371	—	9,754,213	—	619,158	—
1999	10,852,444	4.6%	10,168,397	4.2%	684,047	10.5%
2000	11,691,899	7.7%	11,043,143	8.6%	648,756	-5.2%
2001	9,865,998	-15.6%	8,863,027	-19.7%	1,002,971	54.6%
2002	11,339,951	14.9%	9,655,834	8.9%	1,684,117	67.9%
2003	12,790,033	12.8%	11,322,862	17.3%	1,467,171	-12.9%
2004	13,611,857	6.4%	12,092,230	6.8%	1,519,627	3.6%
2005	14,143,415	3.9%	12,647,219	4.6%	1,496,196	-1.5%
2006	12,541,581	-11.3%	11,156,447	-11.8%	1,385,134	-7.4%
2007	10,364,123	-17.4%	8,953,196	-19.7%	1,410,927	1.9%
2008	10,454,205	0.9%	8,713,751	-2.7%	1,740,454	23.4%
2009	10,212,849	-2.3%	8,232,867	-5.5%	1,979,982	13.8%
2010	9,449,719	-7.5%	7,198,698	-12.6%	2,251,021	13.7%
2011	10,147,742	7.4%	7,669,333	6.5%	2,478,409	10.1%
2012	12,667,065	24.8%	9,461,273	23.4%	3,205,792	29.3%
2013	14,357,197	13.3%	11,067,419	17.0%	3,289,778	2.6%
2014	15,643,173	9.0%	12,227,216	10.5%	3,415,957	3.8%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

Tecate-Tecate POE

The Tecate-Tecate POE is the smallest of the three POEs in the San Diego-Baja California region. Table 5 shows that while total vehicular border crossings at the POE experienced an increase of almost 4.5 percent from 1998 to 2005, the total vehicle border crossings declined significantly between 2005 and 2013 by 27.8 percent. In 2014, the Tecate POE has shown a significant increase of 9 percent in total vehicle crossings. It is also interesting to note that truck crossings at this POE have increased steadily from 2003 to 2007, but then began declining dramatically reaching its lowest level of crossings in 2012. In 2013 and 2014, the POE has shown annual increases totaling 20 percent, which brings the total truck crossings back to just above the 1998 figure.

Table 5

Tecate Port of Entry - Northbound Vehicle Crossings						
Year	Total Vehicles	% Annual Change Total Vehicles	Trucks	% Annual Change Trucks	Private Vehicles (Buses and Private Vehicles)	% Annual Change Private Vehicles (Buses and Private Vehicles)
1998	1,051,884	—	50,805	—	1,001,079	—
1999	1,275,170	21.2%	59,606	17.3%	1,215,564	21.4%
2000	1,226,957	-3.8%	62,878	5.5%	1,164,079	-4.2%
2001	1,205,225	-1.8%	60,887	-3.2%	1,144,338	-1.7%
2002	1,263,569	4.8%	57,655	-5.3%	1,205,914	5.4%
2003	1,344,206	6.4%	59,363	3.0%	1,284,843	6.5%
2004	1,253,159	-6.8%	69,670	17.4%	1,183,489	-7.9%
2005	1,098,791	-12.3%	69,586	-0.1%	1,029,205	-13.0%
2006	1,021,819	-7.0%	73,441	5.5%	948,378	-7.9%
2007	950,480	-7.0%	77,320	5.3%	873,160	-7.9%
2008	969,192	2.0%	75,595	-2.2%	893,597	2.3%
2009	898,276	-7.3%	65,039	-14.0%	833,237	-6.8%
2010	865,891	-3.6%	55,208	-15.1%	810,683	-2.7%
2011	876,719	1.3%	51,930	-5.9%	824,789	1.7%
2012	817,002	-6.8%	43,245	-16.7%	773,757	-6.2%
2013	793,414	-2.9%	47,762	10.4%	745,652	-3.6%
2014	865,016	9.0%	52,239	9.4%	812,777	9.0%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

The total individual northbound border crossings at Tecate (Table 6) have revealed similar trends as the total vehicular crossings. From 1998 to 2010, the total individual crossings declined from approximately 3.2 million crossings to approximately 2 million crossings. However, more recently between 2010 and 2014 the POE has received a steady increase of 14.4 percent total individual crossings and a 46.4 percent increase of total pedestrian crossings.

Table 6

Tecate Port of Entry - Northbound Individual Crossings						
Year	Total Individual Crossings	% Annual Change Total Individual Crossings	Total Passengers (Private Vehicles and Buses)	% Annual Change Total Passengers (Private Vehicles and Buses)	Pedestrians	% Annual Change Pedestrians
1998	3,226,908	—	2,975,680	—	251,228	—
1999	3,302,561	2.3%	3,015,065	1.3%	287,496	14.4%
2000	3,680,416	11.4%	3,392,260	12.5%	288,156	0.2%
2001	2,530,194	-31.3%	2,171,029	-36.0%	359,165	24.6%
2002	2,806,133	10.9%	2,366,613	9.0%	439,520	22.4%
2003	3,232,509	15.2%	2,787,585	17.8%	444,924	1.2%
2004	2,964,291	-8.3%	2,540,934	-8.8%	423,357	-4.8%
2005	2,534,347	-14.5%	2,063,301	-18.8%	471,046	11.3%
2006	2,386,375	-5.8%	1,836,391	-11.0%	549,984	16.8%
2007	2,383,017	-0.1%	1,835,727	0.0%	547,290	-0.5%
2008	2,390,584	0.3%	1,882,548	2.6%	508,036	-7.2%
2009	2,153,310	-9.9%	1,653,601	-12.2%	499,709	-1.6%
2010	2,051,126	-4.7%	1,543,186	-6.7%	507,940	1.6%
2011	2,100,913	2.4%	1,575,601	2.1%	525,312	3.4%
2012	2,217,293	5.5%	1,514,551	-3.9%	702,742	33.8%
2013	2,222,060	0.2%	1,471,675	-2.8%	750,385	6.8%
2014	2,347,794	5.7%	1,604,128	9.0%	743,666	-0.9%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

Crossborder Trade Statistics through the San Diego–Baja California POEs

Mexico continues to be California's number one export market. In 2014, California exported over \$25.4 billion in goods to Mexico, accounting for 14.6 percent of all California exports. Likewise, California is also an import market for Mexico, importing a total of \$41.2 billion worth of Mexican goods in 2014, exceeding the total imports from 2013 by \$5 billion, accounting for 10.2 percent of all total imports to California.³ Additionally, 98.6 percent of all surface trade between California and Mexico at commercial land POEs was transported by truck in 2014.

On a national scale, Mexico is the United States' third largest trading partner, after Canada and China, accounting for over \$534.3 billion in bilateral trade for the year 2014.⁴ Additionally, in 2014, over \$39.4 billion in goods, or approximately seven percent of total U.S.-Mexico trade. Furthermore, approximately 72 percent of all California-Mexico surface trade moved between the California-Mexico commercial land POEs via the Otay Mesa–Mesa de Otay and Tecate commercial POEs.

The Otay Mesa–Mesa de Otay POE commercial crossing continues to rank third among all U.S.–Mexico border crossings in terms of the dollar value of import and export trade (surpassed only by Laredo–Nuevo Laredo and El Paso–Ciudad Juárez in Texas). It is also one of the ten busiest land POEs in the country, and it is the busiest commercial border crossing on the California–Baja California border.

In 2014, over 810,000 trucks carried almost \$25 billion worth of imports into the United States through the Otay Mesa–Mesa de Otay POE (Table 6 and Table 7). The bidirectional trade value of \$38.8 billion in 2014 was the POEs peak trade amount, which is 165 percent higher than in 1998. It is noteworthy that 30 percent, or almost \$7.6 billion worth of the goods imported through the

³ U.S. Census Bureau, Foreign Trade: www.census.gov/foreign-trade/statistics/state/data/index.html

⁴ U.S. Department of Commerce, Census Bureau, Economic Indicators Division.

Otay Mesa POE from Mexico are destined for states beyond the four U.S. border states. Likewise, 10.5 percent, or almost \$1.5 billion worth of goods exported to Mexico by the United States via truck through the Otay Mesa–Mesa de Otay POE originate in non-border region U.S. states.

The above figures demonstrate the magnitude of U.S.-Mexico trade that is facilitated through our region and the important economic implications our international border serves beyond the San Diego-Baja California region.

Table 7
Otay Mesa Port of Entry - Trade

Year	Total Trade by Truck	% Annual Change Total Trade	Exports by Truck	% Annual Change Exports	Imports by Truck	% Annual Change Imports
1998	\$14,645,671,987	—	\$5,927,772,131	—	\$8,717,899,856	—
1999	\$15,583,562,817	6.4%	\$6,134,728,067	3.5%	\$9,448,834,750	8.4%
2000	\$18,759,879,210	20.4%	\$8,110,052,031	32.2%	\$10,649,827,179	12.7%
2001	\$19,384,772,659	3.3%	\$8,225,985,115	1.4%	\$11,158,787,544	4.8%
2002	\$20,367,624,663	5.1%	\$8,549,456,838	3.9%	\$11,818,167,825	5.9%
2003	\$19,660,723,948	-3.5%	\$8,260,389,400	-3.4%	\$11,400,334,548	-3.5%
2004	\$22,171,883,070	12.8%	\$8,917,456,915	8.0%	\$13,254,426,155	16.3%
2005	\$24,400,618,960	10.1%	\$9,269,520,520	3.9%	\$15,131,098,440	14.2%
2006	\$28,597,443,478	17.2%	\$9,937,653,489	7.2%	\$18,659,789,989	23.3%
2007	\$30,696,517,719	7.3%	\$9,939,099,890	0.0%	\$20,757,417,829	11.2%
2008	\$31,723,564,193	3.3%	\$10,499,853,431	5.6%	\$21,223,710,762	2.2%
2009	\$28,212,893,515	-11.1%	\$9,040,450,491	-13.9%	\$19,172,443,024	-9.7%
2010	\$30,745,984,194	9.0%	\$10,062,454,134	11.3%	\$20,683,530,060	7.9%
2011	\$32,809,817,775	6.7%	\$11,126,257,314	10.6%	\$21,683,560,461	4.8%
2012	\$34,505,059,942	5.2%	\$12,081,681,516	8.6%	\$22,423,378,426	3.4%
2013	\$35,749,964,810	3.6%	\$12,815,561,018	6.1%	\$22,934,403,792	2.3%
2014	\$38,839,226,951	8.6%	\$13,948,839,299	8.8%	\$24,890,387,652	8.5%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

The Tecate–Tecate POE, which is the second and eastern-most commercial POE in the San Diego-Baja California region, accommodates trade transported by truck; there has been no rail activity at this POE since 2008. As shown in Table 8, the total trade by truck through this POE has declined significantly from its peak of over \$1.19 billion in 2007, to its lowest in 2012 of \$606 million. While trade has grown since 2012, the POE experienced an increase of 11 percent in 2013, but a slight decrease of 2.6 percent in 2014. Moreover, in 2014, the total value of trade remains 45 percent below its peak in 2007.

Table 8

Tecate Port of Entry - Trade by Truck						
Year	Total Trade by Truck	% Annual Change Total Trade	Exports by Truck	% Annual Change Exports	Imports by Truck	% Annual Change Imports
1998	\$886,485,462	—	\$413,826,332	—	\$472,659,130	—
1999	\$984,718,335	11.1%	\$468,007,379	13.1%	\$516,710,956	9.3%
2000	\$920,176,520	-6.6%	\$432,768,494	-7.5%	\$487,408,026	-5.7%
2001	\$850,093,767	-7.6%	\$385,793,569	-10.9%	\$464,300,198	-4.7%
2002	\$950,062,252	11.8%	\$461,317,587	19.6%	\$488,744,665	5.3%
2003	\$897,933,362	-5.5%	\$410,793,578	-11.0%	\$487,139,784	-0.3%
2004	\$1,003,823,069	11.8%	\$465,119,844	13.2%	\$538,703,225	10.6%
2005	\$1,152,246,335	14.8%	\$532,658,355	14.5%	\$619,587,980	15.0%
2006	\$1,191,948,673	3.4%	\$571,135,015	7.2%	\$620,813,658	0.2%
2007	\$1,194,532,553	0.2%	\$595,403,763	4.2%	\$599,128,790	-3.5%
2008	\$1,115,736,675	-6.6%	\$546,484,361	-8.2%	\$569,252,314	-5.0%
2009	\$917,489,394	-17.8%	\$412,209,272	-24.6%	\$505,280,122	-11.2%
2010	\$942,505,700	2.7%	\$431,292,772	4.6%	\$511,212,928	1.2%
2011	\$752,430,102	-20.2%	\$306,458,194	-28.9%	\$445,971,908	-12.8%
2012	\$606,709,871	-19.4%	\$263,210,526	-14.1%	\$343,499,345	-23.0%
2013	\$673,739,012	11.0%	\$302,255,076	14.8%	\$371,483,936	8.1%
2014	\$655,943,111	-2.6%	\$280,428,243	-7.2%	\$375,514,868	1.1%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

Lastly, although commercial truck operations were transferred from the San Ysidro POE to the Otay Mesa POE many years ago, the San Ysidro-Puerta Mexico-El Chaparral POE continues to handle trade through the region's only intermodal rail cargo facility. As shown in Table 9, total trade by rail through this POE reached its peak of \$264 million in 2012. It is noteworthy to add that total trade by rail at the San Ysidro POE has fluctuated significantly since 2003.

Table 9

San Ysidro Port of Entry - Trade						
Year	Total Trade by Rail	% Annual Change Total Trade	Exports by Rail	% Annual Change Exports	Imports by Rail	% Annual Change Imports
1998	\$43,398,623	—	\$43,096,821	—	\$301,802	—
1999	\$61,628,528	42.0%	\$60,450,466	40.3%	\$1,178,062	290.3%
2000	\$65,980,901	7.1%	\$64,941,077	7.4%	\$1,039,824	-11.7%
2001	\$71,551,437	8.4%	\$71,335,135	9.8%	\$216,302	-79.2%
2002	\$65,541,805	-8.4%	\$65,299,988	-8.5%	\$241,817	11.8%
2003	\$68,407,265	4.4%	\$68,033,554	4.2%	\$373,711	54.5%
2004	\$135,859,906	98.6%	\$135,705,761	99.5%	\$154,145	-58.8%
2005	\$162,978,657	20.0%	\$161,339,532	18.9%	\$1,639,125	963.4%
2006	\$175,858,450	7.9%	\$175,489,616	8.8%	\$368,834	-77.5%
2007	\$217,230,963	23.5%	\$216,869,666	23.6%	\$361,297	-2.0%
2008	\$249,879,073	15.0%	\$249,484,628	15.0%	\$394,445	9.2%
2009	\$146,346,117	-41.4%	\$146,314,768	-41.4%	\$31,349	-92.1%
2010	\$189,099,275	29.2%	\$189,041,649	29.2%	\$57,626	83.8%
2011	\$161,039,009	-14.8%	\$161,039,009	-14.8%	\$0	-100.0%
2012	\$264,169,368	64.0%	\$264,155,868	64.0%	\$13,500	100%
2013	\$200,358,764	-24.2%	\$200,354,878	-24.2%	\$3,886	-71.2%
2014	\$150,509,445	-24.9%	\$150,375,217	-24.9%	\$134,228	3354.1%

Source: U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics, Border Crossing/Entry Data, based on the U.S. Department of Homeland Security, Customs and Border Protection.

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San Diego Association of Governments
COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES

September 1, 2015

AGENDA ITEM NO.: **8**

Action Requested: INFORMATION

CALIBAJA INDUSTRY CLUSTER STUDY: PHASE I DRAFT FINDINGS

File Number 2301200

Introduction

As part of the CaliBaja Research Initiative, this report describes progress on an effort to identify traded industry clusters in the CaliBaja region, defined as San Diego County, Imperial County, and the state of Baja California. A preliminary methodology for defining industry clusters for the crossborder region was presented to the SANDAG Borders Committee in November 2014. Today's presentation describes draft findings of Phase I. This item also will be presented to the Borders Committee at its September 25, 2015, meeting.

Background

The CaliBaja Research Initiative coordinates with another important effort called the CaliBaja Binational Mega-region Initiative. The initiatives are independent efforts, both focused on the CaliBaja region. They share information and collaborate as appropriate. Both initiatives are briefly described below.

CaliBaja Research Initiative

The CaliBaja Research Initiative is an ongoing collaboration among researchers from academic institutions and government agencies, and other independent researchers; with support from the United States and Mexican Consulates of Tijuana and San Diego. The research initiative examines various economic issues confronting the CaliBaja Mega-region. It consists of a collaborative series of workshops, research initiatives, and studies to inform investment and planning decisions in the region. This crossborder industry cluster report is the foundation project of the Initiative. It is envisioned that this project will pave the way for long-term collaboration.

CaliBaja Binational Mega-region Initiative

The CaliBaja Binational Mega-region Initiative is a long-term economic development strategy partnering with San Diego County, Imperial County, and Baja California for global competition. This Initiative brings together businesses, civic, and government leaders to assess the advantages and challenges of doing business in the binational region, and ultimately market the region internationally. This initiative began in 2008, when San Diego Regional Economic Development Corporation (EDC) and Imperial Valley EDC received funding from the U.S. Economic Development Administration to market the binational mega-region. This has since evolved into a more formal partnership of the three regions comprised of the following Economic Development Organizations (EDOs): Tijuana EDC, Economic Development Council of Playas de Rosarito or CCDER, Ensenada EDC,

Economic Promotion Commission of Tecate or COPRETEC, and Industrial Development Commission of Mexicali or CDIM. These EDOs are committed to several concrete efforts including participating in marketing and trade shows, updating the CaliBaja website and developing the unique binational GIS strategic industry asset map.

CaliBaja Traded Industry Cluster Study—Phase I

The CaliBaja Research Initiative is currently studying traded industry clusters in the CaliBaja region. Industry clusters are groups of interrelated, export-oriented industries that bring new money into the region. Viewing the regional economy through this cluster perspective is different from examining employment by major industry classification because clusters focus on specialized industries as well as buyer and supplier linkages that are unique to a region's economy. The purpose of analysis is to:

- Identify the economic drivers in the CaliBaja region
- Provide an analysis tool to help increase the understanding of the CaliBaja region
- Provide a framework for focusing economic development efforts
- Deepen the understanding of key regional systems and linkages
- Provide a catalyst for partnerships

For this study, the binational research team includes researchers from the CaliBaja Binational Mega-region, El Colegio de la Frontera Norte, SANDAG, San Diego Regional EDC, UC San Diego Center for U.S.-Mexico Studies, and University of San Diego.

The effort to identify industry clusters in our crossborder region has not been accomplished before. Given the uniqueness and magnitude of the project, this effort has evolved into different phases. Phase I builds upon the methodology that SANDAG has used for several decades to identify industry clusters in the San Diego region. This methodology uses location quotient analysis to identify economic drivers in San Diego County, Imperial County, and Baja California and then uses Input-Output (I-O) models to identify buyer and supplier relationships to define each region's industry clusters.

There are two data limitations that should be mentioned. The first is that the study uses 2008 data, which was the most recent data available for all three areas at the time the study was conducted. It also marks the beginning of the great recession. Data for 2013 will be available this summer and could be used in future analyses. The second limitation is that the study uses industry data at the four-digit North American Industry Classification System (NAICS) code. The reports that SANDAG has previously completed for the San Diego region were conducted at the more detailed six-digit NAICS code; however, six-digit data are not available for all three areas. While data at the four-digit level provide rich information for identifying broad industry clusters, the data may not be detailed enough to identify some specialized sectors. That stated, the results for San Diego County are generally consistent with results revealed in previous SANDAG studies.

Findings

Phase I uses three separate I-O models based on four-digit NAICS code (year 2008). The findings show that there are 15 traded industry clusters in San Diego County and 12 in Baja California, and 1 in Imperial County. The results show a mix of manufacturing and non-manufacturing industry clusters in San Diego County. These 15 clusters in San Diego County accounted for 1.5 million jobs and \$238 billion of output in 2008. Ten out of the 12 industry clusters identified in Baja California are manufacturing related and they are the most productive clusters out of the 12 in terms of output per worker. These 12 industry clusters combined accounted for nearly a million jobs and \$53 billion of output in Baja California. The industry cluster in Imperial County—Agriculture and animal production—accounted for approximately 25,000 jobs and \$3.9 billion of output. The traded industry clusters are listed below in order of employment.

Traded Industry Clusters in San Diego County

- Medical equipment and supplies manufacturing
- Lessors of real estate and related
- Hotels and motels
- Office administrative services
- Scientific research and development services
- Pharmaceutical and medicine manufacturing
- Architectural, engineering, and management consulting services
- Museums, historical sites, zoos, and parks
- Independent artists, writers, and performers
- Electronic equipment manufacturing
- Other miscellaneous manufacturing
- Ship and boat building
- Telecommunications
- Software Publishing
- Other leather product manufacturing

Traded Industry Clusters in Imperial County

- Agriculture and animal production

Traded Industry Clusters in Baja California

- Other support services
- Plastics product manufacturing
- Medical equipment and supplies manufacturing
- Furniture manufacturing

- Audio and video equipment manufacturing
- Spectator sports
- Aerospace product and parts manufacturing
- Hardware and metals manufacturing
- Other miscellaneous manufacturing
- Electrical equipment lighting manufacturing
- Machinery and equipment manufacturing
- Motor vehicle body and trailer manufacturing

The draft findings were presented at the 23rd International Input-Output Association Conference in Mexico City in June 2015. The [working paper](http://www.iioa.org/conferences/23rd/papers/files/2315_20150701031_I-OCongferenceCaliBajaClusters_Final.pdf) is available on the conference website: www.iioa.org/conferences/23rd/papers/files/2315_20150701031_I-OCongferenceCaliBajaClusters_Final.pdf.

Next Steps

This item also will be presented to the Borders Committee at its September 25, 2015, meeting. The CaliBaja Research Initiative has begun work on Phase II of the study. While Phase I developed separate industry clusters for each area, Phase II strives to develop a single set of binational industry clusters for the CaliBaja region, based on crossborder buyer-supplier linkages. To do this, the team will examine crossborder trade flow data, using the latest and most advanced research in international trade analysis, and incorporate most recent data for 2013. Phase II findings are planned for release in early 2016.

Attachment: 1. Summary Tables: CaliBaja Traded Industry Clusters—Employment, Output, and Productivity

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Summary Tables: CaliBaja Trade Industry Clusters
Employment, Output, and Productivity

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Table 1
San Diego County Industry Clusters: Employment, Output and Productivity (2008)

San Diego County Industry Clusters				
CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Medical equipment and supplies manufacturing				
3391 *	Medical equipment and supplies mfg.			
3279	Other nonmetallic mineral products			
4300	Wholesale trade			
	TOTAL	246,179	\$27,535	\$111,850
Lessors of real estate and related				
531A *	Lessors of real estate; Offices of real estate agents & brokers; Activities related to real estate			
1111	Oilseed and grain farming			
1112	Vegetable and melon farming			
1113	Fruit and tree nut farming			
1114	Greenhouse, nursery, and floriculture production			
1119	Other crop farming			
1121	Cattle ranching and farming			
2211	Power generation and supply			
5411	Legal services			
5617	Services to buildings and dwellings			
8131	Religious organizations			
522A	Nondepository credit intermediation; Activities related to credit intermediation			
52XA	Monetary authorities-Central bank; Depository credit intermediation			
562A	Waste collection; Waste treatment and disposal; Remediation and other waste management services			
	TOTAL	210,015	\$35,424	\$168,674
Hotels and motels				
721A *	Hotels (except casino hotels) and motels; Bed-and-breakfast inns; Recreational and vacation camps (except campgrounds); Rooming and boarding houses			
2222	Natural gas distribution			
4911	Postal service			
5111	Newspaper, book, and directory publishers			
5151	Radio and television broadcasting			
5241	Insurance carriers			
5418	Advertising, PR, and related services			
722A	Full-service restaurants; Limited-service eating places; Special food services; Drinking places (Alcoholic beverages)			
	TOTAL	185,763	\$22,094	\$118,937

San Diego County Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Office administrative services				
5611 *	Office administrative services			
5191	Other information services			
5242	Insurance agencies and brokerages			
5412	Accounting and bookkeeping services			
5612	Facilities support services			
5613	Employment services			
5619	Other support services			
6241	Individual and family services			
8111	Automotive repair and maintenance			
8112	Electronic equipment repair and maintenance			
484A	General freight trucking; Specialized freight trucking			
485A	Urban transit systems; Interurban and rural bus transportation; Taxi and limousine service; School and employee bus transportation; Charter bus industry; Other transit and ground passenger transp.			
486A	Pipeline transportation of crude oil; Pipeline transportation of natural gas; Other pipeline transportation			
492A	Couriers and express delivery services; Local messengers and local delivery			
523A	Investment banking and securities dealing; Securities and commodity exchanges; Trust, fiduciary, and custody activities			
611B	Business and secretarial schools; Other technical and trade schools; Exam preparation and tutoring; Educational support services			
624A	Community food and housing, and emergency and other relief services; Vocational rehabilitation serv.			
TOTAL		181,082	\$18,626	\$102,864

Scientific research and development services

5417 *	Scientific research and development services			
2362	Nonresidential building construction			
2111	Oil and gas extraction			
2123	Nonmetallic mineral mining and quarrying			
3114	Fruit and vegetable preserving and specialty			
3122	Tobacco manufacturing			
3159	Accessories and other apparel manufacturing			
3241	Petroleum and coal products manufacturing			
3252	Resin, rubber, and artificial fibers mfg.			
3253	Agricultural chemical manufacturing			
3255	Paint, coating, and adhesive manufacturing			
3259	Other chemical product and preparation mfg.			
3274	Lime and gypsum product manufacturing			
611A	Junior Colleges; Colleges, universities, and professional schools			
TOTAL		126,531	\$20,126	\$159,063

San Diego County Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Pharmaceutical and medicine manufacturing				
3254 *	Pharmaceutical and medicine manufacturing			
1123	Poultry and egg production			
3111	Animal food manufacturing			
5511	Management of companies and enterprises			
6216	Home health care services			
115A	Support activities for animal production			
621A	Offices of physicians, dentists, and all other miscellaneous health practitioners			
621B	Outpatient care centers; Medical and diagnostic laboratories; Other ambulatory health care services			
622A	General medical, surgical, psychiatric and substance abuse, and specialty hospitals			
623A	Nursing care facilities; Residential mental retardation, mental health and substance abuse facilities; Community care facilities for the elderly; Other residential care facilities			
TOTAL		126,387	\$18,391	\$145,515

Architectural, engineering, and management consulting services

541A *	Architectural, engineering, and related services; Management, scientific, and technical consulting services			
2122	Metal ore mining			
2221	Water, sewage and other systems			
2361	Residential building construction			
TOTAL		95,493	\$13,594	\$142,357

Museums, historical sites, zoos, and parks

7121 *	Museums, historical sites, zoos, and parks			
3116	Animal slaughtering and processing			
3117	Seafood product preparation and packaging			
3118	Bakeries and tortilla manufacturing			
3119	Other food manufacturing			
3131	Fiber, yarn, and thread mills			
3132	Fabric mills			
3211	Sawmills and wood preservation			
3212	Plywood and engineered wood product mfg.			
3219	Other wood product manufacturing			
3222	Converted paper product manufacturing			
3231	Printing and related support activities			
3262	Rubber product manufacturing			
3271	Clay product and refractory manufacturing			
3273	Cement and concrete product manufacturing			
3315	Foundries			
3321	Forging and stamping			
3323	Architectural and structural metals mfg.			
3326	Spring and wire product manufacturing			
3328	Coating, engraving, and heat treating metals			

San Diego County Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Museums, historical sites, zoos, and parks (cont.)				
3372	Office furniture and fixtures manufacturing			
3379	Other furniture related product manufacturing			
5122	Sound recording industries			
5182	Data processing, hosting and related services			
5321	Automotive equipment rental and leasing			
5324	Machinery and equipment rental and leasing			
5414	Specialized design services			
5614	Business support services			
5615	Travel arrangement and reservation services			
5616	Investigation and security services			
525A	Insurance and employee benefit funds; Other investment pools and funds			
532A	Consumer goods rental; General rental centers			
813A	Grantmaking foundations; Other social advocacy org.			
813B	Civic and social organizations; Business, professional, labor, political, and similar org.			
TOTAL		85,305	\$11,606	\$136,058

Independent artists, writers, and performers

7115 *	Independent artists, writers, and performers			
7112	Spectator sports			
5121	Motion picture and video industries			
5152	Cable and other subscription programming			
6244	Child day care services			
7111	Performing arts companies			
8129	Other personal services			
113A	Timber tract operations; Forest nurseries and gathering of forest products			
711A	Promoters of performing arts, sports, and similar events; Agents and managers for artists, athletes, entertainers, and other public figures			
713A	Amusement parks and arcades; Gambling industries; Other amusement and recreation industries			
TOTAL		62,814	\$6,594	\$104,982

Electronic equipment manufacturing

3341 *	Computer and peripheral equipment mfg.			
3342 *	Communications equipment manufacturing			
3343 *	Audio and video equipment manufacturing			
3345 *	Electronic instrument manufacturing			
3313	Alumina and aluminum production			
3324	Boiler, tank, and shipping container mfg.			
3329	Other fabricated metal product manufacturing			
3344	Semiconductor and electronic component mfg.			
3361	Motor vehicle manufacturing			
3362	Motor vehicle body and trailer manufacturing			
3364	Aerospace product and parts manufacturing			
5415	Computer systems design and related services			
TOTAL		61,378	\$20,922	\$340,882

San Diego County Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Other miscellaneous manufacturing				
3399 *	Other miscellaneous manufacturing			
1142	Hunting and Trapping			
2131	Support activities for mining			
3141	Textile furnishings mills			
3152	Cut and sew apparel manufacturing			
3251	Basic chemical manufacturing			
3272	Glass and glass product manufacturing			
3327	Machine shops and threaded product mfg.			
3363	Motor vehicle parts manufacturing			
6111	Elementary and secondary schools			
8114	Household goods repair and maintenance			
8121	Personal care services			
8122	Death care services			
8123	Drycleaning and laundry services			
TOTAL		45,865	\$7,070	\$154,165

Ship and boat building

3366 *	Ship and boat building			
1141	Fishing			
3112	Grain and oilseed milling			
3113	Sugar and confectionery product mfg.			
3115	Dairy product manufacturing			
3121	Beverage manufacturing			
3151	Apparel knitting mills			
3261	Plastics product manufacturing			
3311	Iron and steel mills and ferroalloy mfg.			
3312	Steel product mfg. from purchased steel			
3314	Other nonferrous metal production			
3322	Cutlery and handtool manufacturing			
3331	Ag., construction, and mining machinery mfg.			
3332	Industrial machinery manufacturing			
3333	Commercial and service industry machinery			
3334	HVAC and commercial refrigeration equipment			
3335	Metalworking machinery manufacturing			
3336	Turbine and power transmission equip mfg.			
3351	Electric lighting equipment manufacturing			
3352	Household appliance manufacturing			
3353	Electrical equipment manufacturing			
3359	Other electrical equipment & component mfg.			
5331	Lessors of nonfinancial intangible assets			
8113	Commercial machinery repair and maintenance			
333A	Other general purpose machinery mfg.			
483A	Deep sea, coastal, and great lakes water transportation; Inland water transportation			
48XA	Scenic and sightseeing transportation; Support activities for transportation			
TOTAL		35,344	\$11,873	\$335,939

San Diego County Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Telecommunications				
517A *	Wired telecommunications carriers; Wireless telecommunications carriers (except satellite); Satellite telecommunications; All other telecom			
5419	Other professional and technical services			
481A	Scheduled air transportation; Nonscheduled air transportation			
TOTAL		31,883	\$21,017	\$659,203

Software Publishing

5112 *	Software publishers			
3346	Manufacturing and reproducing magnetic and optical media			
3369	Other transportation equipment mfg			
4821	Rail transportation			
TOTAL		5,437	\$2,463	\$453,032

Other leather product manufacturing

3169 *	Other leather product manufacturing			
3133	Textile and fabric finishing mills			
3149	Other textile product mills			
3161	Leather and hide tanning and finishing			
3162	Footwear manufacturing			
3256	Soap, cleaning compound, and toiletry mfg.			
3325	Hardware manufacturing			
112A	Other animal production			
TOTAL		2,680	\$892	\$333,135

Note: Asterisk denotes cluster seed.

Table 2
Imperial County Industry Cluster: Employment, Output and Productivity (2008)

Imperial County Industry Clusters				
CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Agriculture and animal production				
111 *	Agriculture			
122 *	Animal breeding and production			
115 *	Services related to agriculture and forestry activities			
4300	Wholesale trade			
2111	Oil and gas extraction			
3149	Other textile product mills			
3162	Footwear manufacturing			
112A	Other animal production			
484A	General freight trucking; Specialized freight trucking			
531A	Lessors of real estate; Offices of real estate agents and brokers; Activities related to real estate			
		TOTAL	25,038	\$3,910
				\$156,170

Note: Asterisk denotes cluster seed.

Table 3
Baja California Industry Clusters: Employment, Output and Productivity (2008)

Baja California Industry Clusters				
CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Other support services				
5619 *	Other support services			
4300	Wholesale trade			
531A	Lessors of real estate; Offices of real estate agents and brokers; Activities related to real estate			
TOTAL		325,574	\$11,603	\$35,639
Plastics product manufacturing				
3261 *	Plastics product manufacturing			
2361	Residential building construction			
3118	Bakeries and tortilla manufacturing			
3121	Beverage manufacturing			
3341	Computer and peripheral equipment mfg.			
3361	Motor vehicle manufacturing			
TOTAL		184,838	\$9,448	\$51,117
Medical equipment and supplies manufacturing				
3391 *	Medical equipment and supplies manufacturing			
2211	Power generation and supply			
3272	Glass and glass product manufacturing			
5412	Accounting and bookkeeping services			
6111	Elementary and secondary schools			
541A	Architectural, engineering, and related wervices; Management, scientific, and technical consulting services			
621A	Offices of physicians, dentists, and all other miscellaneous health practitioners			
622A	General medical, surgical, psychiatric and substance abuse, and specialty hospitals			
TOTAL		123,895	\$6,775	\$54,687
Furniture manufacturing				
3372 *	Office furniture and fixtures manufacturing			
3379 *	Other furniture related product manufacturing			
2362	Nonresidential building construction			
TOTAL		102,548	\$2,335	\$22,770
Audio and video equipment manufacturing				
3342 *	Communications equipment manufacturing			
3343 *	Audio and video equipment manufacturing			
3344 *	Semiconductor and electronic component mfg.			
3345 *	Electronic instrument manufacturing			
3346 *	Manufacturing and reproducing magnetic and optical media			
3222	Converted paper product manufacturing			

Baja California Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Audio and video equipment manufacturing (cont.)				
3322	Cutlery and handtool manufacturing			
5411	Legal services			
5616	Investigation and security services			
517A	Wired telecommunications carriers; Wireless telecommunications carriers (except satellite); Satellite telecommunications; All other telecom			
TOTAL		100,426	\$16,524	\$164,543
Spectator sports				
7112 *	Spectator sports			
3231	Printing and related support activities			
5613	Employment services			
TOTAL		37,807	\$497	\$13,162
Aerospace product and parts manufacturing				
3364 *	Aerospace product and parts manufacturing			
484A	General freight trucking; Specialized freight trucking			
TOTAL		28,535	\$1,505	\$52,766
Hardware and metals manufacturing				
3325 *	Hardware manufacturing			
3328 *	Coating, engraving, and heat treating metals			
3329 *	Other fabricated metal product manufacturing			
3312	Steel product mfg. from purchased steel			
3323	Architectural and structural metals mfg.			
333A	Other general purpose machinery manufacturing			
TOTAL		27,605	\$1,782	\$64,587
Other miscellaneous manufacturing				
3399 *	Other miscellaneous manufacturing			
8123	Drycleaning and laundry services			
721A	Hotels (except casino hotels) and motels; Bed-and-breakfast inns; Recreational and vacation camps (except campgrounds); Rooming and boarding houses			
TOTAL		26,339	\$1,455	\$55,253
Electrical equipment lighting manufacturing				
3351 *	Electric lighting equipment manufacturing			
3353 *	Electrical equipment manufacturing			
3359 *	Other electrical equipment and component mfg.			
TOTAL		8,175	\$1,002	\$122,601

Baja California Industry Clusters

CaliBaja Code	Description	Cluster Employment	Cluster Output (2008 USD, millions)	Cluster Productivity (USD Output per Worker)
Machinery and equipment manufacturing				
3333 *	Commercial and service industry machinery			
3336 *	Turbine and power transmission equipment mfg.			
48XA	Scenic and sightseeing transportation; Support activities for transportation			
TOTAL		4,649	\$427	\$91,948
Motor vehicle body and trailer manufacturing				
3362 *	Motor vehicle body and trailer manufacturing			
TOTAL		891	\$73	\$82,966

Note: Asterisk denotes cluster seed.

The Students We Share: A Cross-Border Workforce Development Priority

The border between San Diego and Tijuana is the busiest crossing point between two countries in the world. And the cross-border metropolis extending from this point north to Los Angeles, California and south to Ensenada, Baja California is a vital economic engine for both the U.S. and Mexico. The region is a global powerhouse for advanced manufacturing and life sciences, and its comparative advantage is precisely the binational nature of its companies and supply chains. The industry clusters that span the border are a major source of investment into the region and exports out of the region, contributing to a dynamic innovation economy that depends on a highly educated workforce.

Many residents of the binational region routinely cross back and forth between the two countries. And for people who are dual-citizens or whose families have long-term ties to both sides of the border, the border is especially permeable. In addition, the area is densely populated with migrants who have come to the U.S. from Mexico, would-be migrants in Mexico whose proximity to the U.S. increases the allure of migration, and return-migrants who have spent time in the U.S. but are currently residing in Mexico.

This group of individuals is especially well-suited to participate in the binational economy because of their cultural fluency on both sides of the border. As such, supporting the education of the students in these families to prepare them to be the core of the human capital that drives the regional economy should be a major workforce development priority in the U.S. and in Mexico. However, these youth face the risk of the pressures of migration negatively impacting mental health and derailing their educational attainment.

UC San Diego's Center for U.S.-Mexican Studies (USMEX), in collaboration with UCLA, UC Riverside, el Colegio de la Frontera Norte (COLEF) and la Universidad Autonoma de Baja California (UABC), is launching a two-year study to identify the risk factors that negatively impact the educational outcomes or professional aspirations of these students, as well as the ways in which the access to opportunities on both sides of the border serves to expand their educational and professional horizons. In other words, we want to gain an understanding of both the advantages and disadvantages that these students face because of their ties to both sides of the border. This work will provide policymakers and educational and health practitioners with insight that can support the creation and implementation of improved policies and programs for these students.

In undertaking this study, we hope to survey students in in southern San Diego County and the municipality of Tijuana, Mexico and conduct interviews with teachers, parents and administrators. Our survey results will allow us to estimate the number of young people who are, practically speaking, binational students, and who thus merit the attention of binational policy efforts. Using these data, we will be able to understand which factors put binational students at greatest risk of slipping through the cracks in the educational system, and the ways in which they are especially well-suited to participate in the cross-border regional economy.

This field research is part of a larger project sponsored by the UC Mexico Initiative Education Working Group focused on mapping the educational terrain for binational students. It is our hope that the results from these efforts can pave the way for a larger, long-term project focused on this understudied group of students who have the potential to be the cornerstone of the border economy workforce.