JOINT MEETING OF THE SANDAG BORDERS COMMITTEE AND THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES WITH THE MUNICIPALITIES OF TIJUANA, TECATE, AND PLAYAS DE ROSARITO, AND THE STATE OF BAJA CALIFORNIA

Friday, February 26, 2016

Hospitality Room open from 12 noon to 12:30 p.m.
Meeting from 12:30 to 2:30 p.m.

SANDAG Board Room
401 B Street, 7th Floor
San Diego, CA 92101

AGENDA HIGHLIGHTS

• CROSS BORDER XPRESS

• CITY OF TIJUANA MASS TRANSIT SYSTEM

PLEASE SILENCE ALL ELECTRONIC DEVICES DURING THE MEETING

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

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**JOINT MEETING OF THE SANDAG BORDERS COMMITTEE AND THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES WITH THE MUNICIPALITIES OF TIJUANA, TECATE, AND PLAYAS DE ROSARITO, AND THE STATE OF BAJA CALIFORNIA**

Friday, February 26, 2016

<table>
<thead>
<tr>
<th>ITEM NO.</th>
<th>RECOMMENDATION</th>
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<tr>
<td>+1.</td>
<td>APPROVE</td>
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<td>APPROVAL OF MEETING MINUTES</td>
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<td>The Borders Committee is asked to review and approve the minutes from its January 22, 2016, meeting.</td>
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<td>PUBLIC COMMENTS/COMMUNICATIONS</td>
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<td>Members of the public shall have the opportunity to address the Borders Committee and the Committee on Binational Regional Opportunities (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 Borders Committee coordinator prior to speaking. Public speakers should notify the Borders Committee coordinator if they have a handout for distribution to Borders Committee members. Public speakers are limited to three minutes or less per person. Borders Committee and COBRO members, as well as, the representatives attending the joint meeting from Baja California, Mexico, may provide information and announcements under Agenda Item No. 4.</td>
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<td>CONSENT</td>
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<td></td>
<td>2016 BINATIONAL SEMINAR (Hector Vanegas, SANDAG)</td>
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<td>Since 1997, SANDAG organizes an annual binational event. The 2016 binational event is scheduled for Tuesday, June 7, 2016.</td>
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<td>4.</td>
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<td>REPORTS</td>
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<td>SUBREGIONAL REPORTS FROM BORDERS COMMITTEE MEMBERS</td>
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<td>Members of the Borders Committee, COBRO, and representatives attending the joint meeting from Baja California, Mexico, will provide information and announcements on issues and activities within their subregion that are of joint interest.</td>
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<td>REPORT FROM THE CONSUL GENERAL OF MEXICO</td>
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<td>(Hon. Remedios Gómez-Arnau, Consulate General of Mexico in San Diego)</td>
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<td>Hon. Remedios Gómez-Arnau, Consul General of Mexico in San Diego, will report on binational activities.</td>
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6. **CHULA VISTA UNIVERSITY AND INNOVATION DISTRICT** *(Denise Ducheny, U3 Advisors)*

The City of Chula Vista has engaged in a project to establish a University and Innovation District campus on a 375-acre site in the southeast corner of the city. Denise Ducheny will provide information on the project, which could have tremendous impact for the City of Chula Vista as well as the greater binational region.

7. **CROSS BORDER XPRESS (Enrique Valle, Cross Border Xpress)**

Enrique Valle, Cross Border Xpress, will provide a briefing on operations of the San Diego facility serving the Tijuana International Airport since its December 2015 opening.

8. **CITY OF TIJUANA MASS TRANSIT SYSTEM** *(Hon. Martha Leticia Castañeda, City of Tijuana)*

City of Tijuana Councilmember Martha Leticia Castañeda will provide a presentation on the new Tijuana Mass Transit System project, which was listed as the highest national priority in Mexico’s National Transportation Infrastructure Investment Program.

9. **CONTINUED PUBLIC COMMENT**

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

10. **UPCOMING MEETINGS**

The next meeting of the Borders Committee is scheduled for Friday, March 25, 2016, at 12:30 p.m.

11. **ADJOURNMENT**

+ next to an agenda item indicates an attachment
+ next to an item indicates available (or partially) in Spanish / junto a uno de los puntos indica que está disponible (o parcialmente) en español
BORDERS COMMITTEE DISCUSSION AND ACTIONS

JANUARY 22, 2016

With the absence of both the Borders Committee Chair and Vice Chair, the meeting of the Borders Committee was called to order by Kim Kawada, Chief Deputy Executive Director, at 12:30 p.m. See the attached attendance sheet for Borders Committee member attendance.

Action: Upon a motion by Supervisor John Renison (Imperial County), and a second by Councilmember Ed Gallo (North County Inland), the Borders Committee elected Mayor Serge Dedina (South County) as Chair Pro Tempore to preside over the meeting. Yes – Chair Pro Tempore Dedina, Supervisor Renison, Councilmember Lorraine Wood (North County Coastal), Councilmember Gallo, and Councilmember Ruth Sterling (East County). No - None. Abstain – None. Absent – City of San Diego and County of San Diego.

1. APPROVAL OF MEETING MINUTES (APPROVE)

Action: Upon a motion by Supervisor Renison, and a second by Councilmember Wood, the Borders Committee approved the minutes from the October 23, 2015, and November 20, 2015, meetings. Yes – Chair Pro Tempore Dedina, Supervisor Renison, Councilmember Wood, Councilmember Gallo, and Councilmember Sterling. No - None. Abstain – None. Absent – City of San Diego and County of San Diego.

2. PUBLIC COMMENTS/COMMUNICATIONS

A.A. Tony LoBue, Chair of the Arts Committee, Veterans Museum, asked the Borders Committee to develop a cross-border art working group/committee.

REPORTS

3. SUBREGIONAL REPORTS FROM BORDERS COMMITTEE MEMBERS (INFORMATION)

Bill Figge, Deputy District Director, Caltrans District 11, shared that Caltrans hosted a binational meeting to discuss border infrastructure funding opportunities.

Mark Baza, Executive Director, Imperial County Transportation Commission, spoke about the construction underway at the Calexico West Port of Entry.

Chair Pro Tempore Dedina spoke in favor of the Cross Border Xpress Pedestrian Bridge, and also spoke about the World Surf Leagues Competition held in Ensenada.

Action: This item was presented for information.
4. REPORT FROM THE CONSUL GENERAL OF MEXICO (INFORMATION)

Remedios Gómez-Arnau, Consulate General of Mexico in San Diego, provided a report on the Bilateral Executive Steering Committee for the 21st Century Border Management Initiative.

Action: This item was presented for information.

5. MINUTE 320, A UNITED STATES-MEXICO AGREEMENT FOR BINATIONAL COOPERATION ON TRANSBOUNDARY ISSUES IN THE TIJUANA RIVER BASIN (INFORMATION)


Action: This item was presented for information.

6. VEHICLE IDLING EMISSIONS STUDY AT CALEXICO EAST AND CALEXICO WEST PORTS OF ENTRY (INFORMATION)

Tom Kear, T. Kear Transportation Planning and Management, Inc., provided an update on a study completed by the Imperial County Air Pollution Control District to estimate emissions at the Calexico East and Calexico West Ports of Entry due to idling vehicles waiting to cross into Imperial County.

Action: This item was presented for information.

7. COMPETITIVE BORDER COMMUNITIES: MAPPING AND DEVELOPING UNITED STATES-MEXICO TRANSBORDER INDUSTRIES (INFORMATION)

Rick Van Schoik, North American Research Partnership, provided an overview of the study, which identifies, maps, and analyzes key industries operating within five binational subregions along the United States-Mexico border.

Kevin Swanson, Syntropic Systems, spoke about a street-addressing and data mapping system to address cross-border issues.

Mario Lopez, Mexican Entrepreneur Association (AEM), spoke about economic impacts from Mexico to San Diego.

Action: This item was presented for information.

8. CONTINUED PUBLIC COMMENT (INFORMATION)

There were no additional public comments.
9. UPCOMING MEETINGS (INFORMATION)

The next meeting of the Borders Committee is scheduled for Friday, February 26, 2016, at 12:30 p.m.

10. ADJOURNMENT

Chair Pro Tempore Dedina adjourned the meeting at 1:39 p.m.
CONFIRMED ATTENDANCE  
SANDAG BORDERS COMMITTEE MEETING  
JANUARY 22, 2016

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<tr>
<th>JURISDICTION</th>
<th>NAME</th>
<th>MEMBER/ ALTERNATE</th>
<th>ATTENDING</th>
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<tbody>
<tr>
<td>South County</td>
<td>Serge Dedina</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Bill Sandke</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>North County Coastal</td>
<td>Lorraine Wood</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Al Corti</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>North County Inland</td>
<td>Ed Gallo</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Jim Cunningham</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>East County</td>
<td>John Minto (Chair)</td>
<td>Member</td>
<td>No</td>
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<td></td>
<td>Ruth Sterling</td>
<td>Alternate</td>
<td>Yes</td>
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<tr>
<td>City of San Diego</td>
<td>David Alvarez</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Mark Kersey</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>County of San Diego</td>
<td>Greg Cox (Vice Chair)</td>
<td>Member</td>
<td>No</td>
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<td></td>
<td>Dianne Jacob</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>Imperial County</td>
<td>John Renison</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>VACANT</td>
<td>Alternate</td>
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ADVISORY MEMBERS

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<tr>
<th>JURISDICTION</th>
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<th>MEMBER/ ALTERNATE</th>
<th>ATTENDING</th>
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<tbody>
<tr>
<td>County of Riverside</td>
<td>Marsha Swanson</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Shellie Milne</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>Republic of Mexico</td>
<td>Remedios Gomez-Arnau</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Rafael Laveaga</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>Southern California Tribal Chairmen’s Association</td>
<td>Michael Garcia</td>
<td>Member</td>
<td>No</td>
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<td></td>
<td>Cody Martinez</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>Caltrans</td>
<td>Laurie Berman</td>
<td>Member</td>
<td>No</td>
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<td></td>
<td>Bill Figge</td>
<td>Alternate</td>
<td>Yes</td>
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<tr>
<td>San Diego County Water Authority</td>
<td>Elsa Saxod</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Ken Olson</td>
<td>Alternate</td>
<td>No</td>
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<tr>
<td>SCAG</td>
<td>Naresh Amatya</td>
<td>Member</td>
<td>No</td>
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<td></td>
<td>VACANT</td>
<td>Alternate</td>
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<tr>
<td>County of Orange</td>
<td>Jim Ferryman</td>
<td>Member</td>
<td>Yes</td>
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<td></td>
<td>Jim Dahl</td>
<td>Alternate</td>
<td>Yes</td>
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SAVE-THE-DATE

2016 BINATIONAL SEMINAR

Tuesday, June 7, 2016, 12 noon – 4:30 p.m.

Tentative Location:

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

Since 1997, SANDAG organizes an annual binational event. The 2016 binational event is scheduled for Tuesday, June 7, 2016.

This event is free, but space is limited. Please contact Marc Baza at marc.baza@sandag.org or (619) 699-6912 to RSVP, or if you have comments or suggestions.
Through a unique agreement of collaboration, students from both sides of the border go to class together

*Translated to English from Gaceta Universitaria UABC (01/29/2016)*

Students from San Diego State University and the Autonomous University of Baja California (UABC) took jointly a course on “Answers to Natural Disasters”. Professors Erick G. Frost and Alma Beatriz Navarro Cerda presented answers to a wide variety of problems resulting from natural disasters.

Such event was possible through the **signing of an agreement of collaboration between both academic institutions**. With this agreement, Doctor Juan Manuel Ocegueda Hernández, UABC’s Chancellor and Doctor Alan Sweedler, SDSU’s Vice President of International Programs established the recognition of certain courses that will be given in conjunction to their students and accredited by both universities. Their objective is to promote the creation and exchange of more knowledge between both higher education institutions; as well as, to strengthen cooperation, bonds of friendship and contribute to a more dynamic border between Mexico and the United States.

During the ceremony of signage, Doctor Sweedler stated “we are making history with this agreement, because to the best of my knowledge, there is no other part in the world where two universities can work like this”.

Among the people who attended the event included William A. Ostick, U.S Consul General in Tijuana; Juan Álvarez López, UABC’s President of the Board of Directors; María Eugenia Pérez Morales, UABC’s Provost; Nancy Marlin, SDSU’s Provost; and Paul Ganster, Director of the Institute of Regional Studies at SDSU.

Remedios Gómez Arnau, Consul General of Mexico in San Diego, who was also invited to the ceremony, congratulated the academic institutions mentioned above for their efforts and reminded that since 2013, the Consulates of Mexico in San Diego and of the U.S. in Tijuana have been supporting and encouraging academic mobility between both countries.
Chula Vista University and Innovation District

2015 Compiled Report

Submitted: January 22, 2016
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III. PRE-RECRUITMENT RESEARCH REPORT

IV. SHORT LIST OF UNIVERSITY TARGETS

V. MARKETING PACKAGE

VI. CVUP BUDGET, BOARD, AND TIMELINE

VII. FUNDING OPPORTUNITY REPORT

VIII. RECOMMENDATIONS AND NEXT STEPS

IX. EXHIBITS AND ADDENDUM
I. EXECUTIVE SUMMARY

PROJECT OVERVIEW

The City of Chula Vista, California has engaged U3 Advisors to help establish a University and Innovation District campus on a 375-acre site in the southeast corner of the city. Chula Vista, a growing city located approximately four miles north of the US/Mexico border and the midpoint between the downtowns of San Diego and Tijuana, envisions this campus as an educational destination and regional economic engine. U3 is guiding the effort to identify potential partner institutions for this project and is exploring opportunities with higher education partners globally and domestically.

A new university campus could have a tremendous impact for not only the City of Chula Vista, but also the larger CaliBaja Megaregion, comprised of San Diego and Imperial Counties to the north of the border and the five municipalities that make up Baja California, MX south of the border. Given the unique location of the proposed site – just four miles from the U.S./Mexico border in a rapidly growing binational region – the project has the opportunity to attract regional, national, and binational attention and set the stage for an innovative educational campus to act as the new national model for higher education delivery. In the following report you will find our initial recommendation: the development of a binational campus that brings together a Mexican and a U.S. university or universities. This vision and recruitment scenario, developed based on the research and analytics conducted by the U3 team and subsequently vetted through academics and thought-leaders interviewed, could elevate the project to the national stage for innovation in higher education delivery, binational partnerships, and transformative economic development.

The 2015 Compiled Report articulates and documents the first phase of a multi-phase process to attract an institutional partner and funding source to develop the University and Innovation District. This critical pre-recruitment phase is the basis for future work in the active recruitment process. Ensuing recruitment phases will be lead by Chula Vista University Partnership (CVUP) and U3 Advisors.

PROJECT TEAM

City of Chula Vista
U3 Advisors
U3 Local Representatives
National Advisory Team

Eric Crockett and Gary Halbert
Omar Blaik, Alex Feldman, Maurie Smith, Nabilla Ariffin
Retired Senator Denise Ducheny, Clarissa Reyes Falcon
Eduardo Glandt (Retired Dean of Engineering, University of Pennsylvania), Enrique Norten
In 2015, U3 Advisors expanded the Chula Vista team by retaining the following four individuals to act in an advisory capacity on the project; Denise Ducheny, retired California State Senator, and Clarissa Reyes Falcon of Falcon Consulting, to act as the local representatives for the institutional recruitment process, and Eduardo Glandt, Dean of Engineering, Emeritus, University of Pennsylvania as an academic and institutional sounding board. We also consulted with Mexican-American Architect Enrique Norten who has close ties to Chula Vista as well as high-level Mexican governmental and higher education officials.

RESEARCH AND SCENARIO PLANNING CONCLUSIONS

In 2013, U3 worked with the City of Chula Vista to identify a full range of 17 potential institutional users that could build out the site. After significant research including a scan of universities, research on growing regional industries, and a full demographic profile of the region, U3 revisited the original list of 17 institutional users and identified 6 likely scenarios – a public institution, a private non-profit Institution, a multi-institutional campus, a Mexican institution, a campus for another international university from outside of Mexico, and a newly established institution – for further investigation. These six scenarios were singled out because they ranked highest on the scales of feasibility – comprised of financial viability, operational feasibility, market demand match, and phase-ability – and the number of City-established goals attained through each scenario.

Through this research and various informational interviews, an emerging opportunity for the Chula Vista university site became evident. Our recommendation is to pursue a BI-NATIONAL CAMPUS that leverages the border as a laboratory to attract students from both the U.S. And Mexico, offers degrees and skills training specific for the bi-national region, and serves as a catalyst for growth and economic development.

The university project would be binational, bicultural, bilingual campus that partners a Mexican institution with an American institution (private and/or public) to leverage the site’s proximity to the US/Mexico Border. This new institutional campus holds the potential to 1) strengthen the binational educational relationship between the United States and Mexico, already a binational priority established by Presidents Obama and Nieto through the 100,000 Strong in the Americas Initiative, 2) further integrate the cross border economic relationships that comprise the CaliBaja Megaregion economy by providing a bicultural workforce trained in STEM-related fields, and 3) respond to the large and growing Hispanic population in Chula Vista (59%) and the larger Southern Californian region.

This conclusion stems from thorough scenario planning research and U3 Advisors’ understanding of Chula Vista’s location value proposition to potential institutional partners. This idea maximizes the site’s unique location and elevates the project by engaging with the robust megaregional economy and the current binational conversation regarding immigration, trade, and innovation. Initial vetting of this idea
through informational interviews was met with enthusiasm from philanthropy and higher education leaders. U3 also recommends establishing a higher education institute, think tank – similar to the Woodrow Wilson International Center for Scholars or the Brookings Institution – or retreat focused on border issues as a first step to realize this vision.

In order to advance this vision, the following next steps are recommended for 2016:

- Establish non-profit CVUP (Chula Vista University Partnership) to begin formal fundraising and recruitment effort of higher education partners.
- Create a land trust to hold university land for development.
- Begin formal recruitment effort with short-listed institutional partners with the goal of establishing a research institute, think-tank or retreat focused on border issues as a first phase of institutional development.
VISION

A BI-NATIONAL CAMPUS that leverages the border as a laboratory to attract students from both the U.S. and Mexico, offers degrees and skills training specific for the bi-national region, and serves as a catalyst for growth and economic development.

Un CAMPUS BI-NACIONAL que utiliza la frontera como laboratorio para atraer estudiantes de ambos lados de la frontera con licienciatura y formación profesional específica para la región internacional entre los Estados Unidos y México.
VISION

Bi-NATIONAL
Leveraging the border location as a laboratory to cultivate and strengthen bi-national exchanges.

BI-CULTURAL
Embracing the diverse cultures of the United States and Mexico to prepare students for opportunities on both sides of the border.

BI-LINGUAL
Offering courses in both English and Spanish to prepare professionals proficient in both languages.

Why is this idea important?
The U.S. and Mexico are Intrinsically Linked

Important Trade Partners

- $243 Billion
  Exports to Mexico
- $293 Billion
  Exports to U.S.
- $536 Billion
  Total Bilateral Trade

Source: Office of the U.S. Trade Representative; United States Diplomatic Mission to Mexico
Physical Infrastructure

+80% Of Bilateral Trade crosses via land through 56 Land-Border Ports of Entry (POE)

Legend:
- U.S. and Mexico Road System
- U.S. and Mexico Rail System
- U.S. and Mexico Port of Entry

Source: Office of the U.S. Trade Representative; United States Diplomatic Mission to Mexico

Shared Environment

1,284 miles Shared International Water Boundaries
3 Shared International Reservoirs
2 Shared Parks and Wildlife Refuges
450 Shared Wildlife Species

Source: Secretaría de Relaciones Exteriores, "Our Common Border: An Area of Prosperity and Competitiveness."
Shared Economy
United States and Mexico depend on each other for robust trade and economic relations

Shared Infrastructure
56 ports of entry connect the two nations via train, plane, automobile, and pedestrian transportation modes

Shared Environment
The border region comprises a variety of ecosystems, spanning 10 states comprising 13 million people

Under-leveraged Education Connections

14,779 Students from Mexico studying in the US
54% Of total Mexican students abroad

100,000 Strong in the Americas Goal for students moving in both directions by 2020

1.3% Of total US students abroad
3,730 Students from the US studying in Mexico

Under-leveraged Education Connections

14,779 Students from Mexico studying in the US
54% Of total Mexican students abroad

3,730 Students from the US studying in Mexico
1.3% Of total U.S. students abroad

100,000 Strong in the Americas
Goal for students moving in both directions by 2020

- Multiply binational research and innovation centers
- Strengthen exchanges through scholarship programs
- Increase languages proficiency and cultural integration

U.S. President Barack Obama and Mexican President Enrique Peña Nieto collaboration towards a region of knowledge includes:

Opportunity: Shared Education Infrastructure
Developing stronger educational connections between the U.S. and Mexico through collaboration in higher education.
Southern California is the largest emerging megaregion along the U.S./Mexico border.

Proposed Location

America’s Future

The Emerging Megaregions
Most of the nation’s rapid population growth, and an even larger share of its economic expansion, is expected to occur in 11 megaregions (pictured below).
## Bi-national Megaregions

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<tr>
<td><strong>Population</strong></td>
<td>5.6m</td>
<td>5.7m</td>
<td>6.5m</td>
<td>119m</td>
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**Proposed Site:** Chula Vista, CA

- **Downtown San Diego**
- **Chula Vista**
- **US/Mexican Border**
- **Proposed Bus Rapid Transit**
- **Proposed Site: University and Innovation District Site**
Proposed Site: Chula Vista, CA

A Total of 12,000,000 gsf of Usable Area

- 60% Academic-Office-Innovation (250 sf/person)
- 20% High Technology (500-1000 sf/person)
- 20% Residential (1000 sf/unit - market rate) or (200sf/bed)

- 7.2 million gsf Academic-Office
- 2.4 million gsf Residential
- 2.4 million gsf High Technology

Downtown San Diego
High Tech
Downtown
Millenia Development Project
High Tech

Otay Lakes
Four Miles from US/Mexican Border
Nature Preserve

375 ACRE SITE
Chula Vista
Lower Otay Lake
United States
Tijuana
Mexico
City of Chula Vista Takeaways

1) Fast growing population

2) Large and growing Hispanic/Latino population

3) Projected 99% job growth rate between 2004 - 2030
CaliBaja Megaregion Takeaways

1) Large and growing population with 30% below 18 years old

2) Busiest land border crossing in the Western Hemisphere and the #1 commercial gateway between Mexico/California

3) Home to over 2.1 m total jobs
National Relevance
Shifting Demographics

America's large and growing hispanic population

11.6 million
Mexican-born immigrants out of
31.7 million Mexican-Americans
(2013)

States where Mexico is #1 Source of Immigrants

...AND GROWING!

800,000 2,300,000 4,200,000 9,200,000 11,700,000

Mexico's growing middle class spurring demand for quality education

In order to accommodate growing middle class demand...

Mexican Institutions need to increase enrollment capacity by 48%

from 2010 and 2020 (ANUIES)


Why Here?
Why Now?
The World's First Bi-national University

- Opportunity to create a new model of 21st century higher education delivery leveraging the U.S / Mexico Border and providing opportunities for:
  - Bi-national, bi-cultural, bi-lingual education
  - Blended Learning with technology
  - Cooperative Education with local business partners
  - Affordability in higher education
**POLICY**

Shaping a New Border Narrative

- Opportunity to have a high profile impact on the national and international narrative around:
  - Re-thinking immigration policy
  - Focusing on bi-national environmental policy
  - Forging new trade opportunities between the U.S. and Mexico
  - Focusing on border security and transit
  - Creating a new bi-national knowledge economy

**PEOPLE**

Integrating People Across Borders

- Leveraging the rapidly growing Cali-Baja Mega Region
- Meeting unmet demand for higher education in both California and Mexico
- Serving the rapidly increasing Mexican born population in the United States and growing middle class in Mexico
PLACE
Leveraging Location to Enrich Content

• 375 acres of land entitled for institutional development
• Site located 4 miles from the U.S. / Mexico border half-way between Tijuana and downtown San Diego
• Leveraging border location for research, teaching, and experiential learning
• Opportunity to create an economic engine that can directly connect to the vibrant border economy

OPPORTUNITY

The world’s first BI-NATIONAL UNIVERSITY, shaping a new border narrative, integrating people across borders, leveraging location to enrich content

La primera UNIVERSIDAD BI-NACIONAL, dando forma a una nueva narrativa de la frontera, integrando la gente a través de la frontera, aprovechando la ubicación para enriquecer el contenido
So what comes next?

Path Forward

1. Establish Chula Vista University Partnership (CVUP) - a non-profit institutional recruitment entity
2. Establish land-trust for university land
3. Identify partner institutions from the U.S. and Mexico
4. Begin fundraising process
5. Establish institute focused on the border region that can incubate the university
VISION

A BI-NATIONAL CAMPUS that leverages the border as a laboratory to attract students from both the U.S. and Mexico, offers degrees and skills training specific for the bi-national region, and serves as a catalyst for growth and economic development.

Un CAMPUS BI-NACIONAL que utiliza la frontera como laboratorio para atraer estudiantes de ambos lados de la frontera con licienciatura y formación profesional específica para la región internacional entre los Estados Unidos y México.
TIJUANA TRANSPORT DIAGNOSTIC

2.5 AVERAGE TRANSFERS

RATE PER ROUTE
$ 9.50 A $ 14.00

12 TRANSPORTATION COMPANIES
WITH 120 ROUTES
3,539 AUTHORIZED OPERATING UNITS
33 TAXI ASSOCIATIONS
127 ROUTES 3,500 UNITS
INTEGRATED PROJECT

SITT is an integrated transport system composed of a network of routes that will initially cover 30% of the city’s urban mobility.
OPERATIONAL COMPONENTS

TRONICAL ROUTES:

PRETRONICAL ROUTES:

FEEDER ROUTES:

UN COMPROMISO PARA TIJUANA

- Acuerdos económicos federales para infraestructura CAF 2012-2013
- Financiamiento de obra 2014
- Apoyo a transportistas locales con visión empresarial
- Proyectos incluyentes, mesas de trabajo con transportistas
- Sustentabilidad
- Proyectos integrales en infraestructura

ELABORACIÓN DE ESTUDIOS DE MOVILIDAD Y PROYECTOS
1995 a la fecha
INTEGRATED PROPOSAL BASED ON Tijuana Policies
2013-2016

- Road safety: less accidents
- Dignified jobs: better benefits
- Save time and money on your journey
- New and improved infrastructure
- Sustainability and wider coverage

- Coverage in all 9 departments (delegaciones) with a single integrated FARE

Passing by strategic points throughout the city
DIRECT BENEFITS OF THE INTEGRATED TRANSPORT SYSTEM

- Better Coverage
- Safer and Faster
- Universal Accessibility
- Reliable Timetables
- Hierarchical Street Layouts
- Betterment of Urban Image
- New Public Space
- Modern Signage
- Lower Emissions
- Competitive
- Better Quality of Life
- Economic Growth

FLEET CONTROL AND OPERATION TECHNOLOGY ON BUSES

- Video Camera
- Free WiFi
- Information Screens
- Smart Card Validator
- User Counter
FLEET CONTROL AND OPERATION TECHNOLOGY IN STATIONS

MOBILITY COMPONENT BY ZONE
STATIONS AND TERMINALS

- 45 stations along 25 Kms
- 2 terminals: Centro and Insurgentes
ESTACIÓN AMÉRICAS ORIENTE

ESTACIÓN AMÉRICAS PONIENTE
FINISHED WORK

PUENTE JUAN OJEDA ROBLES

Superficie cubierta:
7,336.65 M²
BLVD. SIMÓN BOLÍVAR

Superficie cubierta:
8,560.30 M²

WORKS IN PROGRESS
FIBER OPTICS

Superficie cubierta:
40.10 Km.

CALLE NUEVE Y DIEZ

Superficie cubierta:
30,052 M²
ROAD PAVING

Superficie cubierta:
8,560.30 M²

URBAN SIGNAGE

Superficie cubierta:
44.42 Km.
PENDING WORK

FRONTERA BRIDGE

Superficie cubierta:
28,691,000 M²
BUS STOPS

180 paraderos 29,500 M² de pavimento

PEDESTRIAN BRIDGES

1,425 ML DE PUENTE
Y SUPERFICIE DE 5,700 M²
PEDESTRIAN BRIDGES

1,425 ML DE PUENTE
Y SUPERFICIE DE 5,700 M²

STATIONS
TERMINALS

TERMINALES

16,850 M² de superficie

Superficie cubierta:
3.8 Km de rehabilitación de infraestructura

• ELÉCTRICA
• HIDRÁULICA
• SANITARIA
• PLUVIAL

CONTROL CENTER

Superficie cubierta:
625 M²
DIAGNÓSTICO DE TRANSPORTE EN TIJUANA

2.5 Transbordos por desarticulación de rutas
Teria por ruta
$ 9.50 A $ 14.00

12 empresas de transporte, con 120 rutas
3,539 unidades autorizadas
33 agrupaciones de taxis;
127 rutas y 3,500 unidades

Radiografía y ruta crítica de los transportistas y el por qué del programa de regularización
PROYECTO INTEGRAL

SITT es un Sistema Integral de Transporte Rápido compuesto por una red de rutas que cubrirá inicialmente el 50% de la movilidad de la ciudad.
COMPONENTES OPERACIONALES

RUTAS TRONCALES:

CORREDORES PRE-TRONCALES:

RUTAS ALIMENTADORAS:

UN COMPROMISO PARA TIJUANA

- Acuerdos económicos federales para infraestructura CAF 2012-2013
- Fidicorrimo de obra 2014
- Apoyo a transportistas locales con visión empresarial
- Proyectos incluyentes, mesas de trabajo con transportistas
- Sustentabilidad
- Proyectos integrales en infraestructura

ELABORACIÓN DE ESTUDIOS DE MOVILIDAD Y PROYECTOS
1995 a la fecha
PROPUESTA INTEGRAL BASADOS EN UNA POLÍTICA PARA TIJUANA

2013-2016 Sistema Integrado SITT

- Seguridad vial - reducción de accidentes
- Empleos dignos y mejores prestaciones
- Ahorro en tiempo de traslado y pasajes
- Reforzamiento en infraestructura
- Ampliación de cobertura y sustentabilidad

PARTICIPACIÓN POR TIJUANA

Bajo un esquema de responsabilidad social y sustentabilidad, trabajamos en conjunto gobierno, ciudadanos y transportistas con el objetivo de crear una cultura de cambio en la movilidad.

Cultura vial y ambiental | Usuario | Ciudadano | Choferes | Transportistas | Gobierno | Operadores Tecnológicos

*Bajo un esquema de fidelidades de participación*
COBERTURA EN 9 DELEGACIONES MUNICIPALES CON UNA TARIFA INTEGRADA

El trayecto fue diseñado para pasar por puntos estratégicos de la ciudad:

BENEFICIOS DIRECTOS DEL SISTEMA INTEGRAL DE TRANSPORTE

- Mayor cobertura
- Seguridad y rapidez en el traslado
- Reducción en tiempos de recorrido
- Accesibilidad garantizada
- Ordenamiento vial
- Mejoramiento de la imagen urbana
- Recuperación de espacios públicos
- Modernización de semáforos y cruces peatonales
- Reducción de emisiones contaminantes al medio ambiente
- Competitividad
- Calidad de vida
- Derrama económica
CONTROL Y OPERACIÓN DE FLOTA

TECNOLGÍAS EN AUTOBÚS

- Conexión inalámbrica
- Cámara de video
- Pantalla
- Validador de tarjetas y monedas
- Contador de Usuarios

CONTROL Y OPERACIÓN DE FLOTA

TECNOLGÍAS EN ESTACIONES

- Conexión inalámbrica
- Cámara de video
- Control de Flota
- Torniquete
- Expendedor de Tarjetas
- Pantalla LED
- Fibra Óptica
- Información del Usuario
COMPONENTE DE MOVILIDAD EN LA ZONA

Estación 300 m.  Estación 300 m.  Estación
ESTACIONES Y TERMINALES

- Se ubicarán 45 estaciones a lo largo de 35 km.
- 2 terminales: Centro Histórico e Insurgentes
ESTACIÓN AMÉRICAS ORIENTE
SEÑALAMIENTOS: VERTICAL Y HORIZONTAL

Carril preferente y confinado
INFRAESTRUCTURA TRONCAL

INVERSIÓN S1010 MILLONES DE PESOS

OBRA TERMINADA
PUENTE JUAN OJEDA ROBLES

Superficie cubierta: 7,336.65 M²
Inversión estimada: $50,258,011.96 M.N.

BLVD. SIMÓN BOLÍVAR

Superficie cubierta: 8,560.30 M²
Inversión estimada: $50,258,011.96 M.N.
CALLE NUEVE Y DIEZ

Superficie cubierta: 30,052 M²
Inversión estimada $57,408,430.44 M.N.

BACHEO

Superficie cubierta: 8,560.30 M²
Inversión estimada $29,984,462.85 M.N.
SEMAFORIZACIÓN Y SEÑALAMIENTO

Inversión estimada
$103,927,149.21 M.N.
Superficie cubierta:
44.42 Km.

OBRA POR LICITAR
**PUENTE FRONTERA**

Inversión estimada: $26,680,000 M.N.
Superficie cubierta: 28,691,000 M²

**PARADEROS**

Inversión estimada: $69,600,000.00 M.N.
180 paraderos 29,500 M² de pavimento
PUENTES PEATONALES

Inversión estimada $132,240,000.00 M.N
1,425 ML DE PUENTE
Y SUPERFICIE DE 5,700 M²
ESTACIONES

45 ESTACIONES
Inversión estimada
$148,480,000.00 M.N.

OBRAS ESPECIALES/ TERMINALES

TERMINALES
Inversión estimada
$110,780,000.00 M.N.
16,850 M² de superficie

Inversión estimada
$41,040,000.00 M.N.
Superficie cubierta:
3.8 Km de rehabilitación de infraestructura

- ELÉCTRICA
- HIDRÁULICA
- SANITARIA
- PLUVIAL

A L O N D A M E N T O D E T I L A N O A
CENTRO DE CONTROL

Inversión estimada
$ 23,200,000.00 M.N.

Superficie cubierta:
625 M²

PUENTE PUERTA MÉXICO

Inversión estimada
$ 143,899,933.72 M.N.

650 ML DE PUENTE VEHICULAR

Y SUPERFICIE DE 4,550 M²
**ADVANTAGES OF THE NEW SYSTEM**

- Economical
- Faster transit times
- Increased safety and comfort
- Lower emissions
- Video surveillance
- Free WiFi
- Handicap accessible
- Preferential fares

**FEATURES**

- GPS tracking for bus fleets
- New and modern infrastructure
- Online route information and schedules.
- Route optimization
- Prepaid card
- Environmentally friendly

**CENTRO - INSURGENTES ROUTE T-101**

Starts at San Ysidro Border Crossing, and ends in Insurgentes Terminal. Vía Paseo Centenario.

**INSURGENTES - CENTRO ROUTE T-102**

Starts in Zona Centro and ends in Insurgentes Terminal. Vía Paseo de los Héroes.